

# WHITE PAPER



SAMY

“Social-Media Ambassadors Marketing You”

**WARNING!!**

SMY TOKENS ARE UTILITY TOKENS FOR USE WITHIN THE SAMY PLATFORM AND WILL  
NOT PROVIDE ANY RETURN ON INVESTMENT

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# INTRODUCTION

Influencer marketing is catching fire. The use of Social Media is at an all-time high (and growing). Reviews, blogs, and star ratings are available at our fingertips, and consumers are frustrated with distracting out-of-touch, brand splattered advertising tactics that worked 15 years ago.

Brands everywhere are taking notice, and nearly 60% of marketers have reported that they plan to increase their influencer marketing budgets in the next twelve months. As one agency noted, “The question [from clients] isn’t, ‘We want to do something with influencers; what do you think?’ It’s, ‘What’s the influencer strategy for this program?’” The reason: Influencers can add value for brands in ways that traditional advertisers can’t touch.

Influencers are more relatable, less annoying, and their work (and in many cases, their livelihood) is dependent upon their commitment to putting the interests of their audiences first. As blogger Toni Dash shared at the State of Influence conference last week: “The worst thing as an influencer is for someone to try your suggestion and have it not work. They’d never trust you again”. Brand advocates like Toni are known by their followers for being trustworthy, unbiased, trendsetters and they are bringing our advertising world into its next era. In this new era, marketing benefits consumers (using platforms to share and learn of others’ thoughts, reviews, and experiences), **the brands** who consistently provide quality products and services (while weeding out the unethical brands who used to get away with short-term ploys and mischievous agendas), and the influencers who bring them together. We’re here to help bring the worlds of consumers, brands and influencers together. We are SAMY. It’s promotion with a personal touch, that benefits brands, consumers, and the influencers who connect them.



Brands today are also grappling with some serious issues around declining consumer trust. Nielsen reports 92 percent of people trust recommendations from individuals—even if they don't know them—over brands. The problem is so bad that a 2015 survey commissioned by the 4As ranked consumer trust in advertising lower than that of Congress. Driving this decline in trust is the feeling that advertising has become intrusive, as evidenced by the widespread adoption of ad blocking technology. Today's consumers, especially millennials, who will total more than 1.4 Trillion in spending power by 2020, have more meaningful connections with brands that they feel stand for something, than other brands. The result is that consumers would rather hear from real people than brands, and influencer marketing delivers the connection to more authentic experiences that consumers crave.

If today's consumers aren't buying marketing messages, to whom are they listening?

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ACCORDING TO BRIGHTLOCAL, 92% OF CONSUMERS NOW READ ONLINE REVIEWS, UP FROM 88% IN 2014, AND NEARLY 90% OF CUSTOMERS TRUST ONLINE REVIEWS BY STRANGERS AS MUCH AS THEY WOULD RECOMMENDATIONS FROM FRIENDS.

That online trust is translating to dollars. Twitter reports nearly 40% of Twitter users say they've made a purchase as a direct result of a Tweet from an influencer. Those numbers are often higher for Pinterest and Instagram. As influencer marketing becomes commonplace, maintaining that trust requires authenticity, including strict adherence to FTC guidelines on disclosure of sponsored content. Savvy brands recognize consumers want honesty and are using disclosure as a differentiator. They are also jumping on trends such as handing over the reins to influencers for a more authentic experience, trading the perceived brand control of static social for performance increases from Snapchat's 10 billion daily views and Facebook Live's 3x longer watch times.



# THE PROBLEM

The current issue is that influencer marketing remains a complicated process for both advertisers creating, building and launching their campaigns and influencers still seeking a way to monetize their content. We also have uncertain price determination, un-secured transactions, non-compliance with executed agreements, fraud, lack of control and unreliable analytic instruments which in turn make it hard to determine proper ROI. It is actually impossible to measure ROI if you cannot combine the inflencer analytics with the brands conversions. These imbalances give the major advertising assets to digital marketing agencies and top social media celebrities.

