



FIRST TOKEN DIRECT CONNECTION BETWEEN MARKS, ADVERTISERS AND THEIR HEARING

EARN CRYPTOCURRENCIES BY SEEING AND INTERACTING
WITH THE DIGITAL CONTENT OF ADVERTISERS
WITHOUT INTERMEDIARIES OR COMMISSIONS

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What is Woonkly?

The Woonk "WNK" is a Token ERC20 of direct connection between brands, content creators, advertisers and their audience at an international level. Without intermediaries. It was born from the idea of eliminating intermediaries in the traditional chain of public communication between advertisers and their audience. In this way advertisers reduce their advertising costs drastically and people receive credits as a change in the content of the advertisers, thus generating positive reinforcements in the companies. Advertisers connect directly with their audience using blockchain technology and Smart Contracts to directly distribute their advertising budget among people who will see or interact with their content. The smart contract takes care of everything. It receives the capital (in woonks) and is in charge of distributing with the audience the rules that the advertiser has described in his campaign. No commissions by any intermediary. Woonkly is responsible for creating open source tools to use the woonk. A% of all the proceeds in woonkly is shared with the international developer community as it creates new open source tools.

Introduction

The mission of Woonkly is to put a value on it while you dedicate to learning, to entertain yourself, to laugh and to get excited watching digital content on the internet.

In the world there are more than 7,000 million people, of which approximately 2,500 million of them have access to the Internet and at least 1,200 million people in videos on the Internet almost every day and more than 2 billion people see and interact with digital content daily, without receiving anything in return.

On the other hand, the annual advertising investment at the international level exceeded in 2017 the 600,000 million dollars, of which about 300,000 million were invested through the Internet.

Woonkly is a bridge between the two ends connected by our token, the "woonk".

Advertisers can buy products and distributors among people who see their content through Smart Contracts (smart contracts), thus reducing public costs and obtaining better results than any other platform or medium existing in the market.

People can see or interact with the digital content of advertisers and receive those messages in return.

The Smart contract takes care of everything. Without intermediaries or commissions. In this way we create a channel of direct communication between companies, advertisers, content creators and their audience, where everyone wins.

Users are rewarded with woonks in exchange for viewing and interacting with the digital content of advertisers. Therefore, they are rewarded for their attention and time.

The attention of a person towards a video or an advertisement is very complicated to obtain. Therefore, advertising investment at the international level is higher every year. In addition, recent studies show that people like less and less advertising methods that are used worldwide because they seem invasive and intrusive and do not respect the privacy of the user.

This is creating that advertising begins to generate the opposite effect to the desired in the mind of the consumer, creating subconscious negative reinforcements on brands. Thus we have arrived at a time in which the end user or consumer values his time, and does not let any mark enter his head.

Time is the most precious value a person can have. Time determines everything, your years of life, your achievements and goals, your successes and your failures. Time determines when you were born and when you will cease to exist in the material universe we know.

That is why the time of the people should be invested and not wasted daily.

2 Platforms who pay to interact content

Based on blockchain



In the social network steemit users benefit from creating relevant content that is evaluated in a way that positive for the rest of the users, increasing the quality and quantity of the content circulating in this platform. In addition to publishing content, users also earn cryptocurrencies when evaluating publications of others. This promotes the dynamism of the network with the constant economic incentive.



Viuly is a decentralized video platform. It shows a different option to the classic power show your video and promote yourself. In Viuly, the advertiser pays the user equally. Advertisers upload their videos by categories and the user accesses (Youtube type) these and earns money while watching videos.



As in Viuly, it is a decentralized video platform. In it users charge to see videos. The difference of this type of platforms with woonkly, is mainly that woonkly allows the link of other networks (So you can continue to use them) That is, if your YouTube video is uploaded and has visits, will remain the same and visits will increase on your own channel. In addition, Woonkly is a VIRALIZER of content. Link videos directly with your social networks offering followers instantaneous (The people who watch the video) apart from showing the publicity. In woonkly you can Attach any centralized or decentralized video platform

Based on points system



Survey platform and classic ad display.
It contains daily contests that users can perform to entertain themselves while they watch advertising.



Pay users to see advertiser websites



Page that offers discounts on flights and certain purchases to see your advertising.



