

WHITEPAPER



November 2017

v0.2



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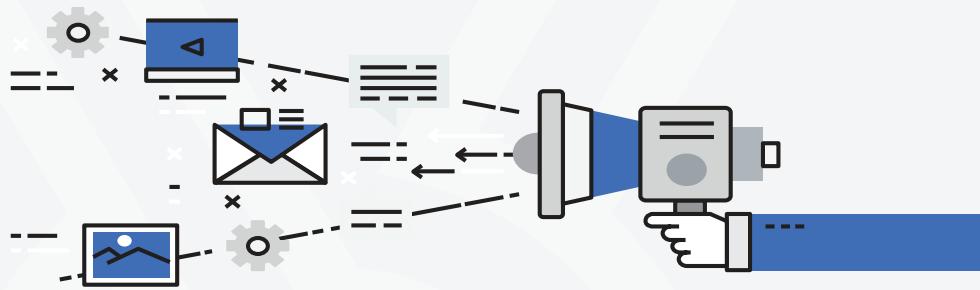
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INTRODUCTION

Webcoin is a new cryptocurrency asset based on the Waves Blockchain. Webcoin is used for peer-to-peer web and social media exchange services within the Webhits.io Ecosystem.

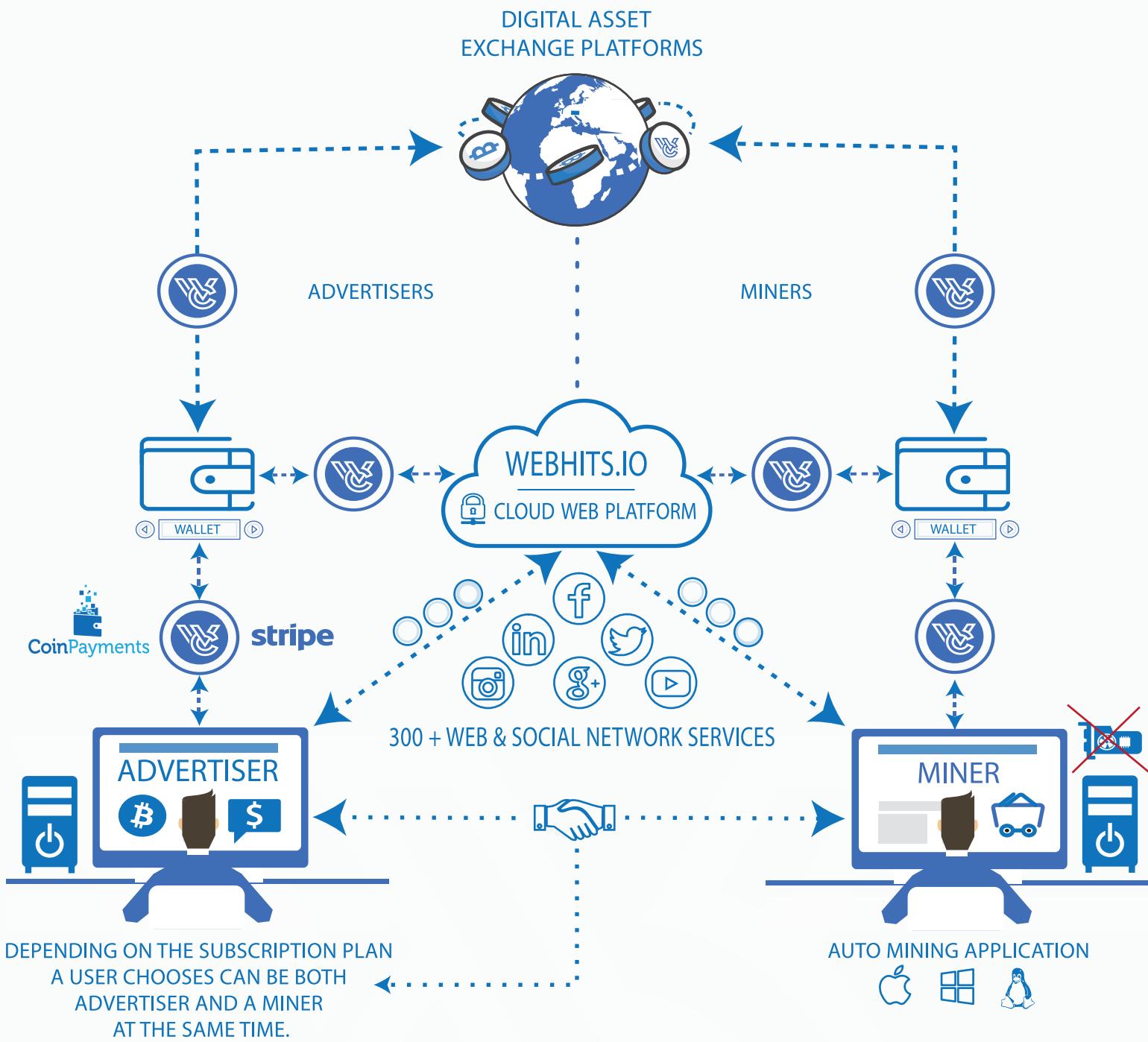
Webhits.io helps:



- **Social Media Influencers** to generate revenue using their profiles.
- **Affiliate marketers** to increase ROI.
- **Book authors** to increase book sales & readership audience.
- **Small businesses and Digital Marketing agencies** to receive more social media engagement on their and their clients websites, social media pages, posts, articles and blogs at the lowest possible price on the market.
- **Resellers & Freelancers** to expand the number of web and social media services they offer.

Webhits.io mission and vision is provide actual results and increase ROI, but also to lower the cost of service for website and social media engagement services globally. Our Ecosystem suggests 2 completely innovative solutions for the:

- **Digital Marketing world** – interest-based p2p network that guarantees ROI results cheaper than ever before.
- **Cryptocurrency world** – Alternative way for Webcoin mining which differs from any other type of cryptocurrency mining and proof of work.



Webhits.io empowers individuals and businesses to easily and quickly build strong social media presence and increase the engagement on their social media pages and posts. Webhits.io is a revolutionary platform using models of tokenization and decentralization to change the share of web and social media services. This software will allow its users to pay anonymously for services offered within the platform with its own cryptocurrency coin.

