



*Building the Google of the Decentralized Web*

APRIL 2018



# ClearCoin

## Powering a New Decentralized Web

Google may have indexed the web, but we are on course to index all blockchains (we've already indexed Ethereum) to become the premier platform enabling searchable distributed ledger data across the decentralized web - and future funds will allow us to get there. This strategically aligns us to be the perfect vehicle for tremendous ad revenue - think of Google back in 1998...

**By 2020, we will be the Google of the decentralized web.**

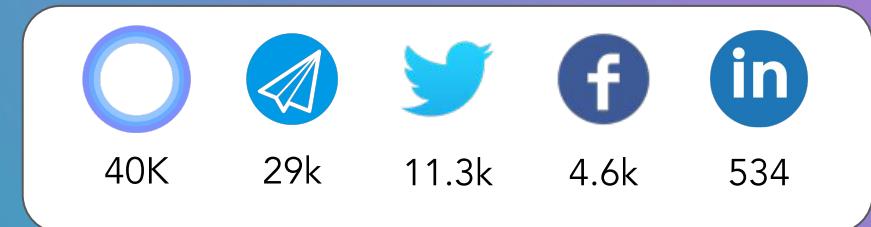
# ClearCoin Delivers Real-World Promise

## Strong Market Appetite

### CLR Market Stats

- \$17.1M peak market cap
- \$117k+ peak 24h volume

## Online Channels are Thriving



 **Bacc** @FRBacc · Mar 24  
@ClearCoinHQ shout out to the amazing customer service on this coin! Thank you and here's to March 31st!!! 🎉🎉

 **CoinIdol** @CoinIdol · Feb 1  
#ClearCoin is an Excellent Platform to Solve any #Problems of #Advertising #Industry and Help to Prevent the #fraud in this Sphere [coinidol.com/clearcoin-is-e...](http://coinidol.com/clearcoin-is-e...)

 **Grzegorz Jedryka** @GrzegorzJedryk1 · Apr 8  
@ClearCoinHQ Clear coin is a good real PROJECT CEO is officially on LinkedIn does not hide himself officially shows even saw him here on the telegram support works super telegram works great, the project has plans for the future it is a project worth investing really works well

# Executive Team



Jay Singh  
Founder & CEO



Tammy Kahn  
COO



Chris Elwell  
CTO



Angelo Kameraj  
CRO



Brian Gale  
CMO



Yura Monchak,  
Chief Architect

# Big Brand Experience

In their career histories, our management team has executed media buys for the largest brands in the world.