Payment for viewing advertising pages, in addition, this website does have a bootstrapping system based on fake ads.



Pay per click platform with system of rewards, games and private memberships. It limits you the daily gain for free users. (Forces you to pay to increase your profit characteristics).

Instant benefits of Woonkly in comparison with other websites.



AS A USER

The mission of woonkly is that international advertisers pay you cryptocoins to see, share and interact with online digital content uploaded to almost any social platform, without economic, political, ideological, sexual or social censorship of any kind within the limits of legality and morality (created and managed by the users themselves).



AS CREATOR OF CONTENT

The mission of Woonkly is to viralize your digital (audio-visual) content in the fastest and most profitable way possible at an international level.



AS WOONKLY

Our mission is to directly connect brands, content creators and advertisers internationally with your audience, in the best possible way. Without intermediaries or commissions. Using Blockchain technology and Smart Contracts.



AS AN ADVERTISER

Woonkly's mission is to expose your content to the largest possible number of people in your target audience in the fastest way that exists so far. Being able to achieve thousands and even millions of visits and conversions to your product or service in a very short time. I reduce your advertising costs by more than 50% compared to any other method existing in the market, also creating subconscious positive reinforcements on your brand in your target audience, since they will earn cryptocurrencies while they watch your content.



Removing Historical Intermediaries



+600
Millions
World investment
in advertising

A large digital billboard on a city street at night displays the text "+600 Millions World investment in advertising". The background shows blurred lights from other billboards and street lamps.

¿Do you know who gets most of those 600 billion dollars?

THE MEDIA CENTRAL, THE LARGE CORPORATE

Can you imagine what would happen if companies and advertisers start paying people in exchange for their content?

Can you imagine distributing a part of those 600,000 million dollars annually among people? The projects that we could carry out? The change that we can exercise in society?

For decades, companies and advertisers hired advertising agencies to
Do an advertising campaign and promote them nationally or internationally.

The advertising agencies created the campaign, the advertisements, and directly contracted spaces in conventional media such as the press, radio or television.

After that the "Media Centers" were born, which were dedicated to massively buying advertising space in different media (tv, press, radio, magazines ...) with the aim of monopolizing time and impacts on conventional advertising.

At that time, the media centrals established "their official prices" in order to make themselves known, directing overnight a market that until now had no clear owner, the advertising market.

After this technology giants were born as Google, Facebook or YouTube, which were in charge of conquering the international market of digital content.

International advertising is monopolized by the great physical and virtual media. It is necessary that a new member enters the game to balance the balance.

What will happen if we create a direct bridge between advertisers and consumers?

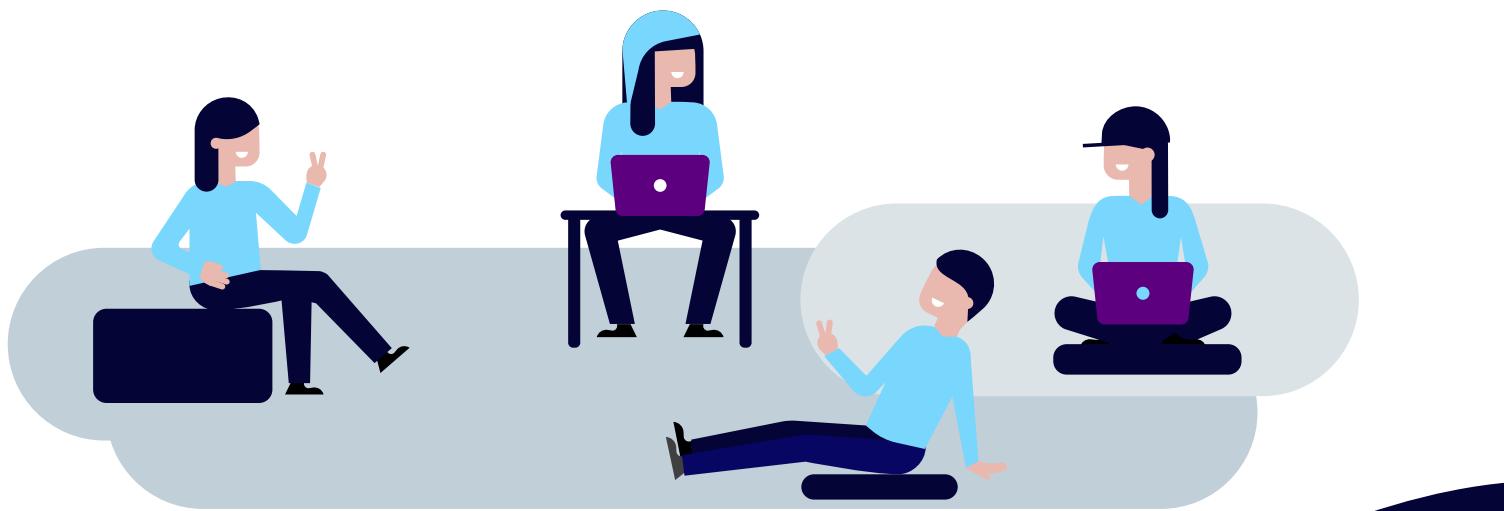
Why not add a participant to the technological family of digital content, where the capital that advertisers invest in advertising is distributed among their followers?

