



QCHAIN

Company Overview
November 2018

Our Mission

Qchain's vision is to build open and transparent marketing applications and technical blockchain solutions to support those applications.

Our flagship application is a marketplace that will make it easy and simple for advertisers and content creators to collaborate on **branded content, influencer marketing, and sponsorships.**

We will also work to make this marketplace an enabler of tangible societal good by facilitating **patronization of journalism pieces and publications.**

Digital Display Advertising Has A Transparency Problem

THE WALL STREET JOURNAL.

Facebook Overestimated Key Video Metric for Two Years

Sept. 22, 2016 7:29 p.m. ET

Keith Weed, chief marketing officer of Unilever, said in an interview last year, tech companies that don't let third parties measure their platforms is equivalent to "letting them mark their own homework."



Google's bad week: YouTube loses millions as advertising row reaches US

Saturday 25 March 2017
06.00 EDT

"Programmatic advertising has been largely fraudulent since its inception, and there are many companies in the marketplace including Google to have made vast profits out of the naivety of the advertisers, who haven't really known what they've been buying."

Google Issuing Refunds to Advertisers Over Fake Traffic, Plans New Safeguard

Updated Aug. 25, 2017 12:05 p.m. ET

Another point of contention among those receiving refunds is that they haven't been given details about where their ads ended up or specific details about the exploits the fraudsters used, so that advertisers and agencies can apply their own safeguards in the future.

DIGIDAY

MAY 8, 2017

'A proverbial black box': Open-exchange auctions have a transparency problem

For instance, if a DSP bids \$5 for an impression through an SSP from a publisher that has a price floor of \$2, and there are no other participants in the auction, the DSP is supposed to pay \$2.01 for the impression. But the SSP could submit a fake bid, say, \$2.50, and send the DSP a winning price of \$2.51, said George Levin, CEO for Getintent.

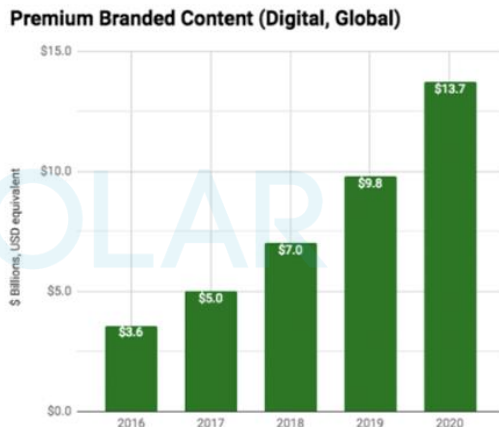


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Which Is Why Branded Content Is Growing in Importance

\$7.0B
Premium Branded Content
(Digital, 2018 Estimate)

40%
CAGR
(2016 - 2020)



“Content is content. Good content is good content. If a story is moving, no one is going to care that it’s brought to you by a brand.”

ADWEEK



Authentic Marketing Is Key

Branded content: digital advertising that entails advertisers paying digital publishers to create custom content

Influencer marketing: paying influencers for endorsements on their social channels

Sponsorships: advertisers offer financial support to an individual, event, or activity, in exchange for visibility

Authentic Marketing is the Key

Forbes

Authenticity In Marketing Matters Now More Than Ever



Companies Are Turning to Content Creators

The New York Times

Companies are seeking out relative unknowns during a gold rush in advertising through popular social media personalities

NOVEMBER 11, 2018

But Content Market Is **Inefficient**

Our Content Marketplace Solution

We are creating a marketplace for the buying and selling of branded content, influencer marketing mentions, and sponsorships. Our dashboard gives buyers and sellers a convenient point from which to transact in and collaborate on content.



Open and Transparent



Convenient



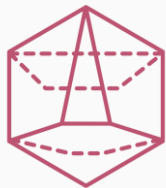
Efficient



Decentralized



We Selectively Use Blockchain to Build A Better Product



Open and Transparent

Blockchains ensure transparency by documenting all transactions on an openly readable ledger. When cost-per-action algorithms are deployed on our product, payouts to content creators will be easily auditable.



Convenient

Due to our blockchain-agnostic development approach, advertisers and content creators will be able to transact in XQC, our NEM-based mosaic, EQC, our ETH-based token, or credit. Regardless of payment method, transactions will be documented.



