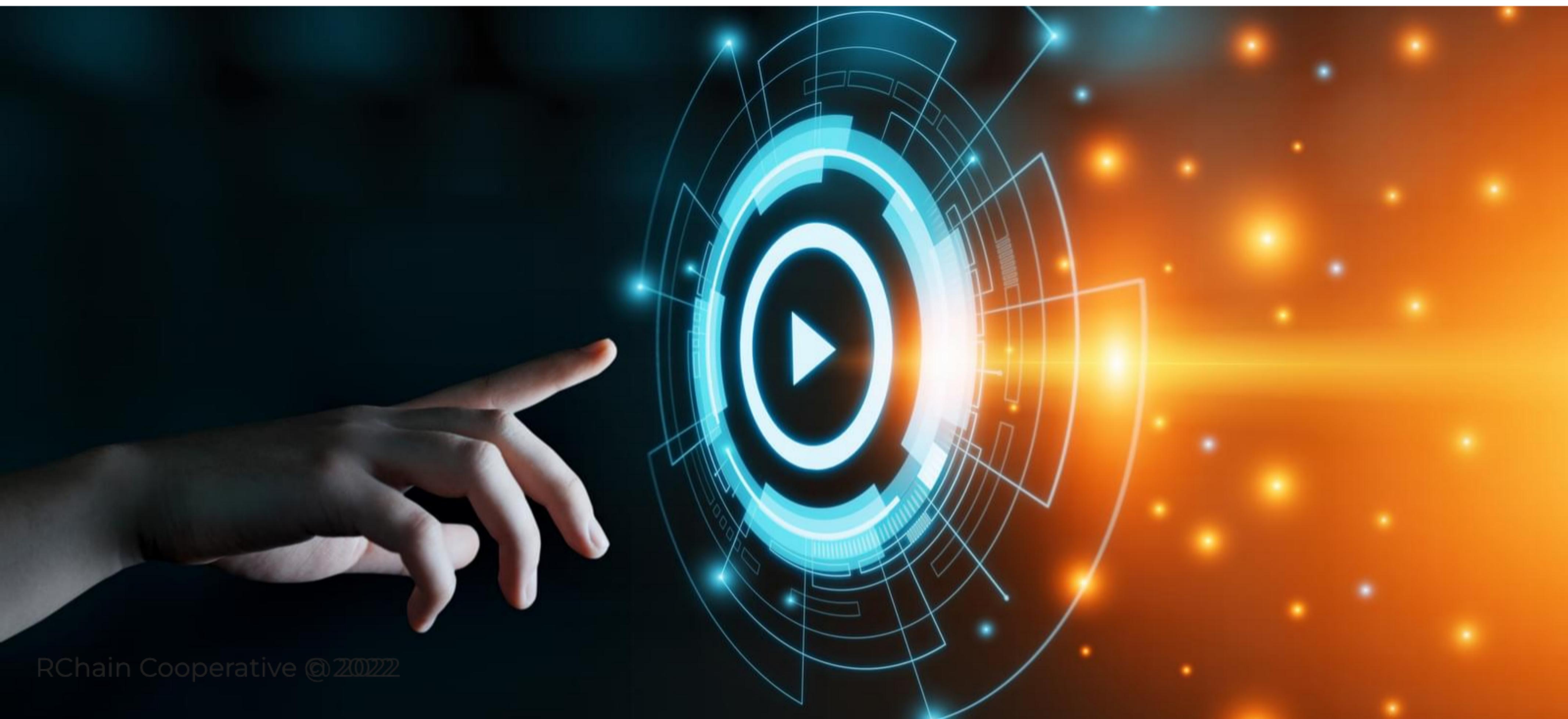


Decentralized Advertising At Scale

Sponsored content and monetization on blockchain...
without the surveillance





Problem

dApps need to pay fees to deploy, yet users expect their dApps to be free.

