

# Vendio

the world's first crypto advertising platform



The Crypto Advertising Platform  
& Vendicoin token system

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**the ico**  
**whitepaper.**

## DISCLAIMER OF LIABILITY

The purpose of this White Paper is to present Vendio, the crypto advertising platform, and VendiCoin (“VENDI”), the crypto advertising token, to potential token holders in connection with the proposed Token sale. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of purchasing VENDI Coins.

### **ALL TOKEN BUYERS SHOULD ONLY BUY AFTER CONSIDERABLE RESEARCH AND UNDERSTANDING OF ALL OF THE POSTENTIAL RISKS INVOLVED WITH CRYPTO.**

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

VENDI Coin is a utility token. This product is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident.

VENDI Coin cannot be used for any purposes other than those provided in the White Paper, including but not limited to, any investment, speculative or other financial purposes.

VENDI Coin is not intended for sale or use in any jurisdiction where sale or use of digital tokens may be prohibited.

VENDI Coin confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the White Paper.

Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. The White Paper can be modified to provide more detailed information.

This English language White Paper is the primary official source of information about Vendio and the VENDI Coin. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail.

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# 1 VENDIO EXECUTIVE SUMMARY

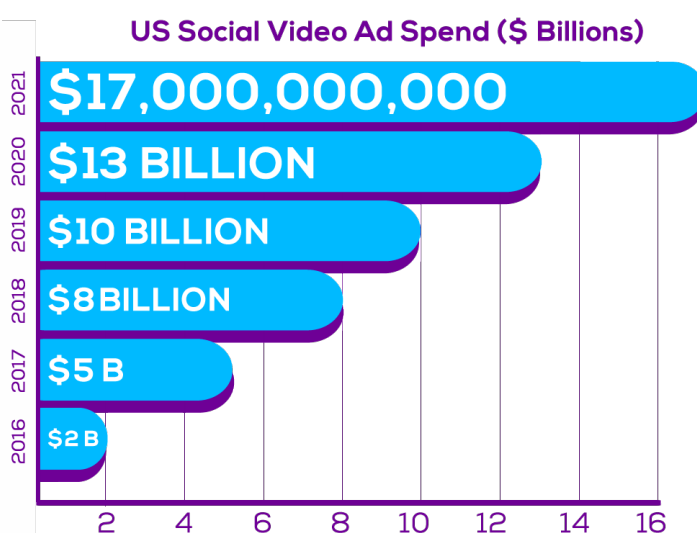
## 1.1 The Future of Digital Advertising and Video Consumption

How common is it to see someone deeply engrossed in a video on their mobile device or laptop? In just a few years, it will take an individual more than 5 million years to watch the amount of video that will cross global IP networks each month. Every second, over a million minutes, or almost 17,000 hours of video content will cross the network by 2021, according to Cisco<sup>1</sup>.

In just one second – more video will move across the internet than you could watch in almost two years of doing nothing else, including sleeping. Online video is changing how businesses and brands communicate with customers and how we communicate with one another.

Statistics show that as video consumption continues to increase year-over-year consumers are finding more ways to consume video. The relationship between video, consumers and advertising is a symbiotic one that grows and thrives together. 45% of people watch more than an hour of Facebook or YouTube videos a week<sup>2</sup>.

That translates to 100 million hours of video being watched every day on Facebook alone<sup>3</sup>. With this extreme rate of consumption, 46% of marketers plan to add Facebook video to their content strategy in the next year.<sup>4</sup>



Video advertising via social media is expected to grow to US \$17 billion by 2021.

<sup>1</sup>. Forbes: Top 10 Video Marketing Trends And Statistics Roundup 2017

<sup>2</sup>. Hubspot, 2016

<sup>2</sup>. TechCrunch, 2016

<sup>4</sup>. Hubspot, 2017

## 1.2 What Is Vendio

The average person is served over 1,700 banner ads per month with only about half of them being viewed. Click rates for display ad campaigns average only 0.1%, which means that only one in a thousand ads in a campaign is clicked. These poor metrics are attributed to a lack of high quality and innovative technology in the digital advertising space. Vendio aims to change that.

