SYM-Ads - Decentralized contextual advertising

SYM-Ads - A Blockchain-powered contextual advertising for Advertisers and Web-developers.
Contextual advertising is a form of targeted advertising in which the content of an ad is in direct correlation to the content of the web page the user is viewing.

Summary

Contextual ads and its dot effect are less irritable than traditional advertising. That is why it influences user more effectively. It shows user area of interest thus increasing the chance of receiving a response. Contextual advertising has made a major impact on earnings of many websites.

Problem

SYM-Ads is decentralized marketplace that unite advertisers and web-developers.
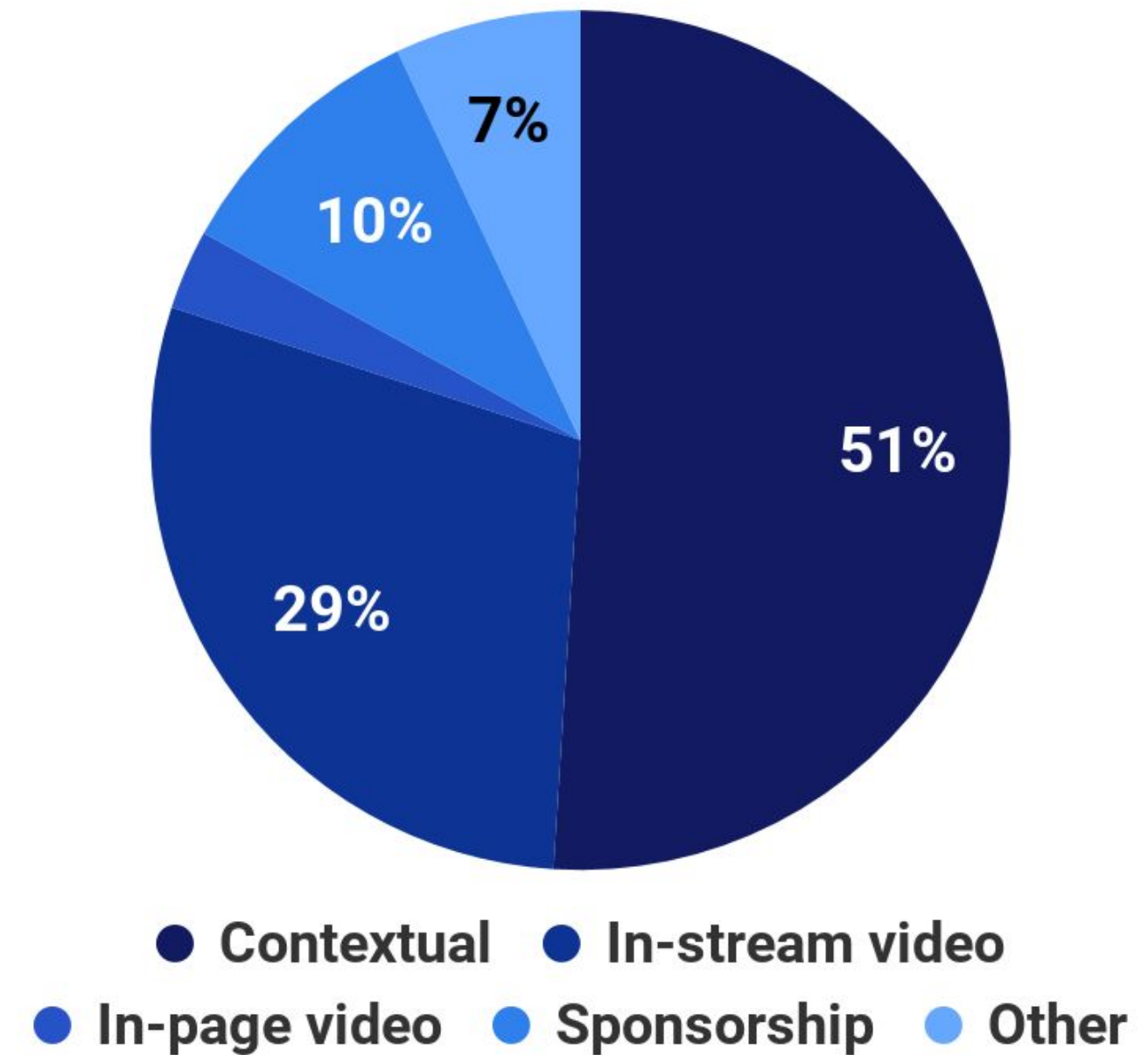
Solution

Our proposal is to build decentralized marketplace of advertising exclude third party (no intermediary websites, no finance intermediary).

SYM-Ads will further implement a blacklists, this will protect the advertiser from cheating and unscrupulous developers.

