# JoorsChain

Blockchaining Digital Advertising

JoorsChain is creating the "JoorsChain Protocol" that will reduce intermediaries and fraud and push the 50% inefficiency of a +200 billion USD business towards the advertisers, publishers, mobile-operators and end users. This is a "blue ocean" and the Protocol will secure that ads are **viewed by real people, not computer-generated bots, and how much of their spending is siphoned off by middlemen.** This will be a viable alternative to Facebook and Google and provide a more transparent service to advertisers and reward the end user for watching the ads.

Billions
of people reached
in the Ad Network
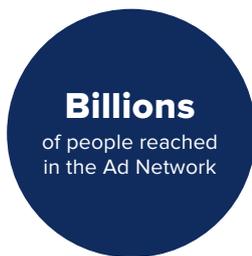
Instant access to an
interface with **+1 billion**
users a click away

+50M Ads
deliverd
every day

Deliver more than
50M ad views per day
on phones, tablets and PCs

**1300
people**
employed

The consortium has more than
**1300 employees based in
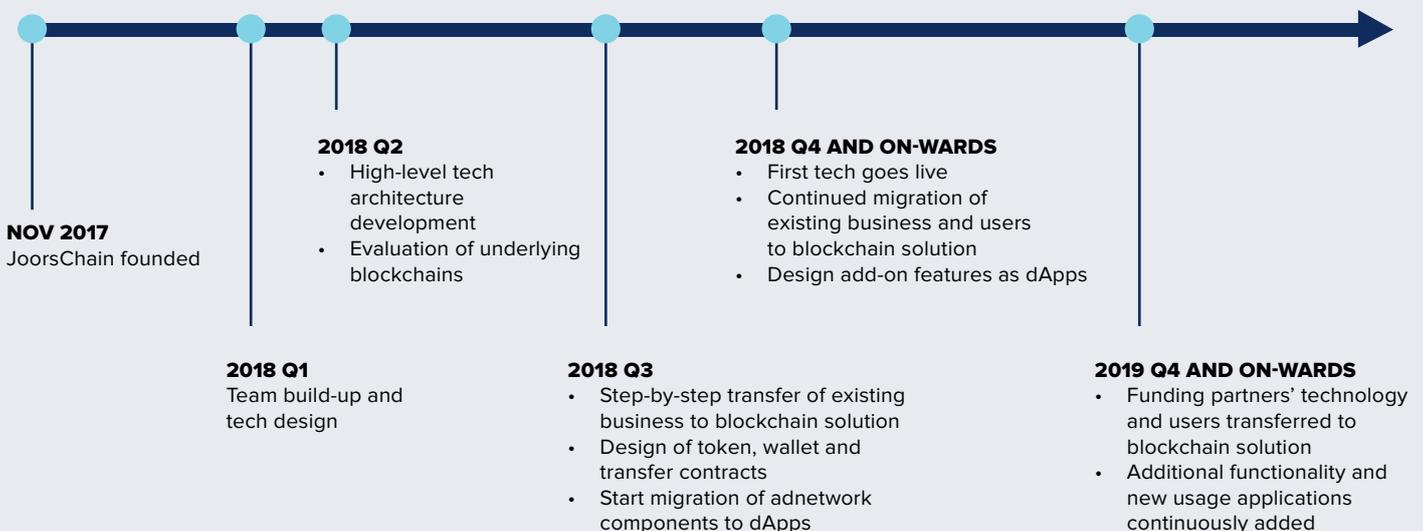more than 20 countries.**

**200
countries**

Ad views delivered in
**more than
200 countries**

JoorsChain and the partners behind are **active in digital advertising since 10+ years and has an on-going business with systems, customers and millions of transactions.** Therefore, this venture is not about inventing new business and developing all new customers, it is merely about converting systems to de-centralized blockchain solutions. JoorsChain already **control the usage uptake**, it's the existing business, which will drive the usage and value of the token - JoorsCoin.

