



ADMINE

First social network of brands in the world based
on the technology blockchain

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Introduction

The current advertising industry is one of the largest sectors of the global economics. According to analysts, advertising has become one of the drivers of Internet development. The first Internet advertisement appeared in 1994, and since then volumes of the online advertising market has been growing exponentially: from 37 mln dollars to 5 billion dollars in 2000, and up to 158 billion dollars by 2016.

According to the results of advertising market analysis in more than 50 countries, the Internet advertising expenditures will be around 556 billion dollars in 2017.

The project idea

We came to a conclusion that advertising networks on the Internet at present time are a huge market. Despite that, a very few of its resources are really used for a benefit.

It is reflected in the fact that there are so many malicious websites and, very often, we can encounter bots, accounts with ratings cheat or become a victim of fraud.

In our opinion, we have elaborated a unique concept that allows earning huge amounts of money through banners.

We are introducing to you the project AdMine

Our main goal is **to determine a user's wish**. The matter is that today only 3 banners from 10 show advertisements that are relevant to a user.

Example: there are 3 men who have cars BMW, Mercedes, Audi appropriately.

Our goal is to show each of them a banner of the appropriate car brand.

Solution

In this case, there is only one solution. Each user should provide a valid information in the questionnaire about his car and be interested in getting relevant ads.

To make it possible, we created a social network where all participants listed below can exist simultaneously.

- Advertiser
- Advertising markets, publishers
- Users

Benefits of the use of AdMine for users

First and foremost, we elaborated **system to involve users**. It is absolutely obvious that now mining, as a way to earn money, is an incredibly pressing issue worldwide. We elaborated a method that enables users to earn cryptocurrency easily. Meanwhile, advertisers are required to specify the prices for the following:

- Watching ads on the internet
- Product quality evaluation
- Providing personal details for analytical services
- Passing marketing quests
- Games testing

Auto Search

A user may stay anonymous or provide an access to his personal details. Filling in his profile, a user can allow smart contracts searching for his personal information. An advertiser pays coins for that.

Missing managers and brokers. All actions are implemented based on a smart contract that doesn't envisage possibilities for editing or changing specified conditions of implementation.

Anonymity

We thought of everything that relates to keeping anonymity in the process of working with smart contracts.

Each user may be sure that his details will be kept in a protected storage. An access to it is provided only to analytical programs and smart contracts.

Statistics of smart contract implementation is opened for everyone but users' personal details are never displayed. Only the details about the implementation of the smart contract conditions are available.

Advertising markets and publishers

For advertising markets and publishers we created a free API. Any user, who doesn't want simply to lose traffic, may connect to our system and transfer all the unsold traffic to AdMine, getting money for that.

We created a system without mediators where publishers can receive payments immediately from advertisers. Money is awarded for each banner view.

Uniqueness

We invented the best system of filtration in the world. Our system allows a user subscribing to the favourite brand and get only those ads that he wants. In other words, a user has a chance not only to see what happens with his favourite brands but also to participate in its development.

Advertisers getting information about their popularity among subscribers can review products quality or test new programs or games. Advertisers can also search users basing on the information that is specified in their questionnaires.

Electronic wallet

- Each participant of the system gets a personal crypto wallet
- A wallet may be used to pay for products and services
- A user may get currency to his wallet through markets or withdraw to personal accounts
- The main currency of the system is **MediaCoin** which is issued during the campaign ICO
- **MediaCoins** may be kept by investors and bought by participants of the system

Scheme

AdMine organization scheme

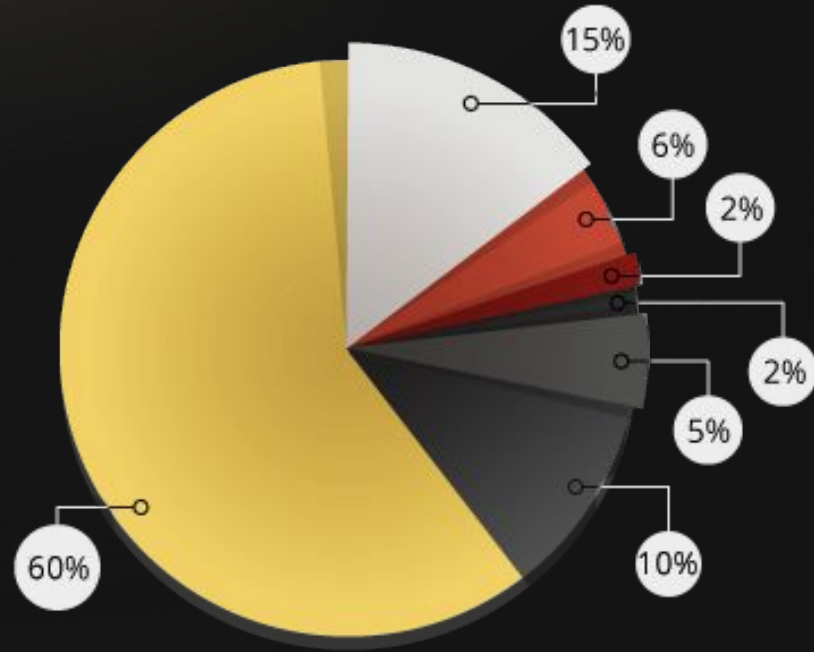


ICO (Initial coin offering)

