CryptoAds Marketplace Token Sale by CFC

CryptoAds Marketplace

A powerful advertising platform built on Ethereum

2018

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You don't have the right and shouldn't buy CRADs if you are (i) a green card holder of the United States of America, or (ii) a citizen or a resident (tax or otherwise) of the United States of America, Puerto Rico, the Virgin Islands of United States, or any other possessions of the United States of America, Singapore, People's Republic of China or South Korea, or person of that states, or (iii) a citizen or resident (tax or otherwise) of any country or territory where transactions with digital tokens and/or digital currencies are prohibited or in any other manner restricted by applicable laws. ("Person" is generally defined as a natural person residing in the relevant state or any entity organized or incorporated under the laws of the relevant state). Purchased tokens cannot be offered or distributed as well as cannot be resold or otherwise alienated by their holders to

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CRADs cannot be used for any purposes other than as provided in this Whitepaper, including but not limited to, any investment, speculative or other financial purposes. CRADs confer no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below. While the community's opinion and feedback can be taken into account, CRADs do not give any right to participate in decision-making or any direction of business related to the CryptoAds service.

English language of this Whitepaper is the primary official source of information about the CRADs. Any information contained herein may from time to time be translated into other languages or used in the course of written or oral communications with customers, contractors, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted or misrepresented. In the

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WHAT IS CRYPTOADS MARKETPLACE

CryptoAds Marketplace is a powerful decentralized marketing and advertising platform built on Ethereum Blockchain. CFC Company developed a cloud based software system for internal use and B2C sector; and now it's time for expanding into the growing B2B marketplace. The platform is completely transparent and provides secure solutions for brands, digital advertisers, marketers, content publishers and everyday Internet users, who receive the opportunity to trade on ads directly without the need for centralized ad exchanges. CryptoAds Marketplace will give to advertisers an opportunity to place a variety of ad units (native video, live-casting ads, 360 ads, "in the round", vertical video, in-app, and walls) at an unlimited number of traffic sources with AI and Blockchain technologies and without having to worry about proper execution.

CryptoAds model is already implemented inside CFC.io project (launched in 2011) with 7M registered users and profit-generating returns. This project will be base to growing platform worldwide.

Global digital advertisement spending will take 44 percent, or $269.85 billion, of all ad money spent globally in 2018, with that figure reaching 50 percent, or $335.48 billion, by 2020.
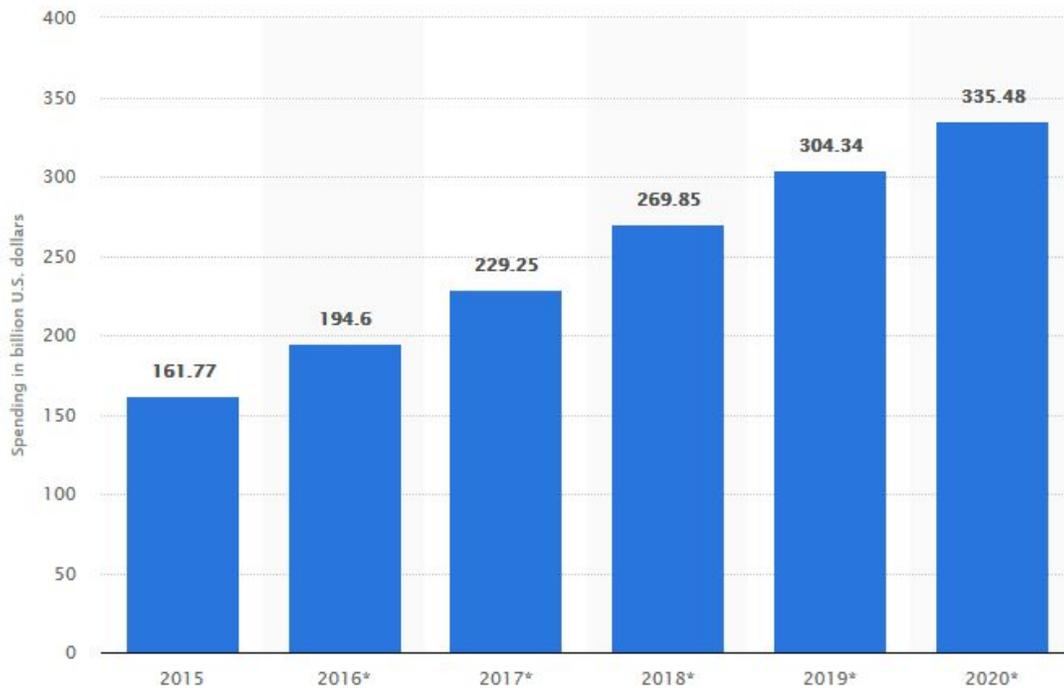
Video is the number one fastest growing ad format in the world and has been doubling YoY. Three quarters of all mobile traffic will be used for video in 2023, according to a new report [1] by telecommunications equipment company Ericsson.