# \$209 Billion

Global digital media and advertising industry

\$18+ Billion

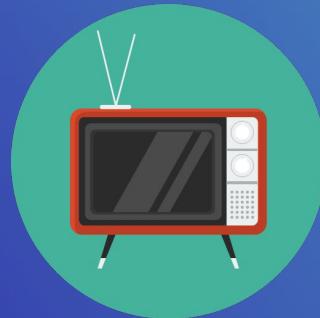
ANNUAL FRAUD

# 2017 DIGITAL SURPASSES TV

\$178 BILLION

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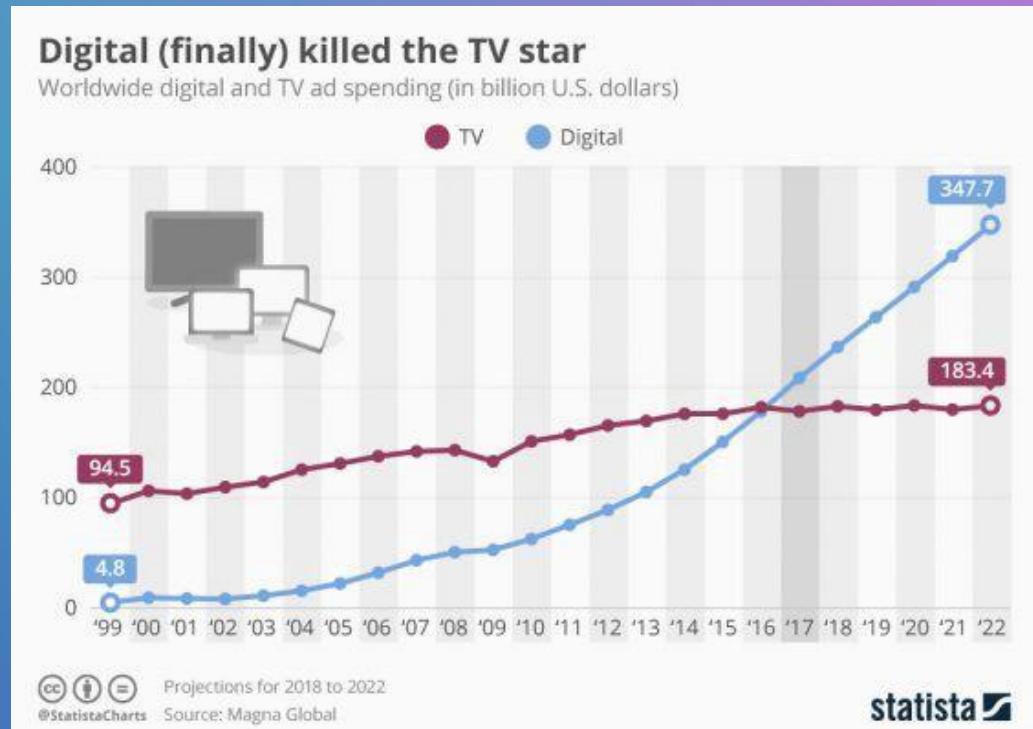
\$209 BILLION



Source: [Recode](#)

# Global digital ad spend will continue to climb to

# 50% of Total ad spend by 2020



Source: MAGNA

10 years on - Ad fraud becoming  
more pervasive without a  
complete solution....yet



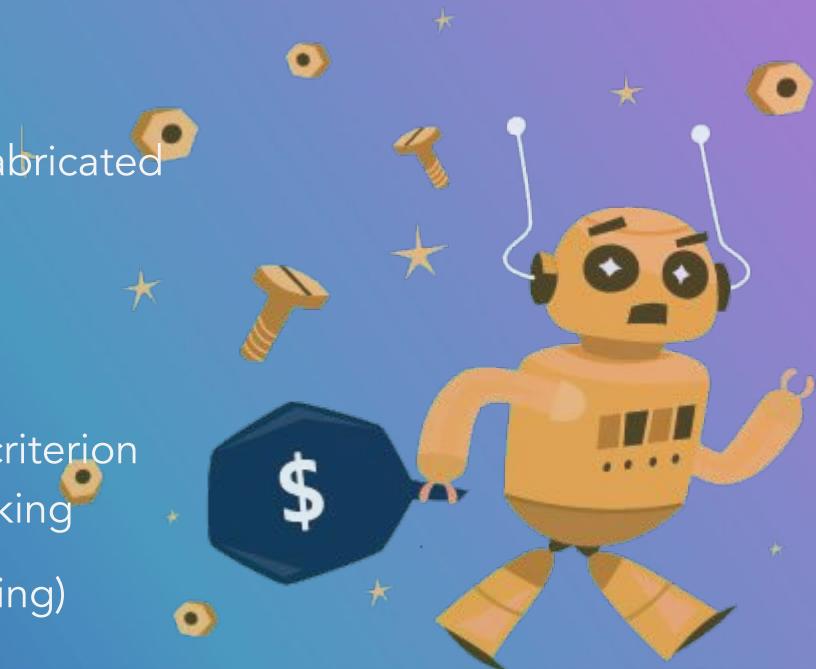
Source: [EConsultancy](#)

