



PINMO

ADS THAT LEARN

DECENTRALISED MULTI-PLATFORM ADVERTISING SYSTEM



JUNE 2018

Ver 3.0.0 Draft version. May be amended.



Pinmo is a decentralized social media marketing network that allows advertisers to deliver advertising content, links, or other materials directly to users on their social networks, and whose payment policy is based on the achieved performance.

From the business perspective, we have built a sharing platform that connects advertisers, marketers and social media users. The platform aims to eliminate all middlemen in the advertising industry and allows marketers to directly connect with those who can spread their brand best.

On the technical side, we are the first Dapp that focuses on providing cross-chain solutions for advertising traffics. The main ledger and advertisers' portal Dapp is placed on the Ethereum. Furthermore, Pinmo also works with different public chain partners to develop Node Dapps and together, form a traffic sharing community.

While Pinmo Tokens are the main form of trade and payment, they are not the only form – campaigns can be traded by other cryptocurrencies from public chain partners. Currently, we already have Nebulas and Elastos as our public chain partners, with many more to be added in the near future. Additionally, the Pinmo platform utilizes IBM Watson's AI technology, which allows us to deliver ads towards a more focused target audience.

Since 2017, Pinmo's business model with fiat money has been developed and been in use with more than one million dollars in revenue. With our exponential successes, we are implementing blockchain technology. Integrating and using blockchain technology will not only be a business transformation for Pinmo, but will also revolutionize the advertising industry. With blockchain, the network will provide advertisers with a clear record of all traffic data and budget spending on the blockchain. Users can earn tokens, which were previously allocated by advertisers, by sharing ads on their own social networks such as WeChat, Facebook, Instagram, Telegram, and more. By using tokens, users can now actualize rewards without any extra transaction fees and engage in global transfers, which were previously a large hindrance with the fiat money model.



GLOBAL AD SPENDS IN 2017

Advertisers are constantly looking for ways to achieve one thing: Get eyes on ads that convert to an action, leading to business. They invest a significant amount of money doing it, too.



According to research, the global social media ad spend reached a record \$41 billion in 2017 . Facebook alone is predicted to reach \$21.57 billion dollars in 2018. For comparison, the newsprint ad spend this year is predicted to fall to \$10.74 billion.

The landscape is clear: Social media is the new king of advertising . There are now two billion people on social media platforms worldwide. By 2021, that number is estimated to increase to three billion as new kinds of specialized group - chat platforms— such as WeChat, Telegram, and WhatsApp—continue to evolve and draw users into personalized micro - networks where groups congregate by mutual interest or communities.

Sources

- <https://www.statista.com/statistics/271406/advertising-revenue-of-social-networks-worldwide/>
- <https://www.emarketer.com/content/social-media-will-hit-major-milestones-in-both-ad-revenues-and-usage-in-2018>
- <https://www.emarketer.com/Article/Social-Network-Ad-Revenues-Accelerate-Worldwide/1013015>
- <https://www.emarketer.com/content/snapchat-snags-second-place-in-social-media-stickiness>

LIMITED SOLUTION

SEO can no longer stand on its own. Neither can any other part of online marketing, which means marketers have to work on a combined strategy to achieve results. And while most search engine marketing focuses on generating traffic, Pinmo focuses on turning that traffic into leads and sales, or real conversions.

Imperfect Influencer Marketing

A number of media platforms use influencer marketing as a way to disseminate content to a mass audience. The reason for this is simple: Accounts that have a large following can often create a viral response from their fans.

However, there is a problem traditional influencer marketing, because it only gives credit to individuals with a high number of followers. This often comes across as a paid push by a celebrity rather than a genuine, emotional connection between the person sharing the content and the content itself, reducing the effectiveness of the campaign.

High-Cost Target Marketing

Digital marketers and content distributors haven't always cohesively aligned with the rules that large corporations like Facebook and Twitter establish. However, these platforms are used regardless, because there aren't other options for advertisers to promote content through them. Often, there are rapid jumps in targeting prices between broad, national campaigns that have reduced rates and more localized ones that charge a premium. For small businesses that want to target their local consumers, this pricing model isn't cost-effective.

Inconsistent Data

The methodology each social network uses to determine what counts as an impression, engagement, or action isn't standardized either. For corporate-level marketers, this inconsistency brings a level of uncertainty to the value of their campaign's investment.

Low Returns on SEM and SEO

Search engine marketing (SEM) can help boost a piece of content's performance, but it's essentially a one-way pipe that doesn't provide much interaction and engagement with the audience. For this reason, SEM and search engine optimization (SEO) alone aren't going to produce immediate positive results for any advertising campaign.

