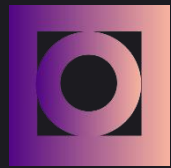


the
SPOT



Whitepaper

Own your next **SPOT.**

<https://the-spot-web.web.app/>

Contents

Introduction	3
Problem	4
Solution	5
Pricing mechanics.....	6
Owners chain of a SPOT	6
Dynamic pricing	7
SPOT operations	7
Creating SPOTS	7
Owning SPOTS.....	8
Current owner of a SPOT.....	8
Buying SPOTS.....	8
Conclusions and Vision	9

Introduction

Advertising has evolved rapidly in recent years, moving from traditional print and television ads to digital and mobile advertising. This shift has been driven by the increasing use of mobile devices and the rise of social media.

In the past, companies would place ads in newspapers or on billboards, and they would have no way of knowing how many people saw their ad or whether it was effective. With the advent of television and radio, companies could track how many people saw or heard their ad, but they still didn't know if it was effective. With the advent of the internet, companies can now track how many people click on their ad, but they still don't know if it was effective. With blockchain, companies can now track not only how many people see or click on their ad, but also how long they spend looking at it and whether they take any action as a result. This data can help companies better understand what works and what doesn't work in their advertising and make better decisions about where to allocate their advertising budget.

Blockchain technology has the potential to revolutionize the advertising industry. By providing a decentralized, open and tamper-proof platform for buying and selling advertising spaces, blockchain can help to create a more efficient industry.

This solution can help to solve some of the key issues facing the advertising industry, such as fraud, lack of transparency and middlemen. By providing a secure, and transparent platform for advertising, it can help to create a new way of operating in this industry.

Problem

The current landscape of a critical part of most businesses is rife with inefficiencies. Many middlemen take a cut of ad spend, resulting in less money going to the actual creators of the content. Additionally, the lack of transparency in the system often leads to lost capital, as advertisers have little visibility into how their money is being spent.

A blockchain-based advertising platform could help to alleviate these issues. By creating this system businesses could save money on advertising while still supporting content creators. Additionally, a blockchain platform would allow businesses to track their ad spending more closely, ensuring that their money is being used effectively.

The current state of online advertising is controlled by a few large companies that act as monopolies. This leaves little room for competition and results in high prices for advertisers. Blockchain technology can provide a solution to this problem by creating a decentralized marketplace for advertising. This would allow for more competition and lower prices for advertisers.

The way that information is exchanged and monetized is changing, and value lost in locations without proper infrastructure for advertising is a clear example of this. With the advent of blockchain technology, a new paradigm of information exchange is possible, one that is more secure, transparent, and efficient. By harnessing its power, we can create a system that allows for the free and open exchange of value, without the need for intermediaries. This will lead to a more efficient and effective way of doing business and will ultimately benefit all parties involved.

Solution

Our mobile app is a simple decentralized advertising platform that relies on private property for spread. By utilizing private property, we are able to provide a more efficient and cost-effective way to advertise compared to traditional methods. Our app allows users to place ads on their own property and then share those ads with others in the community. This way, people can see your ad when they are near your property, and you only have to pay for the ad space that you use.

The SPOT offers a number of benefits to users, including user-controlled prices and dynamic interest rates. By allowing users to set their own prices, the app provides a greater degree of control over the market than traditional exchanges. In addition, by providing dynamic interest rates, the app allows users to earn more on their investments than they would through a traditional savings account.

The app will offer full transparency to users due to the CSC smart chain contract. This means that all transactions will be visible to everyone on the network, providing a high level of accountability and trust. This is a major benefit as it allows the user to see exactly what is going on with their money at all times. There is no need to worry about any third party being able to tamper with the funds as they are stored on the blockchain.

Our mobile app is designed to be easy to use, with a simple and intuitive interface that is enabled by tactile feedback. This makes it easy for users to navigate the app and find the information they need. The app also includes a built-in payment system that allows users to buy a new SPOT by interacting directly with the ad via a QR code.

