



AB-CHAIN

ADVERTISING NETWORK

BLOCKCHAIN AND AI FOR EFFECTIVE ADVERTISING

We drive traffic for ICO companies
with cryptocurrency budgets

Table of Contents

Terms and Definitions.....	4
Mission and Vision.....	6
Business Overview.....	7
Problem we solve.....	7
Our Solution.....	8
Our value proposal.....	9
Advantage for Webmasters: Webmasters Wallet.....	10
Advantages for Advertisers.....	11
Advantages for Advertising Networks.....	11
Market Overview.....	12
Cryptocurrency Market Value and Growth.....	12
Cryptocurrency market.....	14
Market perspective.....	14
Advertising platforms with payment in cryptocurrency.....	15
Why the conditions of investment dynamics are perfect.....	16
2017 showed that Blockchain is at its beginning.....	16
Regulated environment.....	16
Low competition.....	16
Lack of major players.....	16
SWOT.....	17
Competition.....	18
AB-CHAIN competition analysis and a research covering existing advertising platforms that accept bitcoin.....	18
AI and ML seen as advantages over big players/rivals.....	20
Our strategy.....	21
Short-term goals.....	21
Long-term goals.....	21
Product development perspective.....	21

Webmasters Wallet	22
Advertisers Office	23
Advertising network API	23
Advertising rotation platform	23
Artificial Intelligence	24
How AI works.....	24
How neural network works.....	25
Token	27
The name of the Token	27
About RTB Token.....	27
RTB Token turnover	27
RTB Tokens burning mechanism	28
50% discount for commission.....	28
RTB Token burning mechanism.....	29
What happens when all of the RTB Tokens are burned?.....	29
RTB Tokens purchase by ICO companies.....	29
Our Plan	30
Crowdfunding structure	31
Funding structure	33
Crowdfunding calendar.....	34
Pre-Sale and protection of our first investors	34
Main Crowdfunding.....	34
Protection from cryptocurrency exchange rate	34
Bounty program	35
Team	36
Advisors	38
Sports	40

Terms and Definitions

Webmaster — owner of a website or a blog who earns by displaying ads on his/her website or blog.

Display network— websites or a blogs where ads are placed.

Advertiser — natural person or legal person who bear costs for ad placement at webmasters.

Advertising network — a company that mediates the cooperation between an advertiser and websites wishing displaying ads. The key function of an advertising network is aggregation of advertising places at webmasters and its introduction to advertisers.

ICO (Initial Coin Offering) — an unregulated means allowing fundraising for a new cryptocurrency venture. Startups raise funds through Initial Coin Offering in order to bypass the rigorous and regulated capital-raising process required by venture capitalists or banks.

Fiat — the currency backed by local governments (e.g. USD, Euro, Yen, Pound, Rubble, Renminbi).

RTB Token — the token that will be used to purchase ad placement via AB-CHAIN platform.

Crowdfunding — the practice of funding a project or venture by raising monetary contributions from a large number of people;

Artificial Intelligence, AI – a feature of intellectual systems to perform creative functions that are traditionally considered to be a human beings prerogative;

Machine Learning, ML – Artificial Intelligence subject that studies methods of building self-learning algorithms.

Targeted actions – actions performed by users that are desired by an advertiser, which are goals of ad placement, e.g. registration on advertisers website or its product purchase.

Mission and Vision

AB-CHAINS mission is to deliver the service to companies with cryptocurrency budgets allowing an easy and time-saving way to publish ads on the Internet without converting cryptocurrency into fiat and allowing high returns from advertising budgets.

AB-CHAINS vision is becoming the most technological advertising network that eliminates middlemen in running advertising campaigns by implementing AI and ML¹.

¹ AI and ML – Artificial Intelligence and Machine Learning technologies.

Business Overview

AB-CHAIN is a next generation Advertising Network² that allows Advertisers³ buying advertising places from Webmasters⁴ with cryptocurrency, ensuring high returns from marketing investments.

2017 was the year of ICOs. A significant number of companies that raised funds through ICOs are now developing their products. More than half of these companies aimed at introducing their products in 2018. As soon as these products are introduced, the companies will need to advertise them.

Startups usually spend 20 to 30% of their budgets for marketing and advertising. Budgets for marketing and advertising after initial stage of investment differ from one company to another as introduced below:

- [KICKICO](#) — 43% of investment reserved for “PR & marketing for KICKICO development and project support”;
- [Revain](#) — 45% of investment reserved for marketing;
- [AdEx](#) — 20% of investment reserved for marketing;
- [LordMancer](#) — 50% of investment reserved for marketing.

We expect that in 2018 online advertising market with payments made in cryptocurrency of \$200M will arise, with a yearly growth rate of 120% for the next 5 years.

Problem we solve

Most Webmasters today do not accept cryptocurrency because the demand from traditional businesses is too poor to prove right the new type of payment. In 2018 online advertising market

² Advertising Network – a company that mediates the cooperation between an advertiser and company that mediates the cooperation between an advertiser and websites wishing display ads. The key function of an advertising network is aggregation of advertising places at webmasters and its introduction to advertisers.

³ Advertiser — natural person or legal person who bear costs of ad placement at webmasters.

⁴ Webmaster — owner of a website or a blog who earns by displaying ads.

will experience the emergence of companies that are funded through ICOs and most of them have budgets in cryptocurrency.

These funds will need to be invested. Companies that will convert it into fiat will face a range of problems:

- 1) Low liquidity of cryptocurrency market that causes lower cost rate after conversion;
- 2) Taxes charged by local authorities;
- 3) Trust and reputation loss from the community of investors;

We also see another trend. Traditional companies begin to use cryptocurrency in terms of investment in very small amounts for their everyday needs. Not only our market research but also market leaders state it – Vitalik Buterin, too. This will create a huge market in 5-10 years, which is comparable with the one arising through ICOs fundings.

Our Solution

AB-CHAIN will provide companies running their ICO as well as those that already raised funds through ICO, and other businesses with cryptocurrency budgets with an advertising network. There they are able to buy online ad using cryptocurrency (RTB token), virtually eliminating the need to convert it into fiat.

We will be able to satisfy the demand for any purchase amount of advertisement by:

- Our own traffic and direct agreements with website publishers
- Direct connection of third-party ad networks to the platform AB-CHAIN
- Linking-up traditional publishers to our platform that will allow them to add bitcoin as a payment method.

AB-CHAIN is working for development of a sustainable advantage over traditional advertising networks not only through the adoption of cryptocurrency, but also by increasing the effectiveness of advertising placement. AB-CHAIN uses AI and ML to automatically maximizing the desired actions from the posted ads.

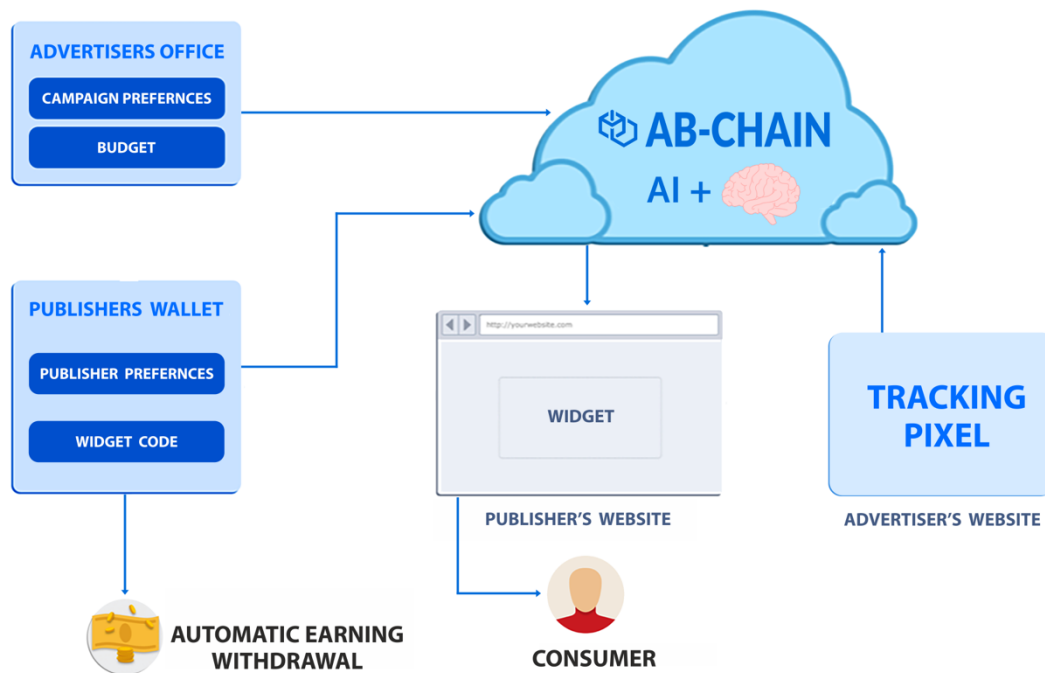
That will allow you to:

- remove the middlemen functioning as a filter of ineffective marketing channels
- dispose of fees for intermediary's services, which usually ranges from 15% to 30%
- eliminate the human factor in the determination of placements and increase the efficiency and speed of channels' selection
- work with business metrics (ROI and ROMI), which are generally either not tracked, or controlled "on a hunch".

