advertium

Table of Contents

01 Company Information

PowerAD Global Ltd. Is a company headquartered in Strumica, North Macedonia and was established by Petar Hristov as a CEO. This company is currently developing in-vehicle and geo-targeted advertising solutions, aimed at harnessing the latest mobile internet platforms available at present to connect advertisers with everyday users, opening up a new market environment of power to monetize billboards anywhere in the world. An independent token will drive this ecosystem known as ADV (Advertium), which will be used as an on – platform currency for PowerAD and Advertium applications.

02 Introduction

We know that when you're starting up a business, which has the benefit of digital distribution channels, it can be difficult to scale and manage your customer base effectively. Without the right guidance, it can be equally challenging to promote your product or service in a way that will actually reach your customers.

With the slow development of the market and due to innovation in previous 2-3 years, marketing has emerged as a measure to remain profitable by implementing marketing strategies. With the new technology advancements, opportunities for various marketing activities are rapidly growing. Moreover, it costs less than traditional advertising.

Digital advertising has been revolutionized by the integration of mobile technology via online applications. By pairing mobile functionality and connectivity with innovative ways to advertise, a whole new reality of message dissemination has dawned upon marketers. Our team of experts is dedicated to further developing the advertising experience for companies who are looking to make a lasting impression on the global market using local experiences as unique selling points

Greater user access to brands and customers worldwide is an incredibly important goal, but just as crucial are providing these audiences with powerful real-time monitoring, analysis, and reporting through a platform specifically designed for such tasks. This way, PowerAD can efficiently assist businesses across the board when it comes to their marketing endeavors. What makes this possible is how we've made the blockchain easily-accessible to companies of any size by implementing an advanced yet simplified marketing interface that will result in greater results than any other company can achieve simply because of the unique tools PowerAD h

03 The Issue

Advertising has always been a way for businesses to reach their target audience and it's important not just to run an effective campaign, but scalable one that can utilize different media channels. In addition, advertising funds are not typically unlimited, so it is usually in the best interest of both parties when performance is measured and payments are automated to scale appropriately based upon specific targets that have been set through a mutually agreed-upon measurement protocol.

As a business owner, the major costs in your budget are likely to be one of two things: your employees or marketing. Too often companies skimp on marketing when they should instead be examining ways to make better use of their current budget for marketing. Innovation and excellence have always been an important part of any successful brand, and this is no more important than in the modern age of advertising. One way to do well in today's marketing environment is to practice innovative thinking, something that can require some experimentation with using underutilized digital media.

As the world grows and evolves, so do us. Increasingly marketers have to deal with all kinds of challenges - from a range of audiences who seem to all have very different preferences when it comes to what they read and where, when, and how they want it. Branding has been around for centuries but it's changing constantly along with technology and the way we consume content. To be successful nowadays you need a lot of creativity as well as knowledge in all areas of marketing to appeal to new markets. In that way you're going to reach more people while spending less money because now anyone can receive information on whatever subject close at hand! I'm sure everyone knows how expensive it is nowadays just to be caught within one page in any newspaper or magazine! But with this approach you not only will be able to attract your target audience, but also develop greater familiarity among those familiar faces in a smaller niche market!

You've picked up a marvelous item - the PowerAD and Advertium platforms combined with our technological prowess, innovative marketing solutions, cutting edge experts, and never-ending drive to stay ahead of the curve make for an excellent purchase for any forward-thinking business that wants to go places in today's rapidly changing market. Everything we offer is designed to help your brand get ahead!

04 The Solution

PowerAD is the first blockchain outdoor advertising company that offers advertisers and brands a wide range of tracking and analytics which allow them unprecedented insights into campaign performance. Our easy-to-use platform makes tracking unparallel advertising performance possible by offering real-time analytics, campaign tracking, and measurability.

The industry leading programmatic marketing solutions provide advertisers with the best ways to reach desired audiences and increase sales. Advertisers can define their ideal target audiences and launch campaigns inside the platforms of the Advertium network that reaches consumers across high-quality publisher content. Through flexible targeting, retargeting, and real-time analytics, advertisers can choose from the wide variety of options for placing, tracking, and monitoring their advertisements.

With our easy-to-use platforms, advertisers can:

- DEFINE their ideal target audiences with the help of predictive data.
- DESIGN campaigns from a plethora of available outdoor inventory.
- RETARGET any online audience that is exposed to real-world ads, increase sales & conversions.
- MEASURE the performance of multi-channel campaigns in real-time with live analytics, understand attribution, and return on ad spend (ROAS).
- ADAPT campaigns' location, duration, and audience using geospatial data.

