

WHYRAL.NETWORK



WHITE PAPER

CONTENTS

1. Disclaimer
2. Executive Summary
3. Business and Market Overview
 - 3.1. Digital Ad Spending
 - 3.2. Google Trends - Digital Marketing
 - 3.3. Issues with Digital Marketing
 - 3.4. Influencer Marketing
4. The Problem
5. The Solution - Whyral
 - 5.1. Traditional Approach
 - 5.2. New Approach
 - 5.3. Smart Analytics
 - 5.4. Artificial Intelligence Integration
6. Whyral Roadmap
7. Team
8. Token Sale, Model & Fund Utilization
9. References

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EXECUTIVE SUMMARY

We offer our most sincere thanks to you for taking the time out to read Whyral Whitepaper. The aim of Whyral is to remove the barrier that exists between Influencers and Brands. It is a decentralized platform that extensively uses efficient AI engines to provide rankings and recommendations to improve performance and deploys an ERC20 token called Whyral token. The token uses blockchain to achieve a level of high reliability. The integration of smart contract in the entire process makes it trustless and foolproof.

Digital marketing today is experiencing various issues as discussed in section 3.3. Influencer marketing can provide a solution to such problems if done effectively. Our platform recognizes all the challenges faced by influencer marketing and aims to solve them.

The idea behind Whyral is to provide a platform where brands can find the right influencers for their campaign promotions in a hassle free way. The influencers, in turn, get a dais where they get the opportunity to monetize their content by finding the right promotions from different brands. This saves time and money on both the ends. Also, the consumer gets high-quality content that they look forward to.

The trustless model of Whyral prevents the need of any third party or financial institutions to act as escrow thereby reducing transaction processing time and costs with the additional advantage of maintaining the privacy of the parties involved.

One of our AI will store Influencer campaign data on the blockchain and anatomise it to check the performance of each influencer. This helps to rank the influencers according to their social media channels.

Over time, with the increasing amount of data, the AI engine would be able to rank all or any social media page. Just like Alexa ranks websites, our engine would rank social media pages according to different parameters. Our vision is that our engine becomes so intelligent that anybody across the world who wants to check their social media rank can do so by simply entering their page link in the engine.

Apart from smart analytics which helps the influencer check their promotion performance on the social media, our platform will employ another AI engine. This engine will analyze all the data and parameters from different campaigns and promotions to provide calculated recommendations to brands and influencers. These recommendations will help the brand and influencers review and improve their advertising strategy. This would result in more optimized promotions that would have better reach and results.

With the power of ERC20 based Whyral Token and decentralized blockchain technology coupled with Artificial Intelligence Engines, Whyral is able to perform analysis of complex factors and culminates in powerful Influencer marketing like it has never been done before.

BUSINESS AND MARKET OVERVIEW

Digital Ad Spending

As of December 2017, 54.80% of the world's population had access to the internet.^[1] This constitutes a growth of 1052.00% from 2000-2018.^[1] As a result, digital ad spending has been simultaneously increasing. According to the market research company eMarketer, worldwide ad spending will reach \$757.44 billion in 2021. This growth will be substantiated by growth in digital ad spending. eMarketer forecasts that digital ad spending will continue to expand aggressively, from \$266.04 billion in 2018 to \$375.80 billion in 2021.^[2]

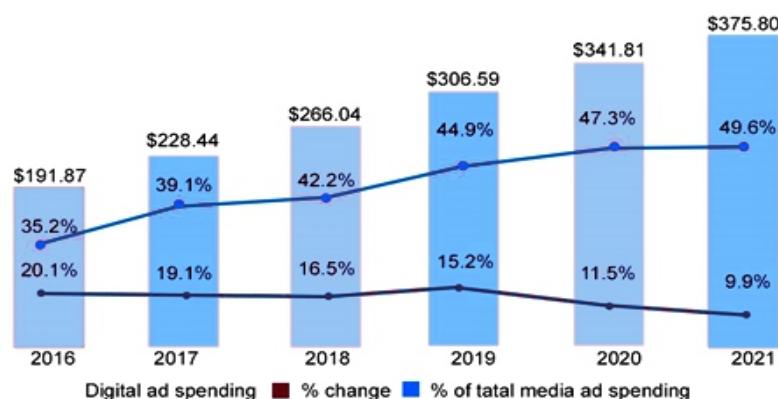
Digital advertising sales transcended the television advertising sales in 2017, with the former achieving a 41% market share compared to 35% of the latter. By 2020, digital ad sales will constitute 50% of all advertisement sales.^[3]