Our value proposal

AB-CHAIN eliminates the middlemen between advertisers and websites that host advertising, and also creates the universal payment of ad placements by introducing your RTB token.

Within AB-CHAIN we want to provide benefits to all participants of the advertising process through our platform: webmasters, advertisers, advertising networks.



Advantage for Webmasters: Webmasters Wallet

Web-publishers traditionally do not accept payment by cryptocurrency. However, advertising spaces usually sell less than 50% of the ad capacity, and then they sell what remains at the lowest prices. . We believe that most webmasters will also be ready to accept payment in cryptocurrency, if provided with the tools that allow it.

We decided to create a wallet that allows webmasters to sell advertising space with greater efficiency and profit.

The wallet gives you following possibilities:

- 1) It gives the opportunity to receive payment in cryptocurrency;
- 2) It allows webmasters to withdraw fiat money if necessary.

Additional benefits for all website publishers:

- 1) Webmasters do not need to switch advertising widgets of different networks, it is enough to put the widget AB-CHAIN, which will fill the entire advertising capacity;
- 2) Universal AB-CHAIN widget with the best market practices;
- 3) Automatic transfer of webmasters' earnings on their crypto-addresses.

Advantages for Advertisers

AB-CHAIN plans to insure the benefits for advertisers through:

- 1) Providing advertisers with a wide range of Webmasters that propose effective advertising opportunities;
- 2) Providing advertisers with the opportunity to make payments with cryptocurrency;
- 3) Providing them with display opportunities at webmasters who normally do not accept payments with cryptocurrency;
- 4) Eliminating the need to exchange cryptocurrency for fiat;
- 5) Automatically optimizing targeted conversion data via AI and ML technologies.

Advantages for Advertising Networks

AB-CHAIN plans to provide a solution for existing advertising networks:

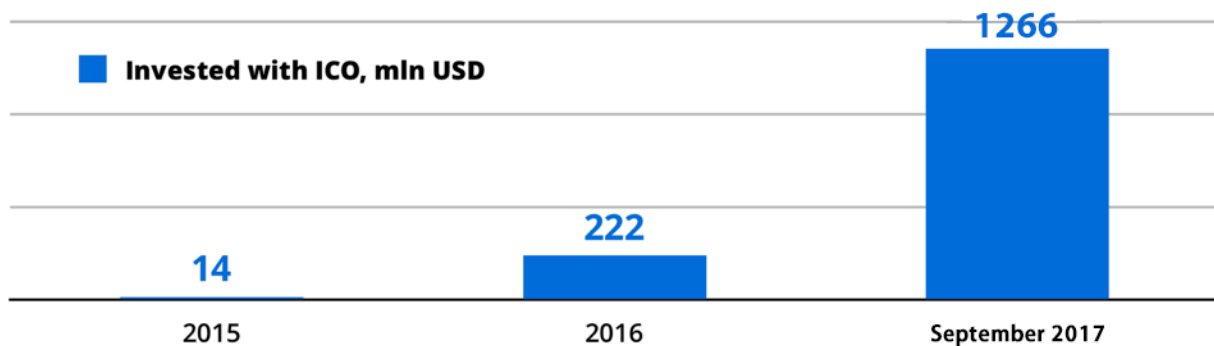
- 1) By introducing the opportunity to increase the sales with ICO advertisers. It will be real with API covering the need to import advertising banners uploaded into display network in order to display it at webmasters via AB-CHAIN network;
- 2) By allowing payments with fiat and cryptocurrency.

Market Overview

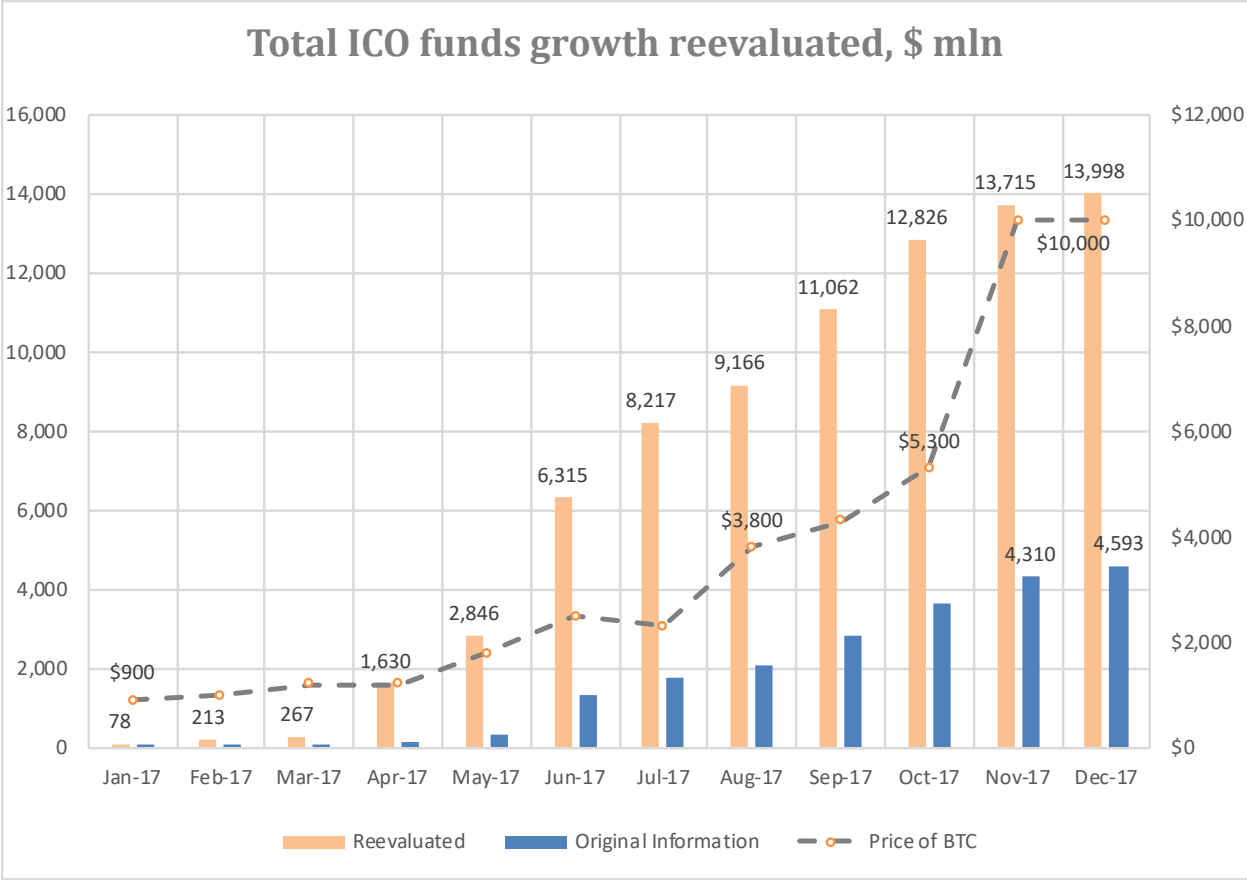
Cryptocurrency Market Value and Growth

ICO funding [grew](#) exponentially in 2017.