PowerAD Application

PowerAD is an outdoor advertising platform for connecting drivers and brands to create powerful advertising campaigns with vehicles. Connecting authorized car owners and brands mutually benefits them by promoting their products and services, and they become connected users of the application.

Brands can easily track the success of their campaigns with PowerAD. The application helps brands get a good idea of where they're getting their results from, and drivers gain easy access to a platform that is full of maps and statistics so they know how productive they really are. The app also lets brands promote bonus deals and drive traffic by topping off promotions while sending out notifications whenever milestone goals are met.

PowerAD is a mobile application that allows drivers to make money while doing their daily activities. With PowerAD, drivers are able to start making some money off of everyday activities such as commuting to work or running errands, no matter what kind of vehicle they have. If a driver has a semi-truck for instance, he will be required to drive more than a car owner in order to make things add up. It's a cool concept, because not only does it offer advertising companies direct access to customers who need their goods and services, but it also gives the drivers themselves an opportunity for additional revenue on top of what they typically earn at their jobs in exchange for advertising space as an independent contractor with PowerAD.

PowerAD brings an interesting and innovative new way of advertising to brands while at the same time allowing car owners to make money by driving their vehicles in requested area. PowerAD connects brands to future marketing agents (vehicle owners) who are willing to earn money, by creating an application that lets them present their private vehicles as an advertising space. This allows brands to use private vehicles as a cheaper, more efficient, and more attractive advertising space. The final result is an effective, eye-catching, advertising solution that will drive millions of impressions for brands, and passive income for the vehicle owners.

PPK (Payment-per-kilometer)

PowerAD is introducing the new payment system called PPK (payment-per-kilometer), which will be used inside the platform. This means that brands will be charged only for the number of kilometers that a vehicle with their advert passes. Advertisers will be paid the same way, the more kilometers they drive, the more they earn.

Advertium Application

Advertium application is going to facilitate our users in their everyday routines. It will enable our users to earn passive income by validate geospatial advertisements while they travel around or do other activities or challenges from within the application.

This is useful because companies can use the Advertium Network advertising solutions for their own good , for instance guest validation and ad targeting, by using a variety of methods and features such as location verification (proof-of-location),or showing their adverts using the geo targeted zones (using proof of view).

Most brands and businesses own pennies that they use to attract customers. This can be by placing a penny in front of the cash register or else by keeping pennies in jars that are placed throughout the store. One-way brands have started to promote themselves more specifically is by using cryptocurrency for the same purpose. But Advertium works differently because instead of just giving away coins so that people can put them in containers or use them as decoration, it teaches people something more useful about cryptocurrency: namely, how to earn it! Instead of earning money they can spend eventually on a product, with Advertiums, people (initially) earn free cryptos when they purchase products so that they could get their foot in the cryptocurrency door thus exposing them to a new technology to which they might not have been exposed before.

Advertium & Geo Mining

ADV is a beacon which can be placed in multiple locations. It can be bound to another ADV or to a mobile device (like a smartphone or wearable). Companies and organizations can buy ADV tokens, which can be used inside the Advertium App by the company when the company advertises its product or service on an ADV's screen. Users cannot withdraw cash from an ATM like they do coins, they can only use cash if they are physically present near the ATM. In the same way, people cannot withdraw coins from an ADV – they must look for it first then exchange information with other users around them about how to access it at that particular location before getting access to any data stored on it.

Any user can create a party coin and place it at any location on the planet. A special type of party coin, one that is not bound to a specific location, is called global party coin. Users are able to mine coins stored in this type of party coin from anywhere in the world, but often will have to submit certain information required by the party coin's creator like fill out an ask me anything question or solve a puzzle. We expect global party coins to be used by diverse businesses and parties interested in marketing objectives such as market research. There will be limits placed on how many coins of each denomination are allowed at once.

Advertium platform system allows you to create your own specialized areas, which are not limited by the core GPS feature. Instead, owners of these special areas have complete control over their ADV locations in that they can customize each one in a variety of ways using one or more widgets (where these widgets are customizable themselves as well). ADVcoin creators also have the ability to choose how people can access the features associated with their ADV area including visualizations such as maps, listings, profiles and custom rules for geo mining such as when, who or what is allowed to mine on a specific ADV location.

