



COINIMP

A Revolution in Web Monetization

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Disclaimer

The purpose of this Whitepaper is to present information related to the technical aspects of the CoinIMP project to anyone looking to invest in IMP tokens. This information is not intended to be exhaustive and does not constitute a contractual relationship. Its sole purpose is to provide reasonable information to potential Token holders so they get to know the purpose and limitations of this project and determine whether to undertake, of their own accord, a thorough analysis of the company with the intent of acquiring IMP tokens.

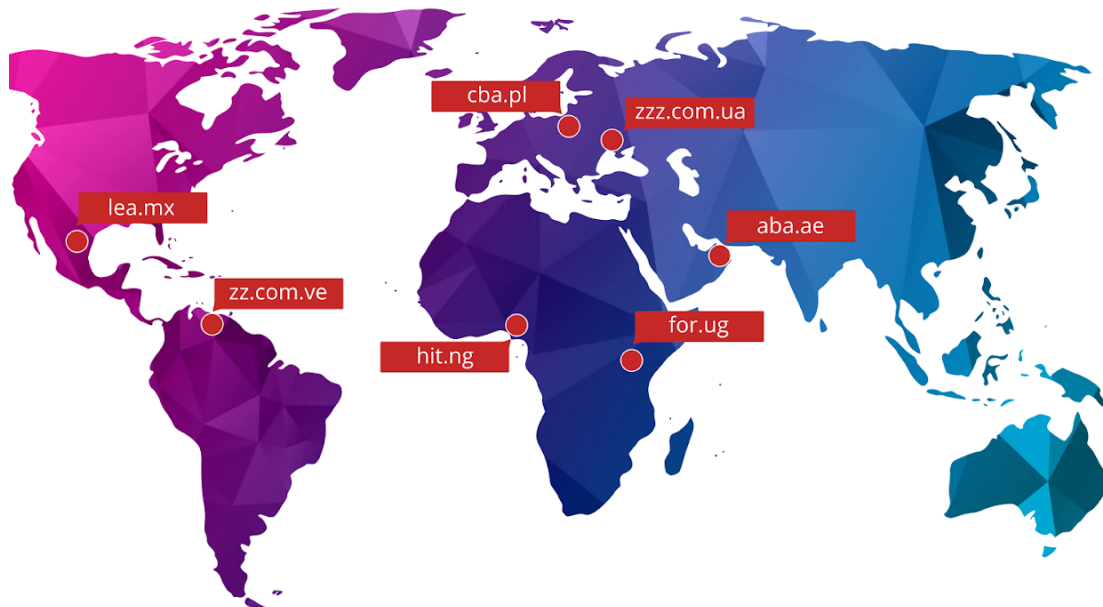
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The Tokens are functional utility tokens designed for the Company's business platform. The Tokens are not securities. In the event that you purchase Tokens, your purchase cannot be refunded or exchanged. The Company does not recommend purchasing Tokens for speculative investment purposes. Tokens do not entitle their holders to any equity, governance, voting or similar right in any of its affiliated companies. Tokens are sold as digital instruments for our platform's services.

In the event of any conflicts or inconsistencies between translations -or any other sort of additional information- of this document and this official English language Whitepaper, the provisions of this English language original document shall always prevail.