current advertising takes our data and sells it, reaping all the profits

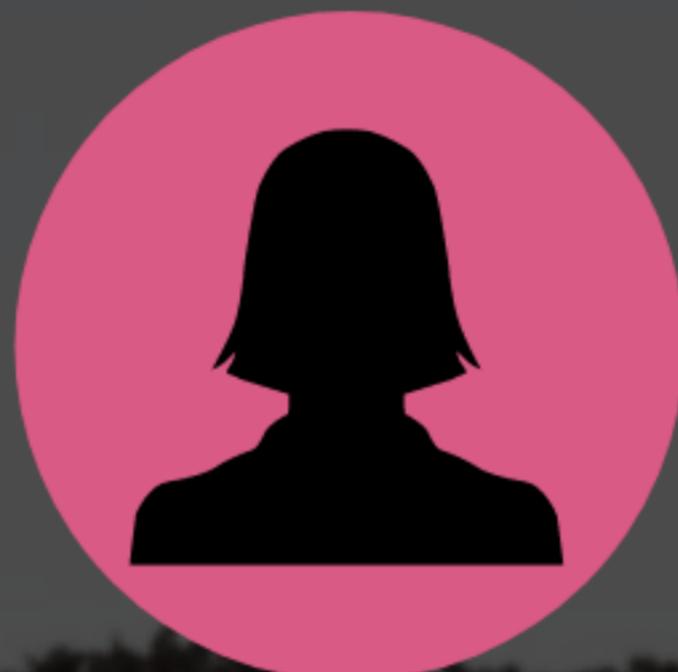
'Click Fraud' is rampant

dAPP developers need help building, monetizing and decentralizing their Apps

Solution



Decentralized advertising APIs enable free to use dApps



Allow users to control and monetize their data to end surveillance capitalism



Transparent and accurate results for advertisers

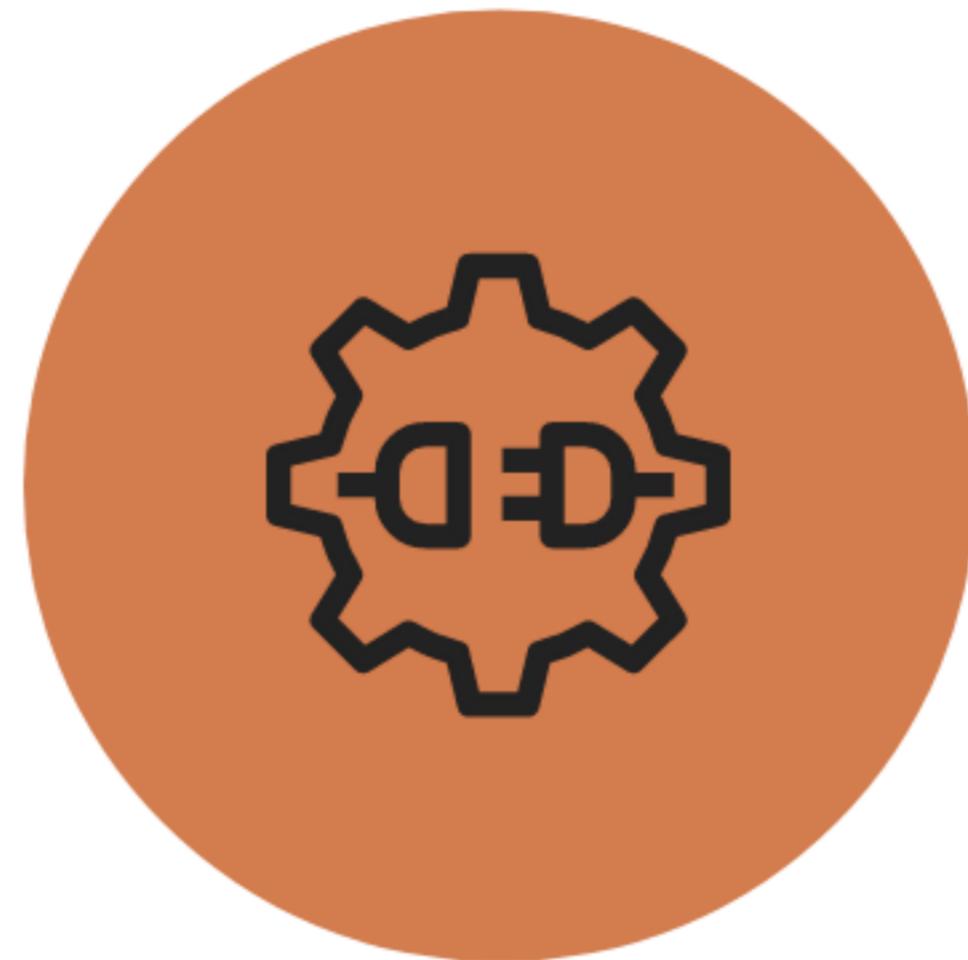


Tools, templates, hosting and support for dApps

Product



APIs for advertisers and
sponsors



APIs for dApps to make
money.
dApp onboarding tools



APIs for dApp users

Product



A toolkit to accelerate the rapid construction, monitoring and execution of dApps.



Decentralized DevOps services to keep the light on for all the dApps



Unifying API to enable any dApp on any platform to leverage sponsored content and actions

Product

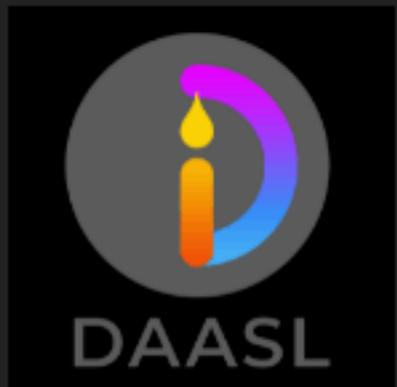


Paradigm Shift
from 'pay to play' to 'play to earn'

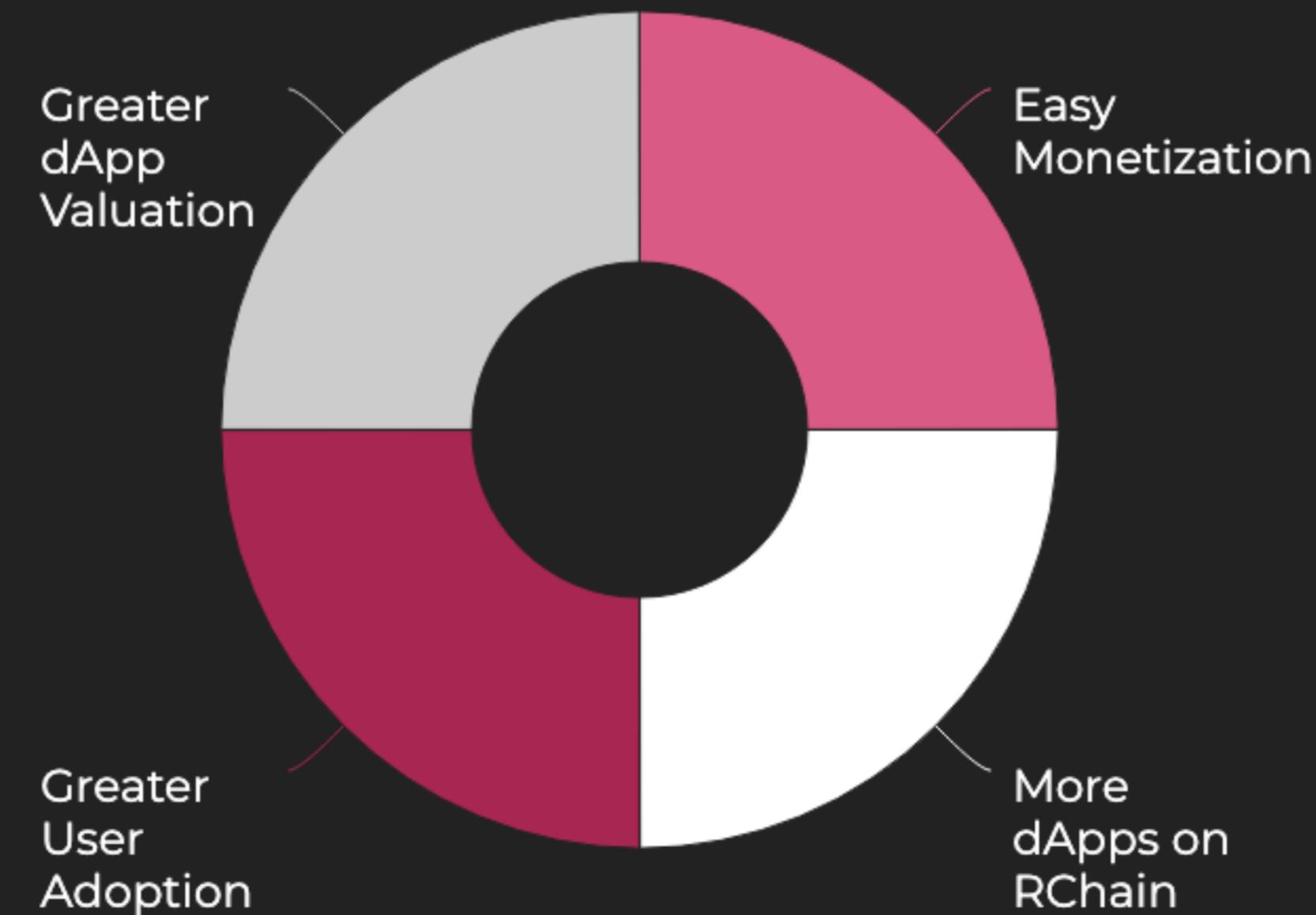
High Ethereum fees are a consumer friction point.
We convert this problem into a consumer adoption accelerator by letting users earn from using the dApps



