



# MyShare<sup>SM</sup>

A Rewards Platform for Peer-to-Peer Advertising  
Powered by Blockchain Technology

"You Share, We Pay"

White Paper

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## WHAT IS MYSHARE

MyShare (MYS) is a decentralized peer2peer advertising platform. MyShare rewards promoters with crypto tokens paid for by advertisers in exchange for sharing their ad content on MyShare and popular social media platforms (Facebook, Twitter, etc.). MyShare partners advertisers with consumers, exponentially increasing campaign reach while reducing 3rd-party advertising costs. By using bids to value the cost of a "share", supply and demand will determine the lowest price for advertisers while simultaneously providing promoters with the highest possible reward.

Ad views are often exaggerated, costing the advertising industry over \$6.5 billion a year. MyShare seeks to provide a more transparent system by utilizing blockchain technology to eliminate ad fraud and prevent fake accounts or bots from manipulating data. Ethereum smart contracts will be used to give our advertisers full transparency regarding how promotion data is calculated, provide full access to data for verification, and deliver openly auditable source code.

Studies show that millennials prefer word-of-mouth advertising<sup>1</sup> and cryptocurrency over traditional advertising and traditional banking.<sup>2</sup> MyShare is the communication line between advertisers and millennials. Through a seamless cryptocurrency reward system, this demographic will be excited and an effective advertising outlet for reaching millennials will be created.

MyShare is engaged in promotional activities or campaigns that stimulate engagement and generate traffic thereby increasing sales and awareness. Our role is to deliver the advertiser's message to potential customers. This will be made possible by growing a global internal network of promoters (grouped by region, interests, and more) that will participate in campaigns on behalf of Advertisers that choose to use the MyShare platform. MyShare will give Advertisers a unique chance to launch grassroots niche campaigns in a revolutionary way: By rewarding Promoters for their work using MYS, and expanding our network.

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1 <https://www.marketingcharts.com/industries/retail-and-e-commerce-68531>

2 <https://cointelegraph.com/news/study-shows-millennials-favor-bitcoin-over-traditional-banking>

## PROBLEM

### AD FRAUD & LACK OF TRANSPARENCY

Ad fraud is a massive problem for advertisers, costing an estimated \$6.5 billion a year. Advertisement impressions, clicks, reach, and conversion rate can readily be fraudulently manipulated. Click fraud and bot traffic are major concerns for brand advertisers and media buyers.<sup>3</sup> According to Wall Street Journal, 50% of ad impressions served on Internet Explorer and 21% on Google Chrome were to non-human traffic.<sup>4</sup> Advertisers are suffering tremendous losses that will likely increase if improvements aren't made in the future. Social networks currently face a dilemma where they will audit themselves and price their products according to their own data. Advertisers have no choice and are left with one option; trust the publisher. There is a lack of transparency in this area that would help to ensure advertisers indeed "get what they pay for".

### LACK OF EFFECTIVENESS

Consumers are becoming less interested in digital ads finding them increasingly unwanted and annoying. Pre-installed Pop-up and Ad blocking software have become a common practice for many smartphone manufacturers.

- Digital advertising is largely ineffective for small businesses.<sup>5</sup>
- Advertisers are often paying for views and engagement that damage the strength of their message.
- Millennials aren't responding to digital ads.<sup>6</sup> Advertisers are struggling to find a connection to this audience.
- 80% of Facebook users ignore sponsored posts.<sup>7</sup>

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3 <http://www.adweek.com/digital/6-digital-marketing-stats-caught-our-eye-week-173273>

4 <https://www.wsj.com/articles/microsoft-and-google-browsers-had-high-ad-fraud-rate-study-claims-1472771058>