Vendio is a digital advertising platform designed with video in mind. This platform bridges the communication gap between publisher content, viewer interest and the advertiser by connecting relevant ads to the publisher's media being consumed by the viewer.

[Read more about Vendio on Page 7.](#)

### 1.3 ICO Overview

Vendio is developing a platform to launch its digital advertising services. The next stage in its development is the release of the platform which will allow advertisers and publishers to connect the most relevant advertisements and content for the most visceral viewer engagement. The Video Interactive Platform (VIP) will utilize its own tokens known as VendiCoins - VENDI, to feed all in-app and on-site transactional processes. This platform is expected to be ready for release at the end of Q2 2018 - early Q3 with continued development. This Whitepaper highlights the key stages and features of the Video Interactive Platform (VIP) and the future trajectories in which its products will be developed.

In advance of their use within the Video Interactive Platform (VIP), Vendio is offering pre-payment of the VendioCoin VENDI token. Vendio allows for pre-payment up to 5,500,000 VENDI tokens at the initial market value of .0005 ETH (\$0.40 USD) per VENDI at round one of the Pre-ICO and ending at .00152 ETH (\$1.25) at round seven in the ICO.

Further details of the ICO and the potential benefits of VENDI ownership are provided in this Whitepaper.

<b>Token</b>	VENDI
<b>Platform</b>	ERC20
<b>Start Date</b>	February 16 <sup>TH</sup> , 2018 at 12:00 PM (EST)
<b>Duration of Token Sale</b>	36 days, until March 23 <sup>RD</sup> , 2018 at 11:59 AM (EST)
<b>Price of VENDI token</b>	.00152 ETH (\$1.25 USD)
<b>Token Supply</b>	10,000,000 (Ten million)
<b>ICO Supply</b>	5,500,000 (Five million five hundred thousand)
<b>Reserve Allocation</b>	4,000,000 (Four million)
<b>Social Bounty Supply</b>	300,000 (Three hundred thousand)
<b>Minimum Purchase Per Person</b>	1 VENDI
<b>Secured methods of token purchase</b>	Ethereum (ETH)
<b>Token activation date</b>	April 1 <sup>ST</sup> , 2018
<b>Crowdsale Contract Address</b>	0xfd38567eA6F0E35090cDAabbfd0701d77C7E5A5a
<b>Token Contract Address</b> (DO NOT SEND ETH HERE)	0x7D6154b80Ce4E087652C0308Ce6a4f83b13FC743
<b>Official Website</b>	<a href="http://VendiCoins.com">http://VendiCoins.com</a>

**ALL UNSOLD TOKENS WILL BE BURNED**



## 1.4 Pre-ICO Bonus

ROUND #	Date	Supply	Price	Bonus
<b>PRE-ICO 1</b>	2/16 - 2/21	500,000 VENDI	.0005 ETH (\$ .40 USD)	68% BONUS
<b>PRE-ICO 2</b>	2/21 - 2/26	600,000 VENDI	.0006 ETH (\$ .50 USD)	60% BONUS
<b>PRE-ICO 3</b>	2/26 - 3/3	900,000 VENDI	.0008 ETH (\$ .65 USD)	48% BONUS
<b>ICO 4</b>	3/3 - 3/8	1,200,000 VENDI	.001 ETH (\$ .80 USD)	35% BONUS
<b>ICO 5</b>	3/8 - 3/13	900,000 VENDI	.00115 ETH (\$ .95 USD)	25% BONUS
<b>ICO 6</b>	3/13 - 3/18	800,000 VENDI	.00134 ETH (\$1.10 USD)	12% BONUS
<b>ICO 7</b>	3/18 - 3/23	600,000 VENDI	.00152 ETH (\$1.25 USD)	FINAL ROUND

- Vendio reserves the rights to add or change bonuses. Additional bonus scheduling to be released -  
- Each round starts at 12:00 PM (EST) -

## 1.5 Social Bounty

## social bounty.

**Earn free VENDI**

You'll earn VENDI for each friend you invite to Vendio.