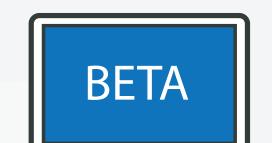


TECHNOLOGY

WEB PLATFORM



Migration to



Webhits.io



Transport protocols: [HTTPS/ GraphQL](#)

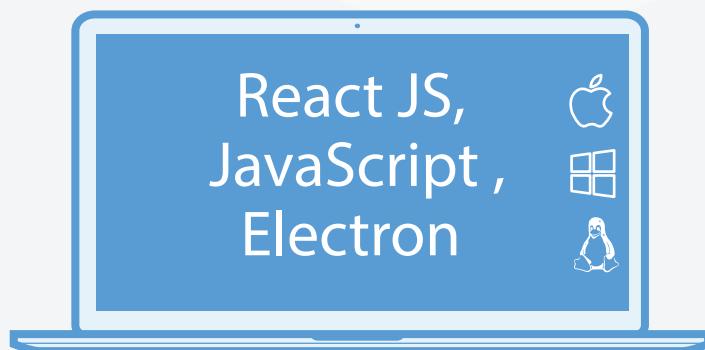
Technologies: [HTML 5, Sass, Less, React JS, Webpack 2, Docker, Feathers JS](#)

Language: [JavaScript](#)

OS & Platform : [Linux, AZURE](#)

Database: [MongoDB](#)

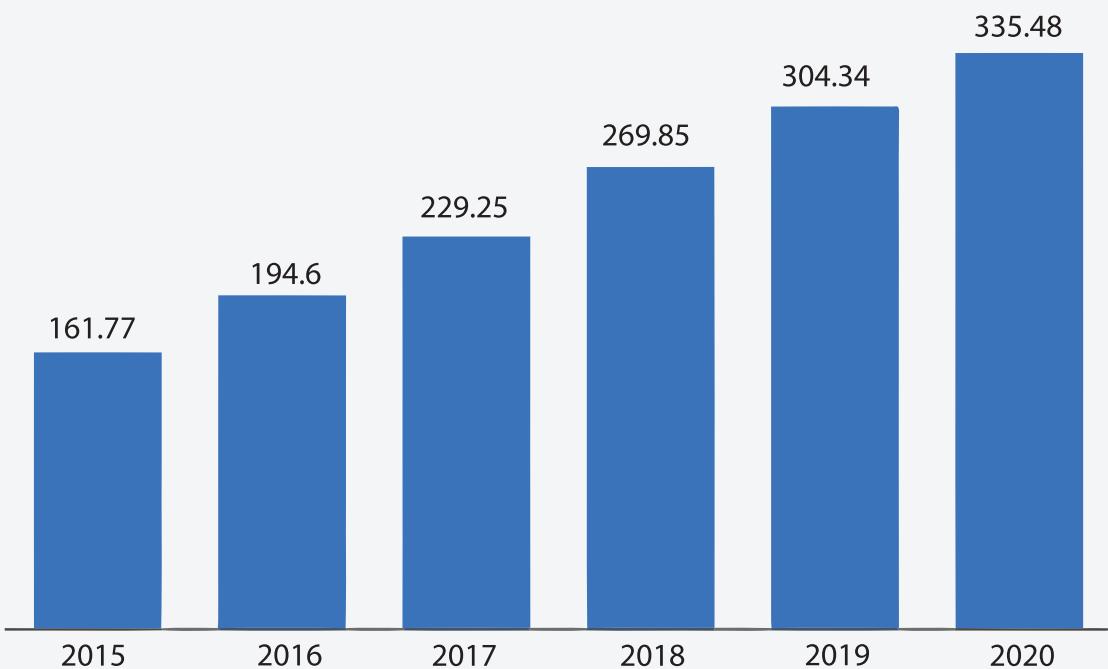
DESKTOP APPLICATION



MARKET AND THE PROBLEM WE SOLVE

Based on the reputable Statista.com website, the global spending for digital advertising services grows exponentially every year (please refer to the statistics below) with global spending of over \$229 billion in 2017 alone.

Digital advertising spending worldwide from 2015 to 2020 (in billion U.S. dollars)



Reference: <https://www.statista.com/statistics/237974/online-advertising-spending-worldwide>

Webhits.io platform and desktop application will help individuals, agencies and businesses to increase ROI, get highly targeted visitors, choose geo location, and increase number of likes and shares on their websites, social media pages and posts. Our innovative interest-based platform will allow miners to choose from various interests based on their social media profiles, what they read about and what their followers are more likely to engage and share.



WHO CAN BENEFIT FROM USING THE WEBHITS.IO PLATFORM AND DESKTOP APP?

Virtually anyone surfing through the Internet can benefit from using the Webhits.io Ecosystem.

Just a few examples:

- **If you are a freelancer or a reseller** who want to offer more services/gigs to your existing or potential clients. Webhits.io allows you to resell the platform services and make money out of it. Please refer to the case study on our homepage to see how you can make \$2000 in 30 days using our platform.
- **Amazon book authors.** Webhits.io interest-based users will help you increase your readership and social media audiences at the lowest price on the market which is the key to success for every book author, especially when selling online – bigger audience, more revenue and reducing the cost for digital marketing services.
- **Social Media influencers.** Often times people who have hundreds of thousands of followers are not able to fully monetize what they've built over the years. Luckily, we are here to help! Our full platform version will offer special type of yearly subscription designed for Social Media influencers. This plan will allow them to earn more Webcoins based on their social media reach in matter of followers. More Webcoins means more revenue for you!
- **Software developers and affiliate marketers.** Every software developer and affiliate marketer knows ClickBank and JVZoo. Both software creators and marketers seek ways on how to increase sales and are more than willing to spend a lot of money on advertising to reach their sales goals and earn commissions selling others products or services. Webhits.io helps to reduce the cost for social media ads services and to increase their ROI by actually getting real targeted shares by users who are likely to buy their products/services on social media platforms.

This is a dream come through for any affiliate marketer and software creator.