Youtubers, Influencers, Writers, Photographers, Speakers, Musicians, Companies, Brands, Professionals ... And people. United without so many intermediaries.

On the other hand, tons of digital content are created and consumed on an international level every day, so making yourself known today is a very complicated and expensive task.

The world is full of wonderful content that almost nobody knows because content creators do not have available accessible tools to make themselves known.

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In Woonkly we pursue several objectives that have the potential to change society:

- ∞ Distribute part of the capital that companies invest annually in advertising, among people who see advertising.
- ∞ Empower content creators internationally by expanding their messages from pole to pole of the planet, in the fastest and most efficient way possible, using the least possible resources.
- ∞ Give people the opportunity to start regaining their financial and mental freedom, starting to receive an extra salary each month as well as giving them the opportunity to choose who will be the influencers of the future and connect first hand with their favorite brands to suit to the interests of the new era in which we live.

For all this we have created the "WNK" woonk, the first direct connection token between advertisers and their audience, without intermediaries or commissions. And we have created Woonkly, the first Open Source platform to viralize digital content, in which we connect the capital paid by content creators and advertisers to advertise, with the people who see them, through smart contracts.

**The woonk is born to be the decentralized public token.
Woonkly was born to build open source tools to use the woonk.**

Our token, the "WOONK"

Content viralization token with the following characteristics



VALUE OF WOONK

1 ETH
(Ethereum) = 50,000 WNK
(Calculate the dollars value)

Services

For advertisers and content creators

A) Advertisers and content creators can link their digital content to Woonkly from their preferred platform in a FREE way and decide how many Woonks they give to their audience so that the video comes out sooner.

B) The content can be linked from any video platform, either centralized or decentralized, as long as the platform allows it.

The content can be for example Youtube, Vimeo, Viuli, Steem, facebook, twitter, instagram ...

[Woonkly does not censor the content if the platform of origin allows it, our policy is total tolerance to the free expression of the human being within the limits of legality and / or morality which is imparted by the users of Woonkly through intelligent contracts (smart contracts)]

For users (Faucet)

A) Users can earn cryptocurrencies (woonks) automatically by viewing, sharing and / or interacting with digital content.

B) You can withdraw your earnings directly to Ethereum, Bitcoin, Dash or Litecoin.

C) They can use their woonks to announce their own product or service in woonkly.

D) They can earn woonks by sharing woonkly and interacting in their social networks.

E) You can mine another cryptocurrency in the cloud by connecting to woonkly (optional).



Classification of smart content

By type of Archive



Videos from any source are displayed in carousel mode, one after the other in function of the activation date in woonkly, that is, as in a television. This causes a funnel effect where all the people watch a video at the same time. The videos are displayed based on how many woonks the advertiser is willing to give to his community. The more they give away, the sooner they appear. Advertisers can buy "boosts" with woonks to appear fast and more times on television skipping the queue of free videos. (As in a bidding system).



The images are shown in a semi-complete screen, one by one, according to their category. This causes a funnel effect where all people see one image at a time. Which in turn causes an instantaneous viral effect on the platform of origin of the image. Advertisers can buy "boosts" with woonks, so that their image appears more often or even appears on videos that move in woonkly.



