



**ADSHARES**

# What is Adshares?

Adshares is the first 100% decentralized marketplace for programmatic advertising, also being one of the most advanced blockchain-based projects in the advertising market.

We use our own blockchain to connect publishers and advertisers, allowing them to make direct deals.

ADS coin has a native ESC Blockchain that can handle a lot of transactions per second while charging very small transaction fees (1 promile).

ADS Blockchain has been tested to process up to 1.4M transfers per second, making it significantly faster than Bitcoin, Ethereum, Bitshares, and all other available blockchains.

**The network has been running smoothly for several years now.**

**116.4M**

**Monthly impressions**

**103.7k**

**Monthly clics**

**451**

**Publishers**

# Go-To-Market Strategy

**First market:** Adshares goal is to become a major player in the blockchain advertising market. This will be achieved through the advantages of true decentralization and scalability - Adserver network. The crypto market will be the first step, followed by expansion into other sectors. The blockchain world was chosen as the first target, because it has the greatest potential for decentralized solutions adoption. There are currently over several hundred publishers on the network.

**Partnerships:** the transition to the mainstream will happen largely through partnerships with top publishers who have quality traffic to their websites. By initially placing Adshares banners only in select locations on their sites, publishers will have the opportunity to become partners without the risk and need for difficult integration. The ease of integration will allow for the seamless acquisition of new partners and going live.

**Scaling ecosystem:** Adserver is a way to start and maintain an advertising network for free, using Adshares open source software. Tools are used to comprehensively manage banner ads on websites. We aim to create a large network of distributed Adserver's to handle the majority of ad payments in the crypto world. Everyone has the ability to create their own Adserver on the network and run an ad network that requires no development work. Team Adshares will focus on extending this network into the blockchain space. This way, instead of becoming a single ad agency, one can quickly scale the ecosystem and operate as a whole network of independent operators working on their bottom line.

**ADS adoption:** Adshares Network runs on ESC Blockchain and uses ADS for ad payments. Every Adserver uses ADS for payment. This is the driving force behind ADS adoption. Transaction commissions of 1 per mil enable exceptional throughput, plus coin users receive a part of that commission.

**Adshares oversees the blockchain ecosystem, the operators oversee their ad networks, the publishers monetize traffic, and the advertisers reach new customers. What connects them is the ADS.**



# Product Viability

## Using an ad network for banners on a website is nothing new.

Adshares adds a layer of decentralization to the current concept that helps scale the ecosystem. In addition, it gives the opportunity not only to use ads appearing on the web, but also to manage campaigns from the customer panel in Adshares.