While most marketers know to balance the focus of their campaigns on search engines and users, they're still suffering low click-through rates (CTRs), which typically leads to low conversion rates.

Inflated Budgets and Lower ROI's

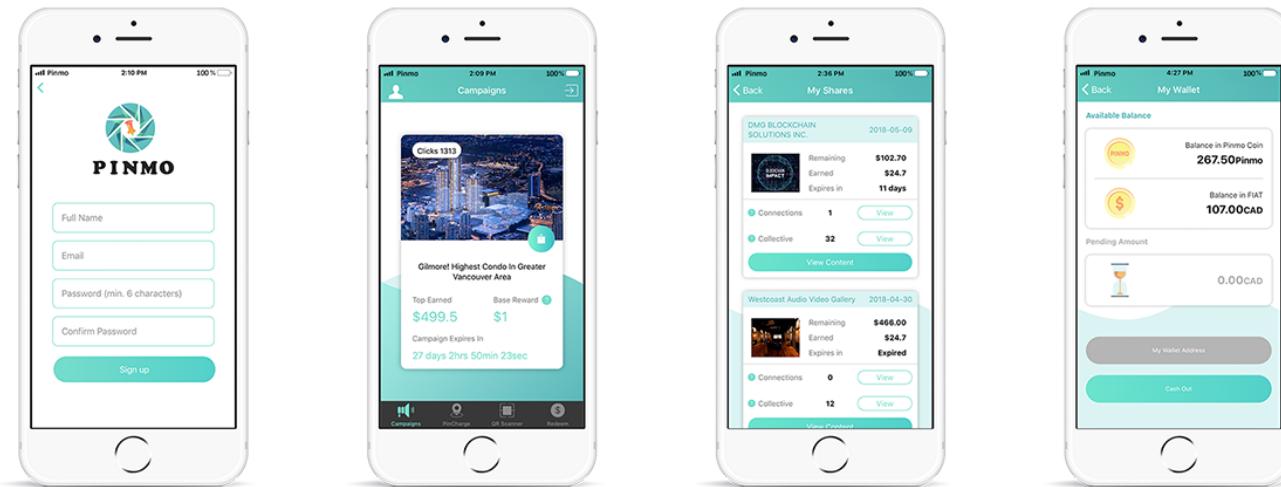
Approximately 70% of local businesses advertise through mediums that are relatively ineffective, such as flyers, posters, and newspaper ads. These mediums all have high production costs and provide little to no insight into how effective a campaign actually was.



HOW PINMO CAN HELP

Pinmo has developed a unique **monetized marketing system** that considers a variety of opportunities to display content across multiple social media platforms that fully incorporates the needs of users and customers. It also monetizes the sharing of organic content— incentivizing customers to share and interact.

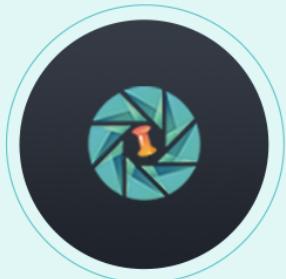
By distributing the Pinmo network on a blockchain platform that combines multiple social media channels into a single ad spend budget for users, online campaigns can now run and be tracked more efficiently. Marketers can pay for only the content that converts, and the data backing their campaign's conversion rates is immutably and verifiably sound.





CURRENT SITUATION

VS



PROBLEMS

- Unpredictable budgets month to month
- Varying results for similar content
- Fraud accounts
 - Bots
 - Fake accounts
- Non verified engagements
- No transparency on budget spend

DATA COMPARISON

	CPC	CPM	CTR
Pinmo	\$0.15-0.30	\$2.00-5.00	2.3%
LinkedIn	\$5.07	\$10.64	0.21%
Facebook	\$0.70-1.72	\$3.77	1.42%
WeChat		\$30	

PINMO

- Guaranteed Fraud protection
- Two factor verified users
- Direct to consumer market system
- Low operational costs
- Completely Transparent
- Simple payout in Crypto or Fiat
- Blockchain Verified Actions

HOW IT WORKS

The Pinmo marketing platform is designed to be robust enough to analyze user behaviours, make valid judgement calls, and trace information to validate authentic actions. It's also meant to be integrated into an enterprise solution, providing marketers with a simple way to push content into multiple social media sites—all while stemming from one budget allocation.



Channels

The back end of the Pinmo system is built to seamlessly deliver content directly to the world's three largest social media platforms:

WeChat
Facebook
LinkedIn
Twitter, Instagram and Telegram (coming up)

Capabilities

The Pinmo system was built with fairness and transparency in mind, so it's developed within a credible and trustworthy blockchain ecosystem that increases budget efficiencies for small businesses and corporations.