5 <https://smallbiztrends.com/2017/01/do-facebook-ads-work.html>

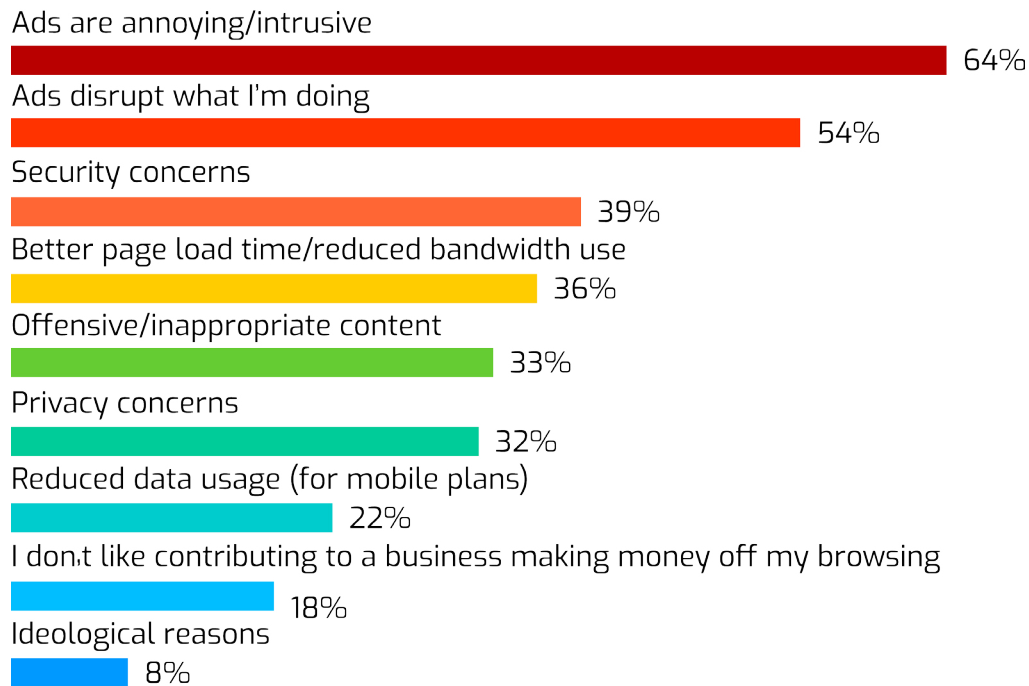
6 <https://www.forbes.com/sites/danielnewman/2015/04/28/research-shows-millennials-dont-respond-to-ads/#1565ea1b5dcb>

7 <http://www.dailymail.co.uk/news/article-2154815/More-bad-news-Facebook-poll-shows-80-users-ignore-websites-advertising.html>

## AD BLOCKING MOTIVES & TRENDS

People use ad blockers because ads are annoying and disruptive

Why do you use an ad blocker?



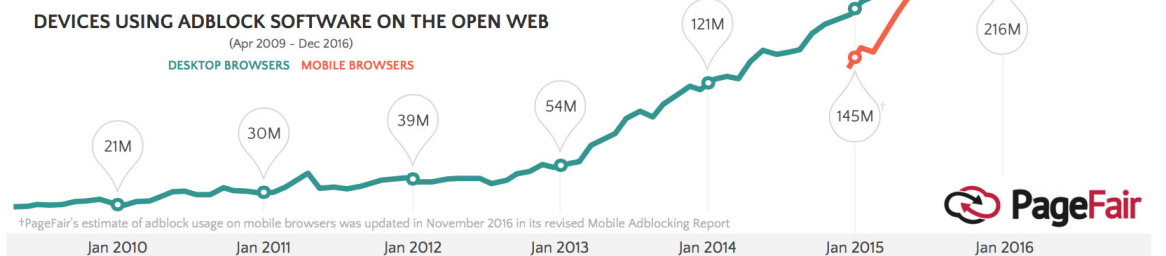
Base: 731 ad blocker users in the US, UK, Germany, and France

Source: HubSpot Adblock Plus Research Study, Q2 2016

## The global picture

Mobile adblock usage is surging internationally, and has overtaken desktop usage.

- The global number of desktop and mobile devices that block ads grew by **142 million** YoY to reach **615 million** devices Dec 2015 – Dec 2016.
- Mobile adblock usage grew by **108 million** YoY to reach **380 million** active devices globally Dec 2015 – Dec 2016.
- Desktop adblock usage grew by **34 million** YoY to reach **236 million** active devices globally Dec 2015 – Dec 2016.



## **SOLUTION**

The advertising industry is in desperate need of a solution for the ad fraud problem. MyShare can provide a more transparent system by utilizing blockchain technology to eliminate ad fraud and prevent fake accounts and bots from manipulating data. Using Ethereum smart contracts, we will provide our advertisers with full transparency regarding how promotion metrics are calculated, provide full account access to data for verification, and deliver openly auditable source code.

MyShare provides proof of payment so advertisers know with certainty that their funds are being properly directed. We will provide a transparent system so that when an advertiser pays 100 people through MyShare, they can view, in addition to the dashboard, the actual results of their post through the social media platform where the share originated. MyShare will create and execute a smart contract between advertisers and promoters sharing content that will be unanimously verified through distributed ledger technology. Attached to every transaction will be a memo containing the promoter account sharing the post, the contents/text of the post, and a URL to the final shared post. This will provide the ability to personally monitor and audit campaign results immediately upon completion. If an advertiser notices suspicious activity from a promoter account, such as unsharing or a fake account, they can then submit a report and MyShare will review the promoter account to ensure operations within our guidelines. Attempts to fraudulently manipulate the sharing system will result in a ban.