- To raise initial funds for the project, we issue tokens **MediaCoin** based on the smart contract technology of ERC20 standard
- Tokens will be used as the main currency for launching the system
- The amount of tokens is limited without a possibility of their further emission
- By the end of ICO, all tokens will be distributed between investors, unsold tokens will be removed

Tokens allocation

- 5% public sale Pre Sale ICO
- 60% public sale ICO during a Crowdsale
- 10% Users Growth Pool
- 15% will go to the **AdMine** team and will be blocked for 12 months
- 6% will go to advisers **AdMine** and will be blocked for 12 months
- 2% are sent to **WINGS DAO** - launching, evaluation, social promotion
- 2% Bounty program



Crowdsale

- **AdMine** architecture is designed in the way that at the moment when any user buys the cryptocurrency MediaCoin, the platform automatically forms a request on the market to buy MediaCoins from investors by the current market rate.
- For a user, this process is invisible. He gets on his wallet a balance appropriately to the amount of the transfer.
- In this way, the system automatically buys tokens from investors distributing them between the users inside the system.

Bounty program

Overall, there will be allocated 2 000 000 tokens for the Bounty program

- **Forum translation and moderation Campaign** (Main and bounty threads) - 10% (200 000 MCN) transfer and moderation of branches on Bitcoin Talk
- **Content translation Campaign** - 5% (100 000 MCN) translation of white paper to other languages (besides Russian and English)
- **Twitter campaign** - 20% (400 000 MCN) reposts and twits with hashtag #admine
- **Facebook campaign** - 20% (400 000 MCN) likes and reposts
- **Blogs/News about ICO** - 20% (400 000 MCN) posts in medium, reddit on other forums
- **Bitcointalk signature and avatar campaign** - 10% (200 000 MCN) participants make announcements with a link to ico and logo on their profiles
- **Special rewards** - 10% (200 000 MCN) to consolidate the brand status in the society
- **Bug reporting/code audit campaign** - 5% (100 000 MCN) checking smart contracts to find out bugs, stars and forking a repository

Roadmap

2017 - August

PREPARATION, BUILDING A TEAM

Plan development and design of the financial part of the system, description of the business idea.

2017 -
September

PROJECT WORK

Project prototype assembly, formulation of the requirements to the system.

2017 - October

TESTING

Examination of potential possibilities of the system, website creation, continuing the project development, elaboration of system participant's wallet.

2017 -
November

COLD START OF THE PROJECT

Finishing the website development, launching the first version of the program in the registratin regime, creating inphographics, launching participant's wallet.

2017 -
December

PRE SALE LAUNCH

Launching of Pre Sale project. We continue to develop the product nucleus, introduce the interface part. Launching the project of smart contracts integration in the system.

2018 - February

CREATION OF COMFORTABLE AND EASY WALLET FOR TRADE AND CONVERSION OF CRYPTOCURRENCIES

Development and debugging of the cryptocurrency exchange system by using the API of the main stock exchanges.

2018 - March

INITIAL COIN OFFERING LAUNCH

Launching ICO, a creation of infrastructure for load testing, making lands for advertising markets imitation, a start of the embedded web core project development.

2018 - April

ENTERING STOCK EXCHANGES, LISTINGS

Entering cryptocurrency stock exchanges, integrating its own tokens into the financial cryptocurrency exchange system, web-core testing. Finalizing the development of smart contract system.

2018 - June

LAUNCHING WEB - INTERFACE INCLUDING WEB CABINET OF THE ADVERTISING MARKET, ADVERTISER AND USER

Launching the smart contracts maintenance system. Launching alfa-version of the program, testing with real users, a complete debugging of filters.

2018 - August

LAUNCHING A WORKING VERSION FOR MOBILE DEVICES

Launching working versions for mobile devices.

2018 -
September

CONNECTING TO EXISTING ADVERTISING MARKETS, CREATING GATEWAYS AND CONNECTION THAT IS CONVENIENT FOR API

Connection to existing advertising markets, creating gateways and connection that is convenient for API. Entry to advertising market, launching beta version of the product.

2018 -
November

BETA VERSION

Launching an internal service of content classification with a possibility to create smart contracts for advertisers to enable users to complete tasks and perform a quality assessment. Start of the development of the project analytical part, reports, statistics and analysis.



GOAL



- Our goal is to create a social network of brands. We want to attract users' attention to ads and increase its efficiency, creating advantageous conditions when all participants will benefit from collaboration. For watching ads, users will get cryptocurrency that they will spend to buy products on the Internet. Users will also be able to withdraw earnings to their bank account or card, or convert their cryptocurrency to other cryptocurrencies.