Efficient

Using a blockchain back-end development allows for easy and efficient deployment of back-end resources. Our future machine learning algorithms will facilitate advertiser and content creator matching.

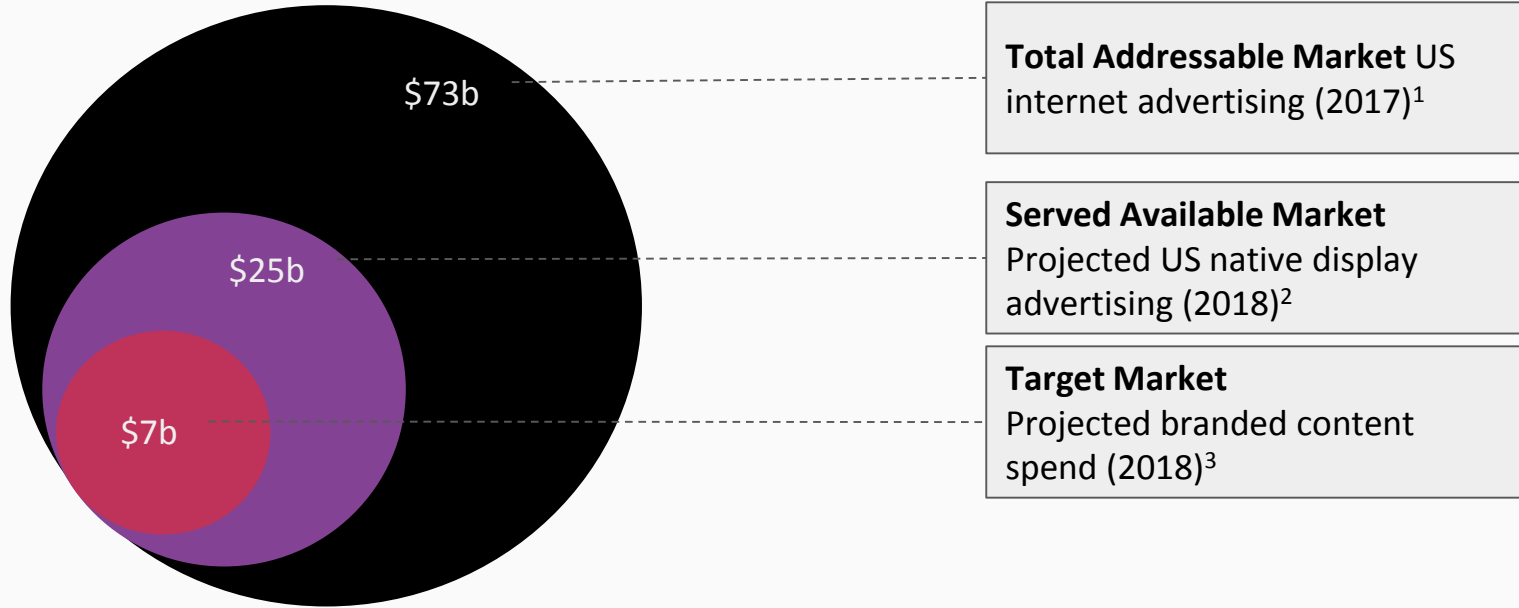


Decentralized

Use of tokens allows us to create a more reliable, trustworthy product. A token staking algorithm will incentivize users to host backup nodes of our marketplace to ensure global uptime. Tokens will also incentivize users to host oracles that validate sign-ups and sales from content.



Market Size



1. Mary Meeker's 2017 Internet Trends Report

2. BI Intelligence

3. Polar Mobile

Qchain's Branded Content Marketplace

We will soon release our MVP with NEM main-net public chain functionality through our XEM token, XQC. We have a demo that already is integrated with the NEM test-net. Deployment of public chain ETH functionality will soon follow.

We aim to have a more production-ready build of our marketplace from our existing demo by **Q4-2018**. The initial marketplace release will be equipped with detailed branded content listing options and a dashboard to view analytics.

We will first target small-scale content creators, such as mid-profile bloggers and streamers.



Qchain Patron Journalism

We're integrating an original model for patrons to fund pieces and series listed by independent journalists, newsrooms, and non-profit publications.

Patrons can range from seasoned philanthropists to everyday readers interested in supporting a specific writer or cause.

