Whitepaper

Our mission is to tokenize the entire influencer industry to solve major issues between brands, influencers and their audiences. Our cryptoeconomics implies circulation of indaHash Coin among all of these groups and creates a new type of relationship and added value.

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ANDROID APP ON Google Play

EXECUTIVE SUMMARY

Our mission at indaHash is to tokenize the influencer industry and create a revolution in terms of brands cooperation and their audience.
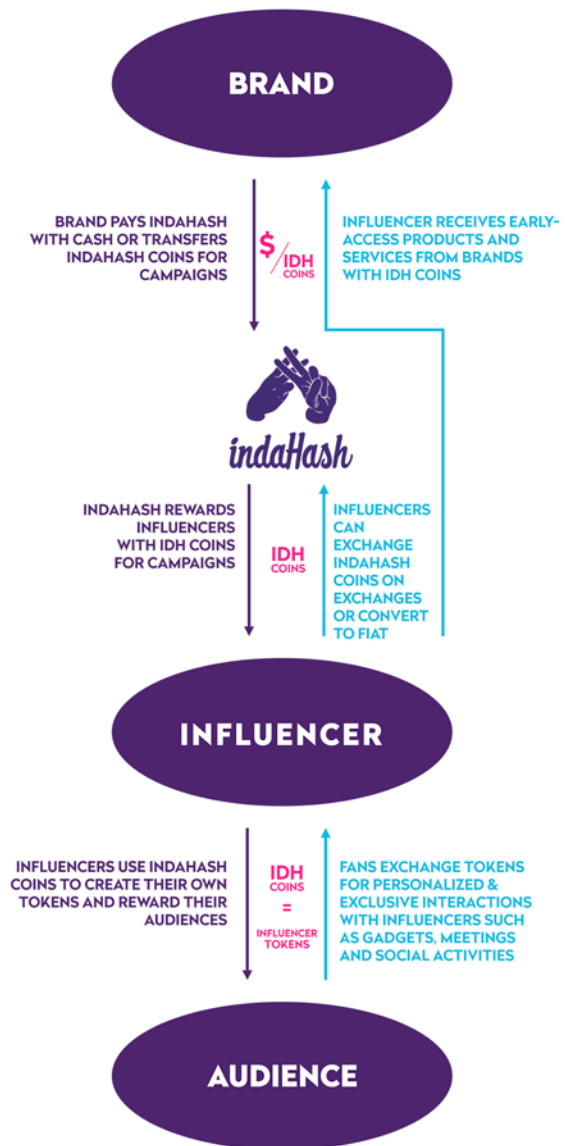
> Currently, influencer marketing is one of the most dynamically growing advertising segments worldwide. It's projected to be a $5-10 billion market by the end of 2020.

> indaHash is the biggest global player in this field, connecting more than 300 000 influencers from 70 markets with a majority of the Fortune 500 brands.

> With the introduction of indaHash Coins we want to tokenize the influencer marketing world and solve the wide range of issues and challenges between influencers, brands and fan bases.

> With the introduction of indaHash Coins and market standardization, we'll enable influencers to effectively compete with traditional publishers (TV, radio, newspapers, etc.) and significantly facilitate conscious management of relationships with their fans and brands.

> Thanks to well-thought-out cryptoeconomics, indaHash Coins will become the world-standard cryptocurrency for rewarding all influencer activities (both measurable and nonmeasurable).

> We will let influencers have their own tokens to build their relationships and bring their fan base to another level of engagement.

HOW WILL OUR CRYPTOECONOMICS WORK?

indaHash cryptoeconomics assumes indaHash Coin circulation between three groups of receivers: brand, influencer, audience. Brand uses indaHash Coin to reward influencers for the marketing campaigns.

When influencers receive indaHash Coin, they have the possibility to exchange it for brand's products and receive discounts when shopping, along with early access to novelties. Influencers can also create their own tokens and use them to increase their audience engagement by rewards and gamification.

Influencers audience can use collected tokens and exchange them for exclusive actions that the influencers prepare for their community. For example, customized prizes signed by the influencer, closed meetings and social activities.

BRAND

BRAND PAYS INDAHASH WITH CASH OR TRANSFERS INDAHASH COINS FOR CAMPAIGNS

$/IDH COINS

INFLUENCER RECEIVES EARLY-ACCESS PRODUCTS AND SERVICES FROM BRANDS WITH IDH COINS

indaHash

INDAHASH REWARDS INFLUENCERS WITH IDH COINS FOR CAMPAIGNS

IDH COINS

INFLUENCERS CAN EXCHANGE INDAHASH COINS ON EXCHANGES OR CONVERT TO FIAT

INFLUENCER

INFLUENCERS USE INDAHASH COINS TO CREATE THEIR OWN TOKENS AND REWARD THEIR AUDIENCES

IDH COINS = INFLUENCER TOKENS

FANS EXCHANGE TOKENS FOR PERSONALIZED & EXCLUSIVE INTERACTIONS WITH INFLUENCERS SUCH AS GADGETS, MEETINGS AND SOCIAL ACTIVITIES

AUDIENCE

indaHash

Whitepaper

1 DISCLAIMER

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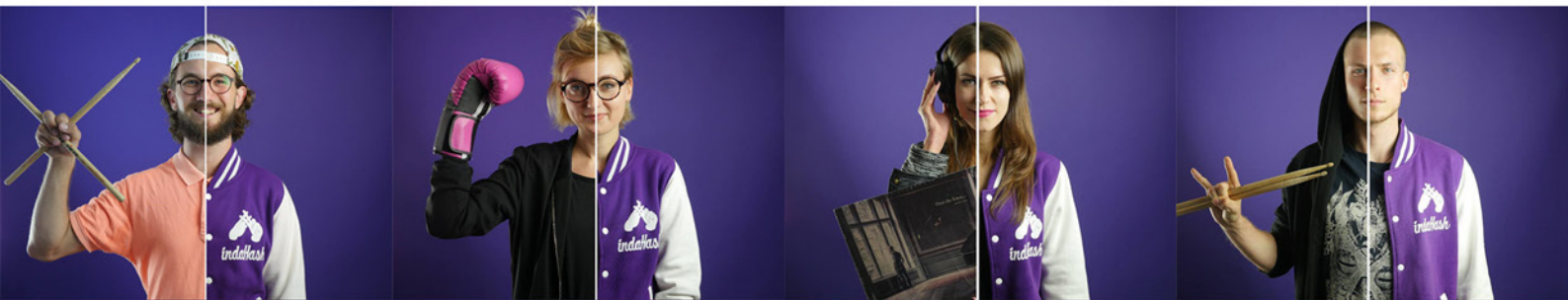
② MEET INDAHASH

Our success story so far

indaHash is currently the biggest international platform for influencer marketing campaigns that ——— **enables brands to conduct local and global campaigns with over 300 000 influencers on over 70 markets**
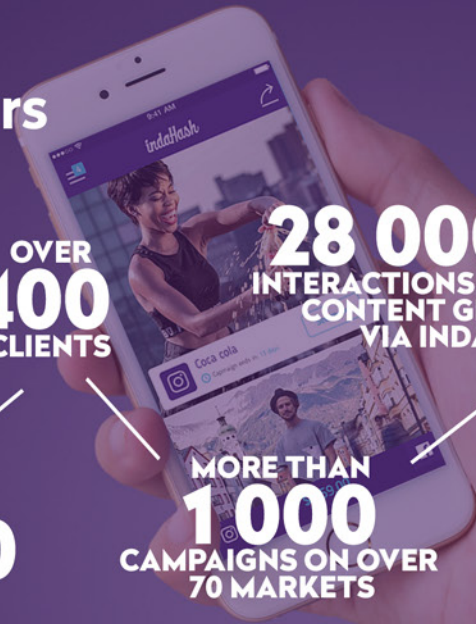

indaHash **app in numbers**

OVER 300 000 INFLUENCERS

WITH OVER 900 000 000 REACH

OVER 400 CLIENTS

28 000 000 INTERACTIONS ON BRANDED CONTENT GENERATED VIA INDAHASH

MORE THAN 1 000 CAMPAIGNS ON OVER 70 MARKETS

Our mission at indaHash is to tokenize the influencer industry and create a revolution in terms of brands cooperation and audience development

Having worked with most of the brands from the Fortune 500 list, indaHash currently employs over 130 people in 7 countries (Germany, UK, Poland, Singapore, US, UAE, South Africa). In less than 2 years since being established, indaHash gained over 300 000 influencers worldwide and conducted over 1 000 campaigns in more than 70 markets.

Watch the video! ▶

How did it all start?

The indaHash story begins with Barbara Soltysinska's (CEO and Co-Founder) idea to automate the collaboration process between influencers and brands. The idea was to create a technologically advanced app, where the entire campaign process – including but not limited to: the negotiation process, creating content, and payment matters – would take place. Barbara Soltysinska – a winner of a number of esteemed awards, such as Ernst and Young Entrepreneur of the Year 2016: New Business Award, Man of the Year 2015 IAB MIXX Award – has been active on the media market since the very beginning of her career. In 2013 she co-founded LifeTube, the biggest MCN in CEE, which was a pioneer in this part of the world in terms of collaboration with youtubers. Barbara Soltysinska quickly realized that to achieve truly great results, a proper technology platform to automate the key of collaboration, was necessary.

Barbara Soltysinska

Previously Strategic Director at MSL (MSL Group) and Co-Founder of LifeTube (largest MCN in CEE). EY Entrepreneur of the Year, "Man of the Year" award by the MIXX Awards IAB, Poland, 2015

indaHash awards:

Newsweek Innovator Award

Accenture Consumer Tech Award 2017

Festival of Media MENA Award

In 2016 Barbara sold LifeTube. She decided to focus on indaHash, which at that time was only an invitation-based alpha version, but already managed to attract lots of attention from the media and influencers. After conducting a quick PoC, the business started generating the expected results. First offices in Warsaw, London, and Berlin were opened. After the first six months, the company achieved a break -even point and was hiring over 30 people in different European countries. Next decision was to expand globally. First partnerships were with the biggest media agencies, such as Mediacom and Havas. indaHash began to conduct its first international campaigns, for brands such as Huawei, Pepsi, Lay's, L'Oreal, and more. In 2017 the company opened offices in Singapore, NYC, Dubai and Johannesburg, hiring top specialists in business growth and scaling. indaHash won a number of prestigious awards, among others: Accenture Consumer Tech Award, Festival of Media MENA Award, and Newsweek Innovator Award.

Countries where we cooperate with influencers:
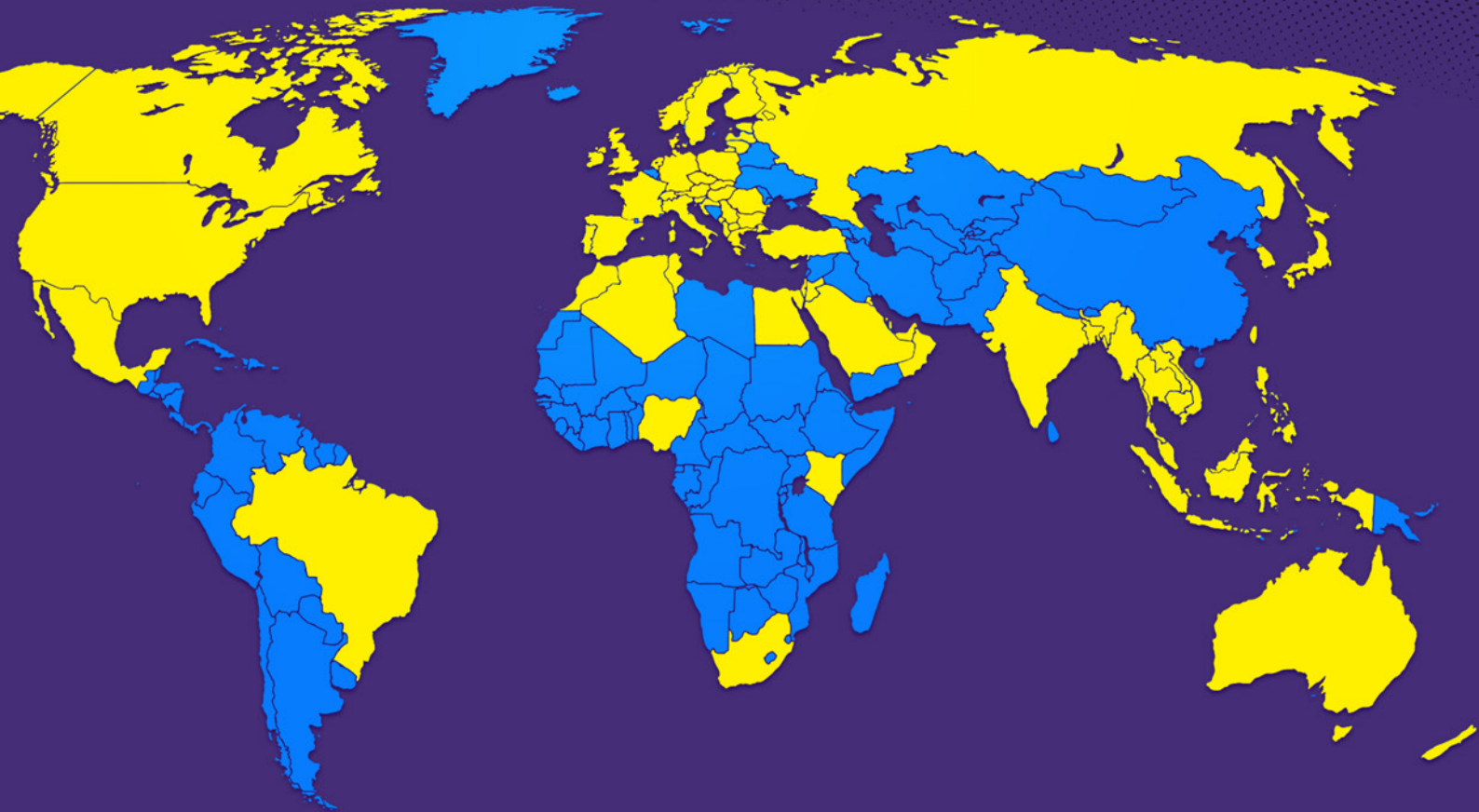
We operate all over the world. We are active in over **70 markets**