1. Introduction

1.1 The beginnings

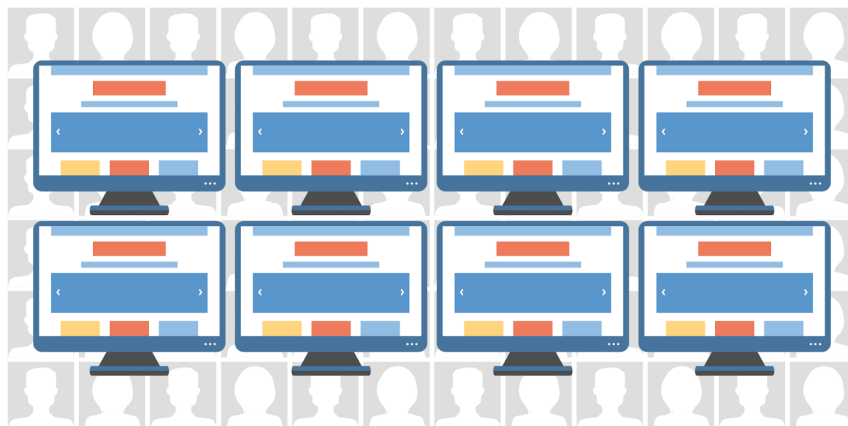


Internet is nowadays a necessity, a worldwide indispensable service that, according to The Internet World Stats^[1], connected almost 4 billion users just until the last year. Our first business initiative related to web technologies started back in 2005, with the launch of our first website, CBA.pl. We started providing high-quality and free web hosting services. The number of internet users rapidly increased, even though only 18 percent of households had internet in the world at that moment^[2]. We were just witnessing the rise of the internet era, something not hard to foresee, even when the use of internet wasn't that mainstream as it is today^[3]. The reasons why there were not so many users back then are numerous, from the shortage of developers –a tendency that continues up to the present– to the absence of computers in most homes. It was clear that the roadmap to a larger yet cheaper internet presence needed to be carved and that any contribution to it would positively affect the future.

One of the factors undermining the evolution of the internet was the relatively high cost of building and maintaining a stable website. For grown-up companies it was possible, but for startups –low-budget entrepreneurs– domains and hosting services were an investment they couldn't afford. That's the milestone upon which we started to build a vision to offer true website sustainability: the first step was to provide free web hosting services for all those looking to make room for themselves within the unstoppable universe of the world wide web.



1.2 CoinIMP



With the rising of cryptocurrencies back in 2009 (mostly due to Satoshi Nakamoto's Bitcoin) a revolution of encrypted exchanges began. Decentralized ledgers –blockchains– evolved as a revolutionary way to operate digital currencies, but they proved to be failing in anonymity as much as the parity across systems:

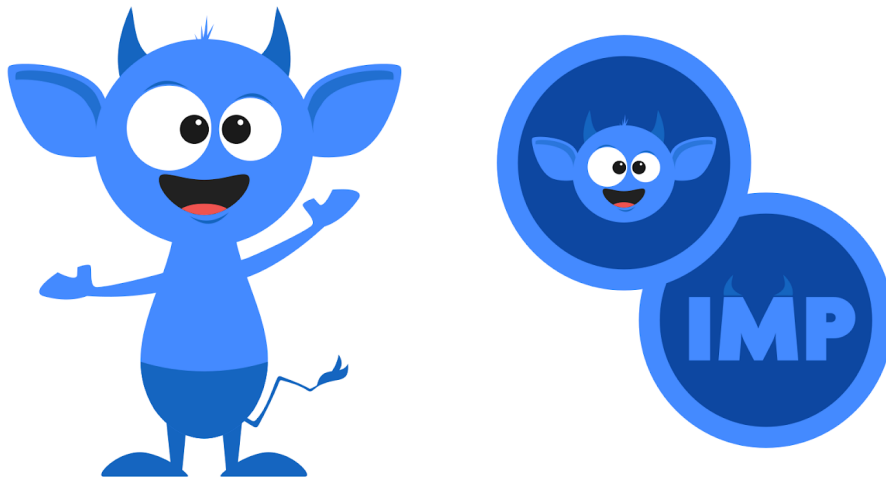
"(...)A typical video card is more effective than a CPU and ASIC devices are more powerful than GPUs. Therefore, Bitcoin creates favourable conditions for a large gap between the voting power of participants as it violates the "one-CPU-one-vote" principle since GPU and ASIC owners possess a much larger voting power when compared with CPU owners. It is a classical example of the Pareto principle where 20% of a system's participants control more than 80% of the votes." [\[4\]](#)

As Monero (A.K.A. XMR) –A functional, public, decentralized and egalitarian distributed blockchain based on the recently-ideated *CryptoNote* protocol – came to exist, an improved alternative to Bitcoin was born; most improvements were focused on allowing unspecialized equipment to produce greater revenues without meaningful effects on their performance.



