PINMO

MONETIZE ENGAGEMENT

Decentralised Multi-Platform Advertising System

June 2018

Ver 3.0.0 Draft version. May be amended.

PINMO

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 a 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: Receive exposure on ads that convert to an action, leading to business. In doing this, they invest a significant amount of money 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.

$41B
Social Media Ad

$21.57B
Facebook

$10.74B
Newsprint

Sources

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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, the problem with traditional influencer marketing is that 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.
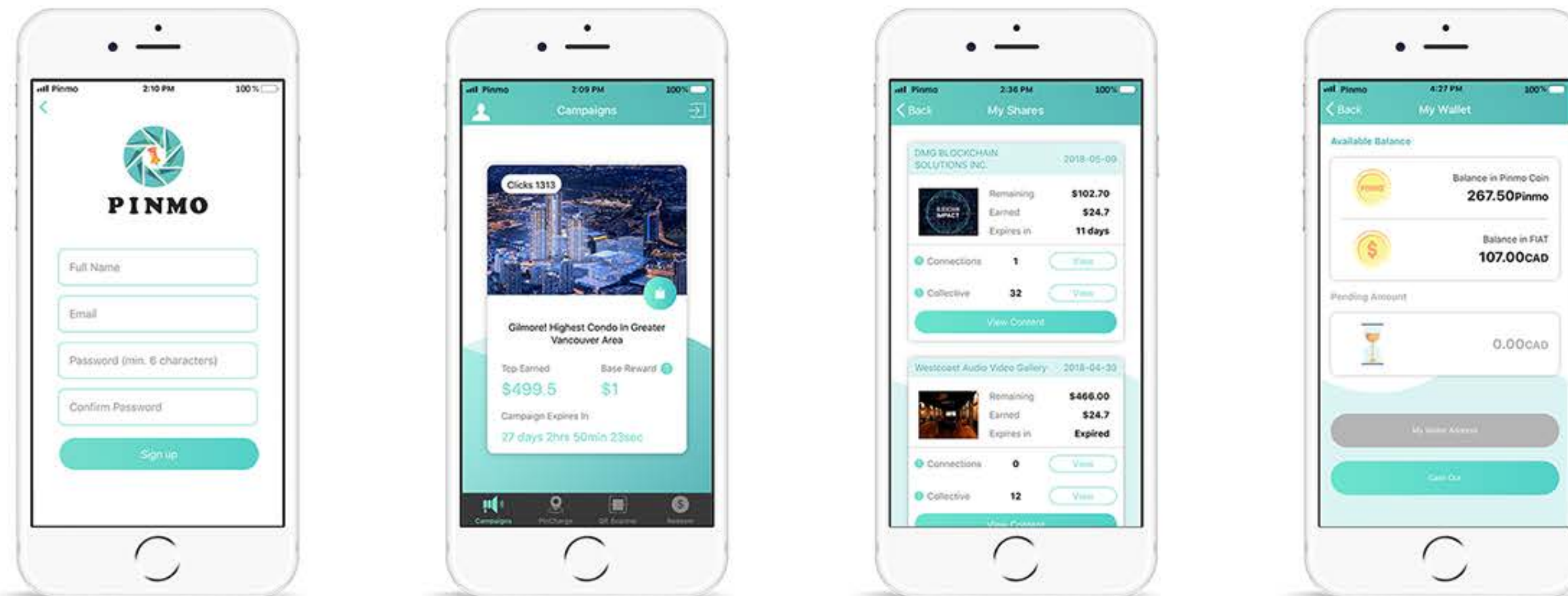
CURRENT SITUATION

VS

- 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**	**$2.0-5.0**	**2.3%**
Linkedin	$5.07	$10.64	0.21%
Facebook	$0.70-1.72	$3.77	1.42%
WeChat		$30	

- Guaranteed fraud protection
- Low operational costs
- Direct to consumer market system
- Two-factor verified users
- Simple payout in Crypto or Fiat
- Completely transparent
- 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 ecosystem 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 inter action 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.

ENTERPRISE SOLUTION MODEL

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

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

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.

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.