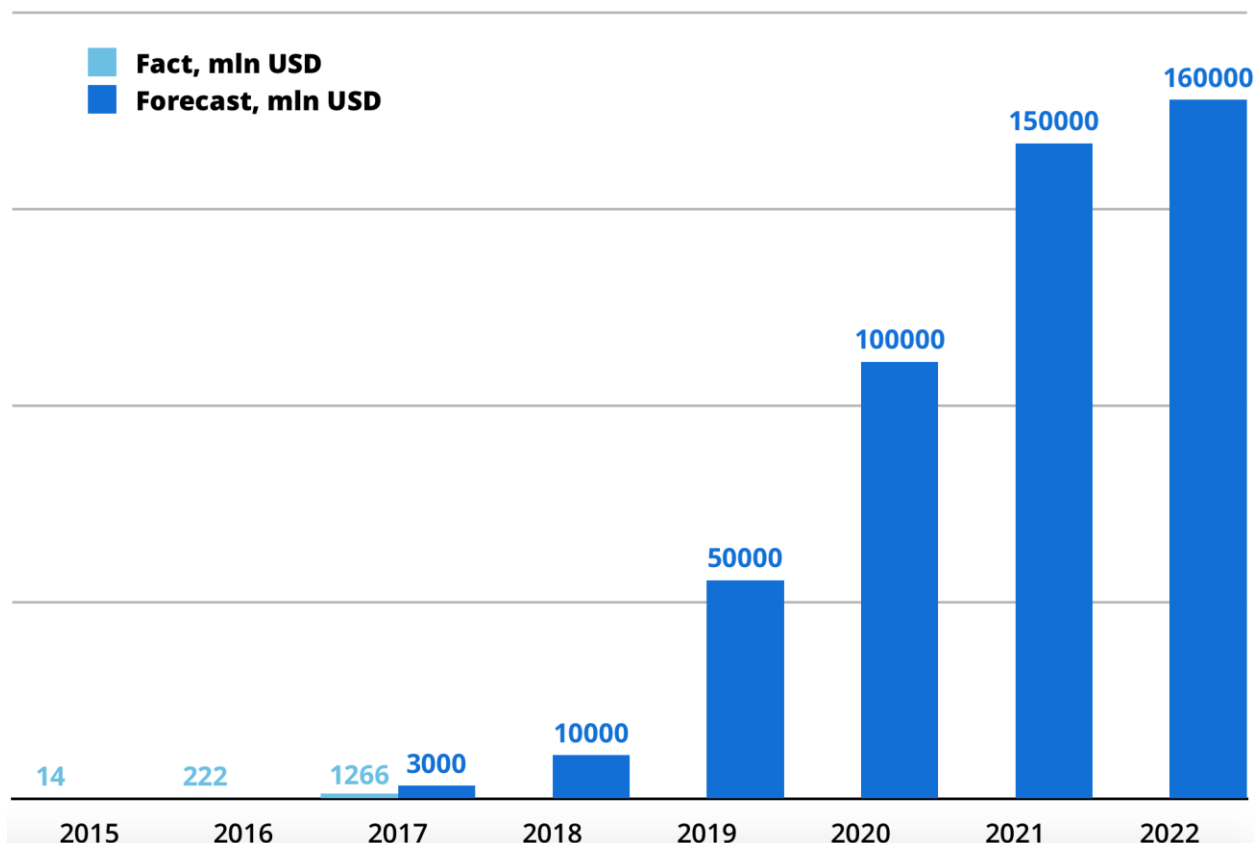
August 2017 showed [\\$1,9 bln](#) funded through ICOs which means that the number increased by \$300M after SEC (Securities and Exchange Commission) issued its report on ICOs and after [46 new Coin Offerings have been announced and an additional 2014 are moving toward fundraising](#).



The second Quarter of 2017 market growth went on. In September 2017, AB-CHAINs analytical department predicted the total amount of funds raised through ICOs in 2017 will be \$3bln. However, nominal statistics shows \$4.5bln; taking the growth of cryptocurrency rate into account, the total amount is \$10bln (as of January 2018).



The exponential growth of ICO funding reflects a significant potential of this market and is caused by the so-called “low base effect”. We expect that until 2022 the growth of ICO market will be \$120bln yearly, which means annual increase of 30 times compared to 2017.



Cryptocurrency market

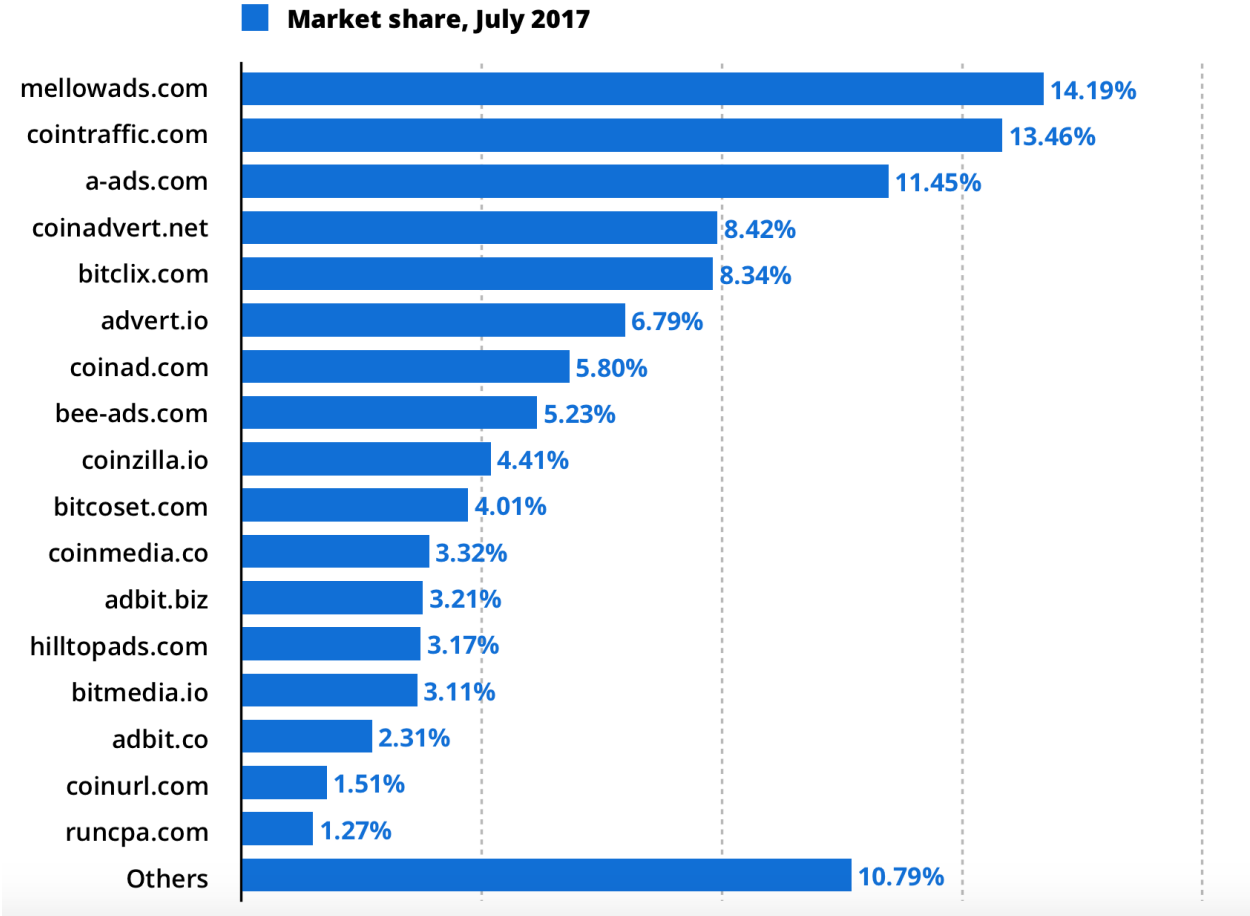
According to the Global Benchmarking Study based on [interviews](#) with 48 companies that accept and make payments in cryptocurrency in 27 countries, 79% of these companies cooperate with banking and payment systems. Yet, this rate is insignificant comparing to traditional payment market such as international payment systems (Visa, MasterCard, UnionPay etc.) or mobile wallets and other payment methods.

