

# Whitepaper

Our mission is to tokenize the entire influencer industry to solve major issues between brands, influencers and their audiences. Our cryptoeconomics implies circulation of indaHash Coin among all of these groups and creates a new type of relationship and added value.

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# EXECUTIVE SUMMARY

**Our mission at indaHash is to tokenize the influencer industry and create a revolution in terms of brands cooperation and their audience.**

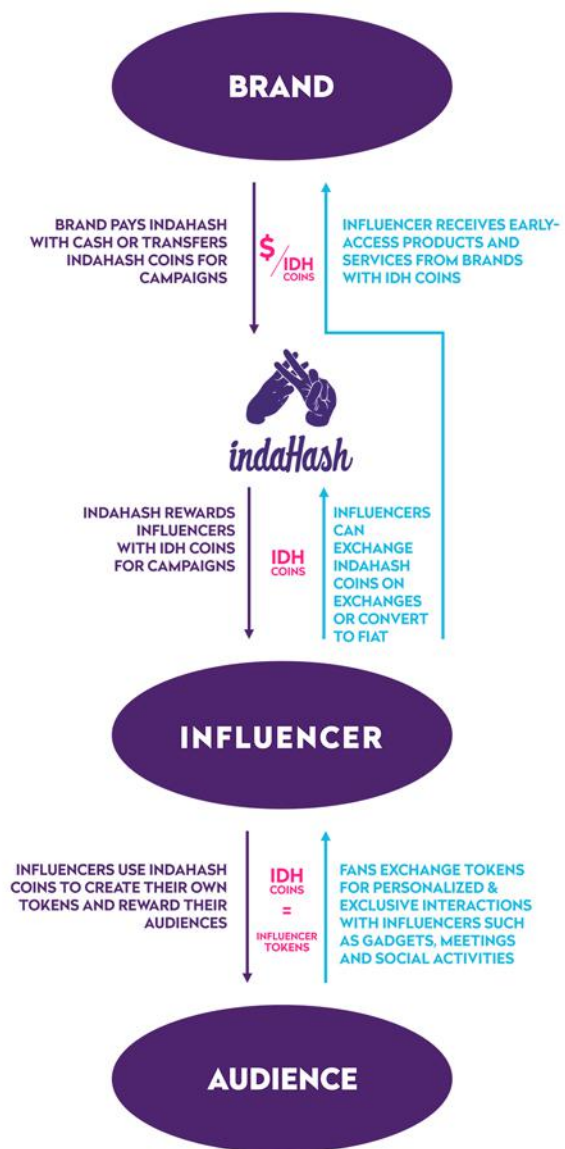
- > Currently, influencer marketing is one of the most dynamically growing advertising segments worldwide. It's projected to be a \$5-10 billion market by the end of 2020.
- > indaHash is the biggest global player in this field, connecting more than 300 000 influencers from 70 markets with a majority of the Fortune 500 brands.
- > With the introduction of indaHash Coins we want to tokenize the influencer marketing world and solve the wide range of issues and challenges between influencers, brands and fan bases.
- > With the introduction of indaHash Coins and market standardization, we'll enable influencers to effectively compete with traditional publishers (TV, radio, newspapers, etc.) and significantly facilitate conscious management of relationships with their fans and brands.
- > Thanks to well-thought-out cryptoeconomics, indaHash Coins will become the world-standard cryptocurrency for rewarding all influencer activities (both measurable and nonmeasurable).
- > We will let influencers have their own tokens to build their relationships and bring their fan base to another level of engagement.

## HOW WILL OUR CRYPTOECONOMICS WORK?

indaHash cryptoeconomics assumes indaHash Coin circulation between three groups of receivers: brand, influencer, audience. Brand uses indaHash Coin to reward influencers for the marketing campaigns.

When influencers receive indaHash Coin, they have the possibility to exchange it for brand's products and receive discounts when shopping, along with early access to novelties. Influencers can also create their own tokens and use them to increase their audience engagement by rewards and gamification.

Influencers audience can use collected tokens and exchange them for exclusive actions that the influencers prepare for their community. For example, customized prizes signed by the influencer, closed meetings and social activities.



# Whitepaper

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# 1 DISCLAIMER



This document is a whitepaper setting out the current and future developments of the indaHash Platform and indaHash Ecosystem by IDH Media S.A. (indaHash). This paper is for informational purposes only and is not a statement of future intent. Unless expressly specified otherwise, the products and innovations set out in this paper are currently under development and are not currently in deployment. indaHash makes no warranties or representations as to the successful development or implementation of such technologies and innovations, or achievement of any other activities noted in the paper, and disclaims any warranties implied by law or otherwise, to the extent permitted by law. No person is entitled to rely on the contents of this paper or any inferences drawn from it, including in relation to any interactions with indaHash or the technologies mentioned in this paper. indaHash disclaims all liability for any loss or damage of whatsoever kind (whether foreseeable or not) which may arise from any person acting on any information and opinions relating to indaHash, the indaHash Platform or the indaHash Ecosystem contained in this paper or any information which is made available in connection with any further enquiries, not with standing any negligence, default or lack of care. The information contained in this publication is derived from data obtained from sources believed by indaHash to be reliable and is given in good faith, but no warranties or guarantees, representations are made by indaHash with regard to the accuracy, completeness or suitability of the information presented. It should not be relied upon, and shall not confer rights or remedies upon, you or any of your employees, creditors, holders of securities or other equity holders or any other person. Any opinions expressed reflect the current judgment of the authors of this paper and do not necessarily represent the opinion of indaHash. The opinions reflected herein may change without notice and the opinions do not necessarily correspond to the opinions of indaHash. indaHash does not have an obligation to amend, modify or update this paper or to otherwise notify a reader or recipient thereof in the event that any matter stated herein, or any opinion, projection, forecast or estimate set forth herein, changes or subsequently becomes inaccurate. indaHash, its directors, employees, contractors and representatives do not have any responsibility or liability to any person or recipient (whether by reason of negligence, negligent misstatement or otherwise) arising from any statement, opinion

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## 2 MEET INDAHASH

### Our success story so far

indaHash is currently the biggest international platform for influencer marketing campaigns that

enables brands to conduct local and global campaigns with over 300 000 influencers on over 70 markets