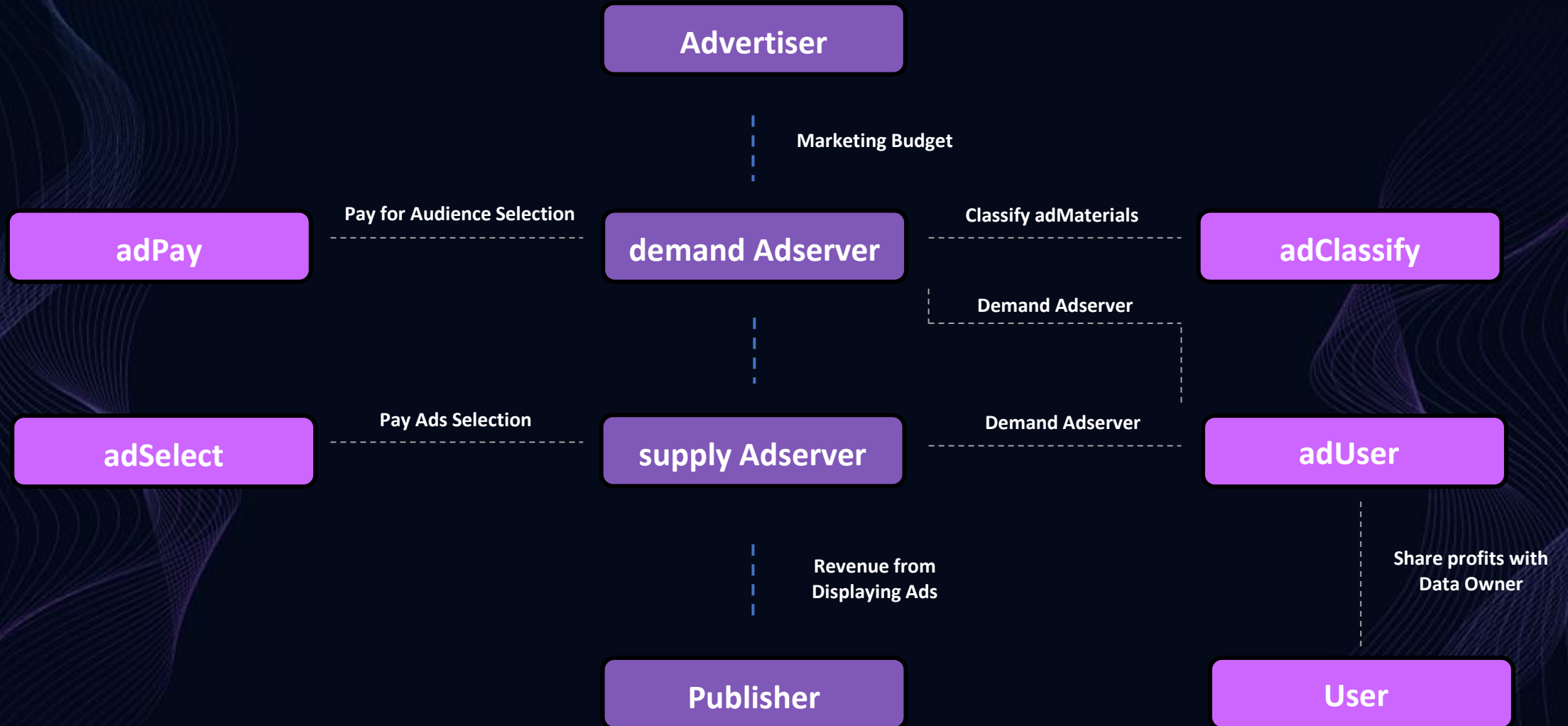
The very design of the software from the side of the advertiser and publisher is very intuitive, and at the same time allows for a very good adjustment to the users' requirements.

Settlements are made with the use of ADS coin, which ensures safe and very cheap settlements.



Blockchain Based	Yes	Yes*	Yes*	Yes*	No	No
Own Blockchain	Yes	No	No	No	No	No
Type of Ads Server	Decentralized	Centralized	Centralized	Centralized	Centralized	Centralized
Cash in	Crypto (50) Fiat (soon)	BTC, ETH, XRP, DAI, FIAT	USD, USDT, BAT	-	500 EUR Min 39 Crypto/ FIAT	BTC/ETH
Cash out	ADS BTC ETH	Fiat	-	-	EUR/BTC	BTC/ETH
Publisher Payout Requirements	No Minimum Amount No Locked Period	No Minimum No Locked Period	-	-	Min 25 EUR 10 Days	Min 50 EUR 2 Days
Campaign Process Approval	Auto Classify / Final Approval By Admin	Approval By Admin	By Email / Form	Automatic / Admin	Approval By Admin	Approval By Admin
Campaign Creation	Self Served	Self Served	By Brave Team	Self Served	Self Served	Self Served
Ads Format	Banner Pop up	Banner	Popup, Banner, Homepage Image	banner/video	Banner	Banner, Pop-up
Budget Type	CPM CPA	CPM	CPM	CPM	CPM	CPM
Premium Media	Yes	No	Brave Browser	No	Yes	Yes
Campaign Minimum Budget	No	No (but tx fees)	\$5000	No (but tx fees)	\$20 /Day	1 ETH
Device	Yes	Yes	No	No	No	Yes
Language	Yes	No	No	No	No	No
Country	Yes	Yes	Yes	Yes	Yes	Yes
Website	Yes	Yes	-	No	No	Yes
OS	Yes	Yes / Limited	No	No	No	No
Domain Selection	Yes	Yes	-	No	No	No
Domain Exclusion	Yes	Yes	-	No	No	Yes
Category	Yes	Yes	-	Yes	No	No

# Revenue Streams



# Revenue Streams

**Revenue streams** are campaign commissions. Commissions are charged by the Adserver operator. Bids are set for advertiser and publisher separately. Also the Adshares commission is charged for each adserver as a license built into the system. Until now, this commission has been set at a very low level due to the lack of the need for fast monetization, however, these levels may be adjusted in the future. In the case of selling premium ads, a commission is charged.