Product

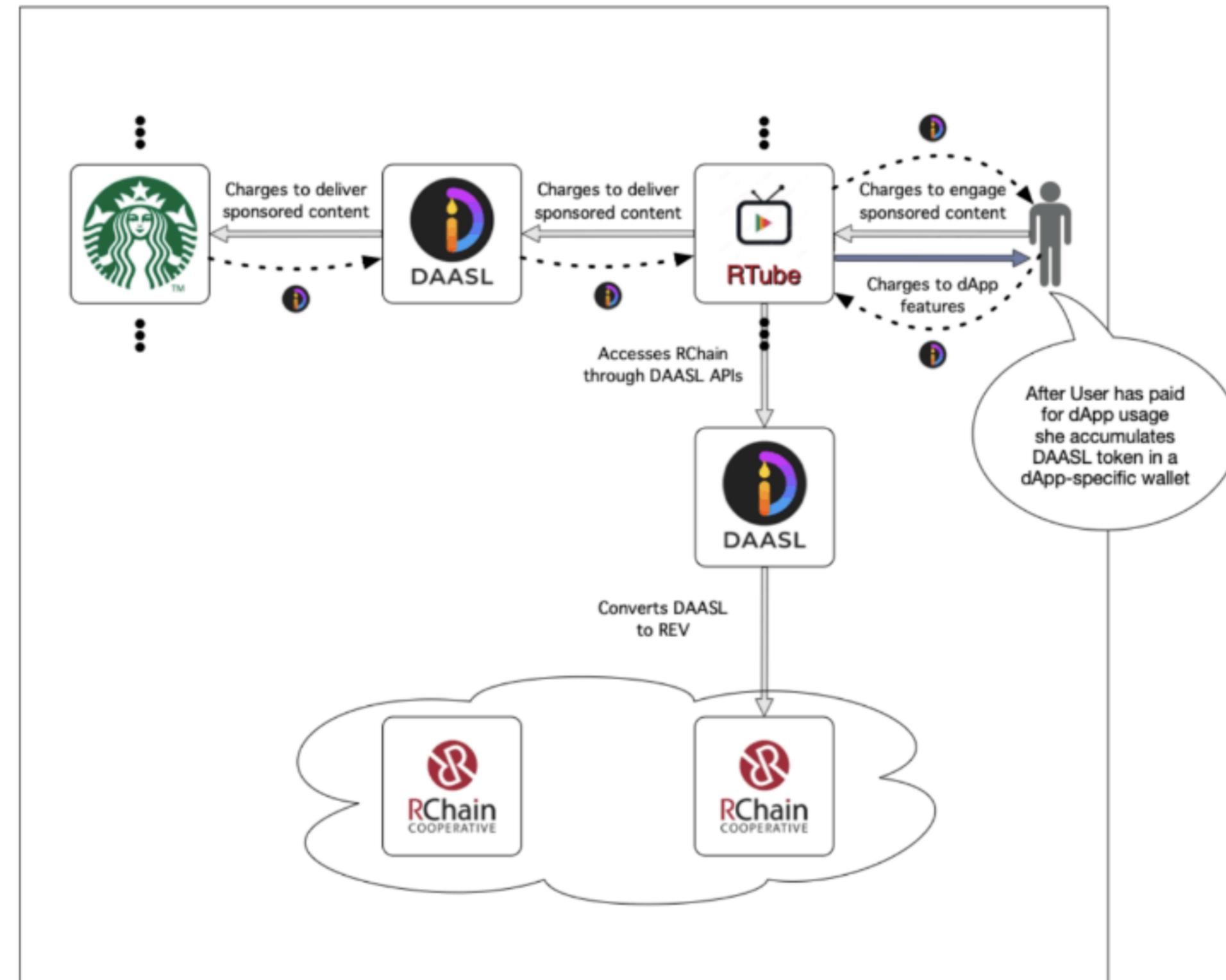


Accelerate dApp deployment,
user adoption and increase dApp
valuation



Product

DAASL charges a sponsor (e.g. Starbucks) DAASL token to deliver sponsored content to a dApp (e.g. RTube). Likewise, RTube charges DAASL token to DAASL to deliver sponsored content its users. RTube spends DAASL token to get *all* content from RChain.