📍 indaHash market presence

Albania	Ireland	Romania
Algeria	Italy	Russia
Australia	Japan	Saudi Arabia
Austria	Jordan	Serbia
Bahrain	Kenya	Singapore
Bangladesh	Kuwait	Slovakia
Brazil	Laos	Slovenia
Bulgaria	Latvia	Oman
Cambodia	Lebanon	Pakistan
Canada	Lithuania	South Africa
Croatia	Macedonia	South Korea
Czech Republic	Malaysia	Spain
Denmark	Marocco	Sweden
Egypt	Mexico	Switzerland
Estonia	Montenegro	Taiwan
Finland	Myanmar	Thailand
France	Netherlands	Tunisia
Germany	New Zealand	Turkey
Greece	Nigeria	UAE
Hong Kong	Norway	United Kingdom
Hungary	Philippines	United States
India	Poland	Vietnam
Indonesia	Portugal	
Israel	Qatar	

indaHash milestones of growth

PARTNERSHIP WITH DENTSU

INDAHASH APP LAUNCHED IN JAPAN

over 120 employees, over 300 000 influencers on the indaHash app, over 1000 campaigns in over 70 markets

AUGUST'17

JULY'17

Opens of our 7TH office: after Warsaw, Berlin, London, NYC, Johannesburg, Dubai, indaHash enters Singapore.

COOPERATION WITH VICE MEDIA

ACCENTURE CONSUMERTECH AWARD WON BY INDAHASH

Opens office in NYC

MAY'17

NEW REVENUE STREAMS

a 1214% company growth, over 70 employees

FEBRUARY'17

INDAHASH is on Al Jazeera

Opens office in Dubai

JANUARY'17

2017

INDAHASH'S CEO BARBARA SOŁTYSIŃSKA WINS "NEW BUSINESS EY"

at EY Entrepreneur Of The Year

NOVEMBER'16

INDAHASH'S CEO BARBARA SOŁTYSIŃSKA

is interviewed on BBC Business Live

Cooperation with MediaCom South Africa

OCTOBER'16

GLOBAL EXPANSION

30 employees, conducted over 250 campaigns with the biggest brands like L'Oreal, Pepsico, P&G

AUGUST'16

50 000 GLOBAL INFLUENCERS have registered with indaHash!

indaHash reaches break-even point

JUNE'16
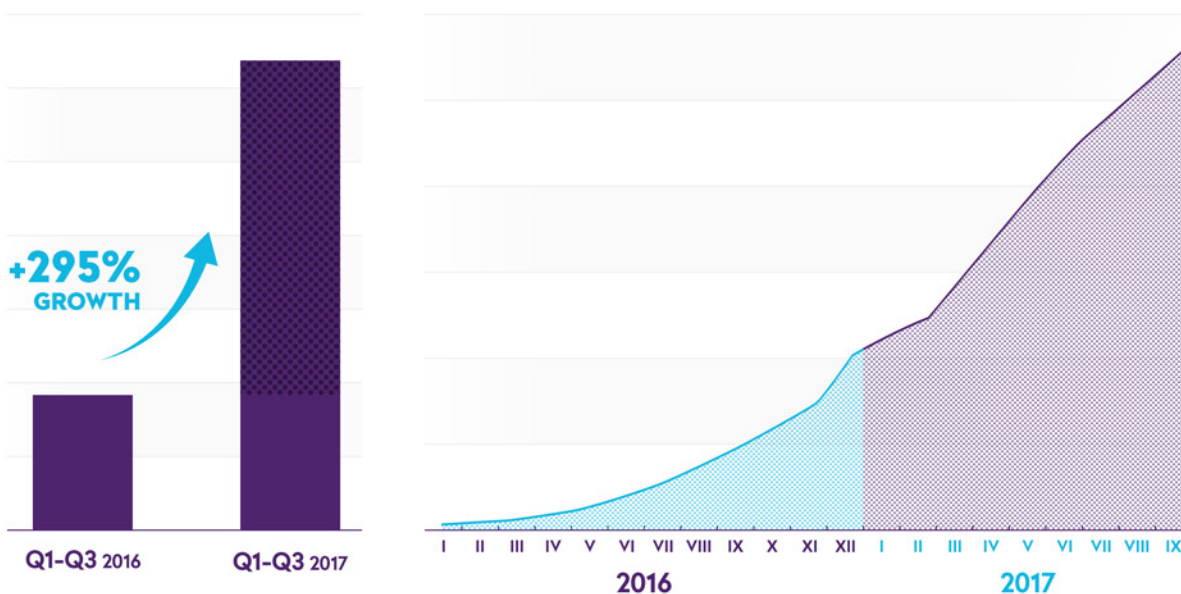
2016 **JANUARY'16**

INDAHASH OPENS

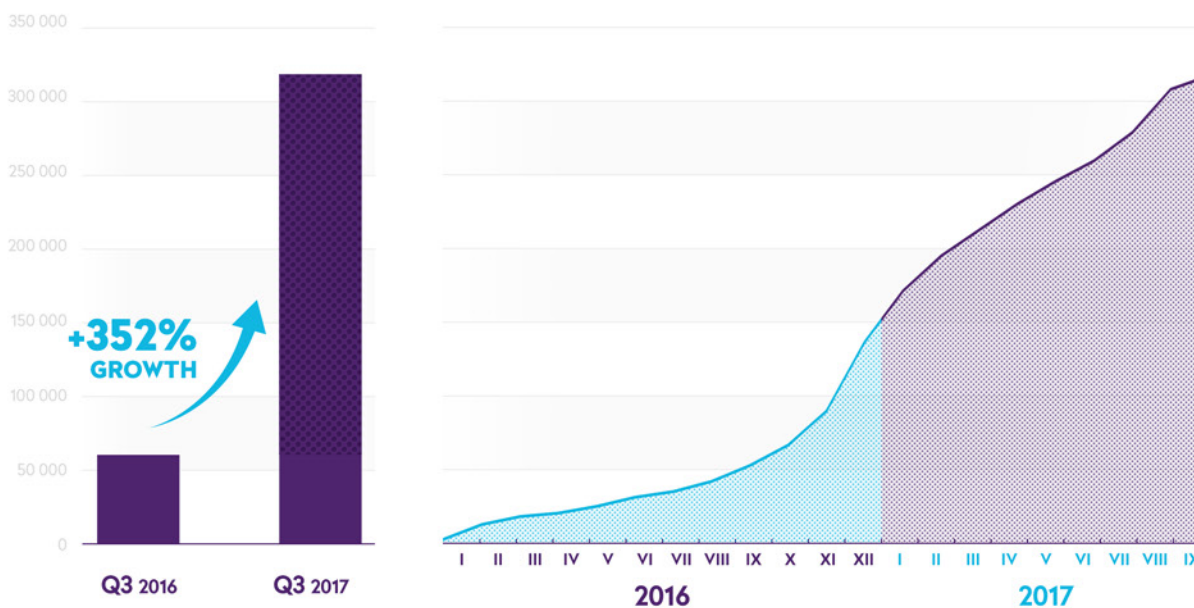offices in London, Berlin and Warsaw

INDAHASH GROWTH

The charts present the growth of indaHash – the income and the number of influencers registered in the app since its launch until the end of Q3 2017

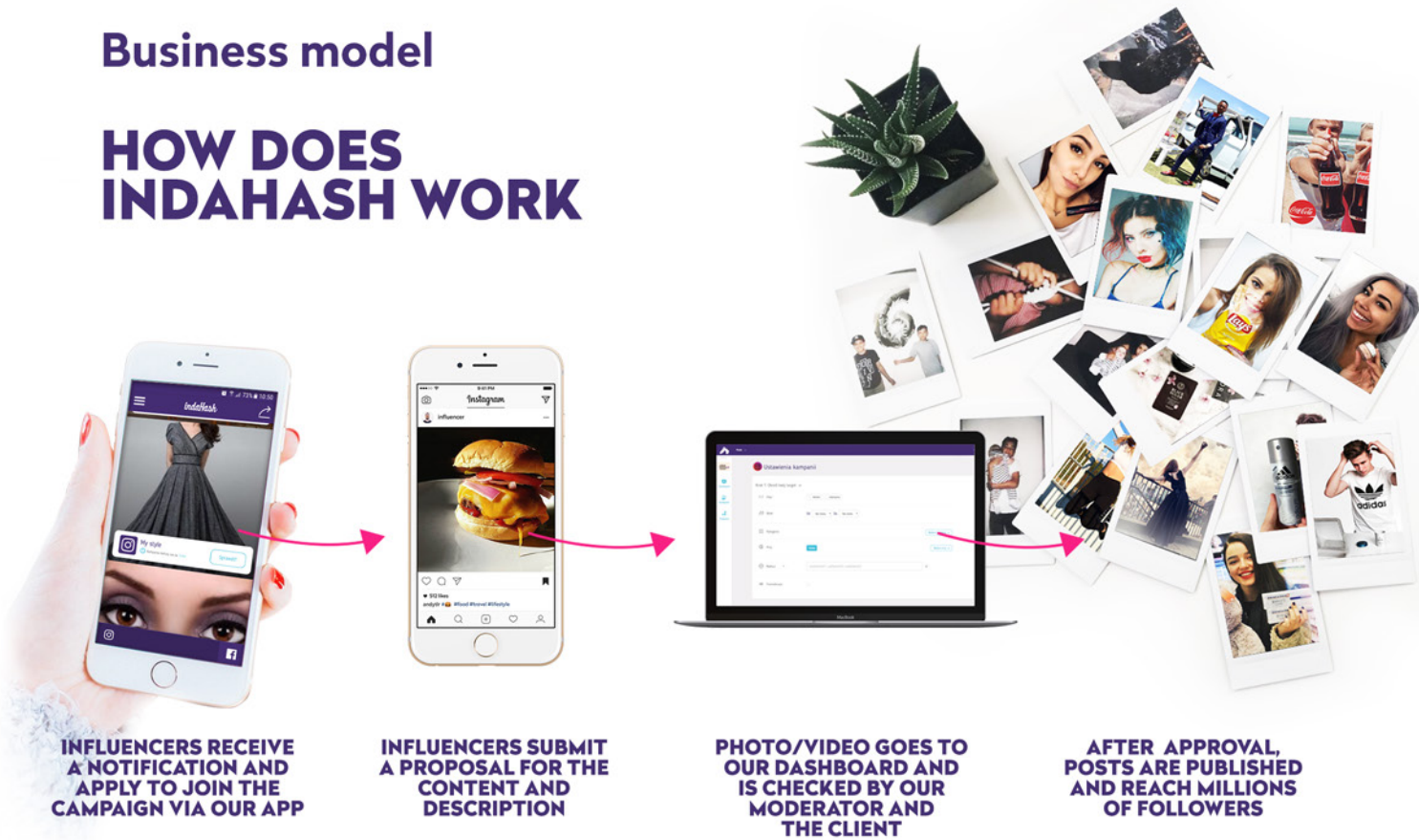## GROWTH IN SALES 1Q-3Q (2016 VS 2017)

+295%
GROWTH

Q1-Q3 2016   Q1-Q3 2017

I II III IV V VI VII VIII IX X XI XII   I II III IV V VI VII VIII IX
2016   **2017**

GROWTH IN THE NUMBER OF INFLUENCERS 3Q 2016 VS 3Q 2017

350 000
300 000
250 000
200 000
150 000
100 000
50 000
0

+352%
GROWTH

Q3 2016   Q3 2017

I II III IV V VI VII VIII IX X XI XII   I II III IV V VI VII VIII IX
2016   **2017**

Business model

HOW DOES INDAHASH WORK

INFLUENCERS RECEIVE A NOTIFICATION AND APPLY TO JOIN THE CAMPAIGN VIA OUR APP

INFLUENCERS SUBMIT A PROPOSAL FOR THE CONTENT AND DESCRIPTION

PHOTO/VIDEO GOES TO OUR DASHBOARD AND IS CHECKED BY OUR MODERATOR AND THE CLIENT

AFTER APPROVAL, POSTS ARE PUBLISHED AND REACH MILLIONS OF FOLLOWERS

Watch the video! ▶

More than 83 percent of global respondents in a Nielsen survey say that they trust recommendations from people they know, while only 42 percent trust online banner ads.