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.
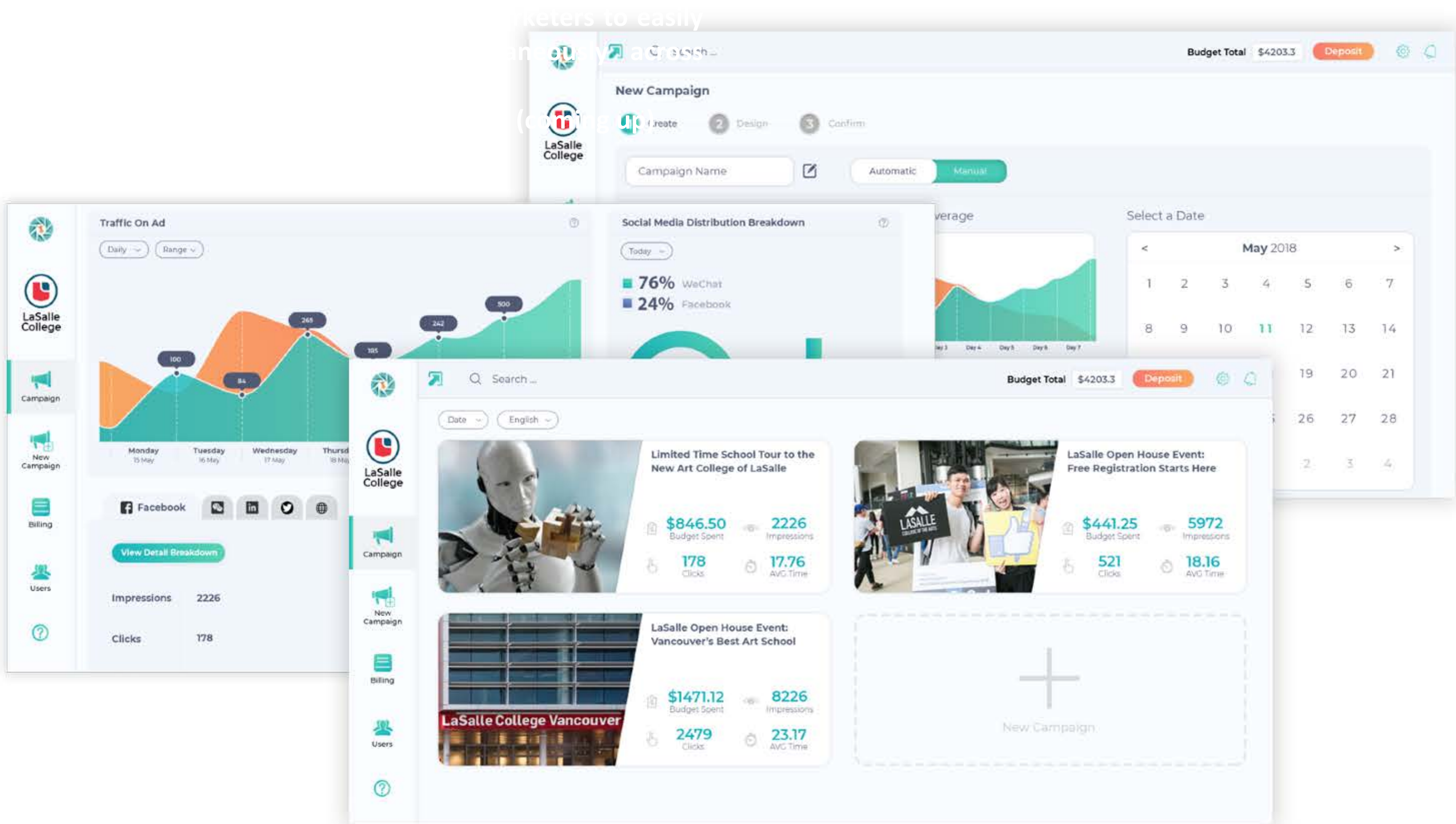
Other Key Capabilities

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 to.

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. Here's how:
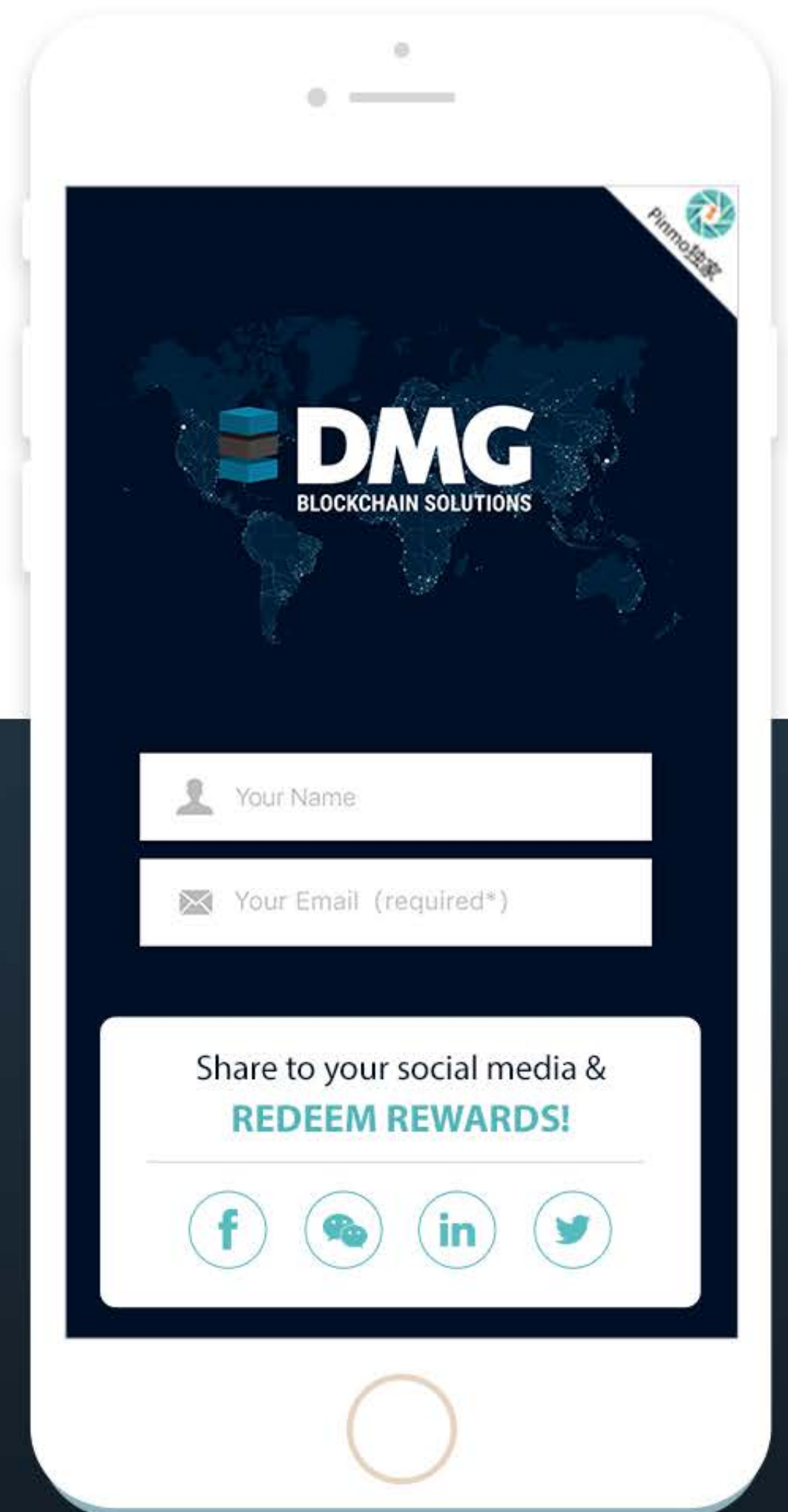
01	02	03
Clients can choose to integrate the Pinmo ad system with their own software to market their own content or content for other advertisers.	An optimization platform will allow users to keep track of and show results for the ads they're hosting.	Users can host ads from other advertisers of their choice to acquire a portion of the marketing funds.