To test the effectiveness of Pinmo, an experimental eco system was constructed to verify the capabilities of the technology and validate Pinmo's business model along with various hypotheses on user behaviours.

During these primary capability tests, content was published on the WeChat ecosystem through WeChat's Moments. The Pinmo app also exists within WeChat itself and can be used by any WeChat user that has North American access.

The experimental Pinmo ecosystem validated three key hypothesis about the platform:

- A collective of users rewarded for sharing content on WeChat creates a mini hive of content sharing within their network of friends.
- Pinmo can verify and authenticate real actions, then systematically organize them based on clicks, shares, or comments.
- Pinmo can also validate users and authenticate their accounts as credible .

After four months of testing, it was determined that there's a growing user base actively seeking out new content to share—monetizing their social network presence, and gaining real-world interactions for clients that resulted in new business.

Within the testing period, client's costs for acquisition was significantly lower than traditional ad buys, because budgets were only spent when verified interaction occurred.

After giving our system's capabilities to local agencies to test with their clients for months, there were requests to expand Pinmo's targeting beyond the predefined testing ecosystem. With proof of concept in place, Pinmo's ready to take its infrastructure to the next level by dedicating development resources to an enterprise-level solution on the blockchain.

Under Pinmo's current business model, advertisers bring content to the platform and Pinmo creates ads for it.



ENTERPRISE SOLUTION MODEL

Operating as an intelligent API, Pinmo Enterprise is the next evolution of the Pinmo Marketing System. It can be easily embedded into different systems and will allow marketers to easily launch interactive campaigns on multiple social media channels based on existing users and their associated data—all from a single, integrated dashboard. The platform will also allow companies to share their user pools with each other through an exchange advertising system.

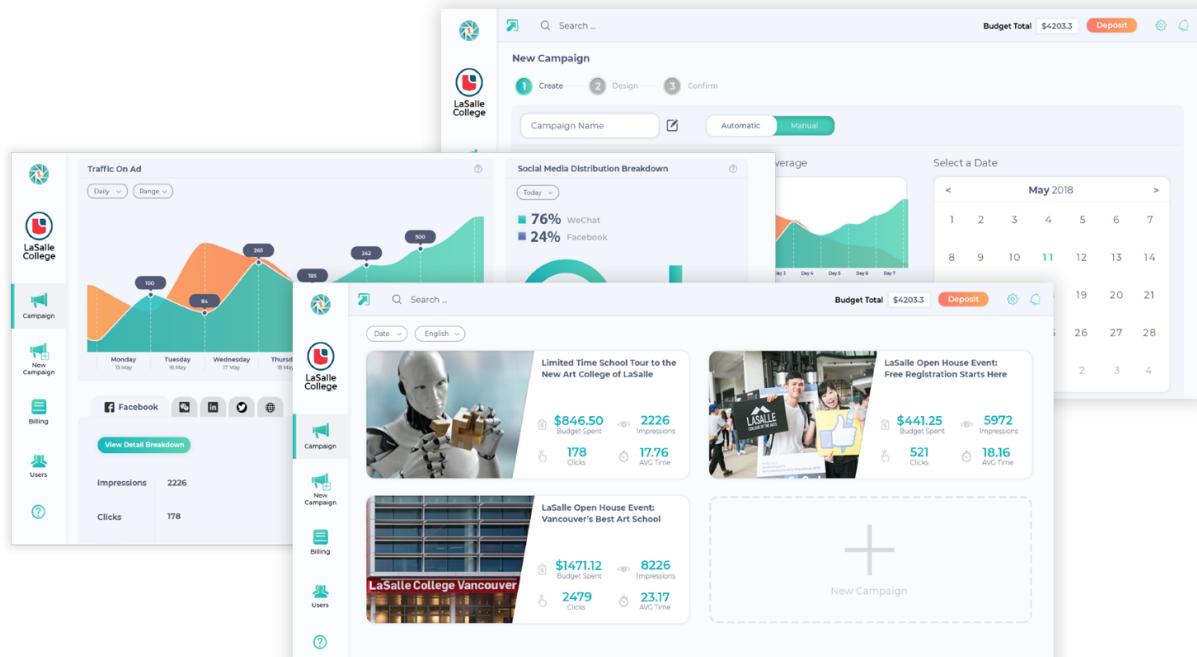
The Key Pinmo Benefits for **Enterprise Clients** Are

No more middlemen— Companies can enter the advertising portal to select exchange campaigns that match their user group and work directly with Pinmo's evaluation protocol.

