



# WHITEPAPER

**PROPERTY OF:**  
IDEASREWARD, S.A.P.I. DE C.V.  
Guadalajara, México a 28 de Abril del 2018



# The most hotly anticipated ICO is almost here.

**It's time to give the value of data back to those who generate it. It's time to manage data properly and professionally in a platform that grows organically, authentically, exponentially and sustainably.**

The platform you have in front of you will revolutionize the use and exploitation of collective knowledge. It will ensure that this collective knowledge is applied more efficiently and reliably to market research, optimizing the resources and marketing efforts of companies, institutions, governments and individuals. And, on top of all that, the platform's users will be earning money every day.



## What is IDEALCOIN?

**It's the digital currency in which the value of the data collected in the PayMHO digital social platform will be expressed. IDEALCOIN will be processed and protected by algorithms for immediate use.**

These digital commodities are produced by large numbers of INFLUENCERS generating a critical mass of information. These INFLUENCERS can then accumulate, own, transfer, sell, trade or even use these assets as currency, benefiting from the usual guarantees and protections established by today's digital TOKENS: valuable resources in this era of monetised information and digitalization.

## How are they acquired?

Our community will inhabit a SOCIAL MEDIA 3.0 type platform called PayMHO, where USERS or INFLUENCERS will interact, developing and answering simple questions using warm, personable language. INFLUENCERS will continually build up their profiles in a way that is organic, spontaneous and fun. The platform environment is designed to empower creativity and participation, while keeping INFLUENCERS free from pressure or influence so that their responses and results contribute to building a reliable database.





## What is PayMHO™?

**A tool with which anybody, anywhere in the world, can participate actively in the generation of information, gaining daily economic benefits as a result.**

A job that anyone can do, from any mobile device or computer, without specialized knowledge or training. After little more than a brief introduction, any individual can become a PROFESSIONAL INFLUENCER and start earning money regularly, making their information interact with that of others, generating value that companies around the world will be interested in purchasing.

Via its applications, PayMHO will collect every aspect of the life of its INFLUENCERS in a relaxed, spontaneous, fun and orderly way, building a profile as wide-ranging as it's possible to imagine, while generating electronic bits. All this information will remain the property of the INFLUENCER. It will be stored PRIVATELY, SECURELY, and in absolute confidentiality, in a decentralized and accessible location.

By becoming an INFLUENCER on our platform and actively participating in it, you will be able to generate income while you sleep. And you don't need any specialised knowledge, other than that of your own day-to-day life.

# What are the benefits for INFLUENCERS?

With each click, INFLUENCERS will generate bits of information. These bits will build up into a chain of “data” more comprehensive than the INFLUENCERS knew they were capable of generating. This data will acquire great value. We call this process CRAFTING.

Each CRAFTING is linked together in hash chains, producing millions of pieces of secure, useful and valuable data, which in turn generate a critical mass of information.

INFLUENCERS will be able to enjoy the benefits of being market pioneers: taking advantage of special offers, testing products and services, giving an opinion, commenting, contributing to the improvement of products, and simply RESPONDING, while continually earning money.

INFLUENCERS retain ownership and control of their profile information. And their presence on the network means they will be playing their part in the digital age in a way that is fun, easy and enjoyable. It will be like learning to walk, but this time on social media, while gaining access to the new economic world order.

As the system generates a data chain from the activities of hundreds of thousands of INFLUENCERS, it rewards INFLUENCERS by transforming each bit of information into a Digital Value Unit that we call a TALENT.



## TALENT

This value unit will have different uses and applications benefiting the INFLUENCERS, who will at no point lose ownership of their data. INFLUENCERS will be able to add value to their own data by linking their profiles with those of thousands of other INFLUENCERS who will also be giving opinions, answers, and suggestions, generating millions of pieces of data related to their activities, and earning money continually.