# Ad Fraud: A quick overview

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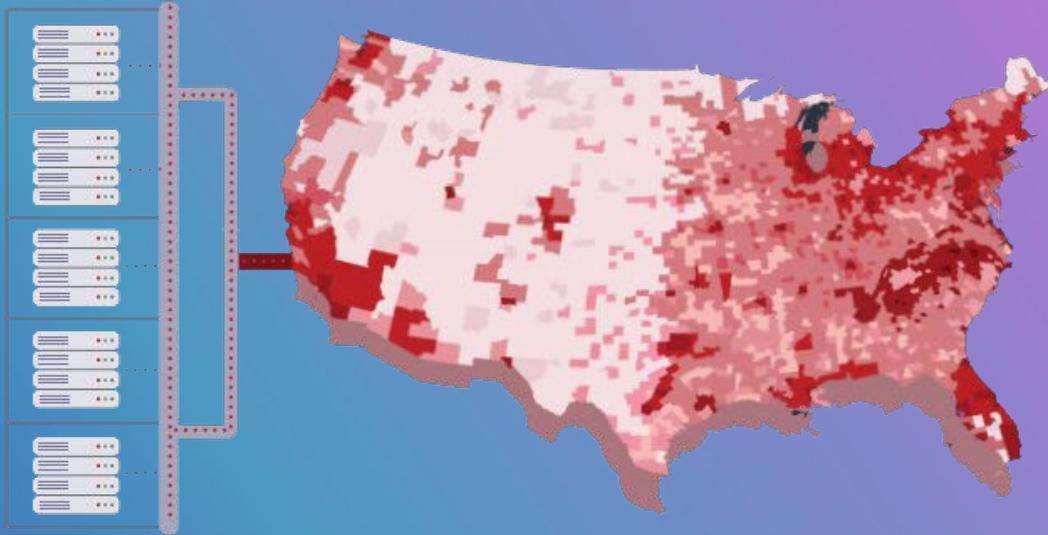
What makes up the world of ad fraud? Ad fraud has one or more of these characteristics:

- Nonhuman traffic (i.e., bots)
  - Bots are able to create fake clicks and fabricated traffic
- Zero chance of being seen (i.e., zero percent viewability)
  - Fraudulent publishers “hide ads” to fit criterion using “ad stacking” or “impression stacking”
- Intentional misrepresentation (e.g. site spoofing)



# Methbot - 2016

- \$5 million/day lost to fake ad views
- Bots "watched" as many as 300 million video ads a day
- 6000+ publishers affected



Publishers impacted

**ESPN**

**VOGUE**

**CBS SPORTS**

**The Economist**

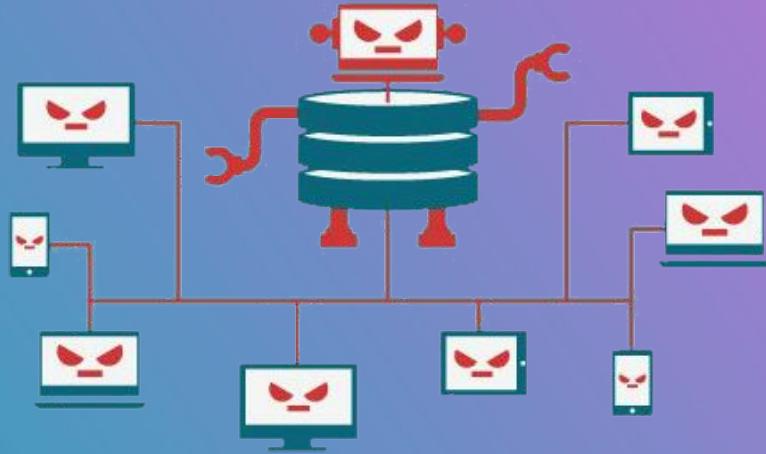
**H THE HUFFINGTON POST**

**FORTUNE**

Source: [ZeroHedge](#)

# HyphBot - 2017

- Potentially 3x larger than Methbot
- Created more than 34,000 different domain names and more than a 1M different URLs
- HyphBot cost businesses between \$262,000 and \$1.28 million a day