### indaHash app in numbers

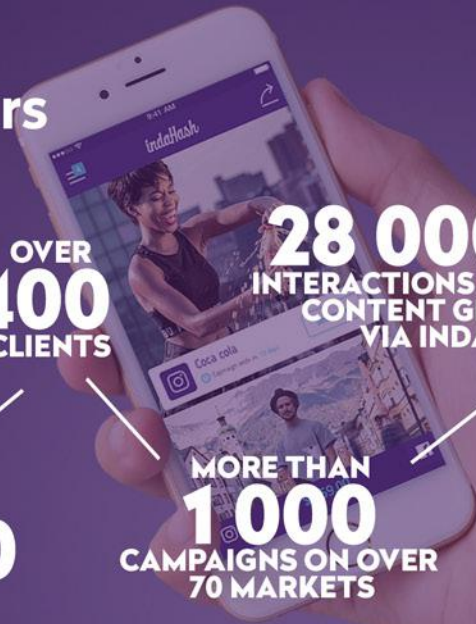
OVER  
**300 000**  
INFLUENCERS

OVER  
**400**  
CLIENTS

**28 000 000**  
INTERACTIONS ON BRANDED  
CONTENT GENERATED  
VIA INDAHASH

WITH OVER  
**900 000 000**  
REACH

MORE THAN  
**1 000**  
CAMPAIGNS ON OVER  
70 MARKETS



**Our mission at indaHash is to tokenize the influencer industry and create a revolution in terms of brands cooperation and audience development**

Having worked with most of the brands from the Fortune 500 list, indaHash currently employs over 130 people in 7 countries (Germany, UK, Poland, Singapore, US, UAE, South Africa). In less than 2 years since being established, indaHash gained over 300 000 influencers worldwide and conducted over 1 000 campaigns in more than 70 markets.

Watch the video!

## How did it all start?

The indaHash story begins with Barbara Soltysinska's (CEO and Co-Founder) idea to automate the collaboration process between influencers and brands. The idea was to create a technologically advanced app, where the entire campaign process – including but not limited to: the negotiation process, creating content, and payment matters – would take place. Barbara Soltysinska – a winner of a number of esteemed awards, such as Ernst and Young Entrepreneur of the Year 2016: New Business Award, Man of the Year 2015 IAB MIXX Award – has been active on the media market since the very beginning of her career. In 2013 she co-founded LifeTube, the biggest MCN in CEE, which was a pioneer in this part of the world in terms of collaboration with youtubers. Barbara Soltysinska quickly realized that to achieve truly great results, a proper technology platform to automate the key of collaboration, was necessary.



**Barbara Soltysinska**

Previously Strategic Director at MSL (MSL Group) and Co-Founder of LifeTube (largest MCN in CEE). EY Entrepreneur of the Year, "Man of the Year" award by the MIXX Awards IAB, Poland, 2015

