

Next-generation Commercial Bidding System Based on Stablecoin

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Motivation

Motivation

Current commercial AD serving:

- Early bidders are less motivated.
- Difficult to reach the expected price.
- Can't adjust pricing as business value changes.

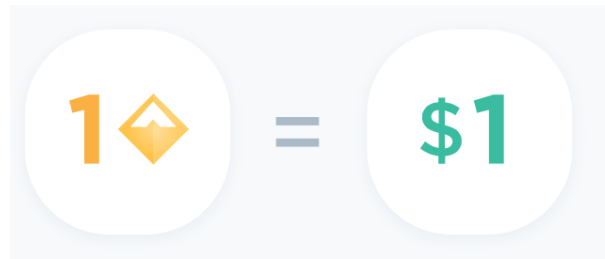


Solution

Framework

Stablecoin(DAI):

The first decentralized stablecoin on the Ethereum blockchain.

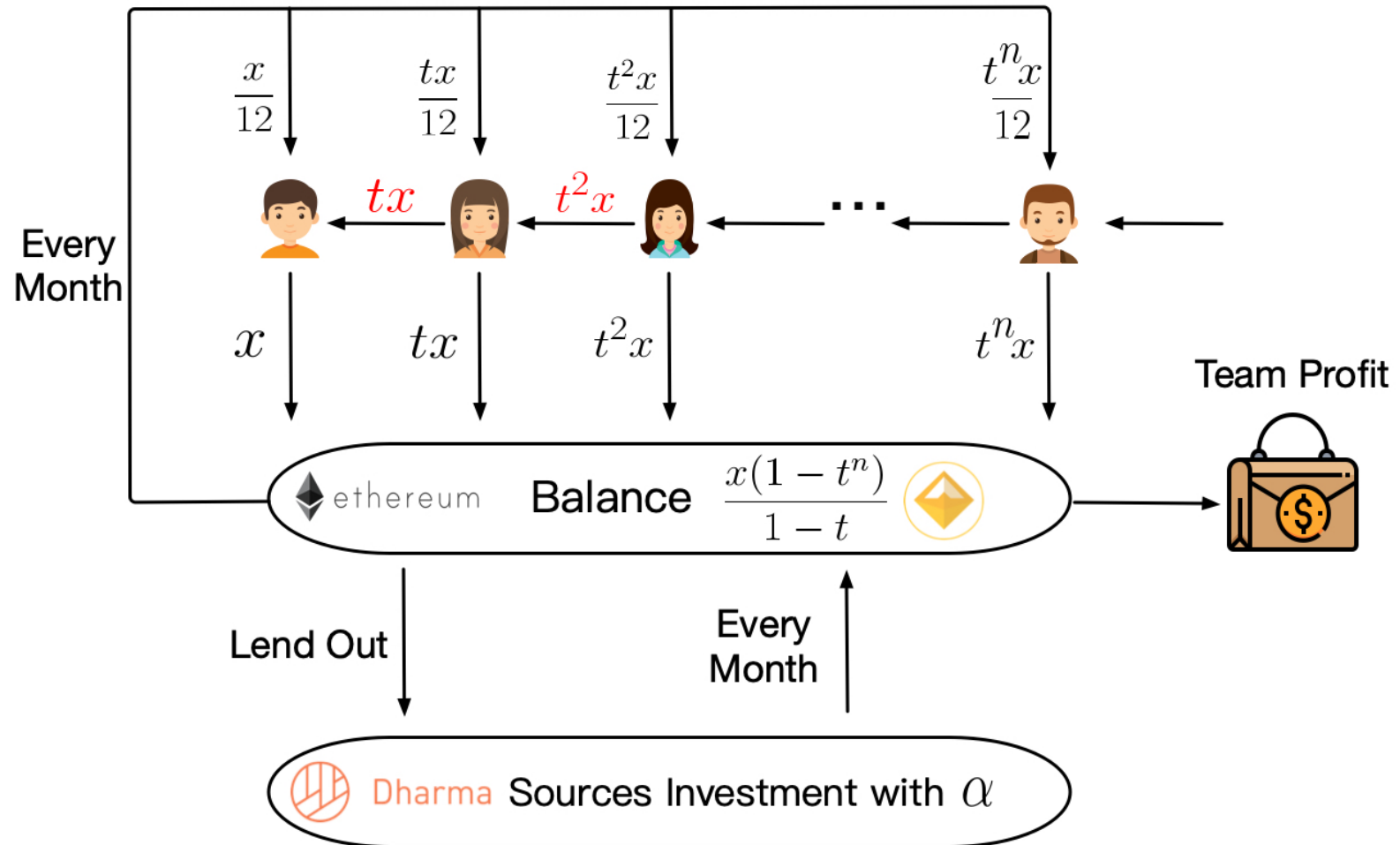


Dharma Protocol

A platform for building globally-accessible lending products using programmable, tokenized debt.