Some of these will be paid features. Right now, the app is only capable of augmented reality, but in the future we're hoping to expand it to include virtual reality and even mixed-reality (where virtual elements are overlaid on live video from the user's device camera) by enlisting a team of talented developers spread around the globe. The augmented reality, virtual reality and mixed reality systems within our app could all be used for branding or promotional campaigns, each with their own distinctive perks. In summary, ADVcoins are like digital business cards in that they either act as an indication to the world that users stand behind them and believe in what they promote or they can be a sample of digital art that users can selectively share with others depending on who they want to impress or where their interests lie.

Social Engagement

Advertium has a little surprise for its users. And that would be Advertium! What is this, you ask? This is a brand-new way to receive notifications no matter with whom or where you are. It all starts with setting up your group and inviting people in – it appears on their phones as an invite to attend whatever event or meeting you're scheduling. When they accept the invite, they're shown a map of the location and when each member arrives, they get notified via time-synced mobile messages. Pretty neat right?

Also, users can enable their profile to become public, so any user near them can see their profile, social media and all the information they are willing to provide. In that way, Advertium users can use the app for social engagement and interaction with each others!

Conferences, Trade fairs, Concerts

Organizers set up Advertiums at the event to attract attendees. Advertiums, mined by the attendees, can be redeemed for product samples or snacks. Again, in this scenario, the event organizer first buys Advertiums and transfers them to the Advertiumers. When the coins are redeemed, they are stored into Advertiumers wallet and are available to use. Alternatively, attendees will be able to keep the coins for future use.

Advertium Store

Advertium Store is a marketplace where users can spend Advertiums they have either mined from the Advertium eco-system or purchased on the exchange. This means that users have a choice of what kind of reward that comes with their presence inside the virtual world and their time and attention.

Some of the ways you can get rewards points are: buying cards, purchasing coupon codes for special discounts, getting game and software keys to be used on stores like Steam or Origin. Some rewards may come in the form of digital goods, other physical goodies or localizable promotions such as coupons that only people in your area can use. The best thing about these reward means is that they are completely legal and generate no kind of profit loss towards your company.

App Features & Perks

Some of the features that will be available in Advertium application will include:

- Geomine - Users will be able to mine ADV tokens by validating geospatial data from the targeted zones.

- Product scans – Users will be able to play in-store rewarded scavenger hunts while learning about new products.

- Store Visit – Get special offers, deals, coupons, and rewards while visiting popular stores.

- Rewarded Surveys – Make your voice heard! Contribute your opinions and help the world around you!

- Indoor and outdoor navigation – Find the directions to your favorite store whether outside on the street, or inside your favorite shopping center.

- AR Menu – View the menu of your favorite restaurant using augmented reality

Vision

Think of it as Foursquare but with the addition of a cryptocurrency to incentivize people across the globe to check-in at specific locations and earn rewards for their presence or engagement with the ecosystem within various geolocated contexts. Imagine earning virtual coins simply for walking into a store, participating in an event, or unlocking achievements based on your level of engagement at places around town.

By providing incentives through token rewards and drawing from a community of global citizens from all backgrounds and walks of life, businesses and advertisers can capitalize on our efforts by smartly targeting their specific audiences by taking advantage of these rich networking opportunities made possible due to the power of location.

05 How Advertium blockchain network works?

In the Advertium eco-system, advertisers and everyday users will both have a hand in the advertising process. The difference will be that advertisers will help with their creative side to execute the campaign, in collaboration with other users who may help out on the customer end or even influence those customers to purchase a product as well.

ADV Token

ADV is the official on-platform currency for PowerAD and Advertium platforms. If a person wants to take part in any sort of activity regarding, advertisement and investment via our platform would be able to use our native currency.

ADV token will be used inside the platforms as a proof of location, proof of validation and proof of view.

Advertium and PowerAD platforms

Advertium and PowerAD platforms are the main platforms of the Advertium network. ADV token will be used inside the platforms for placing, executing and distributing digital adverts. Not only does the marketplace connect advertisers and publishers via the decentralized blockchain network, but it also provides detailed information on where ads are being spent and how far they've gone to their goal.

Advertisers

Advertisers are individuals or entities who use advertisements to spread the word about their products and services. In order for them to initiate an advertising campaign (as a company), they must understand that there is a currency or "token" available that can help facilitate the difference between their goods and services, the users of their products and services, and those who do not directly interact with their business but still value the information presented on other properties sharing the same audience.