### indaHash awards:



**Newsweek Innovator Award**



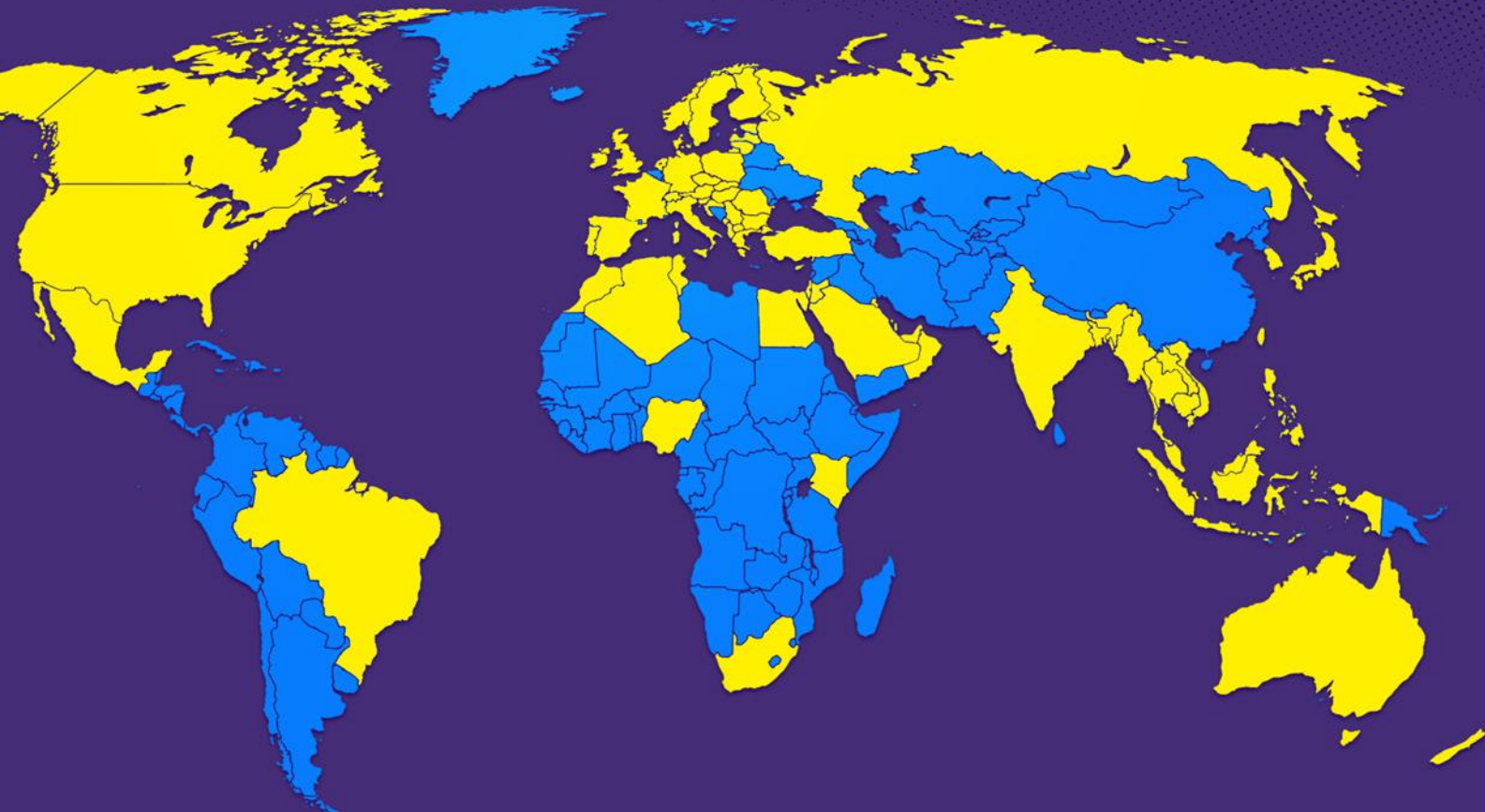
**Accenture Consumer Tech Award 2017**



**Festival of Media MENA Award**

In 2016 Barbara sold LifeTube. She decided to focus on indaHash, which at that time was only an invitation-based alpha version, but already managed to attract lots of attention from the media and influencers. After conducting a quick PoC, the business started generating the expected results. First offices in Warsaw, London, and Berlin were opened. After the first six months, the company achieved a break -even point and was hiring over 30 people in different European countries. Next decision was to expand globally. First partnerships were with the biggest media agencies, such as Mediacom and Havas. indaHash began to conduct its first international campaigns, for brands such as Huawei, Pepsi, Lay's, L'Oreal, and more. In 2017 the company opened offices in Singapore, NYC, Dubai and Johannesburg, hiring top specialists in business growth and scaling. indaHash won a number of prestigious awards, among others: Accenture Consumer Tech Award, Festival of Media MENA Award, and Newsweek Innovator Award.

# Countries where we cooperate with influencers:



**We operate  
all over the world.  
We are active in  
over 70 markets**

 indaHash market presence

- |                |             |                |
|----------------|-------------|----------------|
| Albania        | Ireland     | Romania        |
| Algeria        | Italy       | Russia         |
| Australia      | Japan       | Saudi Arabia   |
| Austria        | Jordan      | Serbia         |
| Bahrain        | Kenya       | Singapore      |
| Bangladesh     | Kuwait      | Slovakia       |
| Brazil         | Laos        | Slovenia       |
| Bulgaria       | Latvia      | Oman           |
| Cambodia       | Lebanon     | Pakistan       |
| Canada         | Lithuania   | South Africa   |
| Croatia        | Macedonia   | South Korea    |
| Czech Republic | Malaysia    | Spain          |
| Denmark        | Marocco     | Sweden         |
| Egypt          | Mexico      | Switzerland    |
| Estonia        | Montenegro  | Taiwan         |
| Finland        | Myanmar     | Thailand       |
| France         | Netherlands | Tunisia        |
| Germany        | New Zealand | Turkey         |
| Greece         | Nigeria     | UAE            |
| Hong Kong      | Norway      | United Kingdom |
| Hungary        | Philippines | United States  |
| India          | Poland      | Vietnam        |
| Indonesia      | Portugal    |                |
| Israel         | Qatar       |                |

