



A D E C E N T R A L I Z E D P 2 P
A D V E R T I S I N G P L A T F O R M

" E A R N T O K E N S B Y S H A R I N G O N S O C I A L M E D I A "

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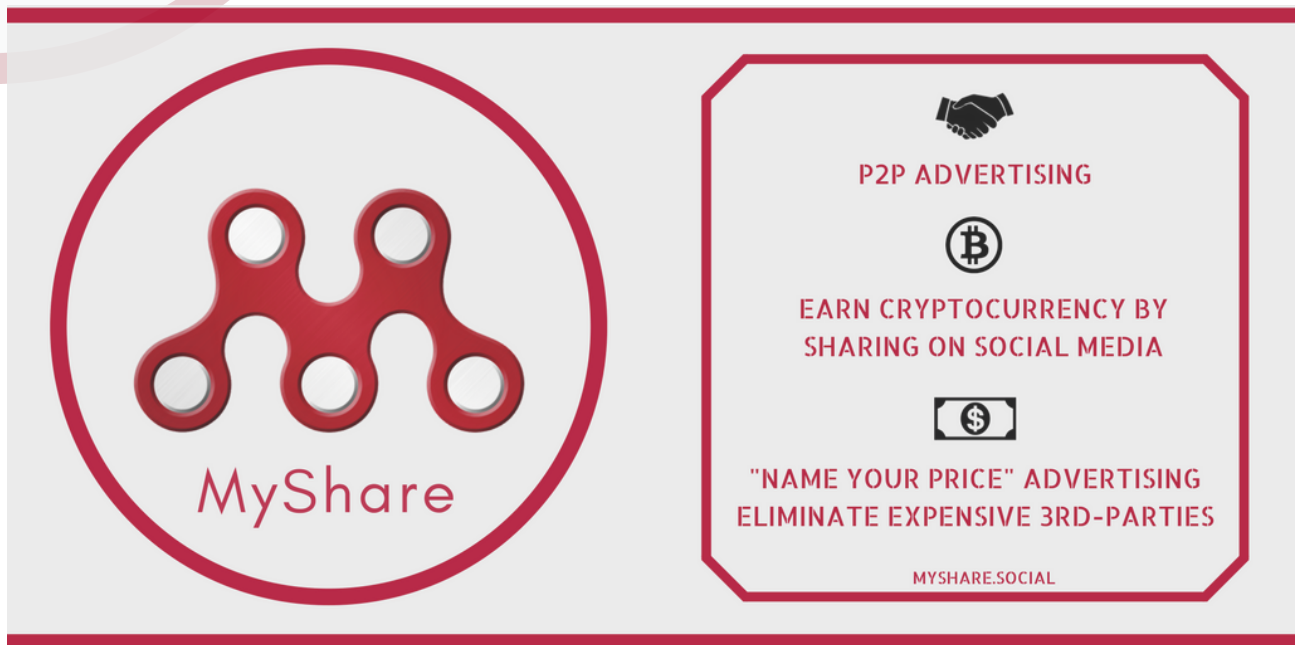
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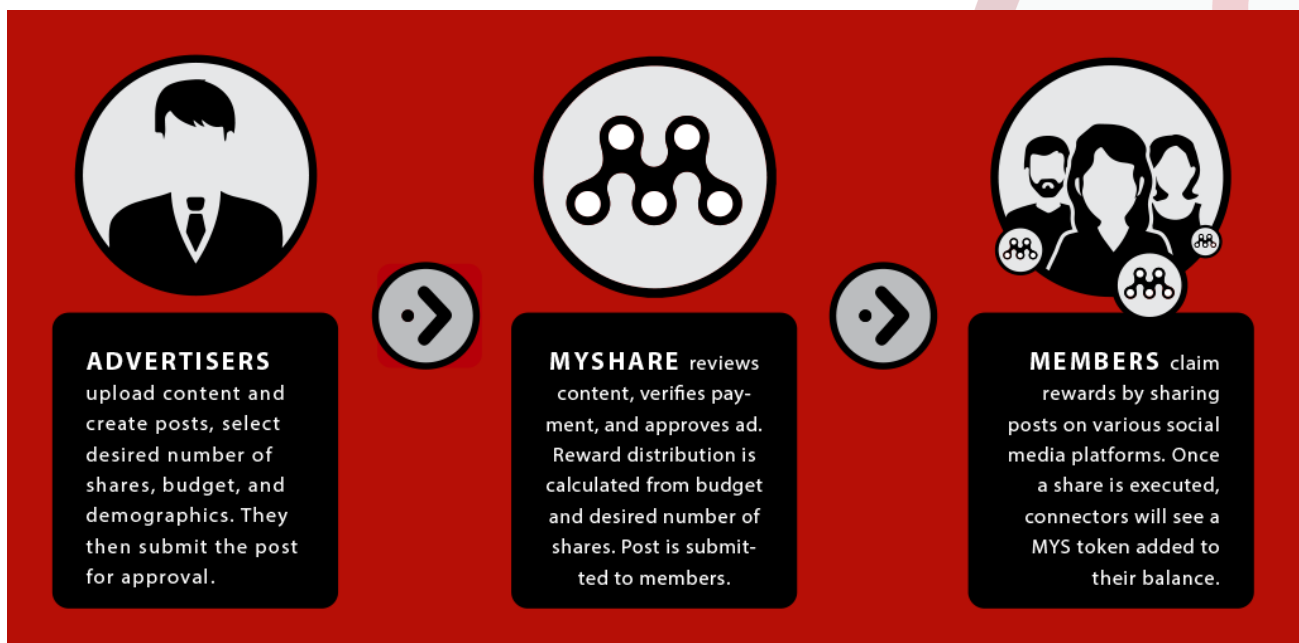
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What is MyShare