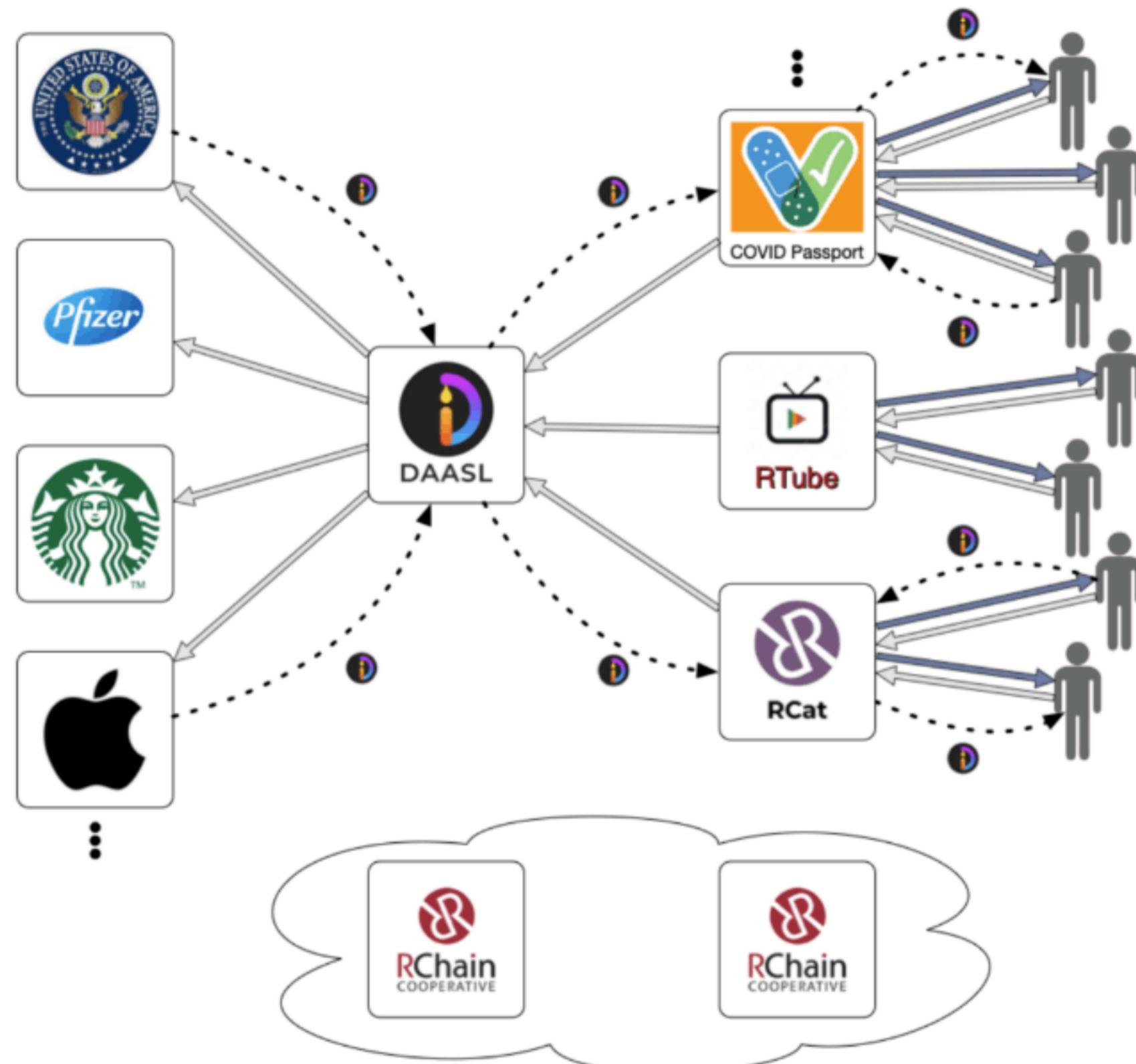


A User charges DAASL token to engage sponsored content. She also pays DAASL token to get dApp features. When she has paid for her dApp usage, then if she is still engaging sponsored content, she accumulates them in a dApp-specific wallet.

Product

framework for
decentralized
advertising

delivering
trusted
sponsored
content
and
actions



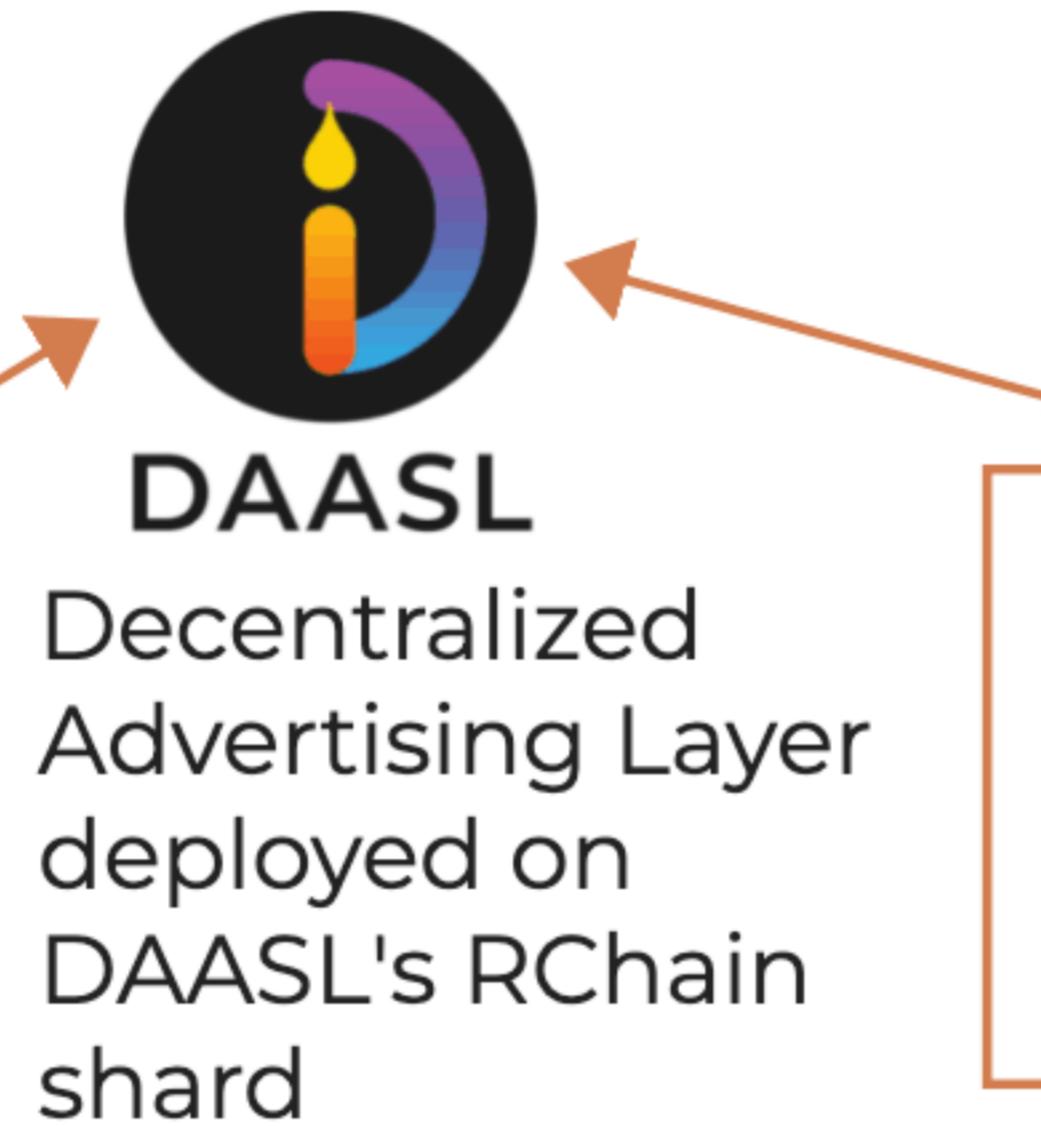
dApps naturally
organize markets
by communities.
This makes
reaching target
audiences much
more specific and
effective.

executes on
RChain's
blockchain



Product

Monetize all blockchain use, not just RChain



By operating cross-chain monetization, we get revenues from existing dApps on ANY chain, not just RChain.

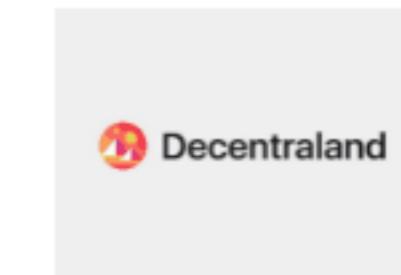
NFT Marketplaces



L1 blockchain platforms



Metaverses





Product

Decentralized self sovereign ID and data, applied to advertising, looks very different than the world we see today.