In addition to solving ad fraud and transparency problems, MyShare will provide a more effective way to target potential customers in an environment where customers can be rewarded for driving the "buzz". Advertisers will achieve more word-of-mouth promotion than ever before. By converting millions of everyday social media users into millions of brand influencers, MyShare will make ads more credible for the user, resulting in a word-of-mouth social benefit.

## **PREVENTION OF ABUSE**

### **ABUSE SCENARIOS**

- Bots for sharing
- Followed by bots
- Unsharing after initially sharing

## **SOLUTIONS TO POTENTIAL ABUSE**

- User ability to report suspicious accounts/activity
- Limiting number of shares
- Minimum number of followers/friends
- Facebook login/link
- Email and SMS verification
- Manual review

\*It is well known that preventing cheating is very hard, and it is bound to be attempted. The above metrics are standard practice.\*

## **GROWTH OF NETWORK**

We will build our network of advertisers by developing strategic partnerships. Our strategy will include offering advertisers early bonuses for their use of MyShare. We are aware that it is important to demonstrate the effectiveness of our system using collected data as our key insight to discover best practices and further develop the platform.

Advertisers are looking for something new. They want to reach out to millennials (crypto is cool), they want more transparency (easily verifiable on both ends), and they want affordability (supply and demand) and effectiveness (peer-to-peer).

- Rewards for signing up: Free tokens just for registering
- Referral program: Tokens for getting your friends involved
- Use our network to grow our network: Use MyShare platform to stimulate organic growth

## **BENEFIT TO CURRENT SOCIAL PLATFORMS**

MyShare will create excitement for the user, ultimately creating an increase in traffic and growing users for social media platforms. Rather than working against these companies, MyShare will work alongside them to create more organic, transparent advertising networks that will benefit all parties, build social value, and stimulate growth.

## HOW IT WORKS

### ADVERTISING SERVICES

MyShare will provide services at a lower price than traditional advertising with more effective, personal, and transparent results. By relying on a bid for share system, Advertisers will determine the lowest possible cost per share. Campaign results will be self auditable by viewing blockchain transaction details, this will ensure that manipulation of results can be closely monitored and reported by the Advertiser. Advertisers will launch more efficient campaigns by creating a word-of-mouth "buzz" on specific posts that can create significant brand awareness and support overnight. 92% of consumers trust recommendations from their peers over all other forms of advertising and recommendations.<sup>8</sup> We will give Advertisers the ability to reward consumers for brand support and recommendation.

### TOKEN REWARD SYSTEM

Promoters will be automatically rewarded with MYS tokens in exchange for sharing posts provided by Advertisers. Rewards will vary depending on the chosen cost per share selected by the Advertiser. Promoters will execute the share, which will then be recognized by the MyShare system. Once the share has been executed, MyShare will credit the Promoter's account balance with MYS tokens. Promoters can hold MYS tokens, trade on exchanges, or convert into other cryptocurrencies to be withdrawn from the platform to any compatible wallet. Promoter accounts will qualify into Bronze, Silver, Gold, or Diamond tiers based on amount of platform activity, number of social media friends or followers, etc.

Through our service, professional content creators and common users can create income alongside value. MyShare is easy to set up, and will not require any major changes in behavior. For example, by sharing just one sponsored ad on weekdays, a promoter with 500 friends could earn thousands of tokens a year at the starting exchange rate of a MyShare token. Promoters take no initial risk, and simply add a new source of cryptocurrency earning for engagements they already exhibit. For many, it will be an entry into the crypto markets and create an opportunity to get involved without putting up capital.

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8 [http://customerthink.com/why\\_peer\\_recommendations\\_are\\_absolutely\\_critical\\_for\\_marketing\\_success\\_today/](http://customerthink.com/why_peer_recommendations_are_absolutely_critical_for_marketing_success_today/)



## RESEARCH

### EARNED MEDIA VS. PAID MEDIA

Foundational research on earned media versus traditional marketing has shown that earned media has more influence over consumer decisions compared to paid media for both existing and new products.<sup>9</sup>

MyShare understands that customers are influenced in a variety of ways and will be focused and motivated by a variety of aims (e.g., goal-directed, utilitarian, or hedonic)<sup>10</sup> Therefore MyShare seeks to provide a unique participatory set of functionalities that invigorate engagement, popularity, and ultimately purchase.