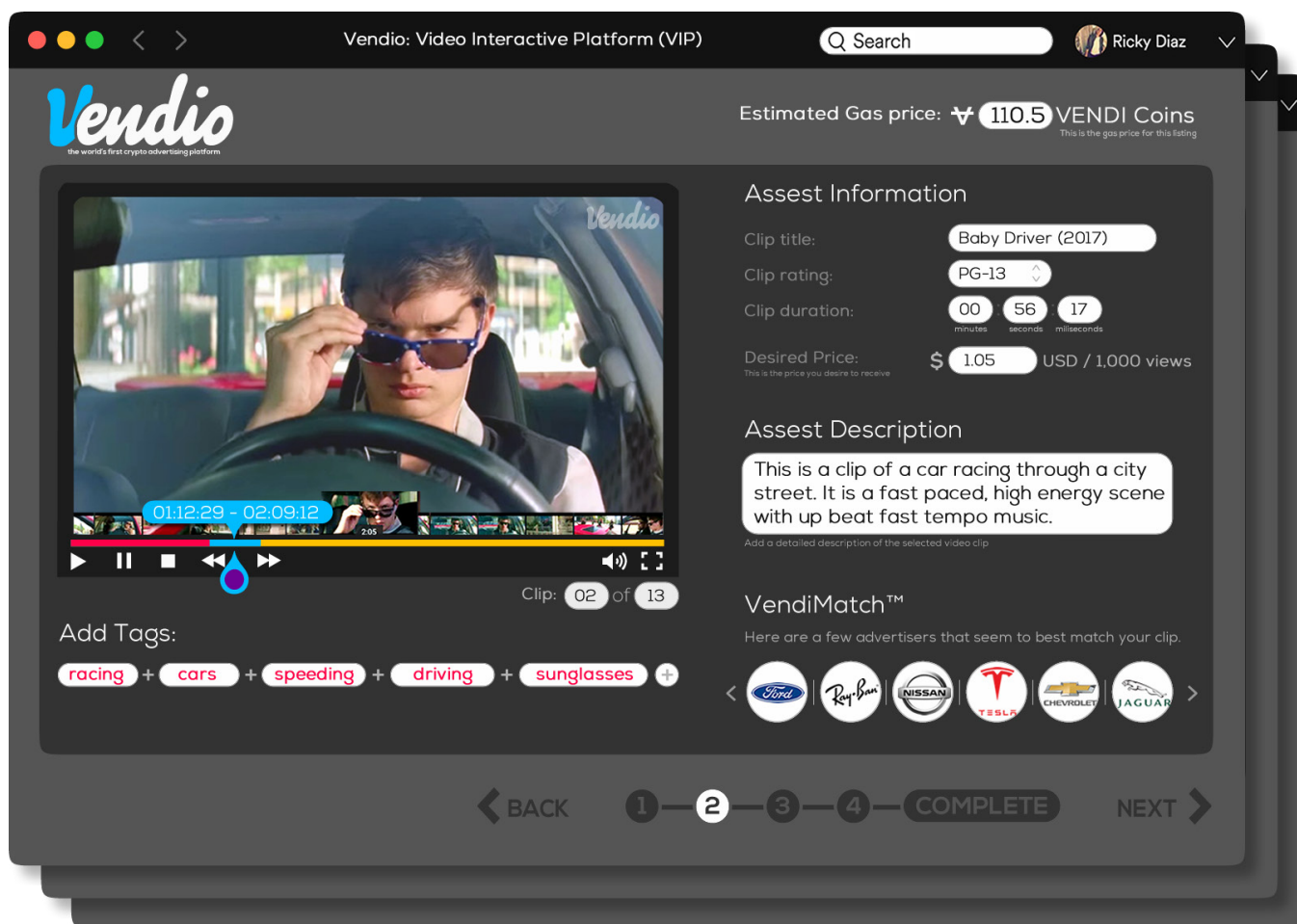
- ▶ Participate in the 300,000 token Bounty Program
- ▶ Refer friends to sign up using your referral link
- ▶ Earn 10 FREE VendiCoins for ever sign up!
- ▶ Anyone that registers gets 1 FREE VendiCoin!