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[1] https://www.ericsson.com/en/mobility-report

Overall, worldwide mobile data traffic will increase to 110 exabytes per month in 2023, according to Ericsson, or the equivalent of 5.5 million years of streaming HD video. It's eight times the 14 exabytes per month we used in 2017.

Key findings:

- Data traffic grew 65% between Q3 2016 and Q3 2017
- LTE becomes the dominant mobile access technology in 2017
- In 2023, there will be 9.1 billion mobile subscriptions, 8.5 billion mobile broadband subscriptions and 6.2 billion unique mobile subscribers 1 billion 5G subscriptions for enhanced mobile broadband are expected in 2023
- 14 Gigabit LTE networks have been commercially launched
- 5G will be highly beneficial for augmented reality (AR)-based industrial applications

Mobile data traffic by application category per month (ExaBytes)
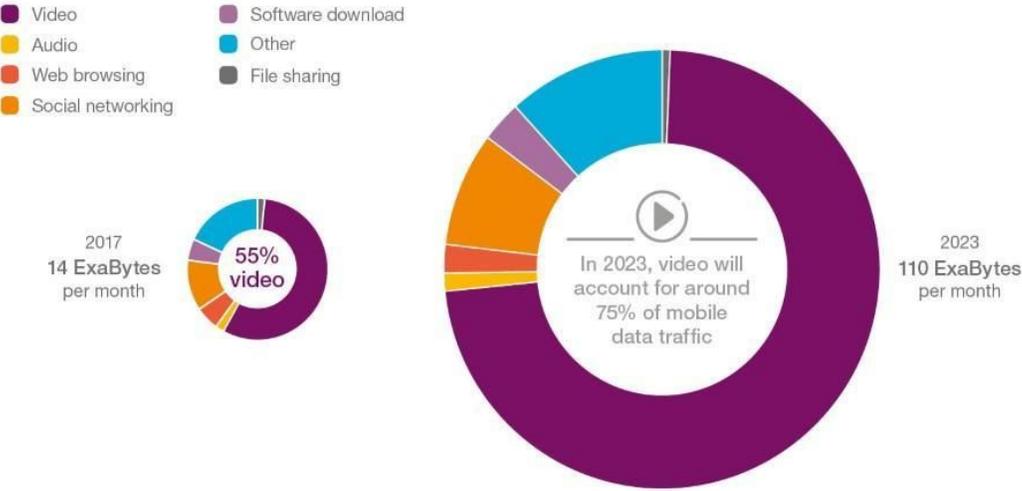
Ericsson Mobility Report November 2017

DIGITAL ADVERTISING IS OVERRUN BY MIDDLEMEN, TRACKERS AND FRAUD

High fees for Advertisers are caused by long value chain involving a variety of intermediaries with a relatively high share in the markup.

Media buyers can get kickbacks from ad platforms with their client's money and pocket the difference without anyone ever knowing. These ad rebates hurt advertisers while the middleman profits billions of dollars a year.

PUBLISHERS ARE POWERLESS

According to cited by Business Insider[2], at least 50% of all digital ad revenue is lost in the ad buying ecosystem before it reaches the publishers. Even though they control the audience everyone wants access to, the publishers' hands are tied.

AD NETWORKS FRAUD

The global cost of ad fraud will reach 50 billion in the next 10 years. Deceptive tactics such as click farms and ad stacking are burning billions in advertisers' budgets. The middlemen who control the ad buying process are the only ones with the data to audit it. The amount of global advertising revenue wasted on fraudulent traffic, or clicks automatically generated by bots, reached $16.4 billion in 2017, according to a new study commissioned by WPP and cited by Business Insider.[3]

LOW REV-SHARE

According to cited by Business Insider[4], current ad-buying ecosystems take at least 30-60% of revenue generated and some platforms don't even disclose how much they share with publishers.