MINING, DECENTRALIZATION, CENTRALIZATION, STABILITY AND REVENUE MODEL

Webhits.io already has a working business model that has been generating revenue for both the Webhits.io Ecosystem and for its paying advertisers. To learn more on how to make money using our alpha version, please refer to the study case under the “**Documents**” section on Webcoin.Today homepage.

Webcoin mining and the blockchain implementation are a complement to the current working system and it users.

What will be the value of 1 Webcoin in the Webhits.io beta and full versions?

Webcoin will have a fixed website visits and social media engagement value within the Webhits.io Ecosystem of all time.

This value will be as follows:

- 1 Webcoin = 1000 unique website visits.
- 1 Webcoin = 200 likes (or the equivalent name on social media platforms – eg. thumbs up, vote up/down).
- 1 Webcoin = 100 shares (or the equivalent name on social media platforms – eg. retweet).

What does this mean and what's the value in this proposal?

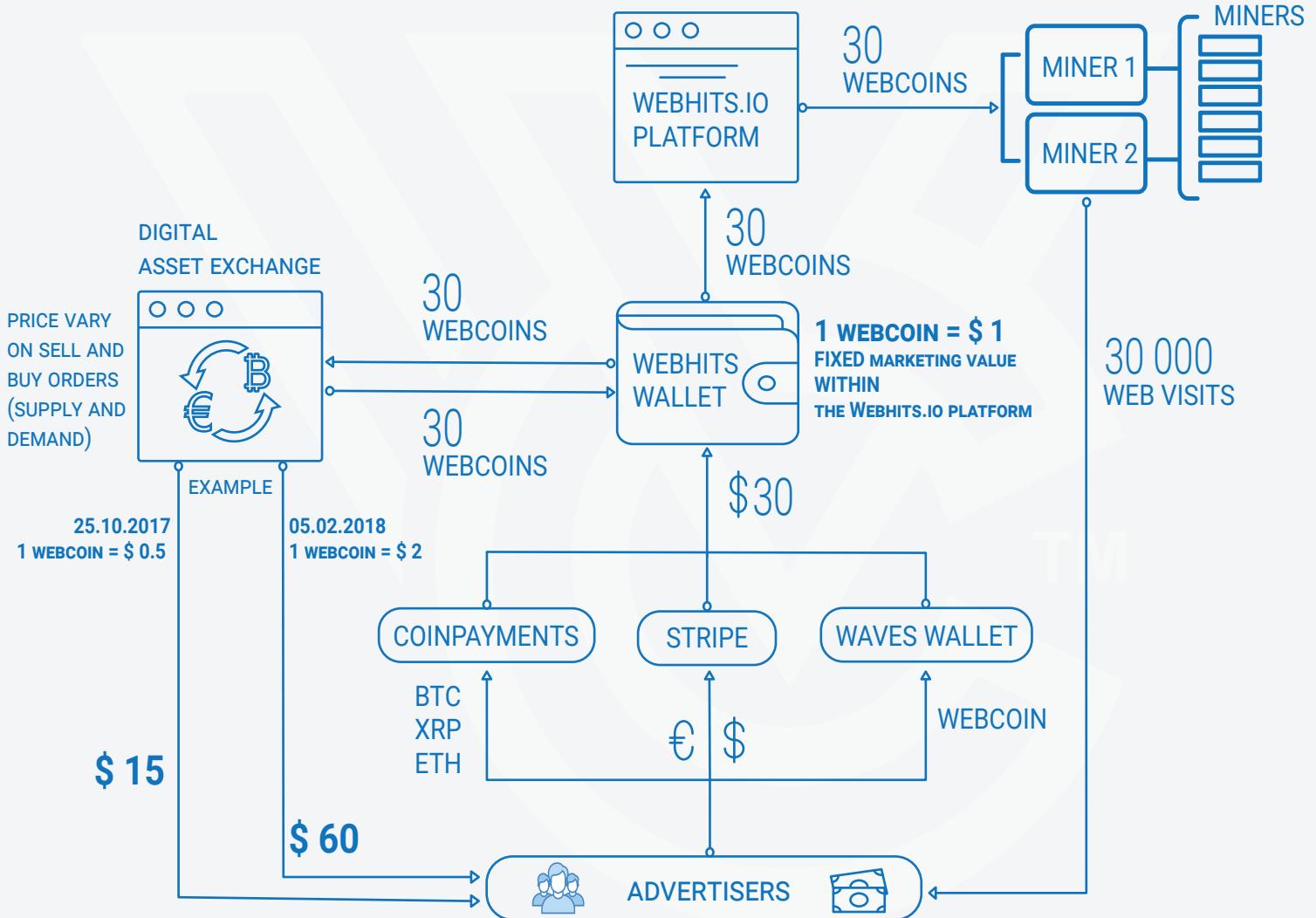
This means that no matter of what the future price of 1 Webcoin on market exchanges is when advertisers buy 1 Webcoin, they will receive 1000 unique websites visits or 200 likes or 100 shares in exchange.

It will be up to the Webhits.io users to choose how they want to spend their Webcoins – withdraw their Webcoins and trade them on cryptocurrency market exchanges or use them for actual



web and social media engagement services to increase ROI and promote their clients, businesses, products or services.

The cost of 1 Webcoin WITHIN theWebhits.io platform will be fixed to \$1 of marketing value offered by the services WITHIN the Webhits.io platform (1000 unique website or 200 likes or 100 shares).



WEBCOIN WALLET

The Webcoin wallet will allow the platform users to deposit funds, which will be converted into webcoins, using Bitcoin, various altcoins (supported by CoinPayments) and fiat currencies (Stripe).

Users will also be able to withdraw their remaining webcoin balances, but a Waves wallet will be required for the transfer.

We are currently talking to several major wallets to provide more withdrawal options.



