



An advertising, Blockchain Based, Content Platform

Bali, September 2018

ABSTRACT

Quinads is an advertisement platform with blockchain based where we can create many contents in a form of video, picture, text, and also allows us to socially interact and rewarded by cryptocurrency. Quinads combines social interaction and cryptocurrency. Every user can create an interesting content and everyone who reacts to what they read or seen will get a reward. So that it is expected to gain attention and transform into a big community.

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INTRODUCTION

What is Quinads? Quinads is an advertisement platform with blockchain based consists with contents of video, picture, and text. Quinads has ERC20 token named Quinads token (QUIN). Quinads wants to be the pioneer of Indonesia's advertising by utilizing blockchain technology and the development of cryptocurrency which is getting so much better in the world and Indonesia for specific. The advance of this technology has encouraged people to compete in creating the most brilliant idea that beneficial to the whole involved-community within.

How Quinads can benefit the whole involved-community? Every member who join in the Quinads will be given a QUIN as a reward if they are performing the sign of interaction such sharing, commenting, or giving like to the content within Quinads.

1. SUMMARY OF THE BUSINESS PLAN

1.1 Maximizing the Purchasing Potential

Digital advertising has well developed in the recent time, its size even greater than television advertising in 2017. This is a very good opportunity to start digital advertising. The segment of digital advertising will consistently increasing supported by the advance of technology. It is estimated that segment of digital advertising will reach \$42 Billion in 2020.

However, the digital advertising still has some problems including low efficiency of targeting, the advertising interaction between the provider and the user often occurs cheating, and the level of fraud is still high.

The problems cause the digital advertisement publisher aggrieved because of the uncertain target of consumer.

Quinads offers the solution to all these problems, and creating a mutualism relation between the advertisement publisher and the consumer. Because by Quinads, consumer can get income from any advertisement that they have seen, read, commented, or shared. This will be interesting where lots of people would read, giving review, and share the product from the advertisement publisher and definitely decreasing the potential of fraud.

The advertisement publisher can be easily decide their targeted consumer, because this platform will categorize the member based on their interest and needs, and also can get lots of review, share so that targeted consumers can be very sure of the published product.

1.2. Blockchain Based Smart Contract Minimizes the Risk of the User

We are trying to solve the targeted consumer's problem in digital advertising. With the filter member that is connected into our platform, advertisement publisher is expected to reach the targeted user. By using smart contract, blockchain can actually minimize the existence of double users or robot purposed to rob the benefit as a publisher.

2. TARGET MARKET

2.1 OVERVIEW

Our marketing target is the people who is doing business, especially in startup which just recently started their business however facing an obstacle of advertising due to the limitation of advertising fund or others, by using our platform we can actually maximize the advertisement that is made because we already have definite user, that is why it is expected the business can grow and spread fast with the help of our users in doing review, like, and share. Because by doing those things, our users can get reward from our platform. Through this way, the published advertisement assured to be well absorbed.

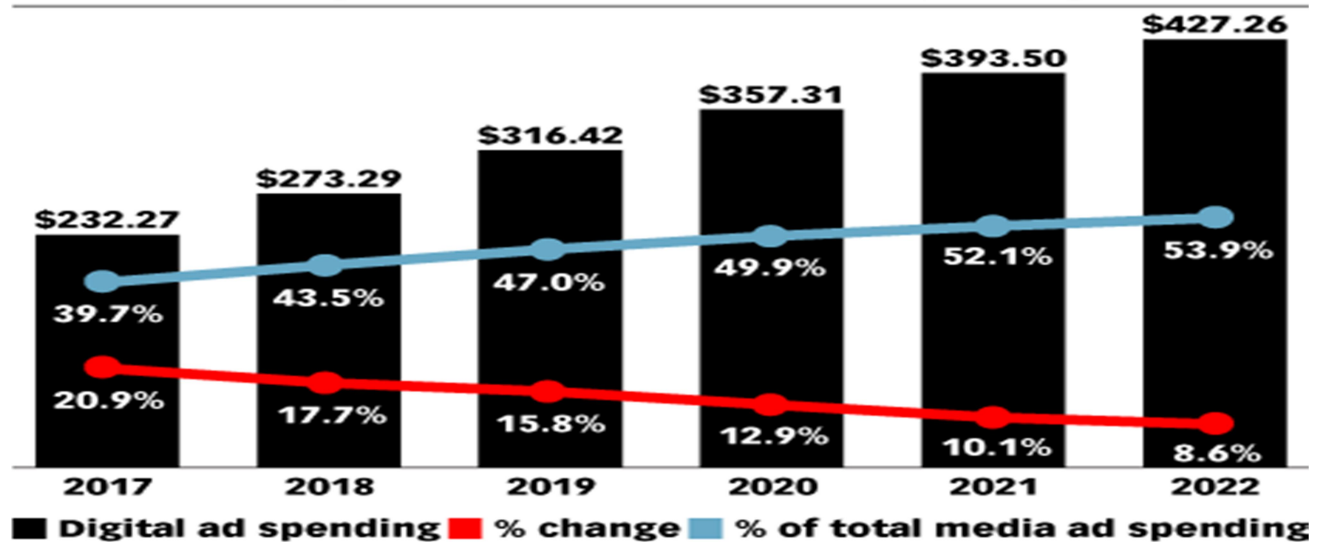
In any business, the budgeting portion of advertising and or marketing is usually more than the other as without promotion and marketing the business that you run in will not be known by your consumer, and this is our opportunity to try to give a facility in this platform by using blockchain technology and cryptocurrency's utilization which is expected to help the business actors to smooth their business.

