

# iBuildApp Network



WWW.IBUILDAPP.IO

The First Mobile Blockchain  
Advertising Platform

# 1. Executive Summary

iBuildApp Network is building blockchain-based platform and marketplace for the mobile advertising industry

- ✓ iBuildApp Network, Pte Ltd (iBuildApp Network) is a blockchain-based ad marketplace changing the existing mobile advertising. The goal is to make it secure, transparent and beneficial for all the parties involved in the process, mobile users included.
- ✓ iBuildApp Network is built on top of Ethereum smart contracts.
- ✓ This white paper describes a utility network token for iBuildApp Network, implementation of Ethereum selected functionality on mobile (iOS and Android) apps.
- ✓ At the heart of it Ethereum's public blockchain will be used for every single moment. We are leveraging blockchain technology to build real world solutions that demands the use of a token. iBuildApp Network has no dependencies on the price of Bitcoin and Ethereum tokens. The value of iBuildApp Network is solely dependent on the number of transactions in our network and how much demand we are creating to use our platform –functional applications and use cases for users and businesses.
- ✓ The iBuildApp token (IBA) is a utility token that fuels the iBuildApp network. This includes mobile advertising network and Marketplace of user generated content built.
- ✓ The iBuildApp Network is building a decentralized mobile marketplace that will include a mobile advertising network, called adNetwork, which will make use of the Ethereum blockchain to alleviate the issues of ad fraud by linking up users directly with advertisers and recording all interactions in an immutable and transparent manner.

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## The iBuildApp utility network token ('IBA') will be distributed to participants in 2 contribution events:

- ✓ The first token contribution, **token preSALE**, will begin on **September 25, 2017** and run until **October 13, 2017**
- ✓ During the 1 hours the discount will be - 40% off. Then, during the next 2 hours - 30% off. Day 2 - 25% off