# indaHash milestones of growth

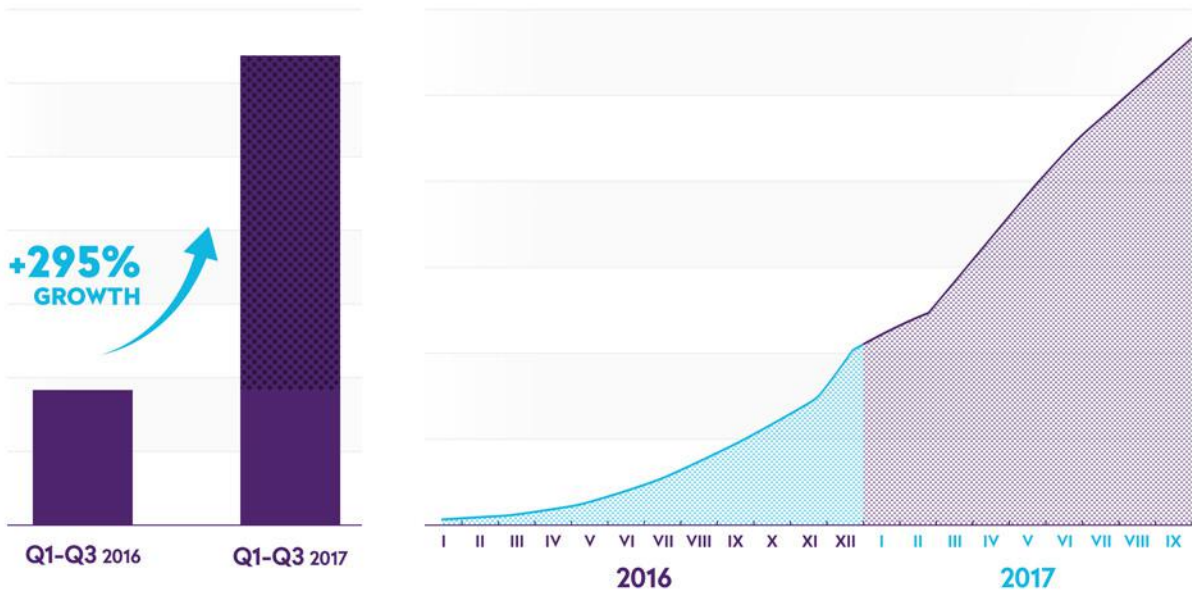




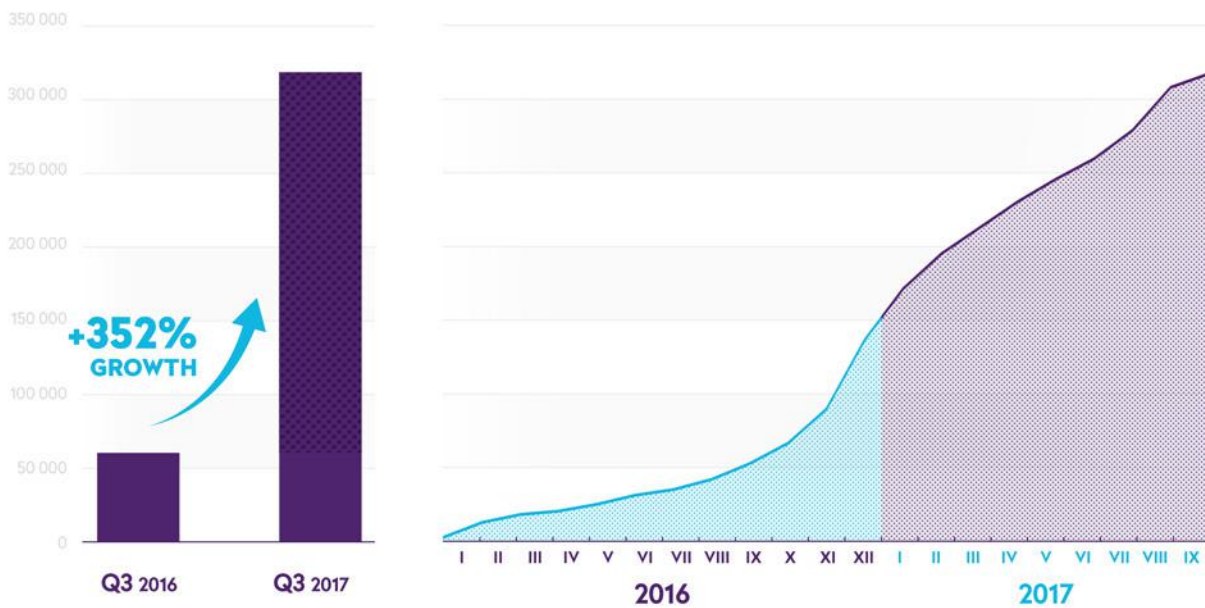
# INDAHASH GROWTH

The charts present the growth of indaHash - the income and the number of influencers registered in the app since its launch until the end of Q3 2017

## GROWTH IN SALES 1Q-3Q (2016 VS 2017)



## GROWTH IN THE NUMBER OF INFLUENCERS 3Q 2016 VS 3Q 2017



## Business model

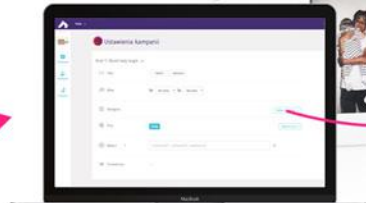
# HOW DOES INDAHASH WORK



**INFLUENCERS RECEIVE A NOTIFICATION AND APPLY TO JOIN THE CAMPAIGN VIA OUR APP**



**INFLUENCERS SUBMIT A PROPOSAL FOR THE CONTENT AND DESCRIPTION**



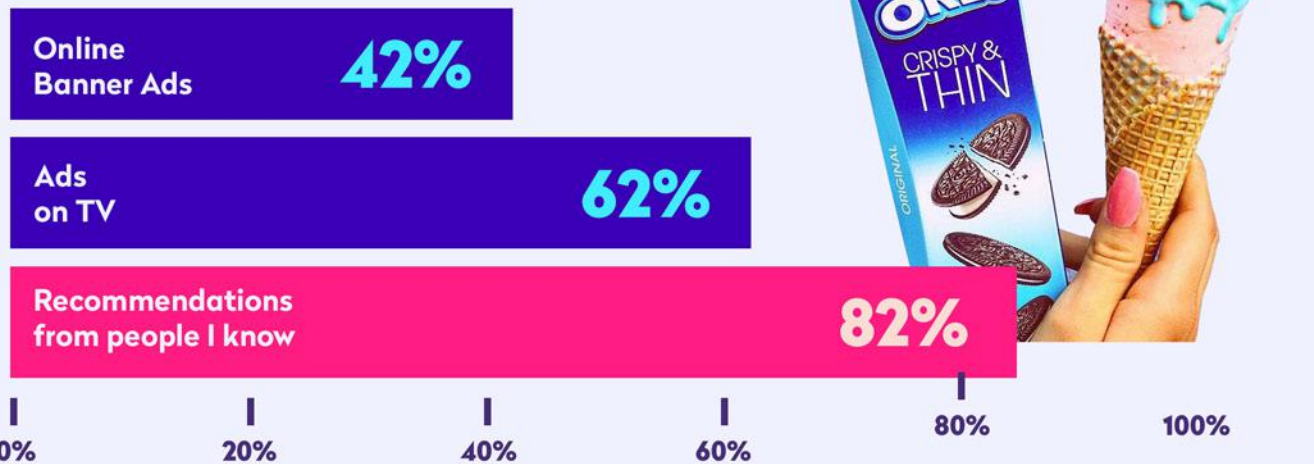
**PHOTO/VIDEO GOES TO OUR DASHBOARD AND IS CHECKED BY OUR MODERATOR AND THE CLIENT**

**AFTER APPROVAL, POSTS ARE PUBLISHED AND REACH MILLIONS OF FOLLOWERS**



More than 83 percent of global respondents in a Nielsen survey say that they trust recommendations from people they know, while only 42 percent trust online banner ads.

### PERCENTAGE OF GLOBAL RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT



Source: <http://www.nielsen.com> 2017

At the moment, collaboration with influencers can be conducted with different pricing models in indaHash app:

## CPM

(Cost per Mille)  
cost of reaching thousand followers of an influencer

## CPE

(Cost per Engagement)  
cost of 1 interaction (like / comment / share) under a sponsored post of an influencer

## CPV

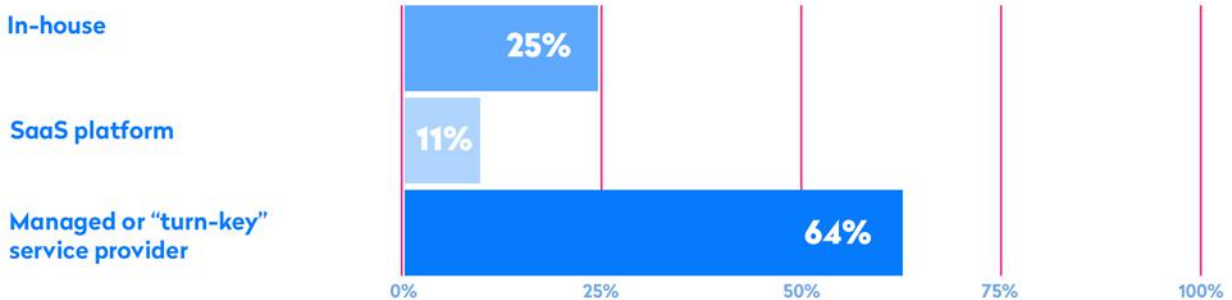
(Cost per View)  
cost per one view of a sponsored video

## CPCon

(Cost per Content)  
cost of creating a piece of content (photo or video) for a brand



Do you manage influencer marketing in-house or through an influencer marketing platform/vendor?