Given the revolutionary model introduced by CryptoNote, a new path for website revenue was set: in-browser cryptocurrency mining. A background process run asynchronously on a site visitor's processing unit that, when properly configured, translates to a harmless process that constantly generates coins from website traffic. The launch of CoinIMP was our first step on the cryptocurrencies market. Based on an almost entirely free web miner, this project offers a truly free experience with a minimum effort. This alternative proved to be a successful and profitable solution to our clients.

1.3 Defining the next step:



After the success of this first implementation, IMP is the next step in an agenda towards providing self-sustaining websites. Our own token and an advertising platform, designed as a prominent alternative to the common online advertising approach.

Besides the security and the egalitarian PoW distribution that strengthens Webchain –the blockchain IMP tokens are built on–, our advertising platform will remarkably reduce the online marketing costs by offering direct advertiser-publisher transactions along with a way to gain a rebate through a referral program. IMP token is a digital currency used for payments within our platform with favorable conditions compared to other available currencies. Additionally, each token bought on the Token

Sale can be exchanged for at least 1000 impressions of ad in our service, read the [Token Sale Policy](#) for more information.

2. The Problem

2.1 Start-ups

If you read this text, you probably have a working site or blog, or any other web platform you want to monetize. You are putting effort into your project and expect it to pay off.

Here is another guess: you have a business and want to keep up with trends and innovations, because you know it's the third millennium, the time of ever-changing tendencies, and "who owns the trend owns the world", quoting Nathan Rothschild (who would actually be surprised to see decentralization as a trend). Current trends are firmly tied up with modern technologies, so this is undoubtedly the field where efforts and funds should be invested in. It's highly possible that your business is connected to Internet like almost everything nowadays; therefore, you are probably familiar with advertising and other modern ways to generate revenue through websites, like mining cryptocurrencies through users' CPU power.

2.2 Outdated Advertising Platforms

The first advertising method has its history already and it's often used by successful companies and even monopolists. The modern and most evident example is Google AdSense (GA) service, which helps webmasters earn money through placing advertisements on websites so they can profit if a visitor takes the bait and clicks on the ad.

Basically, AdSense works this way:

1. Create an account
2. Choose the ad and its position on the site
3. Start gaining profit from clicks

This service has over fourteen million of users among whom [billions of dollars](#) are distributed each year. Even when it has been effectively implemented to be user-friendly, AdSense has some noticeable flaws regarding their politics as it has been mentioned in tons of articles and forums where developers share their experience using Google AdSense. With the aim of having their work pay off, they mention how unexpectedly they got banned from using the platform, without the possibility to mitigate the final decision.

Other frequent complaints made by users are the strict rules they should follow in order to be verified as a trustworthy site and that when Google AdSense decides that a website somehow violated any of those rules, it is authorized to block the account without paying anything and to even forbid users to create new accounts.

One of such rules restricts users from clicking on their own ads, as it is known as cheating. Anyone can be suspended even for one [misclick, with no options](#) to restore the account. The platform has many other users anyways, why would they bother with a single one of them? The account of a potential Google AdSense participant can be deleted for many other reasons, for instance, if the page where the ads are placed on isn't suitable for GA; the criteria for this vary from the content posted on the page to the number of visits. There are even claims that sometimes users need to reorganize the whole page if they want it to fit AdSense requirements.



In conclusion, it seems that the platform is friendlier for advertisers than for developers and content-makers. And that's understandable if we consider –as they probably do– who pays money and who receives it. All of this makes it hard to maintain a stable and reliable advertisement-based income.

If you are an advertiser, you may complain about how much you must pay. On average, these prices vary from \$1 to \$2 per click, which makes it pretty expensive for small and medium businesses. Besides that, Google uses an auction to select the ads that will be displayed on the publishers' sites and determine how much they'll earn from those ads after keeping part of the fees as they work as a host. The more advertisers that bid for displaying content on your pages, the higher the competition is for your ad units, and the more you can earn. It makes sense in terms of marketing rules, but if you are not the head of an international corporation, it's extremely hard for you to compete with giants who can invest millions of dollars in advertising.