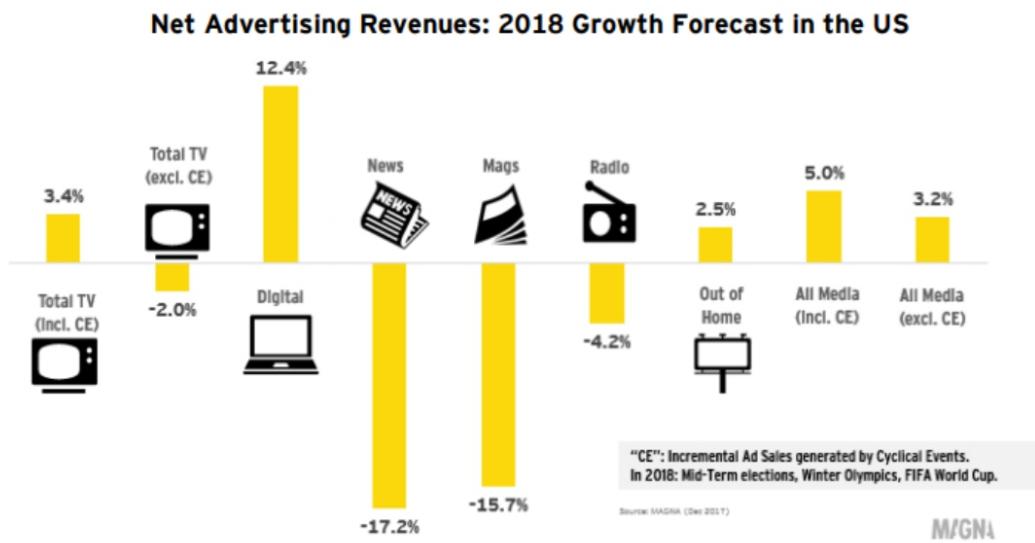
Once infallible, Print Advertising is still declining, influenced by a number of factors such as fewer ad pages, titles, readers and frail pricing. The sales decreased by 11% to \$61 billion.^[3]

Music streaming sites such as Spotify and SoundCloud, have challenged Radio advertising. The sales decreased by 1% to \$28 billion globally.^[3]

Net advertising revenues from Linear Television decreased globally by 2% to \$178 billion mostly because of dwindling ratings, waning pricing power and undersupply of cyclic ents.^[3]

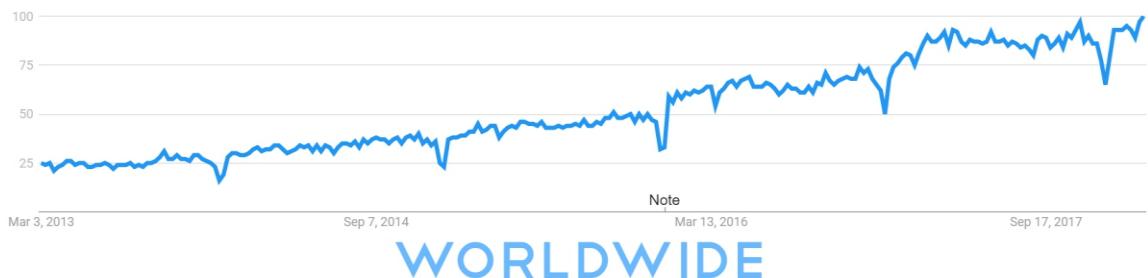
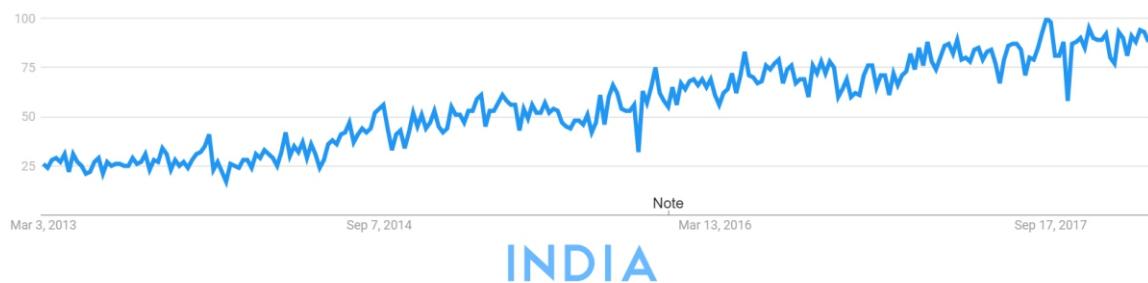
Digital AD spending worldwide, 2016-2021
billions % change and % of total media ad spending





Google Trends - Digital Marketing

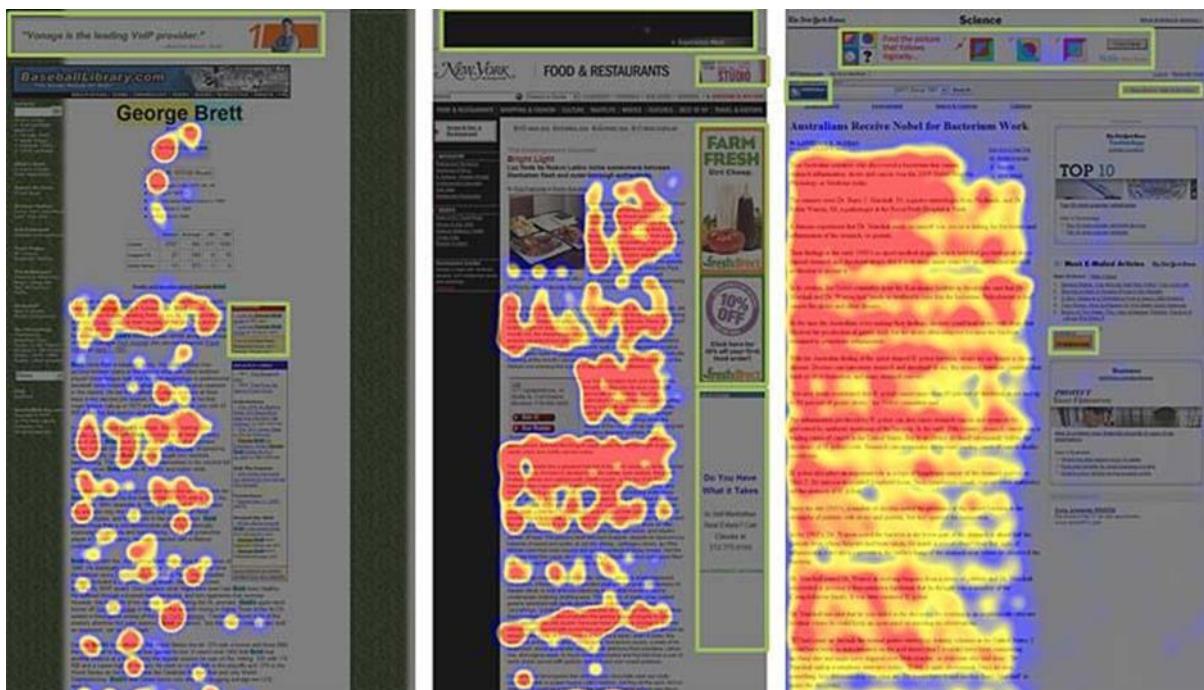
Google Trend presents how often a particular term is searched on Google Search relative to total searches across various regions and languages. The following graphs obtained with the help of Google Trends demonstrates that the popularity of digital marketing has been steadily increasing from the past five years.