The texts are shown as newsfeed type (blog in a single column). You can buy them "Boosts" with woonks to appear on the top of the newsfeed or on the right of videos that go viral on woonkly.

For country



There will be a woonklyTV in each country since the content is different according to your region and language.

By language

The woonkly platform is currently translated into English and Spanish.

We also expect to have the following languages soon

SHORT TERM (August 1, 2018): Arabic and French

MEDIUM TERM (1 September 2018): Chinese and Portuguese

LONG TERM (1 Octubre 2018): Russian and Korean



By Category (**Smart Tags**)

"In woonkly, each country has content in their language."

The content that is linked to woonkly carries "intelligent tags" which can be modified by the users themselves while interacting to perfectly segment the content. This will automatically create categories, sub-categories and micro-categories, in constant evolution and change with the "smart tags".

"In woonkly you can not change video or image as it works like a television, all in one country see the same. But nevertheless, if you can select what types of video you want to see, looking by categories or use woonks to skip the videos".

8 Short-term mission



- That users earn cryptocurrencies by seeing the best digital content from different platforms through very specific categories. For example, the user can enter Woonkly Mexico, sports category, soccer subcategory, micro-category-1 second division ... and will only see content that suits that category.
- That content creators can viralize their video, image or post in minutes or even seconds, reaching thousands or millions of people who can interact and spread their message.
- That advertisers and brands can create ultra-segmented advertising campaigns and reach thousands or millions of consumers in minutes creating a subconscious positive reinforcement in the minds of consumers, since they will be making money while watching the ads and generating an immediate increase in sales .

The Funnel Effect

(Copyright algorithm)

Woonkly TV Faucet is the first Open Source tool that Woonkly is developing to use the woonkly "wnk".

Advertisers can link to woonkly TV any Internet video, from any platform, centralized or decentralized.

They select their knowledge, their impact objectives, the interaction they want with their video, etc and they proceed to buy woonks to deposit them in a Smart contract based on etherum technology.

In woonkly TV Faucet, the videos appear one by one, directing the attention of all the users towards said content. For example, if we have 1,000,000 users of your target audience watching woonkly and your digital content appears (video, photo ...), they will immediately mean 1,000,000 views to your content, on the platform where you have it uploaded.

For example, if you link your video from youtube to woonkly, we have 100,000 users watching woonklyTV and at that moment your video appears. You will immediately see 100,000 people. It is the advertiser who determines how many woonks he is willing to donate to people who interact with its content.

CPW or PPW (Cost per minute and woonk)

Algorithm No. Woonks x minute / N^a People online x 0.01 = Woonk coefficient

Advertisers can select how many woonks they are willing to pay per minute to reach their target audience at any given time. For this they will use the "Woonk Coefficient (CW)". Depending on how many woonks the advertiser or creator is willing to share per minute in exchange for the users interacting with its content, this will appear before or after the users. For example:

Advertiser A is willing to pay 10,000 woonks per minute among 1,000 people. Its woonk coefficient is 10,000woonks / 1,000persons x 0.01 = 0.1 CW (Woonk coefficient)

Advertiser B is willing to pay 10,000 woonks per minute among 5,000 people. Its coefficient woonk is 10,000woonks / 5,000persons x 0.01 = 0.02 CW (Woonk coefficient)

Advertiser C is willing to pay 10,000 woonks per minute among 200 people. Its coefficient woonk is 10,000woonks / 200persons x 0.01 = 0.5 CW (Woonk Coefficient)

Advertiser D is willing to pay 10,000 woonks per minute among 40 people. Its coefficient woonk is 10,000woonks / 40persons x 0.01 = 2.5 CW (Woonk Coefficient)

The woonk coefficient goes from 0.0001 to 100. The higher the "woonk coefficient" of a video or image, before it is displayed in woonkly.

In the previous example, the first video to be shown would be the one of the advertiser D (2.5CW), the second the one of the advertiser C (0.5CW), third advertiser A (0.1CW) and fourth advertiser B (0.01CW).

Thus the appearances are organized according to the "cost per woonk" or "price per woonk" so organized and automatic.