Market perspective

Although it is hard to predict the market growth, [Saxo Bank](#) sees Bitcoin can take up to 10% of the \$5 trillion daily foreign exchange market in 10 years. Its market capitalization can grow up to \$1.76 trillion, which corresponds to the cost of Bitcoin \$100 000.

Advertising platforms with payment in cryptocurrency

Our marketing studies show that most of the companies, which accept payments in cryptocurrency, are aimed at anonymous payments market share.



This market is quite insignificant with less than \$10M annual turnover. We expect that the future leaders will be able to deliver their services both for companies funded through ICOs and Webmasters accepting fiat. Currently both do not have access to the services.

Why the conditions of investment dynamics are perfect

2017 showed that Blockchain is at its beginning

The market is supported by investments made with cryptocurrencies. The adoption of technology is ubiquitous, including several large companies, banks and funds that are working or investing in Blockchain projects. IBM has more than 200 Blockchain projects that are being developed with corporate units. Large international banks also [begin](#) working on their Blockchain projects.

Regulated environment

A serious obstacle in the past, regulation becomes a positive force for the growth of cryptocurrency today. The Japanese government officially recognized Bitcoin in April 2017, giving it greater legitimacy in one of Asia's richest economies.

Countries actively working on regulation - Singapore, Switzerland, Russia, Estonia, etc. It is expected that soon other countries will follow, and as a result, the constant growth of international cryptocurrency transactions.

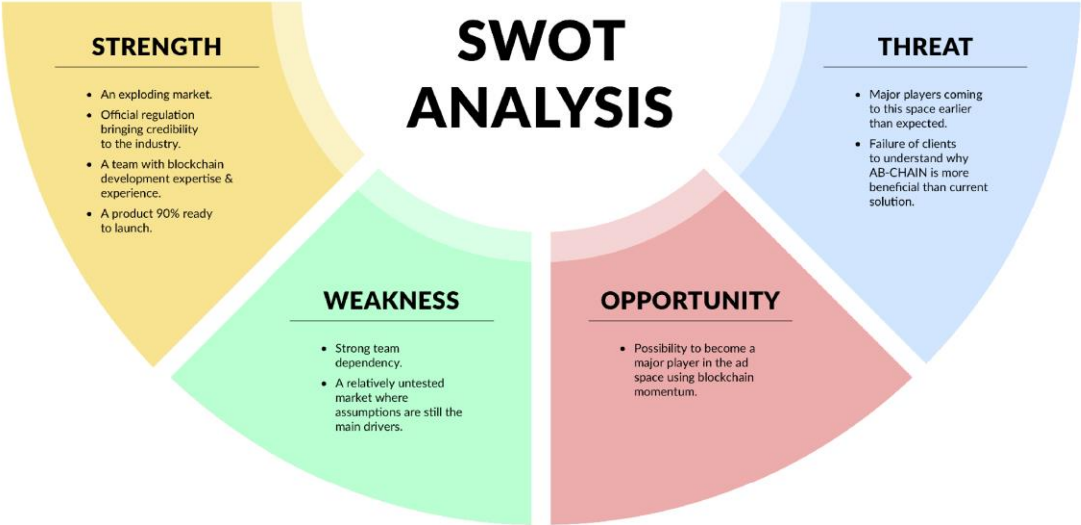
Low competition

The number of services and startups that take this market opportunity is increasing. However, the number of players is still relatively small, which leaves free space for newbies. Since competition is limited, the market share is sufficient to minimize risks. Cryptocurrency market is an advantage for new services.

Lack of major players

The market currently lacks on major players despite expectation of companies in free market space. We expect the grace period will last 1 to 3 years and our company has enough time to expand its competitive advantage.

SWOT



Competition

We will be competing with lots of companies both directly and indirectly. Our indirect rivals are traditional advertising networks, e.g. BuySellAds.com, Adsterra.com, Adcash.com and so on, as well as other types of services that propose advertising services for cryptocurrency, fiat, cash.

Our direct rivals are traditional advertising networks. Key differences of AB-CHAIN:

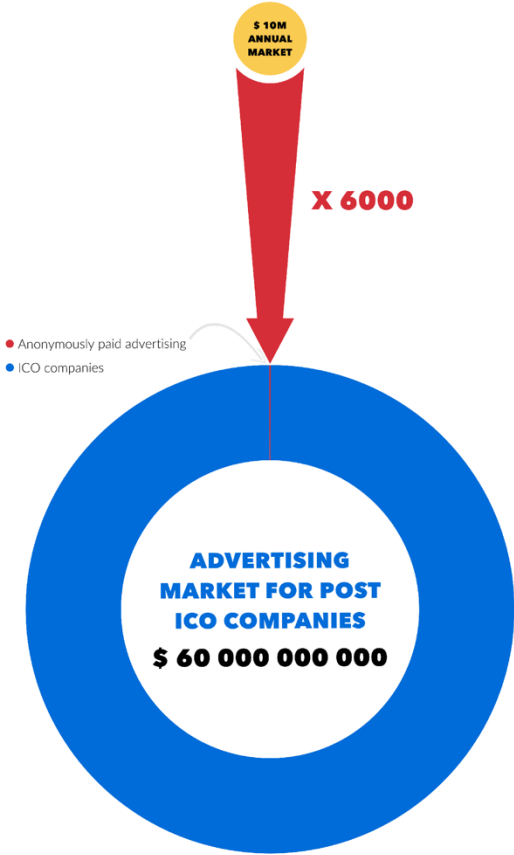
- 1) AB-CHAIN accepts cryptocurrency for payment;
- 2) AB-CHAIN has expertise and experience in Blockchain technology unlike traditional advertising companies;
- 3) AB-CHAIN aggregates other networks to ensure fast growth. This will allow us reach suitable business scale to compete with existing industry leaders;
- 4) AB-CHAIN implements AI and ML technologies in order to have advantage over market players both crypto and traditional networks.

AB-CHAIN competition analysis and a research covering existing advertising platforms that accept bitcoin.

Existing advertising networks that accept payment in cryptocurrency are mainly concentrated on two markets:

- 1) Companies that raised funds through ICOs:
This is a “white” and legal market with legal business and startups. The innovation and technology are fully legal so such businesses do not look for any kind of weaknesses in local jurisdictions. The market will grow 6 000 times comparing to the dark advertising market (with payments made anonymously) as expected.
- 2) Companies that compose the dark market:
Such companies literally buy an opportunity to make their payments for advertisement anonymously. Great examples are online casinos and adult entertainment industry. Even though these services are easily accessible it is illegal in almost every jurisdiction. The payment in cryptocurrency is their last chance to deliver the product.

Anonymous payments for advertising services has grown up to the maximum. We expect 10 to 20% of yearly growth rate.