Pricing mechanics

Owner chain of a SPOT

Each person that creates a spot or buys a spot at any time will be part of an owner chain. For every transaction that happens starting with the first buyer, the value added on top of the base price will be distributed to the chain, where the first in chain aka the creator will get the biggest commission and the last in chain will get the smallest. For each new person that is added to the chain, the commission is increased by 10% of the base price for each person. The formula for how much each person takes is as follows, where index represents the position of the current owner in chain:

$$commision = 10\% * base_price * (chain_length - (index + 1))$$

For example, for a spot with a base price of 100 T_{SPOT} and 3 owners in the chain, when the SPOT is bought, the users will receive the following:

$$base_price = 100$$

$$index = 0 \text{ creator } \rightarrow \text{ receives } 10 * (3 - (0 + 1)) = 20_{T_{SPOT}}$$

$$index = 1 \text{ owner } \rightarrow \text{ receives } 10 * (3 - (1 + 1)) = 10_{T_{SPOT}}$$

$$index = 3 \text{ current owner } \rightarrow \text{ receives } 10 * (3 - (2 + 1)) = 0_{T_{SPOT}}$$

Dynamic pricing

When a SPOT is created a base price needs to be set. Each time someone buys that spot, the price will increase based on a hotness factor. This calculates how popular the SPOT is and is based on the number of people present in the owner chain. The formula for this is below, where the last sum represents the hotness factor:

$$\begin{aligned} \text{current_price} &= \text{last_price} * 80\% + \text{last_price} * 20\% \\ &+ \sum_{i=1}^{\text{chain_length}} 10\% * \text{base_price} * (i - 1) \end{aligned}$$

SPOT operations

Creating SPOTS

As a creator of a SPOT, you will have to pay an initial deposit which represents the base price of the SPOT. Then, every time someone buys your spot you will get 20% of the base price as a commission. The base price is set by you and can be anything from 1_{TSPOT} to theoretically 5M_{TSPOT}. This is an exceptional case which can happen only if one user owns all the coins in the pool as when a user tries to make a top-up there is a limit that won't allow him or her to exchange more coins than there are available.

In order to create a SPOT, simply click on the "Create A SPOT" button on the main screen. You will be asked to enter some basic information about your SPOT, including its name, image, and price. Once you have entered this information, you are set.

Owning SPOTS

Owning a SPOT means that you can be in one of two positions: current owner or part of the chain. In both cases, the system offers benefits that can be enjoyed by all involved. By taking advantage of the SPOT system, owners can increase their visibility and reach a larger audience, while those looking to generate passive income can do so with ease.

Current owner of a SPOT

As the current owner of a SPOT, you will benefit from people actively seeing your ad on display and being part of the owner chain. However, when a new user buys your SPOT, you will receive a commission representing 80% of the base price. For now, you will not benefit from the hotness of the SPOT as this will apply when another user buys the SPOT.

Except for the case when the current owner is also the creator they will not get those benefits until a second user comes around buying that SPOT. When the creator is the current owner, they will get the full base price returned and the chain commission

Buying SPOTS

Buying a SPOT is as easy as paying to a store with your phone. You walk around the town and see a SPOT you like, you get close to it and scan the QR code displayed near the ad. The current price will be subtracted from your balance, the price will be adjusted using the formulas above and funds will be distributed to the current owner and the entire chain.

Conclusions and Vision

The SPOT is an MVP of an advertising platform built on top of the CSC smart contract blockchain. The aim of The SPOT is to provide a cost-effective, indisputable and trustworthy advertising solution that removes unnecessary middlemen from the equation. The SPOT platform has the potential to revolutionize the advertising industry by providing increased visibility and passive income generation for all participants.

We plan to add a decay rate to the price of the spot in future development, so that it decreases for each day that has passed since the last transaction. If the price falls below the price that the current owner bought the SPOT for, they are removed from the chain and ownership is transferred to the next person in line. This process continues until it reaches the creator.