

KIND ADS

A Decentralized Trust Platform for Domains & Apps

The Leadchain Foundation is launching the Kind Ads Protocol, a decentralized protocol on the ethereum blockchain that fundamentally improves how content creators (publishers), advertisers, and users interact online.

Kind Ads is an online ecosystem built around a decentralized trust platform for domains, allowing publishers and advertisers to transact transparently without needing to build offline relationships or rely on third party middlemen.

Our Vision For a Better Internet

Kind Ads envisions a world where the internet is both more meritocratic and enjoyable - an internet where quality publishers get rewarded, advertisers get access to more captive audiences, and users aren't constantly forced to make a choice between being bombarded with irrelevant (and occasionally malicious) display ads and supporting their favorite websites.

Our objective is to create an ecosystem that transforms the incentives for advertisers, publishers, and app providers in order to create an internet that works better for everyone.

Problem with the Status Quo

Digital advertising is growing quickly but there is a giant problem hiding in plain sight. Publishers are going broke, consumers are rebelling against online ads and middlemen are raking in billions. Some of the key issues that the Kind Ads protocol intends to solve include:

- Advertisers pay too much, and Publishers get paid too little - primarily because there are middlemen involved who control content and data and take huge cuts (the largest culprits include Google and Facebook)
- Advertisers are frequently spending marketing dollars on users who have absolutely no interest in what their offering - sometimes due to bad targeting, but also because there's a growing segment of users who are totally ad blind
- Publishers are facing the challenge of ad blockers - most advertisers pay for impressions, and a user with adblock doesn't see an ad and doesn't count as an impression. With adblock becoming increasingly popular, publishers have to choose between alienating their audience (by barring adblock usage) or losing revenue
- Most internet users hate the way ads are shown to them. Display advertising in particular is almost universally despised
- The only industry participants who are satisfied with the status quo are the middle men - everybody else either isn't getting their money's worth (Advertisers), isn't getting paid enough (Publishers), or isn't getting a good experience (Users)
- Meanwhile, there are app developers who are coming up with innovative new ways for businesses to interact with consumers, but due to the legacy structure of the advertising industry (display ads and search ads being the 'default'), these new technologies haven't been adopted as source of advertising

The Kind Ads Solution

The Kind Ads Protocol is creating an ecosystem where every existing participant in the industry is better off (other than the middlemen).

The core of the Kind Ads ecosystem is a decentralized domain quality score that allows advertisers to judge the effectiveness of engaging specific publishers to provide advertising.

In addition, the Kind Ads Protocol will expand the channels that are available to the average advertiser, with a focus on channels that have proven more effective than display advertising and provide a better user experience.

The protocol will also provide a platform where Advertisers and Publishers can transact with each other in order to buy and sell advertising through these new channels.

Key features

A Decentralized Domain Quality Score

- All publishers that join the ecosystem will have a quality score that is primarily based on historical campaign effectiveness and a set of uniform and transparent metrics (such as average time on site, and repeat visitor rate)
- Advertisers can identify high quality publishers to work with and access their subscriber bases - alternatively, advertisers who are more interested in traditional display ads outside of subscriber access campaigns can also use a publisher's lead quality score as a signal of a highly engaged and active audience
- High quality publishers will be able to monetize more effectively by providing direct access to a high quality subscriber base
- Initially Kind Ads will be focused on domains, but will be extended to mobile applications as well

A Decentralized Ad Network

- Currently, there is no place to go if you want to run a direct advertising campaign targeted to subscribers across multiple publishers. The lead generation/subscriber access industry relies primarily on publisher sales teams generating relationships with advertisers - the industry is extremely opaque and there is no 'marketplace' to speak of
- Kind Ads will provide a platform where publishers and advertisers can come together in a transparent way, where subscriber access is exchanged ethically, and where effectiveness can be tracked quickly and accurately. Advertisers will be able to find the publishers based on quality and run campaigns with confidence

A Global Opt-Out List for Users

- To keep the quality of the overall lead/subscriber pool high, and to minimize unwanted marketing and communication, all users will have the option to globally opt out of the Kind Ads platform - any advertisers or publishers using the platform will then no longer be able to communicate with these users
- In order to globally opt out, users will simply need to register for the platform (free) and make their preferences known
- In addition to the global opt-out, users will have the ability to specify in detail the level of communication they are comfortable with - they will be able to opt out of having their details shared with advertisers on a publisher by publisher basis (meaning they can grant the publishers they trust greater access and freedom with their information). In this way, users can reward high quality publishers that treat their data ethically with greater access, and restrict the permissions of lower quality publishers.
- Users will also be able to track specifically what publishers are doing with their information - so participants in the platform will never have to worry about how their data ended up in the hands of a specific advertiser.