AI and ML seen as advantages over big players/rivals

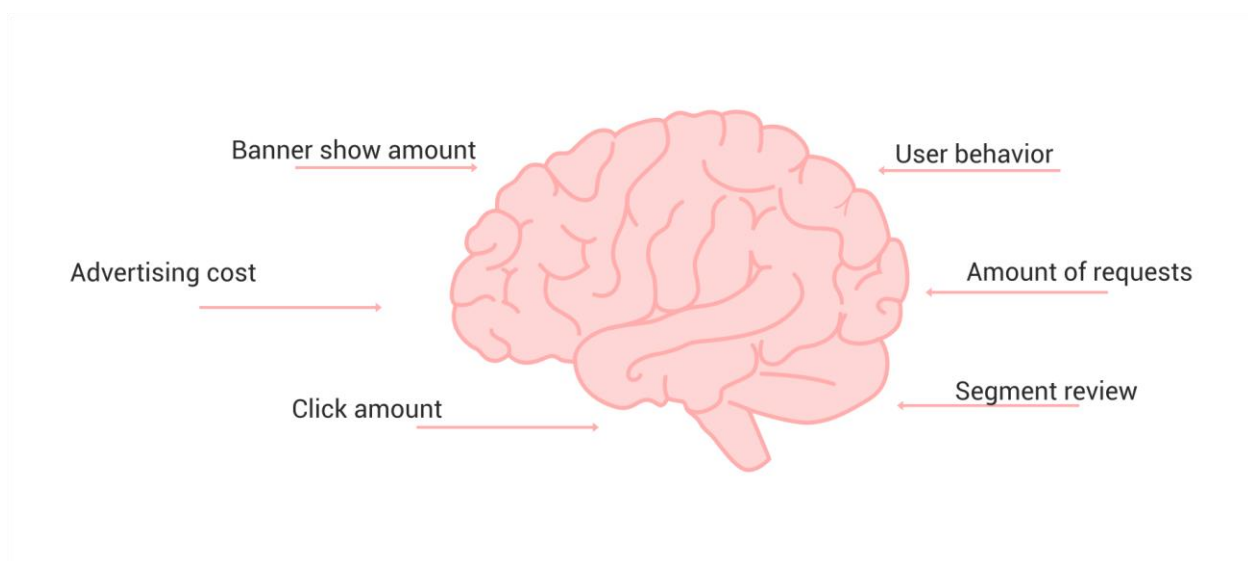
Except for holding great market shares, big players also solve advertisers problems which leads to attracting clients. This concerns Google, ApNexus etc

In order to hold a significant market share we need to introduce an even more attractive solution.

AB-CHAIN is developing a solution to maximize the return of investment in advertising. In this case, we implement AI and ML technologies.

Google and Yandex already use these kinds of solutions. The solution is a system of automatic optimization of CTR, that is, the conversion of ad views into visits. Actually advertisers goal is to maximize the investment in advertising into targeted actions (registration or purchase). Existing market players do not solve this problem delivering only the intermediate solution.

AB-CHAIN is approaching the Advertiser by helping to maximize the target result and not the intermediate (clicks).



Our strategy

Short-term goals

Our short-term goal is to sign contracts with at least 10 ICO projects for long-term services supply. This will prove market demand for our product before we proceed with expanding geographical coverage.

Long-term goals

Our long-term goal is to grasp a significant market share in online advertising with payments made in both cryptocurrency and fiat.

We will achieve it by first, becoming a leader platform that accepts payments in cryptocurrency delivering our services to ICO projects and to traditional business that will gradually switch to cryptocurrency in making payments for outsourced survives which is online advertising.

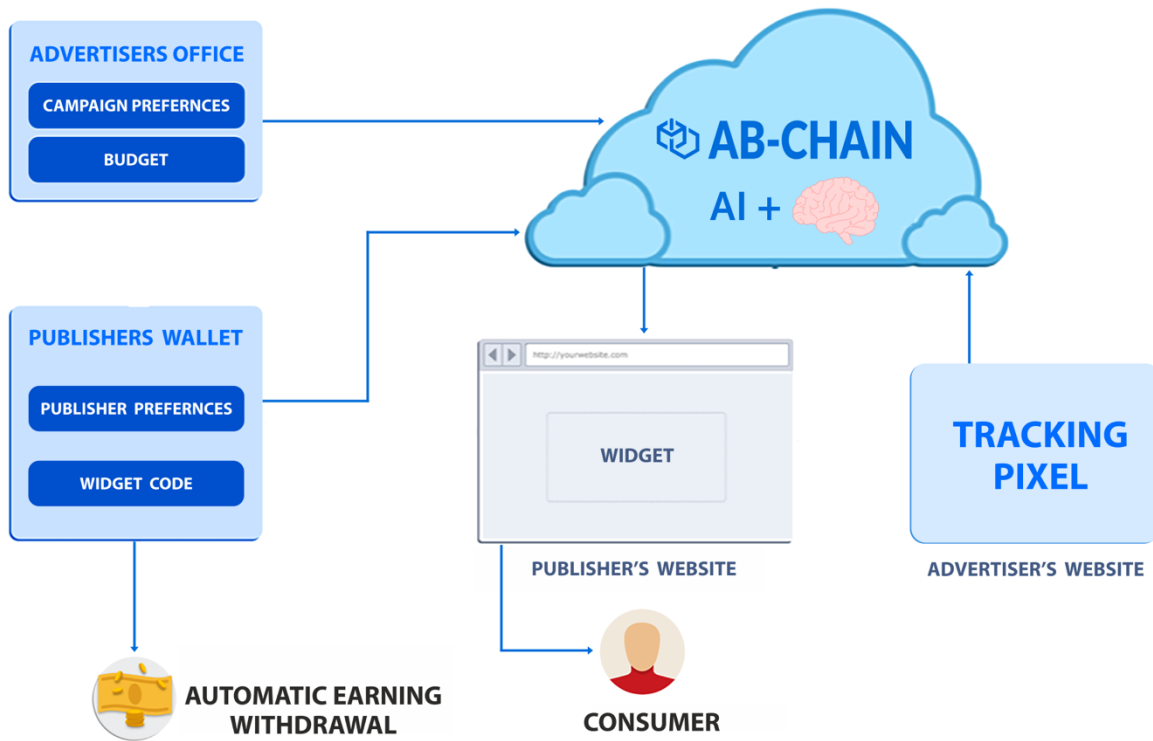
Our next step is to attract companies that are not aiming at making payments in cryptocurrency. We are developing a sustainable advantage by automatic optimization of advertising goals provided by AI and ML technologies.

Product development perspective

AB-CHAIN platform includes several components that interact with each other:

- 1) Webmasters Wallet
- 2) Advertisers Office
- 3) Advertising network API
- 4) Advertising rotation platform

Integration with cryptocurrency stock exchanges for accepting and making payments in fiat.



Webmasters Wallet

Webmasters Wallet automatically accepts RTB Token for ad placement. Webmaster is able to exchange RTB Tokens into any cryptocurrency via stock exchange.

Webmasters Wallet key functions are:

1. Wide range of settings for a Webmaster such as ad categories acceptable for display, banner sizes and types (static pictures, videos, GIF-files etc.), device type and so on;
2. Widget settings interface;
3. Payout settings;
4. Advertising statistics;
5. Payment history.

Advertisers Office

Advertisers office will include following functions:

1. User friendly interface;
2. Possibility to pay with RTB token – AB-CHAIN platforms token – as well as with top cryptocurrencies via stock exchanges;
3. An easy-to-use wizard for creating and editing advertising campaigns that allows to put all the necessary targetings;
4. Analytics and conversion analysis module;
5. An option to choose any Webmaster from AB-CHAINs partner networks.

Advertising network API

AB-CHAIN introduces a solution to boost sales for existing advertising networks. This will be brought by RESTful API including

1. Publishers list synchronization;
2. Postbacks allowing both publishers and advertisers to initiate campaigns ending;
3. Conversion and analytics reporting;
4. Payment reporting;
5. Payment preferences.

Advertising rotation platform

Advertising rotation platform is our businesses core technology that allows automatic ad views monitoring with offer changes real-time tracking. This constant monitoring allows the system to change ads for each specific Webmaster automatically and produces ad rotation. This platform delivers the concept of Real Time Bidding, the real time bidding for ad places.

Our advertising rotation system is a cloud-based application scaling, depending on the load of the network. This allows the system to scale for a big volume of advertising without changing the software.

AB-CHAIN advertising rotation system implements AI and ML technologies in order to boost the return from advertising budgets.

Artificial Intelligence

AB-CHAIN introduces the solution for maximizing the conversion of advertising campaigns into targeted actions, and due to it differs from existing traditional market players.

Challenge for us is to introduce our solution as global taking into account that each advertiser and each campaign are unique. Below are some of the factors that affect advertising campaigns:

1. The product being advertised and messages being displayed;
2. Unexpected reaction of the audience on each new advertising campaign, its banners and texts;
3. Different target audience;
4. Time and days of the advertising campaign;
5. The change in audiences attitude to the brand;
6. Others.

AB-CHAIN implements Artificial Intelligence and Machine Learning technologies as a global solution.