Simplified workflow for marketers dealing with multiple clients —The platform's integrated dashboard and simple user experience allows marketers to easily work with multiple clients simultaneously across multiple channels.

Increased ad efficiency— By monetizing users' contribution on social media, Pinmo helps incentivize organic content sharing.

Automated tools—Through the use of artificial intelligence (AI), Pinmo can help ads learn what's working and what isn't, helping place engaging content where it will have the most impact.



Other Key Capabilities

The enterprise-level system will also be integrated with AI, so it can efficiently manage a high volume of published content and reduce marketing costs for companies.

By integrating Pinmo Enterprise with the Pinmo app, each campaign will also self-optimize based on previous campaigns—and, over time, find the most ideal funnel for the ad to be distributed and propagated.

The system will also introduce three different authentication processes to reduce the impact of bots on campaign data:



Clickfarm protection, which uses detecting tools and algorithms to validate each dataset



IP and account ID authorization



Machine learning, including learning about users' social behaviours—such as posting, likes, comments, and sharing—to detect fake accounts.

BENEFITS FOR ADVERTISERS AND API INTEGRATORS

The essence of the Pinmo Enterprise system is based on its ability to provide advertisers with a tool that not only improves the quality of ads, but also makes their lives easier. Instead of having several separated advertising platforms for launching ads, everything can be managed from a single user-friendly dashboard.

App, web developers, and anyone else with a high-traffic web presence can benefit from the enterprise-level system too, however. Here's how:

01

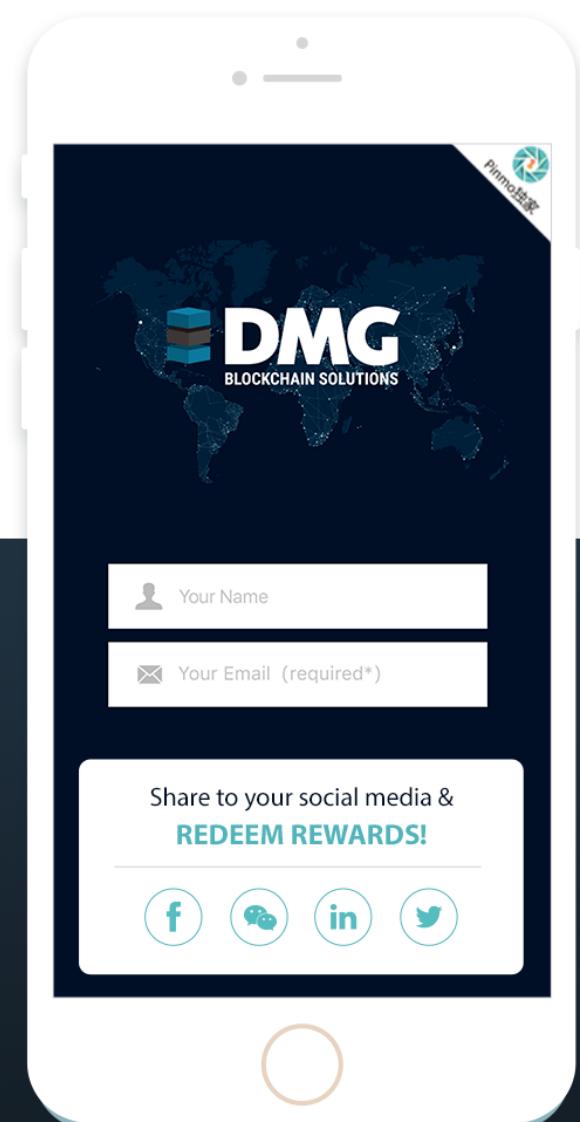
Clients can choose to integrate the Pinmo ad system with their own software to market their own content, or content for other advertisers.

02

An optimization platform will allow users to keep track of and show results for the ads they're hosting.

03

Users can host ads from other advertisers of their choice to acquire a portion of the marketing funds.



ADVANTAGES

FOR USERS

EVERY SOCIAL BUBBLE HAS POTENTIAL

Every person have influence over their social bubble and our platform offers everyone a gateway to turn that potential into wealth. Our system will transform an everyday action into mutual beneficial relationships.

LEARN YOUR SOCIAL BUBBLES AND HOW TO UTILIZE THEM

Integrated with IBM Watson's AI and big data analysis, Pinmo's profiling algorithm will show each individual where their potential lies, and how to maximize their benefit with their social bubbles.

EASY ENTRANCE TO CRYPTOCURRENCY

Cryptocurrency is the newest trend, but hard to get in even for some tech savvy folks. Our platform provide a risk free, low barrier alternative for individuals who want to get into Cryptocurrency. All they have to do is share the contents to their social media and earn our token, or any other cryptocurrencies.