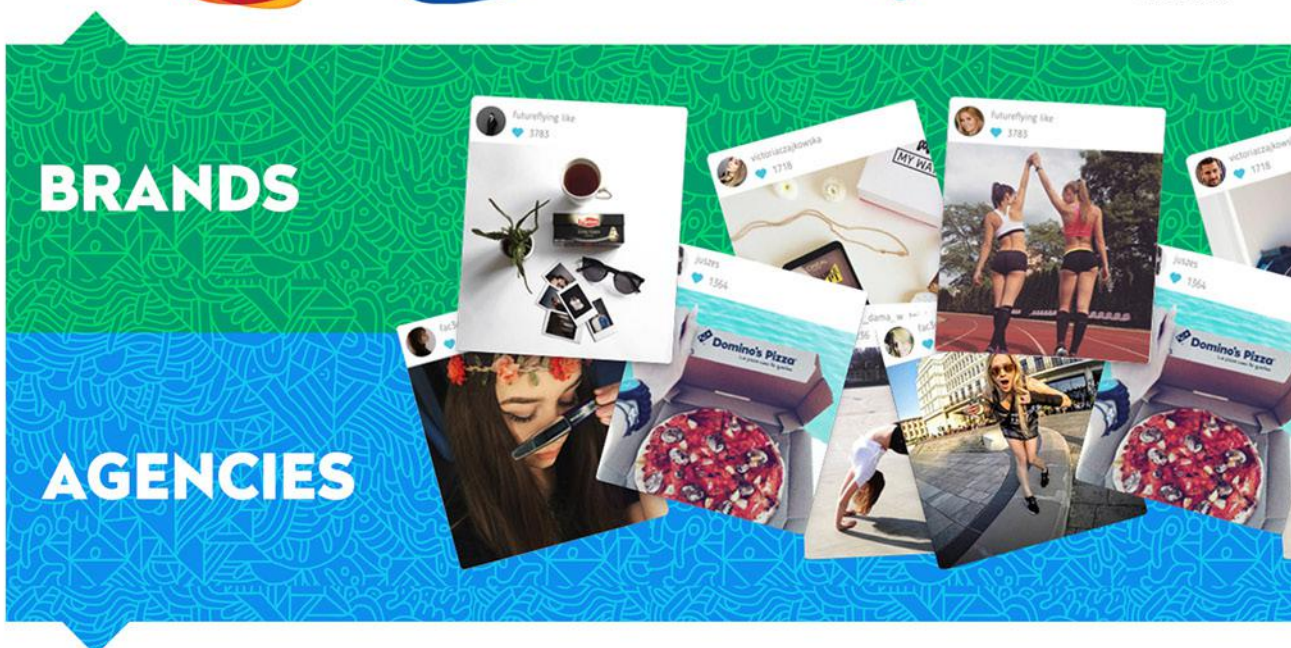


Source: Linquia study 2017

According to a study by Linquia, the majority of the marketers choose third-party solutions for influencer marketing campaigns. If you want to understand influencer marketing deeply, please feel free to download our international study:

DOWNLOAD OUR REPORT
↓ DOWNLOAD

## Our clients & business partners



## Market size

Influencer marketing observed an amazing growth in 2016, with 86% of marketers having used the tactic, 94% of whom found it effective (Linqia study).

While it remains a highly popular marketing tool, most marketers say that determining the ROI of influencer marketing will be their top challenge in 2018. In large part, this call for accountability is because budgets are increasing. In 2016, most marketers spent between \$25 000 - \$50 000 per influencer marketing campaign, which survey respondents report will double to \$50 000 - \$100 000 per campaign in 2017. Overall budgets are set to increase as well, with 48% of marketers planning to increase their influencer marketing budgets in 2017 and only 4% planning to decrease their investment in the channel. (Linqia study)

### ON AVERAGE, HOW MUCH DO YOU SPEND PER INFLUENCER MARKETING PROGRAM?

- Under \$10k
- \$10k - \$25k
- \$25k - \$50k
- \$50k - \$100k
- \$100k - \$500k
- Over \$500k



Source: Linqia study 2017

According to a recent study by US-based agency Mediakix, Instagram influencer marketing could reach US\$2 billion by 2019. Influencer marketing in total is projected to be a US\$5-10 billion market by 2020.

The decline of traditional TV and the growth of social media have given rise to influencer marketing, now one of the fastest growing categories in advertising.

From micro influencers making \$20 per post to Instagram superstars like Ariana Grande that command half a million dollars per post, the Instagram influencer market runs the gamut in terms of following, audience, and engagement; but it has even the biggest brands buying in. Target, H&M, Unilever, Samsung, Mastercard, Volkswagen, L'Oréal, Microsoft, and many more brands are finding ways to partner with Instagram influencers to reach audiences.

Average compensation for a sponsored post was determined as \$320 using aggregated data (for comprehensive methodology, check Mediakix's study). Monthly spend is translated to \$90 million in 2017 meaning that the annual spend on Instagram influencer marketing this year alone will exceed \$1 billion. The average compensation was applied to the number of sponsored posts, placing the current market at \$130 million spent per month by 2018 and at least \$200 million spent per month by 2019. By the end of 2019, influencer marketing on Instagram should be able to reach \$2.38 billion, and with 10.6 million sponsored posts in the year.

## Building brand awareness based on influencers



Daniel Wellington is a watch company that went head first early on with influencer marketing, and it paid off big. There's been a lot of talk about the Instagram-first approach they took, which resulted in an extremely effective brand image for such a young brand. Their Instagram now boasts over 3 million followers, and they keep a consistent casual-luxury aesthetic thanks to the massive amount of user generated content from their influencers, followers, and consumers. Daniel Wellington's growth is simply unique. It went from zero to more than a billion SEK in sales, which made Daniel Wellington Europe's fastest growing company between 2013 and 2015, with 4700% growth.