PERCENTAGE OF GLOBAL RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT

Online Banner Ads	**42%**
Ads on TV	**62%**
Recommendations from people I know	**82%**

0%   20%   40%   60%   80%   100%
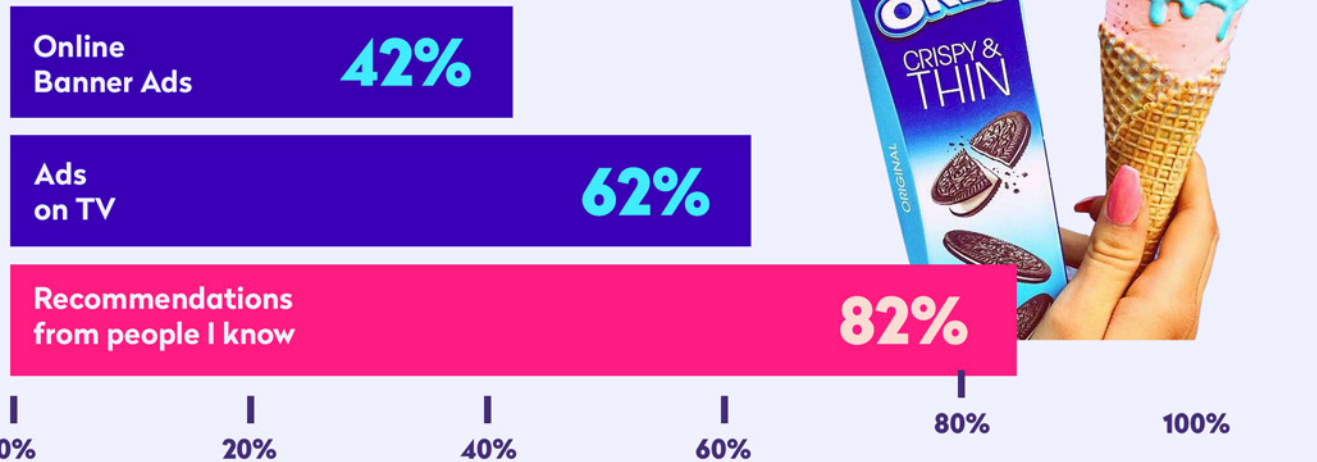
Source: http://www.nielsen.com 2017

At the moment, collaboration with influencers can be conducted with different pricing models in indaHash app:

CPM
(Cost per Mille)
cost of reaching thousand
followers of an influencer

CPE
(Cost per Engagement)
cost of 1 interaction
(like / comment / share)
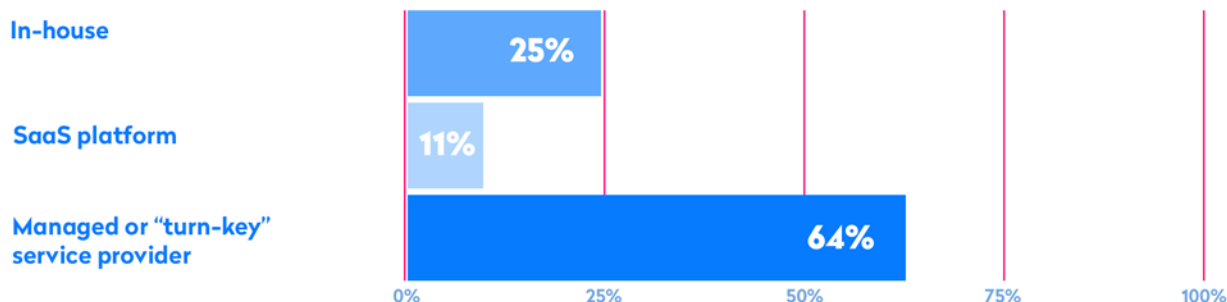under a sponsored post
of an influencer

CPV
(Cost per View)
cost per one view
of a sponsored video

CPCon
(Cost per Content)
cost of creating a piece
of content (photo or video)
for a brand

Do you manage influencer marketing in-house or through an influencer marketing platform/vendor?

In-house — **25%**

SaaS platform — **11%**

Managed or "turn-key" service provider — **64%**
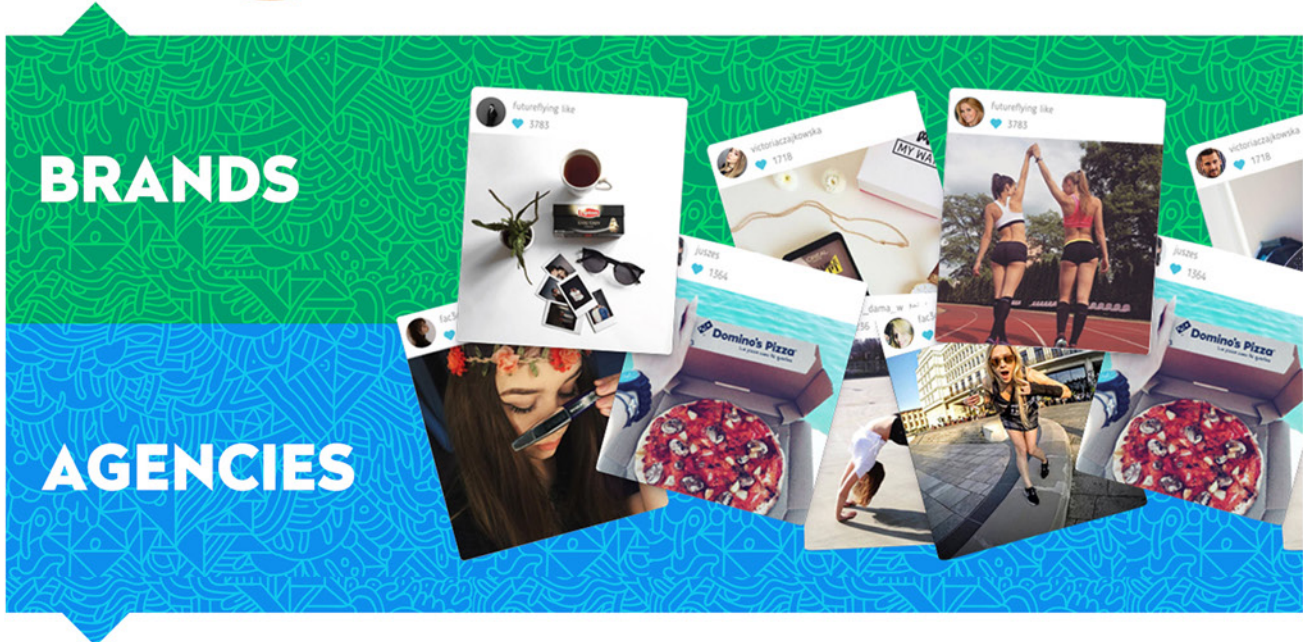
0%   25%   50%   75%   100%

Source: Linqia study 2017

According to a study by Linqua, the majority of the marketers choose third-party solutions for influencer marketing campaigns. If you want to understand influencer marketing deeply, please feel free to download our international study:

DOWNLOAD OUR REPORT   ⬇ **DOWNLOAD**

Our clients & business partners

PANDORA · unicef · Booking.com · bruno banani. NOT FOR EVERYBODY · Heinz

Maggi · AVEDA · NIVEA · Gillette Venus · OLAY

MAYBELLINE · GARNIER · VICHY LABORATOIRES · m&m's · Nestlé

Krispy Kreme DOUGHNUTS · T··Mobile· · OREO · Lipton · Red Bull

MasterCard · ESTĒE LAUDER · PRUDENTIAL · SEPHORA · Lay's

BAYER · DANONE · NESCAFÉ · Henkel · Pernod Ricard

SUBWAY · vodafone · P&G · Ford · COMCAST NBCUNIVERSAL

McDonald's · Coca-Cola · FIAT · VW · Unilever

Schwartz · SAMSUNG · L'ORÉAL · MERCK · adidas

BRANDS

AGENCIES

MEDIACOM · Zenith The ROI agency · CARAT · WUNDERMAN · GREY

isobar · Y&R · MEC · Starcom Mediavest Group · Deloitte. Digital

OMD · Vizeum · Mediavest · McCANN · BLUE 449

havas media · MINDSHARE · ROCKET · Edelman · Ketchum

Market size

Influencer marketing observed an amazing growth in 2016, with 86% of marketers having used the tactic, 94% of whom found it effective (Linqia study).
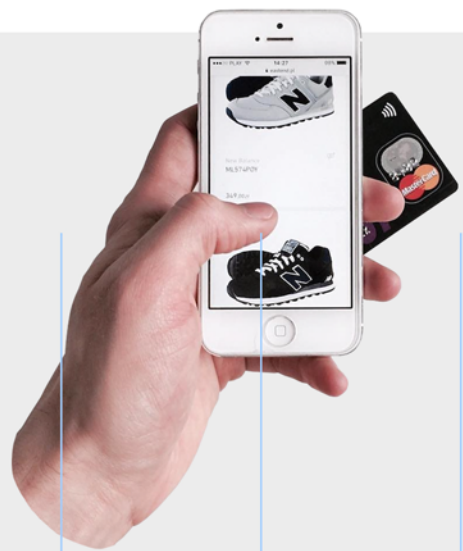
While it remains a highly popular marketing tool, most marketers say that determining the ROI of influencer marketing will be their top challenge in 2018. In large part, this call for accountability is because budgets are increasing. In 2016, most marketers spent between $25 000 - $50 000 per influencer marketing campaign, which survey respondents report will double to $50 000 - $100 000 per campaign in 2017. Overall budgets are set to increase as well, with 48% of marketers planning to increase their influencer marketing budgets in 2017 and only 4% planning to decrease their investment in the channel. (Linqia study)

ON AVERAGE, HOW MUCH DO YOU SPEND PER INFLUENCER MARKETING PROGRAM?

Under $10k	12%
$10k - $25k	20%
$25k - $50k	33%
$50k - $100k	20%
$100k - $500k	14%
Over $500k	1%

0%   25%   50%   75%   100%
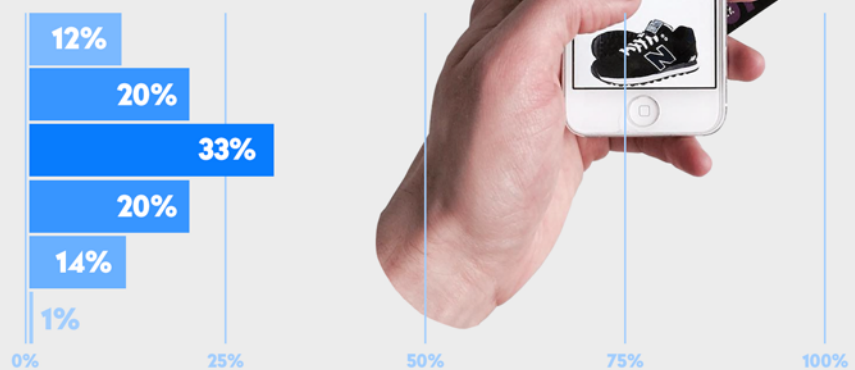
Source: Linqia study 2017

According to a recent study by US-based agency Mediakix, Instagram influencer marketing could reach US$2 billion by 2019. Influencer marketing in total is projected to be a US$5-10 billion market by 2020.