ADVANTAGES

FOR USERS

EVERY SOCIAL NETWORK HAS POTENTIAL

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

LEARN YOUR SOCIAL NETWORK 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 networks.

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 content 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 gets what they earned.

PAYMENT BY PERFORMANCE VIA DECENTRAILSED SYSTEM

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

DUEL-LAYED 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 users are who they claim to be through behavioral analysis.

GAIN MORE BY STAKING YOUR TRUST

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

FOR AGENCIES & BRANDS

CAMPAIGN DATA ANALYSIS SYSTEM INTEGRATED WITH IBM WATSON

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

EXPOSURE INTO AN AVERAGE USER'S DAILY LIFE

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

USER-DRIVEN OPTIMIZATION TO PINPOINT AUDIENCES

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

AVAILABILITY FOR ANY BUSINESS SIZE

Different companies have different targets and goals when using a service. Our platform will provide solutions to accommodate every aspect by directing it to the appropriate users. Our system will make sure every dollar or coin spent 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 cryptocurrency 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 IBM Watson AI computing the data and you have a safe and secure model that is verifiable.

For our users, we imagine a world where these shared 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.

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

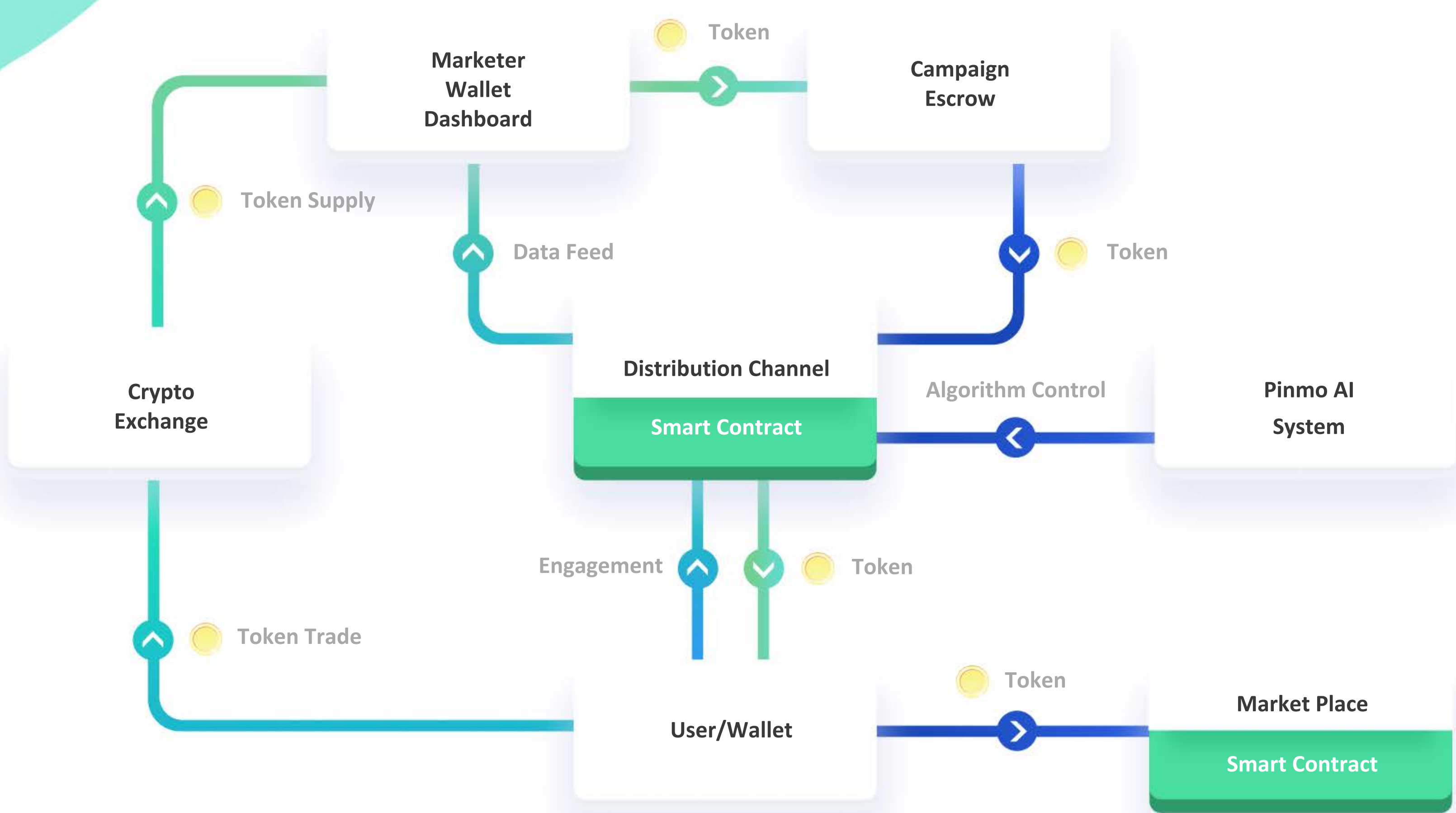- Developed to be a saving system as well as an earning system.

- Proof of concept already in operation and growing.

- Simple back-end for marketers to manage budgets.