@danielwellington, Source: Instagram

Source: Business Insider 2017

## OUR MEDIA COVERAGE



### 3 MOTIVATION

#### HOW MUCH TIME DO PEOPLE SPEND DAILY ON SOCIAL MEDIA?



**YOUTUBE**  
40 minutes



**FACEBOOK**  
35 minutes



**SNAPCHAT**  
25 minutes



**INSTAGRAM**  
15 minutes

#### TIME SPENT ON SOCIAL IN A LIFETIME



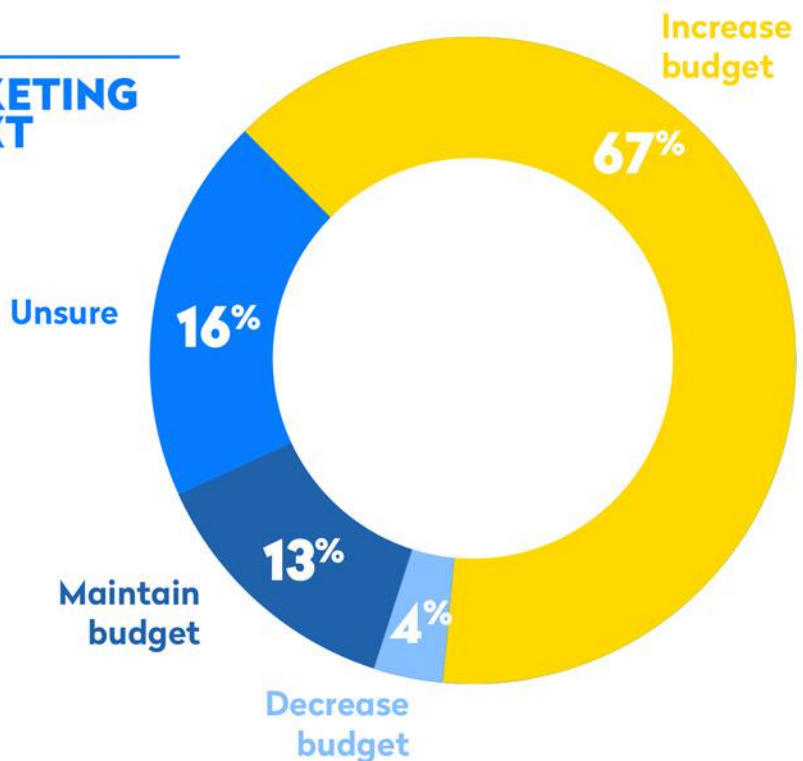
Source: Mediakix 2016

**\$ 7,65 \$**

#### The Average Earned Media Value per \$1 spent on Influencer Marketing

Source: MarketingProfs 2017

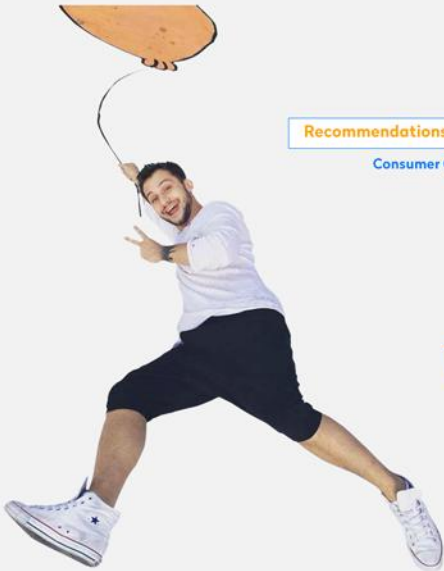
#### INFLUENCER MARKETING BUDGET OVER NEXT 12 MONTHS



Source: MarketingProfs 2017

People trust people. This has and will always be the case. A maturing social media landscape has only magnified opportunities for our business that allows us to connect people in a scalable way to make an even bigger impact.

## People nowadays only trust other people's recommendations on social media



### SOCIAL TRUST & CONSUMER ACTION

Percent of Respondents Who Somewhat or Completely Trust Ad Format & Percent of Respondents Who Sometimes or Always Take Action on Format



**83%**  
of consumers trust the recommendations of friends and family when making a purchase

**46%**  
trust a Facebook ad

Source: Nielsen Global Trust Report 2015  
<https://www.nielsen.com/content/dam/nielsen-global/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf>

There is no exaggeration in saying that word-of-mouth is the most powerful form of marketing. According to a Nielsen study, 84% of consumers say that recommendations from friends and family are the most influential and trustworthy source.



**They are genuine and authentic - as opposed to traditional advertising**



## 4 What is indaHash Coin?

indaHash Coin will serve as an ERC20 utility token creating a decentralized, community-driven virtual economy inside the indaHash app. Since its inception, indaHash has created a new and disruptive approach to influencer marketing with its their fully automated system for conducting campaigns. Upgrading cooperation possibilities to Ethereum based utility token will transform the entire influencer industry and enable completely new features that wouldn't be possible without tokens.