The decline of traditional TV and the growth of social media have given rise to influencer marketing, now one of the fastest growing categories in advertising.

From micro influencers making $20 per post to Instagram superstars like Ariana Grande that command half a million dollars per post, the Instagram influencer market runs the gamut in terms of following, audience, and engagement; but it has even the biggest brands buying in. Target, H&M, Unilever, Samsung, Mastercard, Volkswagen, L'Oréal, Microsoft, and many more brands are finding ways to partner with Instagram influencers to reach audiences.

Average compensation for a sponsored post was determined as $320 using aggregated data (for comprehensive methodology, check Mediakix's study). Monthly spend is translated to $90 million in 2017 meaning that the annual spend on Instagram influencer marketing this year alone will exceed $1 billion. The average compensation was applied to the number of sponsored posts, placing the current market at $130 million spent per month by 2018 and at least $200 million spent per month by 2019. By the end of 2019, influencer marketing on Instagram should be able to reach $2.38 billion, and with 10.6 million sponsored posts in the year.

Building brand awareness based on influencers

@danielwellington, Source: Instagram

Daniel Wellington is a watch company that went head first early on with influencer marketing, and it paid off big. There's been a lot of talk about the Instagram-first approach they took, which resulted in an extremely effective brand image for such a young brand. Their Instagram now boasts over 3 million followers, and they keep a consistent casual-luxury aesthetic thanks to the massive amount of user generated content from their influencers, followers, and consumers. Daniel Wellington's growth is simply unique. It went from zero to more than a billion SEK in sales, which made Daniel Wellington Europe's fastest growing company between 2013 and 2015, with 4700% growth.

Source: Business Insider 2017

OUR MEDIA COVERAGE

FT.com FINANCIAL TIMES

CNBC

Forbes

ALJAZEERA

Inc.

Entrepreneur

campaign

marketingweek.com

COSMOPOLITAN

ELLE

THE HUFFINGTON POST

MobileMarketing

MarketWatch

BBC NEWS

③ MOTIVATION

HOW MUCH TIME DO PEOPLE SPEND DAILY ON SOCIAL MEDIA?

YOUTUBE
40 minutes

FACEBOOK
35 minutes

SNAPCHAT
25 minutes

INSTAGRAM
15 minutes

TIME SPENT ON SOCIAL IN A LIFETIME

INSTAGRAM

SNAPCHAT

- 18 days — **TWITTER**
- 8 months
- 1 year 10 months — **YOUTUBE**
- 1 year 2 months
- 1 year 7 months — **FACEBOOK**
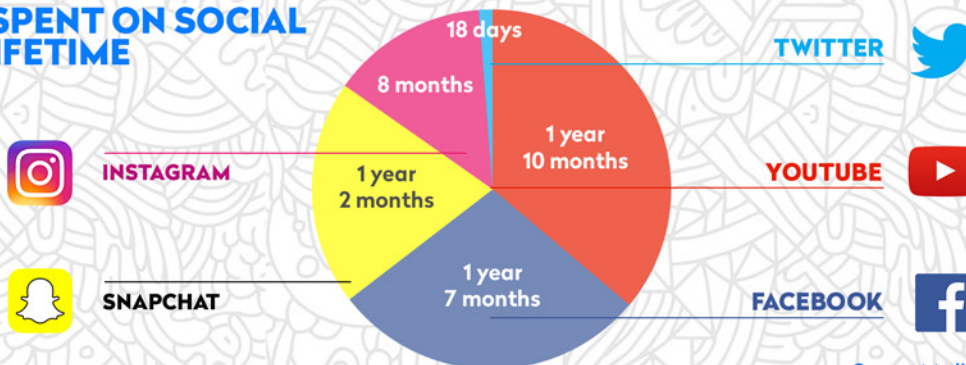
Source: Mediakix 2016

$ **7,65** $

The Average Earned Media Value per $1 spent on Influencer Marketing

Source: MarketingProfs 2017

INFLUENCER MARKETING BUDGET OVER NEXT 12 MONTHS

Increase budget
67%

Unsure
16%

Maintain budget
13%

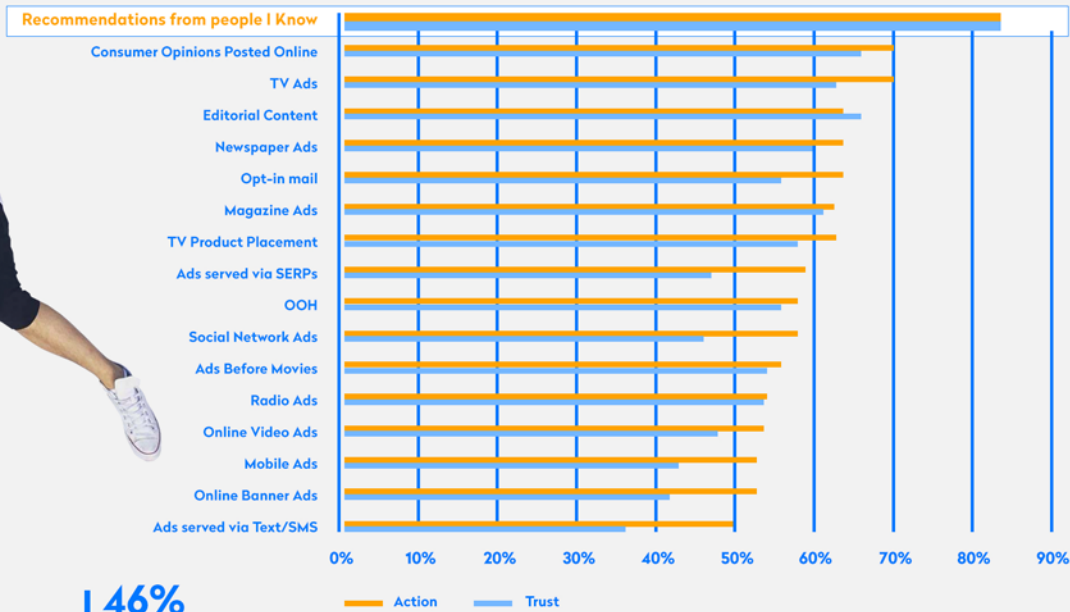**Decrease budget**
4%
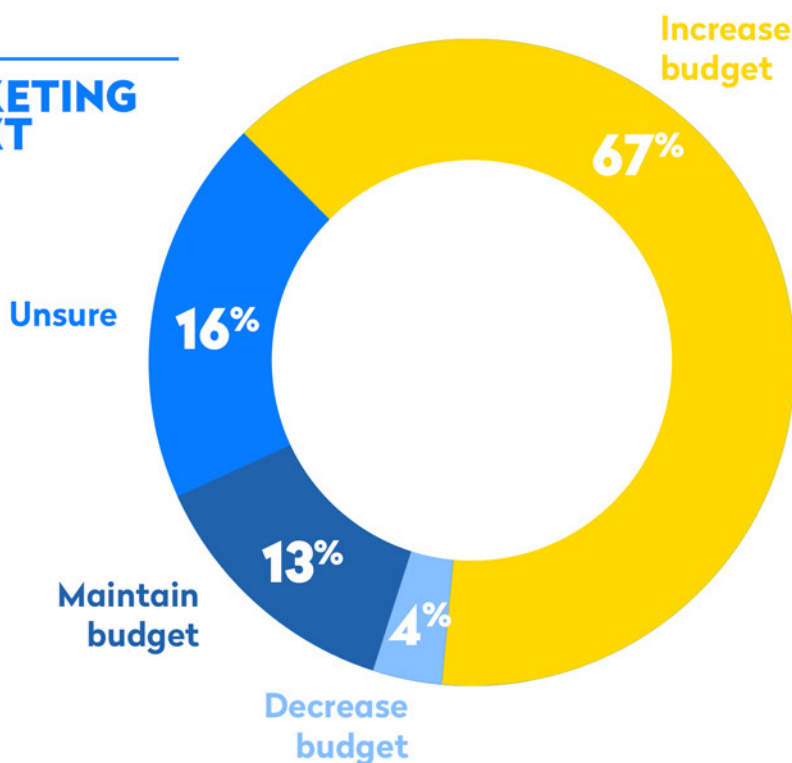
Source: MarketingProfs 2017

People trust people. This has and will always be the case. A maturing social media landscape has only magnified opportunities for our business that allows us to connect people in a scalable way to make an even bigger impact.

People nowadays only trust other people's recommendations on social media

SOCIAL TRUST & CONSUMER ACTION
Percent of Respondents Who Somewhat or Completely Trust Ad Format & Percent of Respondents Who Sometimes or Always Take Action on Format

Recommendations from people I Know
Consumer Opinions Posted Online
TV Ads
Editorial Content
Newspaper Ads
Opt-in mail
Magazine Ads
TV Product Placement
Ads served via SERPs
OOH
Social Network Ads
Ads Before Movies
Radio Ads
Online Video Ads
Mobile Ads
Online Banner Ads
Ads served via Text/SMS

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

━━ Action   ━━ Trust

Source: Nielsen Global Trust Report 2015
https://www.nielsen.com/content/dam/nielsenglobal/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf

83%
of consumers trust the recommendations of friends and family when making a purchase

46%
trust a Facebook ad

There is no exaggeration in saying that word-of-mouth is the most powerful form of marketing. According to a Nielsen study, 84% of consumers say that recommendations from friends and family are the most influential and trustworthy source.

WHY?

They are genuine and authentic – as opposed to traditional advertising
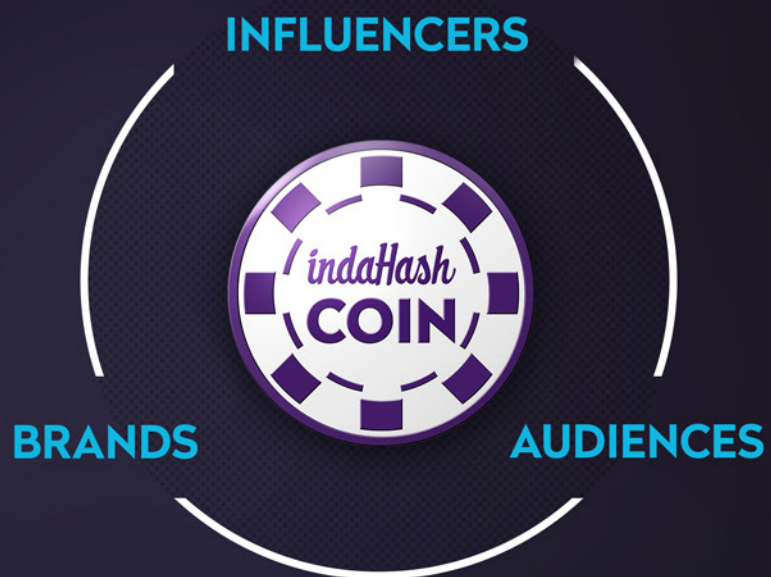
4   What is indaHash Coin?

indaHash Coin will serve as an ERC20 utility token creating a decentralized, community-driven virtual economy inside the indaHash app. Since its inception, indaHash has created a new and disruptive approach to influencer marketing with its their fully automated system for conducting campaigns. Upgrading cooperation possibilities to Ethereum based utility token will transform the entire influencer industry and enable completely new features that wouldn't be possible without tokens.