JoorsChains existing business will be **the first, but yet important, influx** to the JoorsChain community. It will ensure purchase of tokens on the secondary market, to deploy and fuel the system. Going forward, new advertisers, publishers and operators will also hook up to JoorsChain solution and the demand of token from secondary market will increase further. All these users will become the **backbone of the community** and token holders and **maintaining the market value.**

Roadmap

NOV 2017
JoorsChain founded

2018 Q1
Team build-up and
tech design

2018 Q2
• High-level tech
architecture
development
• Evaluation of underlying
blockchains

2018 Q3
• Step-by-step transfer of existing
business to blockchain solution
• Design of token, wallet and
transfer contracts
• Start migration of adnetwork
components to dApps

2018 Q4 AND ON-WARDS
• First tech goes live
• Continued migration of
existing business and users
to blockchain solution
• Design add-on features as dApps

2019 Q4 AND ON-WARDS
• Funding partners' technology
and users transferred to
blockchain solution
• Additional functionality and
new usage applications
continuously added

joors   talkpool   *fsh STARFISHMOBILE   wiget
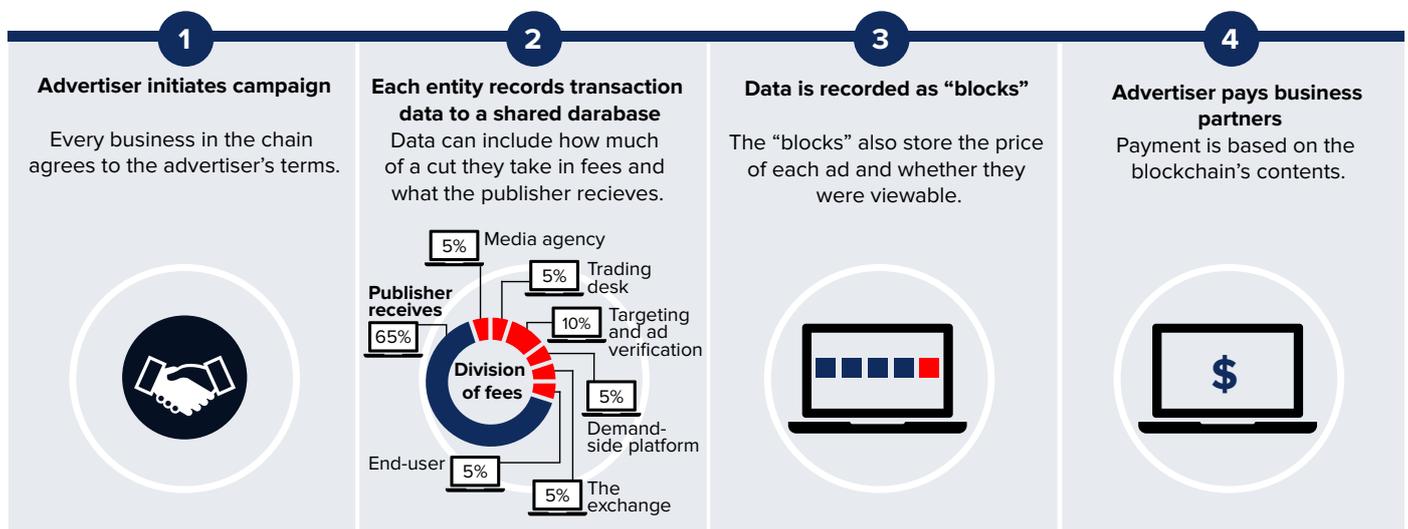
JoorsChain

Huge Value To Be Created

Digital advertising turnover is expected to reach $237 billion in 2018 and grow to $335 billion in 2020 . But the industry suffers from inefficiency and fraud which are reaping more than 50% of the returns from companies' digital advertising investment, without providing any real value.

JoorsChain will redistribute a significant part of this +200BUSD business to advertisers, publishers and **the owners of the JoorsCoin.** JoorsChain's advertising network will be running as dApps and sub-chains on blockchain. The JoorsChain Initial Coin (JIC) is used for the validation

network, settlements in smart contracts as well as end-user incentives to promote channels and share targeting information.
It is further foreseen that a fraction of the gas paid to the validation nodes is transferred to JoorsChain to maintain the product and the JoorsChain AG in Switzerland, thus securing JoorsChain long term vision.

1 https://www.prweek.com/article/1452002/magna-predicts-global-ad-spend-will-grow-5-2018-thanks-sports-politics
2 https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/
3 https://procurementandsupply.com/2016/05/70-digital-advertising-budgets-wasted-agency-tech-fees/

1

Advertiser initiates campaign

Every business in the chain agrees to the advertiser's terms.

2

Each entity records transaction data to a shared darabase
Data can include how much of a cut they take in fees and what the publisher recieves.