A Reward Pool

- Kind Ads will incentivize good behavior across the ecosystem through the creation of a reward pool - payable in KIND Tokens
- The reward pool as well as all advertising reconciliations will be performed daily - dramatically shortening the time it takes for publishers to get paid - and creating a stronger feedback loop to show how positive actions convert to payouts for other system participants
- 85% of all ad dollars will go to the publishers. The remaining 15% will be allocated by Kind Ads to a reward pool that benefits users and app partners

Additional Features

Daily Reconciliations and Payments

Kind Ads will reconcile payments (in the native KIND token) on a daily basis. Instead of waiting for weeks or months to be paid, publishers can now be paid immediately

Empowering Small Publishers

By enabling advertisers to work directly with smaller high quality publishers that don't have a direct sales force, small publishers can now focus on creating content while still earning premium ad rates

Multiple High Converting Formats

Instead of selling just display or video ads (like many networks), Kind Ads will work with a variety of app partners to enable the best converting ad formats from day 1

No Fees

The Kind Ads network will charge no fees on ad dollars spent (in stark contrast to the 30%+ that most networks charge)

Token Offering Information

KIND to be sold in offering: **30.5M**

Total KIND Supply: **61.0M**

Initial Offering Pricing: **1 ETH = 1000 KIND**

Soft Cap (Minimum): **5,000 ETH**

Pre-Sale Hard Cap: **20,000 ETH**

Currencies Accepted: **Ethereum (ETH)**

Minimum Contribution: **5 ETH**

Disclaimer

This document and the information contained herein is a preliminary summary and is subject to change. Without limitation, Token Distribution depends upon the success of sales, and Use of Proceeds is projected and subject to change. This document contains forward-looking statements, subject to risks and uncertainties that could cause actual results to differ materially. This document is non-binding and for information only. This is not an offer or solicitation of sale. The Pre-Sale is governed by the Future Token Interest Subscription Agreement and ancillary documents.

Team



Saulo Medeiros
CEO & Co-founder

Saulo is the co-founder of MPBR International LTD, an agency that helps large corporations with their digital marketing needs. Currently they help their clients spend over \$100,000,000 dollars a year on marketing.



Rafael Mayrink
COO & Co-founder

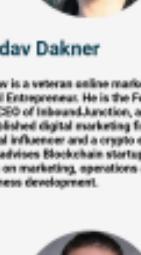
Rafael is the co-founder and Director of Operations at MPBR International LTD. Rafael makes sure that the company has the proper operational controls, administrative and reporting structure.



Jaime Sanchez
CTO

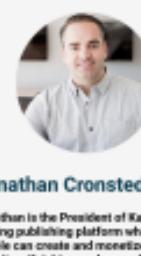
Jaime is a full stack developer. He is an IT professional and entrepreneur with more than 20 years of experience. Worked at Microsoft for 12 years helping top companies in Latin America create scalable cloud architectures.

Advisors & Evangelists



Neil Patel

Neil Patel is the co-founder of Crazy Egg, Hello Bar and KissMetrics, and founder of QuickSprout.com. He helps companies like Amazon, NBC, GM, HP and Viacom grow their revenue.



Saber Aria

Saber is the co-founder and CEO of BeyondBlocks, the co-founder of Blockchain World Conferences and a partner at Prime Block Capital.



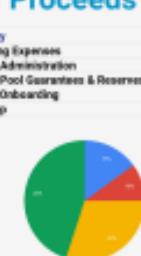
Trevor Koverko

Trevor is the founder and CEO of Polymath, a company bringing securities to the blockchain. He is a serial entrepreneur with 2 technology startup exits. He was also an original advisor/investor to the Ethereum project.



Nadav Dakner

Nadav is a veteran online marketer and a serial entrepreneur. He is the Founder and CEO of Inbound Junction, an established digital marketing firm. As a digital influencer and crypto expert, he also advises blockchain startups and ICOs on marketing, operations and business development.



Jay is the founder of Domain Tools (acquired by Thought Convergence, Inc.). Jay is an active startup advisor and investor. He currently spends his time acquiring and growing companies.



Jonathan Cronstedt

Jonathan is the President of Kajabi, a leading publishing platform where people can create and monetize websites. Kajabi users have sold over \$200MM of digital products via the platform. Prior to Kajabi, Jonathan was the General Manager of Digital Learning at Success Magazine and he was the CEO of Digital Marketers.

Eric Siu

Eric is the founder of Single Grain, a digital marketing agency that helps companies such as Uber, Salesforce, TurboTax, KitchenAid, Random House, Sony Pictures, and Nordstroms grow.

Caio Beleza

Caio is a partner of MPBR International LTD, an ad agency focused on the Latin America market. He is in charge of operations and making sure companies grow their revenue through digital marketing.

*The Foundation reserves the right to close the sale of any token and to add an additional 50% round of an additional 50% of its discretion.

Allocation	CPX Tokens	% of Total
Pre-Sale (all funds)	38500000	60.0%
Public Sale	-	0.0%
Founders & Early Advisors	1150000	1.8%
Ecosystem Development	6100000	10.0%
Reserve & Incentive Pool	15250000	25.0%
Total Token Supply	61900000	100.0%

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Projected Use of Proceeds

Category	% of Total
Operating Expenses	15.0%
Legal & Administration	10.0%
Reward Pool Guarantees & Reserves	30.0%
Partner Onboarding	45.0%
Hard Cap	100.0%

Token Sale Timeline

Jan 6, 2018 - Pre-Sale Opens

Feb 23, 2019 - Pre-Sale Ends

Feb 28, 2019 - Public Beta Launch

Get In Touch:

Website: kindads.io

Twitter: @KindAdsNetwork

Telegram: <https://t.me/kindads>