We use a self-learning neural network that is able to analyze advertising campaigns in real time and that connects the results of ad placement with its conditions.

How AI works

AB-CHAIN implements AI efficiently:

- 1) We accept elements of corporate identity for advertising messages;
- 2) Places a targeted action tracking program on Advertisers website – the so-called Tracking Pixel;

AI automatically marks ad placements in order to verify banners, visits and targeted actions and to identify which placements lead to targeted actions . It automatically combines advertising material in order to identify those generating targeted result. It also tracks other variables such as websites, audience interests, time etc.. These are tests initiated by AI.

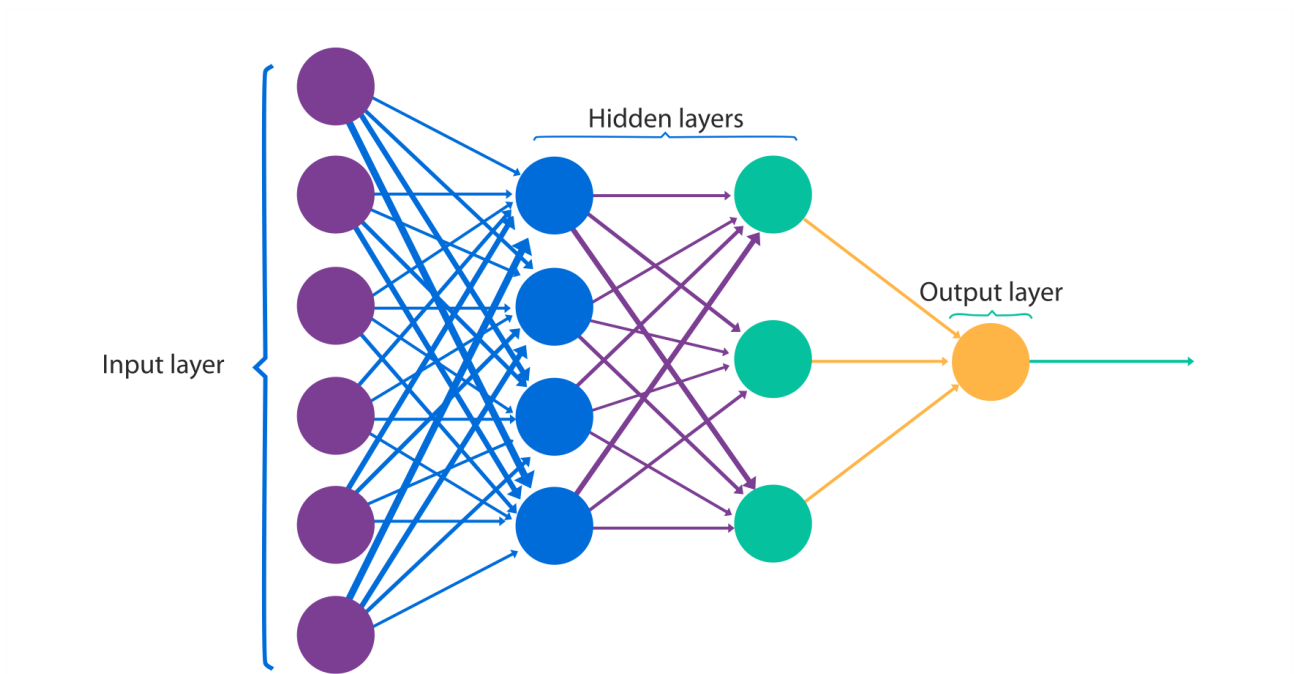
During the display AI is monitoring statistics and performs Machine Learning:

- 1) Placement is made;
- 2) The result is ranged as high and low;
- 3) Machine Learning receives the data on placement factors that came along with high results which stimulates positive samples;
- 4) It receives data on low results as negative samples;
- 5) Placement;
- 6) Control of results improvement;
- 7) Integration repeat.

How neural network works

Neural network is a mathematical model along with its programmed or hardware implementation which is build on biological neural network concept, organization and functional of the cell network of a living organism.

A neural network is able to self-learn in its non-algorithmic nature. The core point of the network is that a set of signals is fed to the input, which passes through the network (neurons with their mathematical functions and trained variables), and generates a response at the output. That is, the signal is applied to one neuron, it calculates the response, passes it to the next one. The next one receives it from the previous one and its neighbor and even more complex combinations are possible. Next neuron calculates its function in terms of its coefficients. And so on until the end of the network where it gives out the result.



The process of self-learning performed by the network is required for the adjustment of its coefficients with the set “given-expected” or “given-not expected” (positive and negative samples). The network learns how to give the right answers, and how not to give false answers.

The process of self-learning performed by the neural network is iterative. Each “lesson” requires the next iteration to give a better response.

This whole process requires the network to identify the rules not through an algorithm but through an experience, which means through interacting with the environment.

The meaning of this is that the network as it finds a regularity, but not algorithmically, but experimentally, that is, interacting with the environment. This allows achieving higher results in unpredictable conditions that contain regularities comparing with algorithms.

Token

The name of the Token

AB-CHAIN is the issuer of RTB Tokens.

RTB stands for Real Time Bidding. This means bidding occurring in real time – the technology in online advertisement industry that is based on IAB OpenRTB protocol.

We have chosen this name for AB-CHAIN Token to specify our professionalism and expertise in online advertising.

About RTB Token

RTB Token is developed as a decentralized ERC20 Token based on Ethereum blockchain. This allows AB-CHAIN to use smart contracts to cooperate with its clients.

In order to boost RTB Token adoption we suggest our partner networks adding it as payment currency.