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MEASURING ROI ON AN INFLUENCER CAMPAIGN WITHOUT THE CONVERSION RATE IS LIKE TRYING TO MEASURE THE ROI ON A SECURITY WITHOUT THE SALE PRICE. YET, ALL OF THESE PLATFORMS PROMISE AN ROI THAT THEY SIMPLY MADE UP OUT OF THIN AIR.

Not to mention over the past 8 years or so, brands have been using marketing agencies that charge 20-50% of their budget in fees so they can advertise online. A clear inefficiency. The reason brands are willing to pay these high fees is because they are being left behind in this digital age and it's their only choice. Most of the time, the brands are paying digital agencies that do not even specifically know their niche, they just know how to advertise online better than the brand.





# THE OPPORTUNITY

Enter SAMY (Social-Media Ambassadors Marketing You) – the first hybrid-decentralized platform to discover, create, perform, analyze and measure advertising campaigns. We are decreasing the cost for all parties involved by using the Blockchain. This will also make it easier to integrate marketing initiatives between ambassadors and brands. We are able to create opportunities for everyone around the world allowing for influencers and brands to help target consumers across the globe.

SAMY has already released its first piece of software, SAMY (beta) which is already being tested. It is built on top of the largest social media platforms in the world; Facebook, Instagram, Twitter and Snapchat. SAMY helps ambassadors and brands save time and money by automatically launching new ads while analyzing which ads work and which ads don't. Then applying this information to hundreds of new ads, daily.

A process that usually takes brands hundreds of hours to do is done with SAMY in under 30 seconds. In turn, saving the brands hundreds of hours a day, by replacing their marketing team with a self-automated, piece of software, SAMY. This is just the first of many pieces of software & platforms that will be released by SAMY in the coming months. Updates are noted below, including the next release of SAMY which will connect companies with ambassadors who have expertise in their exact field & use SAMY. A clear win-win, as the company will be able to get more customers at a lower price because the ambassador is using SAMY & is a master of their niche, and theaAmbassador will get paid equally without spending as much time, using SAMY.





## 1.1 Advantages of SAM Y Platform

Advantages the SAM Y Platform will provide to Brands and Ambassadors

- ♦ **Analytics** provided by Google giving you REAL ROI
- ♦ **Transparent** fees, lowest of any platform
- ♦ **Easy to Use** platform with dedicated onboarding team
- ♦ **Customizable** services for any Brand or Service
- ♦ **Logistics Management** for tracking products to ambassadors
- ♦ **Time Window** constraints speed up the entire process from start to finish
- ♦ **Rating System** to hold users accountable
- ♦ **World Wide** transcendence opens doors in untapped markets



## 1.2 Advantages of SM Y Token

Advantages the SM Y Token will provide to Brands and Ambassadors

- ♦ **Echo Wallet** is a 5 level security protocol wallet (Passphrase, Private Key, Pin, Wallet Parameters, & Multisig) designed from current banking security systems
- ♦ **Smart Contracts** based on escrow type transactions
- ♦ **Lower Cost** transactions reduces operational fees and fees to users
- ♦ **Blockchain** allows us to accept payments from anywhere in the world
- ♦ **Personal Information** is always kept private
- ♦ **Hybrid-Decentralization** utilizes global abilities, reduced fees and smart contracts while removing complications for users



## 2.1 SAMY Services



### SAMYCAMPAIGNS

SAMyCampaigns is our free service where brands create opportunities for ambassadors to market the brands products to their audience. With our unique opportunity creation process, brands can target ambassadors who meet their specified criteria while also aligning with their brand message. Ambassadors then post the agreed upon content to their own profile, to reach their audience. SAMY measures each campaign with analytics from the ambassadors social media platform, as well as the Google Analytics from the brands website. Together, those metrics provide the most comprehensive feedback for both the brand and ambassador. One thing we want to focus on is getting the data into the hands of the ambassadors, so that they can create more engaging material.



