ENTREND WHITEPAPER VOL 3

Please note, our whitepaper is consistently being updated. Information inside this document may include after Minimal Viable Product developments. Feel free to contact support if you have any questions.

Introducing Entrend

Introducing Entrend - a groundbreaking digital platform designed to bridge businesses with a global network of individuals. These individuals, who are referred to as advocates, span from everyday social media users to specialized content creators and experts, are empowered to engage in a wide array of interactive experiences, Beyond just content promotion or validation, Entrend fosters a dynamic ecosystem where businesses and advocates collaborate, innovate, and co-create value in multifaceted ways, unlocking unprecedented possibilities in the digital realm.

Introducing Entrend - a groundbreaking digital platform designed to connect businesses with a global network of individuals. These individuals, who are referred to as advocates, span from everyday social media users to specialized content creators and experts. These Advocates are empowered to engage in a wide array of interactive experiences such as content promotion, validation, AI image detection, and a multitude of various tasks businesses may require Advocates to complete. Entrend fosters a dynamic ecosystem where businesses and advocates collaborate, innovate, and co-create value in multifaceted ways, unlocking unprecedented possibilities in the digital realm.

In the traditional digital landscape, businesses often found themselves confined to their own channels, striving to grow and reach wider audiences. This process was not only time-consuming but also lacked the diversity and authenticity that individual networks could offer. Entrend reshapes this narrative by allowing businesses to not only amplify their reach through advocates but also to tap into a reservoir of content creators, data validators, and feedback providers.

In the realm of traditional digital strategies, businesses typically focused on expanding their own social media channels to enhance promotional reach. However, this approach often proved time-consuming and lacked the diverse authenticity individual networks could provide. Entrend disrupts this pattern by uniquely leveraging the Advocates' networks, enabling businesses not only to amplify their reach through these advocates but also to access a wellspring of content creators, data validators, and feedback providers.

With Entrend's innovative tasking system, businesses can craft a diverse range of tasks - be it marketing campaigns, content creation requests, data validation tasks, or interactive sessions. This flexibility ensures that multiple advocates can engage with a single task, bringing in varied perspectives and reaching different audience segments. In return, advocates are rewarded for their contributions, leveraging their skills and networks to benefit both themselves and the businesses they collaborate with.

Through Entrend's inventive tasking system, businesses gain the ability to design a versatile array of tasks. These tasks span from marketing campaigns and content creation requests to data validation tasks and interactive sessions. This adaptability guarantees that numerous advocates can participate in a single task, introducing diverse viewpoints and engaging various audience segments. In exchange, advocates receive rewards for their contributions, leveraging their expertise and networks to mutually benefit themselves and the businesses they collaborate with.

Powering this intricate ecosystem is Entrend's native cryptocurrency, ENT. By harnessing the potential of blockchain technology, Entrend ensures swift, borderless transactions, eliminating traditional banking delays and barriers. This not only facilitates global outreach for businesses but also ensures timely rewards for advocates, irrespective of their geographical location.

Powering this intricate ecosystem is our cross-platform cryptocurrency, AGT. By leveraging the capabilities of blockchain technology, AGT ensures rapid, borderless transactions, eliminating the conventional banking bottlenecks and obstacles. This not only streamlines global outreach for businesses but also guarantees prompt rewards for advocates, regardless of their geographic location.

In essence, Entrend is more than just a platform; it's a holistic digital ecosystem fostering mutual growth, collaboration, and innovation. By seamlessly blending the capabilities of

web2 and web3, it stands as a beacon for businesses and individuals eager to explore the vast potential of the digital realm. Whether you're a business aiming to expand horizons or an individual seeking diverse opportunities, Entrend welcomes you to a world where traditional boundaries are redefined, and the future of digital interaction awaits. Join us in pioneering a new era where the power of blockchain meets the versatility of digital tasks, all under one unified platform.

Entrend goes beyond being a platform; it embodies a comprehensive digital ecosystem that encourages collaboration, innovation, and growth. Through the integration of both web2 and web3 technologies, it becomes a guiding light for businesses and individuals venturing into the limitless possibilities of the digital world. Whether you're a business striving for expansion or an individual pursuing various prospects, Entrend invites everyone to a realm where conventional limits are reshaped, and the horizon of digital interaction is reimagined.

Who is Entrend For

Categories of Users

Users of Entrend are split into three categories:

1. ## Businesses:
   a. Creating tasks using Entrend's simple dashboard to manage tasks, promotions, and interactions

2. ## Agencies:
   a. Manage digital marketing for multiple businesses as a marketing agency

3. ## Advocates:
   a. Diversified roles from promoters to content creators and data validators, expanding their earning opportunities.

