

PIES (Precise Information Exchange System)

July 1st, 2017

Abstract -

PIES network is a blockchain based attention compensation environment focused on secure, honest, and direct transfer of information in a day and age where only the large corporations benefit from your personal data. People should have the option of being directly and fully compensated for the attention they give to presented information in the form of advertisements. Advertisements shouldn't be an annoying burden on society requiring extensions to block out – it should instead be a meaningful symbiotic relationship focused on minimizing waste and improving efficiency. PIES network proposes a clean platform where consumers simply get paid for the attention they give to their relevant interests while also giving advertisers the fastest and most direct feedback system on their ads the world has ever seen.

PIES network will be the most highly valued advertising base in the world. To do this, we will offer large incentive programs to our users that will encourage individuals to bring in their relatives, friends, or whomever they think can contribute to the networks value of users. The success of PIES network centers upon the creation of a base of users for whom advertisers value at a high rate. In doing so, we can create a system in which users feel valued at a fair price for their time, energy, and attention. Simultaneously, advertisers know that any content they pay for others to see will not only be taken seriously but will generate at minimum a visit to their website with direct feedback.

As of right now, the majority of money that is being spent on the Internet is primarily e-commerce. PIES network aspires to take over the field of direct advertising by giving advertisers the ability to pay more, but get more, in terms of how much someone who is viewing that advertisement will genuinely care about the content being seen. Our overarching long-term goal is to change the perceived dynamic that people and advertisers have been operating under for the last 100 years. From the beginning of print advertising, the public was given no choice regarding what advertisements were being directed at them. In those times, we were given generic advertising and it was left to our own volition whether or not we cared enough to make a purchase of the product or service. Now, with direct advertising, companies such as Facebook and Google are utilizing all of their given data available in order to provide advertising that they think you will most care about and therefore invest in. More often than not, this method will fail for several reasons. A major reason failure will occur is that their algorithms are simply not advanced enough to account for most human intricacies that exist when trying to determine what a person is most likely going to need and/or want in the future. PIES network gets rid of this confusion and gives advertisers a beautiful and simple experience when trying to connect their products to users that are most likely to actually care about, visit, and purchase the content being shown to them. The aforementioned is based on the idea that together we can build the largest, most highly valued group of users in the world on our network.

The core business model at PIES network redistributes the bulk of wealth found in online advertising directly back to the consumer while simultaneously developing new strategies and techniques for an advertiser to continuously and accurately target these users. This carefully devised model works both ways when it brings the consumer/advertiser match ratio to nearly 100%. Where a user who views an advertisement on the network feels almost obligated to give the product they may never have had a connection with a second chance. Or visit a new site with a real chance of engagement. We believe for a small but fair price we can allow advertisers a chance to

interact with users on a new level of engagement and respect. Our team envisions PIES network as a place for users to feel valued as they are presented with the most relevant and direct advertising possible while at the same time staying anonymous, secure and easy for both users and advertisers to exist in harmony. We plan to redefine the online advertising space by empowering both local, large, online, foreign, new and old businesses to connect to the most refined audience to have ever stepped willingly into a space for online direct advertising.

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1. Introduction

We live in a world of constant drastic change - around us is a revolution of technology that, for even the best of us, is hard to keep up with and fully comprehend. Seven years ago bitcoin was released as a solution to the financial instability of big banks and monopolies upon the monetary system that we use and know. Today the systems that spawned bitcoin

have evolved to a new state where the ability to destabilize centralized institutions around the world has become a reality.

a. Purpose

The purpose of PIES network is to provide a decentralized, transparent, honest, and secure environment for digital advertising and receiving information relevant to personal interest and wants.

2. Background

b. The Current State of Advertising

At present two major companies Google & Facebook control around 95% of all digital advertising in the United States. They profit off the personal information you give them to use their platform, allowing advertisers a subliminally intrusive interruption to what would otherwise be a productive and enjoyable experience. They do not disclose how much information they are selling, they do not disclose who they are selling it to for how much, and where.

Today, data is the most valuable resource in the world. PIES network wants to pay you what you deserve for your time when viewing advertising based off your data.

3. Pies Vision

- a. Roadmap - Phase 1 Development - 80% completed (Current)
Initial Coin Offering - Sep 1 2017
Phase 2 Development: Aug 8 - Aug 31, 2017
WebApp Deployment: Aug 20, 2017

b. Pies Environment Vision

User

Self curated
Personally Filtered
Instantly/Fully Compensated
Organization
Data Cryptographically Secured
guarantee

Advertiser

Dedicated user base
Viewer confirmation
Chronological

100% Money back

- b. PIES token - Ethereum blockchain based token which will be the currency of exchange for information hosted through Pies.

c. Attention Value Algorithm (AVA) :

$$TR = TC * (RR + RB)$$

$$\text{Total User Return} = \text{Total Cost of Ad} * (\text{Return Rate} + \text{Bonus Rate})$$

Return Rate starts at 97.5% and has the potential to reach 99.9%.