Issues with Digital Marketing

Digital marketing has its fair share of problems. The most challenging and troublesome of all is that of banner blindness. The term first coined by Benway and Lane states a phenomenon where people knowingly or unknowingly tend to ignore banner like information while visiting websites.^[4] It is also known as ad blindness or banner noise. A study by Nielsen Norman Group confirmed the findings.^[5]

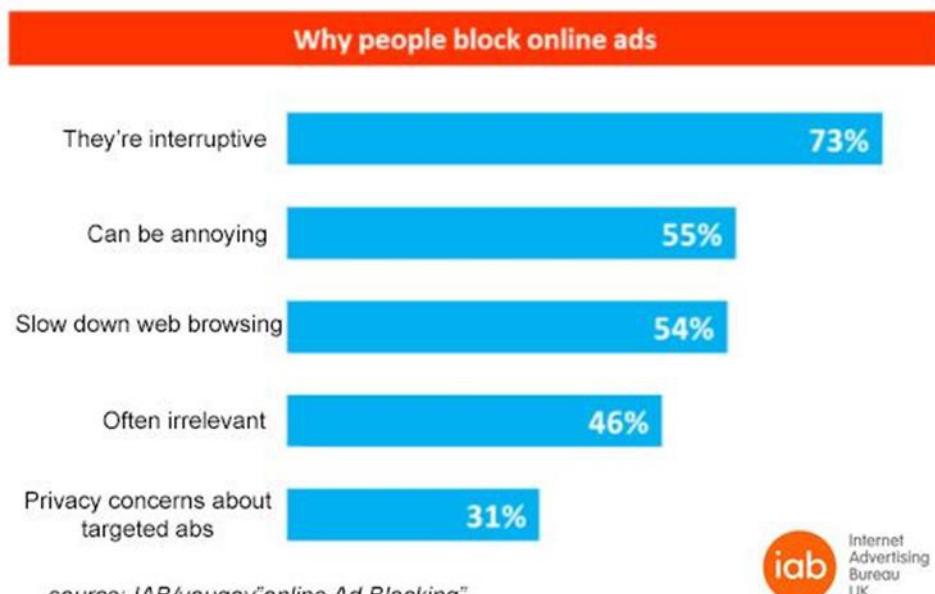
According to a survey done by Infolinks, only 14% of the total participants were able to recollect the last display ad they saw. Even worse, only 2.8% of participants thought the ad they saw was pertinent to them in any way. Another survey by the same company reveals that as much as 86% of the consumer suffer from banner blindness.^[6]



The above images show the heatmaps from the eye-tracking studies. The area in red is the most viewed area, the yellow area received fewer views with the blue-area being viewed the least. Grey areas did not receive any views at all. The green boxes, drawn on the image after the study, highlight the ads.

This further proves that people do not focus on any element that looks like an ad whether they are skimming the webpage or poring over it.

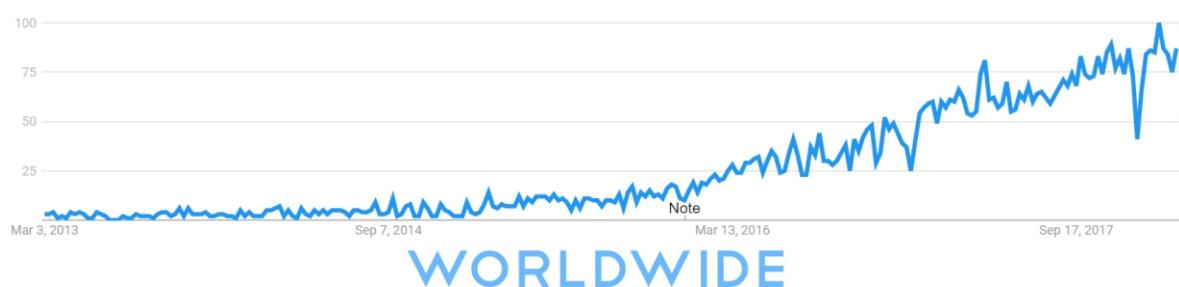
Another major issue that has been pestering brands for quite some time is that of ad-blockers. Even if brands come up with interesting banners and video ads, the ad-blocker will stop it instantly.



