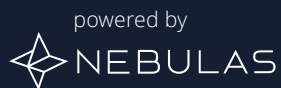


Atlas Protocol Whitepaper

Decentralized Digital Marketing Protocol



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1 Intro

The digital marketing faces two major challenges today:

Traditional digital marketing is excessively centralized. A handful of major players are dominating this industry, especially in the affiliate marketing realm. The top online service providers take up 40% of the global value, which totals at \$13 billion*. Affiliate publishers struggle in such an environment.

New methods of digital marketing are unscalable. These new methods tap into online communities which are based on trust growth. However, a lack of standardized and scalable marketing tools is preventing them from scaling up. Information is asymmetrical and friction is common between advertisers, publishers and users. Growth potential is thus constrained.

Atlas Protocol (ATP) will reduce marginal cost significantly, boost market liquidity, expand user base and benefit participants as well as the whole ecosystem.

2 Atlas Protocol

Atlas Protocol (ATP) is a decentralized digital marketing protocol built on blockchain. ATP re-establishes relationships between multiple parties, e.g. advertisers, publishers and users. One party can perform multiple roles on ATP, promoting liquidity and further enhancing matchmaking.

ATP will be the first application level protocol to be built on Nebulas Blockchain. As a new generation public blockchain, Nebulas provides search framework for all blockchains. Built on Nebulas' Underlying Basic Protocol Construction, ATP draws from Nebulas' strength, forges ahead with Nebulas' mission and maximizes marketing efficiency and effectiveness. ATP applies the following Nebulas-based technologies:

Nebulas Rank (NR) · As the key sorting algorithm of Nebulas, NR promotes the liquidity, propagation and interoperability of data. It measures the influence websites, smart contracts, and DApps have on users and will be the key to realizing matchmaking on ATP.

Developer Incentive Protocol (DIP) · DIP rewards developers who create valuable smart contracts and DApps. It's the key to building a positive feedback system and ecosystem for ATP.**

ATP will iterate through 3 phases:

Phase 1 · Building a marketing tool for the decentralized network

ATP features a quantitative credit-granting mechanism in a decentralized network where data is transparent and traceable. Blockchain technology ensures data integrity so that all marketing participants can trace these data if needed, removing barriers like difference in technical standards, geographic distance and information asymmetry.

Phase 2 · Original matchmaking based on Nebulas blockchain

ATP draws from Nebulas' strength in cross-blockchain search, most effectively matching advertisers, publishers and users in a sea of blockchain data. By matching marketable data, ATP is poised to expand the realm of this industry and bring maximized profit for all parties.

* The Awin Report 2017: <https://www.awin.com/us/the-awin-report>

** Nebulas: <https://nebulas.io/cn/technology.html>

Phase 3 · Developing a new blockchain-based digital marketing ecosystem

ATP strives to build a self-sustaining decentralized digital marketing ecosystem, removing inefficiencies in today's centralized market. ATP will unlock the potential demand in social networks, expand the market for digital marketing, and bring benefits to all parties in this ecosystem.