### SAMYCREATIONS

SAMyCreations is our free service where brands create opportunities for ambassadors to upload content that would reach out to the brands audience. The content created is then purchased, owned and licensed by the brand. The brands can then upload to their social media platform, or use the content for any marketing purposes other than with SAMY. Brands use our unique opportunity creation process to target ambassadors who align with their brand. SAMY measures each creation posted with analytics from the brands own social media platform, as well as Google Analytics from the brands website. With these metrics, we are able to provide the brand with a more defined target audience and criteria to continue creating opportunities within the SAMY platform.







## SAMYGEO

SAMYGeo is our paid service where brands create “instant” opportunities for ambassadors to market the brands products to their audience for an incentive or free product. The process looks something like; brands would create a geolocation with a specified radius around that location. When an ambassador entered the geolocation, they would receive an opportunity notification. Upon accepting the opportunity, ambassadors receive the incentive or free product and are required to publish an instant post to their social media platform. SAMY has coined this term, Instant-Incentive for Post or IIP. SAMY measures the same analytics for SAMYGeo as SAMYCreations and SAMYCamapigns to provide the brands and ambassadors feedback on their results.



## SAMYPR

SAMYPR is our public relations service to brands. We gather specific information from the brand and tailor a marketing plan unique to that brand. We then use the SAMY services to implement the custom strategy while leveraging SAMY’s machine learning capabilities to optimize that strategy. The SAMY team has realized that although our platform is easy to use and straight forward, our team and SAMY is more knowledgeable and responsive to marketing changes. By using past SAMY Service data, SAMY is also able to automatically create the most engaging opportunity for the brand, whether that’s a Creation, a Campaign or a Geo is left up to SAMY.



## 2.2 How it works

SAMY will automate every possible process related to the creation, submission, approval, scheduling/publishing and financial disbursement of the brand's and ambassador's marketing initiatives.

The platform has a friendly and easy-to-use interface for brands and ambassadors to help submit and approve opportunities easily. To ensure the authenticity of the users, the platform uses identity verifications such as email, phone number and two factor authentication. We also use the Oath to verify the social media platform as well as Google Oauth for Gmail, Calendar and Analytics if the user chooses to add these services. The following section briefly describes SAMY's proprietary process. For more information, please see the guides located [here](#).

SAMY's interface for building campaigns, creations and geos makes it easy for brands to plan and execute marketing initiatives. The first step is for the brand to define some of the basic requirements of the SAMY Service;

- ◇ The title description, and instructions of the Campaign, Creation or Geo
- ◇ The targeting demographics, such as genders, ages, locations, buying stage and interests
- ◇ The content type they are requesting from the Ambassador
- ◇ Any additional information they want the ambassador to post in the message, such as address tags, hashtags, or the created UTM Link
- ◇ The compensation type to the ambassador, whether its a product, SMY tokens or both

\* The above is not all of the information we require to create a service opportunity.



The next step is for the brand to approve submissions made by ambassadors. After the service is live, only matching ambassadors can submit to the service. Once an ambassador is approved, they would then create the content and submit it to the brand for approval (The brand can choose to skip the approval step during the service creation). On this step the smart contract is also created and the timer begins. SAMY uses a 72 hour time window to move from one step to another.

For Example, after the ambassador is approved, they have 72 hours to create the content for the brand, or they lose the opportunity. This same 72 hour time window is applied to the brand after they receive the content, and they must approve or deny the content. Once SAMY has verified that the approved content has been published, the smart contract is put on the final 72 hour timer and released upon the last verification that the Ambassador didn't pull the post (Campaigns Only).

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\* THIS DOESN'T DESCRIBE THE FULL PROCESS. FOR EACH SAMY SERVICE, SEE THE GUIDES LOCATED HERE FOR THE EXACT DETAILS OF THE CAMPAIGN, CREATION AND GEOFENCING PROCESSES.

SAMY uses the latest technology to track the results of the service. Using a personalized URL for the ambassador, SAMY is able to track click throughs for the ambassador. With brands that have given SAMY access to their Google Analytics, SAMY can provide the most comprehensive ROI by filtering data for the specific service and conversion goal. This would allow us to give the brand a true and accurate ROI on the service. This service is only available for select brands, and brands must follow the SAMY's guidelines to achieve the best results.