Publishers impacted

**THE WALL STREET JOURNAL.**

**FT** FINANCIAL  
TIMES

The  
Economist

**CNN**

*News Corp* Australia

Source: [CNBC](#); [WSJ](#)

# Ad fraud impacts businesses large and small

- 70 percent of small to medium sized businesses plan to increase their digital marketing budgets.
- Ad fraud can more than double the cost of conversion to a business making advertising unprofitable altogether
- Result is stunted growth of businesses altogether
- Impact to society as a whole



Source: [Entrepreneur](#); [PPC Protect](#)

Programmatic accounted for nearly four of every five US digital display dollars spent in 2017.

Source: [Mediative](#)

By 2025, the global cost of ad  
fraud is projected to rise to  
**\$50 billion**

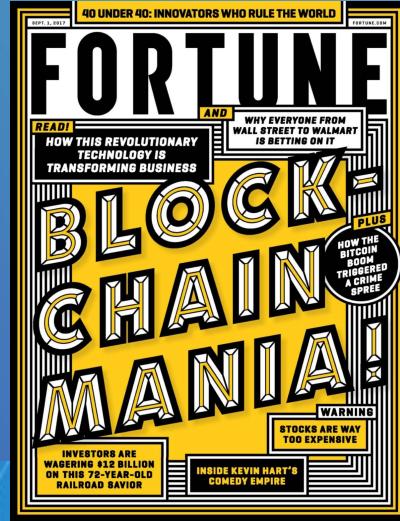
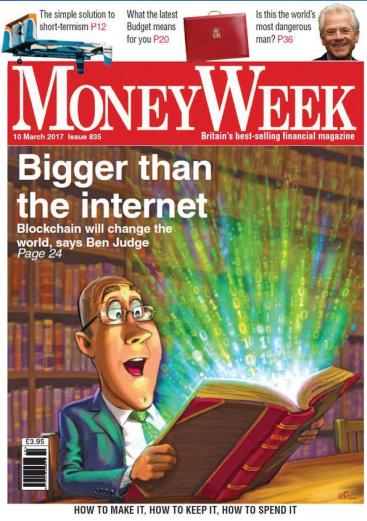
Source: [World Federation of Advertisers](#)



# How Do We Make Every Dollar Count...

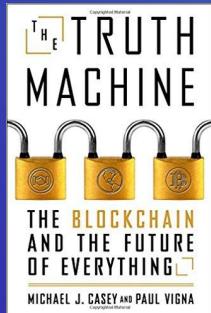
# Harnessing the blockchain!





It might surprise you to read this, but the most subversive, controversial, anti-authoritarian idea in the world of finance, an idea so powerful every government on the planet is trying to figure out whether to co-opt it or outlaw it, the dream of the most fervent libertarian, dark-Web denizens, is a ledger.

Like, an accounting book.



- **The Truth Machine: The Blockchain and Future of Everything**

# Blockchain 101 - how it works

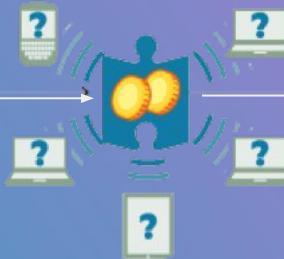
- ① A wants to send money to B



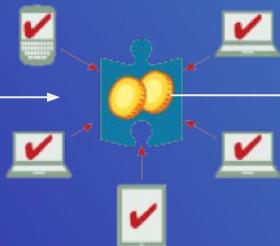
- ② The transaction is represented online as a block