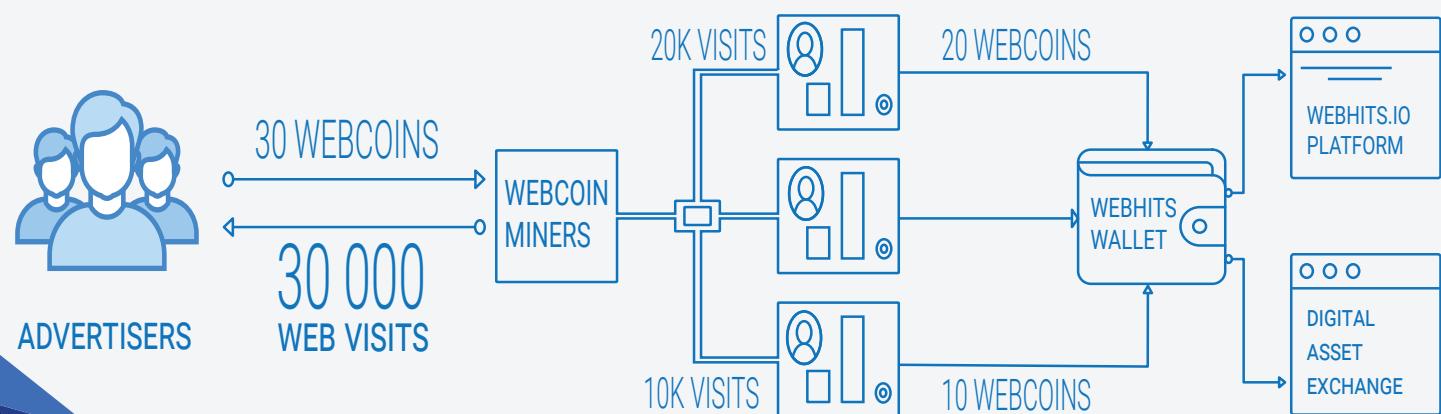
WEBCOIN MINING & PROOF OF WORK MODEL

Unlike Bitcoin mining where high GPU and CPU are required for the machines to verify a transaction and get awarded for their work, Webhits.io suggests much simple way to earn Webcoins within the Webhits.io Ecosystem.

The beta version of the Webhits.io desktop application will offer peer-to-peer website exchange services while the full version of the Webhits.io platform and app will offer both web and social media(over 300 social media platforms) exchange services.

In order to mine Webcoin, users will be required to create an account in the Webhits.io platform and to also download the desktop application and sign in using their Webhits.io account credentials. This application doesn't require any GPU or high CPU power because miners don't earn Webcoin by verifying transactions, but by visiting advertisers websites and social media links submitted on the Webhits.io platform. Every visit of an advertiser's website will be awarded with a portion of a Webcoin. This means that you can use almost any PC and VM to earn Webcoins. Security is our top priority. For this reason, the desktop application will not collect any user sessions and credentials.

Example: 30 Webcoins = 30 000 visits (1 Webcoin = 1000 web visits).



USER ROLES AND CAPABILITIES

Upon a registration in the beta and the full versions of the platform, users will be able to choose whether they want to be miners, advertisers or both.

MINERS

The beta version will introduce yearly based subscription model (both free and paid) that will allow miners who have the infrastructure and mine professionally into a good revenue stream. Newbies can use the free subscription plan and earn Webcoins which they can use to either buy services offered by the platform or to withdraw them from their Webhits.io Wallets and exchange them against Bitcoin, altcoins and fiat currencies in the Digital Cryptocurrency Exchanges where Webcoin will be tradable asset.

CENTRALIZATION

To ensure transparency and prevent fraud activity every miner withdrawal request will be reviewed by one of our team members. Also, every website or social media link submitted for promotion through the Webhits.io platform and app by both advertisers and miners will be manually reviewed by our support team.



FEES

In order to cover transaction fees and daily functional costs the beta and the full versions of the platform will introduce a low withdrawal processing fee. The fee percentage will depend on the subscription plan a user chooses. The largest package will offer **0% processing fee**.

ADVERTISERS

Advertisers won't be required to mine, but can purchase webcoins within the platform and use them to buy social media services on the go which creates revenue for the platform. Furthermore, the full version of the platform will introduce social media plans and each plan will unlock various social media features. For example, the most expensive plan will allow advertisers to use services for over **300 + social media platforms**.

REVENUE

The revenue that comes from the fees and advertisers will be shared with the miners who will be able to withdrawal their earned Webcoins to their Wallets at any time if reached the required minimum amount of mined Webcoins. Miners will be able to exchange or trade their Webcoins on digital cryptocurrency exchanges where Webcoin will be tradable asset.

CUSTOM SERVICES

We will also offer bespoke solutions in Webhits.io. If a client requires a custom feature to be present in Webhits.io, then we can consider the development of such a feature and accept Webcoin as payment.



TECHNOLOGY

BLOCKCHAIN

Decentralized money is a ground-breaking development, but blockchain technology cannot be reduced to this alone. Being essentially a distributed database, the blockchain allows for various types of distributed ledger entries, the nature of which depends on their interpretation by the blockchain's users.

WAVES blockchain proposes to focus on other uses of blockchain tokens – those which are often overlooked in favor of the low-level opportunities which blockchain technology might provide, such as smart contracts. There is very strong untapped potential in a classical colored coins approach, and the WAVES platform is designed to realize this to its fullest extent.