When people are shopping online in their free time, recommendations on social media make a purchase 18 percent more likely while increasing sales by almost 26 percent.<sup>11</sup> Based upon this, word-of-mouth, and the earned media it produces, are more effective in generating pre-launch consumer interest (i.e., buzz) than advertising. Once a product subsequently exists in the market-place, review volume and review valence influence consumption.<sup>12</sup>

Recommendation matters when it comes to the purchase of "experience goods" (i.e., products whose quality is difficult to observe or sample adequately before purchase). Earned media, including reviews and recommendation of others, is an important part of a new customer's decision to engage.<sup>13</sup>

### KEY POINTS

- Over \$41 billion was spent on social media advertising in 2017<sup>14</sup>
- Social media advertising is expected to exceed \$50 BIL by 2019
- Over 2.46 billion active social media users<sup>15</sup>
- \$0 was paid to average social media users for sharing promotional assets

9 Cf. Michael Trusov, Randolph E. Bucklin, Koen Pauwels (2009) Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site. Journal of Marketing; September 2009, Vol. 73, No. 5, pp. 90-102. JSTOR, <https://www.jstor.org/stable/20619048>

10 J. Grahl, F. Rothlauf, O. Hinz, The Impact of User-Generated Content on Sales: A Randomized Field Experiment, Working Paper Series, Technische Universität Darmstadt, August 2014, [https://www.emarkets.tu-darmstadt.de/fileadmin/user\\_upload/download/Working\\_Papers/grahl.pdf](https://www.emarkets.tu-darmstadt.de/fileadmin/user_upload/download/Working_Papers/grahl.pdf)

11 Op. Cit., Grahl, J., Rothlauf, F., Hinz, O., 2014.

12 Kim, H., Hanssens, D., 2014. "Paid And Earned Media, Consumer Interest and Motion Picture Revenue". <https://pdfs.semanticscholar.org/f18b/b88f618a18ff677f7a4a6f9fd707d9c6e076.pdf>

13 Dhar, V. and Chang, E. 2009. "Does Chatter Matter?: The Impact Of User-Generated Content on Music Sales" . Journal of Interactive Marketing, Vol. 23, No. 4, pp. 300-307. <https://doi.org/10.1016/j.intmar.2009.07.004>

14 <https://www.statista.com/statistics/271406/advertising-revenue-of-social-networks-worldwide/>

15 <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

- Peer-based advertising is more effective than sponsored posts<sup>16</sup>
- Word-of-mouth customers add nearly twice as much long-term value (over marketing induced customers).<sup>17</sup>
- Firms that can build a customer base through earned media face a better long term profitability outlook and can spend less on customer retention

## MYSHARE ADVERTISING VS. FACEBOOK ADVERTISING

MyShare will provide more cost-effective advertising using a "name your price" philosophy. Currently, social media platforms do not offer advertisers the ability to negotiate the price of a post's "reach". Traditional social media advertisers have established rates for ad reach called cost per click (CPC). MyShare will create a platform in which advertisers compete to determine the value of a share. 90% of advertising funds deposited to MyShare will be distributed as rewards to Promoter accounts. The remaining 10% will be used by MyShare for operational and development expenses.

Topic	MyShare	Facebook
Cost per 100 Shares	"Name your price"	NOT AVAILABLE
CPC (Cost per Click)	FREE	\$1.72*
CPM (Cost per 1000 Impressions)	FREE	\$11.17*
Rewards Program	YES	NO
Referral Program	YES	NO

\*Avg. as of December 2017

When an advertiser selects a per click campaign at the average per click cost of \$1.72 (Dec. 2017), it will cost the advertiser \$172.00 for 100 shares (assuming every click resulted in a share). With MyShare, advertisers will create their own offer for Promoters, who will present the content internally through organic connections to thousands of potential customers. With MyShare, any organic, word-of-mouth campaign traction the advertisement acquires post-share, will be of sole benefit to the advertiser (i.e. clicks, shares, and likes) at no extra cost. This will put an end to the high CPC price seen in traditional social media advertising. In addition to the low cost and wide reach, MyShare will give advertisers a chance to connect with large audiences that have previously been difficult to effectively target.

<sup>16</sup> <http://www.adweek.com/digital/90-percent-consumers-trust-earned-media-form-advertising/>

<sup>17</sup> Villanueva, Julian, et al. "The Impact of Marketing-Induced versus Word-of-Mouth Customer Acquisition on Customer Equity Growth." *Journal of Marketing Research*, vol. 45, no. 1, 2008, pp. 48–59. JSTOR, JSTOR, [www.jstor.org/stable/30162520](http://www.jstor.org/stable/30162520).