That is what DAASL represents: the largest industry in the world turned on its head as the driver for Web3 dApps

Market Size

current online advertising
market

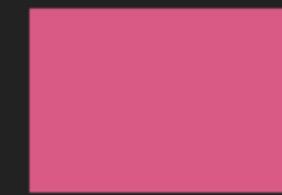
\$635 Billion

blockchain application market
growth

**\$5 Billion in 2021 to
\$68 Billion in 2026**

The merger of these
two elements
represents a hugely
untapped disruptive
industry:
**DECENTRALIZED
ADVERTISING**





Market Validation



4.95 Billion

total online users

\$21B

dApp market size by
2025

\$210M

1% share of market

As regulators wake up to the harms of surveillance capitalism, we recognize that the future of advertising is community based, with full user control over data.



Competitive Advantages



First to Market
Decentralized
Advertising for
Web3 platforms.



RChain Layer 1
Platform

No other layer 1
platform can deliver a
functional, scalable
decentralized
advertising platform
(SEE APPENDIX)



Genuinely
Decentralized

Token based user
adoption

Business Model



Transaction fees
for use of the
network



Sale of DAASL tokens
to advertisers



Dapp onboarding
fees / equity.

Business Model



\$6.5M in
revenue
steady state

Dapp click to pay model	
Number of Dapps	20
Clicks per day per user per Dapp	10
Number of users per Dapp	10000
Dapp revenue per click	
DAASL revenue per click	\$ 0.0100
Steady state 1 years worth of Dapp/users	\$ 7,300,000
Assume onboarding rate per month of	1
Assume offset in months from start of	3
Assume users per Dapp growth to target of	2000 /mnth

RCHAIN COOPERATIVE ©2020

Economic Modeling Assumptions

Revenue

Revenue Sources	Q1	Q2	Q3	Q4
Dapps 1-3 (1 per month)	\$ -	\$ -	\$ -	\$ -
Dapps 4-6	\$ -	\$ -	\$ -	\$ -
Dapps 7-9	\$ -	\$ -	\$ -	\$ -
Dapps 10-13	\$ -	\$ -	\$ -	\$ -
Dapps 14-17	\$ -	\$ -	\$ -	\$ -
Dapps 18-21	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ -	\$ -	\$ -	\$ -
Cumulative Revenue	\$ -	\$ -	\$ -	\$ -
	Q5	Q6	Q7	Q8
Dapps 1-3 (1 per month)	\$ 108,000	\$ 252,000	\$ 270,000	\$ 270,000
Dapps 4-6	\$ -	\$ 108,000	\$ 252,000	\$ 270,000
Dapps 7-9	\$ -	\$ -	\$ 108,000	\$ 252,000
Dapps 10-13	\$ -	\$ -	\$ -	\$ 108,000
Dapps 14-17	\$ -	\$ -	\$ -	\$ -
Dapps 18-21	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 108,000	\$ 360,000	\$ 630,000	\$ 900,000
Cumulative Revenue	\$ 108,000	\$ 468,000	\$ 1,098,000	\$ 1,998,000
	Q9	Q10	Q11	Q12
Dapps 1-3 (1 per month)	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Dapps 4-6	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Dapps 7-9	\$ 270,000	\$ 270,000	\$ 270,000	\$ 270,000
Dapps 10-13	\$ 252,000	\$ 270,000	\$ 270,000	\$ 270,000
Dapps 14-17	\$ 108,000	\$ 252,000	\$ 270,000	\$ 270,000
Dapps 18-21	\$ -	\$ 108,000	\$ 252,000	\$ 270,000
Total Revenue	\$ 1,170,000	\$ 1,440,000	\$ 1,602,000	\$ 1,620,000
Cumulative Revenue	\$ 3,168,000	\$ 4,608,000	\$ 6,210,000	\$ 7,830,000

12/22/2020

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Business Model



**13 sponsors at
an average of
\$1,200,000 per
quarter**

RCHAIN COOPERATIVE ©2020

Economic Modeling Assumptions

Token economic model

Actor	\$ equivalent of TOKENS over time								
	Q5		Q6		Q7		Q8		
	Count	Amount	Count	Amount	Count	Amount	Count	Amount	
DApp provider	Sponsor	1	\$1,200,000	3	\$3,600,000	5	\$6,000,000	8	\$9,600,000
	Curator	3	\$60,000	6	\$90,000	12	\$75,000	24	\$60,000
	DAASL	3	\$60,000	6	\$90,000	9	\$100,000	13	\$110,769
			\$150,000		\$450,000		\$750,000		\$1,200,000
DAASL	Q9		Q10		Q11		Q12		
	Count	Amount	Count	Amount	Count	Amount	Count	Amount	
	Sponsor	9	\$10,800,000	10	\$12,000,000	12	\$14,400,000	13	\$15,600,000
	Curator	24	\$67,500	24	\$75,000	24	\$90,000	24	\$97,500
RChain	DApp provider	17	\$95,294	21	\$85,714	21	\$102,857	21	\$111,429
			\$1,350,000		\$1,500,000		\$1,800,000		\$1,950,000
Notes:		With \$1M of sponsorship across 3 DApp providers with 10,000 users each we see \$50K to each curator, the same to each DApp provider and \$125K to DAASL.							
		By Q12 DAASL is at break even with \$1.6M in sustained revenue having acquired 13 sponsors at \$1M per quarter each and with a user base of 21 DApps.							