"The advertiser, during the appearance of his video before the public, can accept advertising from others

Advertisers (in photo and text) to recover the investment cost of your ad.

"The advertiser can also have activated the advertising on the platform of origin where they have hosted its digital content, and thereby recover part or all of your investment. "

When an advertiser or creator links their content with woonkly you can select which are their objectives and segment your campaign by country, language, interest, categories, age, etc.

FAUCET for users Registered

As a user you can win in different ways.

The more users there are connected, the more cryptocurrencies that are shared.

Advertisers pay people directly in exchange for interacting with their content.

In woonkly a part of their tokens are distributed in a random way by the simple fact of being connected.

Another part of the tokens are earned by seeing the content of the advertisers and confirming that they have seen it hunting "the woonk".

Another part of the tokens is shared in exchange for sharing and viralizing the content.

Another part of the tokens is distributed in the format of daily lotteries.

Users can earn from 0.001USD per minute to more than 1USD per minute, depending on the number of connected users and advertisers. It is the advertiser who decides how much money he wants to share with his audience in exchange for seeing and interacting with his content. The advertisers who distribute the most, leave earlier and their content appears more times.

Through the woonkly raffles, users can earn from 1USD to thousands of dollars.

Users can withdraw their capital to ETH, LTC, Dash or BTC easily from the platform.

By sharing the platform, users are rewarded with woonks; As well as writing on social networks etc.

Users have the option to mine cryptocurrencies in the cloud for additional profits.

Compatible with any social platform

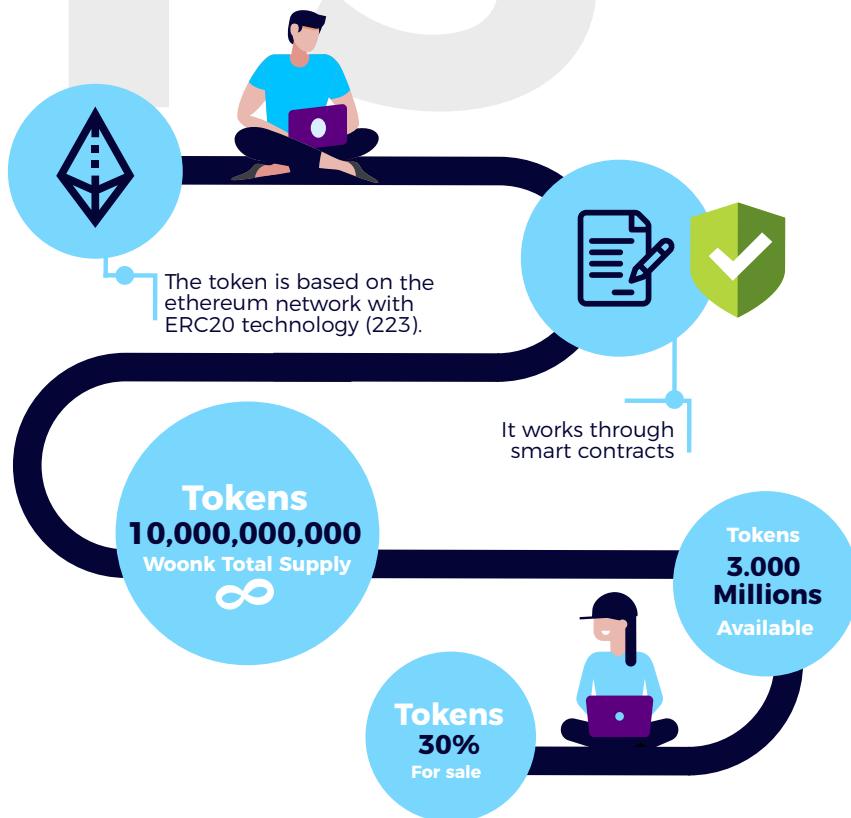
Woonkly is compatible with any advertising or profit system of all social networks or platforms.

For example, you can viralize a text in Steem within woonkly and thereby earn money in Steem. Or a video in Vilui or with Youtube advertising.

We are adapted to the policies of each social network, we do not charge for visits, likes or anything similar.