FOR EVERYONE

SAFE AND ACCURATE FUND DISPERSION

Funds used to fuel advertisement are dispersed to users through our Ethereum based smart contract and escrow payment system, so we can make sure each individual get what they earned.

PAYMENT BY PERFORMANCE VIA DECENTRALISED SYSTEM

User are paid based on their performance on each advertisement, and bonuses they earned in our tiered leveling system. Each result can be tracked through our decentralized system, so both the advertiser and user can see how the funds are distributed.

DUEL LAYERED USER AUTHENTICATION SYSTEM

Users are not only authenticated by their respective linked social media accounts, they are also verified using our AI based profiling algorithm. We will make sure user are who they claim to be through behavioral analysis.

GAIN MORE BY STAKING YOUR TRUST

By staking Pinmo Coin with our platform, we award both users and advertisers with additional coins within our platform based on amount of coin staked and the duration of the stake. Every coin bought or earned on the platform will offer additional values.

FOR AGENCIES & BRANDS

CAMPAIGN DATA ANALYSIS SYSTEM

INTEGRATED WITH IBM WATSON

Pinmo Enterprise provides multi-layer data analyzing backend system, which enhances the optimization of the advertising campaigns and the targeting.

EXPOSURE INTO AVERAGE USER'S DAILY LIFE

Content shared by connections are more readily accepted by average person than advertised content. We utilize this concept to allow advertisement on our platform to reach deeper into their target audience's daily life.

USER DRIVEN OPTIMIZATION TO PINPOINT AUDIENCE

User data analysis will help advertisers to determine their strategies and potential target. We will provide guidelines and traffic optimization system to maximize ROI and reduce overall cost for each advertised campaign on our platform.

AVAILABILITY FOR ANY BUSINESS SIZE

Different company have different targets and goals when using an service, our platform will provide solution to accommodate every aspect by directing it to the correct users. Our system will make sure every dollar or coin spend towards an advertisement will be going towards their intended audience.

THE PINMO TOKEN AND YOU

The basis for the Pinmo token is to give users the option of saving their earned money through a crypto currency that can be traded on the market, saved on a secure hard wallet, or sold on an exchange.



Our system already exists with a Fiat model; we have over 50,000 users who are rewarded for their shares and the subsequent link clicks that follow.

We've done our due diligence in picking the right Smart Contract and the right partners like CoinPayments to help our users easily navigate the new world.

Factor in the IBM Watson AI computing the data in before, and you have a safe and secure model that is verifiable.

For our users we imagine a world where these share actions can pay as much as a part-time job; or perhaps even their grocery bills. By empowering the end-user as well, in current the relationship between advertiser and content producer, we plan for a future where the content moves right to the target market much quicker and far more accurately.

ADVANTAGES



Safe and secure transactions that are verifiable



Proof of concept already in operation and growing.



The reward for action system, means you can earn the tokens instead of buying them.