User Valuation Rate = D_v *

Duration of Video *

If the average cost of acquiring a new customer via advertising on facebook or google is 10\$, we want to give you the user 9\$ of that. Here's how it works. Register on our web application and setup a token wallet using our space token (Ethereum Based). Once on our site a user will be prompted to start exchanging information with our algorithm. Based on a precise homegrown proprietary algorithm, AVA: For each question, or tag interest in a wide variety fields, the rate of return increases - encouraging people to provide rich accurate information about the content they wish to get paid to view. Identification will be required for high value users, ie : facebook, linkedin, google + ect ... Users will always have a chance to go back and add information to their profile at any point to increase their attention value, as the categories and questions will be evolving as culture and society does. As soon as it has been determined that the user has completed viewing the information, they will be prompted with some question(s) that can either be or not be incentivized by a small reward of adCoin, completely dependent on the advertiser. To further incentivize people from providing constructive feedback, we'll be implementing an after-the-fact reward algorithm for the most insightful feedback. If a user decides to attempt to commit fraud in the way of placing false or useless feedback, the advertisers will flag the user and a full refund will be given back to the advertiser automatically along with a strike against the user for useless feedback. This system will need a support staff of approximately 5 people to handle requests, however the amount of money lost on a contested transaction is minimal and does not affect the ability of the team to continue operations. Once a piece of content has been viewed the user will see the transaction on the block chain and be paid within 1-3 minutes.

From an advertiser perspective, they register, select the advertiser option, then proceed to the dashboard where they can create ads. Once a piece of content has been uploaded, they proceed to select tags. Simply the advertiser chooses from an array of options, age, gender, nationality, religion, political preference, sports types ect. The more specific the search results along with the amount of existing users that can apply to that category allow us to calculate the most competitive price on the market for each view of the content. The advertiser selects the amount of impressions they want to request to the network. If the amount of users that exists exceeds that request, and the advertisers own token balance exceeds the amount that the total purchase will cost, the request is accepted by our network and the amount of money allocated is placed on hold until the request is finished. From that point on an advertiser can watch the amount of impressions and monitor feedback directly on a user by user basis.

4. Technology

d. Ethereum Token

The ethereum token

Pie is not just an investment in the company as a startup and a potentially valuable idea. The token will be used as a major aspect of the sites functionality, and will grow the liquidity of the market as the user base grows. This makes our tokens price highly competitive and a long term investment for the growth of our company. If we increase our

user base to 300,000 uses with a weekly ad watching rate of 5 ads, the turnover of the market liquidity will be extremely competitive as its own direct market place

e. IPFS

IPFS (Interplanetary File System) is a peer-to-peer hypermedia protocol to make the web faster, safer, and more open. Since being created in 2014, the IPFS protocol has utilized the Bitcoin blockchain protocol and network infrastructure in order to store unalterable data, remove duplicate files across the network, and obtain address information for accessing storage nodes to search for files in the network.

f. Firebase

5. Landscape

g. Competition

The most similar blockchain based advertising systems that have been released so far - which includes mainly Basic Attention Token (BAT), adExchange, adChain, and Bitqyck. All these companies claim some of the same goals of PIES. Disrupting the current state of advertising on the internet in one way or another. Each one of these startups hopes to in their own way to work with publishers and create their own system of distribution where they can make enormous sums of money. PIES is not a greedy institution and is built of the notion that greed is a critical flaw in many business models. We will only ever at most take 2.5% of a transaction, and that number can easily be dropped to less than 1% if a user takes the extra time to respond to an advertisers query for information, or click their website.

h. Pies Market Advantage

In accordance with the PIES network vision, we attempt to lessen the burden of unnecessary and exploitative middlemen within any industry. Although we will be a middle man we will act as benignly as possible. We are going to undercut the entire industry of direct advertising by taking less than 2.5% of most transactions and less than 1% of a majority. We aim to gather amazing partners with our mentality of non greedy business practices and decentralized open nature of the platform

Features

- Faster Deployment
- Transparent and precise reporting
- Emphasis on user privacy and data security
- Webapp for any browser
- Proprietary value algorithm
- Self-started

i. adSpace Team Members

Stuart Grossman
Lead System Architect / Web Developer
Communications
CEO

Eugene Grossman
Head of Design /
Co-Founder

6. Initial Token Launch

j. Launch Details

k. Token Distribution

l. Token Regulation & Security

All personal information NEVER touches our front end. Once it is submitted it is stored and simply accessed via our server when new requests are pushed onto our network. After each impression the network pays out the users directly. The advertisers money is only ever taken after the full amount of impressions are finished or the request is canceled and the publisher is charged for only the amount of impressions given. A request can be canceled at any time, making the system flexible and making customer service very limited as user error can be corrected for quickly.