The image above shows a survey conducted by the Internet Advertising Bureau UK in 2015.^[7]

INFLUENCER MARKETING

According to AdWeek, the Influencer Marketing market size is estimated to be around \$10 billion by 2020.^[9] The google searches for the influencer marketing has increased multifold over the years.



In case of influencer marketing, the cynosure is a couple of influential people rather than the entire target market.

People who create high-impact interaction with the customers are identified and engaged. The brand, then can carry out testimonial advertising through these influencers where influencers can act as prospective buyers.

Influencers generally share a bond with their audience and the audience is much more likely to see brand content advertised by the influencer rather than any other medium.

Product sales tend to increase when they are supported by influencers. For eg. McPixel (the game) stated, "The largest force driving attention to McPixel at that time was 'Let's Play' videos. Mostly by Jesse Cox and PewDiePie."^[8] PewDiePie has more than 60 million subscribers on youtube increasing product outreach.

Lynda.com, an online American education company, collaborate with the Youtuber Jack Douglass of JacksFilms. The Youtuber smartly integrated the sponsored content and challenged his 2 million followers to learn a skill at Lynda.com and share their creativity with him. The website collaborated with other Youtubers as well and collectively reached an audience of 46 million.

Influencers have access to millions of consumers through their social media platforms and blogs. They produce original content which helps in effective marketing for the brand. They are deeply engaged with their audience who have certain credibility over the influencers opinions.

This helps the brand reach an audience that consists of potential buyers and the influencers, in turn, can reap monetary and other benefits motivating them to increase the quality of their content.

THE PROBLEM

Digital marketing as a marketing strategy is losing its effectiveness. Banner blindness has rendered banner ads useless. Ad blockers have further added insult to injury by blocking the remaining ads further. This coupled with the lack of understanding about how to measure the Return of Investments (ROI) makes digital marketing even more difficult to execute.

Through Influencer marketing brands can reach a highly pertinent audience in both B2C and B2B markets. However, this strategy comes with some unique challenges itself, both for the brands as well as influencers.

For brands, finding the right influencer for their promotion is a herculean task. Influencers are scattered and unorganised. There are a lot of influencers in every field. If micro influencers are added to this group the number goes even higher. In the ever-changing social media world, maintaining a list or database of all the influencers is a strenuous task.

Even if one is able to maintain some sort of database then identifying the right influencer is a different ball game altogether. According to a survey by Econsultancy, finding the right influencer may be difficult because of the education gap or a lack of the right tools a marketer might need to carry out the effective influencer research. 73% respondents considered this to be their biggest challenge while working with influencers.^[10]

A brand has to look for many factors before finalizing the influencer. From the target audience to the quality and type of the content created in the past by the influencer. Are they successfully able to seamlessly coalesce the brand promotions with their content without being too obvious? Are they able to generate the right level of engagement with their audience? Failing to do this, a brand may end up doing more harm than good to its campaign.

Even if somehow a brand is able to shortlist the right Influencers for its campaigns their job is far from over. Finding the correct contact details and endorsement history of the influencer is a trial of its own. Most of the times, direct contact with the influencer is not easy. There are agencies involved in between and all the communication goes through them. This makes direct contact with the influencer quite onerous.

This further causes delays in the process which might be perilous in campaigns that have a tight deadline.

Furthermore, brands generally have to pay upfront costs to the influencers without any guarantee of the promised deliverables. In such cases, there is no platform that can provide smart analytics to justify the cost or foresee the ROI.

Monitoring the activity or the work done by the influencers is not easy. Also, the tools to measure the performance of any campaign are virtually non-existent. There are a number of matrices that can help gauge the Return on Investments but their utility differs from campaign to campaign. Lack of one-size-fits-all technique makes it fairly difficult for brands to measure the influencer's impact on the campaign.

Also, there is no possible way for brands to compare different influencers in the same category with each other. For instance just because an influencer has a large number of followers does not necessarily mean that he/she is equally good at promoting sponsored content. A micro influencer might be able to promote the same content very successfully. A dearth of parameters to juxtapose different influencers makes influencer marketing a tedious job as brands find it increasingly gruelling to shortlist the right person for the campaign.

On the other hand, the influencers are plagued by a host of issues on their end. First and foremost being brand outreach. Generally, an influencer is a single entity. They do not have a dedicated sales team to bring in brands or sponsors. There is no clear pathway that a person can follow in order to get in touch with a brand. Hence, brand outreach becomes an arduous task.

Even if an influencer is able to contact a brand and somehow land a campaign then there is no benchmark that can help him/her understand the page and campaign performance. There are instances when a more engaging piece of content generates less interest in the audience or vice versa. Due to unavailability of a benchmark the influencer can't figure out what's working or what's not working? If they can't understand that then it will be almost next to impossible for them to improve their content and campaign.

At times the influencer may genuinely have great content but can't seem to monetize their channel. Over a long period of time, lack of monetization may result in loss of content quality due to lack of motivation or insufficiency of the influencer to support itself and the channel. There are not many platforms

where influencers get the opportunity to monetize their channels. They do not have the platform where they can directly engage with brands or sponsors.