Users

Users are the primary medium via which advertising are disseminated. To subscribe for listing yourself in the Marketplace as available for campaigns, users will require ADV tokens.

Token burning

The more people that use our platform, the more tokens will be burned. As part of your campaign you will also receive tokens to use for other campaigns.

Staking

06 Economic Growth & Potential Benefits

Company metrics

A mission-driven company revolutionizing out-of-home advertising.
Raising capital to develop a scalable, double-sided marketplace.
Backed by leading FITR (Fund for innovations and technology development of the Republic of North Macedonia) & WBAF (World Business Angels Network).
2 countries franchise contracts / 20 offices to be opened by the end of 2022.

Economic growth

The more locations/franchises are opened, the more clients and users in the system. The more users in the system, the more tokens are needed.

Potential benefits

PowerAD shares up to 30% of its campaign income with drivers.
If the client uses 10.000ADV to run a campaign, up to 30% of the Advertium is allocated to drivers, appointed on that advertising campaign.

70% of the Advertium will be burned via smart contracts.
PowerAD will burn all tokens that have been used on the platform quarterly until we reach a maximum supply of 100.000.000 Advertium.

The more tokens are burned, the price of the token on the market will increase.
In addition, by using our platform, companies, and brands will significantly increase their presence when it comes to outdoor advertising, which connects them to vehicle owners.

We expect the following bi-annual growth: 20 countries, over 200 cities, over 500 brands, 10000 active users/drivers.

The revenue model is based on driver costs. The brands create a marketing campaign through our web platform where they select locations, set a campaign budget, and monitor vehicle performance in real-time.
The model of our company earnings derives from driver & advertisers fees per campaign.

Some of the Global Marketing Analysis (GMA) are:

34.21B US global advertising market.

3.8% market growth - Europe & Central Asia.

PowerAD expected annual growth: 10 countries / 50 brands / 100 cities / 10.000 users.

07 Tokenomics

- ADV token is BEP20 token based on the Binance Smart Chain network.

Technical limitations

- Maximum tokens produced are: 200,000,000

- Adjustable emission: All unsold and unallocated tokens will be destroyed, and additional release of tokens will not be possible. Token burning will be held quarterly, and the burning supply will depend on the services fee spent on the platform as we bring the total supply of 100.000.000 ADV

- Explorer: https://etherscan.io/token/0x992a8a9f4bde0fb2ee1f5bbb3cb7b1e64748e13d

08 Budget allocation
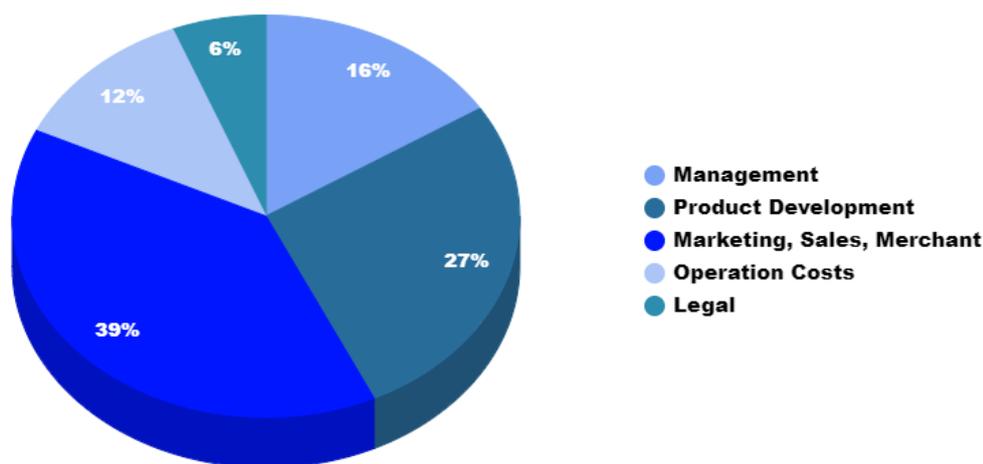
- 27% will be used for further Product Development.
- 39% will be used for Marketing sales, merchant acquisition & partnerships. Expenses for attracting the retailers to the platform, making partnerships with payment providers, website builders, loyalty programs services providers, other partners, newfranchises.
- 12% Operational costs.
- 6% Legal. Company and subsidiaries establishment, contracts with the retailers, development of legal opinions about the entire stack of BitRewards services and retailers' operations, etc.
- 16% Management.