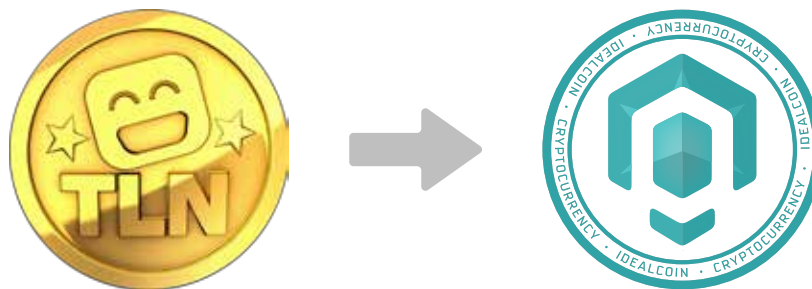
## What can TALENTS be used for?

The value units or TALENTS generated in PayMHO can be used to acquire goods and services within the application; invest in new knowledge exchanged with other INFLUENCERS; transfer resources to other INFLUENCERS on the network instantly and economically; and invest in businesses, causes and projects. TALENTS can even be changed into the INFLUENCER'S LOCAL CURRENCY. The fact that TALENTS are linked to the value of GOLD means that their value is continually evolving. They can be converted into any currency easily, using the same technology that today's digital currencies use, and with the same attributes of mobility, security, transferability and utility.

In addition, these same TALENTS provide interested third parties with the only way of obtaining a discount on the information processed by the platform. TALENTS must be changed into a digital currency for external use. This can only be done via the platform, ensuring that each bit contains information that adds value to the platform. The digital currency that TALENTS can be changed into is called IDEALCOIN.

IDEALCOIN can be used as a consumer commodity on the platform, allowing holders of the currency to exchange it for products and services provided by PayMHO. Its value stems from the owner's right to trade with the platform's users: digital accumulators.

**Only INFLUENCERS will be able to organically generate IDEALCOIN.**



# How do I become an INFLUENCER?

The formula is simple. INFLUENCERS sign up to the PLATFORM after carrying out the corresponding KYC ANALYSIS, IDENTIFICATION, DOCUMENTATION DELIVERY, AND OPENING OF WALLET-TYPE PERSONAL ACCOUNTS. THEN THEY'RE ALL SET! They now form part of the next generation of information creation, access and use.



In addition, thanks to their involvement with this practical, simple and fun platform, INFLUENCERS will quickly become familiar with the new technologies that are transforming the world economy, giving each INFLUENCER the chance to participate in the most active, lucrative investment market in the world today: DIGITAL CURRENCIES OR CRYPTOCURRENCIES.

# What is the product that will be offered to PayMHO CLIENTS?

Those who wish to consult or use the PayMHO services must pay INFLUENCERS to gain access to their profiles. Having paid, CLIENTS will be free to extract the desired statistics, obtaining more information than they could have hoped for thanks to the high degree of market profiling. There is no risk to INFLUENCERS of invasion of privacy.

The professional reports generated by PayMHO will supersede any existing market study in terms of time, efficiency and cost, providing the CLIENT with exact information about their market: who it is formed by, where they live, what they are willing to do, and how to make contact with them. CLIENTS will discover a range of surprising coincidences, opportunities, trends, tastes and preferences that never seemed achievable with previous platforms which only ever gathered a small part of users' information.

Likewise, CLIENTS will be able to consult INFLUENCERS directly, to get their opinions, evaluations and suggestions, or even to offer them products or services. INFLUENCERS will be motivated to authorize these consultations by the fact that interested CLIENTS will have to pay for them with TALENTS. IDEALCOIN is generated only in PayMHO and must be purchased beforehand by clients.



**PayMHO™**



**idealcoin**

## **What MOTIVATED US TO CREATE PayMHO?**

**Each day, more and more people are joining the network of networks: the INTERNET. Today, it is used by over 25% of the world's population.**

Most of us use and explore this tool during our day-to-day activities without exercising any type of control or security checks. 92% of internet users have FACEBOOK accounts for example.