# THE APPLICATION

## 3.1 Application Development

Currently the SAMY beta is built on Django using Python as the programming language. There are plans to move to a React web framework in Q2 of 2018. The React application is already being built, and porting to the React application shouldn't take much time as the code is already written for the RESTful API. The reason for this move is to insure proper real time updates using Firebase and Firestore. This will also improve the application on the overall level, when we add the Geo service. As noted before, the application uses the Google Firebase and Firestore databases for cloud storage. Implementing cloud storage has a number of upsides including scalability, JWT Authentication, and separation of services. At SAMY security is our number one concern. Therefore, implementing cloud storage allows us to separate the servers running the blockchain data, with the user data that we store. In its current state, 3 of the 4 proposed services are fully operation on the web application. The mobile application is currently in development and set to launch the beta in March. Our product roadmap below shows our milestones and goals coming within the next 2 years.



## 3.2 Technology Stack

The full tech stack can be found in the [github](#) repository. Here is a summary of the technologies used;

- ◇ Ubuntu - 16.0.4 - The OS
- ◇ Django - 1.11.6 - The Web Framework
- ◇ Python - 3.5.1 - Programing Language
- ◇ Gunicorn - Python WSGI HTTP Server for UNIX
- ◇ Firebase - 4.6 - Realtime Database
- ◇ Firestore - 4.6 - Realtime Big Data Database
- ◇ MongoDB - 3.6 - Document Database
- ◇ Redis - In-memory Data Structure Storage
- ◇ Celery - Distributed Task Queue
- ◇ Cloudflare - Content Delivery Network
- ◇ Google Analytics - Analytical Reporting
- ◇ Google Calendar - Calendar Scheduling
- ◇ Digital Ocean - Hosting

### 3.3 Product Roadmap

The product roadmap below will span over the next 4 quarters & we will be adding to it over time as new opportunities arise. Although the current roadmap is only 4 quarters long, we are building SAMY for lifetime of success & growth. The reason this roadmap is shorter than other competitors in this space, is because our platform was already in Beta when we decided to offer a token sale.

Date	Service/Product
Q4 2017	Private Launch SAMYCAMPAGNS - Beta
	Private Launch SAMYCREATIONS - Beta
Q1 2018	Private Launch SAMYPR - Beta
February 2018	Token Pre Sale
	Develop and Test Smart Contracts
	Redesign Interface
March 2018	Token Official Sale
	Finish Mobile Beta
	Private Launch SAMYGEO - Beta
	Private Launch Google Analytics - Beta
	Private Launch SAMYADS - Beta
Q2 2018	Testing
	Port Web App to React
	Multi-language support
	More Testing
Q3 2018	Official Launch SAMY - Web & Mobile (iOS & Android)
	Launch SAMY ML Algorithm on Neural Network
	Test Machine Learning
	Enable ML for SAMYPR Brands
Q4 2018	Enable ML for All Brands