## TARGETING MILLENNIALS

Millennials are a great example of a market where advertisers are struggling to establish a successful line of communication. Millennials communicate with each other far more than any advertising campaign can. When trying to figure out whether something is worth buying, millennials often go to their friends and social networks to see what people think. They use this collective filter to sort out research and other word-of-mouth style information when making decisions.<sup>18</sup> Traditional marketing strategies are less effective when targeting an audience of millennials. So in what way can we use these habits to create more successful ads?

MyShare is the solution to this problem. We believe through rewards, excitement, quality, and sharing, we can establish this communication channel.

## MILLENNIALS & CRYPTOCURRENCY

It is expected that nearly 33% of all Millennials will hold at least one cryptocurrency by the end of 2018.<sup>19</sup> A recent survey of 10,000 millennials has shown that 65% trusted cryptocurrency over traditional banking and that millennials invest around two-thirds of their savings into cryptocurrencies.<sup>20</sup>

## POTENTIAL USER BASE

As of 2017, it is estimated that 2.46 billion people worldwide actively use social media. This gives advertisers a potential reach of 2.46 billion people that through incentivized sharing, will turn quick grassroots attention towards any project in need of advertisement. Currently, the way social media advertising works is as follows:

- Advertiser pays social media platform >
- Social media platform distributes advertisement to potential interest base >
- Users buy product, join cause, etc. >
- Social media platform retains 100% of advertising revenue

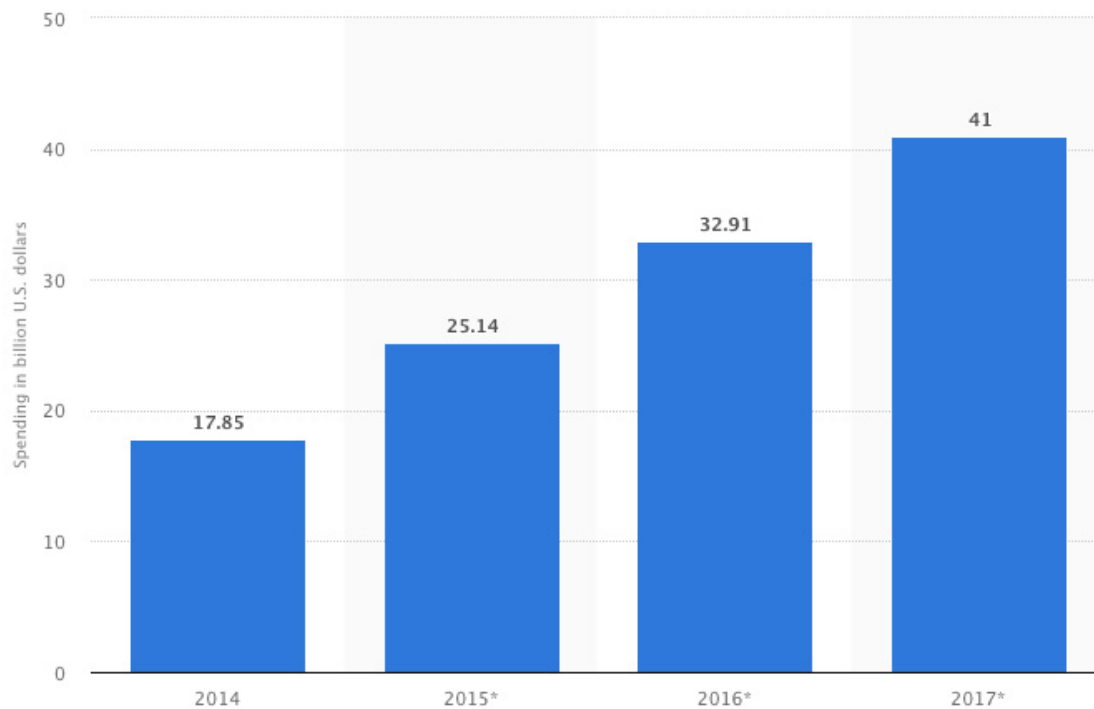
It is our belief that when a social media account holder shares a promotional asset on behalf an advertiser, account holders are entitled to a percentage of the advertising revenue. With MyShare, we will put an end to the old ways of advertising and use our platform to redirect rightful revenue to users who participate in ad sharing.