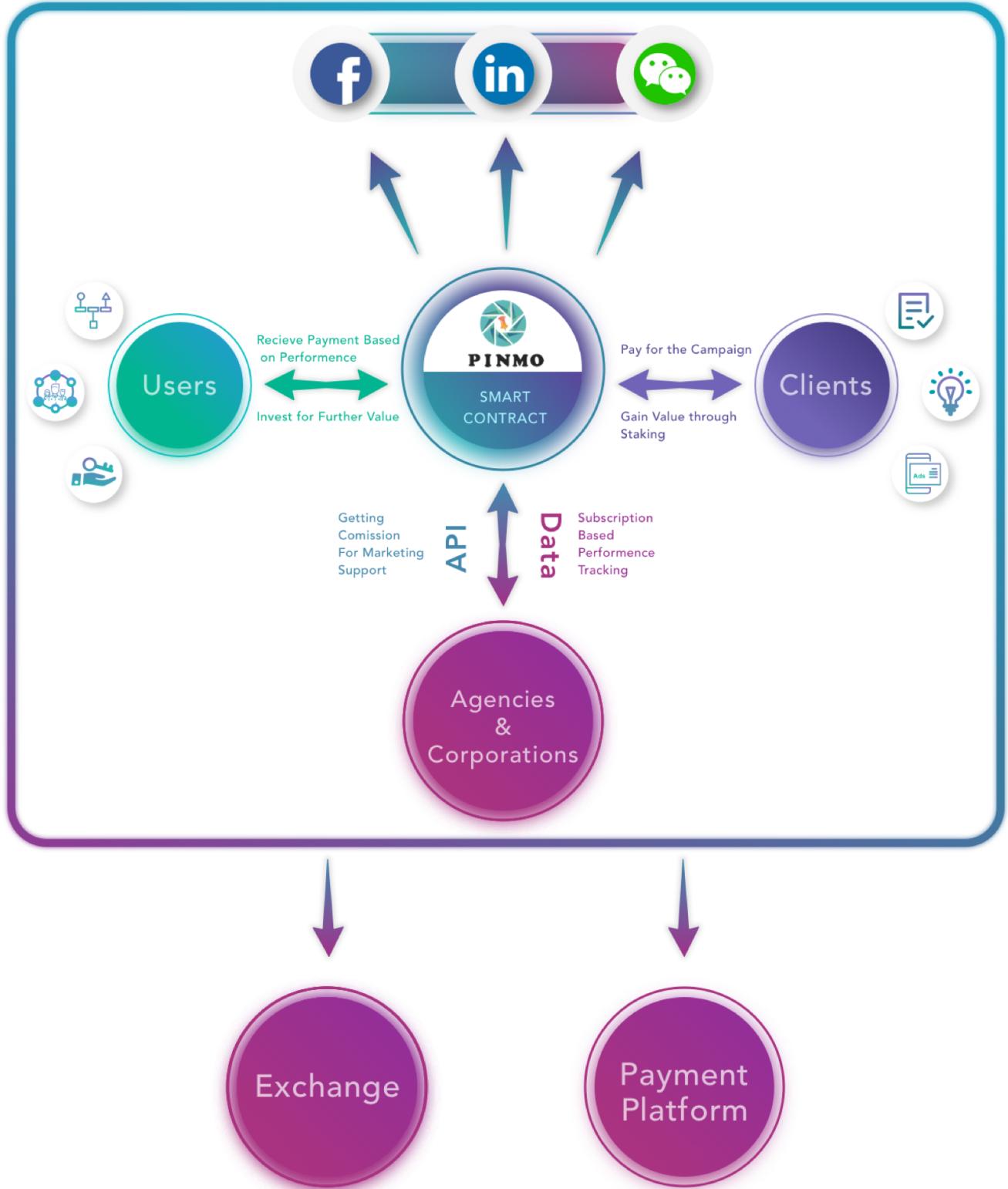
Simple backend for marketers to manage budgets.



Developed to be a saving system as well as an earning system.



Built to hold long-term value for both users and marketers.



THE PINCHARGE SOLUTION



In an effort to drive more data from advertising interactions, Pinmo created the PinCharge station: A Lithium-ion battery powered, multi-charging station that takes up a minimal amount of real estate on any counter or desk—all while collecting a significant amount of data from users.