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[2] http://www.businessinsider.com/ad-fraud-estimates-doubled-2017-3
[3] http://www.businessinsider.com/ad-fraud-estimates-doubled-2017-3
[4] http://www.businessinsider.com/ad-fraud-estimates-doubled-2017-3

The Solution

A powerful advertising platform CryptoAds Marketplace built on Ethereum.
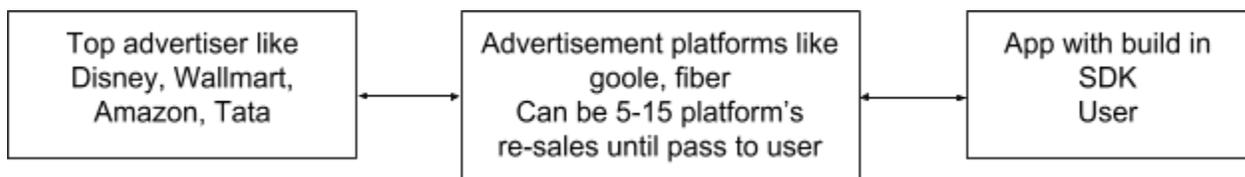
Blockchain technology

The blockchain allows us to create a more secure ad platform that's beneficial for both advertisers and publishers.

Anti-fraud

In-house developed multi-level fraud prevention system protects against bot traffic and fraud. In the today's ad market, even large corporations sometimes can't prevent fraud, because they can't guarantee users a public loyalty confirmation. They use cookies, or SDK, but can't guarantee that this user will stay out of fraud.

How it works

Here is a picture, how advertisement business now normally works:

Top advertiser like Disney, Wallmart, Amazon, Tata	⟷	Advertisement platforms like goole, fiber Can be 5-15 platform's re-sales until pass to user	⟷	App with build in SDK User

Top advertisers very often know nothing about users. Platforms know more, but because there is out of their interest, they don't like to share this information and protect it as intellectual property. We can rebuild it:

Thereby, we will remove re-sales steps and open opportunity to target users with the system of smart contracts with much higher rewards based on transaction history. Blockchain will guarantee that information will remain unchanged including reputation history.

E-commerce advertising can be revolutionized in the same way. According to Inc.[5], now manufacturer (advertiser) sometimes spends 50-60$ to sell 65$ product. We can provide manufacturers and retailers with the opportunity to acquire new customers at a lower cost, using CRAD token to cover advertisement expenses. Moreover, the suppliers will be able to make the best offer to their customers based on history of bids and offers in their market segment.

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[5] https://www.inc.com/encyclopedia/advertisingbudget.html

WHY BLOCKCHAIN?

A NEXT GENERATION REPUTATION SYSTEM BASED ON BLOCKCHAIN

"A good reputation is more valuable than money."

In blockchain system, no third party is involved, as all transactions must be made publicly and transparently, thus various services can be provided.

ADVERTISERS

- Storing the history of advertising offers and rewards
- Opportunity to see a full-fledged advertising campaign from different points in different agencies
- Prevention of unfair competition and underpricing of offers
- Rating of advertising agencies basing on the amount and accuracy of reward payouts

USERS

- The history of user activity in the blockchain system
- User's priorities for rewards
- The ability to offer selected priority advertising campaigns to super users based on smart contract system
- Reputation tracking system will help to detect and disclose fraudsters and to protect the advertisers' money

Participation and interaction with other users in our platform will require usage of our Ethereum-based ERC20 CRAD tokens.

Advertisers create ad content and media resources to be offered to their target audiences. In exchange for ad space, the Advertisers will use CRAD tokens as a means of payment to Publishers. The Advertisers can specify where and how their ads should be delivered, and how much they are willing to pay.

Publishers agree to display the content produced by the Advertisers on their websites in exchange for CRAD tokens. The Publishers can specify criteria for advertisements that they are willing to display, including rates per click and per impression, ad type and genre, price range, duration of display time, etc.

Users get action-based rewards in CRAD tokens for consuming advertising content, sharing their opinion about products and brands and participating in suggested gamified activities and spend coins to make calls:
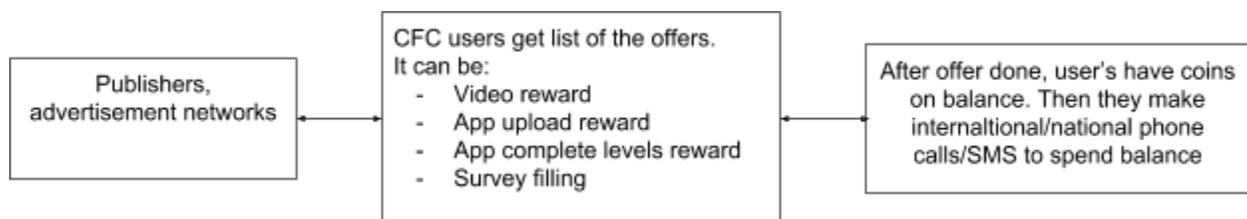
Business model

The platform provides bandwidth and compute capacity to verify the legitimacy of clicks and impressions in exchange for a percentage of the CRAD tokens. Collectively, the Platform serves as a decentralized referee of the transactions between Advertisers and Publishers.