## **Transaction fees distribution**

In addition, the commission (per mile from each transaction) for each transfer is divided between all coin holders with wallet activity last year.

## **ADS burning**

We have two burn-like mechanisms embedded in our system. One is in blockchain itself – dividends. We put all fees collected from transfers and other blockchain operations into dividend fund. Dividend funds are then proportionally given to ADS holders every 2048 blocks (around 12 days). This creates a mechanism that ADS are flowing from active users (who pay fees) to long term holders. This in turn reduces free floating supply.

The second scheme is tied to the application layer. Our Adserver network works around the principle that 1% of ad turnover is sent to a certain ADS Address. Those funds will be locked forever or at least until we establish DAO-style governance and there will be future decisions to employ those funds for network benefit.

**We also build same mechanism in our future services, such as soon to be launched Adshares Social services, that will enable advertisers to buy paid promotion on social networks in a decentralized manner.**



# Technologies used

Our platform uses blockchain technology to connect publishers and advertisers to let them make direct deals. Adshares is an open ecosystem that allows anyone to start offering ad-related services in a fair and transparent marketplace. Join us to benefit from the lowest fees, lack of intermediaries and instant payments for publishers.

We started positive changes in digital advertising, and we are proud that Adshares is making a contribution to this process. We believe in the power of the open-source community and the transparency of blockchain, which is why we chose to develop a blockchain-based ecosystem, showing all progress on Github. Adshares is not about a central group or an individual controlling the market, but about creating a decentralized space for the market to grow freely. We believe that this freedom will spark innovation and more freedom will follow.

The ADS Blockchain is a fork of the [Enterprise Service Chain \(ESC\)](#), a blockchain software technology capable of facilitating high volumes of simple transactions which, similarly to other cryptocurrencies, allows sending tokens between user accounts. ESC derives its name from the concept of the Enterprise Service Bus, where a cryptocurrency is used as the communication protocol.

The main features of the ADS Blockchain can be summarized as follows:

- Delegated Proof of Stake as a block consensus mechanism to reduce network maintenance costs
- Small account and transaction identifiers, reduced transaction set, and parallel processing of transactions to facilitate high transaction volumes (>100kHz one-one transactions, >1MHz one-many transactions)
- Nodes are heavily penalized for double spends so most transactions can be trusted almost instantly
- A small set of VIP nodes responsible for network integrity to facilitate incorporation of slow nodes with reduced transaction processing capabilities
- Hash of all accounts is part of the block and enables instant synchronization with the blockchain
- Hierarchical organization of accounts and nodes facilitates KYC, AML, eID supply, and governance
- Dividend payments to account holders and node managers to support the growth of the economy of the ESC system

Wiki: <https://adshares.net/wiki>

Enterprise Service Chain Blockchain: [https://adshares.net/docs/esc\\_whitepaper.pdf](https://adshares.net/docs/esc_whitepaper.pdf)



# Core Team



**Jacek Zemł**  
CTO & Co-founder

Jacek has been interested in distributed ledger since 2011. He saw a huge potential in blockchain and wanted to create his own. His ambition was to develop a ledger that would be much more efficient and safer than the other blockchains that were around. As a co-founder, Jacek would be happy to see Adshares becoming an independent network that can operate and generate revenue for its participants without any assistance from the company. He would also like Adshares to become a place where the quality of services offered by providers is one of the key factors.



**Dr Leszek Rychelwski**  
Co-founder

Leszek is a successful entrepreneur and scientist. He was interested in blockchain and was thinking about how the potential it has could be harnessed. If it wasn't for Leszek, the project could have gone in a slightly different direction. He is the one who created the ESC Blockchain, which is the foundation Adshares has been built on. What Leszek wanted to create was a blockchain that could be characterized with just two words: efficiency and simplicity – which he managed to achieve. In the future he would like to see multiple small and big businesses joining Adshares and witness network users getting involved in the development and growth of the ecosystem.