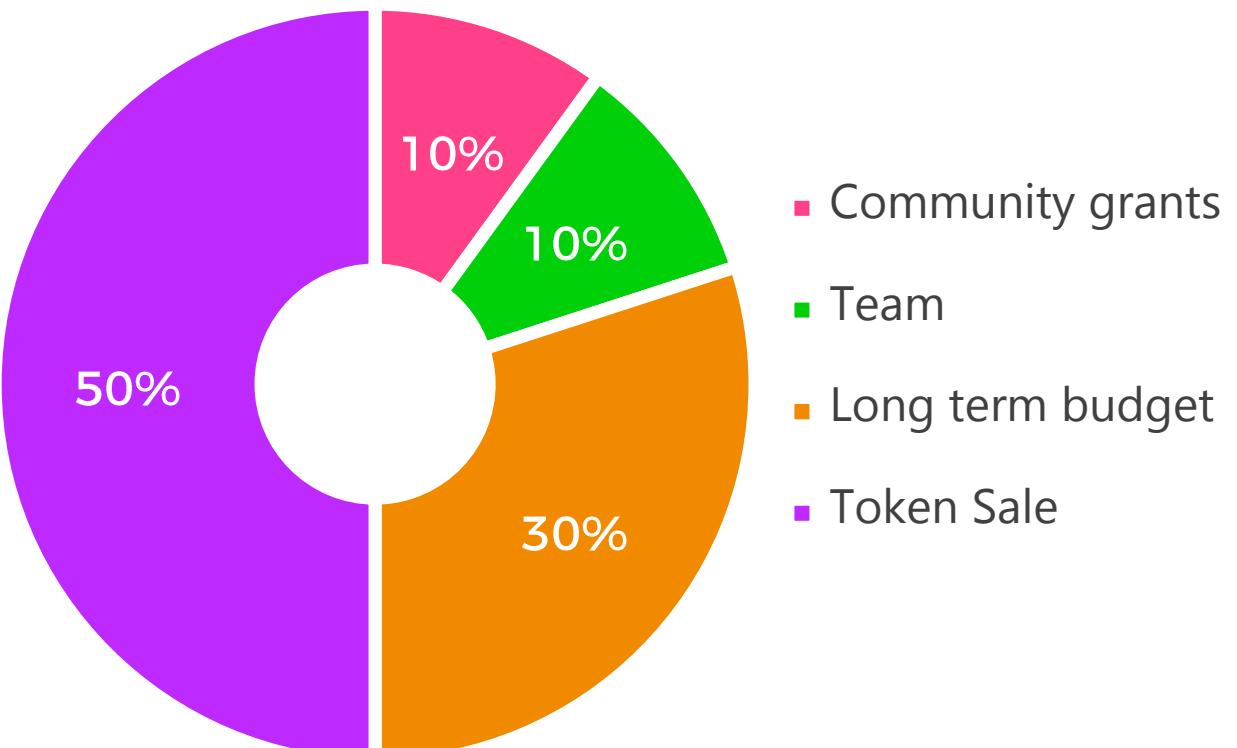
**token preSALE**



- ✓ The 2nd token contribution, **token SALE**, will begin on **November 7, 2017** and run until **February 15, 2018**
- ✓ Token Sale will be closed in 48 hours once hard cap in **\$2,000,000** reached
- ✓ Contribution - Min. 0.00001ETH

**token SALE**





Total Supply: 100,000,000

1 IBA token = 0,0001 ETH

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## 2. Background

### 2.1 iBuildApp Network

- [iBuildApp Network](#) is building blockchain-based platform and marketplace for the mobile advertising industry.
- [iBuildApp Network](#) introduce a decentralized, mobile marketplace based on Ethereum Blockchain.
- The [iBuildApp Network](#) is building a decentralized mobile marketplace that will include a mobile advertising network, called **adNetwork**, which will make use of the Ethereum blockchain to alleviate the issues of ad fraud by linking up users directly with advertisers and recording all interactions in an immutable and transparent manner.
- For the advertising industry, the blockchain can ensure that advertisers only pay for real views, clicks, sign ups, and other conversion-related actions by recording all actions in an immutable and transparent manner. It can do that, for example, by encrypting impressions and broadcasting them to all members of the blockchain, who can then approve them. This ensures transparency and helps to identify fraudulent activity in real time when it occurs.
- [iBuildApp Network](#) will be using iBuildApp existing mobile app building and hosting platform to reach its 45M users on mobile and 2.5M businesses and developers that monetize their apps on iBuildApp. As iBuildApp Network is expanding it will reach 7 Bln audience of mobile users worldwide.
- [iBuildApp Network](#) is a separate entity than iBuildApp and aims to connect 45,000,000 iBuildApps users on mobile with decentralized applications that run on the Ethereum Network.
- [iBuildApp Network, Pte Ltd](#) is a Singapore corporation, with some of its operations based in Singapore and Russia

## 2.2 What is iBuildApp?

- iBuildApp is a very easy to use mobile app creation, hosting and management platform. The platform allows developers and businesses to create and publish iPhone and Android app in a matter of minutes.
  - The web interface is solution-based with widgets for location/contact us, coupons, video, audio, pictures, RSS, Twitter/Facebook etc. The design and widgets marketplace offers graphic designers and developers a place to sell mobile templates and custom modules for businesses and individuals to drag 'n' drop right into their app.
  - The widgets are built with iBuildApp specifications and can be installed in any app with one-click of the mouse.
- Since launching in 2011, there have been over 45M downloads of apps created by over 2,500,000 businesses and developers (app makers). There are been over 3,000,000 apps built and over 150,000 apps published on app stores and monthly visitors on mobile exceed 2.5 million.
  - iBuildApp has been named one of the 5 Best App-Building Programs by Complex.com and featured on CNet, VentureBeat, Wired, ZDnet, (was mentioned in Techcrunch), TMCNet, PCMagazine, Huffington Post UK, Ubergizmo, Adweek, Folio Magazine, Enterprise Apps Today, Content Review.