Assumptions

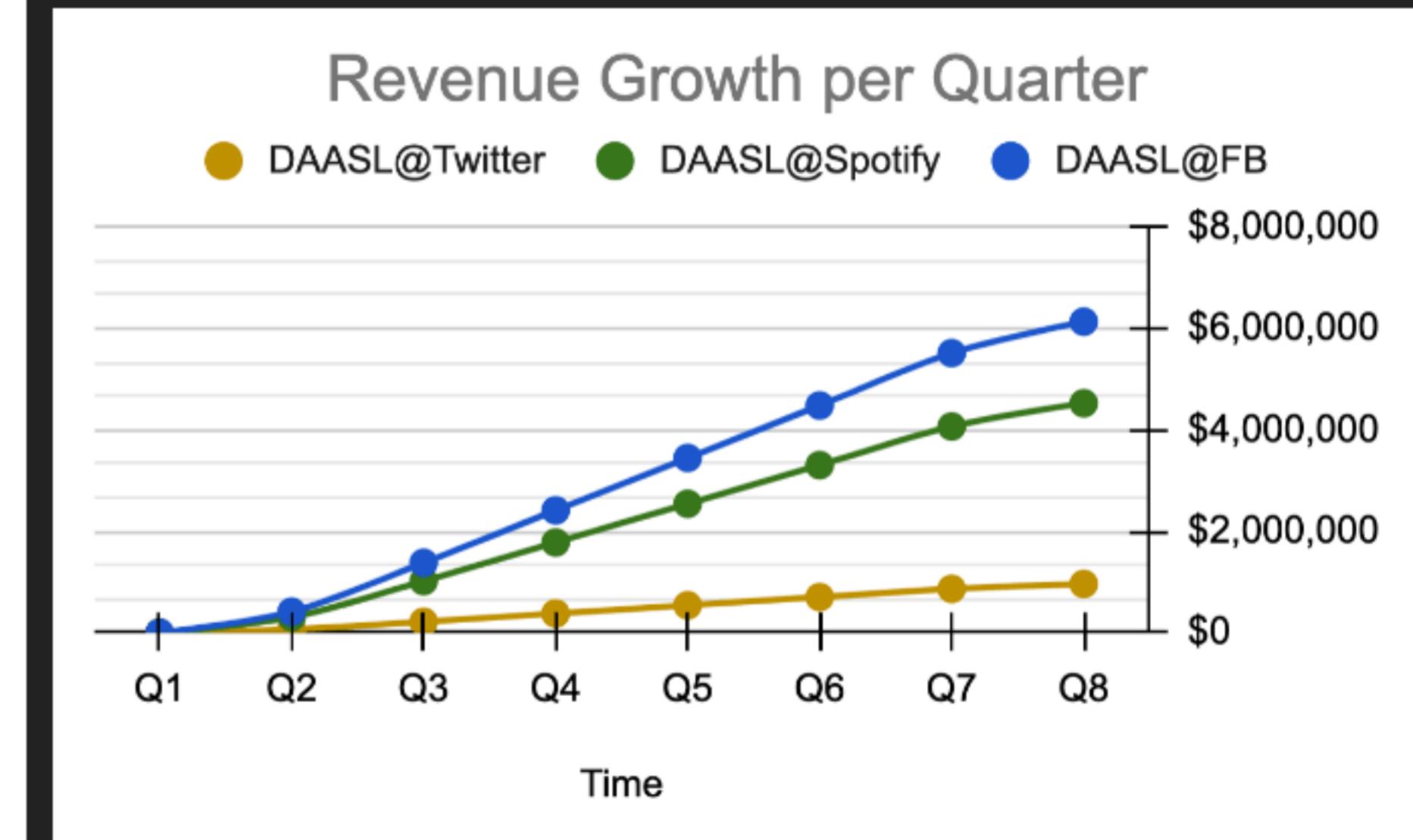
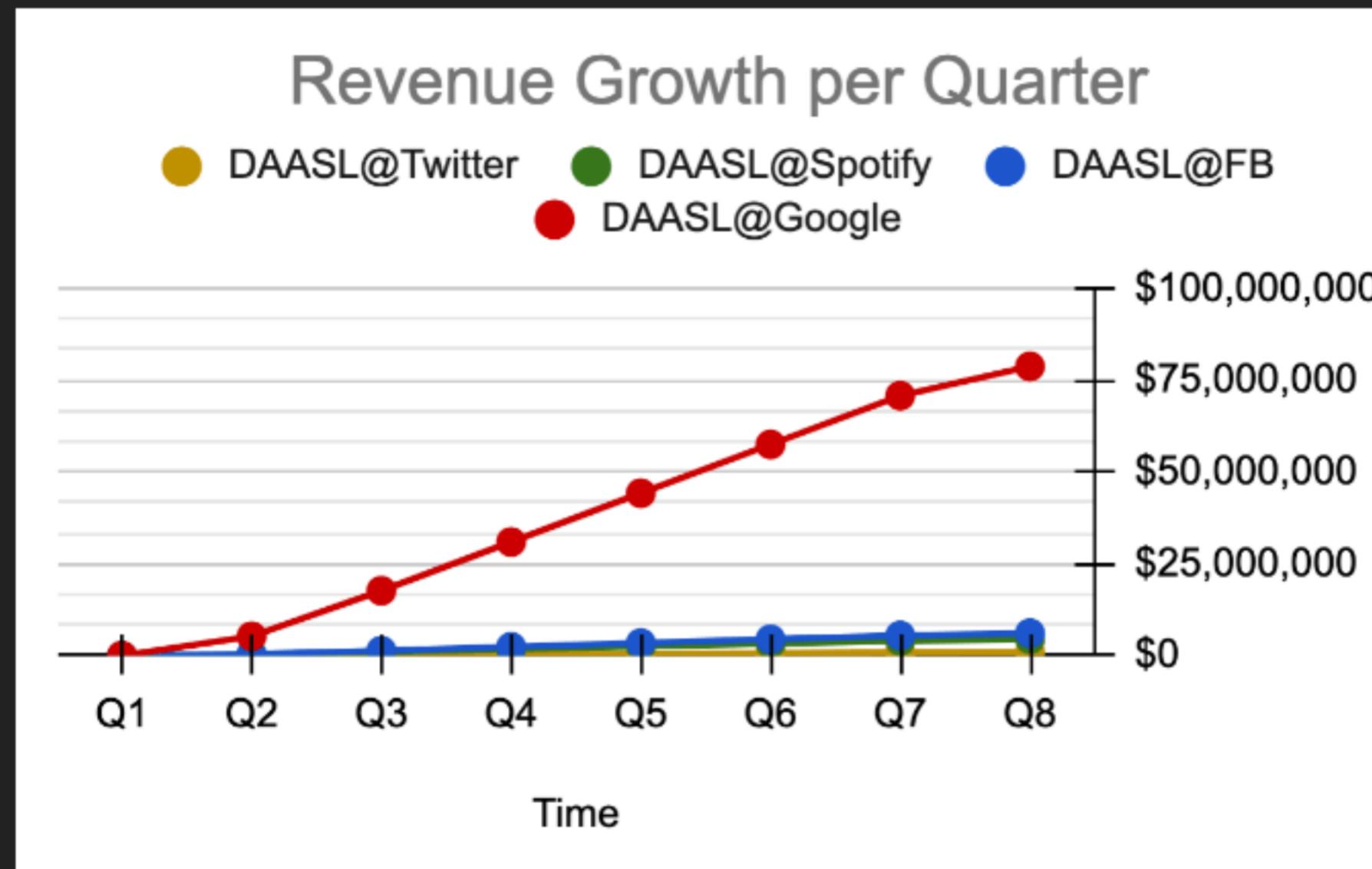
Key variables	
End Users	55.0%
Curators	15.0%
DApps	15.0%
DaasL	12.5%
RChain	2.5%
Token exchange	\$0.00600

End Users get an average of \$40/Qtr steady state but this is shared on the basis of their own esteem.