Our platform is to link content from other social networks and enhance it. The content is linked for free and to vitalize it, "woonks" are used that simply determine that you leave more or less times on woonklyTV. Therefore, we are not a system or exchange of visits but rather a new app to bring more user traffic to existing platforms. Respecting the income and rules of said platform.

Structure of the sale of tokens



SOFT CAP
(First objective)

7,500ETH



HARD CAP
(Second objective)

30,000ETH

----- The sale of tokens takes place in 7 stages that are -----



The minimum purchase of tokens is 0.01ETH

The exchange rate is 1 ETH = 50,000 WNK (Woonks)

"If at the end of the ICO there are still unsold woonks, they will be sent directly to the reserve for the community."

Infrastructure of distribution of tokens

TOTAL SUPPLY: 10,000,000,000 WNK (Woonks)

MINADO: PROOF OF CLICK. Mining system created by woonkly to show attention towards any kind of digital content. Users receive a woond or a fraction of it every time they click on an avatar that measures their attention.

Technology: ERC20 (Ethereum) See Smart contract

- DISTRIBUTION WITH THE COMMUNITY: 33% (3,300,000,000 WNK)
- SALE IN PRE-ICO AND ICO: 30% (3,000,000,000 WNK)
- FOUNDERS, TEAM AND ADVISORS: 25% (2,500,000,000 WNK)
- DEVELOPMENT, MARKETING AND PUBLICITY: 12% (1,200,000 WNK)

DISTRIBUTION OF TOKENS WITH THE COMMUNITY

33% of the woonks, that is, 3.300 million are destined to be distributed among the community in different ways:

- Fund for promotion on YouTube: **1% (100,000,000 WNK)**
- Fund to reward influencers: **2% (200,000,000 WNK)**
- Fund of automatic distribution among users: **2% (200,000,000 WNK)**
- Fund for new users: **1% (100,000,000 WNK)**
- Random lottery distribution fund: **2% (200,000,000 WNK)**
- Reserve fund for the community: **25% (2,500,000,000 WNK)**

SALE IN PRE-ICO AND ICO

30% of the woonks, that is, 3,000 million are destined to be sold during the pre-ico and the ico.

25% of the woonks, that is, 2,500 million are distributed among a total of 34 team members, investors, founders and advisors

"The woonks of team members, founders, investors and advisors are blocked during a period of time after the ICO to ensure that there are no capital withdrawals that affect the market, and with this, encourage the value of the token to rise".

THE TOOLS OF THE POOL OF FOUNDERS, TEAM AND ADVISORS ARE BLOCKED FOR 2 YEARS AND THEY ARE RELEASED FROM THE FOLLOWING WAY:

- **6 Months** after finishing ICO: Released 10%
- **12 Months** after finishing ICO: Released 20%
- **18 Months** after finishing ICO: Released 45%
- **24 Months** after finishing ICO: Released 100%

DEVELOPMENT, MARKETING AND PUBLICITY

12% of the total supply will be used to ensure the continuous development, marketing and advertising of the platform.

Shape shopping

Buying tokens is as simple as signing up at woonkly.com and following the instructions. Shipments must be made from the following wallets (NEVER AN EXCHANGE. TOKENS).



IMPORTANT TO ESTABLISH GAS LIMIT: 120,000 or more and 15-19 of Gwei (Gas Price)

To buy tokens with BTC, LTC or Dash please contact token@woonkly.com with the amount which is intended to invest in the purchase of tokens. In this way we will send you a personal wallet to deposit.

(If you do not establish the Gas Limit run the risk of losing your ethers)
120,000 Gas and 19Gwei

Once you send ETH to smart contract automatically you will receive your woonks.

You can see them at any time in etherscan.io, put woonk in the search engine and filter by putting your eth wallet from which you sent the ethers.

Or you can add them to your myetherwallet portfolio (recommended) as follows:



You can also see your balance through the administrator at woonkly.com

The Alliances



Woonkly won in the Selection Day 2018 of the accelerator of Silicon Valley Plug and Play in Mexico the acceleration prize among more than 600 Startups in Latin America and Spain.

As part of the prize, an acceleration began at the Plug and Play offices in Mexico in the Tecnológico de Monterrey, one of the most prestigious universities in the country.

Woonkly has been reviewed and powered by experts in Silicon Valley Startups and international blockchain auditors.