All company members and advisors have 6-month lockup period after the IEO.

Whitepaper v2.0

09 Certain Risks Relating to Trade, Purchase, Sale, and Use of Tokens

Important Note: As noted elsewhere in this Document, the Tokens are not being structured ors old as securities or any other form of investment product. Accordingly, none of the information presented in this Document is intended to form the basis for any investment decision, and no specific recommendations are intended. The Company expressly disclaims all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this Document, (ii) any error, omission, or inaccuracy in any such information or (iii) any action resulting from such information.

By trading, purchasing, owning, and using Tokens, Purchaser expressly acknowledge and assume the following risks:

a.   Risk of Losing Access to Tokens Due to Loss of Private Key(s), Custodial Error or Purchaser Error

A private key, or a combination of private keys, is necessary to control and dispose of Tokens stored in Purchaser digital wallet or vault. Accordingly, loss of requisite private key(s) associated with Purchaser digital wallet or vault storing Tokens will result in loss of such Tokens. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a hosted wallet service Purchaser use, may be able to misappropriate Purchaser Tokens. Any errors or malfunctions caused by or otherwise related to the digital wallet or vault Purchaser choose to receive and store Tokens, including Purchaser own failure to properly maintain or use such digital wallet or vault, may also result in the loss of Purchaser Tokens.

b.   Risks Associated with the Ethereum Protocol

Because Tokens and the Ecosystem are based on the Ethereum protocol, any malfunction, breakdown, or abandonment of the Ethereum protocol may have a material adverse effect on the Ecosystem or Tokens. Moreover, advances in cryptography, or technical advances such as the development of quantum computing, could present risks to the Tokens and the Ecosystem, including the utility of the Tokens for obtaining Services, by rendering ineffective the cryptographic consensus mechanism that underpins the Ethereum protocol.

c.   Risk of Mining Attacks

As with other decentralized cryptographic tokens based on the Ethereum protocol, the Tokens are susceptible to attacks by miners while validating Token transactions on the Ethereum blockchain, including, but not limited, to double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks present a risk to the Ecosystem and the Tokens, including, but not limited to, accurate execution and recording of transactions involving Tokens.

d.   Risk of Hacking and Security Weaknesses

Hackers or other malicious groups or organizations may attempt to interfere with the Ecosystem or the Tokens in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing, and spoofing. Furthermore, because the Ecosystem is based on open-source software, there is a risk that a third party or a member of the Company team may intentionally or unintentionally introduce weaknesses into the core infrastructure of the Ecosystem, which could negatively affect the Ecosystem and the Tokens, including the utility of the Tokens for obtaining Services.

e.   Risks Associated with Markets for Tokens

The Tokens are intended to be used solely within the Ecosystem, and the Company will not support or otherwise facilitate any secondary trading or external valuation of Tokens. This restricts the contemplated avenues for using Tokens to the provision or receipt of Services and could therefore create illiquidity risk with respect to the Tokens Purchaser owns. Even if secondary trading of Tokens is facilitated by third party exchanges, such exchanges may be relatively new and subject to little or no regulatory oversight, making them more susceptible to fraud or manipulation. Furthermore, to the extent that third parties do ascribe an external exchange value to Tokens (e.g., as denominated in a digital or fiat currency), such value may be extremely volatile and diminish to zero.

f.   Risk of Uninsured Losses

Unlike bank accounts or accounts at some other financial institutions, Tokens are uninsured unless Purchaser specifically obtain a private insurance to insure them. Thus, in the event of loss or loss of utility value, there is no public insurer, or private insurance arranged by Company, to offer recourse to Purchaser.

g.   Risks Associated with Uncertain Regulations and Enforcement Actions

The regulatory status of the Tokens and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the Ecosystem and the Tokens. It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement changes to law and regulation affecting distributed ledger technology and its applications, including the Ecosystem and the Tokens. Regulatory actions could negatively impact the Ecosystem and the Tokens in various ways, including, for purposes of illustration only, through a determination that the trade, purchase, sale, and delivery of the Tokens constitutes unlawful activity or that the Tokens are a regulated instrument that require registration or licensing of those instruments or some or all the parties involved in the trade, purchase, sale, and delivery thereof. The Company may cease operations in a jurisdiction if regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.