12/22/2020

27

Revenue Growth Projections



Spotify - <https://www.businessofapps.com/data/spotify-statistics/>

Twitter - <https://www.omnicoreagency.com/twitter-statistics/>

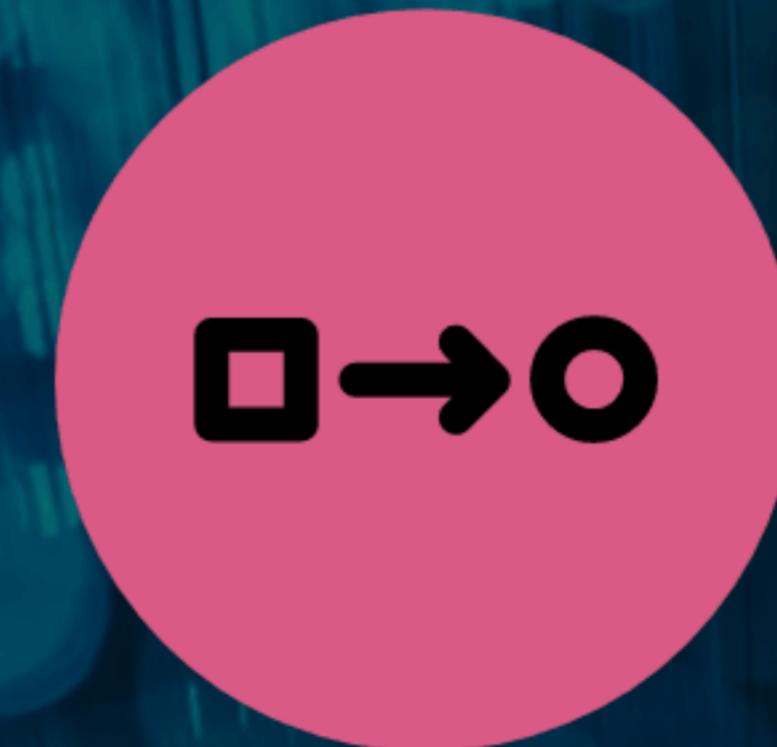
Facebook - <https://www.omnicoreagency.com/facebook-statistics/>

Go to Market Strategy Phase 1

Gather eyeballs that are amenable to advertising and other sponsored content
Test the APIs in actual use, improve product



Onboard new consumer, gaming and content dApps



Convert current Apps to dApps



Build RChain advertising APIs for Web3

Go to Market Strategy Phase 1 Pipeline



DESCRIPTION	CURRENT STAGE	ESTIMATED CURRENT USER BASE
Health passport for a national government	Technical due diligence	25M
Sports gaming app	Technical due diligence	3 -5M
Advertising in Metaverse - Germany	Initial Agreement	
Music NFT platform	Technical due diligence	1 M+
Emano - social token music network	Planning	<1K
Dating platform	Planning	<1K
Mental health app	Planning	10K+

Go to Market Strategy Phase 2



Leverage current AdTech economy
Build advertising inventory
Connect with advertising ecosystem



Build RChain
solutions for current
AdTech



Interoperability with Web2
applications

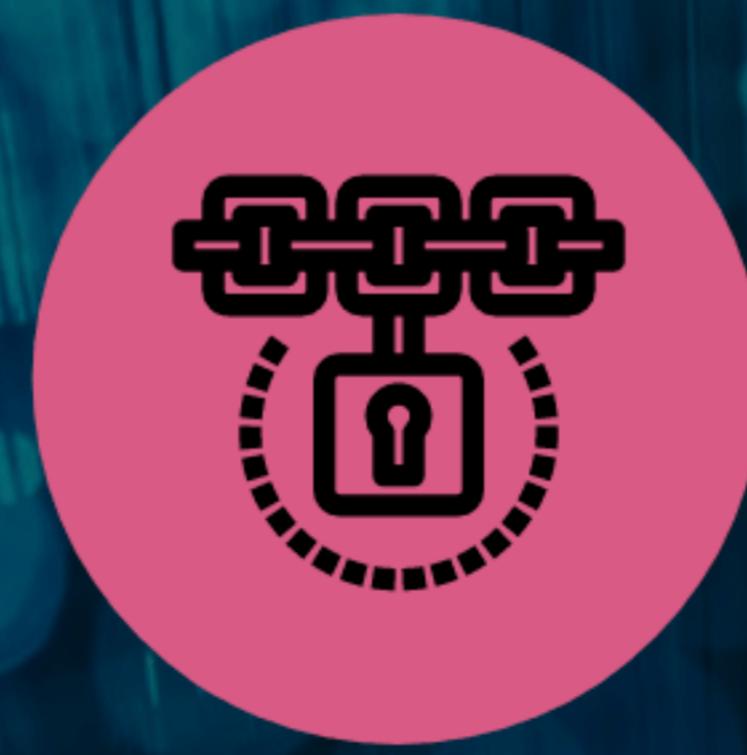


Integrate with the
evolving Ad privacy
standards. (IPA, Google
topics etc)

Go to Market Strategy Phase 3



Build cross-chain
interoperability for Web3



Focus on Ethereum and
other popular chains with
the most eyeballs



Prepare for the next
stage of advertising
growth



Market Adoption Why Now?



TIMING IS RIGHT

Trust in Facebook and Google is waning and regulators are stepping in. Meanwhile decentralized web is poised to disrupt.



CLICK to PLAY > CLICK to PAY

DAASL will select applications that focus on high transaction digital asset management. NFT's and the Metaverse are just the beginning.



IT'S AN OPEN FIELD

There are very few ad sponsored content platforms for dApps that can be considered decentralized, and none have effectively delivered product as of yet.

Team



Rao
Bhamidipati:
CTO

Xerox, projects funded by IBM, Sovereign Bank, and DARPA. Bachelor's in Electrical Engineering, MBA - Indian Institute of Management MS in Computer Science from NJIT.



Greg
Meredith
Business
Development
& Brand

RChain
President,
Architect
AT&T,
Microsoft Biz
Talk, rho
calculus
creator, co-
author of
several W3C
standards.



Ting Yang
Business
Development

Executive and leadership positions at GE digital, Amdocs, and Microsoft. Industrial (IIoT), Consumer (CIoT), Mobile marketing, advertising, social payment, Enterprise billing, and Telecom.



Lilia Rusu
Administration

Lilia has over 13 years of experience in retail and private banking. She worked directly with US and International retail and business clients.



Steven Henley
Board Member

Thought leader, strategist, innovator and entrepreneur with 30 years industry experience.