**Maciej Pilarczyk**  
Head of Product

He joined the company to help develop it once the basic structure of the network was ready. It was the idea behind Adshares that convinced Maciej to jump on board and offer his expertise in software development and business. For many years Maciej has been working as full-stack developer, product owner, team leader and product manager. Previously he worked for companies operating in the e-commerce, finances and bookkeeping. Maciej would be happy to watch the community grow and the entire Adshares ecosystem gradually expands and offer users more and more useful features.



**Krzysztof Bochenek**  
Head of Operations

Krzysztof joined Adshares when the product was ready. He has a strong business focus and has already developed successful projects. His main challenge now is to scale the network while maintaining high quality. For years, he has been involved in online businesses in the field of e-sport and e-commerce, both developing and promoting them. He worked in blockchain projects as an analyst and head of marketing. He is also the leader of a blockchain academic organization. Krzysztof knows that Adshares and ESC Blockchain have a technological advantage and wants it to take over a larger part of the online advertising market, focusing mostly on quality projects.

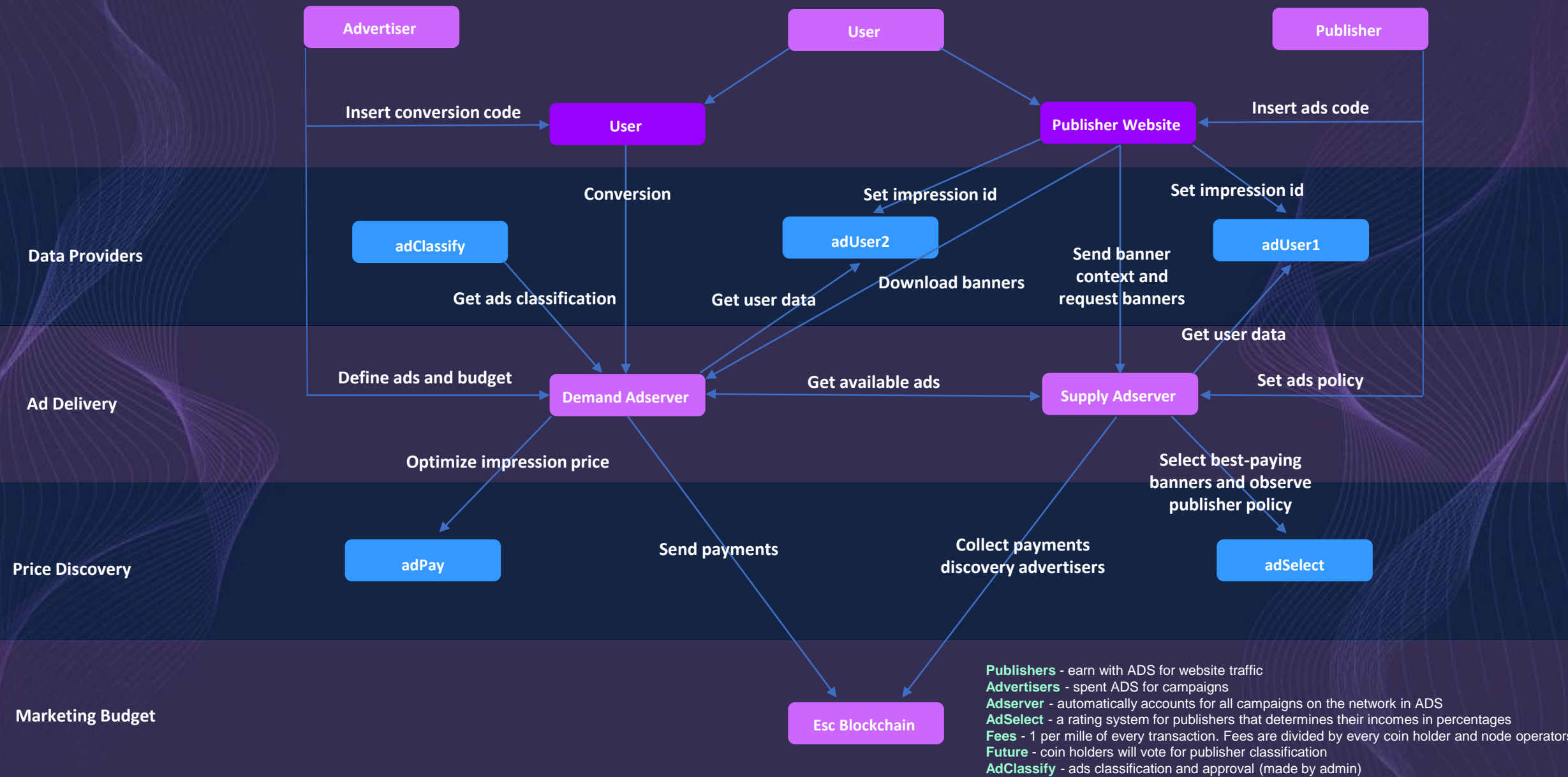


**Laurent Perello**  
Head of Marketing  
&  
Business Strategy

Laurent has been a serial entrepreneur for 25 years now. For several years he has managed marketing campaigns and media plans for dozens of well known brands. For last 15 years, he has been focused on business development as investors or advisers knowing that without a strong strategy, methods, and efficient business processes no company can get sustainability and efficiency. He trusts in decentralization and even more when it's about advertising. Everything that Adshares aims to realize. He is here to contribute, sharing his knowledge and his experience, and help to realize this amazing goal!