3 Architecture

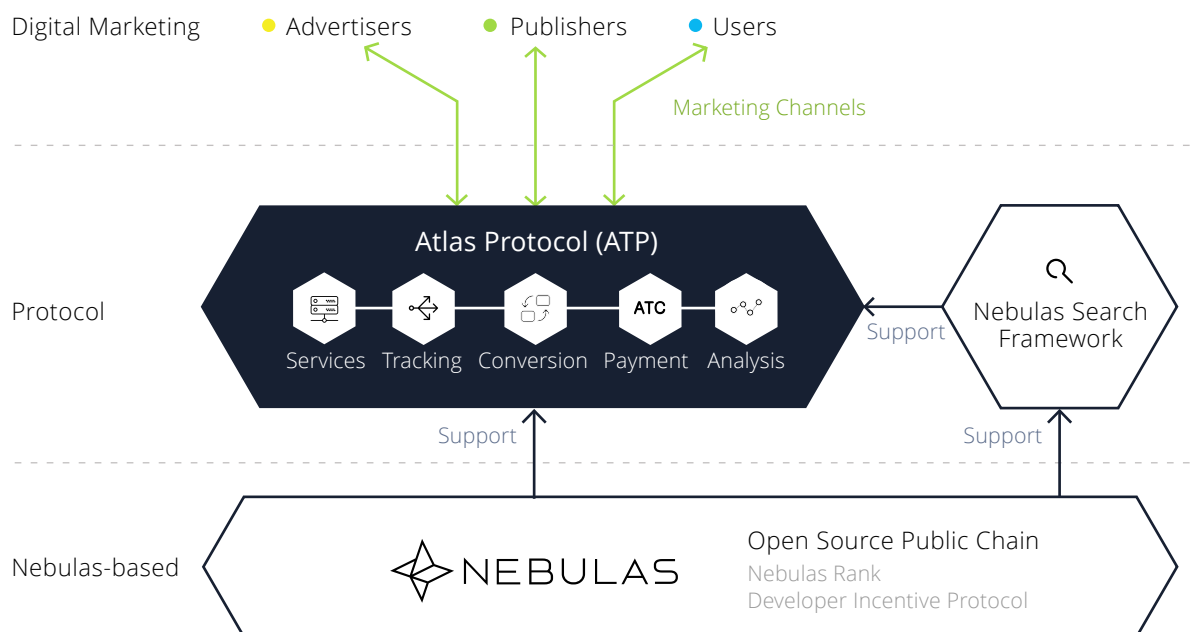
Design Principles

Openness, Scalability, Incentive mechanism.

Protocol Architecture

ATP will provide a digital marketing solution that is transparent, traceable and scalable for every link of the marketing process, from user services, data tracking, conversion rate, payment process to data analysis. Such a solution stands to benefit advertisers, publishers and users.

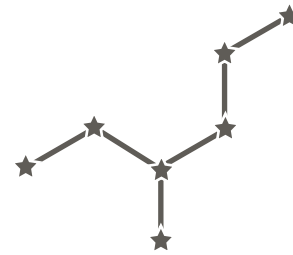
ATP framework:



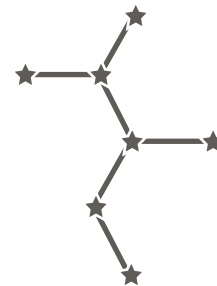
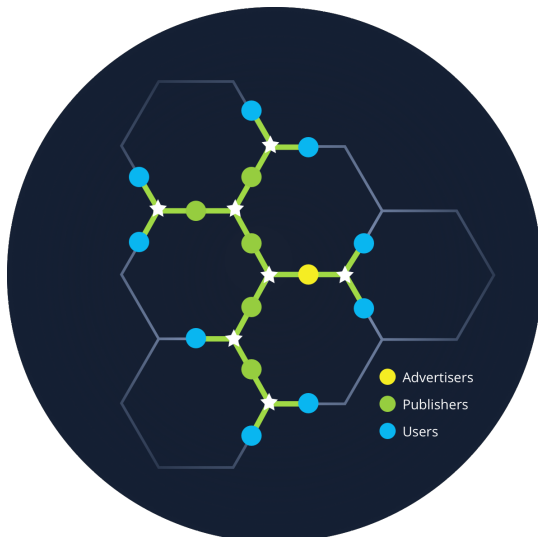
ATP Topology

ATP is a decentralized grid, providing the optimal path to match advertisers, publishers and users while allowing for constraints like advertising budget and time.

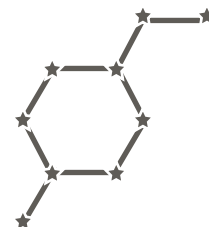
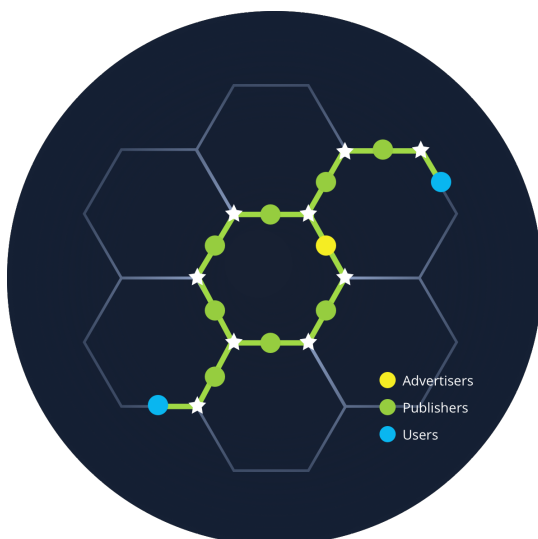
Unlike the traditional centralized point-to-point matchmaking process, many varieties of ATP topologies can be created within the same network. Common topologies include:



Link-chain Conversion · Advertisers reach target users through multiple tiers of publishers. ATP gives quantitative feedback on publishers of every tier.