Businesses: Creating Tasks

Entrend introduces a range of applications to its platform. These applications cater to various business needs:

Investment Opportunity in Entrend's Ecosystem:

1. Strategic Promotion & Marketing: Our core focus is empowering businesses to expand their market presence by tapping into our network of advocates. These advocates facilitate the dissemination of business-created content on their own social platforms, exponentially broadening the reach.

2. Tailored Content Creation & Sharing: Beyond promotion, Entrend acts as a creative hub. It connects businesses with advocates who craft bespoke content—articles, graphics, videos—aligned with the brand's essence.

3. Data Validation & Enhancement: We offer businesses a platform for crowd-sourced data validation, especially beneficial for AI-driven imaging technologies, ensuring precision.

5. Feedback & Enhancement: Utilizing Entrend, businesses can gather valuable insights from users, refining products, services, and experiences to better align with user preferences.

6. Dynamic Task Allocation & Short-Term Employment: Well-suited for businesses with transitory requirements, such as event management or seasonal promotions.

Seamless Subscription and Payment Options: Subscribing to Entrend grants businesses access to advocates within our platform Payment options encompass both fiat and cryptocurrency, accommodating web2 and web3 businesses.

Streamlined Content Management: Our user-friendly dashboard ensures effortless content management. Businesses upload content, and advocates amplify it through their social channels, driving widespread exposure.

Intuitive Process: Uploading content is hassle-free, employing a drag-and-drop feature alongside clear guidance. For intricate content needs, our partner agencies offer professional solutions.

Task Accessibility: Advocates readily engage with tasks of interest through the "Task Feed," fostering efficient collaboration.

Agency Management: For those overseeing multiple businesses, the "Agency" subscription streamlines management across all accounts.

Advocates: Sharing Content and Completing Tasks

Entrend warmly embraces a diverse range of individuals to become Advocates, spanning from influencers and skilled content creators with substantial audiences to those who are willing to complete a variety of tasks, including menial ones like AI image verification and data validation. Advocates form the bedrock of our content promotion, harnessing their social media reach for global engagement. Whether you're an influencer, content creator, or someone interested in contributing to tasks, like AI image verification or data validation, for additional income, we encourage you to join our dynamic platform.

Advocates can effortlessly select tasks from the Task Feed. After successfully completing and verifying tasks, they receive AGT tokens as compensation. To refine task selection, Advocates can employ keyword searches, ensuring tasks align with their preferences. Filters further enhance this process, enabling businesses to connect with Advocates of similar interests for precise product targeting.

Agencies: Manage Multiple Businesses and Upload Content to Promote Businesses

Agencies opt for Entrend subscriptions to gain versatile access to the platform. This empowers agencies to effortlessly navigate between multiple client accounts, effectively promoting each business. Notably, agency subscriptions offer consolidated management of diverse clients under one umbrella, while business subscriptions are tailored to individual businesses. This distinction provides agencies with a seamless approach to enhance client promotion, facilitating business expansion.

Through Entrend, marketing agencies leverage a network of advocates to amplify their clients' business promotions. Advocates utilize their social media influence to boost visibility and brand awareness. Subscription payment options include fiat or cryptocurrency, accommodating both web2 and web3 enterprises.

Built-in Wallet

The Entrend platform features a custom-built digital wallet that is tailored for seamless use within the platform. Ensuring that users can conveniently and securely manage and transfer selected cryptocurrencies while using the platform. This wallet enables Businesses, Agencies and Advocates to conveniently add funds through credit/debit cards or accepted cryptocurrencies, and for Advocates to be paid directly and in real-time when they complete a task and the Business verifies it. This provides

lightning-fast, gasless and secure transactions that credit all platform users with zero cost. Additionally, Advocates can view their awarded mystery boxes within the wallet section. Allowing them to auction, open or save them for later.

By serving as a gateway for web2 users on Entrend platform, the wallet facilitates the easy transaction of cryptocurrency without any prior knowledge required. Advocates are able to withdraw their funds to their self custody wallet. This makes it possible for users to instantly participate in the Entrend platform.

Advertising Space

Stories: 24 hour story posts

Social media *stories* allow users to share casual, temporary content with their followers that disappear after a set time. They are displayed at the top of a user's profile or news feed and usually include temporary photos or videos, stickers, text, or other interactive elements.