OUR VISION IS TO TOKENIZE THE INFLUENCER INDUSTRY

BRANDS that want to start or develop their cooperations with influencers

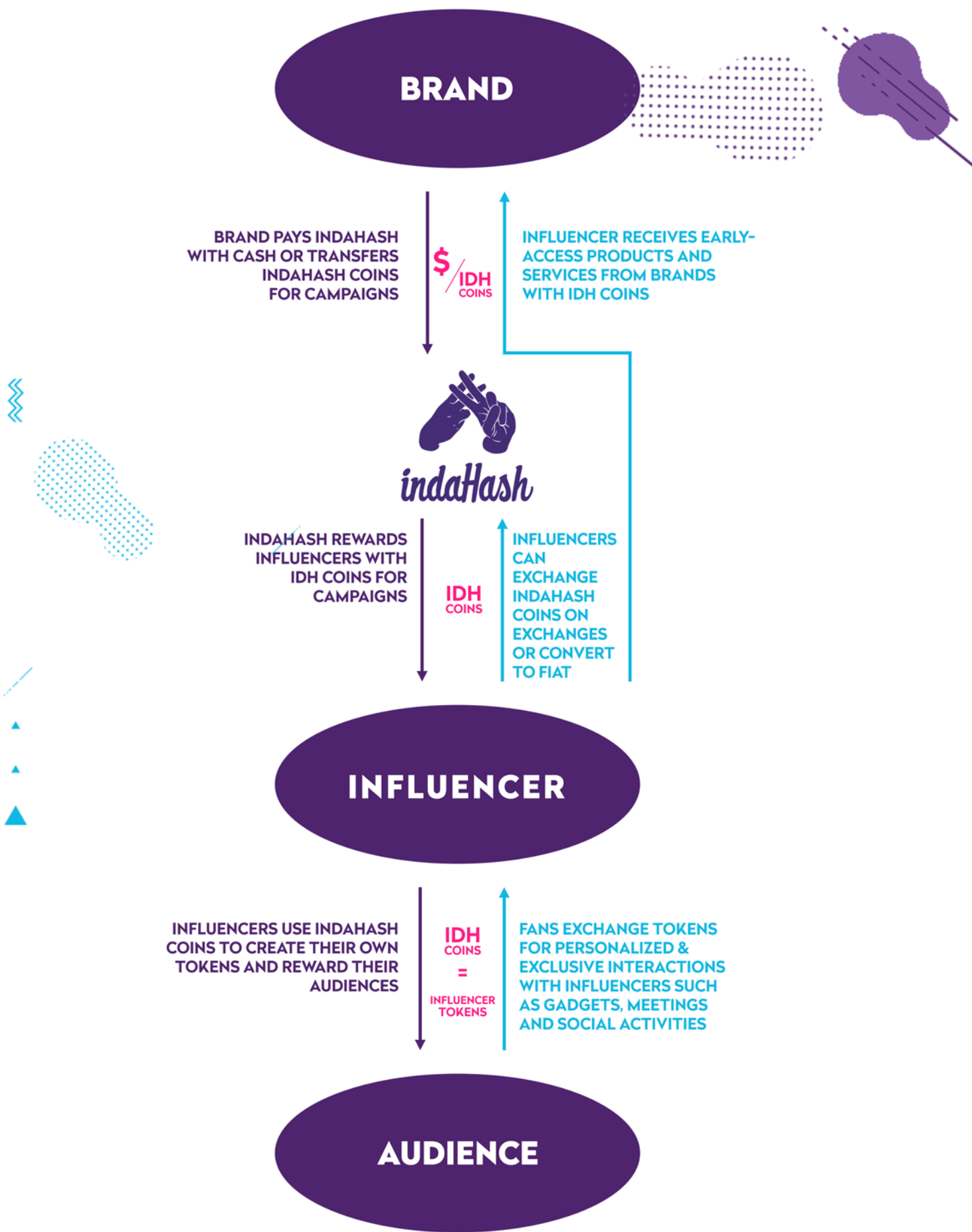**INFLUENCERS**, who want to work with brands and further develop their audiences

AUDIENCES, that want to be in closer relations with brands and influencers they follow

INFLUENCERS

BRANDS   AUDIENCES

TOKEN UTILITY:

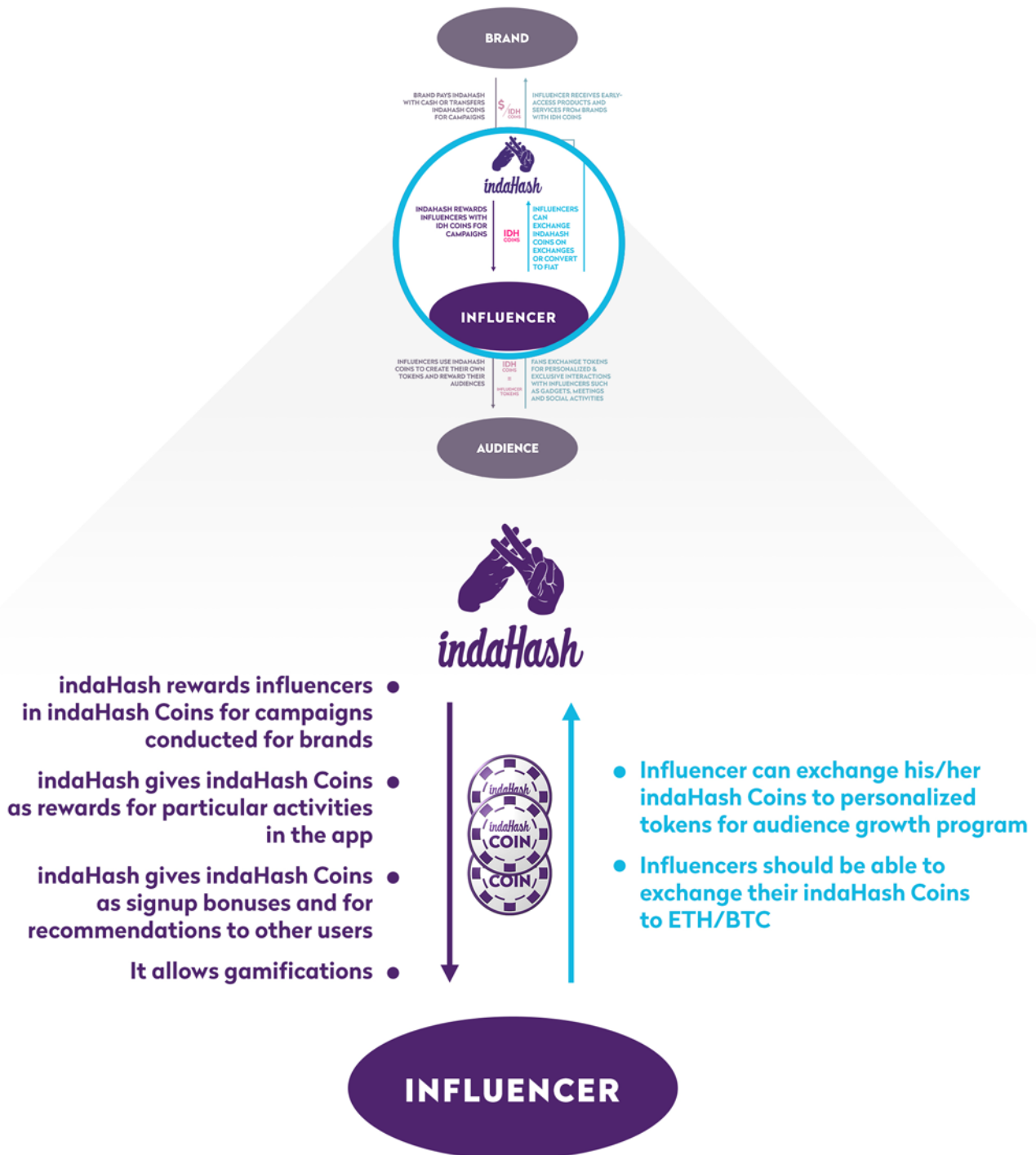| Role	Purpose	Features
Value exchange	Influencer cryptoeconomics creation	• Obtaining indaHash Coins to run campaigns • Exchanging indaHash Coins for products and services from brands • Using indaHash Coins on audience development
Function	Enriching user experience	• Same day transfers for indaHash influencers • Superior privacy for influencers (influencers will no longer need to release private data for payments) • No minimum / maximum transfer limits • Sign-up bonuses • Higher rates for campaigns in indaHash Coins
Toll	Audience development tool	• Exchanging indaHash Coins for personalized influencer tokens
Cryptocurrency	Frictionless transactions	• Transfer unit • Transaction unit • Exchange unit

HOW OUR CRYPTOECONOMICS WILL WORK

BRAND

BRAND PAYS INDAHASH WITH CASH OR TRANSFERS INDAHASH COINS FOR CAMPAIGNS

$ /IDH COINS

INFLUENCER RECEIVES EARLY-ACCESS PRODUCTS AND SERVICES FROM BRANDS WITH IDH COINS

indaHash

INDAHASH REWARDS INFLUENCERS WITH IDH COINS FOR CAMPAIGNS

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INFLUENCERS CAN EXCHANGE INDAHASH COINS ON EXCHANGES OR CONVERT TO FIAT

INFLUENCER

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FANS EXCHANGE TOKENS FOR PERSONALIZED & EXCLUSIVE INTERACTIONS WITH INFLUENCERS SUCH AS GADGETS, MEETINGS AND SOCIAL ACTIVITIES

AUDIENCE

INDAHASH COIN CIRCULATION BETWEEN INDAHASH AND INFLUENCERS

Due to the cooperation with the biggest brands in the world, indaHash has been dependent on long payment periods. Hence, the payment for influencers for completed campaigns takes anywhere from 30-60 days to settle. By introducing indaHash Coin we would like to abolish the long wait time and implement immediate transfers after completing a task. This will bring increased benefits for the influencers and, as a result, speed up the adaptation of indaHash Coin.

Because of the regional limitations, indaHash is not able to cooperate with thousands of influencers around the world. We want to reduce these limitations by providing boundless token transfers for all influencers globally. This will ultimately allow influencers in more countries around the world to cooperate with indaHash.

As yet, indaHash has had to collect a lot of personal information from influencers such as address, bank account numbers, etc. to settle payments. It has often been seen as an inconvenience for the influencers who care about their privacy. We believe that transfers in indaHash Coin cryptocurrency will abolish this inconvenience and open indaHash for new users. After receiving indaHash Coins, influencers can use it for further activity or exchange it on cryptocurrency exchanges. The group of potential merchants will also include indaHash itself that will obtain indaHash Coins to cooperate with influencers for future campaigns.

- indaHash rewards influencers in indaHash Coins for campaigns conducted for brands
- indaHash gives indaHash Coins as rewards for particular activities in the app
- indaHash gives indaHash Coins as signup bonuses and for recommendations to other users
- It allows gamifications

- Influencer can exchange his/her indaHash Coins to personalized tokens for audience growth program
- Influencers should be able to exchange their indaHash Coins to ETH/BTC
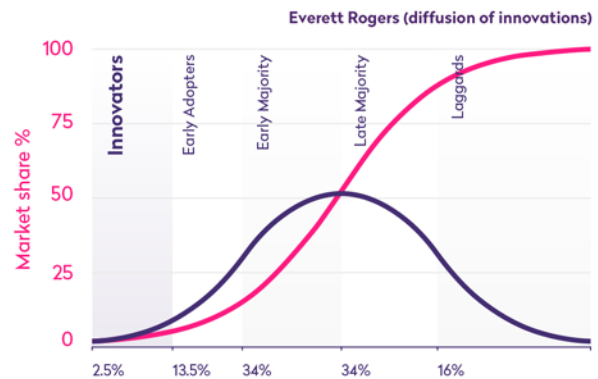
INDAHASH COIN CIRCULATION BETWEEN INFLUENCER AND BRAND

Brands rewarding influencers with indaHash Coins will receive additional benefits (such as lower rates and campaign listings priority) which will give them more incentive to obtain indaHash Coins, instead of settlements in fiat currencies.

Influencers will transfer indaHash Coins to the brand for early access to many prestigious products and novelties, exclusive events and discounts in their e-commerce websites. Brands, in turn, often will want to launch new products by reaching trendsetters - in this case: influencers.

PAY-WITH-FAME

In 2018, we'll develop a Pay-with-Fame service that will allow influencers to get discounts on products and services from large brands as well as small and medium-sized local businesses. This functionality will significantly increase the brands chances of positive reviews published by influencers. Pay-with-Fame will have an ecommerce dedicated widget. The mechanism is based on our internal rate of opinion known as indaHash Score. The amount of required indaHash Coins to transfer drops with the rise of indaHash Score. The more qualitative influencer with the community involved - the less indaHash Coins has to be sent in exchange with the brand, and, consequently, the larger discount the influencer gets (up to 90%). For example, a gamer can get a significant discount on the game and not have to contact the company directly, but only through the ecommerce widget in an automated way.

Everett Rogers (diffusion of innovations)

Innovators · Early Adopters · Early Majority · Late Majority · Laggards

Market share %: 100, 75, 50, 25, 0

2.5%   13.5%   34%   34%   16%

Many brands can also share interesting knowledge with influencers and can hold workshops and events where participation can also be granted by indaHash Coins.