MyShareSM (MYS) is a decentralized peer2peer advertising platform. MyShare eliminates expensive 3rd-party advertisers allowing members to earn tokens directly from advertisers in exchange for sharing ad content on various social media platforms (Facebook, Twitter, etc.).

How it Works



Benefits

Advertiser Benefits

MyShareSM will provide advertisement for a lower price than traditional social media advertising, with much wider reach.

Research has shown that peer recommendations (social media sharing) and “word-of-mouth” are the most effective way to target millennials, which has left industry researchers struggling to find a solution. MyShare will help Advertisers create word-of-mouth “buzz” on a specific post by directing ad revenue to Members in exchange for sharing ad content. Advertisers will have the ability to customize reward offers to members directly based on age, location, specific interests, and more. This will allow for selection of specific markets most effective for the desired ad campaign.

Member Benefits

Members will have the ability to claim MYS token rewards in exchange for sharing posts provided directly by Advertisers.

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 Members can hold MYS tokens, trade on exchanges, or convert into other cryptocurrencies to be withdrawn from the platform to any compatible wallet.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

Research

Earned Media vs. Traditional Media

Foundational research on earned media versus traditional marketing has shown that earned media is more impactful in influencing market outcomes than paid media for existing and new products.

MyShareSM understands customers are influenced in a variety of ways and will be focused and motivated by a variety of aims (eg. goal-directed, utilitarian, or hedonic) Therefore MyShareSM 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, social media recommendations made a purchase 18 percent more likely while spending increased by almost 26 percent. 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.

Opinions matter when it comes to the purchase of “experience goods” (i.e., products whose quality is difficult to observe or sample adequately before purchase). Clearly, in these instances, earned media, which can include shares, online reviews, and recommendations of others, becomes central to the decision to engage.

Research

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 posts “reach”.

Traditional social media advertisers have set rates for ad reach, CPC, or CPM. MyShare will create a platform in which advertisers compete to determine the value of a share. 97% of advertising funds deposited to MyShare will be distributed as rewards to Member accounts. The remaining 3% will be used by MyShare for maintenance, development, and growth of the platform.

Research

CPC (Cost Per Click)

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. With MyShare, advertisers will make an offer for a specific amount of shares from Members, that through connections and organic reach, could reach thousands of potential social media users depending on the popularity of the connector account executing shares. With MyShare, any organic, word-of-mouth campaign traction the advertisement acquires will be of sole benefit to the advertiser (i.e. clicks, shares, likes, etc) at no extra cost. This will put an end to the high CPC price we see 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.

Research

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 will 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. 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 and Cryptocurrency

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

Key Points

- Over \$41 billion was spent on social media advertising in 2017
- Over 2.46 billion active social media users
- \$0 was paid to social media account holders for sharing promotional assets
- Peer-based advertising is more effective than sponsored posts
- Word-of-mouth customers add nearly twice as much long-term value (over marketing induced customers).
- Firms that can build a customer base through earned media face a better long term profitability outlook and can spend less on customer retention.