The total spending of media advertising worldwide will be increasing 7.4% to \$628.63 Billion in 2018, based on the recent report of eMarketer (www.emarketer.com).

Digital Advertising will cover 43.5% from investment, it is because the increasing number of e-commerce global spending and the shift of traditional television viewer to the digital channel. In 2020, the digital share of the total advertising will reach to 50%.

Digital Ad Spending Worldwide, 2017-2022

billions, % change and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising
Source: eMarketer, March 2018

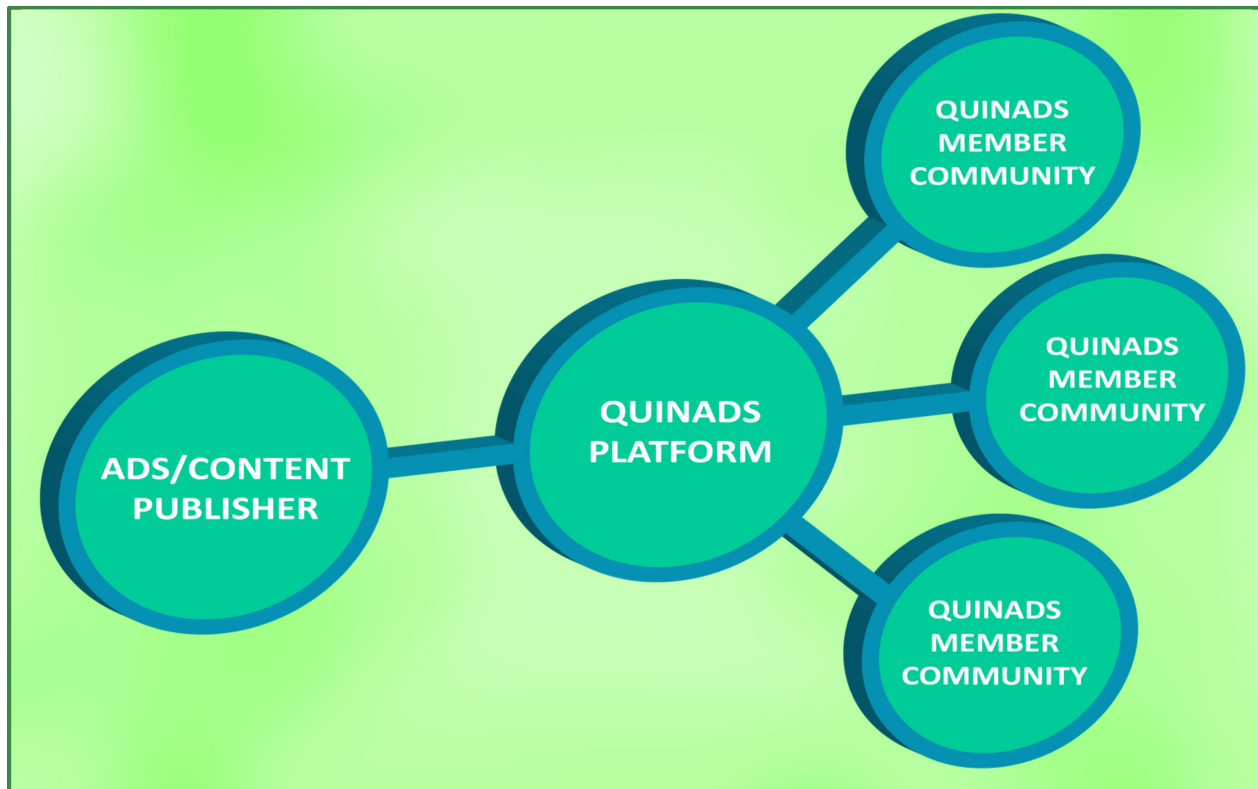
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www.eMarketer.com

Media globing spending will keep increasing for more than 5.0% per year until 2022. Even though there is a political and economic concerns in some market, the business increasing of digital advertisement will hold the overall advertisement acquisition.