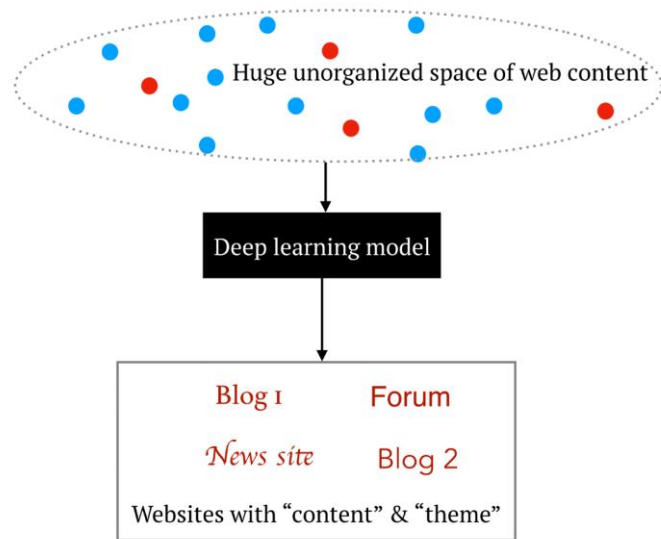
Not only will this will provide an additional revenue stream for publishers who can't rely solely on advertising dollars, but support from audiences will help promote journalism that serves the public interest.



Qchain Machine Learning (ML) Algorithms

ML will allow advertisers to more effectively zero-in on content creators. We can match content creators with advertisers based on content features.

Better matching means sponsored content can blend in with non-sponsored creator content, establishing the right brand association in a seamless manner.



Revenue Model

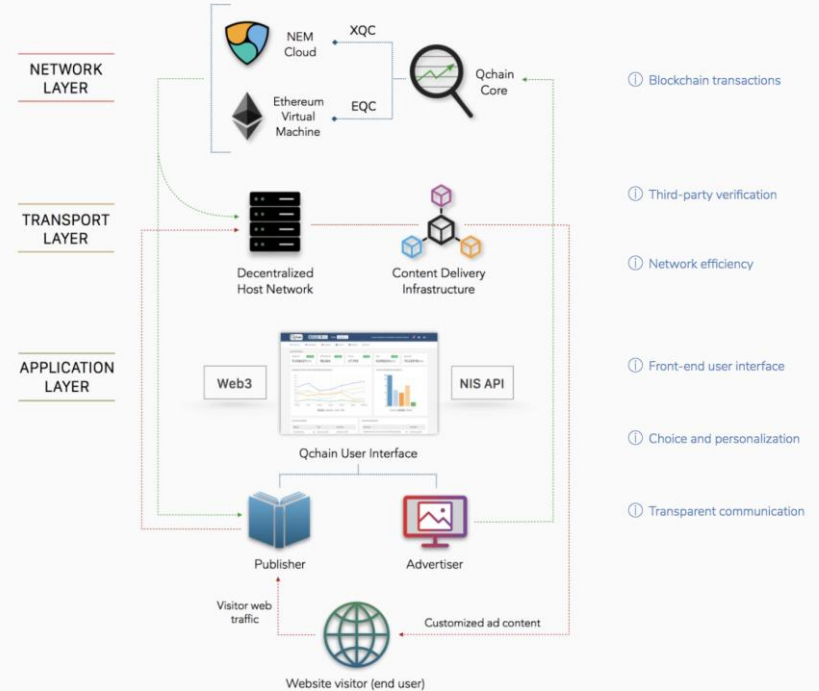
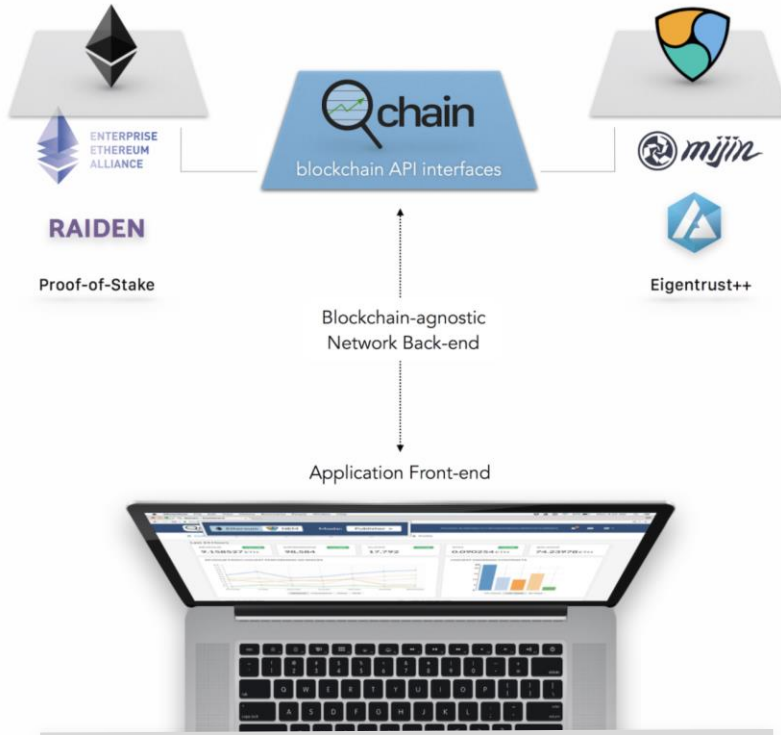
Our business model involves us taking small fees from advertiser and content creator transactions. We plan on accepting payment in tokens and fiat.