Even if you create a high quality ad, you are not likely to win an auction with a lower price, as AdSense program is a deal of design where luck and big efforts won't pay off without big investment first. All the above-mentioned information creates the necessity to start searching for new options that can fulfill both the need to advertise on the market and the logical requirements to lead the business in a smart and economical way.

Big companies, on the other hand, have to keep up with new technologies and market trends, so they can remain relevant. A good trend, adapted to the needs of the market, can turn into great changes, making it more comfortable for all the participants and increasing their profits at the same time. If the owners of international corporations read this, they can find something for themselves just as anyone else, because experienced people always want to save resources that could be invested in other areas of their projects.

Facebook Ads is another popular option to get brand recognition. The main feature of this service is the possibility to reach bigger and targeted audiences followed

by their pricing mechanism that allows paying not on a pay-per-click basis, but for the time the advertisement is displayed to the visitors.

This creates an inconvenience: you can never be sure whether visitors are interested in your product or they just scrolled over it without even noticing it -unless they click on the ad.

Advertisers have more to worry about, provided that Facebook –the social media giant– has a strict advertising policy, which is unique for the platform, meaning that if advertisers aim to reach a bigger audience, they ought to specifically design the ad for Facebook. As a result, this requires additional work and expenses. The brand you advertise has to fall into one of the categories that Facebook allows, but recent [changes](#) to its Advertising Policy show that rules are not static but rather dynamic. Recalling the recent ban on cryptocurrency ads announced by most social media platforms^[5], it's reasonable to think that these policies are designed to discourage opportunities for fraud and deception, however they are used to condemn those legit cryptocurrencies, Smart Contracts and DApps blockchain-based projects. All the restrictions and rules, either recent or not, are meant to be obstacles for the individuals who want to use the platform to receive access to one of the biggest audiences in the world.



Sometimes social networks, taking no notice of their own precautionary measures, let dangerous and even illegal content be shown to users^[6], and as a result it loses points in the struggle for reputation, which may end up disrupting the advertisement on the platform as a whole.

If you ever planned to organically reach potential customers, the recent news feed mechanism update will disappoint you, as it's designed to promote paid offers, cutting out branded but free posts or placing them at the end of the feed where no one scrolls to. Some of the users started noticing that the organic reach on their product pages has drastically fallen due to those "improvements"^[7], which have been applied on Instagram - bought by Facebook in 2012- as well.

Facebook has its features and advantages, but only for advertisers, as the platform relies on a huge team and doesn't need any webmasters to be involved in the advertising process. If we divided that process into steps, there would be four: *creating*, *submitting* for a review, *placing* and *showing* to the final customer; where the social network fully controls the two last steps and partially the second one. This way of advertising minimizes the influence of advertisers, leaves other publishers out and grants almost all the control to Facebook. As a result, the network receives the profit while advertisers or webmasters don't. These latter ones are a new type of modern creators which emerged in recent years, and we strongly believe that any form of creativity deserves to be considered and rewarded.

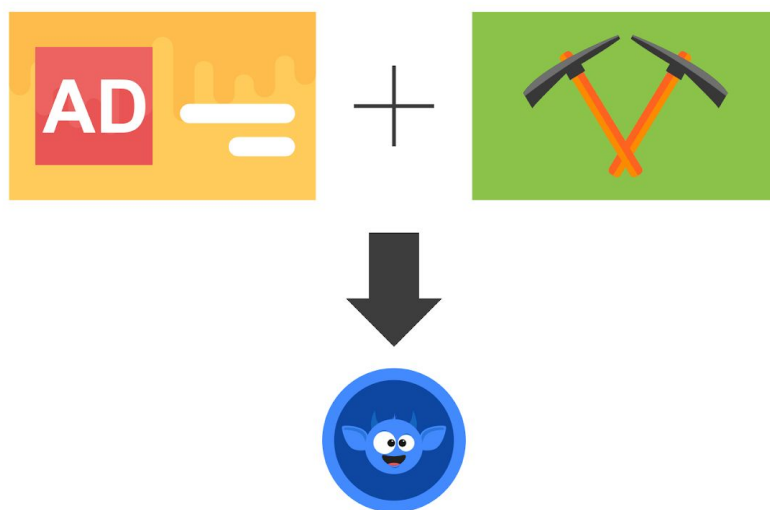
2.3 Diversifying the content promotion options

Placing advertisement on your website takes the crown when it comes to assessing ways to generate profit, although, the boom of blockchains has recently changed this perspective. Not only the world financial system and governments were shocked, but they also entered into our everyday life, both real world and Internet.