Likewise, Through the plug and play network we have access to the technology hub of Latin America and several of the largest investor networks in the continent.

This brings us closer to negotiating with brands such as Google, Facebook, Uber, etc. to achieve deals and certifications. We have started the approach with several large well-known brands to join them as allies and / or advertisers.



United Coin is a cryptocurrency exchange that has developed its own blockchain, much faster than any other, reaching more than 1,000,000 transactions per second. They have international alliances with exchanges, banks, governments, universities and develop blockchain-based technology for banks and institutions. Its exchange goes on the market in 2019. They are responsible for providing woonkly computer security, the capacity of mining in the cloud and the automatic change of woonks to other cryptocurrencies within the web

The team

Creating a great idea, an excellent product and a powerful cryptocurrency can only be done with a team of the best experts in each area.

**Mr. Santos**

President & CEO Technological entrepreneur specialized in startups, blockchain and cryptocurrencies.
Speaker and coach. Blockchain influencer on youtube.

**Matei Antohi**

Co-Founder Entrepreneur dedicated to technology expert in creation and conceptualization of startups.

**David Leonardo**

Dir. Operations
Expert in management and

**Derek Jones**

Financial Blockchain Manager
Co-founder of United Coin and with the aim of making the Blockchain accessible to all.

**Ghali El Kasri**

Blockchain Architect
ISEP- Digital engineering school

**Ghita El Kasri**

Blockchain Financial Arquitect
COO of United and former IBM consultant in Investment Banking.

**Hassan Lahiou**

Mathematical Director of Blockchain
Co-founder of United Coin and professional trader

**Sara Santos**

Administrative director
Specialist in business management, administration, marketing and social networks

**Carlos Pavia**

Director desarrollo web
Specialist in BackEnd / FrontEnd development, Data Modeling and UI / UX Design



Kevin Quino
Creative Designer
Specialist in UI-UX



Juan Sandoval
Developer



Gustavo Rueda
Web developer



Jonathan Alvarez
CFO
Master in Economic and Financial Engineering,
passionate about Blockchain, cryptocurrency
market and Collaborative Economies.



Shuberth Chi
Technological Director
Expert in Information Technology, digital trends and
growth hacking



Rodrigo de la Peña
Investor
President of the international hotel chain of
Original Resorts



Luis Riveroll
Investor
International chain timeshare director



Paul D'Souza
Silicon Valley Advisor
Sales strategist, consultant and angel investor



Javier García
Plug & Play Advisor
Director of Startups Mexico and Latam at Plug and
Play Tech Center



Álvaro Santos
Advisor



Jacob Nuño
Multiplatform Developer



Illich Arredondo
Fronted Developer



Jorge Villaseñor
Web developer



Jorge Espinosa
(Criptón)



Daniel Muvdi
Advisor



Mendy Srugo
Advisor & investor



David Battaglia
Advisor



Ignacio Arellano
Advisor



Roberto Medrano
Advisor

Legal warning

Woonks are not actions or values of any kind. they do not grant you any property or other interest in woonkly.

there is no guarantee that the usefulness of the woonks or the project envisaged in this white paper will actually be delivered or realized.

We recommend you consult legal, financial, tax advisors and any other expert for more information, before participating with the sale of woonks described in this white paper. you are strongly encouraged to take legal advice independent with respect to the legality in its jurisdiction of its participation in the sale of tokens.

woonkly in response to your domicile is governed by the laws of the United Mexican States, so any user who is located outside of this territory must meet and be bound by Mexican laws regarding the provisions of this white paper.

You can lose your money when you buy woonks. In the case that you buy tokens, your purchase can not be reimbursed or exchanged.

Personal information

By purchasing Woonks, you accept the Privacy Notice that Woonkly has made available to you so that authorizes that your personal data be processed by Woonkly for commercial purposes or for the creation, promotion and communication (about) the business platform of the company that has not yet has developed and the tokens.

Regional Restrictions

Citizens, nationals, residents of any jurisdiction that prohibits the possession, publication or communication of all or part of the content of this Wrhite Paper shall be abstained from acquire Woonks, in case they make any type of acquisition it will be considered void.



Direct connection token
between brands and their audience
woonkly.com