Conclusion

Studies show two things, millennials prefer word-of-mouth advertising and cryptocurrency over traditional advertising and traditional banking. MyShare is the communication line between advertisers and millennials. With our cryptocurrency reward system, we will excite this demographic and create an effective advertising outlet targeting millennials.

User Base

Social Media Users

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. The only requirement for a “Member” account will be that you are an active user of at least 1 of our supported social media platforms.

Currently, social media advertising works as follows:

- Advertiser pays social media platform >
- Social media platform distributes advertisement >
- 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 of any advertiser, account holders are entitled to a percentage of the advertising revenue. Through MyShareSM, we aim to put an end to the old ways of advertising and use our platform to redirect rightful revenue to users who participate in ad sharing.

Roadmap

2017 Q4

- Completion of White Paper
- Purchase Domains
- Secure Trademark, Service Mark, and Copyright
- Release White Paper

2018 Q1

- Launch of websites
- Crowdsale/white paper marketing campaign
- Partner token sale

2018 Q2

- Token sale
- Dev team hired
- Development of MyShareSM platform begins
- Secure advertising partnerships

2018 Q3

- Exchange listings
- Office facilities acquired
- (End of Q3) Closed Beta launch
- MyShareSM (MYS) wallet integration Beta

2018 Q4

- Aggressive marketing campaign
- Mobile app development
- Open Beta launch
- FIAT integration
- Launch referral program

2019 Q1

- Full launch marketing campaign
- Completion of MyShareSM mobile app
- Full launch of MyShare
- MyShareSM (MYS) wallet integration full launch

2019 Q2

- Integrate rewards of physical goods provided through partnerships with major retailers
- Incentivized attendance system development



Advantage

Competitive Advantage

MyShare tokens will be created on the Stellar blockchain which will give us a significant competitive advantage over tokens of similar use.

Why Stellar

Significantly Cheaper & Faster

As ether (ETH) obtains higher valuations, computation and transactions are becoming increasingly expensive. Even at the current order of magnitude of price, gas prices are costly.

Stellar does not require any “gas” to execute programs and only requires a negligible transaction fee (.00001 XLM—a fraction of a fraction of a penny) to discourage users with malicious intent from flooding the network with transactions.

The median transaction time on Stellar is 5 seconds, compared to approximately 3.5 minutes on Ethereum.

GRAPHIC XLM VS. ETH

Why Stellar

Decentralized Exchange

Stellar's decentralized exchange will give MyShare token holders a chance to trade MYS immediately after ICO. This is a great solution to the problems with long waits for exchange listings.

Security

Stellar's model of atomic multi-operation transactions leads to more auditable code, limits uncertainty, and decreases the risk of harm from pernicious actors who may exploit program vulnerabilities. Moreover, Stellar optionally allows issuers to reserve the ability to freeze tokens in the event there is misuse. Hence, recovery from compromise need not rely on the willingness of validators or miners to execute an irregular state change to bail them out.

An additional security feature is that organizations have the option to choose which nodes can validate their transactions. This is particularly helpful if there are malicious validators on the network or if the organization's tokens represent some real-world asset that cannot be double-redeemed. For example, suppose some token represents a pound of gold. If the token were issued on Ethereum or Bitcoin, any fork could sow confusion and risk double-redemption. However, on Stellar, organizations can pre-select which validators have the "legitimate" version of their token.

Token Sale

Token Information

Total Supply: 427,000,000,000

Crowdsale Summary

MYS token sale will begin May 1, 2018 at 12:00 p.m. US EST.
(\$0.00025)

Maximum goal of MYS to sell:	183,610,000,000 (43%)
Minimum goal of MYS to sell:	49,959,000,000 (11.7%)
% of tokens allocated to MYS team:	3.5% (14,945,000,000)
% of tokens allocated to MYS Founder:	3.5% (14,945,000,000)
% of tokens allocated to crowdsale:	43% (183,610,000,000)
% of tokens held to be distributed as rewards:	50% (213,500,000,000)

After crowdsale, 3.5% of tokens allocated to the MyShareSM team will be locked up for 24 months. 3.5% of Founders tokens will be locked up for 5 years, half of founders tokens will be burned after the 5 year period.