Now you can mine from sophisticated crypto-farms or even from an old functional personal computer. A huge variety of ways to generate profit is available nowadays, even generating your very own cryptocurrency, which can then be exchanged into some fiat money or used as originally intended. The rising demand impacts the value of cryptocurrencies as well as it does with your regular fiat. The only difference is that

everyone can participate in the creation of cryptocurrencies, compared to fiat currencies that are only issued and regulated by certain governments.

The idea of decentralized currencies combined with the idea of monetizing web creations leads us to the next main trend amongst web developers in recent time: mining cryptocurrencies using website visitors' unused CPU resources. This has pluses for both sides: creators can benefit from the content they make while users contribute without submitting a payment. The JavaScripts used on browser-based cryptocurrency mining use the CPU power of those users that visit the site where they are embedded, even when being a little less efficient than the widely known file-based cryptocurrency miners –and it might seem to be a limitation that substantially reduces potential returns– these scripts rely on the quantity, not the quality of the process. In short, the more users visit the site, the more developers benefit from their CPU usage.



With the inclusion of browser-based miners, it can be assumed that the time of regular web advertisement is over and off its throne; but demand creates offer, and it means that if there are still people and companies that want to advertise their products or services, there will be services willing to offer such options to them. And beyond that, there are even services that combine both browser mining and advertising simultaneously.

If you are a web developer and want to monetize your work –who wouldn't want to?–, you have a few options: big companies with a corporate approach towards their clients, other old school ways to profit from the content, or modern ways to do it, using new technologies and combining those with already tested methods.

3. Introducing IMP



3.1 Brief

There are several ways for web owners to generate revenue; above all of them, advertising is by far the crowned leader. Yet, the industry is pretty much monopolized by a few corporations and their arbitrary and unclear rules.

By following current market tendencies and technological development, enriched by the experience of delivering hosting services and a JavaScript web miner, we came up with a product that won't just be an alternative to web advertising, but will succeed at granting websites self-sustainability.

This project is designed to provide a product that is profitable and comfortable to use by all three sides of this story: web owners, advertisers, and end users. In other words, a perfect tool for content promotion.

3.2 Product Model

Our proposal is called IMP, which comes from “Impression”, a marketing term to count the displays of an ad. IMP token holders -either advertisers or publishers- will be able to transact on CoinIMP at incredible low prices with no additional intermediaries keeping part of the payment.

In response to the massive and unfair ban on cryptocurrency ads, it was clearly required to figure out a friendly solution to serve as an alternative to these projects, so we made IMP tokens to work on a crypto-friendly advertisement platform. As long as your content is not illegal and you are not using any ways to artificially generate traffic, you can be sure that you won't be excluded from our network.

3.3 Webchain



IMP tokens are supported by [Webchain](#) network, a CPU mineable blockchain platform, known for its safety, ASIC resistance and for allowing the creation of ERC20 & ERC223 Smart Contracts and DApps, secured by websites and IoT. This blockchain and its distinctive features allow IMP to be a token for those who value egalitarianism and decentralization.

Main technical details about the blockchain upon which IMP tokens are built are shown below. For further reading, check the [whitepaper](#) from [webchain.network](#).

Name: *Webchain*
Consensus Mechanism: Modified CryptoNightV7
egalitarian PoW
Base Reward: 50 WEB
Era length: 100 000 blocks (~2 weeks)
Block time: 10 seconds
Smart Contract standard : ERC-20, ERC-223
Locked Premine: 350 000 000 WEB (20%)
Total supply: 1 600 000 000 ~ 1 750 000 000 WEB

3.4 Business Strategy

The original purpose of the in-browser mining service that CoinIMP offers since its creation, plus the content promotion system implemented along with IMP tokens make up our new business proposal. We will add the possibility of directly embedding CoinIMP miners and ads in websites from a hosting panel, so it will not be necessary to shift platforms in order to manage its eventual implementation. Sponsors area, a snippet that can be embedded to our clients' websites and allow them to give their users the option to sponsor their work, disabling Ads, and even unlocking plausible content reserved only for contributors.