Brands and influencers virtually don't know anything about each other. The influencers are always sceptical whether they would be paid after the said promotions and brands are always wary of the influencers who may not deliver the promised promotion after the payment is made. The contracts are at times not valued. At times there is a lot of delay in the payments. Sometimes it may take days and soon the days can turn into weeks. There is no proper medium that guarantees timely payment.

Brands, on the other hand, do not have any clue about when and how the money should be released. There is no platform that informs them that the influencer has accomplished a certain part of the promised deal and a certain amount has to be released. Similarly, the influencers are not aware if a certain amount has been released for them to start the promotions.

Either the entire amount is paid to the influencer in the beginning or the entire amount is paid after the campaign. There is no scenario where certain funds are released as and when the work starts and progresses. The transactions in such cases are very slow and tiresome. To add to this, there is no unbiased escrow party that safeguards both the brands and the influencers from any sort of misdeed. This makes it difficult for both, the brand as well the influencer, to trust each other creating a huge demand and lack of supply of a trusted medium in the market.

THE SOLUTION

To solve all the above-mentioned problems we have developed a panacea that will revolutionise the digital marketing industry. Introducing Whyral - a decentralized AI driven platform that deploys Whyral Token which is an ERC20 token. It is a remarkable token that taps into the well-grounded and practised blockchain technology to achieve a high level of performance.

This platform merges a wide variety of brands with an equally wide variety of influencers. Whyral helps in organizing the vastly unorganized influencer marketing industry. As we have seen above, the influencer marketing field is very much scattered. There is no proper place or platform where brands and influencers can meet each other. Both face equally difficult challenges in order to work with each other. Whyral helps both the brand and the influencers in this process by streamlining it. It provides a stage where brands and influencers seamlessly connect with each other in a hassle free way.

Whyral connects every type, variety and scale of brands with influencers from vivid genres and audience. Every influencer from a major blogger to a novice Instagram micro influencer can sign up on Whyral to offer their services. Influencers can come from any platform such as Facebook, Youtube, Instagram, Twitter etc and directly connect with brands.

Influencers don't have to worry about brand outreach. They can directly get in touch with multiple brands at the same time. They can choose which brand they would like to work with. With multiple brands available, influencers have no dearth of sponsorship. With the easy availability of funds, they can focus solely on content creation. This results in the development of high-quality content.

Brands get access to multiple influencers in an organized way from the get-go. They do not have to maintain any database or list of all the influencers. They can connect to any or all of the influencers all at once with the help of Whyral. Brands can create powerful campaigns and get them directly promoted through multiple powerful influencers at the same time. All they have to do is to shortlist which influencer they want to help promote their campaign. The whole process is very easy and can be performed with a couple of clicks. Brands can easily track the campaign and calculate their increasing ROI. With their search for influencers taken care of, brands can use their time and resources on other important aspects of the campaign.

Consumers also gain from the entire process since they get access to high-quality content that they always demand. Also, this process increases healthy competition since the quality of content goes on increasing and every creator must continuously survive to create better content.

During the December of 2017, we started the beta testing phase. We conducted the testing with the mass media company, Network 18 for the American Business magazine, Forbes. The results we obtained were exactly what we had hoped for. We found out that Influencer Marketing is actually a very powerful approach towards marketing. Its ability to direct ads to the most potential buying group is what separates it from other forms of marketing and make it a game changer in the field.

A brand has to do very little from the very beginning to the successful end of the campaign. First of all, a brand creates a campaign. As soon the campaign is launched, influencers can contact brand with the roadmap type offer. Once the brand approves the campaign, a smart contract is deployed as a trustless payment system. Whyral Tokens are sent to the smart contract's address by the brand which in turn releases the payment to the influencer on performance basis everyday

The user friendly interface of the platform allows both influencer and brands to register and use it with ease.

Traditional Approach

Traditional approach towards commerce transactions almost always requires a financial institution or a third party. That financial institution or third party has to be trusted with the brands' personal details. The brand must trust them that their privacy would be valued and the data will not be shared with anybody else. Also, the brand have to trust third party, without a doubt, to complete the transaction and will not deceive the brand in any way. The level of transparency in such a system is very low. Only the three involved parties know about the transactions taking place between them. By using a physical currency the cost and payment unreliability can be avoided in person but there is no process where payment over a communication channel can happen without a trusted party.

Also, there is no mechanism that helps reduce fraud in the traditional system. In fact, extra money is almost always spent trying to prevent fraud or remedy it. This increases the overall cost of the entire procedure.

New Approach

In order to prevent such errors, our platform uses a very efficient and systematic technique for smart contracts. Smart contracts are self-executing contracts with the terms of the agreement between The Brand and The Influencer being directly written into lines of code. The code and the agreements contained therein exist across a distributed, decentralized Ethereum blockchain. The blockchain technology employed by Whyral ensures that the transactions are binding and trustless.

Whichever brand wants to open a campaign, can do so by giving details about it on the platform. Details include the type of promotion a brand is looking forward to, the amount of money the brand is interested in investing in the campaign, which social media platform does the brand want to promote on, details regarding the product and service that has to be promoted, the payment type including but not only limited to cost per clicks, reach etc. Once the brand completes all the details about the campaign then our platform finds all the relevant influencers from our enormous pool of influencers to serve the brand's need. This serves two very important purposes. First, it allows the brand to be free from the daunting task of finding the right influencers. Second, it prevents the brand from all the unwarranted and unrelated proposals that irrelevant influencers might pose.