# 3. The Problem

## 3.1. Ad Fraud is Burden the Digital Advertising Industry

- ✓ The [Association of National Advertisers \(ANA\)](#) reported an aggregate fraud of \$7.2 billion in 2016, roughly about 60% of display advertising budget. Currently, the digital advertising sector has a major problem with ad fraud. It is estimated that ad fraud [could cost advertisers over \\$16.4 billion](#) this year.
- ✓ [White Ops](#) in September 2016 were upset by what analysts called the biggest fraud in Ad history—a bot which generated about \$3.5 million for its creators per day.
- ✓ According to a study conducted by comScore, which analyzed digital ad campaigns in 2012 and 2013 concluded that [over 50 percent of digital ads were never actually seen by human visitors](#), yet were counted as impressions by the ad campaigns. Ad fraud, however, goes beyond fake impressions. It can come in many other forms such as click farms, domain spoofing, ad injections, pixel stuffing, and of course bots.
- ✓ Bots are one of the newer threats to digital advertisers. They are programs developed to mimic human activity online. According to estimates, [over 60 percent of the activity on the Internet is driven by bots](#), which is a grave concern for advertisers who regularly struggle to distinguish real traffic from bot traffic.
- ✓ Bots, however, can not only create fake traffic. More advanced bots can even fill out sign up forms to defraud pay-per-lead affiliate marketing campaigners and, thereby, create a new problem for advertisers who are trying to get the most of out their ad dollars spent.
- ✓ The Association of National Advertisers and the Interactive Advertising Bureau believe that [ad fraud has the ability](#) to dampen the growth of the digital advertising industry should the problem stay unresolved. Bots are a major part of that as they are not easily detected.

## 3.2. Mobile adNetworks problems

- Mobile advertising is challenged by advertising networks, fraud and lack of transparency.
- Mobile advertisers are increasingly focused on performance. That doesn't just mean clicks or even app installs but they want to get access to post-install data, so it can measure whether its ads bring in users who actually open an app and spend money.
- The existing marketing ecosystem is mostly controlled by only a few big players.
- Instead of seeing ads from Google and Facebook (give your personal data to advertisers and pitch you appropriate ads), for example, you could see them via [iBuildApp Network](#) and receive payment for the data you're willing to share in exchange for targeted ads.
- In other words, iBuildApp want to make it in a way where you, as a user, not Google or Facebook, can manage and sell your personal data.
- Users on smartphones would opt in to advertising through smart contracts offered directly by advertisers. Smart contracts will be self-executing and run directly on the blockchain without involving an intermediary. So once the blockchain has confirmed that a user has viewed an ad, the contract would automatically release IBA token to the user's account.
- Advertisers could also set the contract to release funds even if a mobile user chooses not to view an ad and use the viewed/not-viewed data to determine which users are worth targeting again in the future.