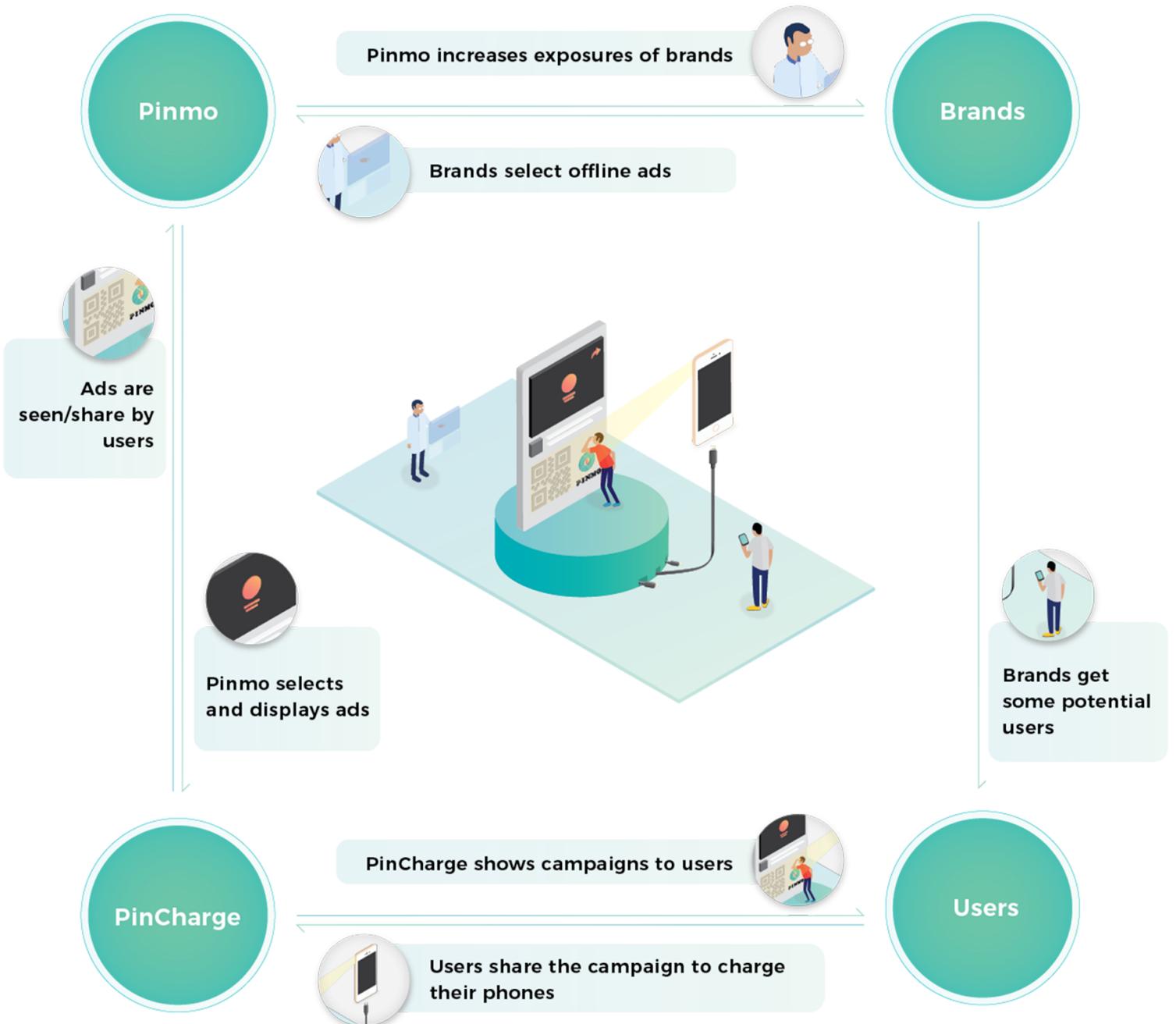
For marketers, this will be a unique way to measure true online to offline conversions for brick-and-mortar establishments where people congregate and socialize. Meanwhile, Pinmo app users will receive added bonuses from retailers in the form of tokens and offers—as well as a much needed charge-up of a busy phone.

How It Works

Users will be able to easily charge their phones using the PinCharge device for free, then receive a push notification to download the Pinmo App. Users who already have the app installed will see offers from the business that are customized by the app for them. In each case, Pinmo will be able to quantify user interactions without identifying any personal data like the conversation, the user's real name, phone number, or contact information.

Satisfied PinCharge users will be able to share ads and content viewed on their visit that will be monetized through the system—these users will also earn a small bonus for using PinCharge stations at participating locations.

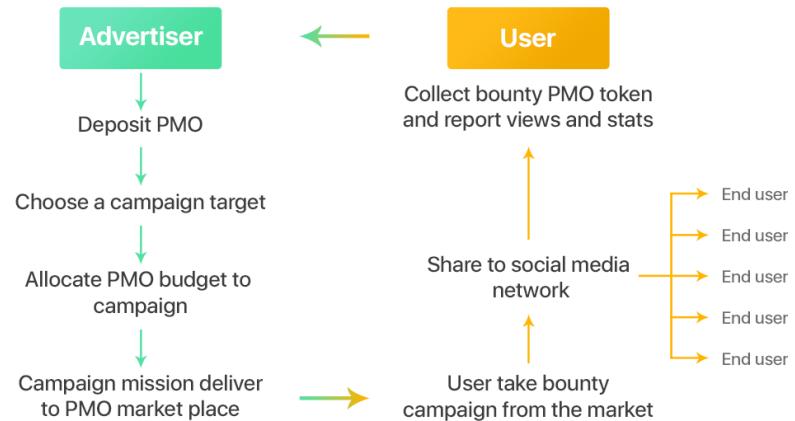
Using the data pulled from PinCharge stations, a marketer will be able to draw real-world data from digital interactions. Shares and clicks can be corroborated with data from visits, all while keeping the consumer's personal data secure.



BENEFITS OF THE BLOCKCHAIN

The Pinmo Enterprise System is built on the public Ethereum blockchain, a business blockchain framework generated as a foundation for developing blockchain applications and solutions using standardized architecture.

By being built on the blockchain, Pin mo will be able to automatically create an immutable, verifiable record of every interaction that takes place on the network. This means that every time a campaign ends , a record will exist of all the actions that occurred to spend that campaign's budget, effectively verifying the credibility of the distribution in a system that is decentralized and completely transparent. The blockchain also allows the system to verify user activity so that monetized actions can be verified and accounted for almost instantaneously.