<sup>18</sup> <https://www.forbes.com/sites/danielnewman/2015/04/28/research-shows-millennials-dont-respond-to-ads/#13eef3f-65dcb>

<sup>19</sup> <https://themerkle.com/one-in-three-millennials-will-own-cryptocurrency-by-the-end-of-2018/>

<sup>20</sup> <https://cointelegraph.com/news/study-shows-millennials-favor-bitcoin-over-traditional-banking>

### Social network advertising revenue from 2014 to 2017 (in billion U.S. dollars)



Data visualized by  tableau

© Statista 2018 

*This graph shows the amount of dollars spent on social media advertising from 2014-2017.<sup>21</sup>*

## CONCLUSION

Recent research shows a strong conclusion: millennials prefer word-of-mouth advertising and cryptocurrency over traditional advertising and traditional banking. MyShare is the communication line between advertisers and millennials. Through a cryptocurrency reward system, we will excite this demographic and create an effective advertising outlet targeting millennials.

<sup>21</sup> <https://www.statista.com/statistics/271406/advertising-revenue-of-social-networks-worldwide/>

## TECHNICAL OVERVIEW

The MyShare website will consist of three types of users who interact with the online marketplace in a unique way. The first is the Advertiser who can submit content for sponsorship. Included in this submission will be the total number and rate of token distribution to be awarded for sharing their content. Administrators, as a central role, will be responsible for accepting or rejecting sponsored ad proposals by advertisers. The marketplace is composed of Advertiser sponsored content that has been accepted by Administrators. Finally, Promoters will select sponsored content to share on their social media accounts and then be credited with MYS tokens. The number of MYS tokens the Promoter is awarded will be a function of both the advertiser's rate of token distribution and the Promoter's followers/influence on social media platforms.

### ADVERTISER'S JOURNEY

MyShare consists of three distinct interfaces: Sponsor, Marketplace, and Account. The Advertiser's journey begins with signing up and logging into the MyShare website. A single portal will be used to normalize login information for Advertisers, Promoters, and Administrators and a role flag will be used to specify the primary use of the account for appropriate landing and dashboard direction. After logging in, Advertisers are directed to the Sponsor dashboard, where they can see all their previous and current (active) sponsored content, each in a separate panel. By clicking on any of their sponsored posts, they can view charts and graphs elucidating the budget used over time, the shares received over time, the usernames of those who shared their content, their Promoters' demographics and region, and a histogram displaying the distribution of shares as a function of followers. These reporting features enable advertisers to visualize how their campaigns are performing at single post resolution and provide perfect transparency with real user verification.

The core functionality for advertisers can be accessed by clicking the "New Post" button on the top of the page. By doing so, they will be brought to a form where they can fill out, save, and submit new sponsored posts for approval by Administrators. This form will include the following fields: total tokens to be distributed, distributed tokens/share/ follower, post content, social media platforms, timestamp, and specifications for qualifying users (demographic and regional). The form will preserve all post content provided by the advertisers, ensuring the final shared product is authentic and reliable. Upon submission, advertisers will be directed to a thank you page, and will receive an email of confirmation. If accepted, the advertisers will receive an email and will be able to submit payment in the form of a debit/credit card payment on the Account dashboard. If rejected, the advertisers will receive an email with an explanation.

## PROMOTER'S JOURNEY

The Promoter is required to provide additional demographic information, regional information, and preferred social media platforms upon signing up. Before proceeding to the Marketplace, the Promoter is prompted to log in to their specified social media platforms if they have not done so already. Account login will be verified for Twitter<sup>22</sup> and Facebook<sup>23</sup> by implementing the code at the sites provided.

Promoters are directed to the Marketplace dashboard upon logging in. Here, he or she can browse a marketplace of sponsored content to share and earn tokens. To add specificity to the advertiser's campaigns, only sponsored posts that specify the Promoter's region and demographics will be displayed. The sponsored posts themselves are visualized in panels, each with the brand on top, post content in the middle, and a "Share" button on the bottom. Upon clicking "Share", the Promoter's number of followers and engagement rate is calculated for each social media platform they are logged into. Then, the expected token reward for sharing and a confirmation button will be displayed over the old share button. If the Promoter chooses to share sponsored content on his or her social media site, they can do so by clicking the "Confirm" button. The code for external site sharing is provided by Twitter<sup>24</sup> and Facebook<sup>25</sup>.