2.2 MARKET STRUCTURE

The market structure of Quinads is to unite the publisher and the exact customer in well targeted platform community. The digital advertising scheme in our platform recently is:



The advertisement publisher or content publisher is posting in QUINADS platform, and then the QUINADS platform will show the content or the advertisement which is posted to the targeted member based on their interest/needs from the other members because it has been recorded in the first place when the member registration is conducted.

The procedure to publish a post will be divided into 2, they are Free Publisher and Premium Publisher and of course there is a privilege towards Premium Publisher. And the whole transaction is using the token from QUINADS which is known as QUIN Token.

2.3 THE ADVANTAGE FOR BEING QUINADS MEMBER

The active members of QUINADS who gives comment, sharing, or like to every post published by the publisher will be given QUINADS Token as a reward. The amount of the reward is based on the number of QUIN Token that is hold in the QUINADS platform, so that is why it will occur the mutualism ecosystem between QUINADS company and QUINADS' investors who performed Hold Token.

3. THE OPPORTUNITY

3.1 HISTORY OF CRYPTO

a) Bitcoin

The increased value of bitcoin has brought revolution into the US market. All investors and the wholesalers are investing in bitcoin even a common sense people is also heading into cryptocurrency investment. Cryptocurrency is a digital currency which is designed to function as exchange media. Bitcoin is using cryptography to secure and verify the transaction and also to control new unit production from a particular cryptocurrency.

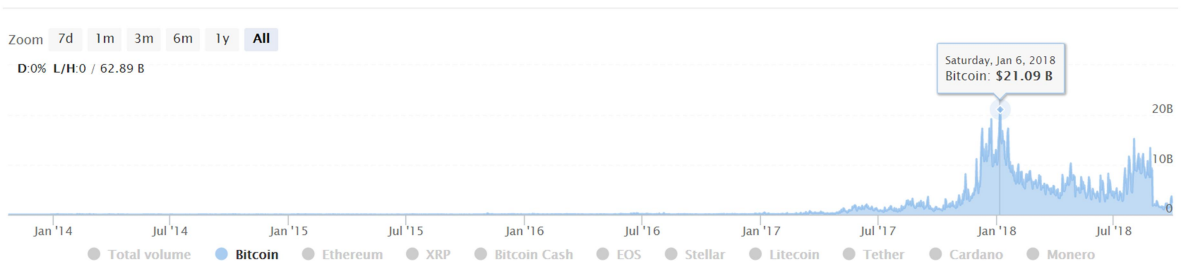
Bitcoin dominance



Bitcoin Dominance Fig

In a few recent years, bitcoin has an outstanding increasing of its market value that can be seen in the graph below

Total volume



b) Ethereum (ETH)

Etherum is a decentralized platform for an application that is running exactly like how it is programmed without any possibility of fraud, censor, any third party intervention.

Etherum becomes more popular with a smart contract that is has applied because with this smart contract, we can actually creating an open agreement that can be checked and viewed by everyone. ETH has an outstanding development.



Ethereum Market Capitalization by Etherscan

4. OUR COMPANY

4.1 Background

Quinads comes to solve digital advertising which is usually less well targeted. We combine our experience in building / running business with the fan of cryptocurrency to integrate a social service advertising platform. Founded in the mid of 2018, our company based in Bali. We aim to utilize our ability in Digital Marketing to help companies who wants to do market expansion fast and well targeted.

4.2 Teams

Our team has many experinces in helping the companies to develop their business in Indonesia especially in digital marketing contents. And for a few resent years, we are focusing on Cryptocurrency



I WAYAN SUARDANA

CEO

Working for 8 years in Banking. More than 7 years of experience in networking and self-development. 3 years of pursuing Crypto Currency and Blockchain development



ALIE MASYKUR

MARKETING MANAGER

Practitioner of cryptocurrency, 7 years experience on digital marketing and internet marketing



JUNARDI

COMMUNITY MANAGER

Practitioner of cryptocurrency, 3 years experience managing crypto group



I KADE YASA

CTO

Experienced for more than 7 years as a web developer. He had handled lots of clients in Bali especially in web development. SEO.