Token Sale

Crowdsale Schedule and Early Buy Bonuses

Sale 1: May 1, 2018 (12:00 p.m. GMT)	20%
Sale 2: May 8, 2018 (12:00 p.m. GMT)	15%
Sale 3: May 15, 2018 (12:00 p.m. GMT)	10%
Sale 4: May 22, 2018 (12:00 p.m. GMT)	5%
Sale 5: May 29, 2018 (12:00 p.m. GMT)	No Bonus

Crowdsale Announcements

Official Website:	myshare.social
Official Twitter:	twitter.com/myshareplatform
Official Facebook:	facebook.com/myshareplatform
Reddit:	reddit.com/r/MyShare

Our Team

Jameson Bradford (Founder, CEO)

Marketing Enthusiast, Professional Musician,
and Early Cryptocurrency Investor.

Tom Blessing IV (Project Manager)

Project Developer, Programmer, Marketing Veteran,
and Web Designer with a Masters in Team Management

Andrew Apicello (Lead Developer)

Bio-Physicist, Software Consultant, and Full Stack
Developer

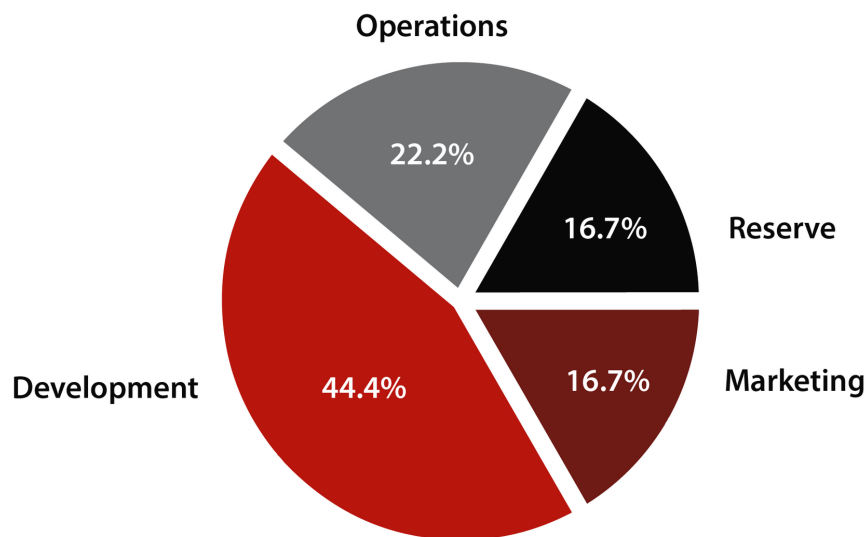
Caasiah Carby (Lead Designer, Developer)

Marketing and Merchandising Specialist with a
Bachelor of Science in Media Design

Joshua Rush (Platform Developer)

The Future

EXPENSE ALLOCATION



MYSHARE . SOCIAL

MYS Recycling Program

At launch, there will be 213,500,000,000 (50%) MYS allocated for rewards. When our MYS supply drops below 10% (427,000,000), we will replenish our supply through a buy back program until our MYS supply reaches more than 10% of total supply.

Future

Decentralized Social Media Platform

MyShare will create a decentralized social media platform where information is not sold to corporations for “market research”. Post reach and engagement will not be tethered like traditional social media. Members will have the ability to build a profile, connect with friends, upload content, make posts in a news feed, and tip for enjoyable content. Reactions won't come in the form of LIKES or HEARTS, they will come in the form of TIPS instead.

Decentralized p2p Marketplace

MyShare aims to create a decentralized p2p marketplace where members can list quality products or content for sale to other Members in exchange for tokens. With our marketplace, we plan to focus mostly on handmade goods (similar to Etsy), and digital goods (i.e. sticker stores), in a bid style format (similar to eBay). This will create competitive auction style sales while eliminating high fees we see with traditional online marketplaces (Etsy, eBay, etc.).

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 Stellar

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

Disclaimer

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 does intend 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, there is no public insurance representative for buyers to reach out to.

Returning of ICO Funds

If 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 in which they were sent.

Disclaimer

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, may pose a danger to cryptocurrencies such as MYS tokens.

Integration

All information within this white paper is provided for general information 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 get access to the MyShare platform and receive services on the MyShare platform, such as launching advertisements or claiming rewards.

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