CRYPTO ADS NFT

ECOSYSTEM

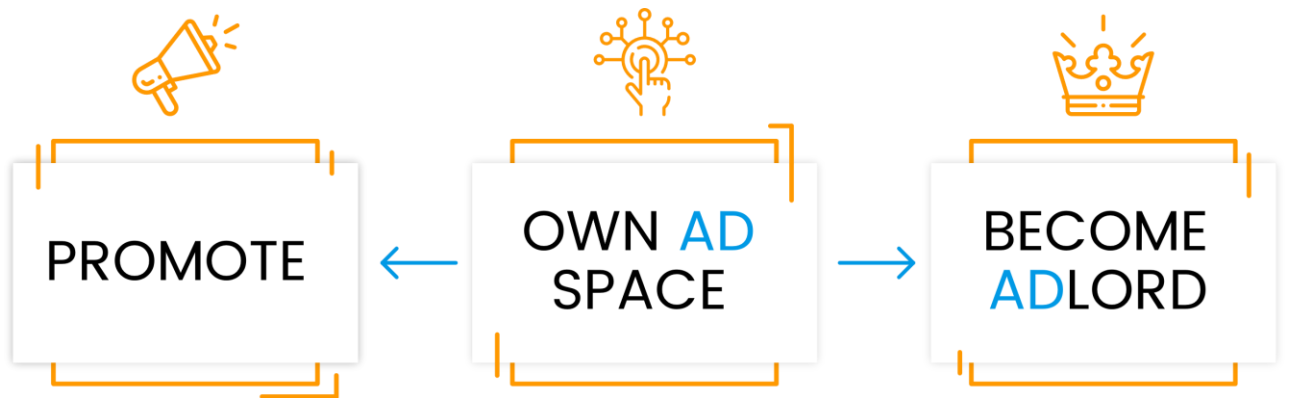| PROMOTE | ← | OWN AD SPACE | → | BECOME ADLORD |

ADLord Paper

White Paper

THE VISION OF CRYPTO ADS NFT

Here, at Crypto Ads NFT, we strongly believe in marketing which pays off, which brings desired outcome whatever it is - brand promotion, users' acquisition, traffic to website, etc. We believe in decentralized and zero cost marketing.

We do that by bringing the revolutionary vision to the market, which is to get most out of each pixel in the computer screen. We do that by creating NFT (Non-Fungible-token) which is related to each pixel on the screen.

Here, at Crypto Ads NFT, we allow people to own pixels and promote their own business, to lease to others or just own it and sell later at much higher rate.

We were inspired by simple idea of www.milliodollarhomepage.com, which was built 15 years ago, and still has enormously high traffic of 200'000 people each month. The problem is that the pixels are fixed and more than half of owners don't benefit out of their asset and they cannot sell it. We change the status quo with our product which is going to be built on smart contracts and fully transferable.

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The goal of CryptoAdsNft is to provide a place to promote Promote anything you desire e.g. Your own Youtube channel, Business website, etc. in a **fully decentralized way**. We will constantly scale this Ecosystem so it will bring interested third parties to the CryptoAdsNft platform.

Everyone who tried to promote their websites, Youtube channels, products or services knows that finding best converting channel is what you always look for. Imagine a place where you can buy a space to promote your business and later sell that place for the same or higher price. It is a nowhere seen concept: **you get a promotion service** and later **get your money back** once you sell your space.

Our unique vision, Tokenomics and the fast viral growth will bring residual benefits to the Ecosystem.

WHY BSC

When comparing different blockchains, you will wonder why we chose the BSC network. Binance Chain is designed in a way that incorporates the most user-friendly functions and constantly attracts new users to the chain. Binance Smart Chain (BSC) is a fork of the Ethereum protocol, and as such, shares many similarities with the Ethereum blockchain. The largest change is BSC's consensus mechanism, which allows for cheaper and faster transactions. This is the major reason why BSC was chosen – cheaper transaction price, as there are going to be many micro pixel holders. As the BSC brings more and more users to the chain CryptoAdsNFT is poised to become the most popular and highest volume exchange with a laser focus on ERC – 1155 NFTS and the Binance blockchain.

THE TOKENOMICS OF CRYPTO ADS NFT

CryptoAdsNft token and the **AdLords** have evolved from the real need in the market. Most of us have bought ads in social networks or search engines and didn't receive what was expected. It's time to stop wasting your time and money for not valuable ADS and become the **ADLord**.