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

REVOLUTION ON DIGITAL MONETIZATION

As many of you might already know, content monetization has been extremely popular in 2018, and mainly because the reward system and blockchain technology complement each other well. Content monetization on the blockchain is more advanced than traditional freelancing because of the transparency and tokenization of rewards, which makes this into a "fair game" for everyone. However, we want to go further. The Pinmo team always believes in creativity and personality when it comes to the multi-channel of digital advertising so we designed the community MVP to bring back the concept of "gamifying advertising".

Instead of massively incentivizing the community supporters to create content for brands, we insist on getting creative with the ad campaigns. To achieve that, we break the community function into **3 parts**: Creative content channel, influencer ad channel and interactive digital channel:
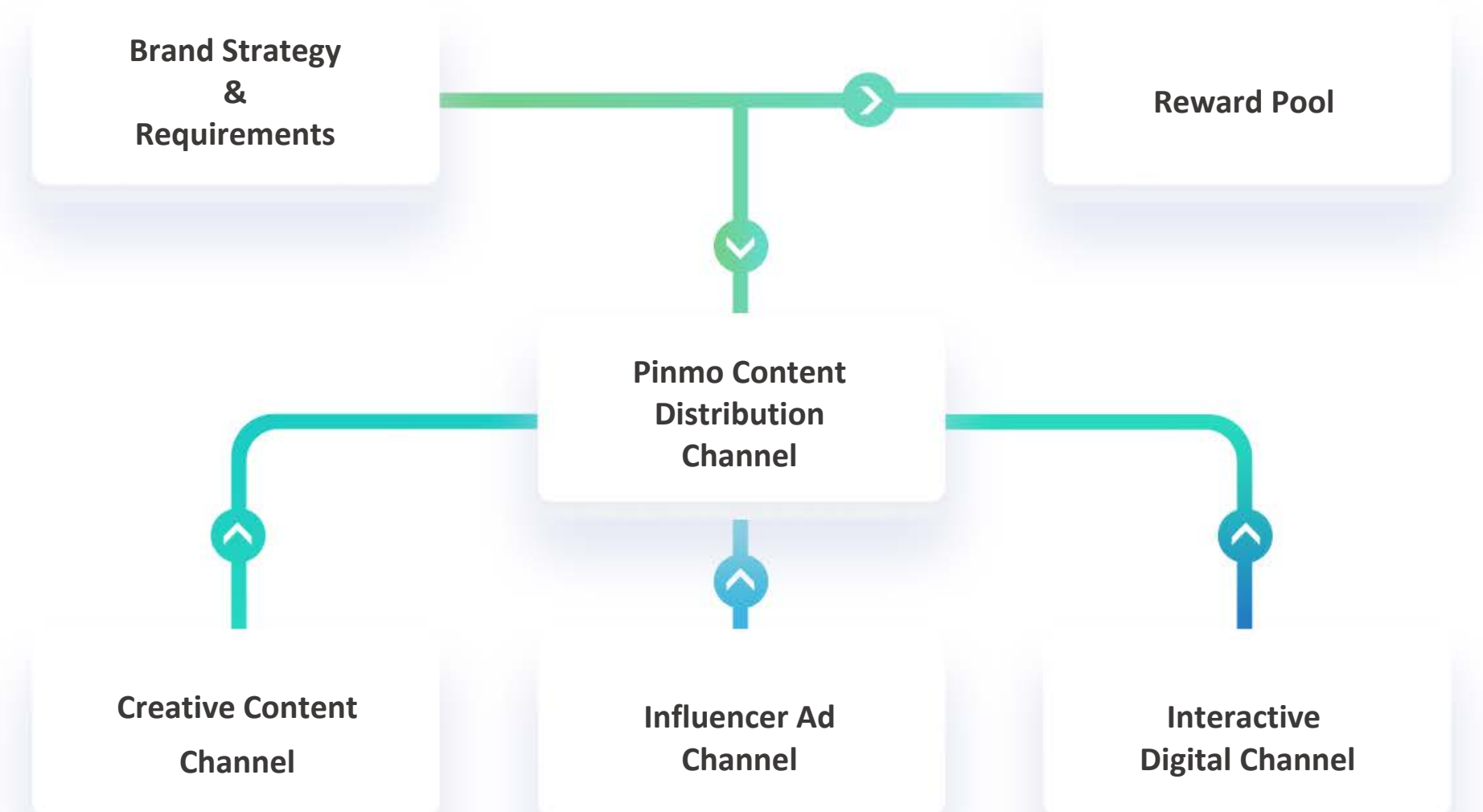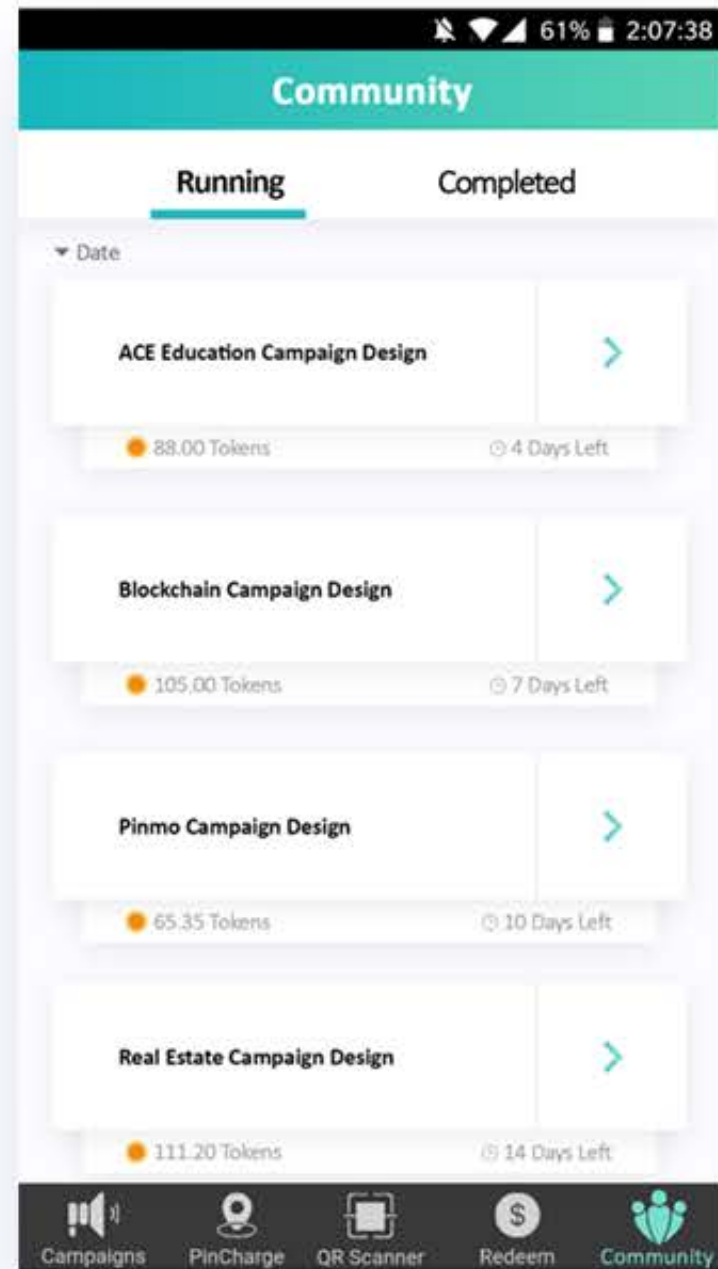
The way we designed the creative ad content feature allows users to spend very minimal efforts on creating any brand-related content, images, or short clips to receive a reward based on "Top Community Pick" and "Top Brand Pick". Each contribution gets a reward after the system validates it. This feature is designed especially for general users.