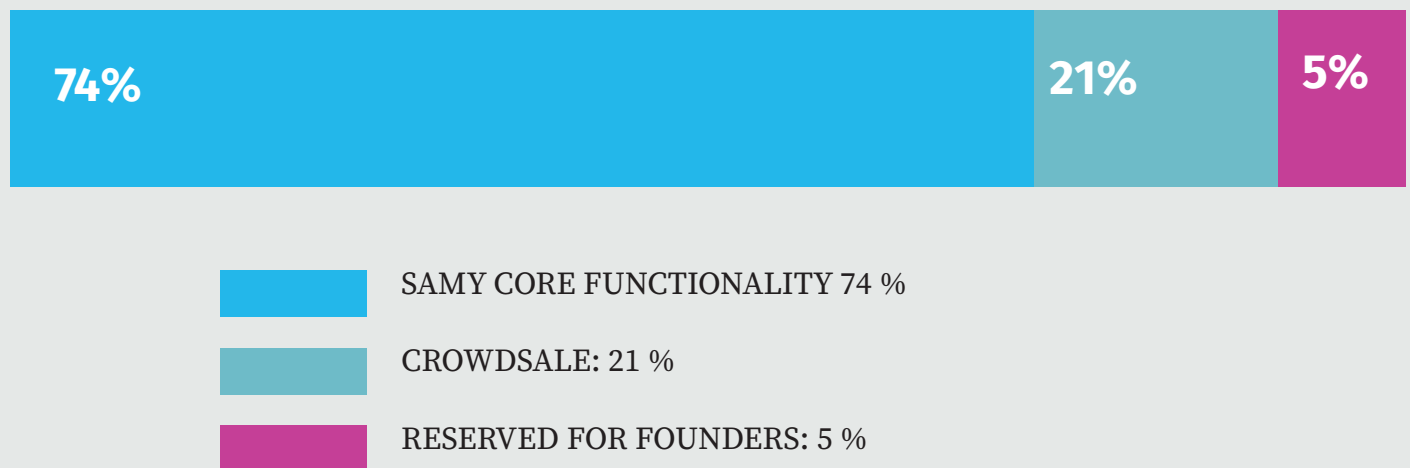




# THE SMY TOKEN

## 3.1 Token Details

The SAMY Token (SMY) is the official token of SAMY & will power all the transactions with-in SAMY. There will be a maximum total of 1,000,000,000 SAMY Tokens issued as ERC20 tokens. The distribution of the tokens will be as follows;



The 74 % of SMY Tokens reserved for SAMY core functionality will be placed into a Buy/Sell Smart Contract as soon as the token sale ends. The purpose of this contract is to execute the buying and selling of SMY within the SAMY platform. For example, when a brand approves an ambassador's submission, the brand's wallet will be charge for the service amount in SMY. If that wallet has less than the agreed upon service amount, the brand will need to purchase SMY tokens from the Buy Sell Smart Contract in ETH. This will be done automatically if the brand has ETH in their account.

\* The 5% allocated to the founders will be locked up for 2 years in a vesting smart contract. The founders vesting smart contract can be found [here](#).



## 3.2 Token Sale

The start of the public sale is scheduled for March 02, 2018 and is going to last for 42 days. The pre-sale, starting 14 days prior to the public sale date will include a 20% bonus. The maximum target figures for distributed tokens is the amount of 210 million SMYs. The tokens can be purchased with Ethereum (ETH).

**Start Date - 03/02/2018 - 1:00 AM PST**

**End Date - 03/30/2018 - 1:00 AM PST**

**Bonus Opens - 02/16/2018 - 1:00 AM PST**

**Minimum Goal - 10,000,000 SMY / 1,000 ETH**

**Sale Cap - 210,000,000 SMY / 21,000 ETH**

**Exchange Rate - 1 ETH = 10,000 SMY**

**Minimum Contribution - 0.01 ETH = 100 SMY**

**Maximum Contribution - Unlimited**

**Contribution Method - ETH**

**Bonus Percentage - 20%**

\* Any unsold tokens left in the crowdsale smart contract will be burned on 03/27/2018 - 1am PST

## 3.3 Use of Funds



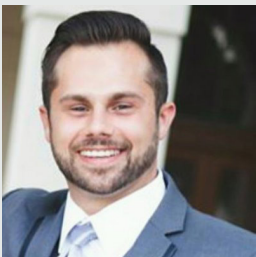
# THE TEAM



## **DENIS ANGELL**

### **Co-Founder, CEO, CTO, Secretary**

Denis graduated with a Bachelors in Science and Business Administration from the University of Missouri, St. Louis in 2012. He is a Co-Founder and the CEO of Harp Angell, Inc.



## **WILLIAM HARP**

### **Co-Founder, COO**

William has over 8 years employment experience with Google, Microsoft, Sony, Nestle and Fisker Automotive. He is a Co-Founder and the COO of Harp Angell, Inc.



## **MATT SLOVAK**

### **CFO**

Matt graduated from California State Polytechnic University - Pomona with a Bachelors in Finance, Real Estate & Law. He is the CFO of Harp Angell, Inc.



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