Entrend has introduced a similar feature called "Entrend Stories" designed to offer a social media-like experience exclusively for all users. With this feature, businesses can post content that lasts for 24 hours and is displayed at the top of the Advocate Dashboard. This presents an opportunity for businesses to promote sales, update their audience on new tasks, or provide general updates about their business. This feature is an excellent way for businesses to stay connected and engaged with their advocates, providing them with timely and relevant information to promote their brand.

Mystery Box Media Space

Entrend has integrated gamification elements in its platform by introducing Mystery Boxes. Advocates who complete assigned tasks on the Entrend platform can earn a bonus in the form of a Mystery Box. These boxes are awarded to advocates who meet certain criteria, such as completing a specific number of tasks within a certain time frame or advancing in rank. Businesses can use this incentive to encourage advocates to engage more actively with their campaigns and increase the likelihood of success..

The contents of the box are randomly generated, and Advocates will only find out what they have received once they open the box.This feature generates excitement and anticipation among Advocates and motivates them to continue completing tasks on the platform.

Entrend Dashboards

The dashboard utilized on Entrend will correspond to the user type upon sign-up.

The **Business** Dashboard allows businesses to create and manage marketing campaigns, track the performance of their campaigns, and analyze data to make informed decisions.

The **Advocate** Dashboard provides advocates with an overview of available tasks, a leaderboard to track their progress and ranking, and a history of their completed tasks and rewards.

The Task Feed displays available tasks for advocates to complete, along with information on the task, such as rewards and requirements. It also includes tags and keywords to help advocates find tasks relevant to their interests and increase their chances of earning rewards.

The dashboards serve as a vital component and a key facilitator in connecting multiple parties, enabling seamless communication and collaboration.

Business Dashboard

The Entrend Business Dashboard is a comprehensive and user-friendly tool designed to manage all aspects of marketing operations for businesses. The platform offers a range of features, such as task creation, social media management, and wallet top-up, which are customized to suit diverse business needs.

The Business Dashboard introduces tailored tasks that go beyond the limits of conventional digital marketing. It enables businesses to harness the potential of advanced technology and web3 advantages. This avenue allows traditional businesses to broaden their reach, connect with advocates worldwide, and enjoy the perks of cryptocurrency without requiring an intricate understanding of the technology.

It also offers various data analytics tools to help businesses track key performance indicators such as engagement rates, conversion rates, and user demographics, enabling them to make data-driven decisions and optimize their marketing strategies.

Social media management feature

The social media management feature lets businesses handle all their social media accounts in one place. Soon, this feature will connect with social media APIs, businesses will be able to effortlessly create, schedule, and post content on platforms like Twitter, Instagram, and Facebook from this platform making tasks even smoother.

Consider a scenario where a business uses Entrend's advanced tools to effortlessly handle its social media content. To begin, the business creates a social media post within Entrend's platform. This could be content promoting a new product launch for example.

Once the post is created and scheduled, it seamlessly appears on the business's designated social media accounts—Twitter, Instagram, and Facebook—without the need for manual intervention. What's particularly noteworthy is that this process also triggers a mechanism that encourages advocates affiliated with the business to share the content across their personal social media profiles. These advocates, owing to their direct connection with the business, voluntarily take on the task of amplifying the content's reach by sharing it within their own networks. Consequently, the content gains a broader audience thanks to the genuine enthusiasm displayed by these advocates.

The combined effect of this integrated approach results in the business benefiting from a streamlined and effective content management procedure. The content is not only efficiently distributed across the chosen platforms but also receives an additional boost in exposure through the participation of advocates within the Entrend community. This successful collaboration underscores the alignment of the business's goals with the engagement of advocates, ultimately leading to the establishment of a more robust and impactful digital presence.

With Entrend, businesses handling social media can share their posts on all their channels. This means making one post on Entrend and having it appear and spread on all their social media platforms.

Task Creation

When businesses create a task on the Entrend business dashboard, they have the ability to upload a variety of media, including images, videos, and text descriptions. For example a common task created by a business on Entrend is asking Advocates to share a promotional post on their social media accounts.

- The business would upload the promotional content to the Entrend business dashboard and create a task that instructs Advocates to share the post on their social media channels.
- The task may include specific hashtags or captions that the Advocate should use when sharing the post.
- Once the task is created, it is added to the task feed, where advocates can browse and start completing tasks.

Additionally, the Entrend task system allows businesses to create tasks with flexibility and customization, allowing them to create promotional content that cater to their specific needs and

unleash their creativity. This process is called task creation, which allows businesses to leverage the social media reach of multiple Advocates, who can promote the business's content to their own followers and networks, increasing the reach and engagement of the content.