Once a campaign is visible to the right influencer, he/she has to submit the proposal to the brand. The proposal includes details about how they will go about executing the campaign, the ideas they have that can make the campaign fruitful, the timeline of the promotion etc. In short, he/she will submit an entire roadmap for the promotion.

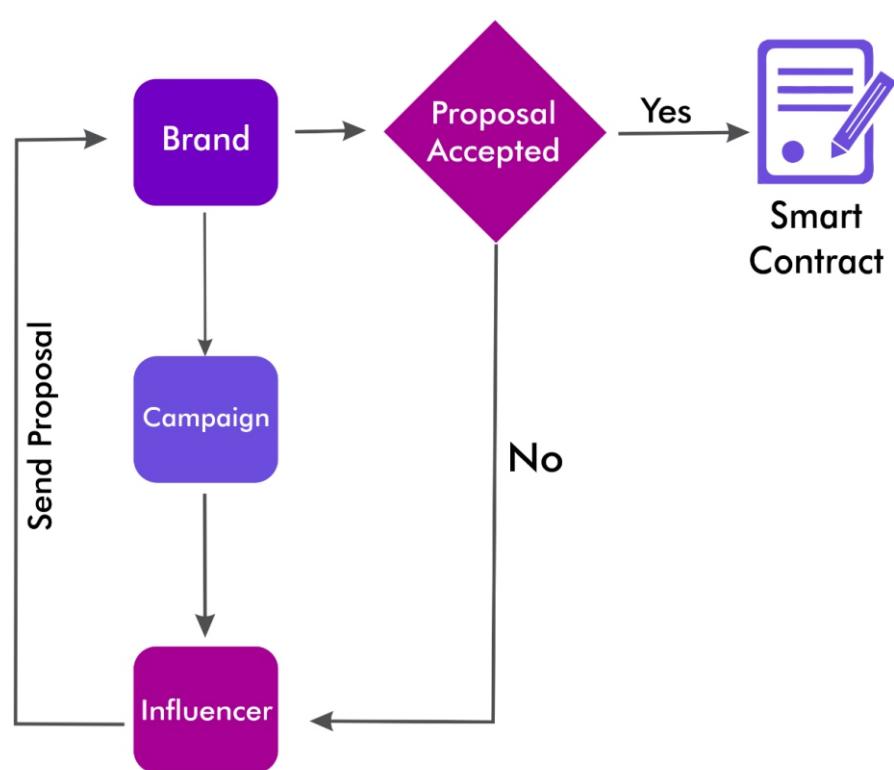
Once both the brands and influencers have finalised the details about the campaign and an agreement has been reached then a separate workspace is created where they can discuss further plans for the campaign. The influencer creates the images or videos required for promotion and once uploads it on the platform for the brand to check and critique. Once the Brands gives a thumbs up to the influencer the content is uploaded to the social media. Just to make sure

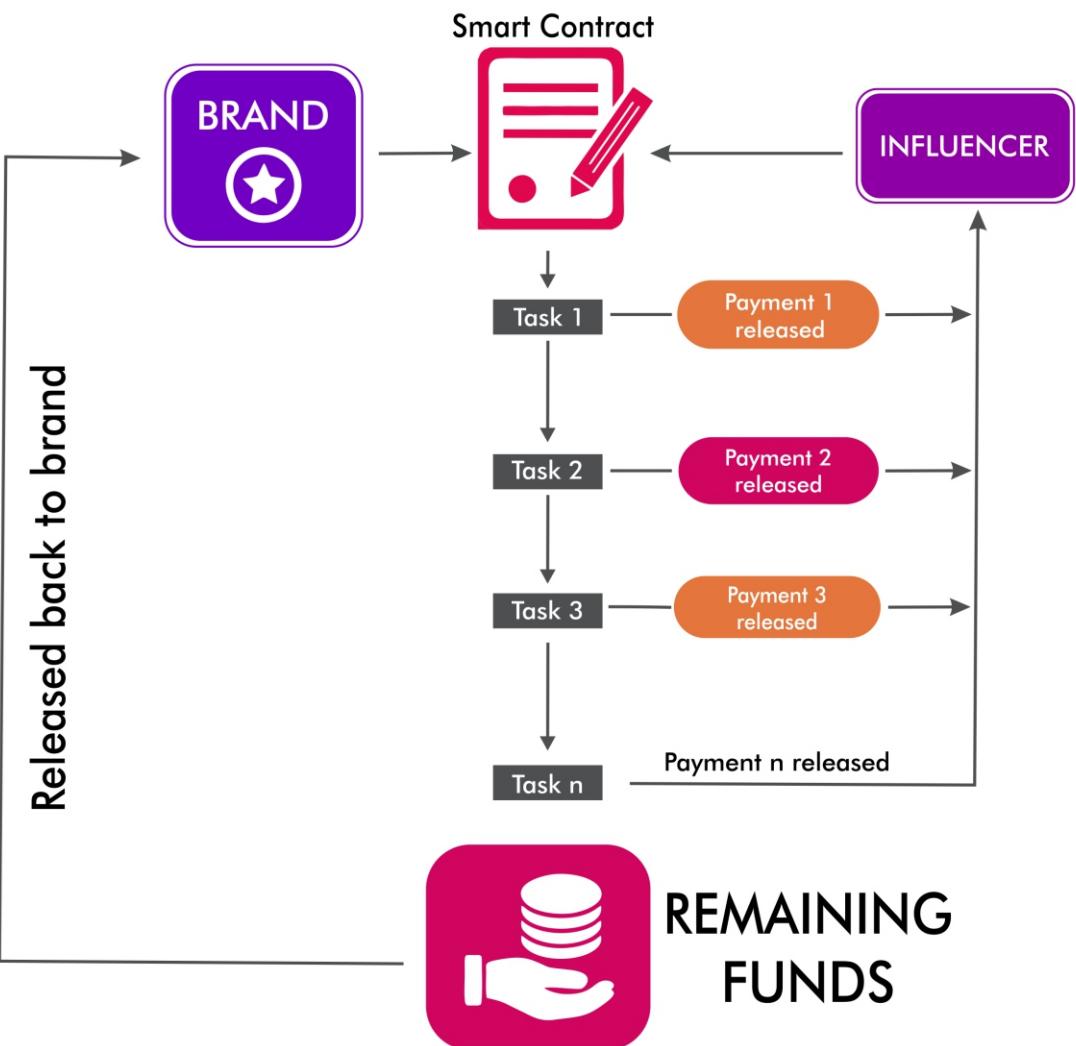
that the content posted on social media is similar to the content approved by the brand, Whyral makes a match of approved and posted content.