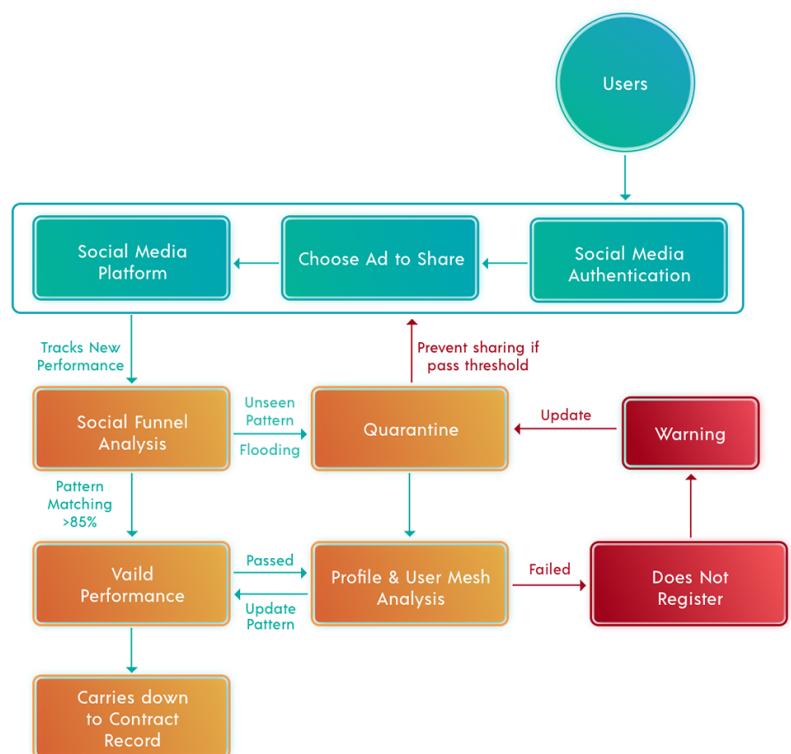
Inconsistent Data

For advertisers, the need to be certain in how budgets are spent and the ROI for their clients will always be a priority. However, in terms of analytics and data, there's not much currently available to give credibility to the performance and results of digital marketing campaigns.

Pinmo's goal is to create a system that will have the critical aspects in place to give credible reporting data, and the blockchain allows that to be possible.

Unlike the traditional model put forth by Google and Facebook, the data for each campaign, from ad to payout, will be recorded in a public ledger that's controlled by the network of users on the blockchain and not an overarching corporate entity.

Using this technology, Pinmo Enterprise will be able to provide traceable and trackable ads whose data is viewable to, and verifiable by anyone who chooses to analyse the blocks on the blockchain.



ROADMAPS



Pinmo platform's first beta version was released.

SEPT 2017



Pinmo finish integrates with Facebook and LinkedIn.

MAR 2018



First day of Pre ICO starts at May 1st 2018 (token sale 50% discount).

MAY 2018



Pinmo's June 1st, Public ICO (market cap at 11.2 million)

JUN 2018



Expected to reach close to 1 million users by December 2018.

DEC 2018



Expanding into China.

SEPT 2019



MAR 2014



Pinmo started as digital marketing solution.

DEC 2017



Pinmo's mobile application was released; the application generated more than 10,000 users in a month.

APR 2018



RESTful APIs for the Pinmo enterprise solution to be able to integrate into different web/mobile applications.

MAY 2018



PinCharge arrives in May 2018 and will be placed in more than 1000 retails in North America.

AUG 2018



Pinmo Coin Airdrop and listed on changes.

FEB 2019



Expanding into US. Focus on closing 10 millions B2B deals with Pinmo Enterprise .

OUR TEAM



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Chief Executive Officer

Chief Marketing Officer

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ALEXANDER ALEXANDROV

Executive Officer of CoinPayments



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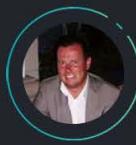
MATTHEW SEAR

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JOE BALL

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XIN DAVID LI

Vando Media Corp. CMO



STEVEN SHI

Senior Technical Consultant



HANK CHEN

Evinut Tech. COO



CROWDSALE STRUCTURE

Total cash pool is **20 million** hardcap,
10 million softcap

Total coin for sale: **147 million**
Total coin issued: **368 million**

TOKEN DISTRIBUTION

35% Pre Sale & Public Sale	30% Reserved Fund
10% Core Team	10% Partners
10% Airdrop & Bounty Program	5% Advisors