BRAND

INFLUENCER

AUDIENCE
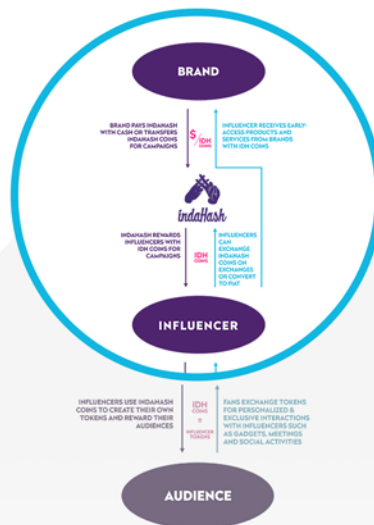
BRAND

Brands reward influencers with indaHash Coins through the indaHash app

If the brand is running a campaign with indaHash Coins, it will receive extra benefits and features

Brand can engage influencers with Pay-with-Fame widget to receive product reviews in an automated way
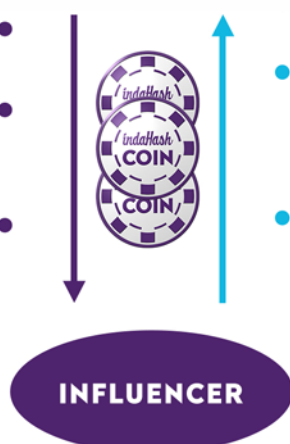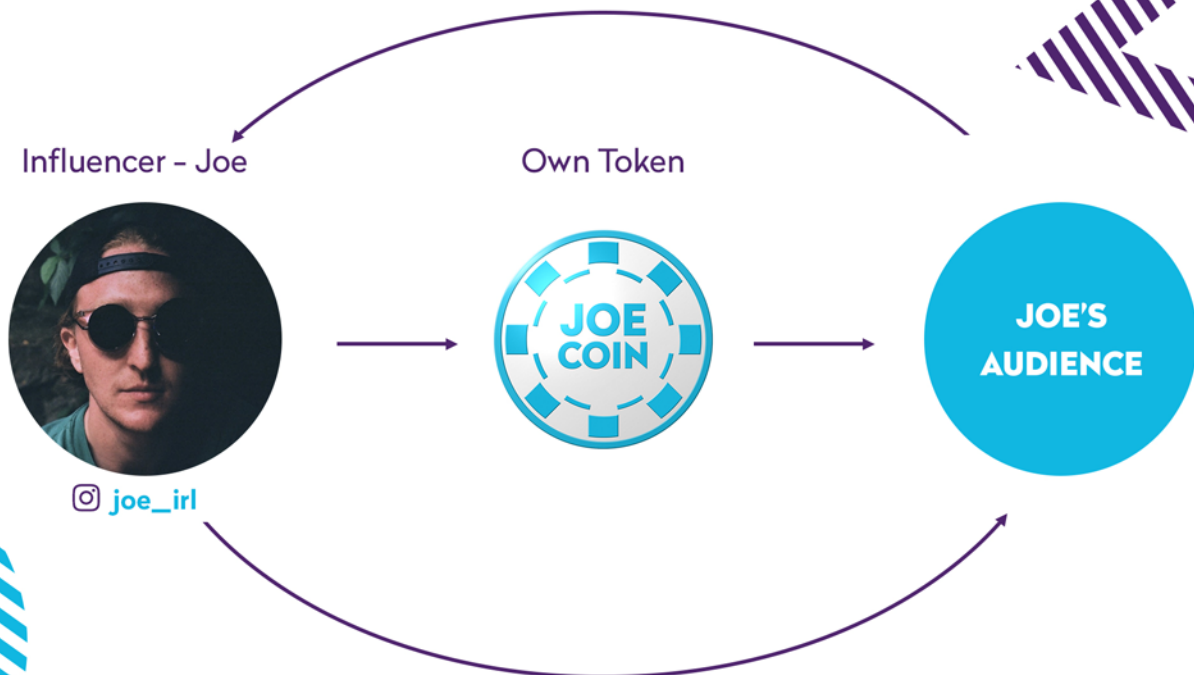
- Influencer transfers indaHash Coins to the brand for the possibility of early-access to the products and novelties

- Influencer receives significant discounts for brands' products

INFLUENCER

TOKENIZING THE INFLUENCER INDUSTRY

indaHash will tokenize the influencer industry so they will have their own digital coins


The most important thing for every influencer is the audience. That's because a big audience is a consequence of their activity on social media. The power of every influencer is not only their reach, but also the ability to exert a real influence on the opinions, behaviour and the buying intent of the followers. Hence, the key thing in the development of the influencer is not only to lose their audience, but to improve it and to take advantage of it by creating dedicated content, along with the goal of creating a closer, direct relationship with their followers. Taking into consideration the fact that today the influencers have tens of thousands of followers, managing these relationships is significantly hindered and requires dedicated solutions. There has been no commonly used tool available on the market that would simplify the creation of loyalty with the audience and enable its regular, not ad hoc rewarding.

Until now, the influencers have had strictly limited possibilities of rewarding their active fans in an individual way. indaHash is planning to introduce a system which would value the activity of fans and adjust the amount of tokens given for certain activities. Fans who receive the tokens will have the possibility to exchange them for personalised ways of interaction, meetings, access to premium content and dedicated gadgets with autographs prepared by the influencers.

To issue their own tokens, the influencers need to have a certain amount of indaHash Coins. They can gain indaHash Coins through their activity in the application or a purchase. A certain group of the most valuable indaHash influencers will receive the required amount of indaHash Coins which they can only spend on creating their own cryptocurrency, that is the tokens for audience development.

HOW DO WE PLAN TO TOKENIZE THE ENTIRE INFLUENCER AUDIENCE

1. Every influencer can issue his/her own tokens and give them a name

2. indaHash has a wallet infrastructure for issuing, sending, receiving and storing influencer tokens

3. The influencers outline certain activities that they expect from their fans, e.g.:
- Account subscription
- Content sharing
- Activity related to the brand sponsored content
- Giving thumbs up
- Leaving comments
- Being active in the discussion groups - asking questions and keeping the discussion going
- Liking
- Tagging
- Participating in the contests
- Creating memes and other content about the influencer
- Participating in charity activities of the influencer
- Being active in the groups and participating in live-streams
- Active participation in the activities conducted on different channels
- Presence during the events

4. The activities are valued in tokens which are distributed on the basis described above

5. Every fan has his own indaHash profile where he can see his balance of tokens from various influencers that he likes and whose popularization he supports

6. With every influencer they can see the premium rewards they can exchange their tokens for, e.g.:
- Closed meetings with the influencer
- Special, personalised gadgets signed by the influencer
- Mentioning the best fans in the content posted in social media
- Early access to the products prepared by the influencers (tracks, books, advices, etc.)
- The best fans appear on influencers social channels in pictures and videos

7. Regardless of the amount of already exchanged tokens fans are included in the activity ranking (total or month)

8. Thanks to this feature, influencers get the relevant insights and are able to contribute to their audience development process in a more reasonabl way

9. The fans, in turn, have the feeling of being a part of the community
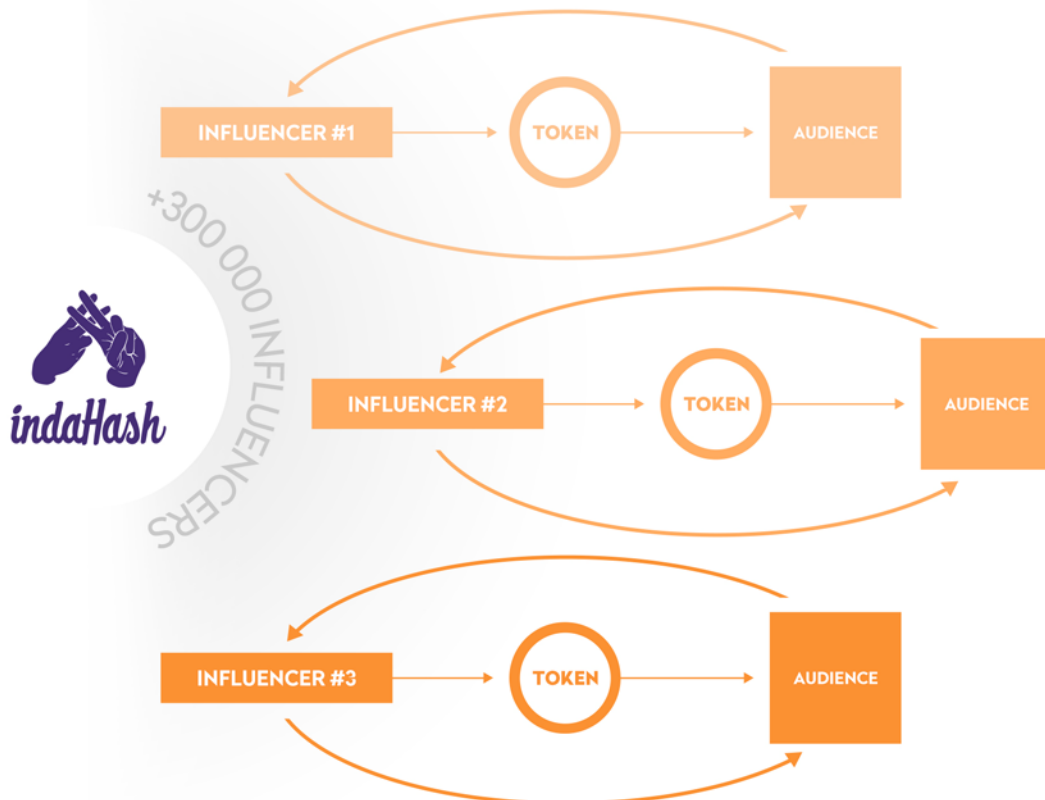
PAY-WITH-FAME AND INDAHASH SCORE

indaHash is planning to implement indaHash Score to represent the value of the image of every influencer. The indaHash Score is built on the basis of the activity and the dynamics of changes of the owners of various influencer tokens in the individual reach and subject categories. This score is determined directly from the algorithm that values rates for branded posts and presents the actual opinion-forming power of each influencer.

SUMMARY:
key benefits of tokenization of the influencers ecosystem

indaHash	Brand	Influencers	Audience
Immediate, practically costless transfers worldwide	Developing adequate standards of cooperation with influencers	The ability to build direct relationships with fans and use loyalty programs to reward them	Being part of the influencer ecosystem through technology
Automated transfers to influencers without the need to integrate with 30 banks worldwide	Ability to provide an automated discount for the influencer for products	Ability to acquire early access to many prestigious products, exclusive events and discounts in ecommerce	Ability to build deeper relations with the influencers and interact with them directly
No minimum or maximum transfer limits	The ability to effectively reach the trendsetter first when launching new products	In the future the ability to quickly prepare their own tokens	Receive valuable goods from the influencers in an automated manner based on the activity performed with the influencers
Protection of the influencers privacy	International transfers in one universal cryptocurrency	Higher bids for brand campaigns	
Additional incentives such as sign up bonuses for influencers encouraging cooperation with indaHash	Automated the process of exchanging campaigns for products and services	Higher rates for more holders	
		Sign up bonuses for new influencers in the indaHash ecosystem	

TECHNICAL CONSIDERATIONS:
Scalable Smart Contracts for Influencers

The Ethereum infrastructure is currently able to process roughly 15 transactions per second, or 1.3 million per day, which is more than enough to support expected indaHash Coins volumes as well as transactions of early-adopter influencer tokens.

However, as we aim for mass adoption of influencer tokens, which will result in the interaction of thousands of influencers with millions of fans. The Ethereum network as it exists now will not be able to support such volumes. We plan to solve this scalability problem with one of Scalable Contract frameworks which are now under active development, such as Raiden, Plasma, EOS or Exonum.

Our initial focus will be on Ethereum-related frameworks, in which case a possible roadmap would be as follows:

Jan-Mar 2018: prototypes of influencer token contracts in Ethereum, business model tests;

Apr-Oct 2018: production-ready Ethereum contracts, supporting hundreds of influencers and hundreds of thousands of fans.

Jun-Oct 2018: tests and comparison of existing scalable contract networks with application to influencer contracts. Selection of the most reliable and secure protocol.

Oct-Dec 2018: transition to the new framework.

Jan 2019: full-scale launch of influencer contracts.

Although the existing proposals, except for Raiden, lack technical details, we can already identify the most suitable projects based on their foundation protocols, technical background of the team, and details of our use case.

Raiden is the most natural candidate due to its later phase of development and solid background. Based on the Lightning Network proposal for Bitcoin, Raiden is a system of Ethereum off-chain transfer channels. Participants start with depositing a certain amount of coins or tokens to open a channel and then exchange privately with balance-changing transactions until the limit is reached or anyone wants to quit. Only the first and the last transaction is seen in the main Ethereum blockchain, which essentially allows compressing an arbitrarily long conversation among participants into a small number of Ethereum transactions.