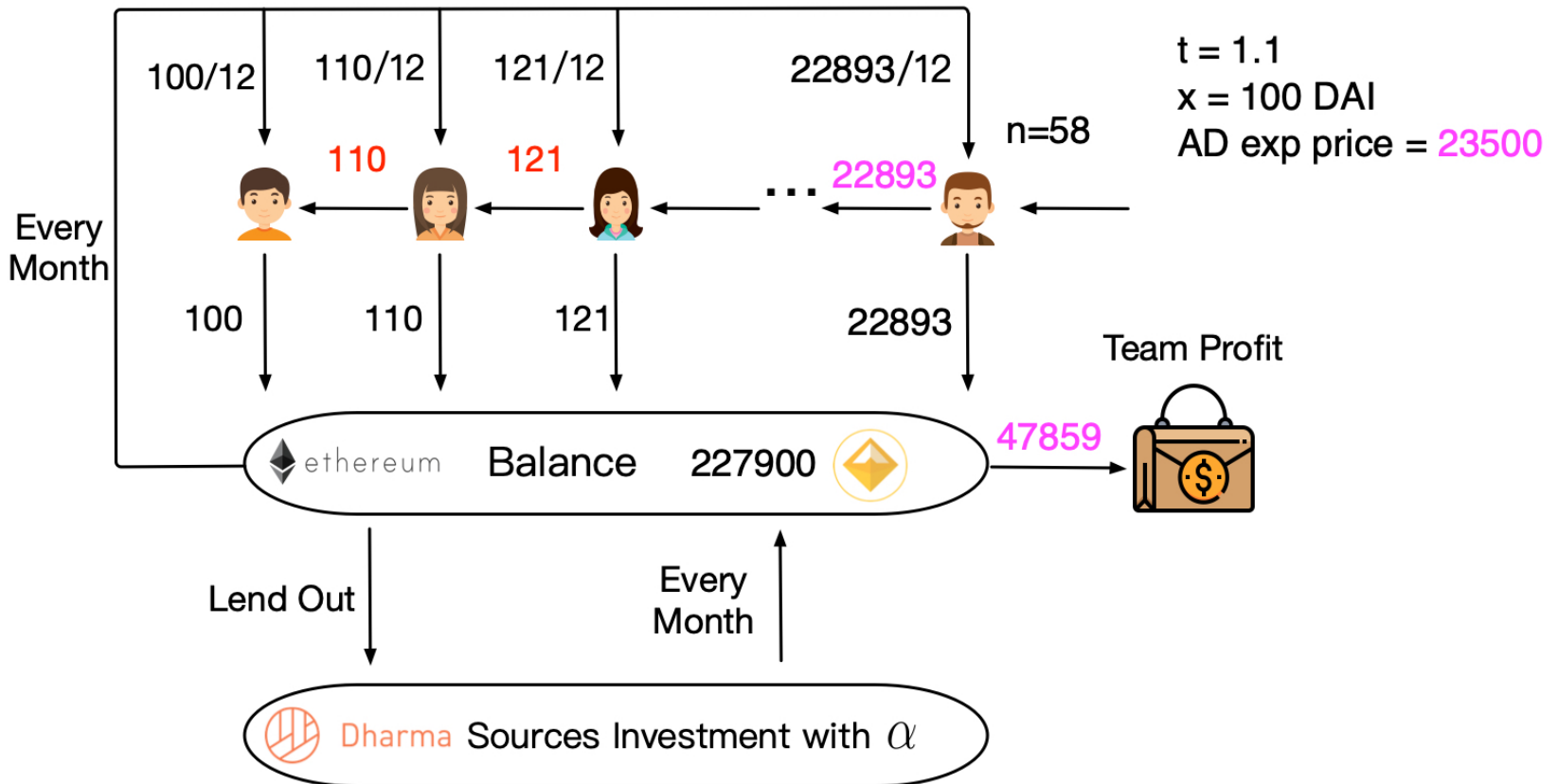
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Optimal parameter

- t less, we get more.
- $t - 1$ should higher than discount rate(折现率), 3% or higher is ok in real world.
- We choose $t = 1.1$ to for convenience.

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Advantages

Advantages

- Win-win model.
- Trustless: Smart contract.
- Stablecoin: No dump risk.
- Bidders are incentive to easily reach the expected price, even higher.

Use Cases

Use Cases

- Case 1: Elevator AD
- Case 2: APP Opening AD
- Case 3: Deploy SDK to small traffic sites(Google AdSense).

Demo

Later.

Team



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Thanks