Market Opportunity

80% potential customers is B2C, other 20% is B2B.

51% Contextual
29% In-page video
10% Sponsorship
7% Other

● Contextual ● In-stream video
● In-page video ● Sponsorship ● Other

Growth

Go-to-market strategy:

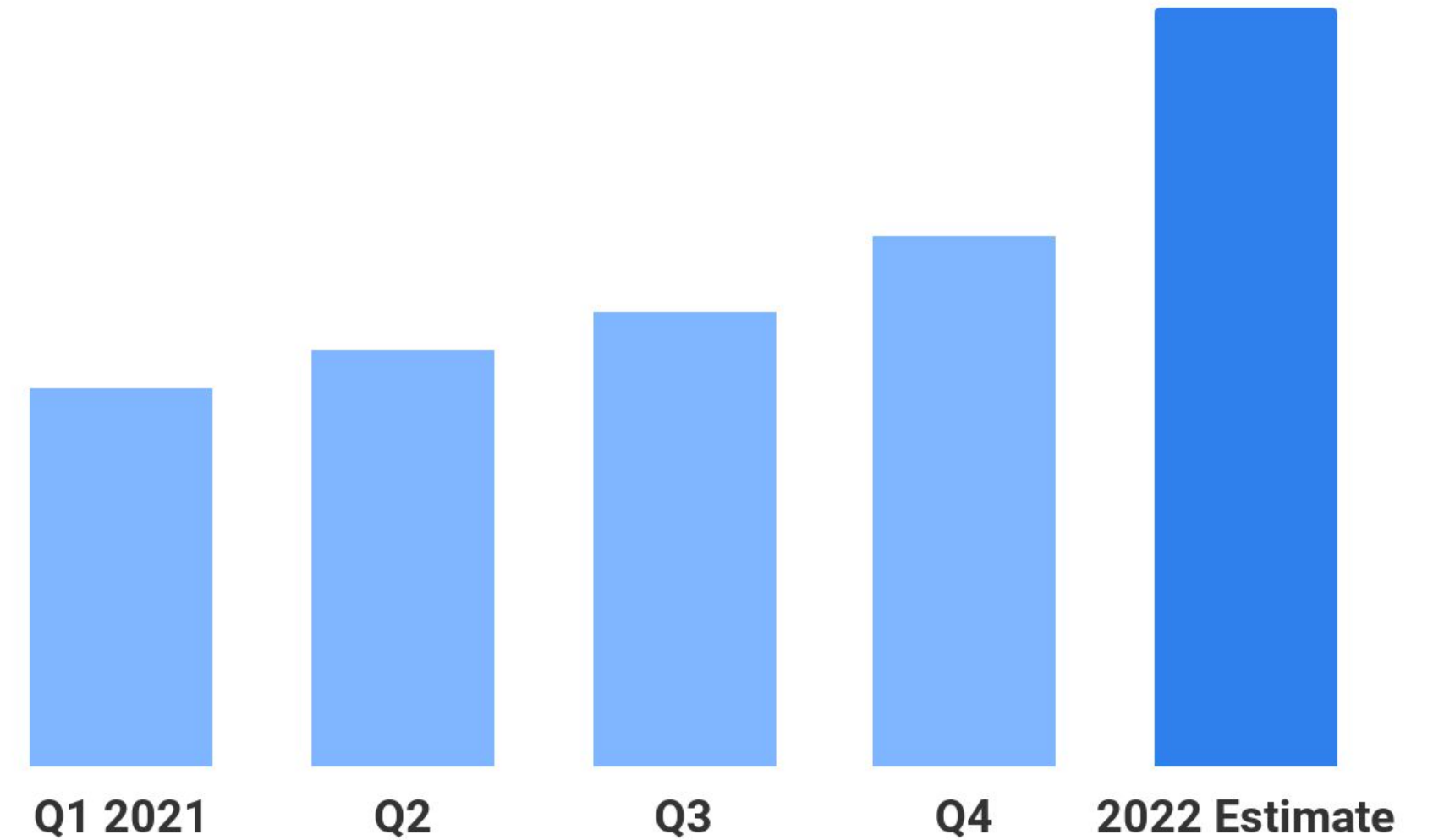1. Advertise yourself in contextual advertising from advertisers. It will be for this project is free.