Because the Pinmo concept is built on people, our next step is to have a suitable solution for influencers. With traditional influencer marketing tools, you receive a lot of analytics but most marketers are not maximizing this model. Therefore, we developed a one-of-a-kind feature for influencers to opt-in and promote for their favourite brands. Typically, influencers upload videos, images, and articles, go through a more sophisticated validation process, and then the campaign will be created on Pinmo and released in the distribution channel. Obviously this feature offers more rewards because it requires more work on the influencer end.
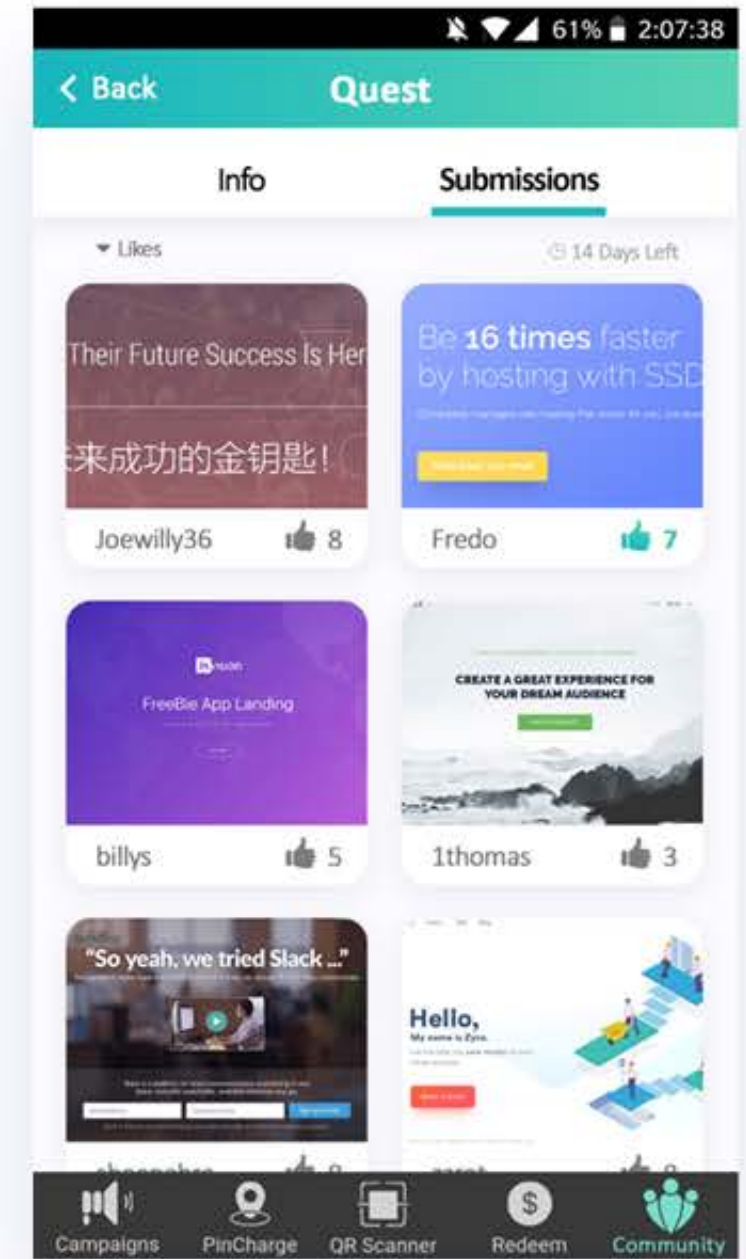
What is the purpose of "gamifying advertising" if there is no game? Interactive advertising allows incentivized developers and digital marketing specialists to use their imagination to develop the most creative (and high-attention/traffic-driven) mini games to promote the brand. Game can be in various formats: surveys, quizzes, html5 games, application games, and more. Based on our research, our team believes this feature will drive a lot of free organic traffic and produce very high conversion ratios for the brands.