Upon clicking the "Confirm" button, a secure transaction process backed by an auditing scheme is used for verifying the remaining MYS account balance of the Advertisers and then crediting the Promoter with the correct number of tokens. On the Account dashboard, the Promoter will be able to cash out their MYS token earnings at any time. Here, the Promoter provides a public key for the MYS or ETH wallet where he or she wants the tokens to be deposited. The MyShare server then creates a transaction on the ETH network from our distribution account to the MYS public key specified. The Promoter is given a verification on screen, a confirmation email is sent, and the total number of tokens credited to the user is reset to zero.

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22 <https://dev.twitter.com/web/sign-in>

23 <https://developers.facebook.com/docs/facebook-login/web>

24 <https://dev.twitter.com/web/tweet-button>

25 <https://developers.facebook.com/docs/sharing/web>

## **ADMINISTRATION'S VALUE ADD**

Administrators will require their own dashboard, containing a display of all submitted sponsored content. There, they will be able to review the content, brand, and budget of new proposals. If the proposal is accepted, it will be marked as such in the database and made visible on the marketplace for Promoters to view and share.

In addition to screening new marketplace content, Administrators will also have access to rolling reporting data. This data will be updated from a separate live environment, accomplishing both redundancy and reduction of live environment load. A dashboard of data visualizations for administrators will provide metrics on the number of Advertisers, number of Promoters, Promoter budgets, distribution of Promoters' earned tokens, total shares, share rate, total tokens earned, and token cash out rates. Here, deep insights are granted into the novel and rich environment of shared media.

## ROADMAP

### 2018 Q1

- Secure Domains
- Release White Paper
- Launch of Website

### 2018 Q2

- Token Sale
- Development of MyShare<sup>SM</sup> Platform Begins
- Secure Advertising Partnerships

### 2018 Q3

- Exchange listings
- Beta launch

### 2018 Q4

- Aggressive marketing campaign
- Mobile app development
- Launch referral/rewards program

### 2019 Q1

- Completion of MyShare Mobile
- Full launch of MyShare
- MyShare<sup>SM</sup> (MYS) wallet

### 2019 Q2

- Integrate rewards of physical goods provided through partnerships with major retailers



## TOKEN INFORMATION

MYS is an ERC20 token

Total Supply: 427,000,000,000\*

The MyShare token contract complies with the ERC20 standard, which means that it is extremely easy for exchanges to implement trading of MYS tokens. More information about the ERC20 standard can be found here:

<https://github.com/ethereum/EIPs/issues/20>

## CROWDSALE SUMMARY

First sale of MYS tokens will start May 13, 2018 at 12:00 p.m. US EST.

Maximum goal of MYS to sell	170,800,000,000 (40%)**
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Minimum goal of MYS to sell	17,080,000,000 (4%)
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40% (170,800,000,000) to be sold by MyShare to crowdsale participants minus any bonuses applied.

40% (170,800,000,000) to be reserved by MyShare to be used for advertising rewards after launch of the platform.

10% (42,700,000,000) reserved to incentivize beta testers, strategic partners, community, and marketing.

7% (29,890,000,000) to be distributed to the MyShare Team and Advisors.

3% (12,810,000,000) allocated to Founder. Founder's tokens will be locked up by smart contract for 5 years, half of Founder's tokens will be burned after the 5 year period.

\*When advertisers sponsor new content, 10% of the MYS token of that sponsored content will be minted in new MYS tokens. Supply check implemented after 24 months to ensure demand never outweighs supply.

\*\*Any unsold tokens remaining after completion date of the ICO will be burned.

\*\*\*Upon completion of ICO, tokens allocated to the MyShare team are locked by smart contract for the first 6 months, and will be vested over a period of 24 months total. Team members will be transferred 25% of their tokens after 6 months, and then 12.5% every 3 months afterward. The team list may be updated during the 24 month vesting period.

## CROWDSALE & BONUS SCHEDULE

Sale 1: May 13, 2018 (12:00 p.m. GMT)	15%
Sale 2: May 27, 2018 (12:00 p.m. GMT)	10%
Sale 3: June 10, 2018 (12:00 p.m. GMT)	5%
Sale 4: June 24, 2018 (12:00 p.m. GMT)	3%
Sale 5: July 8, 2018 (12:00 p.m. GMT)	No Bonus

## CROWDSALE ANNOUNCEMENTS

Crowdsale announcements will be made through the following channels:

Official Website: [myshare.social](http://myshare.social)

Official Twitter: [twitter.com/myshareplatform](https://twitter.com/myshareplatform)

Official Facebook: [facebook.com/myshareplatform](https://facebook.com/myshareplatform)

Reddit: [reddit.com/r/MyShare](https://reddit.com/r/MyShare)

## USE OF CROWDSALE FUNDS

Expense	% of Budget	Description
Marketing	16.7%	Social media campaigns, YouTube, Google Adsense, & more
Development	44.4%	Detailed in "Road Map"
Operations	22.2%	Project management, legal, salaries, team building, partnership development, & more
Reserve	16.7%	Fund held in reserve to be allocated for future expenses.