Benefits for the Parties

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User get digital content and rewards from Publishers.

Advertisers get direct attention and engagement from Users, experience lower advertising costs and have greater control over their content. Publishers get higher transactional revenue from Advertisers omitting intermediaries with their high margins and non-transparent pricing.

Target Market Segment and Market Ambitions

CryptoAds Marketplace taps on the B2B market sectors of Native Online Advertisement (estimated at $36Bn by 2021), Online Research (~$40Bn market size), and Big Data analytics ($232Bn market size) with imminent blockchain-driven disruption[6].

It is our ambitious projections that with modest 1% market share, CryptoAds Marketplace is expected to be able to collect over $2.3Bn dollars revenue per year ($232 Bn market volume *1%).

Token functionality

CryptoAds is a blockchain token that powers the CryptoAds Marketplace. It is designed for superior performance and focused on micropayments, used by users to watch videos, by producers to monetize their work and incentivize the network, and by advertisers to pay for a moment of users' attention. Then advertisers need to buy CRAD tokens, creating a complete, closed and organic token economy on the platform. The token will be used for:

- advertisers (to pay for advertisement),
- publishers (to receive consideration from advertisers and reward users),
- for users to receive rewards for advertisement,
- inside CFC to replace existing means of payment.

INTEGRATION WITH CFC

After finishing token sale, CFC will snapshot current balances and all future transactions to convert them into blockchain. So, conversion of existing CFC coins, into CRADs, will start immediately, just technology will change in future.

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[6] https://www.warc.com/content/article/admap/adstats_native_advertising/109593

We are using Ethereum ERC-20 standard for creating a token that is freely transferable within the platform and super secure. The issue of CRAD tokens is limited with a fixed amount, so there will never be another CRAD issued.

Blockchain will keep all history of users' activity. This activity log will be a basis for smart contracts to serve ads based on various special criteria including used platforms, user types and their reputation. Historical data analytics and smart targeting will build up a token usability and valuation.

CFC.io Company are using now internal coins to reward users. You can download the apps here:

- https://itunes.apple.com/app/id506916707?mt=8
- https://play.google.com/store/apps/details?id=com.callsfreecalls.android

After the token sale, we will start the process migration for existing and new customers and conversion past transactions into blockchain. Within the next six months, we will launch a full version, where publishers and customers will have more advanced options to customize their operations with tokens.

Now CFC has over 7M registered users[7].

ISSUING AND DISTRIBUTING TOKENS

Volume of issue	Hard cap for the token sale	Pre-sale	Volume of pre-sale	Sale	Volume of Sale	Initial $ exchange rate
100,000,000 CRADs in total	30,000,000 CRADs (30MUSD maximum amount).	May 15- Jun 15	14,000,000 CRADs	Jun 16 - Jul 16	14,000,000 CRADs	1USD = 1CRAD

Pre-sale discounts:

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[7] based on number of installs Appstore and Google Play Store

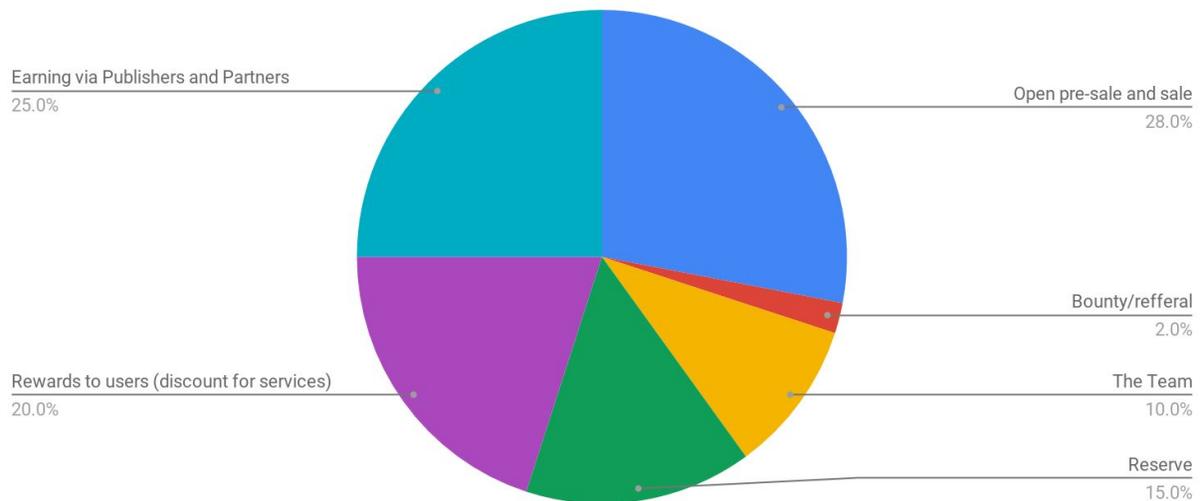| 15-23 May	23-30 May	30 May-15 Jun
30%		
	15%	
		5%