CROSS CHAIN DAPP

Blockchain technology is still considered to be one of the fastest growing technologies in 2018. However, to fully operate on the blockchain, especially for a Dapp like Pinmo which transmits and analyzes massive datasets, we will require a more sophisticated architect design:

Technically, we are storing campaign data on side chains (any main network can handle complex datasets and better traffic than ethereum) to lower down the cost. However, before Pinmo establishes its own blockchain, we decided to use ERC20 token which will store a hushed value of the dataset we previously stored in the side chain. This provides us with multiple advantages compared to other Dapps: First, we still have all the records saved on a public ledger so that if it gets too complicated we can always do a partition and store on multiple side chains (for example, content dataset on one chain, performance data on a different chain). Second, because other blockchains play an important role as a Pinmo partner, we can also list their coins in Pinmo's wallet system which also enhances the ecosystem. Eventually, users can earn multiple cryptocurrencies in one system.

Incentivized Systematic Mining

Crypto mining is just guessing numbers using computing power for the purpose of establishing consensus. And because of this, our team figured that it will be highly inefficient if we implement standard mining into Pinmo. With an overarching perspective, Pinmo will still behave as a data-driven rewarding system, and to reward miners, we will reward the community by their contribution (POC, proof of contribution).
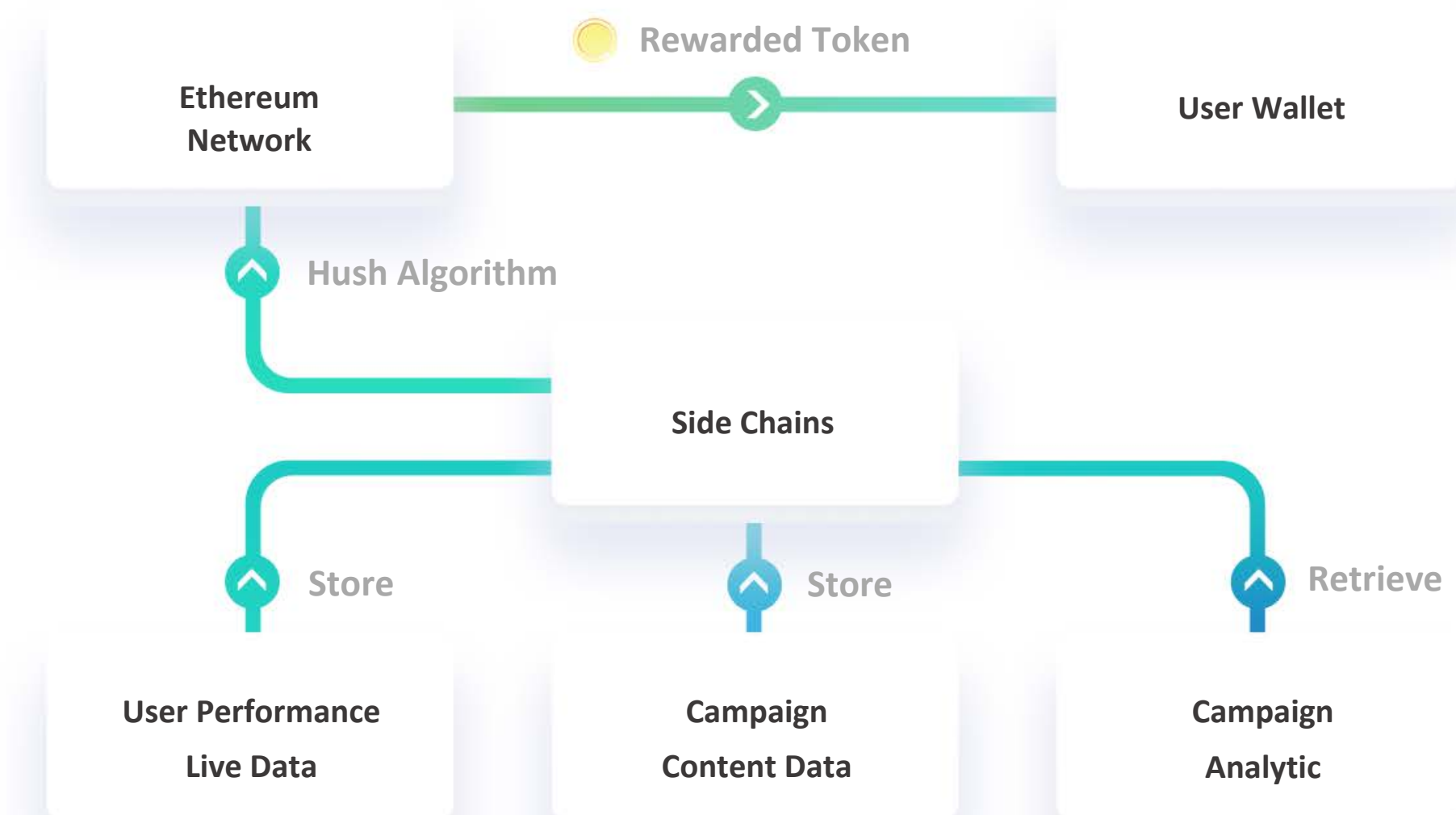
THE PINCHARGE SOLUTION

How It Works

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, the 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.

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.