4. Token Sale



4.1 Reasons

We aim to give web owners the opportunity to have a self-sustaining site, being as profitable, easily set and user friendly as possible. Our token will fill that gap by building an advertising platform that assures the best user experience, quality and site's sustainability.

"We intend to improve the common web advertising approach by offering this high-end, egalitarian blockchain-based token that will generously reward web owners upon their sites traffic"

Artur Makówka, CEO.

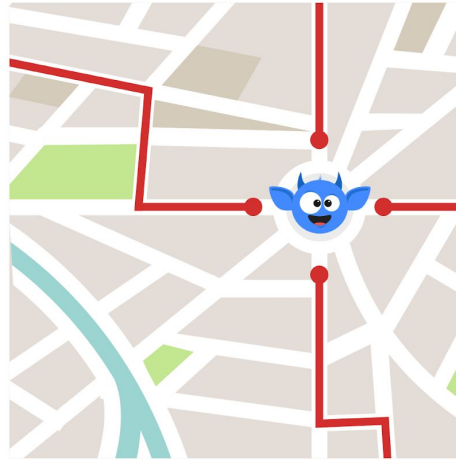
4.2 Our Token Distribution

IMP will be distributed in two phases: first phase with a soft cap of 20 000 000 IMP and second phase with hard cap of 300 000 000 IMP. If we reach the hard cap in acceptable time, it means demand is big enough for us to build bigger ad network and increase hard cap.

Destination		Amount	%
Token sale Phase 1 20 000 000 IMP (3.7% of total supply) on sale		soft cap: 20 000 000 IMP (3.7%) + Airdrops: 25 000 000 IMP (4.6%) Total: 45 000 000 IMP (8.3%)	8.3 %
100 IMP	1 USD		
10 000 IMP +500 IMP bonus	100 USD		
100 000 IMP +10 000 IMP bonus	1 000 USD		
1 000 000 IMP +150 000 IMP bonus	10 000 USD		
10 000 000 IMP +2 000 000 IMP bonus	100 000 USD		
Airdrops	50 000 deliveries of 500 IMP total of 25 000 000 IMP (4.6% of total supply) given to participants	250 000 USD	
Token Sale Phase 2		300 000 000 IMP (Unsold ones will be Burned)	55 %
100 IMP	1 USD		
10 000 IMP +500 IMP bonus	100 USD		
100 000 IMP +10 000 IMP bonus	1 000 USD		
1 000 000 IMP +150 000 IMP bonus	10 000 USD		
10 000 000 IMP +2 000 000 IMP bonus	100 000 USD		
Company Assets: Employees rewards, bounties, donations and company reserves		200 000 000 IMP	36.7 %
TOTAL SUPPLY		545 000 000 IMP	100%

With IMP Token Sale, we focus on building community awareness and supporting the development of the token revenue system. As previously said, our proposal is backed by functional products, therefore we're not looking for the creation of a fund to begin our operations, rather to boost the already initiated development of IMP so it can be delivered as a full product in the shortest time period.

4.3 Anti-ICO



The development plan of this product is listed on our [roadmap](#), where you can see the milestone we plan to reach in order to deliver IMP to our users. You can notice that our road is planned with almost immediate execution (from late 2017 to early 2019), this is due to the experienced developers, marketers, and analysts that are part of our team; in this way, we believe ourselves to be introducing something similar to an *Anti-ICO*, as it's based on integrating services that are already working, making immediate usability for users even from the initial offer. Usually, ICOs and Token Sales promise to show their functionality in a distant future, but the possibilities of CoinIMP can be tested right now. Visit our [site](#) and know more about us.

5. Roadmap

COINIMP

Q1

API Development and Release:

After assessing community needs, we developed and deployed CoinIMP API.