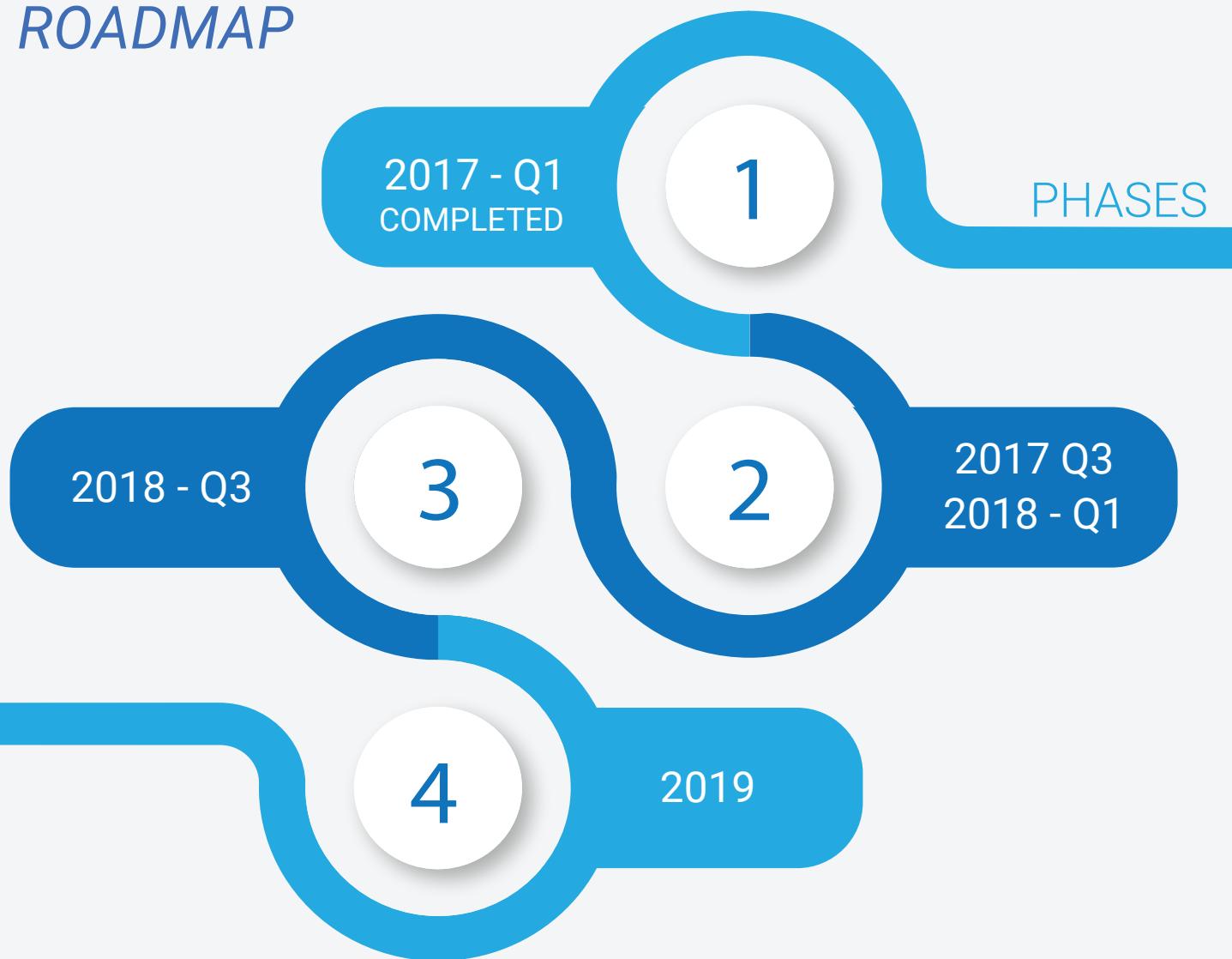
Smart contracts, being a natural development of Bitcoin scripting, are inevitable and will be one of the cornerstones of blockchain technology. On the other hand, certain features are much easier to implement using other approaches. Custom tokens operations realized as an attachment to blockchain transactions are very flexible and can be used in a variety of applications, from national currencies transfer over the blockchain to decentralized trading.

A focus on such operations might well complement the approach introduced by Ethereum.

REFERENCE: [HTTPS://WAVESPLATFORM.COM/FILES/WHITEPAPER_V0.PDF](https://wavesplatform.com/files/whitepaper_v0.pdf)



ROADMAP



PHASE 1 (2014 -2017 Q1) - COMPLETED

The idea about the platform was born back in December 2014. We've worked hard for the past two and a half years to get the project to its current stage.

An alpha version of a powerful web session manager on Webhits.io platform was launched in February 2017.

The platform currently has thousands of active daily users and hundreds of paying clients. The new signups grow exponentially on a daily basis.

Webhits.io alpha version currently offers both monthly subscriptions and 1-time services paid in fiat currencies.

The platform has points system in order to distribute services to its free and paying clients.



As of August, 2017 Webhits.io offers both subscriptions and 1-time services paid in fiat currencies. The platform has points system in order to distribute services to its free and paying clients.

The results achieved by the alpha version so far come organically with no marketing or advertising efforts.

PHASE 2 (2017 Q3 - 2018 Q1)

Webcoin tokens will be available for trade on Waves DEX and be listed on other major cryptocurrency exchanges. A test version of the platform and the desktop mining application will be launched.

ICO Stage 2 Round will be introduced in 2018 Q1. A smart contract based on the Ethereum blockchain will be created. The new Webcoin token based on Ethereum will be used as a main token for buying services within the Webhits.io Ecosystem. A limited number of Webcoin tokens will be issued and available to buy during the crowdsale with increasing price model. Investors who participated in the Pre-sale and the ICO Stage 1 Round will be credited with equivalent of their initial investment amount of Webcoin ERC-20 based tokens to their Ethereum wallets.

The test version will include:

-  New payment system will be introduced – Webcoins! Users will be able to pay with, mine and withdraw Webcoins using their Webhits.io wallets.
-  Powerful desktop exchange application will be introduced. The application will be available for Windows, Linux and Mac operating systems.
-  The Webhits.io desktop exchange application will be lite in size and it will allow auto mining at ease even for people with no or very little knowledge in the crypto mining world. No GPU will be required.





Website visits exchange service and one major social media platform advertising services(likes, shares).

TRADING

- Webcoins will be available to trade on the Waves Decentralized Exchange.
- Webcoins will be traded on more digital crypto exchange platforms over time. We currently have discussions with several major exchange platforms.

MARKETING

Portion of the money collected during the Pre-sale and ICO periods will be spent for promoting the Webhits.io platform online. More information is provided in the "Financial" section in this document.

PHASE 3 (2018 Q2 AND Q3)

Webhits.io will release the full platform version and upgraded desktop application. Powerful social media exchange features will be introduced.

Our goal is to add social media services for at least 300 of the major social media platforms.



New services will be added constantly over time.
The platform goal for 2018 is to reach over 100,000 active users.

PHASE 4 (2019)

Webhits.io becomes the largest interest-based p2p web and social media exchange platform.

Offices in 3 countries are opened.



WEBCOIN PRE-SALE & ICO

Webcoin tokens will be available for Pre-sale to subscribers who signed up for early bird access to the pre-sale round.

The price of **1 Webcoin Token** during the Pre-sale and ICO rounds is equivalent to **\$1**.