## 4. Solution

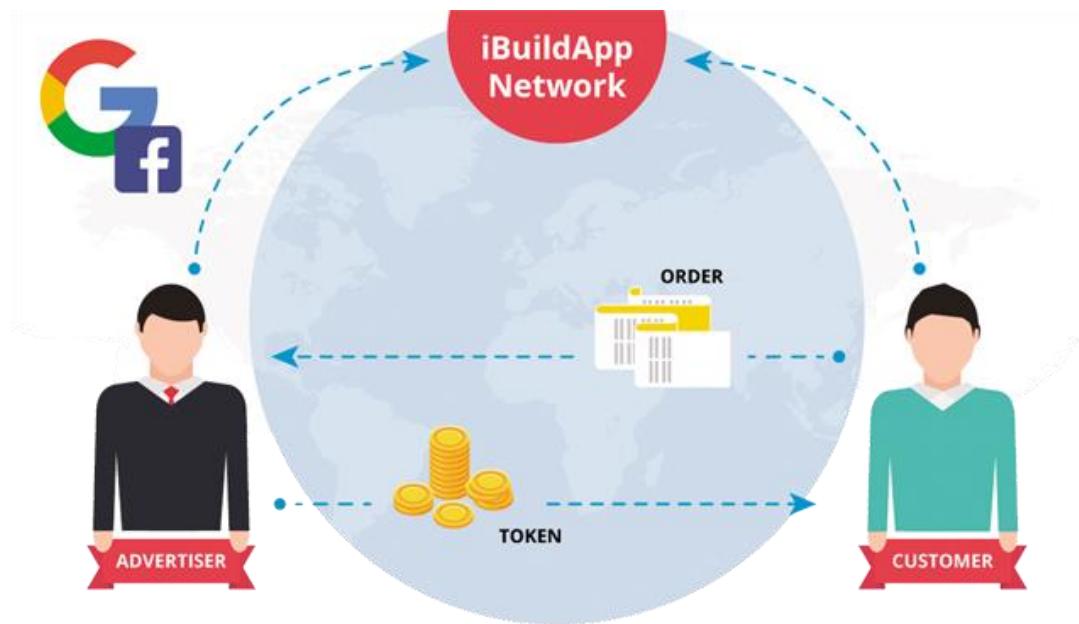
### 4.1 adNetwork

#### The iBuildApp Network Creates a Win-Win Solution for All Involved Parties

The [iBuildApp Network](#) is creating a mobile marketplace where everyone benefits. App publishers are remunerated for their mobile apps, while advertisers can pick and choose the best apps to serve their ads and users can not only choose what type of ads they want to see but will also be financially rewarded for viewing ads within mobile apps.



- [\*\*iBuildApp adNetwork\*\*](#) takes advertisers' existing customer data and uses targeted mobile ads to find similar consumers.
- Then, when those ads succeed in driving downloads, [\*\*iBuildApp adNetwork's\*\*](#) technology will continue tracking user behavior, which in turn is used to create personalized, retargeted ads – for example, a customer who bought a dress in your app might then see ads promoting a deal on matching shoes.



❖ **iBuildApp adNetwork** improves mobile advertising by providing a clear and secure way to monetize mobile app content. Currently advertising networks can't guarantee that ad money wasted on fake clicks and ad publishers don't earn revenue because of fraud. iBuildApp creates secure channels for mobile advertisers and helps publishers to reach verified apps and mobile sites.

❖ **iBuildApp adNetwork** offers clear benefits for advertisers and publishers such as:

 Advertisers can purchase ad inventory from verified mobile sites and apps. iBuildApp adNetwork will provide secure campaign tracking verification on mobile.

 Publishers will be secured against fraud and that their apps used for advertising without their consent or verification.

❖ In this case **iBuildApp adNetwork** is a decentralized ecosystem directly connecting consumers and businesses. Advertisers can target users (users can opt in or opt out to receive promotions).

❖ In **iBuildApp adNetwork**, customers have full control what promotions and advertising they receive and whether to permit businesses to access their data through introduction of smart contracts. This approach would also allow users to earn **IBA tokens** for viewing these promotions and advertising.

❖ **Advertisers** - create ads, and then place bids in IBA token in iBuildApp AdNetwork. The Advertisers can place bids for impressions, clicks or conversions (installs, downloads, specific actions or purchases). The terms of advertising will be developed in smart contracts.

❖ **Publishers** - select/accept bids, deposit from publisher will be placed in IBA tokens on hold. Once the billing event arrives, these tokens get released to Advertiser. Publisher may accept bids where they paid % from Advertiser's revenue (IBA token to be used as a payment).

 **IBA Utility:**  
Used to execute smart contract between advertiser and publisher.

 **Use case:**  
Advertiser place advertising request where they pay specific number of IBA tokens for each app install, surveyed user, user registration, purchase, etc.