Pinmo

Brands

PinCharge

Users

Pinmo increases exposures of brands

Brands select offline ads

Ads are seen/share By users

Pinmo selects and Display ads

Brands get some Potential users

PinCharge shows campaigns to users

Users share the campaign to charge their phones
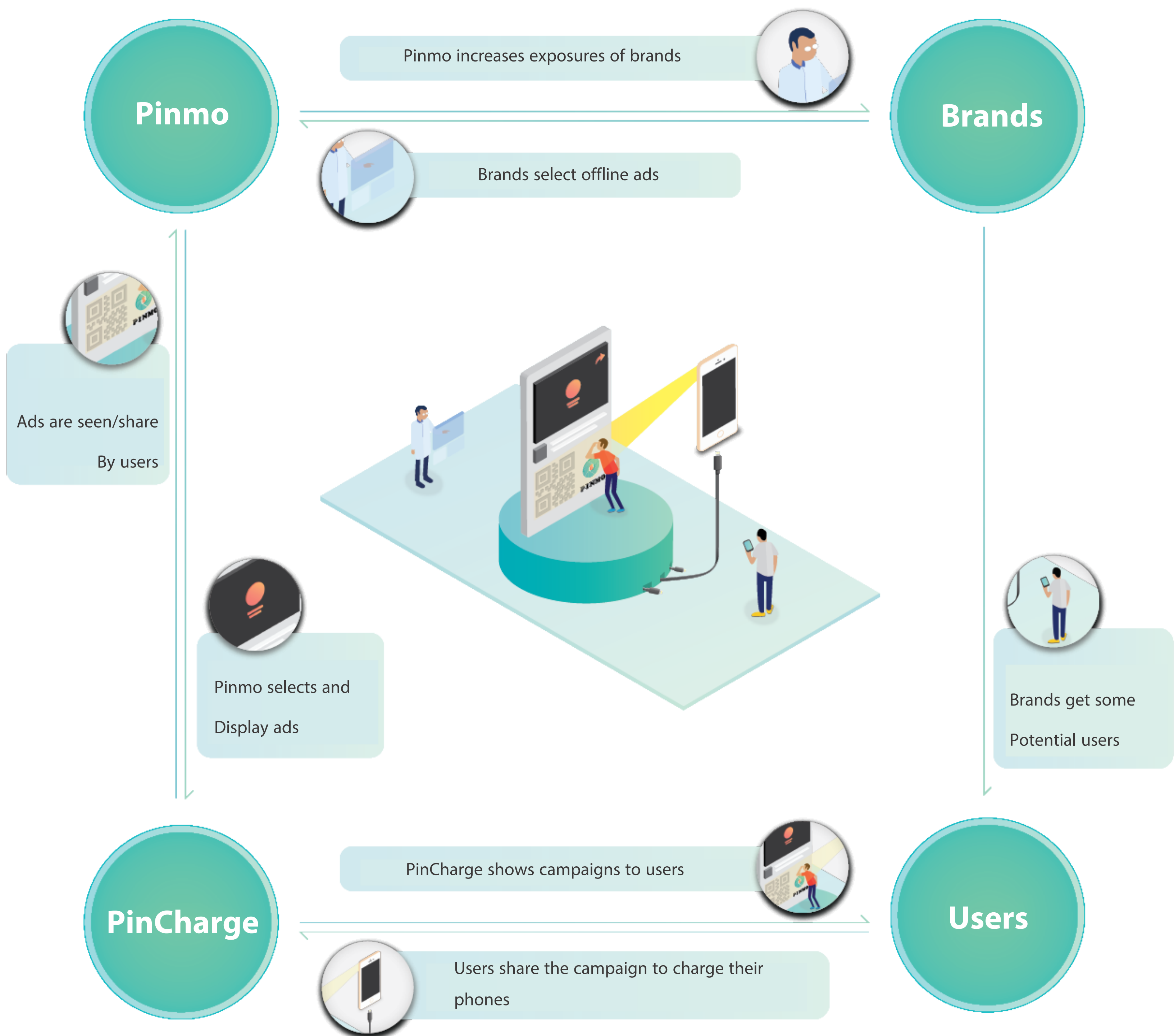
BENEFITS OF THE BLOCKCHAIN

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.
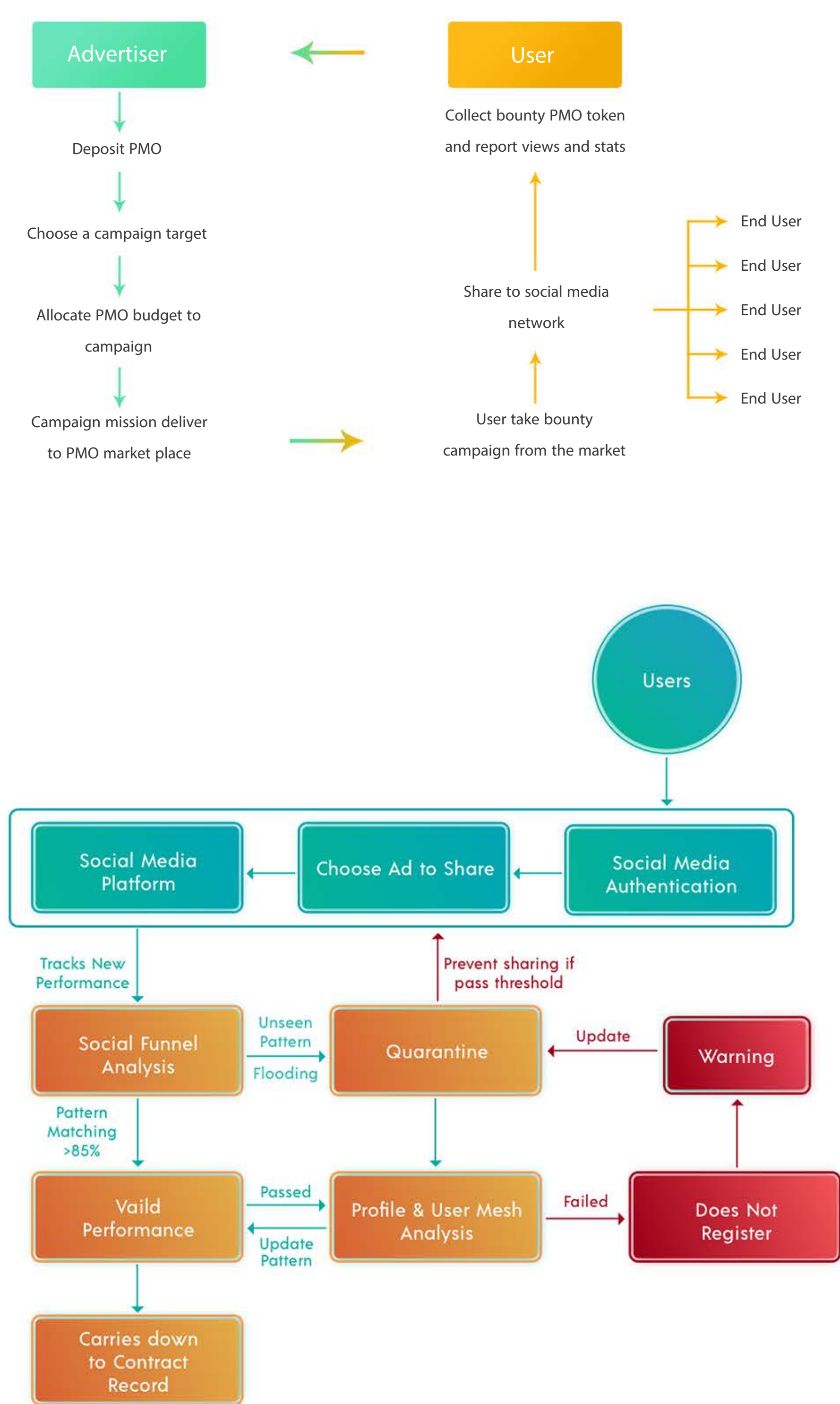
By being built on the blockchain, Pinmo will be able to automatically create an immutable, verifiable record of every interaction that takes place on the network. This means that every time a campaign ends, a record will exist of all the actions that occurred to spend that campaign's budget, effectively 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.