CryptoAdsNft will highlight our two flagship tokens:

CryptoAdsNft token: **$AdNft**

AdLord NFT: **$Adlord**

On CryptoAdsNft your AdNft tokens will claim Adlord Nft's. The best Adlorder's will conquer specific lands on CryptoAdsNft and will sell or rent those lands to another AdLords.

When Adlords promote, rent or sell their space, they get traffic, revenue or other crypto coins.

CRYPTOADSNFT ECOSYSTEM TOKENOMICS

$AdNft token

CryptoAdsNft came into this world when we saw a need of new way of advertising in August of 2021.
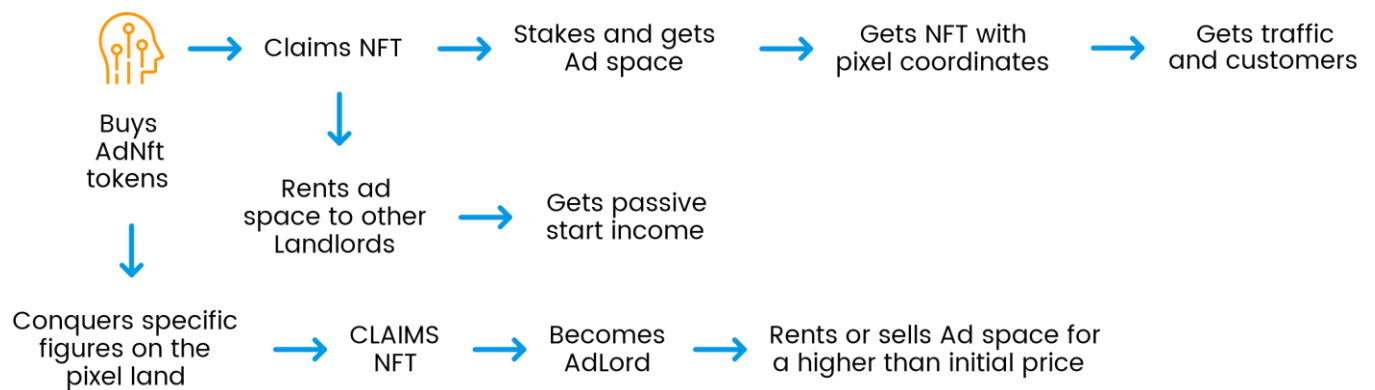
After we finished minting 1.9M tokens, we started the new phenomenon in advertising and crypto industries. We are the first to allow diamond hands to hold $AdNft tokens in their wallets, then claim **$Adlord NFTs** and be part of spontaneous advertising community experiment in a decentralized setting.

We are the AdLords that went where no Ad buyers had been before. At the writing, we seek to be recognized around the world by crypto holders who support decentralized experiments.

$Adlord nft

When the rules of the game are changed against their favor, others have no option, but to follow. We are standing at a pivotal moment in innovation. Until now, centralization has been a prerequisite for all of our official promoting structures. Until now no one can promote their business, get customers, and later sell or rent their ad space and get back their initial investment or earn some smart passive income.

$Adlord is the second coin necessary for the CryptoAdsNft ecosystem. It was originally created to claim the land on the pixels map. Once you buy $AdNft token you are able to claim $Adlord. Though simple, the fact that AdLord's tokenomics are an addition to $AdNft make it even more intriguing. With $Adlord ntfs you can either promote on the platform, either stake and get smart passive income, or conquer pixels and build your own lands which can be sold on the secondary market for a higher price or stake and get smart passive income.
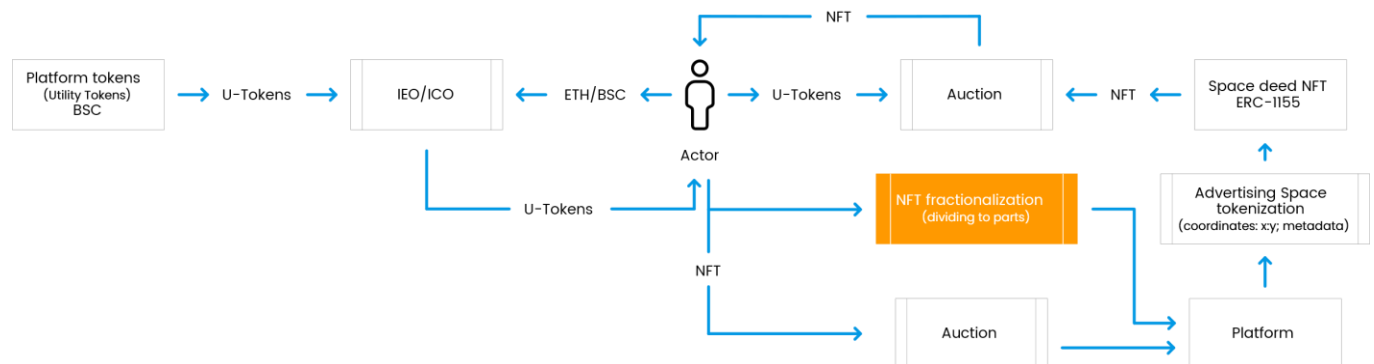
$AdNft token stats as of 04/08/21