- ③ The block is broadcast to every party in the network



- ④ Those in the network approve the transaction is valid



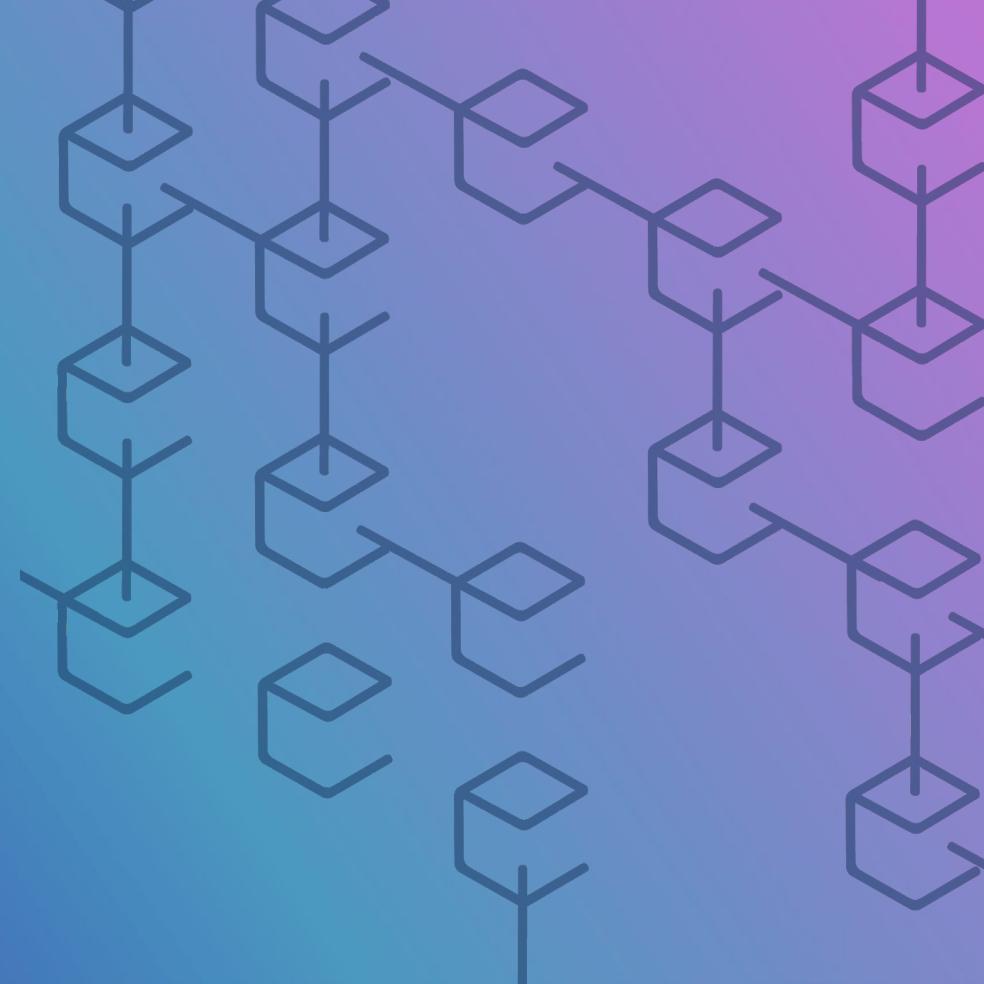
- ⑤ The block then can be added to the chain, which provides an indelible and transparent record of transactions



- ⑥ The asset moves from A to B



# How does this apply to media & advertising?



# Blockchain will power the paradigm shift for the digital ad industry...

## Current pain points:

Too much work to make media buys from different sources

Negotiations and transactions are painfully slow

No single marketplace for small and large players

Lack of streamlined supply chain in global advertising

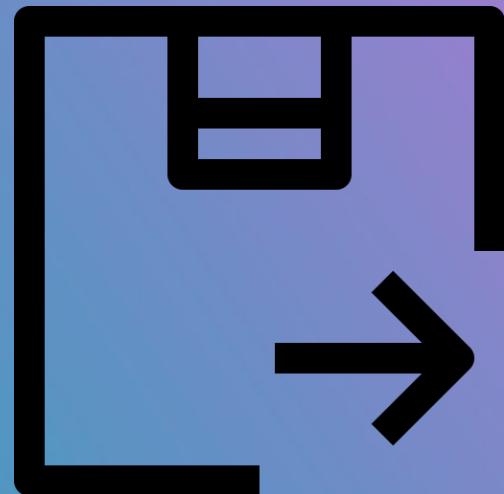
# Building a better supply chain

ClearCoin works with the supply chain of the \$563 billion media and advertising industry. The ClearCoin tokens power its distributed ledger blockchain technology that can improve the supply chain.