We prefer to propose additional discount for purchase:

- 1,000-10,000 CRADs - 1%
- 10,000 and more CRADs - 3%

PAYMENT TERMS AND CONDITIONS:

i.   Pre-sale will start 15 of May until 15 Jun, 2018. Sale will start 16 of Jun until 16 of Jul, 2018.
ii. We do not have soft-cap, maximum is 20,000,000 CRAD tokens. For pre-sale maximum is 20,000,000 CRAD tokens
iii. There is no maximum entry limits, minimum entry limit is 100$
iv. Bitcoin, Bitcoin Cash, Ethereum, Litecoin are accepted as payment methods.
v.   Restrictions: we do not accept payment from citizens and residents of the USA, China, and South Korea.
vi. All payments are accessible through browsers and mobile apps
vii. Storage system of collected funds: anypaycoins, coinpayments
viii. Security system for payments and storage of funds: anypaycoins, coinpayments
ix. Conversion conditions: we will convert follow initial exchange rate is 1$ = 1 CRAD token with appropriate discount.
x.   Before start ICO we will do a private pre-sale with minimal amount 10kUSD for one transaction
xi. If you have CRADs and like to convert into CFC bonus, just fill this form . You will receive answer with wallet address.

Token allocation

Earning via Publishers and Partners
25.0%

Open pre-sale and sale
28.0%

Bounty/refferal
2.0%

Rewards to users (discount for services)
20.0%

The Team
10.0%

Reserve
15.0%

We will sell 40% of the tokens pool:

- 28% pre-sale/sale,
- 10% to the team,
- 2% bounty.

Rest of the tokens (60%) will be allocated to grow network and reward publishers and users for purchasing services. Additional tokens worth of 192 bitcoins will be issued to the

ICOBox token holders as consideration for the provision of token sale advisory services and the bookbuilding platform;

Users will get token reward to do discounted free calls or other services.