During the both rounds investors will be awarded with bonus tokens depending on the size of their investment.

Please refer to page 17 in this document for bonuses information.

TOKEN PARAMETERS:

Symbol:	WEB
Utility of token:	EXCHANGEABLE AGAINST THE SERVICES THAT THE PLATFORM WILL OFFER
Token ID:	4XFWFQIQNHIQY6KJUZZ8PV DUCSSZNFUW1EUNAEVQM99M
Decimals:	0
Token Supply:	100,000,000 (HUNDRED MILLION TOKENS)
ICO Allocation Supply:	15,000,000
Reserve allocation:	83,000,000
Soft Cap:	\$500,000
ICO stage 1 round start date:	1 OCTOBER 2017
ICO stage 1 round closing date:	31 DECEMBER 2017
Social Bounty Supply:	2,000,000
Minimum Purchase Per Person:	100 TOKENS
Maximum Purchase Per Person:	3,000,000 TOKENS
Accepted Cryptocurrencies:	BTC, ETH, DASH, DOGE, LTC, XMR, WAVES, ZCASH, ETC
Distribution:	10 DAYS AFTER THE ICO STAGE 1 ROUND ENDS TOKENS DISTRIBUTION WILL BE PERFORMED TO THE INVESTORS WAVES WALLETS.

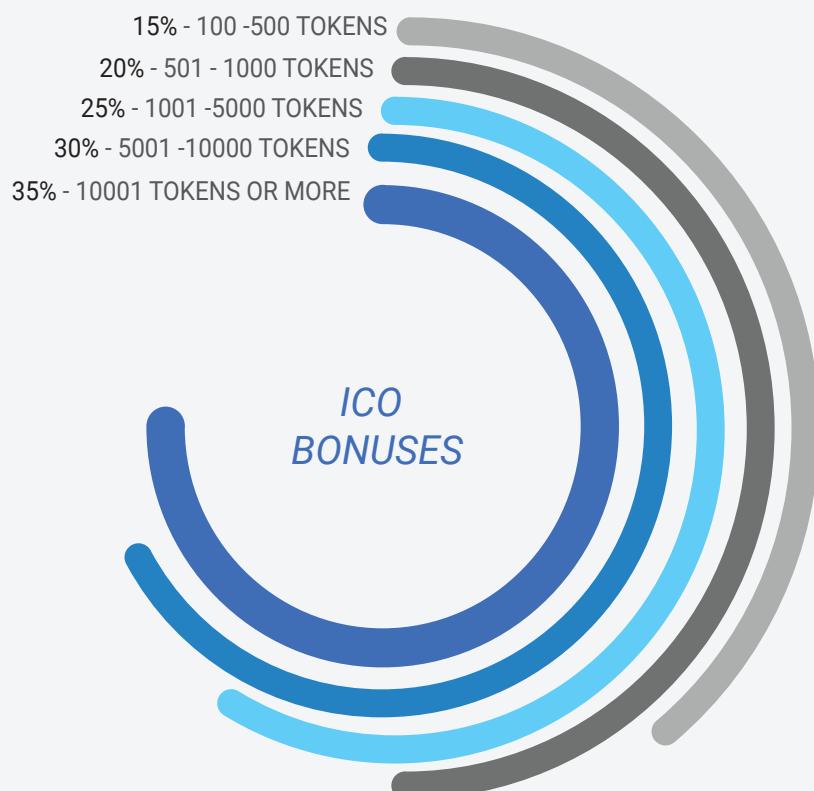
**ALL UNSOLD TOKENS DURING THE PRE-SALE, THE ICO STAGE 1 ROUND, AND
NOT AWARDED DURING THE SOCIAL BOUNTY CAMPAIGNS + THE ALLOCATED RESERVED SUPPLY
WILL BE FROZEN AND USED IN FUTURE FOR INCENTIVIZATION OF THE WEBHITS.IO PLATFORM USERS.**



PRE-SALE BONUSES STRUCTURE:



ICO STAGE 1 BONUSES STRUCTURE:



TOKEN IMPLICATIONS



The Webcoin tokens offer limited real rights. The tokens represent a set number of Webcoins, set at 1 Webcoin per token.

The Webcoin tokens are transferable, are not refundable and are not for speculative investment.

No promises of future performance or value are or will be made in respect to the Webcoin, including no promise of inherent value, no promise of continuing payments, and no guarantee that the Webcoin will hold any particular value.

The Webcoin tokens are sold as functional goods and all the proceeds received from them through the Pre-sale and ICO will be spent free from any conditions.



RISKS

Investing in the Webcoin Pre-sale and ICO, like any other form of investment, includes risks.

However if the webcoins you own don't reach at a specific period of time the particular value you have expected, they will always have a value within the platform – 1 Webcoin equals to 1,000 unique visits to a website or 1 Webcoin = 200 likes (or the equivalent name on social media platforms – eg. thumbs up, vote up/down) or 1 Webcoin = 100 shares(or the equivalent name on social media platforms – eg. retweet) .

You can always use your left Webcoins for digital marketing services to promote your business, products or services in the Webhits.io platform.