$AdNft tokens maximum supply = 1.905.600

The tokens that were sold during CryptoAdsNft token sale are known as AdNft tokens. This is the only time that AdNft tokens were created, and the total supply is fixed to 1.905.600. No more tokens will be created.

1 $AdNFt presents 1 pixel on the Adlord map, which consists of 1.905.600 pixels. No more pixels will be added in the future. $AdNft tokens are the generators for $AdLord nfts. $ADLord nft can only be created via activating the utility of the $AdNft tokens. This is done via a smart contract system.

THE ENGLISH AUCTION
We have decided to use the English Auction to sell tokens, that will be needed to claim pixels through NFTs.
Who comes first, those get the opportunity to pick the best place on the advertising map and get most of the traffic and visits to their websites, Youtube channels, social media or Blogs.

English auction is run by rules and a schedule clearly expressed in advance. Bidding starts with a high price, which is declined as progressively lower bids are solicited until either the auction is either closed or no higher bids are received.

The auction takes action until all tokens are sold. The token sale starts with a price of 0,0036 BNB per 1 $Adnft token, and declines every three days. The token sale looks as follows:

$Adnft token bid price	Time frame
0.036 BNB	3 days
0.033 BNB	3 days
0.030 BNB	3 days
0.027 BNB	3 days
0.024 BNB	3 days
0.021 BNB	3 days
0.018 BNB	3 days
0.015 BNB	3 days
0.012 BNB	3 days
0.009 BNB	3 days
0.006 BNB	3 days
0.0036 BNB	30 days

CRYPTOADSNFT PRODUCT

The CryptoAdsNft allows users to claim specific space on the pixels map. From the main dashboard of the Management Interface, users deposit and withdraw AdNft tokens. The dashboard gives an overview of the AdNft token balance the user is currently holding and the amount of Adlord nfts. From within a detail page, users are able to buy or sell AdNft tokens of Adlord NFTs.

The staking page displays more detailed information about the CryptoAdsNft product. Users can put on staking their current Adlord NFTs, add links to their websites, Youtube channels, social media or Blogs then add pictures or logo, or only colors and start to promote their services or products.

On the secondary market users can sell or buy new NFTs and use those for either promotion on the pixels map or either gets smart passive income through the rent of those conquered spaces.

With its intuitive and clean UX/UI, the management interface is a first step towards user-friendly world's first AdLords promotion system.

ROADMAP

With this roadmap, we intend to share CryptoAdsNts's vision and objectives for the upcoming year. The roadmap sets the direction, so it will not define the exact feature set as changes are likely to emerge throughout the year based on market feedback. We choose not to define an unrealistic fixed architecture or commit to a set of implementation choices in advance. Be sure to read the disclaimer below since the roadmap is subject to change, especially further out on the timeline.

Timeframe

Q3 2021

- Presale in 2021 August
- Token sale in 2021 September

Q4 2021

- Launch the Alpha version of the platform that covers the top use case AdLords
- Intended outcome:
  - Token holders can claim NFTs with coordinates on the pixels map.
  - Secondary market release
  - Fractionalization of the NFTs
- Prepare and implement new Adlords acquisition strategy (customer and business).
  - Intended outcome:
    - We are creating a brand new way to promote businesses. This is the beginning of a new era for decentralized communities. With the readiness of time (because perfection takes time) ,CryptoAdsNft will be the crucial point of contact between the decentralized Ad promotion world and global communities, allowing us to actualize our vision of wide spread adoption of $AdNft cryptocurrency.

Q1 2022

- Constant marketing activities to generate the traffic to the major PIXEL PAGE
- Looking for strategic partners to expand the numbers of pixels for sale.

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