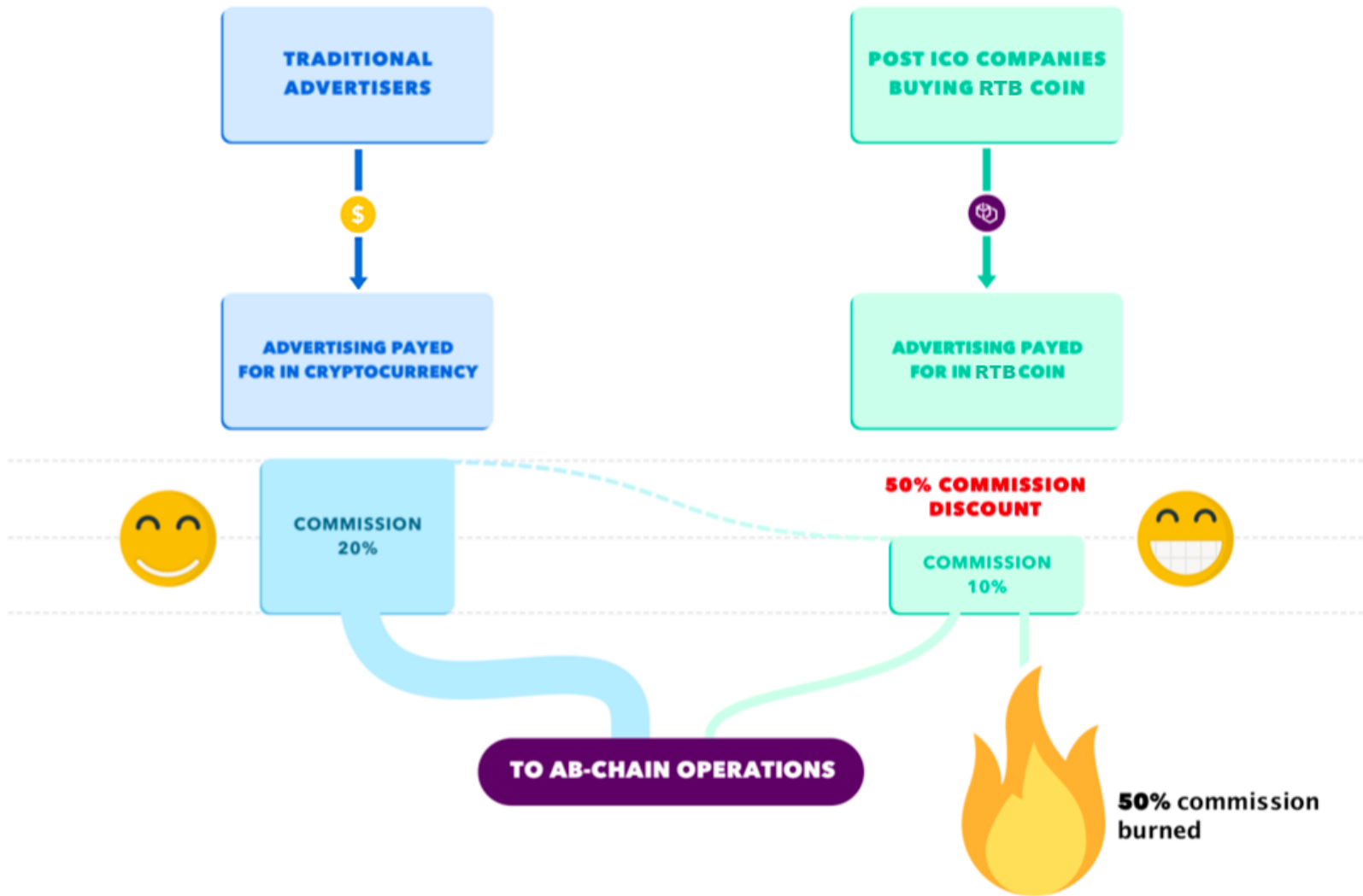
RTB Token turnover

AB-CHAIN requires commission of 10% for each transaction made with RTB Token.

50% of the commission is burned and the other 50% is used for AB-CHAIN blockchain supply which means AB-CHAIN compensates its operating expenses and marketing activities.

RTB Tokens burning is the contribution to AB-CHAINs advertisers, webmasters and investors community.

RTB Tokens burning mechanism



50% discount for commission

The main incentive for advertisers to make payments in RTB Tokens is to get a 50% discount on the AB-CHAIN commission. Advertising networks charge an average of 20% of the commission for all placements. An advertiser paying for placement with fiat will be charged with 20% commission while an advertiser paying with RTB Token will be charged with only 10% commission.

RTB Token burning mechanism

In order to stimulate interest for RTB Token we introduce the burning mechanism. We burn 50% of the commission for contribution to AB-CHAINs advertisers, webmasters and investors community.

An advertiser who purchases ad display for 100 RTB Tokens will be charged with the commission of 10%. Half of the commission will be burned and the other half will be used for covering the expenses of the AB-CHAIN network (see [RTB Tokens burning mechanism scheme](#)).

What happens when all of the RTB Tokens are burned?

RTB Token has 18 токeн имеет 18 decimal characters and can be divided as any other cryptocurrency. We expect that the network will have enough RTB Tokens to function within the next 5 years. When RTB Tokens supply will bypass the point where failures in services delivery are possible due to the small amount of RTB Tokens, then the new token will be introduced along with the possibility to exchange remaining RTB Tokens

RTB Tokens purchase by ICO companies

We target advertisers who raise funds through the ICO as our target partners. The average time between a successful ICO and the release of a product is at least 6 months. That is why we welcome these companies to purchase RTB Tokens at an early stage, allowing them to immediately advertise their ICO and to promote their products for RTB Token in the future.

We will cooperate with the companies that are currently working on their ICOs or successfully completed it.

Our Plan

- 1) 2017 Q4 – The release of the AB-CHAIN platform for its first advertisers (ICO projects)
AB-CHAIN launched its advertising network and attracts webmasters to supply ad placement for its first advertisers. The functional allows publishers to install widgets to their websites. It allows advertisers to set personal accounts. Advertising campaign reporting and moderation are set. AB-CHAIN network is able to provide 500 000 impressions daily and successfully launched first advertising campaigns.
- 2) 2018 Q1 – RTB Token establishment and token burning mechanism
Our Token is already issued. It is a smart-contract in Ethereum network based on ERC20 standard. RTB Token maintains the function of burning along with the mechanism of Token migration into a different smart-contract in case of a failure or in case there is too little amount of Tokens left.
- 3) 2018 Q2 – Smart-contract for advertising deals
The smart contract will allow transactions between traffic sources (publishers and advertising networks) and advertisers. The commission of 10% for the advertising network AB-CHAIN along with 50% burning due to contribution to the community of advertisers, publishers and investors will turn AB-CHAINS proposal to advantage among rival proposals.
- 4) 2018 Q3 – AI development
Creating an artificial neural network will allow analysing the development of advertising campaign online and will establish correlation between the results and the conditions of placement.
- 5) 2018 Q4 – Grasp the market of ads paid with crypto
AB-CHAIN will be scalable through connecting new traffic sources as well as marketing and PR campaigns aiming at attracting new advertisers. Along with it will come constant enhancement of users interface (advertisers office) for a convenient creating, evaluating and managing advertising campaigns.
- 6) 2019 – Grasp traditional digital advertising market
The number of those companies implementing blockchain and cryptocurrency is obviously growing and affecting the traditional market. This trend will be increasing in the future. AI and ML technology will allow us develop privilege which will lead to constant growth at the traditional digital market as well

Crowdfunding structure

RTB Token is developed as a decentralized ERC20 Token based on the Ethereum Blockchain. The Token will be issued . 100 000 000 RTB Tokens are issued.

We are raising funds in two stages: pre-sale and crowdfunding (main sale). Funds raised during the pre-sale are distributed for organising crowdfunding, hiring first employees, platform development.

The Tokens will be introduced and distributed as follows:

	PRE SALE	Crowdfunding
Token number	5,000,000 (or 5%)	68 500 000 (or 68.5%)
Price / Token	\$ 0.20	\$ 0.35
USD Goal	\$ 300 000	\$ 1 500 000
USD max	\$ 500 000	\$ 20 000 000

All unsold tokens will be destroyed after the crowdfunding is complete. Tokens burning will appear in each category (team, employees, etc.) to ensure that investors / buyers of tokens during crowdfunding have received 70% of RTB tokens in total.

The bonuses during crowdfunding will depend on the total amount of funds raised and will be reducing gradually from 35% to 10%:

Stage	Bonus
Private Sale	35%

0 - \$ 2 000 000	30%
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\$ 2 000 000 - \$ 5 000 000	25%
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\$ 5 000 000 - \$ 10 000 000	20%
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\$ 10 000 000 - \$ 15 000 000	15%
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\$ 15 000 000 - \$ 20 000 000	10%
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Tokens distribution:

Founders	15 000 000 (or 15%)
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Employee	5 000 000 (or 5%)
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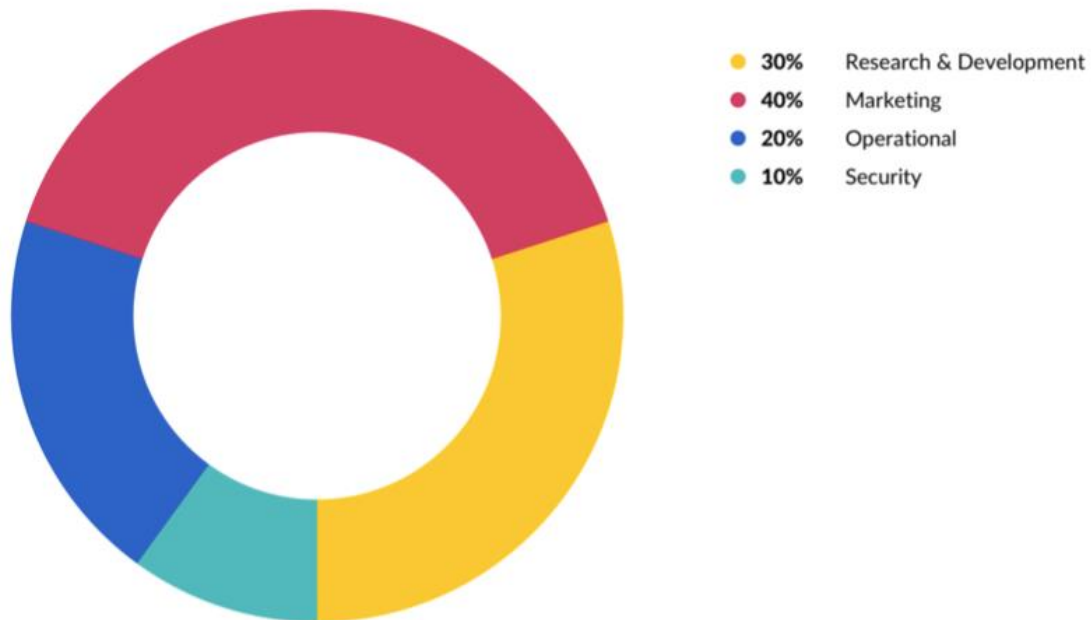
Company reserve	4 000 000 (or 4%)
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External consultant	3 000 000 (or 3%)
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Bounty hunting	3 000 000 (or 3%)
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Funding structure