DIGITAL CRYPTOCURRENCY EXCHANGES

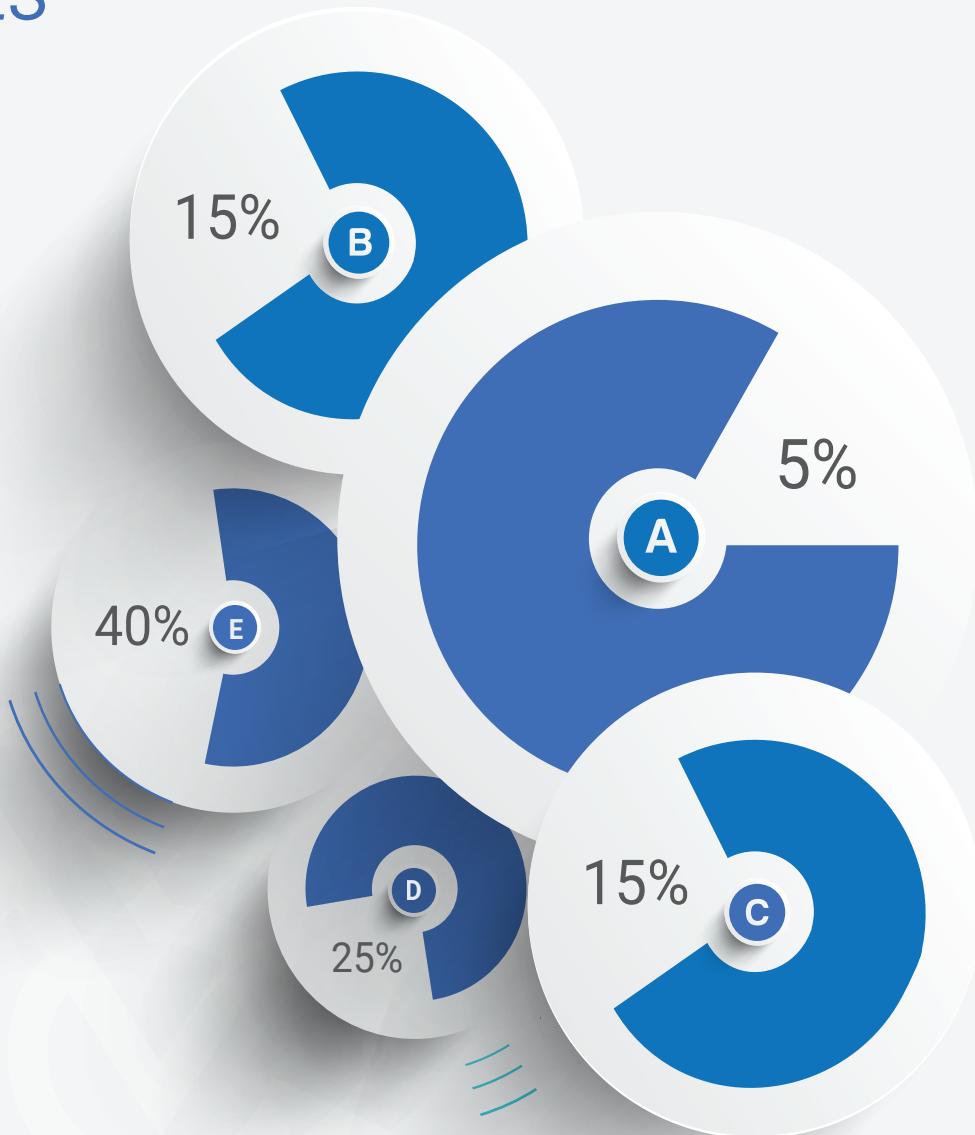
Immediately after the successful completion of the Webcoin ICO round and the distribution of tokens, Webcoin will be listed on the Waves Decentralized Exchange and available to buy, sell or trade against major cryptocurrency coins and fiat currencies.

We are currently talking to several major exchanges to list Webcoin. This will be a great opportunity for potential new investors and traders to buy, sell, exchange, and trade Webcoins.

Other exchanges may be added if a good opportunity is presented. We will also submit Webcoin in Coinmarketcap which is another way to ensure that we expose Webcoin to the wider world.