Our lack of awareness, our naivety and inexperience – and our demand for high-speed provision of online services – mean that we routinely leave ourselves exposed to identity theft. This theft can be of something as simple and seemingly innocuous as your shopping or browsing habits. But it can also reach harmful levels, and it benefits only those who steal, use and market your information.

**A market that is authentic, active, thoughtful, organic, generative, assertive, rich with information and ready to share it.**





## What happens behind the scenes of digital social networks?

All the movements, explorations and searches that we carry out “ONLINE”, and that generate a significant flow of “private” information, are extracted and used by companies that profit from our interaction and identity. These companies then claim ownership of this information, in some cases even preventing the platform’s USERS from having legal access to their own information.

Companies around the world spend more than \$600,000,000,000.00 dollars a year seeking out, and advertising to, markets. Despite these huge expenses, the information companies obtain is often of low value: little more than a superficial set of impulses that data companies market as PROFILES and sell as if they defined us perfectly.

Businesses seeking to reach out to their market pay these companies billions of dollars a year, without stopping to think that not only are they not achieving their desired objective, but they are arbitrarily damaging our intellectual property, and making the products and services we consume more expensive because of their inefficiency and the high margins of error in their attempts to use the information we generate.

Due to the speed at which markets change, any market study or public consultation carried out conventionally can quickly lose relevance or accuracy, wasting the resources of businesses who use such tools to try and beat the competition, launch products or research markets. As well as being slow and imprecise, the process leaves practically everything down to chance, since so much of the information lacks authenticity.

Since the profiles of the subjects of the studies PROVIDED BY THE CURRENT PROVIDERS are usually imprecise, the margins of error are very high. The resulting waste of resources and human capital means that both online and offline market studies cause products and services to become more expensive for consumers.

# PayMHO™



## PayMHO: PRACTICAL, EFFECTIVE AND IMMEDIATE

PayMHO generates and processes information quickly and reliably. In addition to the information requested from INFLUENCERS, CLIENTS will be provided with tools for improving their decision-making processes. These tools will be focused specifically on the profile of their target market, enabling CLIENTS to detect patterns, behaviours and trends derived from information about their market that they had never even contemplated, or that was hidden. This will give CLIENTS the ability to anticipate changes in fashion.

Market samples will be completely and instantly segmented, achieving the objective of each study in under 48 hours, obtaining all the results requested with a margin of error close to zero.

The study will be as exact and specific as the level of detail of the profile of the INFLUENCER you wish to contact.

It is the one tool that every company, institution, government and individual should use before making any decision.

# THE PLATFORM'S DIGITAL CURRENCIES



## TALENT

The CRAFTING carried out by INFLUENCERS within the platform will be paid for using a digital currency called TALENTS.

**TOTAL SUPPLY: 220,000,000,000 TLN**

**SYMBOL: TLN**

**COIN Platform: ERC20 "Ethereum"**

VALUE: Based on information and data on the platform

PRICE: Tied to the price of gold

CHART EXCHANGE					
	ORO (ONZA)	IDEALCOIN	ETHEREUM	DÓLAR	TALENTUM
ONZA DE ORO:	1	153.8462 IDL	1.166956522 ETH	\$ 1,342.00	15,384.62 TLN
IDEAL-COIN:	0.006500	1.00 IDL	0.007585217 ETH	\$ 8.72	100.00 TLN
ETHEREUM:	0.856930	131.8354 IDL	1.00 ETH	\$ 1,150.00	13,183.54 TLN
DÓLAR:	0.000745	0.1146 IDL	0.000745156 ETH	\$ 1.00	11.46 TLN
TALENTUM:	0.000872	0.0100 IDL	0.000075852 ETH	\$ 0.09	1.00 TLN

## What makes Talents valuable?

When you sign up to the PayMHO platform, the system will generate a digital wallet, or STASH, where you can accumulate TALENTS. TALENTS are produced from the moment you sign up to the platform and begin CRAFTING.