❖ **User** - the mobile app user that views mobile content and use mobile services provided by Publishers.

 **IBA Utility:**  
Used to by user to pay for services or can be earned when viewing ads

 **Use case:**  
Users earn IBA token for agreeing viewing specific ads from Advertisers. Users can spend earned IBA token to purchase specific services from Publishers or Business. Each user is identified by its device MAC address and is registered in iBuildApp adNetwork. Each user has her own unique personal IBA token wallet.

## 4.1.1 Actors:

- ❖ **Publisher** – business that has mobile apps with mobile audience.
- ❖ **Advertiser** – a business that needs to advertise in mobile apps and reach specific mobile audience to market its product and services.
- ❖ **User** – the mobile app user that downloaded/installed Publisher's mobile app. Interested in controlling her privacy and monetising his interest in specific service provided on mobile.

## 4.1.2. Solutions :

- ✓ Within the **adNetwork**, advertisers will be able to create ads and then place their bids in the **adNetwork** using **IBA tokens** for impressions, clicks or conversions (such as downloads, purchases or other specific actions).
- ✓ Advertisers will also be able to adjust the smart contract to release funds to a user even if he or she chooses not to view a mobile ad to collect viewed/not viewed data that can then be used to discover which users to target again in future advertising campaigns.
- ✓ Publishers will be able to select or accept bids and **IBA tokens** will then be put on deposit. Once the click, impression or conversion agreed in with the advertiser per smart contract occurs, the **IBA tokens** are automatically released.
- ✓ Each user who views ads will be paid directly by the advertiser through self-executing smart contracts that automatically release IBA tokens to the user's wallet. Furthermore, each user has the option to choose what data will or will not be shared with advertisers so they are no longer at the mercy of Facebook and Google dictating to them what ads they will be seeing. Instead, users will be remunerated for the data they are willing to share with advertisers through the network's IBA tokens as well as for viewing ads.

## 4.2 iBuildApp Market

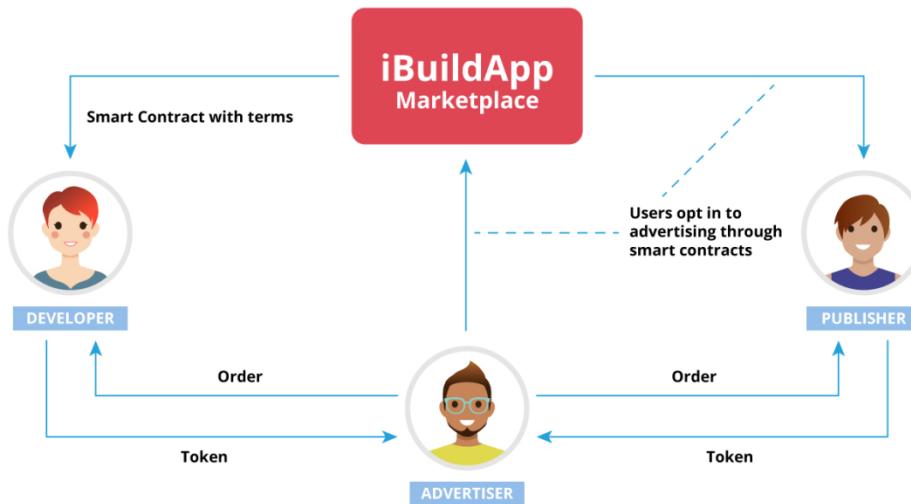
### ❖ The iBuildApp adNetwork Marketplace allows:

- Consumer ad verification of mobile content is published.
- Publisher bid validation through **IBA token** before payment to a particular advertiser.
- Advertisers then verify that their money is going into reputable traffic sources with real customers who want to see their ads.

### ❖ Through blockchain technologies the platform will allow to set such licensed agreements as:

- licensed payouts based on the number active product users. E.g.: for each active user per day;
- licensed payouts based on the number of computing resources used (CPU time, RAM, HDD, Internet traffic). E.g.: payouts for each 1MB of network traffic.