Points scored

Legal & Registration
5.0%

Admin & Operations
15.0%

Research & Development
50.0%

Marketing & Sales
30.0%
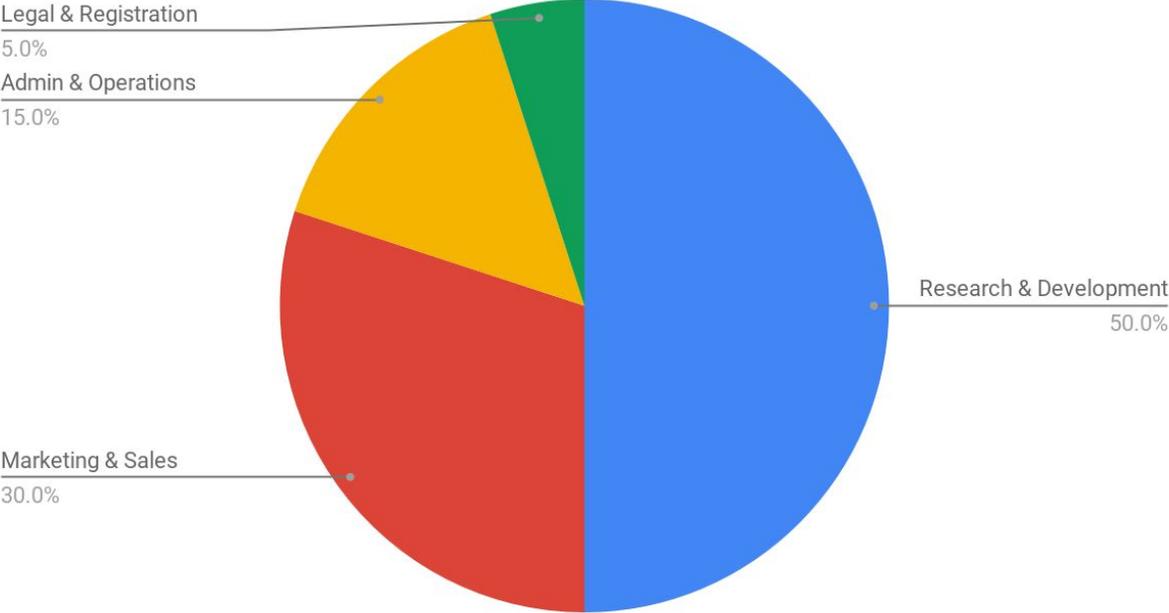
Roadmap

2011	2011	**CFC WAS STARTED** backend and web client were developed and launched
2013	2013	**R&D OF APPS iOS, Android и OS X**
	JUN 10 2013	**CLOUD PLATFORM LAUNCH** More users – more servers
2018	MAY 15 2018	**TOKEN SALE PHASE #1 (PRE-SALE)** Early-stage token sale
	JUN 16 2018	**TOKEN SALE PHASE #2 (SALE)** Main milestone of token sale
	JUL 17 2018	**LAUNCH TOKEN ON ETHEREUM** Tokens will be issued after the end of token sale
	AUG 10 2018	**TOKENS DISTRIBUTION, FURTHER PLATFORM DEVELOPMENT**
2019	JAN 15 2019	**DECENTRALIZED PLATFORM LAUNCH**
	APR 07 2019	**ACQUIRE AND CONVERT EXISTING AD NETWORKS**
2020…..	2020…	**GEOGRAPHICAL EXPANSION AND GROWING THE ECOSYSTEM**

MEET THE TEAM

TEAM:	
	OLEKSII VINOGRADOV **Founder, CEO** Serial entrepreneur and investor with twenty-five years of experience. Founder of CFC, Heartln Inc. President/Owner of IXC Softswitch
	VALERIIA ZARANIANTS **Co-Founder** CEO of IXC Global Inc
	ANDRIY MYKHAILYSHYN **CTO** Making innovations & driving company to success.Full Stack Developer / Architect (C/C++, Objective-C, Swift, Java, JavaScript) at CFC, SoftServe, Sigma Software Group
	DENNIS GUBSKY **Android developer** Has more than 20 years of various fields of software development. Currently enjoing Android development making various projects for phones and tablets.

	EVGENIA YANITSKAYA **CSO** Head of technical Support at IXC Global Inc.

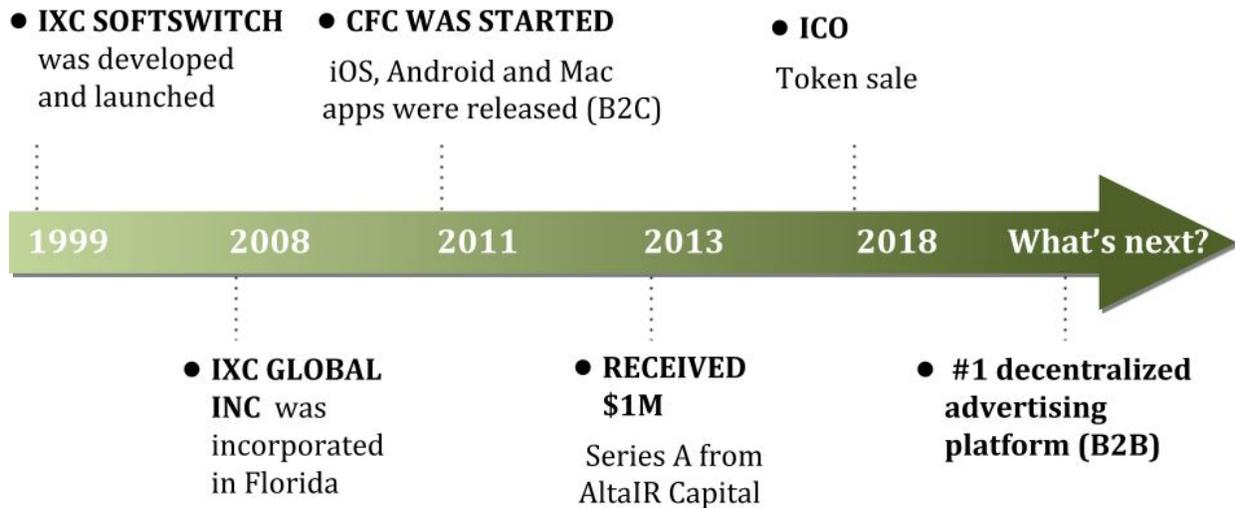|	
	IGOR RYABENKIY **Investor** Managing Partner at Altair Capital Management
	KOSTIANTYN BRAVO **Advisor** 21-year experience of entrepreneurial activity in real estate, securities, investment, business development
ALTAIR EASY WAY TO SUCCESS	**ALTAIR CAPITAL MANAGEMENT** **Fund** The venture capital firm that invests in tech companies, primarily in the areas of Internet and Mobile