This idea can be extended into multiple channels clustered into single networks. The application to influencer tokens is clear: the influencer token is minted in Ethereum but influencer-fan token transfers occur off-chain. As long as the token transfers and applications are local to certain subset of Ethereum users (here, the influencer's fan base), the transactions can be represented as transfers within a subnetwork of Raiden dedicated to the influencer.

Raiden now undergoes testing in the Ethereum testnet, so we are confident it will mature well before our expected transition to scalable contracts.
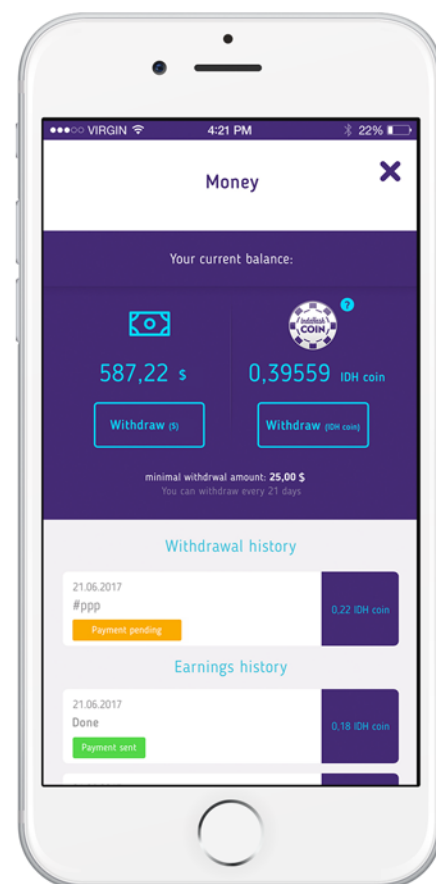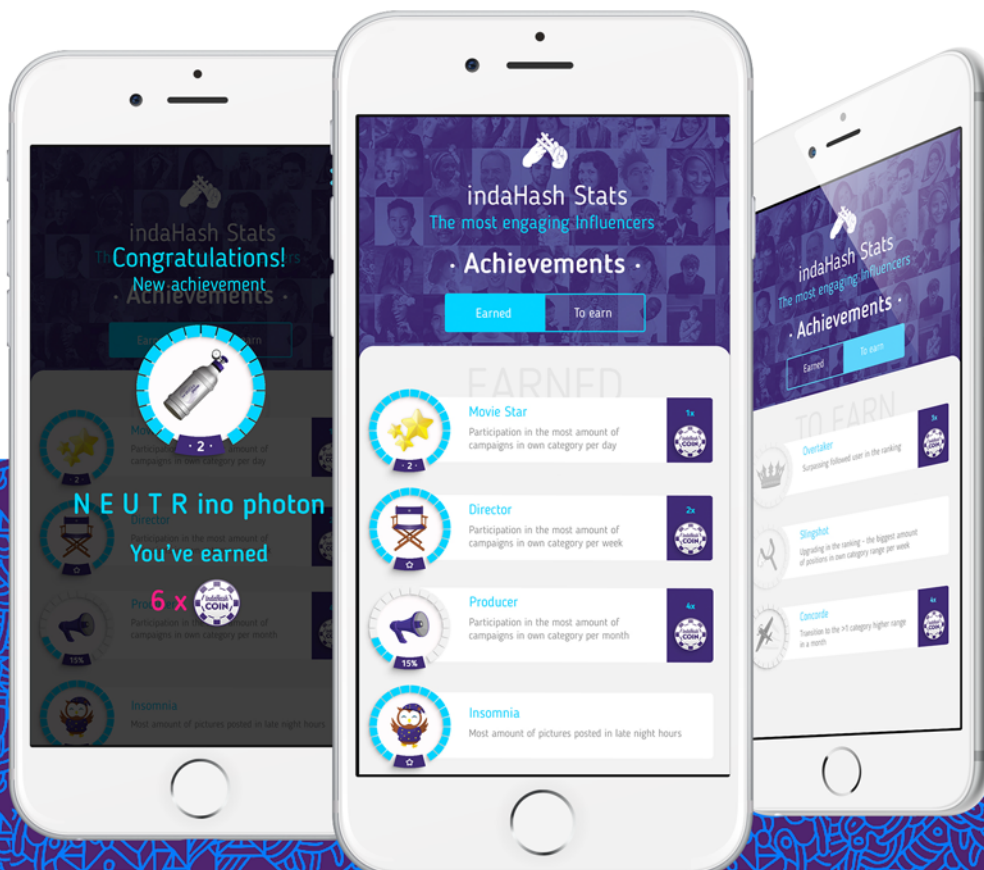
Plasma can be viewed both as a next generation ledger and an extension of Raiden. It builds a tree of blockchains where each node periodically anchors its state to the parent blockchain. As in Raiden, the anchoring is needed only if participants of the child blockchain want to change their state in the parent network. The Plasma authors argue that by proper architecture of the blockchain tree the vast majority of closings in the child networks will be handled on the way to the root, thus keeping the transaction volume in the root network (in this case Ethereum) relatively small. Much higher transaction rates will be possible in the child blockchains, as these will only have a small number of peers and thus allow for bigger blocks with faster propagation. Alternatively, child networks may run a completely different consensus protocols, for example BFT ones which promise to support up to tens of thousands of transactions per second in protocols like Sovrin's Plenum.

If implemented in Plasma, influencer tokens will become even more versatile than in Raiden. Influencers and fans will be able to create their own contracts, organize votes, competitions and automatic token exchanges with partners.

We will also evaluate smart contract platforms not related to Ethereum. With emerging inter-chain protocols, we could potentially have indaHash Coins on the Ethereum network interacting with influencer tokens existing on another high-capacity blockchain.
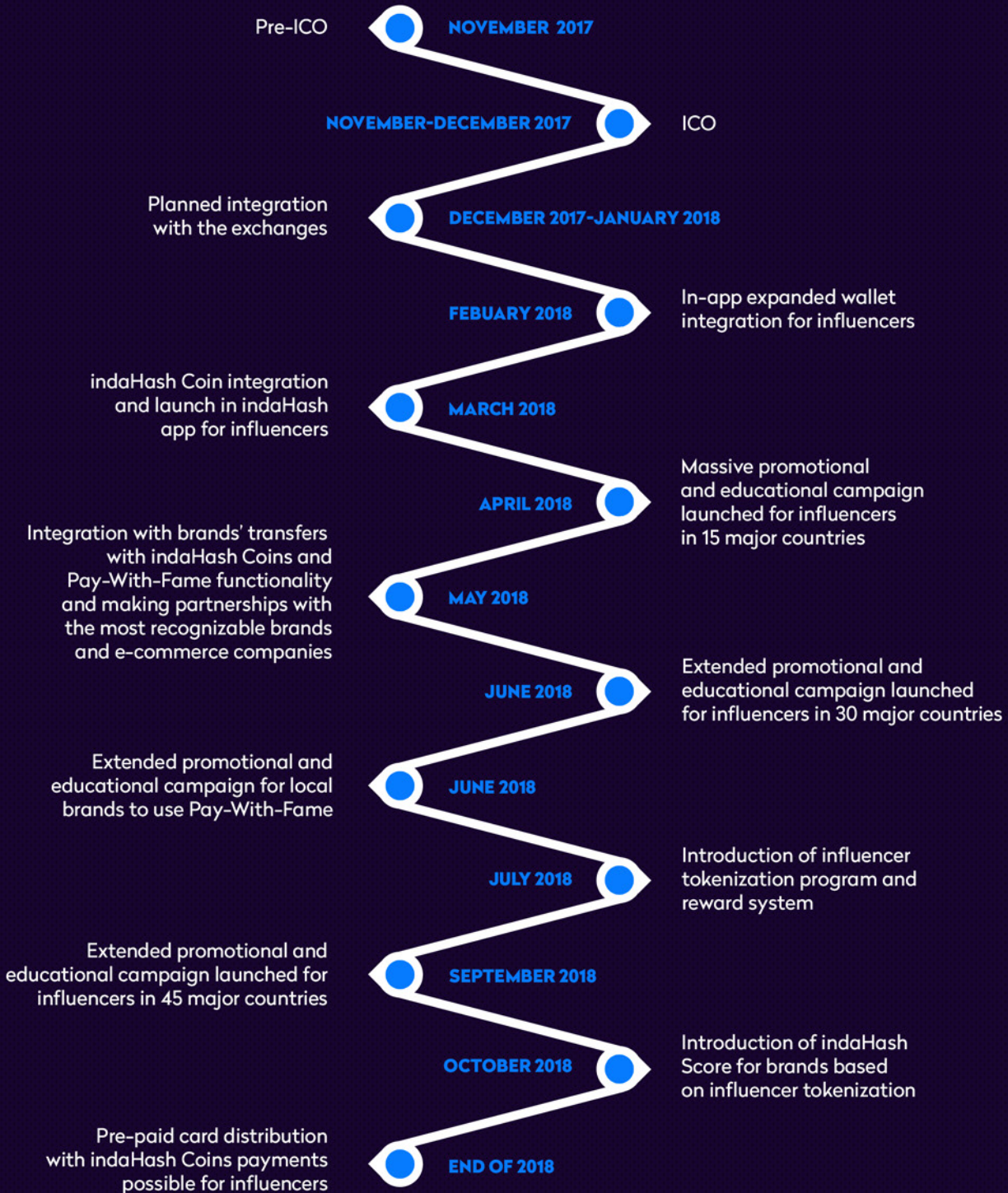
Technical whitepaper
indaHash will publish the technical whitepaper describing technical architecture of solutions and technologies related to indaHash Coins and influencers' tokens.

INDAHASH COIN ROADMAP:

Pre-ICO ● **NOVEMBER 2017**

NOVEMBER-DECEMBER 2017 ● ICO

Planned integration
with the exchanges ● **DECEMBER 2017-JANUARY 2018**

FEBUARY 2018 ● In-app expanded wallet
integration for influencers

indaHash Coin integration
and launch in indaHash
app for influencers ● **MARCH 2018**

APRIL 2018 ● Massive promotional
and educational campaign
launched for influencers
in 15 major countries

Integration with brands' transfers
with indaHash Coins and
Pay-With-Fame functionality
and making partnerships with
the most recognizable brands
and e-commerce companies ● **MAY 2018**

JUNE 2018 ● Extended promotional and
educational campaign launched
for influencers in 30 major countries

Extended promotional and
educational campaign for local
brands to use Pay-With-Fame ● **JUNE 2018**

JULY 2018 ● Introduction of influencer
tokenization program and
reward system

Extended promotional and
educational campaign launched for
influencers in 45 major countries ● **SEPTEMBER 2018**

OCTOBER 2018 ● Introduction of indaHash
Score for brands based
on influencer tokenization

Pre-paid card distribution
with indaHash Coins payments
possible for influencers ● **END OF 2018**

Intensive education of influencers about indaHash Coin

NEW MARKETS AND MARKET DEVELOPMENT BY THE END OF 2017:

🇯🇵 Japan	🇦🇺 Australia	Nordics
🇮🇱 Israel	🇷🇺 Russia	🇳🇬 Nigeria
🇹🇭 Thailand	🇮🇩 Indonesia	🇫🇷 France
LATAM (Brazil, Argentina)	🇮🇳 India	🇰🇪 Kenya

How will the indaHash Coin distribution work?

Pre-ICO

Our pre-ICO will begin on the 8th of November 2017 and will run for 7 days until the 15th of November 2017. 16.8 % of all indaHash Coins will be available during the pre-ICO. Only registered users will be able to participate in pre–ICO.

Total IDH tokens amount:	400 000 000 IDH
Maximum pre-ICO token amount:	67 200 000 IDH
Pre-ICO value:	1 ETH = 4 480 IDH
Minimum transaction amount:	0.5 ETH
Pre-ICO distribution period:	From: 03:00pm UTC Nov 8 2017 to: 03:00pm UTC Nov 15 2017
Token distribution:	Smart contract will distribute tokens instantly after successful transfer of ETH

Our ICO structure will depend on a proven smart contract technology with an immediate exchange of indaHash Coins from your contributed Ether.

The final number of indaHash Coins created will be determined by how many tokens are distributed during the ICO.