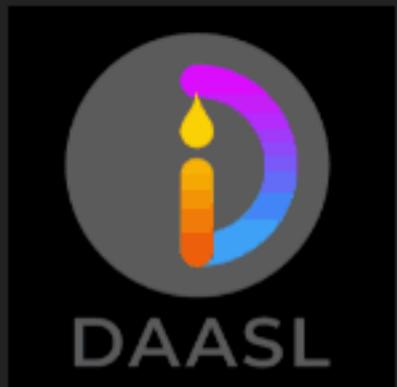
Tomislav
Grospic
Lead Developer

RChain product team. 20+ years of tech development

Financial

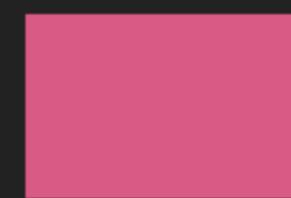
\$15M Seed Round
initial investment
opportunity

We are looking for 24 months' financing to reach a goal of 21 dApps and 210,000 users. That translates into \$23M Revenue over 24 months from transactions, advertisements and dApp onboarding fees.

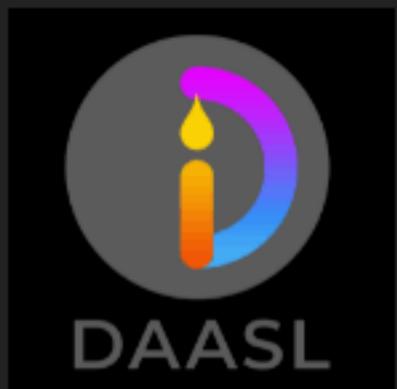




Use of Funds



Ride the wave of the inexorable



Decentralization is inevitable, hence decentralized advertising is inevitable.

DAASL, based on RChain, is the only solution that can provide advertising at the data layer. This means that other blockchains will need to rely on DAASL for the foreseeable future.

Community based advertising, end user choice and sharing in the economics will drive unprecedented engagement.



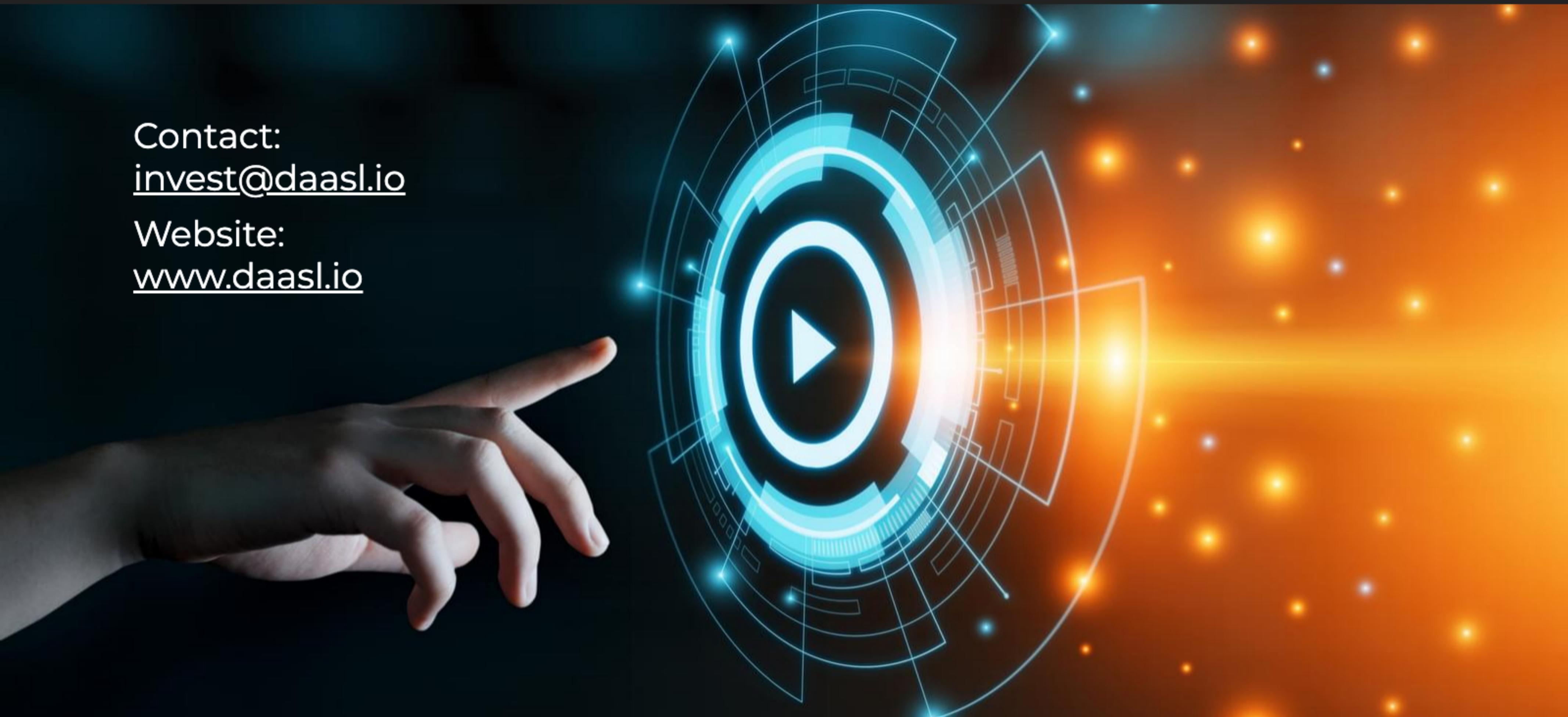


Decentralized Advertising at Scale

Empowering the users of the network

Contact:
invest@daasl.io

Website:
www.daasl.io



Appendix

The RChain advantage



RChain[®]
COOPERATIVE

DAASL's major advantage lies in the groundbreaking revolutionary architecture of the RChain L1 platform.

RChain allows for large files to be stored directly on chain, and due to its concurrent computational model, scales linearly as you add hardware.

This is entirely unique in the blockchain space and means that RChain is the only platform that can actually deliver a scalable cross chain decentralized advertising solution for Web3.

Appendix

RChain and Climate Change



It is now well known that Proof of Work blockchains use profoundly harmful amounts of energy. Proof of Stake is magnitudes more efficient, and when comparing RChain's energy use to other Proof of Stake L1 platforms, RChain outperforms.

RChain has been dedicated to Climate Change solutions since its inception, with focus on supporting the coordination technologies required for humanity to tackle this problem as a globally self aware species.

RChain is a proud member of the Climate Chain Coalition and the Crypto Climate Accord.



www.rchain.coop
<https://rchain.coop/whitepaper.html>