In order to make the match, Whyral fetches the posted content from social media and performs the operation. If the operation results in a match of 90% or more then the post is successful and the contract is maintained. If the match is less than 90% then this results in a violation of the contract terms and the Influencer is prompted to post the content that is approved by the brand.

Almost real time analytics of the campaign are fetched and displayed to the brand and influencers in the form of graphs. The graphs showcase extensive KPI parameters such as engagement rate, reach, impressions, clicks and a lot more. The smart analytics will also monitor and display the burn rate of the campaign's budget.

The smart contract plays a very important role here. With every stage of the campaign completed by the influencer, the smart contracts release some pre-decided funds for him. The funds are deposited by the brand at the time of creation of the smart contract. A very minute amount is charged by Whyral as processing fee. At the end of the campaign, all the unreleased funds are returned to the brand. Since the smart contracts are immutable, neither the brand nor the influencer can change it in any way. It is visible to all the parties. This offers a huge advantage since there is no need for any third party or financial institution to act as escrow. The smart contract takes care of all such concerns.





Smart Analytics

Whyral offers the option of smart analytics that helps brands and influencers peruse the status of their campaigns. It helps brands and influencers comprehend, assess and scrutinize the kind of output they receive from the promotion. This anatomization helps them improve their promotion strategy further. The entire process will help brands get better results and motivate influencers to make better content.

Artificial Intelligence Integration

To make any business process seamless, it has to be continuously reviewed and necessary changes have to be implemented. Analysis helps to make processes impeccable and robust. In order to bring this ideology to the practice of Influencer Marketing, we use Artificial Intelligence. Through the use of AI, we will develop a unique engine that integrates blockchain technology with the influencer data. This helps us to exactly calculate the campaign performance of each influencer. As the number of influencers increases on the platform the data available for the engine will also increase. The AI engine will process this increasing amount of data and will be able to exactly calculate the campaign performance of every influencer and rank their social media channels accordingly.

In the long term, that AI engine would have enough data that it would be able to rank any brand's or Influencer's social media channel. Just like Alexa provides rankings for websites, our engine would provide rankings for social media pages. Anybody would be able to check their social media rank on the internet through the engine.

Whyral will monitor every campaign for different parameters. It will collect data from all the campaigns. It will fractionate every little detail about what makes a campaign successful. All this data will be analyzed by our second AI engine. This engine will then be able to tell why some campaigns are more successful than others? Why some campaigns are ineffective while others are able to garner huge audience and support? What are some crucial steps that every campaign must follow in order to thrive? What are some common errors that every unsuccessful campaign made? Is the campaign affected by the rank of an influencer? Is the outcome of a promotion dependent on the number of selected

influencers? Are promotions more successful on a particular social media platform and if so then why?

Once the AI is able to analyse all the data and come up with calculated answers to all such questions then it will be able to help the brands as well as the influencers to build more successful promotions. It would help them to correct their past mistakes and recommend changes that could make their campaign and content better thereby increasing their chances of a winning campaign.

ROADMAP

2016

- Q1: Concept Visualised

2017

- Q1: Won Eureka Asia's Largest B-plan Competition
Market Research
- Q2: Partnered with Network18 & Forbes India and influencers more than 2.5Mn followers to test out the model
- Q3: Platform Dev Started
- Q4: Beta Platform

2018

- Q1: Pre Sale
- Q2: ICO
Network Release
Platform Launch
Influencer Onboarding
Brands targeting
- Q3: Exchange listing
Integration of token with platform
- Q4: Development of mobile app for influencers

2019

- Q1: Development of AI engine-1 to rank influencers through Big Data and Blockchain technology
- Q2: Launch of mobile app
Development of AI engine-2 to test optimization of influencer's campaign
- Q3: Improvising platform analytics
- Q4: Expansion into new platforms
Beta release of AI engine-1