## 2 INTRODUCTION

### 2.1 A Better Advertising Method

The Video Interactive Platform (VIP) bridges the communication gap between publisher content, viewer interest and the advertiser by connecting relevant ads to the publisher's media being consumed by the viewer. The method used to do so is what differentiates Vendio from any other advertising instrument currently available today.

This is executed by implementing a proprietary tagging algorithm appended to a piece of video content at specific times during a specific video duration, selected by the publisher. These tags accurately describe the visual content being displayed during the specific duration of time selected. The data within these tags is then shared with potential advertisers of the publisher's choice, who then select the best advertisement to match the specific content tagged by the publisher at the specifically selected timeframe.



Vendio mockup

\*Baby Driver (2017) image courtesy TriStar Pictures

## 3 VENDICOIN TOKEN - VENDI

### 3.1 How VENDI Tokens Benefit Everyone

The Video Interactive Platform (VIP) utilizes VendiCoins - VENDI tokens to feed all in-app and on-site transactional processes. VENDI tokens are at the epicenter of the Video Interactive Platform (VIP) as they serve to feed the gas used to drive the platform functions among other features. VENDI tokens are used by and directly benefit all parties involved.

#### The Publisher

**Publishers utilize VENDI tokens for the following;**

- ▣ Feed gas prices involved in listing content.
- ▣ Feed gas prices involved in accepting **advertiser** bids.
- ▣ Feed gas prices involved in withdrawing account funds.
- ▣ Reward **viewers** with VENDI tokens as an incentive to share content.

#### The Advertiser

**Advertisers utilize VENDI tokens for the following;**

- ▣ Feed gas prices involved in bidding to run advertising campaigns on **publisher** content.
- ▣ Feed gas prices involved in launching advertising campaigns.
- ▣ Feed gas prices involved in rewarding publishers for driving views to campaigns on content.
- ▣ Feed gas prices involved in funding account.
- ▣ Reward **viewers** with VENDI tokens for engaging in their advertisements.

#### The Viewer

**Viewers utilize VENDI tokens for the following;**

- ▣ Feed gas prices involved in withdrawing account funds.
- ▣ Spend earned VENDI tokens on products and services offered by the **advertiser**.
- ▣ Donate VENDI to their favorite content creating **publishers**.





### 3.2 VENDI Token Overview

Vendico token VENDI – is the core of all transactions made in the Video Interactive Platform (VIP). No payment or transaction can be conducted without VENDI, which is regulated by smart-contracts.

The primary issue of VENDI tokens will be during the ICO, which is the pre-sale of Vendio services usage opportunity. Vendio's future plans involve listing its tokens on cryptocurrency exchanges to enlarge its userbase and fulfill users' expectations to provide the most comprehensive services via the advertising platform.

## 4 VENDIO ICO TOKEN SALE OVERVIEW

### 4.1 Purpose of the ICO

Vendio is offering to potential users of its Video Interactive Platform (VIP) the ability to pre-purchase its own VENDI tokens through a Pre-ICO event that commences on February 16<sup>TH</sup>, 2018.

The VENDI token is based on the decentralized Ethereum market standard smart contract ERC20 token. Formed within the blockchain and subject to automatic execution upon the occurrence of pre-defined criteria and events and subject to certain conditions, VENDI tokens are valid indefinitely and are the property of their respective holders.