DMITRY KUPLEVATSKY

Advisor

Internet entrepreneur with vast experience founding and developing innovative projects and automating and scaling up digital marketing processes. Founder of GrandMobi Ltd (mobile advertising company), Co-Founder of CFC and Binary Media LTD (affiliate network).

in

The group of companies with established business on VoIP Wholesale Market started this project at own infrastructure:

- CFC (CallsFreeCalls) – innovative free VoiP messenger, U.S. based 6-y-old B2C startup with multimillion and high-quality audience. Profitable company with own traffic sources, iOS, Android and OS X apps.
- IXC Global Inc. was incorporated in the State of Florida in 2008, integrated global IP-based network was designed for the convergence of voice. The leader of wholesale VoIP market.
- IXC Softswitch – Ukrainian telecommunication company, developing a wide range of information systems and technologies for communication enterprises. The company has been operating since 1999. Portfolio of the company includes systems for billing, softswitch and system for statistics collection. For promotion and maintenance of the products, the company has created a network of representative offices and affiliate companies, located in Russia, Greece and USA. The products of the company have been certified in accordance with Russian standards.

- **IXC SOFTSWITCH** was developed and launched

- **CFC WAS STARTED** iOS, Android and Mac apps were released (B2C)

- **ICO** Token sale

| 1999 | 2008 | 2011 | 2013 | 2018 | What's next? |

- **IXC GLOBAL INC** was incorporated in Florida

- **RECEIVED $1M** Series A from AltaIR Capital

- **#1 decentralized advertising platform (B2B)**

PARTNERS

Tata Communications - owns and operates the world's largest fibre optic cable network, covering 240,000 kilometres, including the first and only fibre optic ring around the world.

Fyber - a leading mobile advertising technology company and others.

RISK FACTORS

The purchase of CRAD tokens (hereinafter referred to as the "Token" or "Tokens") may be associated with a high degree of risk. To protect the interests of Token's potential purchasers, CryptoAds team conducted an analysis of such potential risks and outlined the

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result of this analysis in this chapter of the Whitepaper. IMPORTANT: THE LIST OF RISK FACTORS DESCRIBED BELOW IS NOT EXHAUSTIVE. IN ADDITION TO THE RISKS DISCLOSED IN THIS WHITEPAPER, THERE MAY BE OTHER RISKS WHICH CryptoAds TEAM AT PRESENT CANNOT REASONABLY FORECAST. These risks can materialize in other forms of risk than those specified here. Prior to acquiring Tokens, each potential Token purchaser is advised to carefully review all the information and assess the risks of such purchase, including but not limited to, the risks set forth in this Whitepaper and to decide upon purchase of Tokens based on such assessment.

TECHNICAL AND TECHNOLOGICAL RISKS

RISKS OF THE BLOCKCHAIN

Tokens are released on Ethereum blockchain. In this regard, any malfunction of the Ethereum protocol may lead to a restriction in the use of Tokens, and / or to the fact that Tokens or the platform will function in an unforeseen manner.

RISK OF HACKER ATTACKS ON THE PLATFORM, SMART CONTRACTS, OR TOKENS

Tokens can be expropriated and / or stolen, by hacking Tokens, or otherwise. Hackers or other groups or organizations may attempt to intervene in a smart contract or Tokens in various ways, including, but not limited to, virus attacks, DDOS attacks, concerted attacks, network attacks, and denial of service attacks, and others. In addition, since the Ethereum platform is based on open source software, there is a risk that Ethereum smart contracts may contain intentional or unintentional errors or shortcomings that could adversely affect Tokens or lead to loss of Tokens, or loss of access or control Tokens. In the event of such an error or weakness of the software, there can be no remedy, and tokens owners are not guaranteed any compensation or compensation.

RISK OF HACKER ATTACK ON THE COMPUTER OF TOKEN HOLDER, OR LOSS OF PASSWORDS / OF PRIVATE KEYS

Purchased Tokens can be stored by the tokenholder in her\his digital wallet or safe, for which a password, a digital key or a combination of digital keys is required. Accordingly,

the loss of the necessary keys associated with such digital wallet or safe, can lead to loss of access to Tokens. In addition, any third party that gets access to such passwords and / or private keys (by way of getting (through hacking, or negligence of tokenholder) access to login credentials of tokenholders' hosting-wallet, or otherwise), will be able to use Tokens of the tokenholder. CryptoAds assumes no liability for such losses.