2020

- Q1: Launch of AI engine-1
- Q2: Beta release of AI engine-2
Rapid expansion to geographies
- Q3: Launch of AI engine-2
Launching smart analytics
- Q4: Platform improvisation as per market trends
Expansion into more platforms

TEAM



Saurabh Goel
CO-Founder, CEO



Sooraj Singh
CO-Founder, CTO



Ali Kassab
Chairman & Director



Rabih Kassab
Director



Tarek Zeidan
CFO



Destiny Aigbe
General Counsel



Gregg Lewis
Investment Ambassador



Neha Jain
Business Head



Aditi Sharma
Growth Hacker



Sahil Dabas
Graphic Designer



P H Sai Kiran
Full Stack Developer



Shivam Phutela
Full Stack Developer



Anmol Gupta
Associate Developer



Md. Mustafa
Digital Marketing Specialist



Sahil Goel
Legal Associate



ADVISORS



Nikolay Shkilev

Has 20 years of experience in large-scale transaction projects. Self-Made Russia award. Tech guru. Super TOP award etc. Founder and CEO of Private Business Club. His Holding received "Enterprise of the Year" award in the Kremlin. Crypto enthusiast and mentor.



Ellaism

Genesis Dev Ellaism



David Drake

Through his family office LDJ Capital, has acted as GP & LP investors with his partners in fund-of-funds, realty funds, venture capital funds & hedge funds. Currently have 50+ global directors that maintain relations with institutions & family offices with \$1.5 trillion in assets.



Pit AKA Txid

Genesis Dev Snowgem



Roger Crook

Entrepreneur, disruptor and independent strategic advisor in FinTech, LogisticsTech and Logistics including blockchain/cryptocurrencies. Former member of the Board of Management, Deutsche Post AG and Global CEO, DHL Global Forwarding & Road Freight Division.



Amarpreet Singh

Holds three Masters degrees. Technology/Digital enthusiast and a seasoned professional with years of experience in Tech industry – operations, consulting and innovation. He is a certified Cloud (Microsoft and AWS) specialist.



Vladimir Nikitin

Master of Law, Master of Economics. Experienced in civil law, finance, IT for more than 10 years. Active supporter of blockchain technology since 3 years, has an extensive network of contacts in the crypto community. Was and is the advisor of dozens of ICO-projects. Expert ICObench.



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Md Mofassair Hossain

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Bonnie Normile

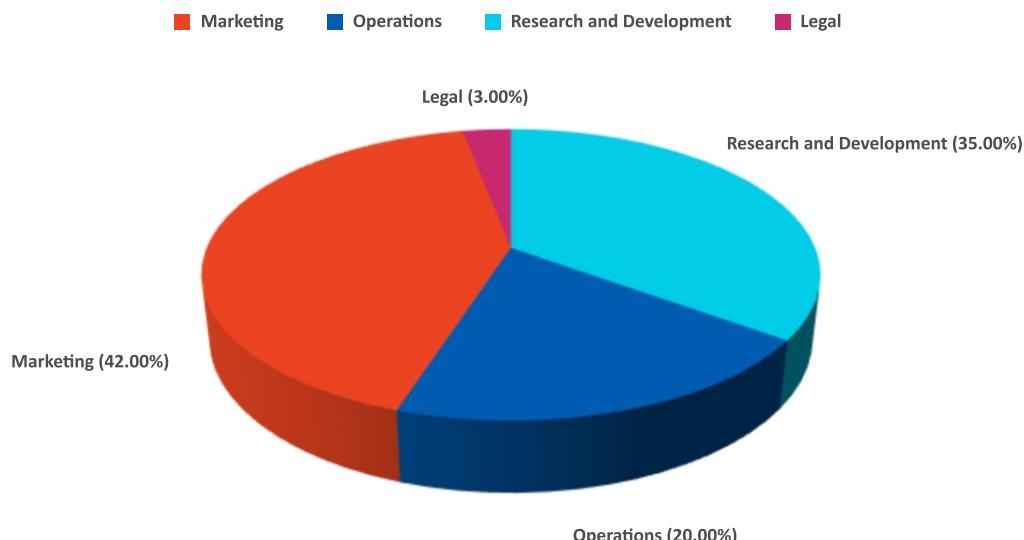
Advocate of the blockchain/cryptocurrency evolution. Analyst at ICOBench, a board member of the Israeli Blockchain Association, U.S. ambassador to Perhalic Group, partner at Consultants Blockchain Media & a member of the International Blockchain Association Foundation.

TOKEN SALE, MODEL & FUND UTILIZATION

Total Supply	150,000,000
Available Supply for Sale (69%)	103,497,402
Founders & Team	22,502,598
Advisors	12,000,000
Bounties	6,000,000
Reserve Fund	6,000,000
Unsold Tokens	Burn
Minimum Investment	0.1 ETH
Soft Cap & Hard Cap	4500 ETH & 17,642 ETH
Exchange Rate	1 ETH = 4667 WRL
Early Bird Bonus	Upto 50%

Phases	Tokens Per ETH	Hard Cap (in Eth)	Dates	Bonus (in %)	Referral Bonus (in %)
Pre Sale	7000	6000	15/APR/18	50	3
Public Sale 1	5833	5000	03/JUN/18	25	3
Public Sale 2	5000	4000	03/JUL/18	7	3
Public Sale 3	4667	2642	28/JUL/18	0	3

Fund Utilization



For more details, visit : whyral.network

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