Media agency 5%
Trading desk 5%
Targeting and ad verification 10%
Publisher receives 65%
Division of fees
Demand-side platform 5%
End-user 5%
The exchange 5%

3

Data is recorded as "blocks"

The "blocks" also store the price of each ad and whether they were viewable.

4

Advertiser pays business partners
Payment is based on the blockchain's contents.

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Market and Deployment Strategy

JoorsChain's existing Programmatic enabled advertising marketplace gives advertisers access to billions of daily ad impressions generated by hundreds of millions unique users across the globe, every day.

This adtech solution is gradually transformed to a decentralized blockchain solution using dApps and smart contracts. The JoorsChain wallet and first dApps are targeted for commercial launch in Q3 2018. This gives JoorsChain a unique head-start in transforming today's centralized online advertisement marketplace into a decentralized real-time bidding compatible marketplace and redistributing the ad spend to validators, end users and publishers. JoorsChains existing business will be **the first, but yet important, supporters** of the

JoorsChain community and generate **purchase of tokens on the secondary market,** to deploy and fuel the system.

These advertisers, who fuel the ecosystem, gets **transparency of the ad-campaign** effectiveness and can **audit all transactions.** While the publisher, with the end-user access, can be sure that only ads which complies with the requirements are displayed.

The **end-users get incentives** where part of the advertising spending are automatically shared to the end-user's wallets. The easy to use wallet may be pre-integrated with mobile operators to buy mobile data access and other services, which will lead to even quicker market adoption and usage of JIC.

JoorsChain

Supported by Industry Players

Joorschain is established by industry players with **more than 18 years experience in the digital advertising** industry. Wiget (wigetmedia.com) is a global digital advertising performance agency and delivers **50 to 100 million daily impressions to 1 billion users across the globe.** Talkpool is a **ICT provider listed on Nasdaq OMX Stockholm** with a reach of 150 telecom operators globally and ca 1300 employees (www.talkpool.com). Joors is a next generation publishing platform for mobile operators enabling end user incentives. Starfish Mobile International is a mobile value added service provider active on developing markets. The companies are already serving world famous brands such as Red Bull, King.com, Spotify.com and Match.com. The project has been backed by some of the world famous token funds, e.g. Chainfunder, Atlas capital, 8Btc.com.

TalkPool - a Swiss/Swedish Nasdaq listed company
Joors - a Swedish pioneer in mobile advertising
Wiget Media - a global full-stack digital ad exchange
Starfish Mobile - an African mobile marketing company

TalkPool AG (www.talkpool.com / www.talkpool.io)
TalkPool provides IoT solutions and telecommunication network services globally. Talkpool was founded year 2000 and is **listed on Nasdaq First North Stockholm**. Headquarters is in Chur, Switzerland, currently ~ 1 300 staff in more than 20 countries. Through its cutting-edge technical expertise, long experience and agile business model, TalkPool offers high-quality services on short notice no matter the location. The JoorsChain technology enhances TalkPool's integration offering, leveraging on TalkPool's Mobile Network Operator relations and geographical footprint.

### IntJoors Holding AB (www.joors.com)
A **Swedish pioneer in mobile advertising**. Joors empowers mobile operators and media companies to monetize users by making Internet affordable through video ad serving and premium content. Joors will co-develop a JoorsChain client and also a service solution that will help Advertisers, Publishers and MNOs to find each other and agree on terms to be codified in the smart contracts on the Joorschain. This service will be one of many possibilities offered by Joors or other Integrators that wish to take advantage of the business opportunities offered by JoorsChain.

Wiget Media AB (www.wigetmedia.com)
Wiget Media is a global digital performance agency with a variety of products such as a proprietary real time digital ad exchange (an RTB-exchange). The RTB compatible ad-platform is built in-house and has fueled over **150 billion impressions/unique hits across the globe over the past 6 years**. Since 2008 Wiget Media has worked with thousands of partners to drive performance to their advertisers and revenue to their publishers.

JoorsCoin Funds Allocation
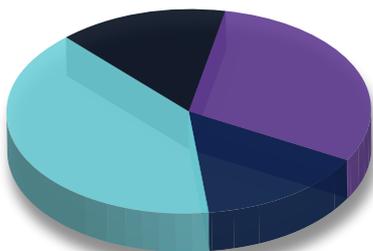
30% sold to external investors

15% kept by JoorsChain AG for contingency

40% community incentives

15% founding team and personal incentives

(approx.)