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.

ROADMAP

Pinmo platform's first beta version was released.

SEPT 2017

Pinmo finish integrations with Facebook and LinkedIn.

MAR 2018

First day of Pre ICO starts on 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

Expansion into China.

SEPT 2019

MAR 2014

Pinmo started as a 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

Expansion into US. Focus on closing 10 million B2B deals with Pinmo Enterprise.

TEAM

SCOTT MENG
Chief Executive Officer

Scott founded Evilnut Creative Technology in 2014. Beginning from a small local software firm, Evilnut quickly became a multi-million dollar corporation that has helped over 300 international businesses create viable software solutions. Scott is an expert in automated digital solutions and is one of the core system architects for the Pinmo platform. Additionally, Scott has also invested in multiple companies where he contributed to their exponential growth.

JENSION LIU
Chief Technology Officer

Having served Tencent for over 10 years, Jension has over 15 years of System Engineering experience, where he attended to positions such as Senior Software Engineer, Development Manager, and Project Manager. Jension has rich experience with corporate-level software development, particularly web and mobile gaming products as he was actively involved with 《QQ幻想》,《战争总动员》,《全民突击》 and PlayerUnknown's Battlegrounds Mobile.

EDDIE LI
Chief Strategy Officer

Eddie started his career with Business Analyses in HSBC's North America Trade Finance department, where he also learned about Blockchain and Distributed Ledger Technology. After a few years, he joined E-Link Entertainment, an international mobile application publisher firm, because of his strong interest with the digital entertainment business. During his years at E-Link, he was responsible for the distribution of IMobile applications and games with large user bases of over 500K in different regions and channels and the handling of digital advertisement campaign planning and executions. Eddie is also the co-founder of BlockEffect, an industry news site for Blockchain Technology."

LOUIS LUO
Chief Operating Officer

Louis is an experienced real estate investor and the co-founder of the Thenest Development Ltd. in Canada. He has many alternative investment and marketing strategies, including but not limited to analyzing and defining target markets. Skilled in leading the development of project financing through astute financial modeling, he plays a key leadership role in driving business forward through their provision of management. Louis also successfully completed over $200M transactions in 3 years.

ALEX ZHANG
VP of Tech

Alex is an AR, AI, and Blockchain expert who graduated from Columbia University with a triple major in Mathematics, Physics, and Electrical Engineering. He founded Plutus Industry in 2015 and came up with the innovative concept of "invest like a dreamer." Alex also created the Club of Young Dreamers, which gathered over 50 influential young dreamers, and designed Mecha, Passenger Quadcopter and Augmented Reality Glasses. He has in-depth research experience in both the AR and AI fields and developed the SLAM+IMU algorithm on mobile independently and lead and completed some AI Image deep learning projects. At the end of 2017, he developed and release a decentralized game based on Ethereum called Hero Tavern and provided many Blockchain solutions in the supply chain finance industry. Alex has advised many Blockchain projects in different areas and has proposed a new Consensus Mechanism, Cluster Prove of Relative Reputation, which breaks through the limitation of POW and achieves better decentralization without wasting natural resources.

COCO TANG

Business Developer

ASHLEY XU

Graphic Designer

BARRY YU

Business Developer

RANDY SU

Front-end Developer

MARK WEN

Back-end Developer

PAULO CARLOS

UI Designer

ALICE ZHAO

Project Manager

REBECCA LI

Business Development Manager

KRISTA GREIG

Project Manager

LOUISA YOU

Editor

HAO WU

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HANK CHEN

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KEN SU

PWC Natianal Leader, China Business Network

IRIS CHEN

Multiculture Marketing Strategist

JOE BALL

Managing Director at Pinmo (Asia Pacific)

XIN DAVID LI

Vando Media Corp. CMO

STEVEN SHI

Senior Technical Consultant

CROWDSALE STRUCTURE

Soft Cap: **15000 ETH**

Hard Cap: **30000 ETH**

Total coin for sale: **95,550,000**

Total coin issued: **273,000,000**

35% Pre Sale & Public Sale

30% Reserved Fund

10% Core Team

10% Partners

10% Airdrop & Bounty Program

5% Advisors

35%
Presale & Public Sale

10%
Core Team

10%
Airdrop & Bounty Program

5%
Advisors

10%
Partners

30%
Reserved Fund