Therefore, by keeping an active profile and continually participating in different methods of generating TALENTS you will be able to obtain and accumulate an ever-growing number of these digital coins, which you can then use to perform any of the operations available in the system.

The platform will provide a 10% discount to INFLUENCERS who can exchange TALENTS for the cryptocurrency called IDEALCOIN.

When changing either of the platform's digital currencies into LOCAL CASH OR FIAT CURRENCY you must comply with the tax laws of your country of residence. This will be the sole responsibility of the INFLUENCERS who are natural persons, fully identified within the platform in UNIQUE, unrepeatable profiles.

## How are Talents generated?

Very easily. It is a form of MINING, but with personalized COMPUTING work instead of technology. TALENTS can be obtained in the platform's EXCHANGE AREA, as a form of exchange between INFLUENCERS. They can also be traded for products, services and special offers, or as units of electronic transfer or investment.

There are a variety of methods of generating TALENTS within the platform:

### CRAFTING:

- Developing profile questions for INFLUENCERS.
- Answering questions posed by other INFLUENCERS.
- As a reward for questionnaires, surveys or questions of any kind that you wish to respond to. Questions may be posed by CLIENTS or other INFLUENCERS.
- Offering ideas to third parties interested in buying them.
- Developing businesses with other investor-INFLUENCERS inside the platform or investing in third-party businesses.
- Making referrals, promoting the platform among your friends and family.
- Carrying out "Crafting" and giving reviews.
- Cataloguing profile questions and questionnaires in your country of residence.
- Checking the spelling and grammar of third-party profiles in your country or region.
- Recommending people for specific positions in corporations.
- Many other fun ways of obtaining TALENTS, like ACHIEVEMENTS, contests, or giveaways.
- Actively participating in specific programmes in the LOBBY.



## **IDEALCOIN**

PLATFORM: PAYMHO

COIN: IDEALCOIN

SYMBOL: IDL-C

TOTAL SUPPLY: 2,200,000,000 IDL

ICO: 110,000,000 IDL

COIN Platform: ERC20 "Ethereum"

IDEALCOIN can only be generated by INFLUENCERS within the platform. It is the currency that CLIENTS will use to acquire the information and services provided by the PayMHO platform.

INFLUENCERS will obtain a 7% discount on IDEALCOIN when purchasing them in PayMHO with TALENTS. The immediate value of the same will be quoted in the international markets or in the EXCHANGE AREA where they are traded.

Anyone interested in using the services of the platform can pay with IDEALCOINS at the current rate.

THIS DIGITAL CURRENCY WILL BE COMMERCIALY AVAILABLE IN ONLINE INVESTMENT MARKETS, and may also be acquired by speculators, marketers, specialized agencies, etc.

The tokens will be distributed gradually and very carefully to provide investors and collaborators with the best possible results.

**All the IDEALCOINS available on the market must be generated via CRAFTING in PayMHO, except those commercialized in the ICO.**



## Initial Coin Offering

There will be an international PRE-launch in July 2018.

The price after the ICO will be  
**APPROXIMATELY 1.15 USD**

**WOULD YOU LIKE TO BE A PART OF IT?**

**ICO COMING SOON**

HIGHROLLERS PHASE  
PILGRIMS PHASE  
PRE-ICO  
ICO  
PLATFORM LAUNCH

### Legal disclaimer

The following documentation was prepared for informational purposes only. PayMHO does not guarantee the accuracy of the calculations, conclusions or statements set forth herein.

By using the platform, you are confirming that you have read the statements presented herein and the terms and conditions for the platform's use. It is expressly understood that you accept these terms unconditionally and adhere to the responsibilities they entail.

The description provided herein is informational. It is not intended as a comprehensive description of the services provided, and nor does it provide a direct formula for investment. If you decide to participate in this platform and obtain access to its benefits you must accept the legal terms and conditions included in the legal disclaimer of the PayMHO platform.