

MDAE (Minima Decentralized Advertising Ecosystem)

By Josua's Team

PITCH PRESENTATION

Introduction

MDAE would be the Advertising Ecosystem that was meant to be.

The goal of this project is a Minima Decentralized Advertising Ecosystem **where everyone can be fairly rewarded and where advertisers can very simply offer a new method of rewards/advertising or even selling to their customers using tokens, smart contracts, DApps and a DAO.** A truly Minima Decentralized Advertising System designed as a DAO ruled as it would be a **nonprofit organization** in order not to swap one monopoly from another.

How does it work?

The MDAE will consist of two basic main systems that both of them can be split into several ones, in a nutshell:

Let the companies buy tokens, set their publicity on them, and viewers receive a reward for it when watched. The DAO will receive a fee on both operations.

- A. **DAO** - The DAO mainly would manage the distribution of the Tokens.
Acts as a non-profit organization.
Its purpose is a novel one: act as an incubator for promising minima projects and attract investors to it, reward the developers, improve the system over future and support scientific projects on green energies.
- B. **Service System** - The service system is the part that would let every one play his role in the game (Producers/Consumers), so it would be made from DApps, Tokens, Smart Contracts that would work over Minima as well as the integration parts to be able to interact with systems that don't have a Minima node.

The whole system is tokenized with six different tokens and ruled by DApps and smart contracts, so every part of it can be monetized.

The DApps let configure any part of the ecosystem related to any actor involved in such a system, as well as the DAO and the Tokens. The system is ruled by the following DApps: **DAO DApp**, **Advertiser DApp**, **Profile DApp**, **Tracker Publicity DApp**

And the use cases?

The use cases are almost infinite, for instance a Minima user browsing the web receives a reward on his wallet after he clicks on an advertisement, or after seeing a **QR code** on in the subway TV. Even a company buys 10,000 tokens on the DAO of **MDAE** to launch a campaign on a very famous multiplayer game, configures them using **the Advertiser DApp** with a video to be watched, and sets the rewards to be received by the user and the company of the game. Or a technological company wants to launch a new phone and wants to promote it by **organizing a conquest all over the city, where the rewards will be geolocated tickets for participating in a draw** of 1,000 brand-new phones. As you can see, the use cases are almost infinite.

But how can all this benefit us?

Broke the monopolies of advertising companies lowering the price for it, consumers have the **control of their data and can get rewards for selling it**, In fact, reinvent the market by providing a **transparent advertising environment that connects advertisers with users**. It will achieve more knowledge about the audience reached, decentralizing the system and opening the market to everyone at a very low price.

The **MDAE** is designed to work with third parties that would develop “**Oracles**” or any kind of sources of information input/output or even use as a base to build their own marketing systems, but always, the DAO of the **MDAE** will always receive his fees to perform the DAO's goals.

Final thoughts

What we propose is a **more renewed and fresher option to deal with advertising**. A simple ecosystem capable of embedding itself in any ad on any web page, mobile app, game, metaverse, IoT, where the person viewing it can automatically receive a token reward.

There is nothing like this on the market, so the possibilities to smash it are enormous and the amount of money in play is in the order of billions per year, and since the use case scenarios are nearly infinite, it is a game changer in the world of

advertising and applicable to other sectors as we mentioned on a *fully detailed White Paper submitted with a full detailed road map to make a project a reality.*

Why use Minima to build such a system, and what advantages give it to the project?

The idea is perfect for Minima, as Minima will be the most decentralized network of the world and capable of running on every IoT device of the planet in the near future, and is the best way to build a decentralized advertising system.

The “**colored**” token system that Minima has with the ability to create trillions of tokens or NFT’s with only one fraction of 1 Minima, plus their smart contract script language that lets you set rules over tokens/NFT’s and instructions on how to use them.

A system like **MDAE** is the ideal system to use over Minima blockchain to exploit all his potential using his amazing capabilities like **tokens, scripts, DApps, Maxima, Omnia** that would be the perfect suit to create an ecosystem with infinite possibilities applied to the advertising world, on the present, the near future and the long future as there is nothing in the market like the **MDAE**, where advertising will become fully decentralized and at the same time will let everyone be rewarded fairly and at very lower prices, using all services and layers that minima provides.

An extensively detailed **White Paper about the project has been submitted.**

Note: The First projects we wanted to use as a DAO incubator were the ones we hadn’t time to present for the competition:

- **DNS fully decentralized** over Minima where wallets, emails, DApps, webs IoT devices can have a name.
- **Decentralize AI Machine Learning Models** that can be tokenized and Minima can be used to verify that the model hasn’t been tampered with hashing the data and saving into tokens. One of the use cases, almost endless, was to guide a blind person using the camera of his minima mobile and using external sources like GPS, and maps.
- **MinimaVerseDAO system** that can be used for Metaverse, Network States, Virtual worlds, games or even to **rule a real country** in a decentralized way. Here you have the Idea with all that should be done:
- <https://github.com/elledaniels/MinimaVerseDAO>