### OUR VISION IS TO TOKENIZE THE INFLUENCER INDUSTRY

**BRANDS** that want to start or develop their cooperations with influencers

**INFLUENCERS**, who want to work with brands and further develop their audiences

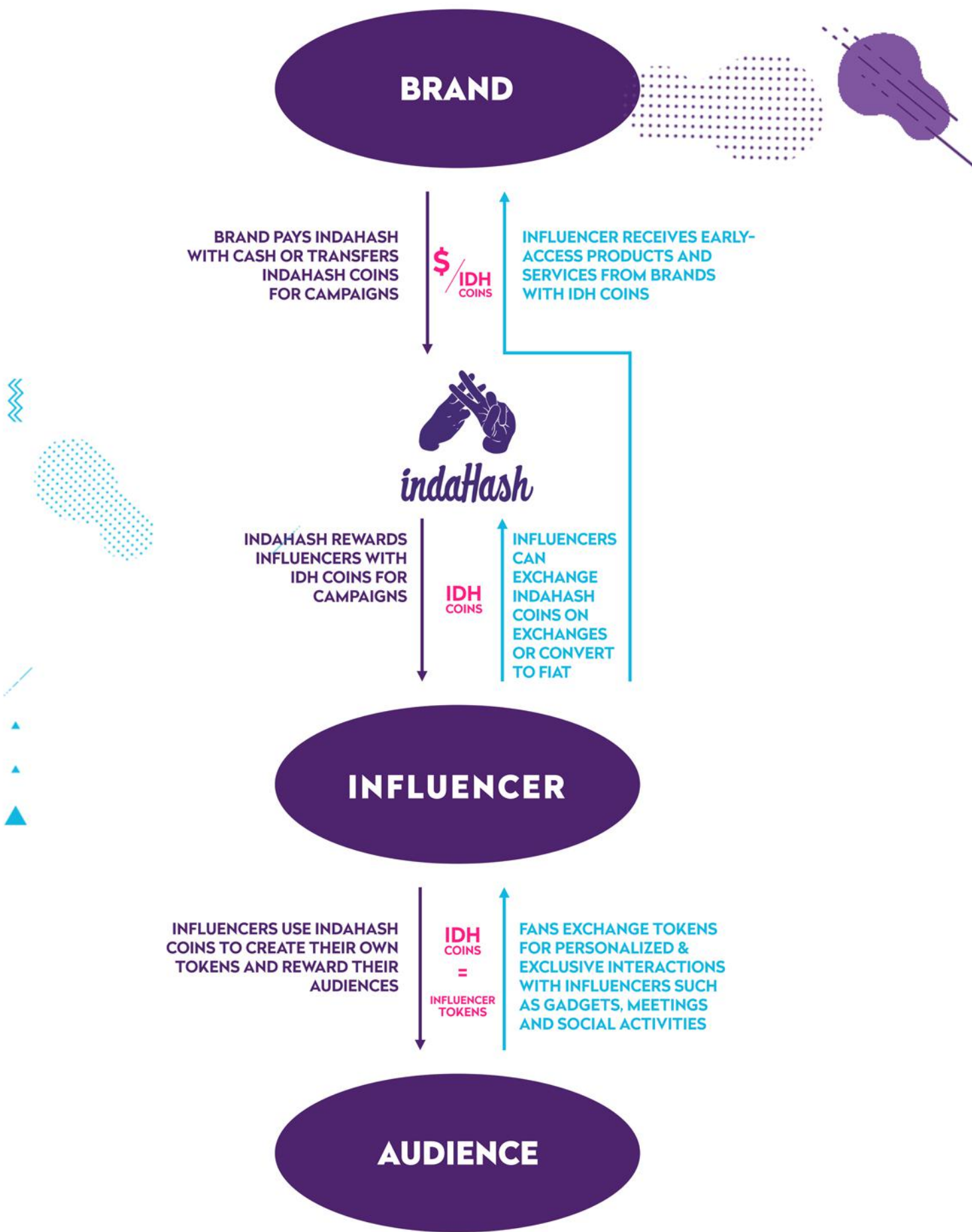
**AUDIENCES**, that want to be in closer relations with brands and influencers they follow



#### TOKEN UTILITY:

Role	Purpose	Features
Value exchange	Influencer cryptoeconomics creation	<ul style="list-style-type: none"> <li>• Obtaining indaHash Coins to run campaigns</li> <li>• Exchanging indaHash Coins for products and services from brands</li> <li>• Using indaHash Coins on audience development</li> </ul>
Function	Enriching user experience	<ul style="list-style-type: none"> <li>• Same day transfers for indaHash influencers</li> <li>• Superior privacy for influencers (influencers will no longer need to release private data for payments)</li> <li>• No minimum / maximum transfer limits</li> <li>• Sign-up bonuses</li> <li>• Higher rates for campaigns in indaHash Coins</li> </ul>
Toll	Audience development tool	<ul style="list-style-type: none"> <li>• Exchanging indaHash Coins for personalized influencer tokens</li> </ul>
Cryptocurrency	Frictionless transactions	<ul style="list-style-type: none"> <li>• Transfer unit</li> <li>• Transaction unit</li> <li>• Exchange unit</li> </ul>