Star-chain Conversion · Advertisers reach end users directly, eliminating the middlemen and minimizing marketing cost.



Circular-chain Conversion · Multiple publishers reach the same target user. This kind of fair competition among publishers means the end users enjoy the benefit of having more options, in the meanwhile advertisers benefit from reaching more potential users within the grid.

4 Atlas Coin

Atlas Coin (ATC) is the ATP token. It can be used for:

Payment for ATP transactions · Advertisers can pay ATC for their marketing cost, for example, matchmaking on ATP.

Publisher incentives · ATP will build on Nebulas' Developer Incentive Protocol (DIP) and construct a positive feedback ecosystem, or Publisher Incentive. Publishers contributing to the ATP ecosystem will be rewarded accordingly and ATC will be distributed to them as an extra bonus.

Ecosystem · ATP will promote the development of digital marketing and help expanding the market. With the total market expected to exceed a billion dollar by 2020, ATC owners stand to gain from such an expansion.

5 Use Cases

5.1 Token Sale · Token365

ATP will first be used on Token365, a blockchain projects aggregator platform.

Promotions or discounts designed by Token365 will be offered on ATP, on which publishers can choose projects to market in their own channels. Users participate in presale via publishers. Advertisers will get data on the user engagement from ATP. Upon the completion of token sale and token distribution, publishers get reward from advertisers on ATP according to their performance, completing the affiliate marketing loop. ATP has advantages as follows:

Simplified KYC process. Users will only have to do the KYC process once and it's viable for all other projects, saving time for both advertisers and publishers.

Trust-based system. Advertisers can rely on historical and quantitative data to screen publishers.

Traceable data. Advertisers can adjust and readjust their strategies of their digital marketing campaign based on real-time data feedback.

5.2 Traffic Flow · TRON, GIFT0

TRON · TRON is a blockchain-based decentralized protocol for entertainment content. ATP facilitates data generation, storage, and transfer, realizing matchmaking and data transactions.

GIFT0 · GIFT0 Protocol is backed by Uplive, a live streaming platform and the biggest player in this market. GIFT0 allows internet celebrities to publish links during live stream and fans to either forward these links or make purchase. This means celebrities can thus focus on engaging with fans and growing traffic, rather than speaking for advertisers.

Others · Social media celebrities, content creators, influencers, IP holders, game publishers can all monetize data on ATP. Making profit is easy.

5.3 Advertising Platform

MoboTap will build a decentralized advertising platform on ATP. This advertising platform will support the MoboTap-owned Dolphin Browser and other products.

The advertisers can use ATP to publish the materials and publishers can use ATP to choose the materials vice versa. Both advertisers and publishers can view the data. Finally, advertisers can pay publishers ATC. This advertising platform bridges advertisers, publishers, users. And it realizes payment. ATP boasts many advantages:

For users · User experience is significantly enhanced with the improvement of certain features. There's no need for privacy or security concerns.

For publishers · Increased revenue. Great transparency means reduced foul play on the part of advertisers. More accurate and traceable data cut marketing cost further.

5.4 Game Distribution Platform

The game distribution platform is built on ATP. Game advertisers can distribute games through ATP. Except traditional game contents distribution, ATP can also be a distribution and trading channel protocol of typical digital assets such as game props. And ATP will build a global gaming items digital marketing system. Every link of distribution is made sure by ATP to be transparent, traceable and quantifiable. Advantages can be found as follows:

Transparency · Publishers benefit from increased commission fee, which derives from data that is transparent. User stickiness improves thanks to a transparent game protocol.

A review system established · Advertisers and publishers can turn to quantifiable indicators for reference in deciding whom to work with.

A self-growth global marketing · Using such data, advertisers can reach players at a reduced cost and publishers can increase their revenue. And advertisers can open the global game contents & props trading market.

6 Team

Tiefeng Liu

Founder & CTO

Advisor for Mobile Collective Fund (owned by 500 Startups, a US company), Member of W3C Global Standardization Committee.

Founder and former CEO of Dolphin Browser, which has a global user base of well over 200 million, Liu led the team which developed the browser. Former CTO of Dolphin Browser.