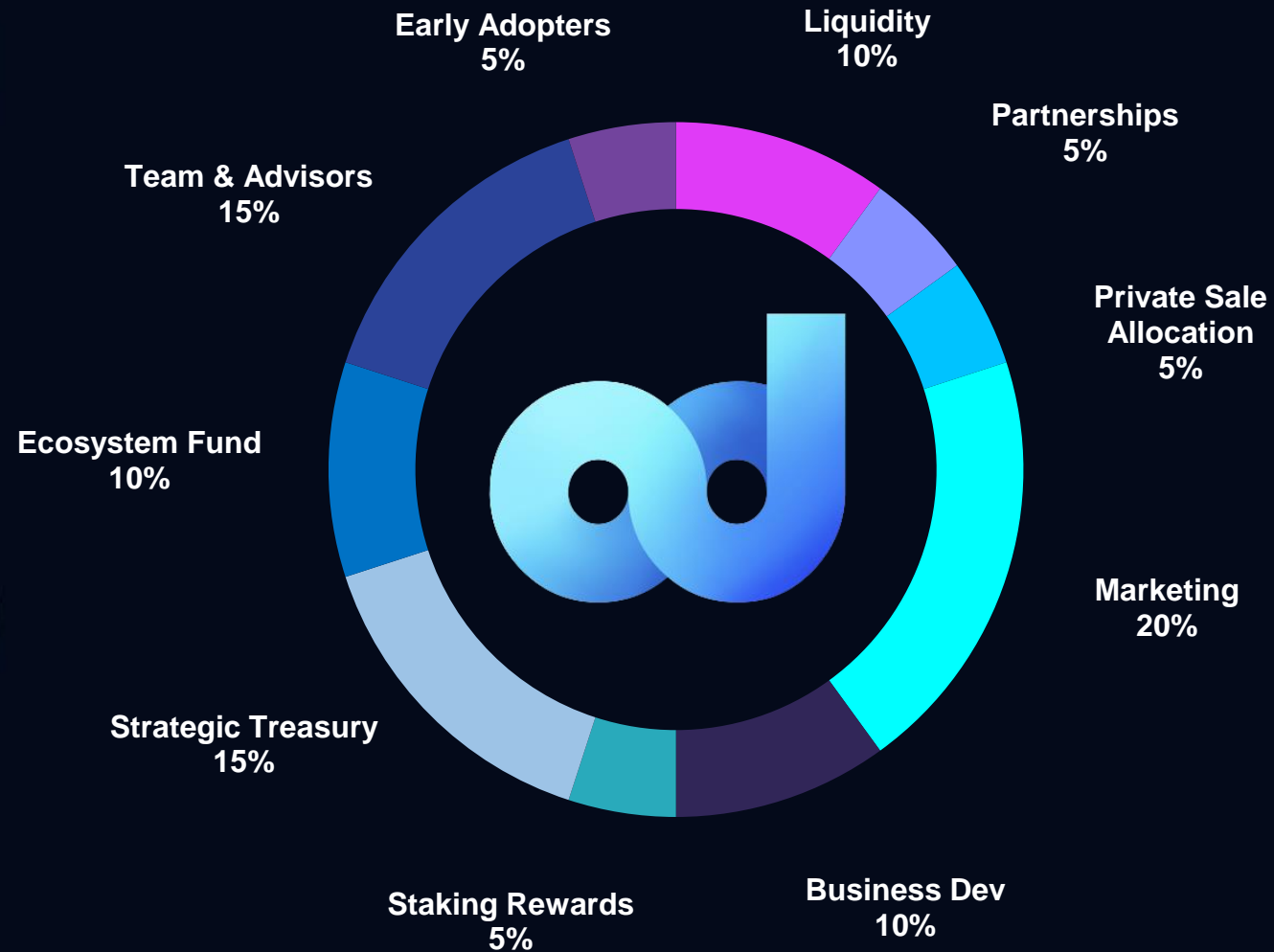
# Economy



# Detailed Token Metrics

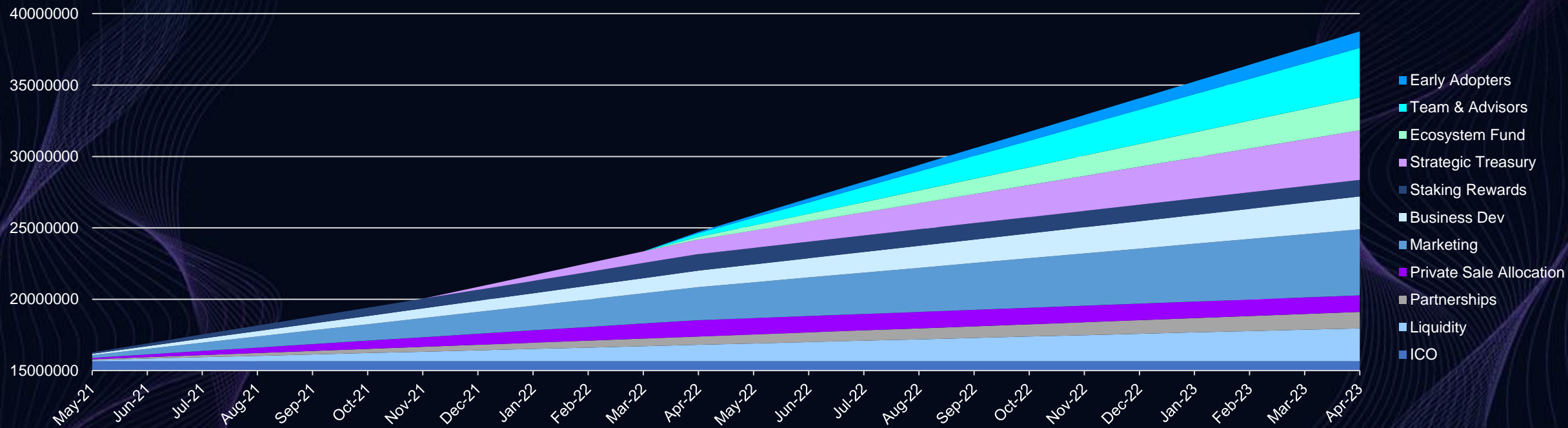
All	38758206	100,00%
Circulating Supply	15653207	40,39%
Vested	23104999	59,61%
Token Type:	Own Blockchain & Wrapped ERC-20	
Phase 1 (3.4 years of development)	15 653 207 ADS	
Phase 2 (up to Q1 2023)	23 104 999 ADS	

# Token Distribution





# Token Release Schedule



# Roadmap - 2021





# Roadmap - 2022





# Roadmap - 2023