NGURAH KOMANG AISWARAN ASTAGUNA

IT & BLOCKCHAIN PROGRAMMER

Experienced for 6 years as App creator. Has studied many source of Blockchain code and also as the founder of yukmarigo.com

4.3 Advisor Board



I GUSTI NGURAH YOGA JAYANTARA

PRACTITIONER OF CRYPTOCURRENCY

Owner Of KING EXCHANGER, 6 Years experience on digital marketing business and a practitioner of cryptocurrency.



PURNAMA SARI

PROFESIONAL TRADER

CEO Of EUNOMIA, Experience on crypto trading

4.4 QUINADS TOKEN OVERVIEW

We have given the overview of how the opportunity of digital advertising business is. We are thinking how that everyone can get the benefit of how advance the development digital technology nowadays using QUINADS TOKEN (QUIN). Everyone can get the benefit of the development, user, or the content and advertisement publisher.

QUINADS is crypto token with the supply 20,000,000,000 (20 Billion Token) which is being made. Ethereum Blockchain will be the core of QUIN token, we chose Ethereum for its flexibility and cheaper transfer rate.

The user of QuinAds platform, publisher, viewer, or costumer can be easily doing transaction by using QUIN token. Blockchain will be the database from all transactions in Quinads Platform.

With this platform, everyone can get income by doing interaction just like how they are using their social media such Facebook, Instagram, Twitter, Youtube. However, we will pay them by QUIN token based on their activeness and the amount of the QUIN token that they hold.

4.5 ERC20 TOKEN STANDARD

QUINADS Token (QUIN) will utilize the Ethereum Blockchain as a base for digital asset publishing and smart contract. As Token ERC20 hence will be compatible with the existed Ethereum's infrastructure such wallet, exchanger. With Ethereum smart contract, everyone will be able to see the transaction, supply token. We want to be sure that users of our platform will not get fraud.

4.6 ROADMAP

Q3 2018 – ICO Planning

1. ICO Planning
2. Team Determination, Advisor

Q4 2018 ICO START

1. Airdrop
2. Pre Sale schedule on 1st November 2018-02th November 2018
3. 03th November 2018 – 30rd November 2018
 - a. Public Sale 03rd November 2018 – 30rd November 2018
 - b. ERC 20 final security and token distribution
 - c. Our Target exchange Hotbit,mercatox,idex & more another exchange

Q1 2019 – QUINADS PLATFORM BUILD UP

Q1 2019

- a. Mockups app launch, Account service, beta testing.

Q2 2019

- a. Quinads platform soft launch, smartcontract implementation to the platform.

Q3 2019

- a. Quinads platform public launch

4.7 Business Model

In Quinads Platform, users interact by performing comment, like, share to every content that is published by the advertisement or content publisher. And every activity that is done will be counted based on QUINADS algorithm to be given QUIN token as a reward. Every user can get different reward based on their ranks, the activeness in the platform and the amount of QUIN Token that is being hold in QUINADS platform.

Example :

1. A publisher published an advertisement/ content by giving reward as much as 1.000.000 QUIN with the target of 1000 member activity. 1.000.000 QUIN will be reduced by 10% fee in the QUINADS platform, the rest of the reward will be shared to the first 1.000 members who done the interaction as much as 9.000.000 QUIN.
2. The advertisement publisher is the free member and paid member by giving reward. Paid member will be prioritized to get the transaction and shown on the top list of the post list.

5. QUINADS TOKEN UTILITY

5.1 For Publisher

Advertisement or content publisher can use this token to make their post on the top list in the QUINADS platform so that it will be easier to be found by users.

5.2 For Quinads Token Holder/Member

Token holder or QUINADS platform member can get QUIN Token as a reward by actively performing share, comment, and like to every post of the publisher. The amount of the reward will be different based on the Token that is being hold and the amount of advertisement's reward will be given by the publisher.