Former Senior Software Engineer of Microsoft Research Asia.

Author of Beauty of Programming, a decade-long bestseller, dubbed as “Bible for Microsoft Interviews”.

Leiyu Liu

Co-founder & VP of Operation

Former Manager of Dolphin Browser commercialization project, Experienced in data monetization and user-base growing.

Former Manager of Mobogenie APP Store and China Telecom Store, Former Operational Manager of ZTE mobile phone APP Store.

Yong Yang

Partner & VP of Engineering

Former VP of Dolphin browser. Over 15 years of experience in Internet development.

Former Senior Software Development Manager of Oracle. Former GDC Advisory IT Specialist of IBM.

Former Trend Micro (China) Co., Ltd senior programmer, director of research and development.

Jin Tong

Partner & Senior Product Managing Director

Former Senior Product Managing Director of Dolphin Browser, overseeing product design and operation that serves over hundreds of millions of customers.

Former Senior Product Manager in Alibaba's digital product department, responsible for digital content development, including E-books, videos and other forms of digital media.

Over a decade's experience in Internet product design and development.

Ming Jiang

Senior Director of Engineering

Former R&D Director of Dolphin Browser, overseeing product structure design and operation.

Former Senior Development Engineer of Tencent, responsible for the risk control system for Wechat Red Packet and the design and development of the user system for QQ Lottery.

Former Senior Development Engineer of Huawei.

Near a decade's experience in Internet development.

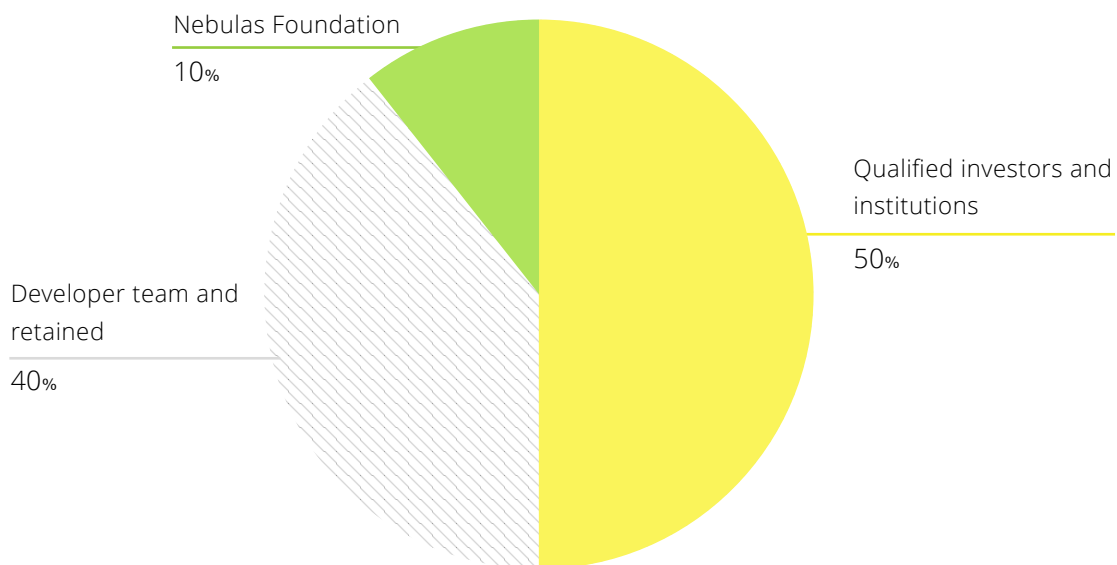
7 Token Allocation

ATC is a cryptocurrency distributed on Nebulas blockchain platform. The number of ATC token remains constant at 10 billion, with no future issuance.

50% · Qualified investors and institutions

10% · Nebulas Foundation

40% · Developer team and retained for the community ecosystem development, marketing and legal service



8 Roadmap

2018.Jan		●	Release whitepaper
2018.Q2	Phase 1	●	Launch ATP digital marketing tools Launch Token365 with ATP sales tools
2018.Q4	Phase 2	●	Complete ATP framework Complete ATP smart contract development
2019.Q2	Phase 3	●	Initiate the self-sustaining ecosystem A self-sustaining ecosystem with advertiser, publisher and user engagement takes form with the introduction of more and more APPs.