## OUR TEAM

**Jameson Bradford** *Founder, CEO*

Marketing Enthusiast, Professional Musician, and Early Cryptocurrency Investor

**Tom Blessing IV** *Sr. Project Manager*

Project Developer, Web Developer, with a Masters in Team Management

**Andrew Apicello** *Lead Developer*

Bio-Physicist, Software Consultant, and Full Stack Developer

**Caasiah Carby** *Lead Designer*

Print and Marketing Specialist, with a Bachelor of Science in Media Design

## MYSHARE CORE VALUES

1. Provide the highest quality service
2. Embrace change as a route to drive success
3. Create excitement
4. Be adventurous and courageous, never afraid to take risks
5. Maintain trust through transparency, honesty, and communication
6. Embrace growth and the ability to learn from mistakes
7. Maintain positivity to drive creativity
8. Be passionate and determined to succeed
9. Dream big
10. Remain humble and respectful

## **DISCLAIMER**

### **OVERVIEW**

This document is for information purposes only. This document is not an offer to sell stocks or securities on the MyShare platform, or that of any other related company.

### **MYS TOKENS ARE NOT SECURITIES**

Users acknowledge, understand, and agree that MYS tokens are not securities and are not registered with any government entity as a security, and shall not be considered as such. Users acknowledge, understand, and agree that ownership of MyShare Tokens does not grant users rights to receive profits, income, or other returns arising from the acquisition, holding, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in the MYS ICO or MyShare Platform.

### **NO GUARANTEES OF INCOME OR PROFIT**

MyShare will not guarantee that MYS tokens will grow in value. MyShare will not guarantee that the price of MYS tokens will not decrease, including significantly, due to unforeseen events, or events in which MyShare has no control.

### **RISKS ASSOCIATED WITH ETHEREUM**

MyShare tokens will be issued on the Ethereum blockchain, and any failure or malfunctioning of ETH may lead to the trading network of MYS tokens not functioning as expected.

### **MYS TOKENS ARE NOT CONSIDERED AN INVESTMENT**

MYS tokens are not official or legally binding investments of any kind. In the event of unforeseen circumstances, the objectives stated in this white paper may change. The MyShare team intends to reach all goals described in this white paper. All persons and/or parties involved in the purchase of MYS tokens will do so at their own risk.

### **UNCERTAINTY OF REGULATION**

Blockchain technologies are subject to supervision and control by various regulatory

government bodies around the world. MYS tokens have the possibility to fall under requests or actions on their part, including but not limited to restrictions imposed on the use or possession of digital tokens such as MYS tokens, which may slow or limit the functionality of MYS tokens in the future.

## **RISK OF LOST FUNDS**

Funds collected in by MyShare during crowd sale are in no way insured. If tokens are lost or lose value, no public insurance representatives will be available for buyers to contact.

## **RETURNING OF ICO FUNDS**

In the event that the MYS Token ICO does not meet the minimum sell goal, all funds collected by MyShare will be returned to the XLM, BTC, or ETH wallet from which they were sent.

## **ADVANCEMENTS IN TECHNOLOGY**

There are certain additional risks that the MyShare team cannot foresee. These risks may manifest themselves in forms of risk other than those specified in this white paper. Technical innovations, such as the development of quantum computers, and the recently leaked Spectre and Meltdown vulnerabilities may pose a danger to cryptocurrencies such as MYS tokens.

## **INTEGRATION**

All information within this white paper is provided for general informational purposes only and is intended to present a guide to the services which may be provided by MyShare in future. Nothing published in this document is intended to be (i) legal, financial, professional or other advice; (ii) a recommendation to undertake (or to cease undertaking) any action whatsoever; (iii) an advertisement, solicitation or legal offer; (iv) an offer or a call to buy or sell stocks or securities on the MyShare platform, or any other related or associated company, (v) a promise of any voting or ownership rights of MyShare (vi) or a promise of receiving any passive income, any return on investment, or any profit; and should not be construed as any of the foregoing. The MyShare token is a cryptographically-secured representation of a token-holder's rights to access the MyShare platform and receive services on the MyShare platform such as launching advertisements or claiming rewards.