Token holders will have several benefits. Token payments will have lower fees. Only token holders will be able to receive payouts for serving as oracles and marketplace backup nodes.

We will eventually charge content publishers a low monthly subscription fee for long-term use of our future document editing, task management, and the use of file sharing tools to facilitate collaboration with advertisers.



Our Technology Stack



Competitive Landscape

Authentic Marketing on the Blockchain



Scaling Authentic Marketing



pressboard

grapevine



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Competitive Landscape

Authentic Marketing on the Blockchain

We leverage blockchain technology because it's the right tool for the job.



Scaling Authentic Marketing

We're building a scalable platform to benefit both advertisers and content creators.



Qchain's Competitive Advantage



Highly-Qualified Team. Our team is led by two PhD candidates in mathematical biology, both with peer-reviewed publications; another PhD candidate engineer with extensive experience in application development, theoretical statistics, and machine learning; and a writer who has worked in editorial and advertising roles at BuzzFeed and Gizmodo.



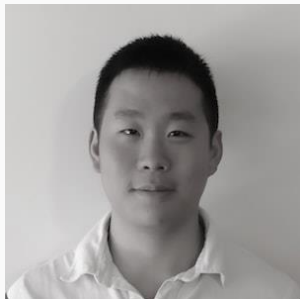
Existing MVP. The previous ICO craze led to a lot of overpromising and underdelivering. We created a functional MVP on which we will continue to build to bring to advertisers, marketers, and content creators before raising any venture capital.



Big Ambitions. The branded content market is growing rapidly from year to year as advertisers and consumers seek alternatives to traditional digital advertising ecosystems. We plan to build a comprehensive platform in which advertisers, marketers, and content creators can collaborate in a convenient and transparent way.



Our Team



WALLY XIE
CEO

PhD in mathematical biology, UC Irvine. Former researcher and software developer, NIH.

Key Competencies:
Team management, data analysis, operations and development expertise.



ROY ZHAO
CTO

PhD in mathematical biology, UC Irvine. National Science Foundation Research Fellow.

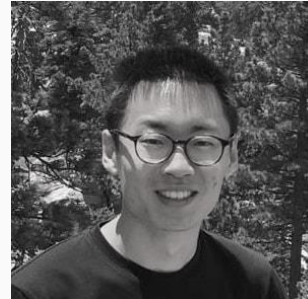
Key Competencies:
High-performance computing, full-stack skillset.



ANGELA WANG
Chief Content Officer

Former senior writer, Gizmodo Media Group. Former editorial and business roles, BuzzFeed.

Key Competencies:
Writing, communications, content-creator relations.



LINGGE LI
Chief Scientist

PhD in Statistics, UC Irvine. Data science and neural networks. Fermilab. Liberty Mutual. Solaria Labs

Key Competencies:
Machine learning, statistical learning



KYLE SNEEDEN
Vice President

Master's degree in Game Theory and Experimental Economics, UC Irvine. Former associate at Berkeley Research Group.

Key Competencies:
Financial and corporate strategy.



Contact Us:
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