# Opening up the programmatic black box for the first time

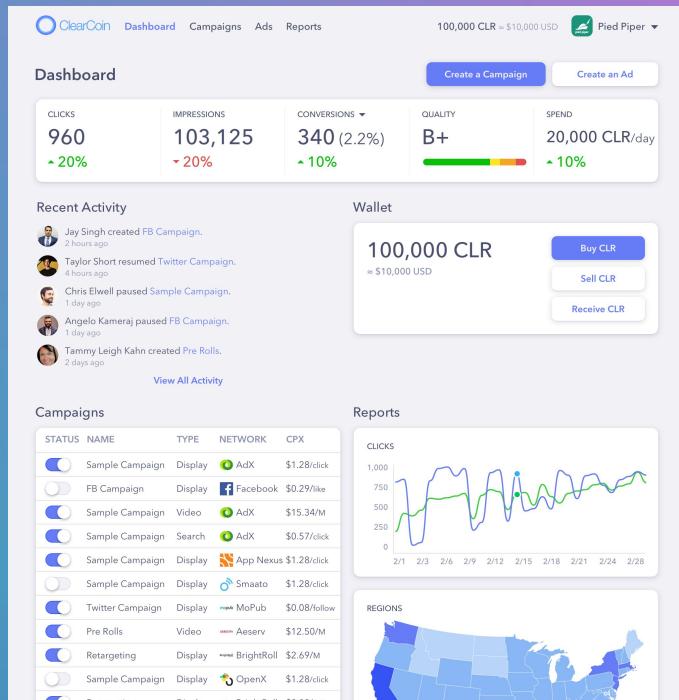
- Blockchain's tamper-proof record allows for measurement of ad quality
- Crucial metric, but historically unavailable until now



# Creating a system of transparency

The ClearCoin platform tracks all transactions on its distributed proof-of-history ledger to create a system of trust and transparency in the digital advertising community.

By recording all digital advertising impressions that the platform has access to, the ledger is able to separate real impressions from fraudulent ones.



# Generating Revenue

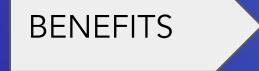
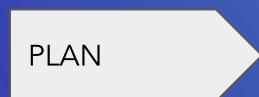
Programmatic media buying from ClearCoin is **available now.** Currently bidding on 30 top ad exchanges and platforms with the capability to make over 800 million daily queries.



# Powering the Paradigm Shift



# Roadmap



## PHASE 1 2018

- Indexed Ethereum blockchain
- Programmatic ad buying
- Implement blockchain ad protocol

## PHASE 2 2019 - 2020

- Index all blockchains
- Launch supply/demand API for DApps & Partners
- Increased scalability with tracking technology
- SaaS offering of organized data from indexed blockchains

## PHASE 3 2020 ->

- #1 search engine for all blockchains
- #1 provider of blockchain ad inventory
- CLR token is global standard for blockchain media transactions

Greater transparency and tracking of ad impressions creates accountability in the network

Premier player of decentralized web - global standard for all data searches of distributed ledger data; new recurring revenue streams from SaaS offering

Multi-billion dollar total token & company valuation with the CLR token having a top ten position on CoinMarketCap

# It's all about creating trust

The web has allowed major corporations to control, distribute, and sell user data without accountability or transparency.

ClearCoin is part of the new, decentralized internet. We are enabling our users to take back control of their data with a truly transparent platform built on trust.



# Thank You