The True Direct Advertising Network, PAN – precision, advertising, network

Secure

Fast

Easy, fluid, Informal

Verifiable, Certifiable, Provable

vamp

space

DATA FLOW

USER DATA - > SERVER - > ADD DATA (IPFS) - > ALGORITHM (SEPARATE SERVER ACTION)- > ADD DATA - > USER UX

User Data is 100% Secure and stored out of context with our Servers or Front end.

Ace

Safe information exchange

SPIE

RU - OK

Retrim

Trives

EXPRM

We live in a world of 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. 7 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 have made bitcoin have evolved to a new state where the ability to destabilize institutions around the world has become a reality. At present two major companies Google & Facebook control around 95% of all digital advertising in the United States. They take your information that you give them while using their services and sell it to advertisers, as payment for their services. 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. Yet even though most people have no idea how much a company like google or facebook has made directly off of them this business model has worked famously.

Today data is the most valuable resource in the world. Your data is extremely valuable, more valuable than you know. If the average cost of acquiring a new costumer 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. For each question, or tag input in to certain fields, based on our precise and researched formal, we will value our users. Identification will be required for high value users, ie : facebook, linkedin, google + ect ... When a user is satisfied with their value, they can then proceed to the site where they will be offered a verity of content to view. Once the content has been viewed the user will be prompted to answer one question, based off several different prompts that the publisher will specify. Once the content has finished the user will be prompted for a small amount of input, or a large amount of input, all will be optional but the algorithm will publicly show the increase of value of the input of real information. 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 dose not effect 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, than 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 choses 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. 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 on to 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.

Crowd Sale of the token is important for several reasons. The technology that we are using is compact simple and the top of the line in the industry. Our frontend is crafted with Angular/HTML/CSS, we are using IPFS for hosting most of the data making it incredibly cheap and efficient to host enormous amounts of video content. Ethereums network for smart contracts are the best in the industry and our token is already created ready for our crowd sale. In all honesty creating this application and maintaining it will be much less than initial cost of gathering competent and diverse enough user base to make the network self-sustaining. We plan to use a large percentage of the money to start a guerrilla marketing campaign in 3 major cities in the usa, New York, San Francisco & Los Angles. Targeting local groups of businesses to large corporations along with everyday citizens to convince them of the benfits of joining this network. We will sell the business as a way of making extra money for directly-targeted advertising to you. For 15 minutes of your time per month you could make upwards of $150 -200. Simply put you are valued based on how any advertiser values an individual however; you will get paid nearly all the money! Greed is not motivating this project, we want to create the most refined exchange of online advertising ever made, secure, simple, beautiful and fast. We a revolution and we want it now. This project is well on its way and we are ready to launch within the month. Please help us make this a reality.

Energy and time are the most important resources to a society. Wasting the time and energy of a society is akin to