- ❖ The platform tracks millions of micro transactions in real time and records them to the **Etherium blockchain network**.
- ❖ Moreover, using the **blockchain** in our platform will allow to set the copyright on apps and content. That will reduce the developers' financial losses caused by unauthorized copying and using their intellectual property.



- ❖ Developers receive IBA tokens as payments: one time fee or subscription fees every month.
- ❖ iBuildApp Network allows users to accept IBA token for licenses:
  - ✓ Pay per unique user per day/week/month, etc
  - ✓ Pay for service usage
  - ✓ Pay for the bandwidth
  - ✓ Pay for CPU time
- ❖ Each type of license is described by smart contracts and is managed by iBuildApp Network. iBuildApp Network receives % from each transaction that is managed by smart contracts.
- ❖ Each developer and app publisher receives their own personal account (wallet) for IBA token transactions when they are signing up.

### IBA Utility:

- Required for developers and app publishers to interact to each other in the Market.
- All payments among developers and publisher for widgets, services and content will be settled in IBA tokens.

### Use Case:

- Developer created a widget and publisher purchased the license to use in the next 1 weeks/month/90 days period.

# 5. iBuildApp Network coins

## 5.1. The Purpose of Having a Token

- iBuildApp Network will create utility tokens that provide access to iBuildApp platform-related services in a decentralized, token-based ecosystem.
- These tokens represent a unit of account for the network.
- The bigger the network grows, the more usage of the tokens –and because the number of tokens are limited (no inflation in the final issuance, although they will be released over time). As the size of the network and transaction volumes within it grows, this will create demand for the tokens.
- A proprietary, uniform token like the **iBuildApp token (IBA)** can minimize traditional transaction costs as well as increase speed to set up settlement for all participants in the ecosystem.
- It also allows iBuildApp to help users to monetize their content (pictures, videos, blog posts, themes and widgets) and effectively creates what is really a public utility for transactions among the network participants.
- We are just leveraging blockchain technology to create real world solutions that demand the use of **iBuildApp (IBA) token**.

## 5.2. Token Specification

- ❖ iBuildApp Network, and its token distribution, will be created around smart contracts built on Ethereum.
- ❖ 100M of IBA tokens will be created where 15M will be sold in token sale

## The iBuildApp utility network token ('IBA') will be distributed to participants in 2 contribution events:



The first token contribution, **token preSALE**, will begin on September 25, 2017 and run until October 13, 2017



During the 1st hour the discount will be - 40% off  
Then, during the next 2 hours - 30% off  
Day 2 - 25% off



Contribution - Min. 0.00001ETH



The 2nd token contribution, **token SALE**, will begin on November 7, 2017 and run until February 15, 2018

- iBuildApp Network Pte Ltd will be managing the contract execution.
- The IBA token will be distributed among the contributors within ten (10) days after the end of the Token Sale.
- Token Sale will be closed in 48 hours once soft cap in \$2,000,000 reached

## 6. Roadmap

The roadmap for  
launching  
iBuildApp Network



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## *A roadmap for the development of the platform*

2017  
Q2

Development of  
working business model

White paper  
development,  
**Token Sale**

2017  
Q3

2017  
Q4

iBuildApp Market release

Strategic Partnerships Developer  
network development  
Establishing IBA developer  
community