h.   Risks Arising from Taxation

The tax characterization of Tokens is uncertain. Purchaser must seek Purchaser's own tax advice in connection with purchasing Tokens, which may result in adverse tax consequences to Purchaser, including withholding taxes, income taxes and tax reporting requirements.

i.   Risk of Competing Ecosystems

It is possible that alternative ecosystems could be established that utilize the same open- source code and protocol underlying the Ecosystem and attempt to facilitate services that are materially like the Services. The Ecosystem may compete with these alternatives, which could negatively impact the Ecosystem and Tokens, including the utility of the Tokens for obtaining Services.

j.   Risk of Insufficient Interest in the Ecosystem or Distributed Applications

It is possible that the Ecosystem will not be used by many individuals, companies, and other entities or that there will be limited public interest in the creation and development of distributed ecosystems (such as the Ecosystem) more generally. Such a lack of use or interest could negatively impact the development of the Ecosystem and therefore the potential utility of the Tokens, including the utility of the Tokens for obtaining Services.

k.   Risks Associated with the Development and Maintenance of the Ecosystem

The Ecosystem is still under development and may undergo significant changes overtime. Although Company intends for the Tokens and Ecosystem to function as described and intends to take commercially reasonable steps toward those ends, Company may have to make changes to the specifications of the Tokens or Ecosystem for any number of legitimate reasons. Moreover, the Company has no control over how other participants will use the Ecosystem, what products or services will be offered through the Ecosystem by third parties, or how third-party products and services will utilize Tokens (if at all). This could create the risk that the Tokens or Ecosystem, as further developed and maintained, may not meet Purchaser expectations at the time of trade or purchase. Furthermore, despite Company's good faith efforts to develop and participate in the Ecosystem, it is still possible that the Ecosystem will experience malfunctions or otherwise fail to be adequately developed or maintained, which may negatively impact the Ecosystem and Tokens, and the potential utility of the Tokens, including the utility of the Tokens for obtaining Services.

l.   Risk of an Unfavorable Fluctuation of ETH or BTC Value

If the value of ETH or BTC fluctuates unfavorably during or after the Private-Sale or the IEO, the Company team may not be able to fund development or may not be able to develop or maintain the Ecosystem in the manner that it intended. In addition to the usual market forces, there are several potential events which could exacerbate the risk of unfavorable fluctuation in the value of ETH and/or BTC, including uncertainties created by the lack of resolution to the Bitcoin scaling debate, the possibility of a so-called "Hard Fork" of Bitcoin if one of the competing camps in the scaling debate decides to force the issue; another DAO-like attack on the Ethereum network; or significant security incidents or market irregularities at one or more of the major cryptocurrency exchanges.

m.   Risk of Dissolution of the Company or Ecosystem

It is possible that, due to any number of reasons, including, but not limited to, an unfavorable fluctuation in the value of ETH and/or BTC (or other cryptographic and fiat currencies), decrease in the Tokens' utility (including their utility for obtaining Services), the failure of commercial relationships, or intellectual property ownership challenges, the Ecosystem may no longer be viable to operate, or the Company may dissolve.

n.   Risks Arising from Lack of Governance Rights

Because Tokens confer no governance rights of any kind with respect to the Ecosystem or the Company, all decisions involving the Company's products or services within the Ecosystem or the Company itself will be made by the Company at its sole discretion, including, but not limited to, decisions to discontinue its products or services in the Ecosystem, to create and sell more Tokens for use in the Ecosystem, or to sell or liquidate the Company. The decisions could adversely affect the Ecosystem and the utility of any Tokens Purchaser owns, including their utility for obtaining Services.

o.   Unanticipated Risks

Cryptographic tokens such as the Tokens are a new and untested technology. In addition to the risks included in this Document, there are other risks associated with trade, purchase, possession, and use of the Tokens, including unanticipated risks. Such risks may further materialize as unanticipated variations or combinations of the risks discussed in this Document.

10 Governing Law

Polenak Law Firm (http://polenak.com/home/) has advised PowerAD under the laws of North Macedonia on regulatory issues regarding virtual currencies and on the legal aspects related to this white paper. This document and its content shall be construed in accordance with and be governed by the laws of North Macedonia, without any reference to its conflict of law principles. Any dispute, controversy   or   claim arising   out   of   or   in connection with the Document shall be finally settled by arbitration in accordance with the Arbitration Rules of the Arbitration Institute of the Skopje, Republic of North Macedonia.

11 Team & Advisor

Detailed information about Team and Advisors is published on the project web page:
http://www.advertium.app