2. Public webpage of the open-source project on Bitbucket.

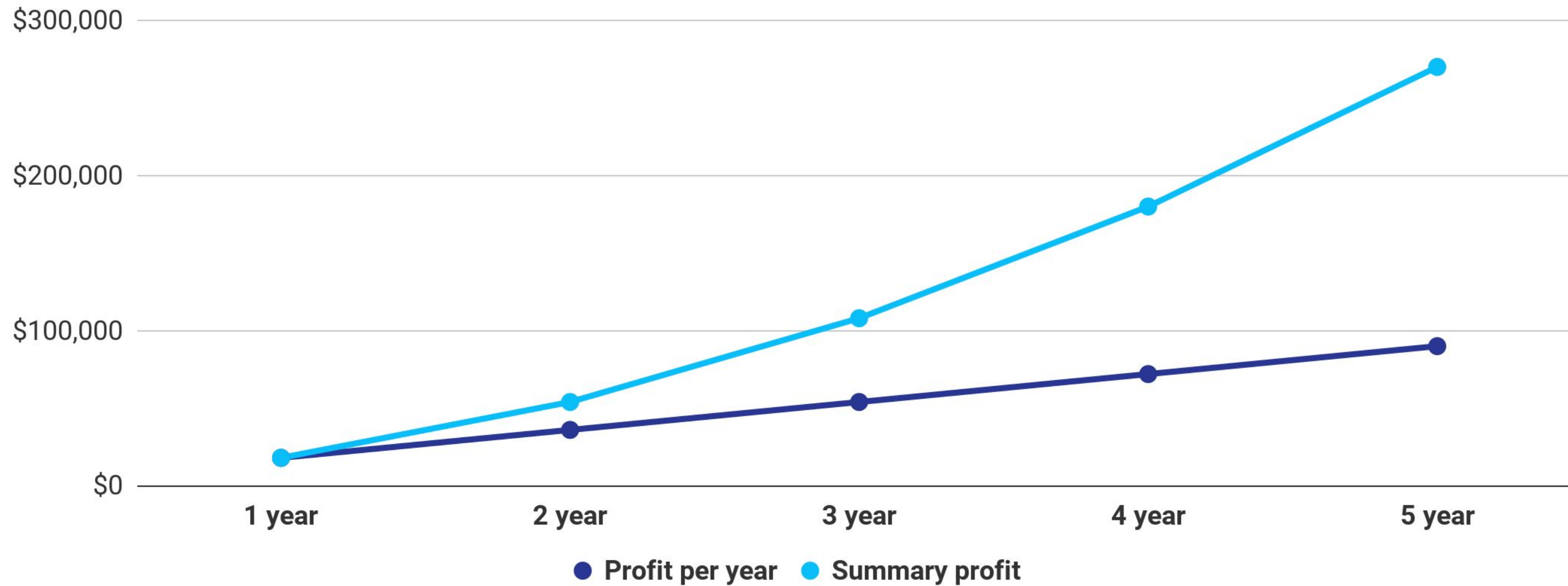3. Airdrop small amount of mosaic with message of this service for active accounts..

Business Model

How we stay in business, based on amount generated from those potential customers

Q1 2021   Q2   Q3   Q4   2022 Estimate

Financials

Legend: Profit per year, Summary profit

Team

Vladyslav Bondarenko
CEO, Developer

Funding (deal terms)

This proposal is intended to funds allocation (49 000 USD) to support development of advertise SYM-based platform.

- **Milestone 1: 30 000 $**

- **Milestone 2: 10 000 $**

- **Milestone 3: 9 000 $**

This could go in the front of the pitch, around the Summary

Logo

Appendix

Business model.
Will be created namespace and mosaic.
Feature for mosaic:
Initial supply - 8 999 999 999 coins
Divisibility - 2
Mutable supply - false

Users will be able to exchange mosaic in both directions through a admin panel, the margin will be 1-3%. In future this mosaic will be added to exchange.

Why we chose SYM:
Mosaics are easily created, authorized by a corporate namespace, price are powered by mosaics.
SYM's blockchain platform has the ability to handle large volumes of transactions at low costs.
The SYM community around the world is active and growing. We are very keen to help contribute to these global communities.
Aggregated Transactions merge multiple transactions into one, allowing trustless swaps, and other advanced logic. SYM does this by generating a one-time disposable smart contract. When all involved accounts have cosigned the aggregate transaction, all the inner transactions are executed at the same time.
My project will advertise the platform SYM, increase the number of transactions in the network, people will be able to independently buy and sell traffic for their sites, the project will demonstrate the unique capabilities of Symbol plathorm that has no analogues in other blockchains.

Timeline

Development for testnet, demo

Demo-client getting list Ads and write to web page, clicked of some link to redirect of test website for Advertise.

Mainnet

Migration from testnet to mainnet.

March

May

Q1 2021

April

Full delelopment for testnet

Migration from demo-client for web-developers to full-client for testnet. Development full-client for Advertising..

Live

Full functionality.

14