2018  
Q1

2018  
Q2

iBuildApp AdNetwork  
release Partnerships  
development

# 7. Project Budget

## Marketing:

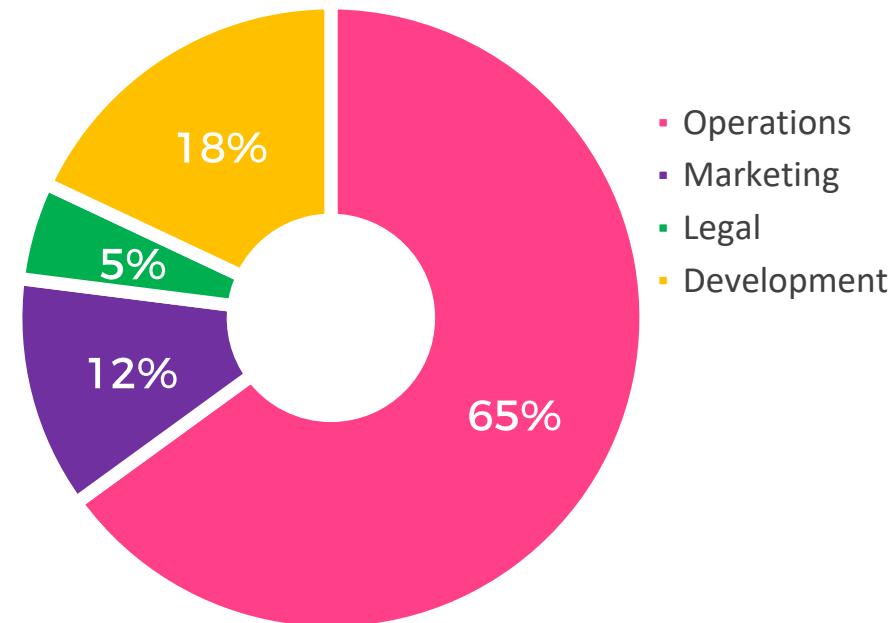
- ✓ To form partnerships and promote our network among other blockchain players we are planning to allocate 12% of funds for marketing efforts and community development.
- ✓ We will spent the token sale proceeds to continue working on our Mobile AdNetworks
- ✓ To drive developer adoption 18% of budget, raised during the token sale, will be allocated to the development and developers who contribute to the development of open source code.

## Legal:

- ✓ Compliance with all applicable laws and regulations will be the key effort to success of the iBuildApp Network, and our legal budget is allocated to cover these expenses.

## Operations:

- ✓ We are planning to fund our operations by allocating 65% of the raised budget (running the Foundation, hiring, et.)
- ✓ The 10% of tokens allocated for the team will be vested over the period of 2 years. All unsold tokens will be frozen for 1 year.





## 8. Team

- ❖ The **iBuildApp Network** is a decentralized mobile ad marketplace that is being developed by ex iBuildApp employees that worked together for 5 year before in a leading California-based mobile app development and hosting company iBuildApp.
- ❖ These experienced entrepreneurs managed to create a mobile app development platform that has attracted over 2.5 billion customers that have created over 300,000 apps that have been made publicly available for download.



Olga Starkova  
Operational  
director



Michael Starkov  
CEO



Natalya  
Zakharova  
Marketing  
Consultant



Alexey Skutin  
Evangelist



Emil Soultanov  
Customer Service  
Specialist



Alexander  
Plekhanov  
Web Developer

# Advisors



Rafael Soultanov  
iBuildApp founder  
Advising on mobile technologies



Vlad Pigin  
Microsoft Venture Fund



Christina Gagnier  
Legal Adviser to Ambisafe



Alexi Lane  
CEO of Everex,  
blockchain based  
p2p and micro  
lending platform  
Expert in ICO, raised  
25M

# 11. Legal Disclaimer



*Participation in a token sale can be highly speculative and could involve a risk of loss.*



*iBuildApp Network, Pte Ltd is in the process of working with its legal counsel to ensure that it provides comprehensive information in regards to the potential risk factors associated with a token sale.*



*This white paper does not constitute the offering of a security. Prospective token purchasers should not construe this white paper as providing any legal or tax advice.*



*This white paper currently contains a fair summary of iBuildApp Network, Pte Ltd vision and the operation and utility of its token.*



*Further information will be provided in its Purchasing Memorandum, including the merits and risks involved in participating in iBuildApp Network, Pte Ltd token sale.*