FINANCIALS



E 40% – Development

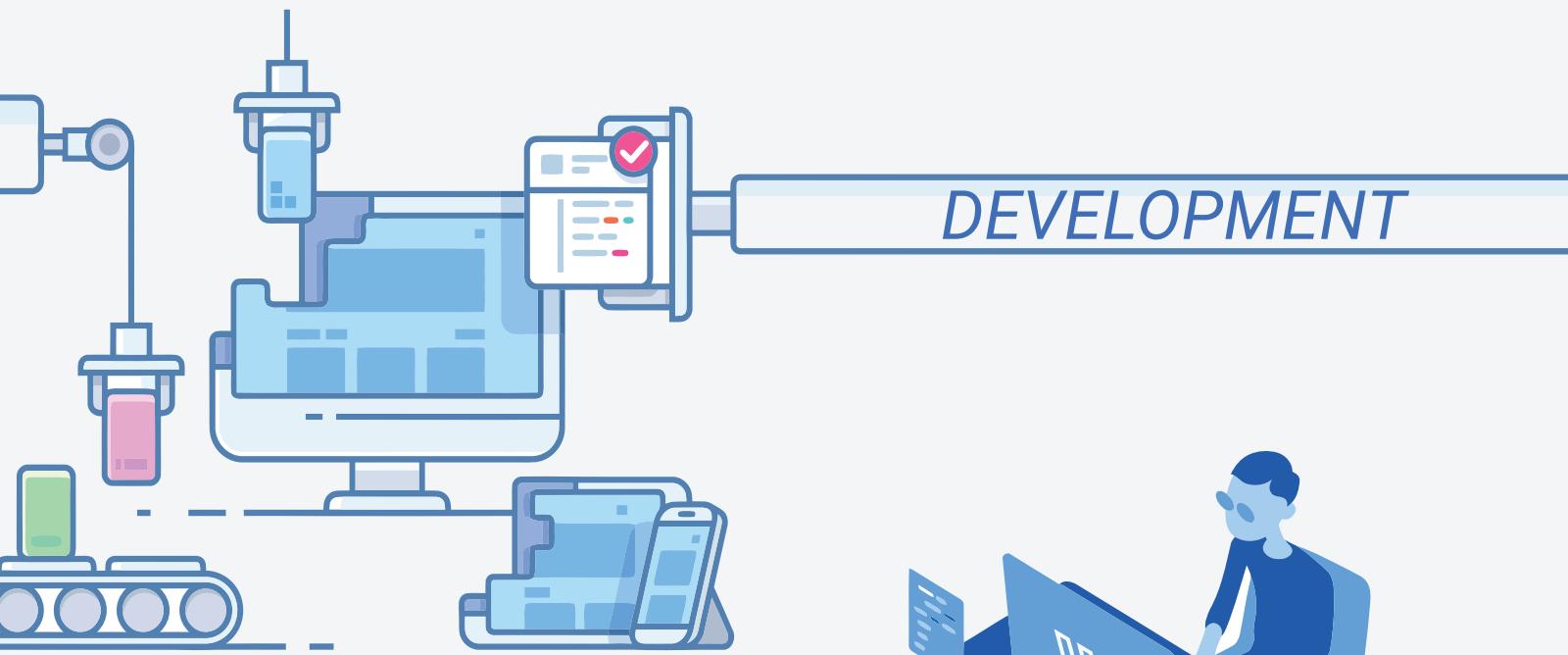
D 25% – Marketing

C 15% – Functional Costs

B 15% – Outreach

A 5% – Legal





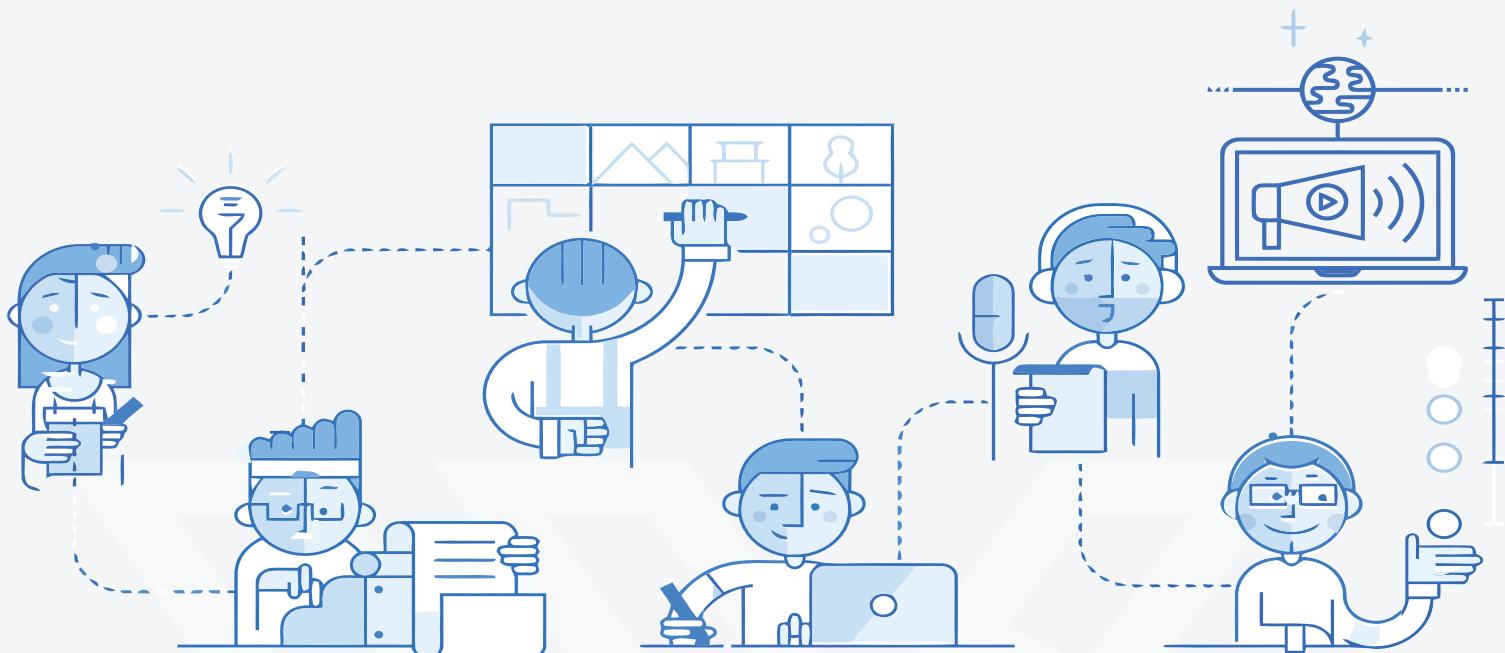
Forty percent of the funds received during the Pre-sale and the ICO will be allocated for the finishing touches of the beta version of the Webhits.io platform, the desktop application and for the development and implementation of the social media exchange features that will be introduced by Webhits.io upon the full platform version launch.



FUNCTIONAL COSTS

The expansion of the Webhits.io platform will require capital for day-to-day operational costs. For example, as a web-based ecosystem, there is a need to purchase cloud servers to ensure that there's no down time on our platform. There are also numerous expenses that may arise on a day-to-day basis. Fifteen percent of the raised funds will be reserved to meet these costs.

MARKETING



To ensure that the Webcoin and Webhits.io platform become household names, 25% of the funds raised from the ICOs will be utilized to promote the coin and the platform. Marketing will be done through social media, direct marketing, partnerships and affiliate programs.

LEGAL AND COMPLIANCE

Although blockchain-based services are growing at an exponential rate, there is still ignorance about them and their potential. This can lead to legal requirements failing to keep up with the progress of blockchain, even becoming a hindrance in the process. As such, to make the Webhits.io platform available on a global scale, there are some license and legal requirements that may need to be met, for which 5% of the funds will be allocated.



OUTREACH

Our outreach funds will be utilized to provide education to the general public on the Webhits.io platform and blockchain in general.



This can be accomplished through expos, conferences and similar operations.

The more people are aware of the Webhits.io platform and blockchain, the more they will become comfortable with the platform and its technology.

It is a win-win situation for both the Webcoin and the public.

CONCLUSION

The experienced digital marketing, engineering and computer science specialists who have come together to form Webhits.io have created an end-to-end solution to the problem of the high cost of digital marketing and advertising solutions for individuals, agencies and businesses worldwide.

Webhits.io suggests a new type of mining and proof of work. Webcoin mining will be available for any type of computer/laptop and will require no GPU power unlike other major cryptocurrencies like Bitcoin and Ethereum. Miners will be incentivized for their mining efforts and be able to quickly and easily withdraw their Webcoins.

The platform will also utilize blockchain payment methods.

Webcoin will enable consumers to instantly promote their websites, products, services, books and clients through the secure blockchain payments, delivering on the company's vision of empowering individuals and businesses on social media platforms and the web.

More information about how the platform, its specifics, functions and capabilities are designed and working will be provided upon the completion on every successfully completed stage in our Roadmap and will be available to the public on our website and platform.





THE FUTURE OF
DIGITAL MARKETING SOLUTIONS