Symbol:	IDH
Maximum supply	400 000 000 IDH
Available in pre & main ICO (hard cap)	320 000 000 IDH
Emission rate	No new tokens will ever be created

Main ICO (29 Nov 2017 - 20 Dec 2017)

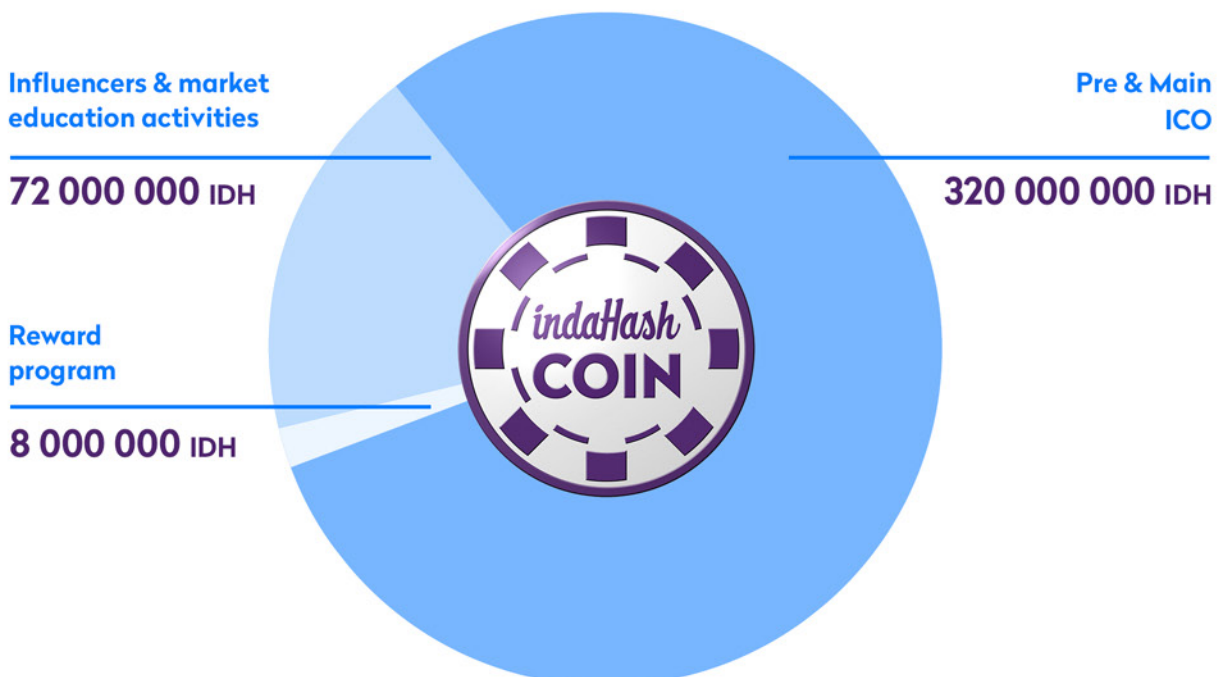|	
Exchange rates during main ICO:	Week 1 **1 ETH** = 3 840 IDH (20% bonus) Week 2 **1 ETH** = 3 520 IDH (10% bonus) Week 3 **1 ETH** = 3 200 IDH (0% bonus)
Minimum transaction amount	0.5 ETH
Main ICO distribution period:	from: 03:00pm UTC Nov 29th 2017 to: 03:00pm UTC Dec 20th 2017
Token distribution	Smart contract will distribute tokens instantly after successful transfer of ETH
Minimum goal (inc. Pre-ICO) (soft cap) Hard cap (inc. Pre-ICO)	40 000 000 IDH 320 000 000 IDH

If the minimum goal is not met, ETH can be reclaimed via the smart-contract.

Token distribution:

80% of all coins are available during the Pre-ICO and ICO. A maximum of 20% of the total supply of coins will be used to engage influencers into the indaHash Coins promotion, grow app loyalty and gamification features.

Zero tokens will be distributed to the indaHash team, instead, we will be implementing a "buyback" program. This will highly reduce the probability of a day one exchange dump that happens to most new tokens that hit the market. Not more than 2% of all issued indaHash Coins will be used for bounty and/or promotional campaigns.
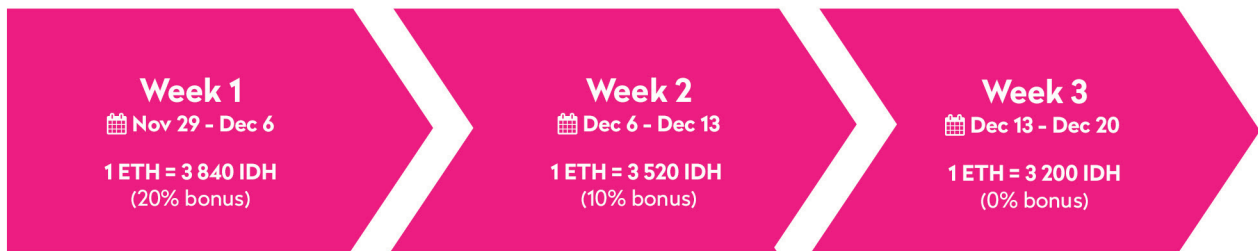
HERE IS A BREAKDOWN ON WHERE ALL COINS WILL BE:

Influencers & market education activities

72 000 000 IDH

Pre & Main ICO

320 000 000 IDH

Reward program

8 000 000 IDH

Bonus rates

Our main ICO will have an ongoing bonus structure for the entire distribution period:

Week 1
📅 Nov 29 - Dec 6

1 ETH = 3 840 IDH
(20% bonus)

Week 2
📅 Dec 6 - Dec 13

1 ETH = 3 520 IDH
(10% bonus)

Week 3
📅 Dec 13 - Dec 20

1 ETH = 3 200 IDH
(0% bonus)

Contributing rules

There are strict rules and precautions to follow while participating within the indaHash ICO.

> Send ETH from your personal Ethereum wallet (such as MyEtherWallet, Metamask, Parity, Mist or Ledger).

> Set gas limit to 250 000.

> Do not send ETH from exchanges like Coinbase, Poloniex etc.

> Do not send ETH before the ICO has begun.

5 INDAHASH COIN EXECUTIVE TEAM

Barbara Soltysinska
CEO

After inventing, co-founding and subsequently selling the controlling stake of the hugely successful LifeTube – the biggest YouTube MCN in CEE – launched her new business - indaHash. Winner of numerous internal and external awards - given the title of EY Entrepreneur of the Year, considered to be one of the "100 Most Inspiring People" in the Polish interactive business sector, became the first woman to win the "Man of the Year" award by the MIXX awards IAB 2015 for her "outstanding contribution to interactive marketing and advertising". Nominated for titles like "Woman in Business" and "Man of the Year - Internet" and received honorable mention for "Business Woman of the Year".

Darek Zielinski
COO - Chief Operations Officer

Experienced manager in the media industry since 2008: Managing Director in Ringier Axel Springer Polska/Onet, successfully digitized the Newsweek brand, launching paid content with Newsweek Plus, a mobile strategy in the Newsweek wPunkt app, and refreshed the website newsweek.pl, and also, worked as the Strategy & business development Director in Gruner und Jahr for National Geographic. A PR expert responsible for brand communication strategy of e.g. Beiersdorf AG and SUBMiller. At indaHash Darek is responsible for business operations in 70 countries.

Włas Chorowiec
CPO

Has worked in the web industry since 2006 and in 2012, founded Nextclick, the largest system in CEE for content recommendations targeted towards major media publishers. He has cooperated with companies such as Gruner+Jahr, Burda International, Bauer Media, Marquard Media and Ringier Axel Springer. In 2014 he joined onas a shareholder of LifeTube and together with Barbara Soltysinska developed LifeTube.pl - the biggest YouTube MCN in CEE. After selling LifeTube.pl, together with Barbara, they launched indaHash. He now plays the role of CPO at indaHash and is responsible for product development.

Daniel Wroblewski
Chief Software Architect

Chief Software Architect and Lead Developer at indaHash. Also - a professional designer and engineer of Pro Audio equipment for musicians and microcontroller programming specialist. Expert in backend technologies with extensive experience in designing high availability and scalability systems. At indaHash responsible for leading the application development process and keeping the tech in check.

Dmitry Khovratovich
Blockchain Advisor

Dmitry Khovratovich is a blockchain, security, and cryptography researcher with 2000+ citations and entrepreneur, the founder of ABDK Consulting. He is an author of password hashing standard Argon2 and memory-hard proof-of-work Equihash, part of Zcash.

Bok Khoo
Smart Contract Auditor

Ethereum Dev BEc, AIAA, Director and Consultant is an Actuary and quantitative blockchain software developer with over 28 years of industry experience. Bok has been working with clients from bank and corporate treasuries, investment managers, government entities, exchanges and financial soft vendors. Bok, also known as the BokkyPooBah on Ethereum.StackExchange.com, github.com and reddit.com/r/ethereum.

Federico Dedeu
Business Development Leader EMEA

Business development director and digital marketing expert with over 20 years experience. Has worked for some of the top agencies such as DDB, Wunderman and Mediacom as well as managed premium brands such as Coca-Cola & Standard Bank. Has been awarded both internal and external industry awards for creative and media. At indaHash Federico is responsible for heading up the EMEA region of indaHash.

Ashwin Chandoesing
Business Development Director Singapore

Digital native with 14+ years of Global Advertising, Business Development and Marketing experience. Worked in 7 countries on both client - and agency side for Fortune 500 companies and several startups. Management practice on board level, specialised in Mobile, Social, Content, Media and Advertising. At indaHash responsible for APAC region.

Joanna Pawluk
CGO - Chief Growth Officer

Nearly a decade of experience in bringing media innovation to grow businesses and boost their results. For many years she worked for top media agencies such as Mindshare and ZenithOptimedia, she's been at the forefront of implementing Social Media, Big Data, Programmatic, VR for top global brands. Joanna is the Winner of numerous awards for her innovation and results.

David Saunders
Business Development Director - London

David has over 20 years experience in Media, primarily in business development and is a strategic, digital media & marketing specialist. For many years worked for top international TV networks, such as Discovery Network and Sky Media as well as multi platform media owners such as EMAP/Bauer. David is responsible for the UK market.

Monika Drabek - Rainka
Head of People Operations

An ambitious and successful qualified lawyer, passionate about her job. Graduated from universities in the UK, France, Belgium and Poland, has distinguished diplomas in law, economy, international management, and marketing. Monika left restructuring and banking team in a great law firm to join indaHash, as she finds close cooperation between law and business extremely exciting. She speaks 7 languages.

Amin Harb
Business Development Director - Dubai

For many years Amin was responsible for the overall management of all strategic and operational marketing and customer relationship activities, driving increased revenue and profit to achieve the company's ambitious growth. At indaHash Amin is responsible for the MENA region.

Michal Sokolik
IT Project Manager

An IT expert, familiar with knowledge about methodologies and techniques connected with project management, software design and development processes (like Prince2, RUP, MSF, Agile/Scrum). During his 15 years career Michal worked for hi-tech companies (Telecommunication Research Institute, Lynxrail) as well as top media agencies (ZenithOptimedia, Starcom).

Allie Maltese
Head of US Comunication

With almost a decade of experience working in media relations, Allie has lead public relations efforts for major brands such as Hefty, Proflowers, Petco, FTD.com and many more. From providing strategic council and planning, to securing high level results such as placements in Vogue, Good Morning America, The New York Times and more, Allie brings her expertise in the lifestyle sector to indaHash. She is a graduate of FIT and Parson's School of Design, and before launching her career in PR, she held editorial positions at several consumer magazines such as Oprah and Seventeen Magazine.

Marta Zarosa
CBDO - Chief Business Development Officer

Marta is a natural marketing expert, from providing lectures at universities, conferences, to working for international media agencies. She has won over 14 significant awards for her marketing and PR results. She's a Communication specialist, having worked for brands like Danone, Coca Cola, and Play. Marta was responsible for the most signiifcant sales growth in Coca Cola since 2010 thanks to her remarkable influencer marketing strategies. At indaHash Marta is the Chief Business Development Officer, responsible for growth on 7 markets.

Pawel Wrona
CFO - Chief Financial Officer

Challenge seeking, having strong analytic background, and 10+ years of business experience. Pawel supports IndaHash in its successful worldwide expansion as Chief Financial Officer. He uses his rich experiences gathered in numerous freelanced investment projects ranging from greenfields, real estate, and fundraising, to shape company's development strategies. Technocrat having great confidence in the possibility of solving the problems of society with a scientific approach and use of new technologies, such as blockchain.

Fiona Chow
Global Communications Advisor

Global communications consultant specialising in work with start ups in the consumer technology, financial services, media and marketing sectors. Specialising in high-level client liaison, message development, media relations and strategic counsel. A regular contributor to industry debate and media and advisor to maternity pressure group; "Pregnant Then Screwed".

And 115 more!

REGISTER FOR THE ICO **REGISTER**