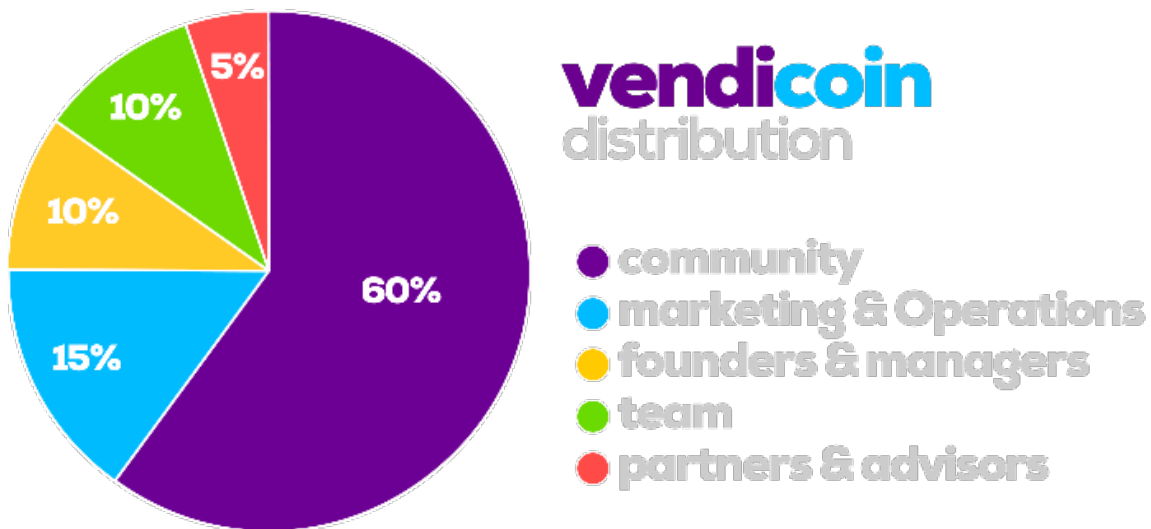
Vendio is headquartered in the United States of America. VENDI tokens bestow on its holder's special product benefits including increased rewards depending on user activity. VENDI tokens are utility tokens with in-app functions exclusively VENDI tokens are not stocks, securities or their equivalent and therefore do not create the right of ownership or disposal of Vendio or its assets. VENDI token-holders do not exert any influence over the decision making of the company or its activities.

VENDI tokens will be distributed in direct proportion to the amount paid by the participants during the ICO. All organization and implementation processes connected to a successful Vendio ICO have been prepared in accordance with industry best practices.

### 4.2 Fixed Token Value

Upon launch, a single VENDI token is valued at .00152 ETH (due to the USD equivalent value of a single Bitcoin this is a more convenient measurement of value).

### 4.3 Distribution of VENDI Tokens



- 60% Total ICO distribution to the community
- 15% Tokens allocated for marketing and operations purposes
- 10% Reserved for the founders and management of the ICO
- 10% Reserved for team
- 5% Reserved for ICO partner advisers

VENDI Tokens will be available for purchase on Feb 16th,

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## 5 THE FUTURE OF VENDIO

### 5.1 Vendio Roadmap

Moving forward beyond the ICO, Vendio has outlined an executable plan of action to bring its platform to tangible fruition.

- **April 2017 • Initial Business Development**

Vendio began structuring its ideas into what will become a tangible platform

- **July 2017 • Market Research & Development**

Understanding our advertisers, publishers and users' needs is paramount to Vendio's success. We have an acute insight into market behavior, challenges and rapid changes

- **September 2017 • Platform Development**

Designing an intuitive and effortless platform is key to a rich user experience. We've placed great consideration in conceptualizing an accessible and easy to use UI.

- **February 16<sup>TH</sup> - March 3<sup>RD</sup>, 2018 • Pre-ICO**

The ICO launch marks the beginning of an on-going endeavor that will rejuvenate digital advertising industry standards.

- **March 2<sup>ND</sup> - March 3<sup>RD</sup>, 2018 • ICO**

With the close of the ICO, many token holders will be prepared to create rich content, share video, launch campaigns and get paid.

- **Mid Q3 2018 • Team & Talent Expansion**

- **Mid to Late Q3 2018 • Online Platform Launch**

- **Early Q4 2018 • Continued User Interface (UI) Enhancement**

- **Mid to Late Q4 2018 • Mobile App Launch**

The Vendio Mobile App will allow advertisers, publishers and viewers alike to manage their accounts on the fly.

- **Q1 2019 • Vendio Streaming Development**

Vendio will expand to a streaming platform for curated and originally produced content utilizing the Video Interactive Platform within its own streaming application, increasing potential revenues



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