Placing CoinIMP among the Top 5 Google Organic Search Results:

Showing up on Google Search was an important milestone of our business growth, therefore we secured a position within the Top 5 Google Organic Search sites for browser-based mining related phrases.

Q3

Token Sale

Web Application design:

Setting of specifications and requirements for the first alpha version of the token pages.

Token Release Plan:

It was decided to split this plan into two stages, Presale and Token Sale.

Token Distribution Plan:

Definition of how IMP will be launched to the market, token sale strategy and benefits of token holders.

Early Token Sale Development:

Development of the MVP solution with the required modules.

Content Hiding Tool:

Show warning instead of content whenever miner is blocked.

New Currency:

Now you can mine Webchain coins with CoinIMP.

Q2

Webchain Development and Release:

Beginning for egalitarian cryptocurrency.

Project QA testing and deployment:

Web security and stability are tested out by professionals and early-access users.

IMP Concept Development & White Paper draft:

Mapping out IMP and defining the way it would be delivered, followed by goals setting and business plan, being the outcome our first white paper draft.

AV-friendly Solution:

For that matter we have implemented an extra script, which is even more AV-friendly, and it's free.

Token Sale Official Launching:

IMP public beta and token sale pages release.

Collecting Statistics:

Beginning for data collection about websites in CoinIMP network.

Referral Program Promotion:

CoinIMP users will have an extra way of earning IMP coins, a referral program that will reward them with a 5% commission for each purchase made by their referrals.

WordPress Plugin:

You can freely install our high quality JS miner plugin on your beloved Wordpress website.



AD Platform Development:

After finishing Token Sale we will start developing our IMP advertising features for CoinIMP.

Search for Potential Partnership:

Expanding our ad platform with new advertisers and publishers will be one of our priorities.

Hosting provider integration:

Activation of CoinIMP JavaScript miner and IMP ads with one click in our hosting services. On top of that we will allow payments for our services with IMP tokens.

Mobile App Development:

Users will be able to track their sites performance, be in the know about the accumulated revenue, spot the accumulated hashes from the JS miner, follow the progress of advertisements deployed in the network and pay for their services and access other features, from their mobile devices.

AD Platform Improvements:

Adding advertising models other than CPM.

6. The Team

The project we have just introduced to you is being delivered by a team of developers and directives, experienced in the production of web applications.



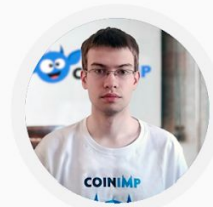
Artur Makówka
CEO & Co-Founder



Pavel Sabadash
Project Manager



Jakub Czechowski
Full-Stack Developer &
Project Manager



Łukasz Matczak
Technical Lead &
Blockchain Architect



Ksenia Semenova
QA Team Lead



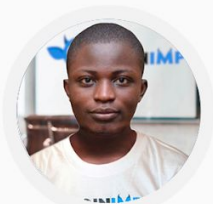
Victor Fedorenko
Full-stack Developer



Afaf Hassan
Full-stack Developer



Khaled Alam
Full-stack Developer



Adeniji Olusegun
Full-stack Developer



Jiang Jian
Full-stack Developer



Lai Taiyu
Full-stack Developer



Viktor Saenko
Senior Unix Engineer



Muhammad Gamal
QA Specialist



Cecilia Farias
QA Specialist



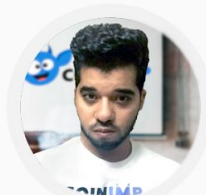
Alberto Zapata
QA Specialist



Kizito Pius Tendo
HR Manager



Elvis Contreras
Recruiting Manager



Mohamed Tarek
Blockchain Market Researcher
& Full-stack developer



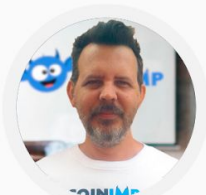
Mathias Odia
Technical Support



Iryna Fedoseienko
Technical Support



Daniel Kouam
Digital Marketing Specialist



Irving Arrieta Vazquez
Senior Graphic & Web Designer



Bruce Boyd
PR Manager & Blockchain
Market Researcher



Orlan Silva
Legal Advisor

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