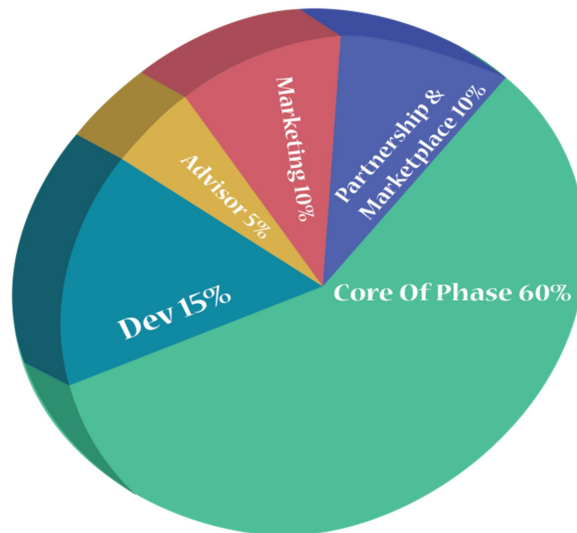
6. QUIN ICO & DISTRIBUTION

6.1 Price and Discounts

Standard price : 1 ETH = 10.000.000 QUIN

Discounts : discount to every stage is different

6.2 Distribution



Total Supply QUIN	:	20.000.000.000 QUIN
- Pre Sale , ICO	:	12.000.000.000 QUIN
- Dev (Locked 1Year)	:	3.000.000.000 QUIN
- Advisor (Locked 6 Months)	:	1.000.000.000 QUIN
- Partnership & Marketplace	:	2.000.000.000 QUIN
- Marketing	:	2.000.000.000 QUIN
a. Bonus	:	720.000.000 QUIN
b. Bounty	:	980.000.000 QUIN

6.3 Pre Sale

Start and End Date : 01th November 2018 – 02^d November 2018
Rate : 1 Eth = 10.000.000 QUIN + 10% bonus
Payment Accepted : ETH

6.4 ICO

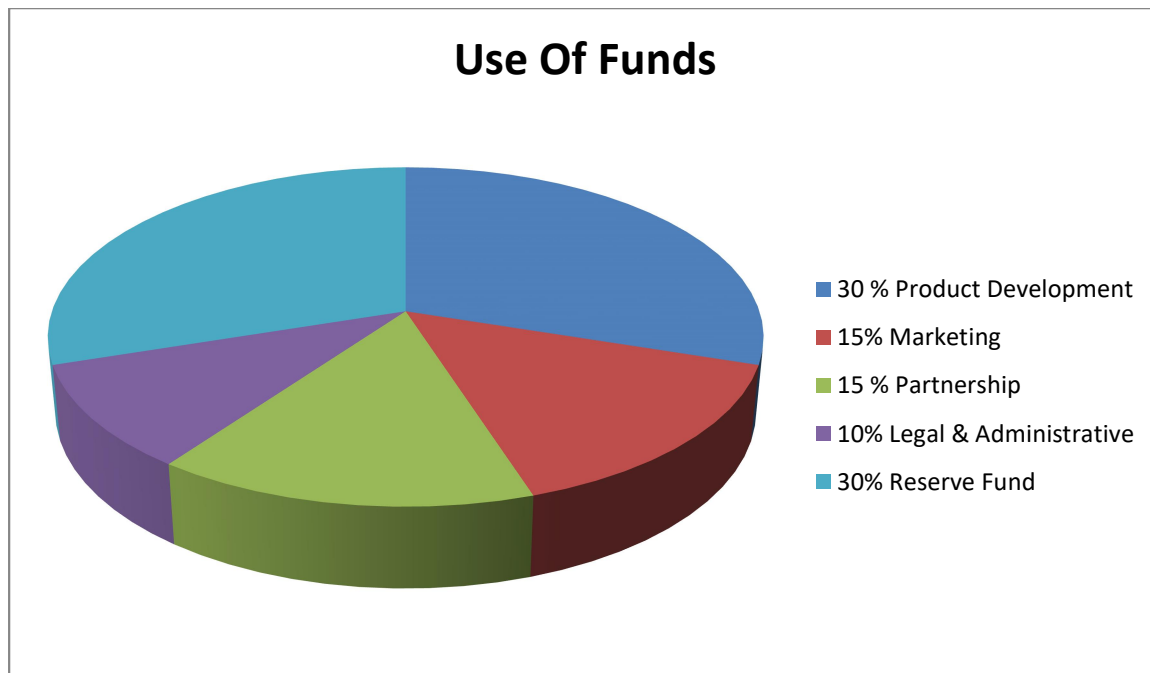
Start and End Date : 03rd November 2018 – 30rd November 2018
Rate : 1 Eth = 10.000.000 QUIN
Payment Accepted : ETH

Note : Buy Min 20 ETH extra bonus 5%,

7. USE OF FUNDS

After the ICO process and when the fund has gathered, we will use that fund to build the platform, promotion, developing the ecosystem and we picture it like the graph below. This is for the gathered fund allocation.

Our planning of softcap 400 ETH and Hardcap 1200 ETH



8. REFERENCE

Etherscan. (2018). *Ethereum Market Capitalization*. Retrieved from Etherscan:
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