RISK OF USING NEW TECHNOLOGIES, AND CHANGES IN TECHNOLOGY IN THE FUTURE

Tokens and blockchain are fairly new and relatively untested technologies. Although at the moment they have largely proven their efficiency, reliability and security, there is no guarantee that in future these technologies do not fail in any way. Further, as technological progress develops, flaws can be found in these technologies, which flaws will prevent their functioning in the way that they function at the moment. Finally, there is no guarantee that these technologies will be compatible with any new technologies invented in future. In the event of such incompatibility, use of Tokens and blockchain can be found unreasonable and stopped.

RISK OF INCOMPATIBILITY OF THE CRYPTOWALLET SERVICE

An electronic cryptowallet or wallet service provider that tokenholder has chosen \ will choose for obtaining and storing Tokens, must be technically compatible with Tokens. Failure to comply with this condition may lead to the fact that the tokenholder will not be able to get access to her\his Tokens. Tokenholders must independently determine the fact of the compatibility of the cryptowallet she\he registered, with the Tokens. CryptoAds assumes no responsibility for any errors related to wrong determination of the above fact.

REGULATORY RISKS

RISK OF REGULATORY UNCERTAINTY

Regulatory status of cryptographic tokens, digital assets and blockchain technology, is unclear or not defined in many jurisdictions. It cannot be excluded that such technologies, and, in particular, Tokens, will in future become subject to one or more (adopted or new) interpretations of laws (or other regulations), court judgments, or actions by various regulatory bodies around the world, including, but not limited to, the imposition of restrictions on the use or possession of digital tokens, such as Tokens. Such changes can adversely affect Tokens in various ways, including, for example, by determining that Tokens are regulated financial instruments that require registration or compliance with other legal requirements and procedures. CryptoAds may stop distributing Tokens, developing a platform or terminating operations in a particular jurisdiction if the actions of regulatory authorities of the relevant jurisdiction make it illegal or not commercially viable to proceed.

RISK OF INABILITY TO OBTAIN, MAINTAIN OR RENEW LICENSES AND PERMITS

As of the date of Tokens sale, there are no statutory requirements requiring CryptoAds to obtain any licenses and permits necessary for the sale of the Tokens, but the risk that such legislative requirements may be enacted in the future cannot be ruled out. In this event, possibility of sale and further use of Tokens will depend on the procedure of issuing such licenses and permits, and on compliance with their terms. We cannot exclude that requirements of the law will be technically or economically unachievable for CryptoAds. CryptoAds may stop distribution of Tokens, develop a platform or terminate operations in a particular jurisdiction in the event of economic, technological or other inability to obtain the required licenses or permits under such jurisdiction.

RISK OF GOVERNMENTAL ACTION

The industry of blocking and reversing tokens is new, and simply by virtue of novelty can be subject to increased supervision and regulatory control, including investigations or enforcement actions. There can be no guarantee that the government will not study the

activities of the parties. All this can be investigated, which in turn can have a significant negative impact on Tokens and / or platform development.

BUSINESS RISKS

RISK OF FAILURE IN DEVELOPMENT

It cannot be excluded that for various reasons, including but not limited to, for reasons of insolvency of business or technological strategies or business arrangements, technological problems, emergence of new technologies, etc., that the model that CryptoAds developed and described in this Whitepaper, will not achieve the desired functionality, be inoperative, or work in a way different from what developers designed it for. Also, we cannot exclude the risk that for these or different reasons, development and implementation of the model can take longer than CryptoAds predicts at the moment, and when the model is ready, it will appear to be outdated and\or irrelevant.

RISK OF INSUFFICIENT IMPLEMENTATION

It cannot be excluded that, for various reasons, including, but not limited to, for reasons of insolvency of marketing strategies, external constraints, or competitors' actions, the model developed by CryptoAds and described in this Whitepaper model may appear to be unpopular and\or unclaimed, lacking use and application.

RISK OF DEPENDENCE ON THIRD PARTIES

Even after the launch, the model developed by CryptoAds and described in this Whitepaper will rely, wholly or partially, on third parties, for adoption and implementation of certain functions, as well as for continuing its development, maintenance and support. Though above-mentioned third parties are carefully selected by CryptoAds team, there is no insurance or guarantee that these third parties will do their job properly, or otherwise meet users' needs, and this can have a significant adverse impact on the platform.

RISK OF LOSS OF CASH

The project described in this Whitepaper, the model developed by CryptoAds, the platform being created, as well as any funds collected within the framework of the ICO described, are not insured. In case of failure of the project for any reason, loss of functionality of the Token or platform, there is no private or public insurance representative to whom token holders can apply for reimbursement.

Risk of force majeure

In the future, there may be extraordinary circumstances that CryptoAds cannot reasonably anticipate or prevent and that may be subject to restrictions or impediments to the operation of CryptoAds or Token platform.

Contact Us

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