- 1) The planned use of funds received during Crowdfunding:
 - 30% of the funds will be used on R&D
 - Software development
 - Open Source Development investments
 - Block and crypto currency Development investments
- 2) 40% of the funds will be used for marketing
 - Sales offices: Asia, Europe, America
 - Incentives and events for webmasters
 - Sales managers motivating program
- 3) 20% of the funds will be used for operating expenses
 - Offices rent
 - Legal and accounting services
 - Server infrastructure and cloud services
- 4) 10% of the funds will be used to secure the platform



Crowdfunding calendar

AB-CHAIN Crowdfunding is carried out in two stages.

Pre-Sale and protection of our first investors

AB-CHAIN successfully held a pre-Sale, which ended on October 1, 2017, having collected \$ 370,000.

It was originally planned to hold AB-CHAIN Crowdfunding at the end of 2017, but we moved it to February - March 2018 due to the first version of the platform unpreparedness. To all Pre-Sale investors we accrued an additional bonus of 30% for expectation.

Main Crowdfunding

The Main Crowdfunding will be held from February 19 to March 31, 2018. There will be sold 68,500,000 RTB tokens maximum:

- The minimal funding is \$ 1,500,000.
- The maximal funding is US \$ 20,000,000.
- The price of the RTB token is \$ 0.35.
- Bonuses will be distributed from 10% to 30%.
- Additional bonuses for large investors (from \$100k).

* The minimum deposit amount is set to 0.2 ETH or 0.015 BTC.

Protection from cryptocurrency exchange rate

Protection of investors against the growth of the rate of the crypto currency

Due to the growth of bitcoin and ether since September 2017, we collected a large amount of feedback from our early investors regarding the fact that they received significantly fewer tokens than later investors, despite a higher bonus. To solve this problem and protect Crowd-Funding investors from a significant increase in the cost of the crypto-currencies invested in AB-CHAIN, we have introduced a number of new rules.

We will recalculate the number of AB-CHAIN tokens for all investors who bought AB-CHAIN tokens before the start of Pre-Sale and Private Sale a day before the start of Crowdfunding (February 18), based on the maximum rate of the two dates (the investment date and February 18th). For example, if the investor invested in Pre-Sale 10 ETH at \$400 in October 2017, and on February 18 the exchange rate will be \$1200 for 1 ETH, all bonuses will be preserved, and the number of tokens accrued to the investor will increase by 3 times, due to the growth rate of 3 times .

The base price of the token for the whole of Crowdfunding will be in USD and will be \$ 0.35. On February 18, the price of the AB-CHAIN token will be fixed at the rate of BTC and ETH to the dollar for the entire Crowdfunding.

If the exchange rate changes during Crowdfunding by more than 20%, the price of the token may be changed in accordance with the change in the exchange rate to preserve the interest of new investors.

The last day of Crowdfunding, March 31, we will recalculate and present to each investor the maximum rate based on the rate of the two dates - the moment of investment and the time of Crowdfunding completion (in case of growth).

Bounty program

We offer the participants of the AB-CHAIN bounty program a total distribution of 3% of the tokens amount. The total number of tokens in circulation may vary (depending on the actual amount raised during Crowdfunding, the maximum goal is \$ 20,000,000), but in any case 3% of the tokens will be directed to the Bounty program.

Team

AB-CHAIN is being developed by an experienced team of developers and business professionals. We have already successfully delivered multiple complex project such as:

PINbonus - A programmable electronic card with its own iPhone/Android application that replaces all discount and reward plastic cards (barcode, number, picture, magnetic stripe)

QIWI Bonus - An ad platform both for consumer goods and financial traffic for QIWI (NASDAQ:QIWI) and other publishers. Additionally we also created a cashback service <https://bonus.qiwi.com>.



Vladimir Dyakov

CEO, Founder

15 years in development

10 years in management

7 years in sales рекламные сети и финансовые сервисы

4 years in Blockchain; several successful projects, among investors are FINAM Global, NASD:QIWI, Prostor Capital



Ivan Pshenitsyn

Co-Founder, CTO

11 years in development

5 years in management

ad networks and financial services

6 years in Blockchain



David Pomies

Co-Founder, Director of Development

9 years in sales and marketing, 7 years in business development in Hong-Kong



Cate Lawrence

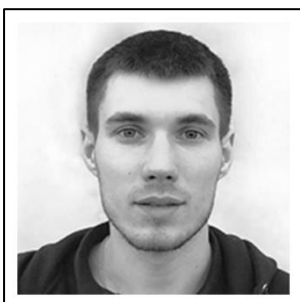
PR

4 years in technology journalism in Berlin

7 years in charity in Australia

10 years in higher education

Published in [VentureBeat](#), [Sitepoint](#), [DZone](#), [ReadWrite](#),
[TheNextWeb](#)



Antony Oshkin

Chief Marketing Officer

Founder at RocketLP Digital Agency

6 years in digital marketing

4 years in marketing development

More than 50 successful marketing strategies



Adrien Henni

International strategy advisor



Dom Inzerillo

International Marketing and Community manager



Sergey Kupryanov
Developer



Alexey Shalin
Systems Administrator



Ivan Rogozhev
Developer



Slava Mirgorod
Developer



Kirill Remizov
QA Ingeneer



Veronika Repyeva
Manager



Ivan Skladchenkov
Community Manager



Anna Mandryuk
Community manager

Advisors



Reuben Godfrey
ICObench Expert (TOP-10)



Juan Garay
Texas University A & M



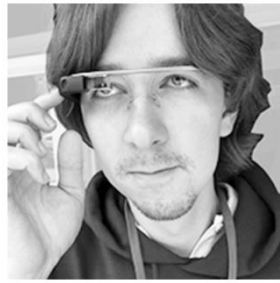
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Kirill Ermakov
Technical Director,
QIWI



Igor Bulatenko
Security Director, QIWI



Christos Stergiou
Connection to investors
in Greece and Canada



Victor Ho
Connection to investors
in China



Leonid Delytsyn
Chief Analyst, Finam
Global



Artem Ozerkov
Head at Webmasters
Accounting Department
at admitad.com



Alex Savchenkov
Founder and President
at cityads.com



Dmitry Kozlov
Head at Product
Department at Alfa
Bank

Sports

When not busy with our work, the AB-CHAIN team is also actively practicing sports. While Vladimir and Ivan specialize in running mountain events (see their last event below) David is running for pleasure in local events.

ADIDAS ELBRUS WORLD RACE 2017 - 11 KM AND 34 KM RUN

Elbrus is the highest peak of Europe that consists of 2 peaks: the Western 5642m and the Eastern 5621m (31 meters lower). The mountain is located in pictorial Baksan gorge where each year since 2012 international mountain trail running competition takes place.

Our co-founders, Ivan and Vladimir, took part in the run in 2017, Ivan has finished 11km distance with +1800m of altitude gain and Vladimir has finished 34km distance with +2700m up. We are happy to share some pictures from the run with you.



MARATHON DU MONT BLANC 2017 - 42 KM



Last year, Vladimir has finished one the most beautiful marathon runs worldwide - Le Marathon du Mont Blanc. The race starts in Chamonix and drives runners through the gorgeous Alps mountain landscape.

FRENCH NATIONAL ATHLETE



David is a Former French National Athlete and former Oklahoma State University cross-country runner. His personal records are impressive 8.04 on 3000m, 14.07 on 5000m, even though he retired a while ago, he still enjoys participating to local races in Hong Kong and Europe.