# HOW OUR CRYPTOECONOMICS WILL WORK

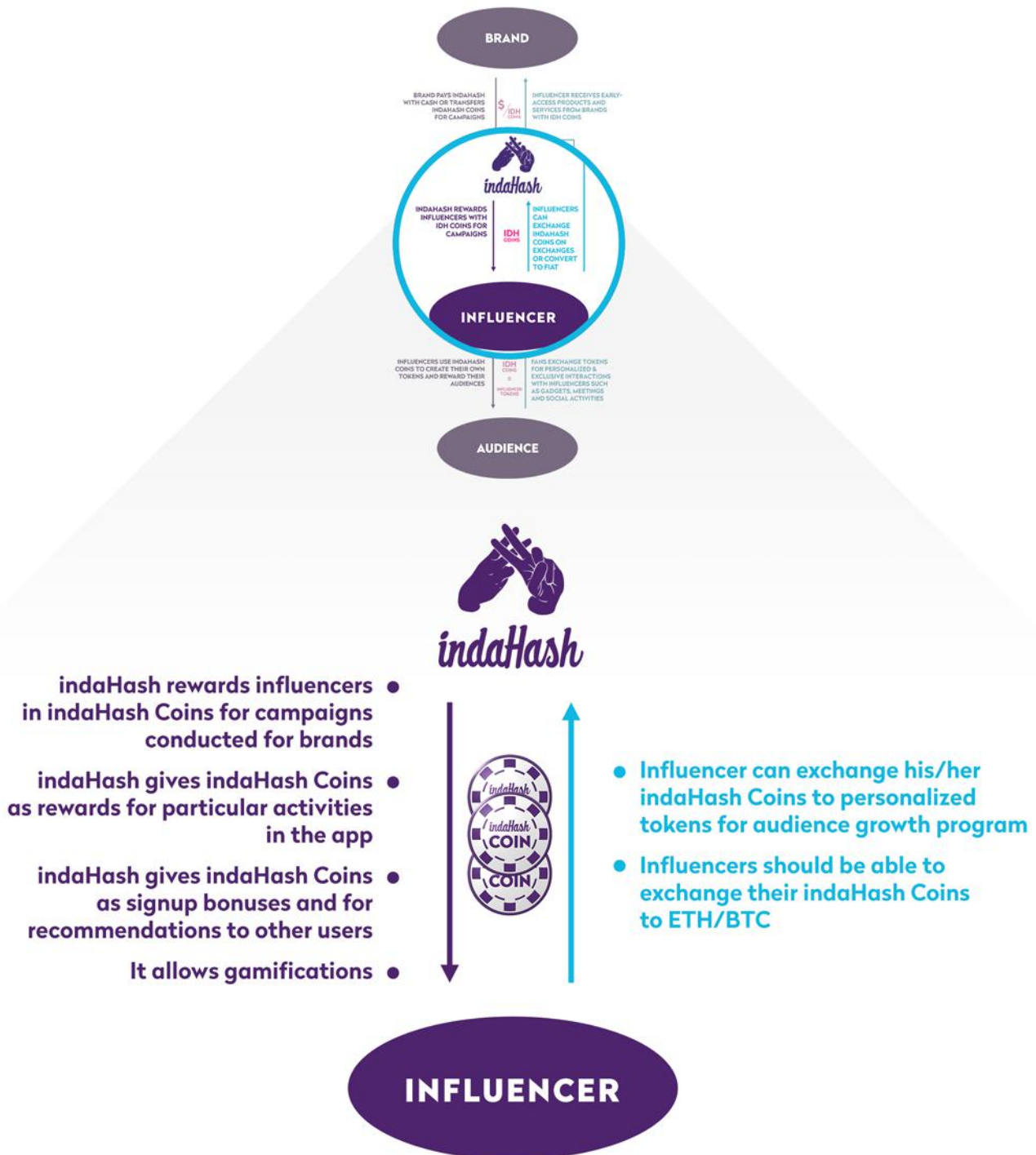


# INDAHASH COIN CIRCULATION BETWEEN INDASH AND INFLUENCERS

Due to the cooperation with the biggest brands in the world, indaHash has been dependent on long payment periods. Hence, the payment for influencers for completed campaigns takes anywhere from 30-60 days to settle. By introducing indaHash Coin we would like to abolish the long wait time and implement immediate transfers after completing a task. This will bring increased benefits for the influencers and, as a result, speed up the adaptation of indaHash Coin.

Because of the regional limitations, indaHash is not able to cooperate with thousands of influencers around the world. We want to reduce these limitations by providing boundless token transfers for all influencers globally. This will ultimately allow influencers in more countries around the world to cooperate with indaHash.

As yet, indaHash has had to collect a lot of personal information from influencers such as address, bank account numbers, etc. to settle payments. It has often been seen as an inconvenience for the influencers who care about their privacy. We believe that transfers in indaHash Coin cryptocurrency will abolish this inconvenience and open indaHash for new users. After receiving indaHash Coins, influencers can use it for further activity or exchange it on cryptocurrency exchanges. The group of potential merchants will also include indaHash itself that will obtain indaHash Coins to cooperate with influencers for future campaigns.



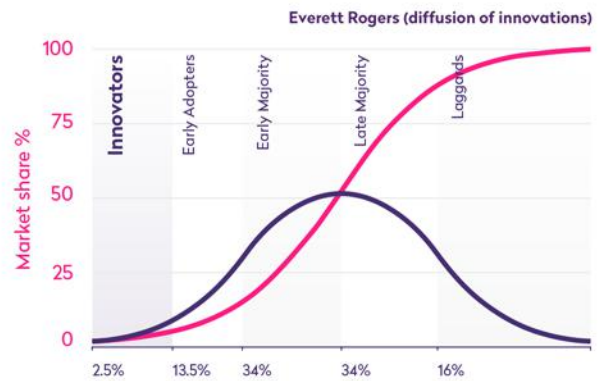
# INDAHASH COIN CIRCULATION BETWEEN INFLUENCER AND BRAND

Brands rewarding influencers with indaHash Coins will receive additional benefits (such as lower rates and campaign listings priority) which will give them more incentive to obtain indaHash Coins, instead of settlements in fiat currencies.

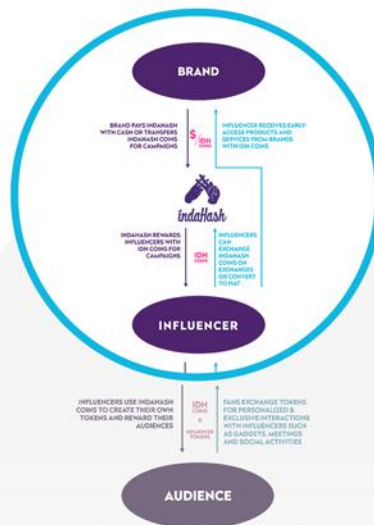
Influencers will transfer indaHash Coins to the brand for early access to many prestigious products and novelties, exclusive events and discounts in their e-commerce websites. Brands, in turn, often will want to launch new products by reaching trendsetters - in this case: influencers.

## PAY-WITH-FAME

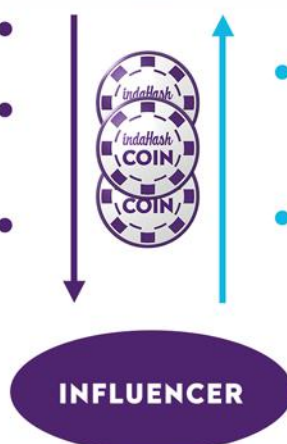
In 2018, we'll develop a Pay-with-Fame service that will allow influencers to get discounts on products and services from large brands as well as small and medium-sized local businesses. This functionality will significantly increase the brands chances of positive reviews published by influencers. Pay-with-Fame will have an ecommerce dedicated widget. The mechanism is based on our internal rate of opinion known as indaHash Score. The amount of required indaHash Coins to transfer drops with the rise of indaHash Score. The more qualitative influencer with the community involved - the less indaHash Coins has to be sent in exchange with the brand, and, consequently, the larger discount the influencer gets (up to 90%). For example, a gamer can get a significant discount on the game and not have to contact the company directly, but only through the ecommerce widget in an automated way.



Many brands can also share interesting knowledge with influencers and can hold workshops and events where participation can also be granted by indaHash Coins.



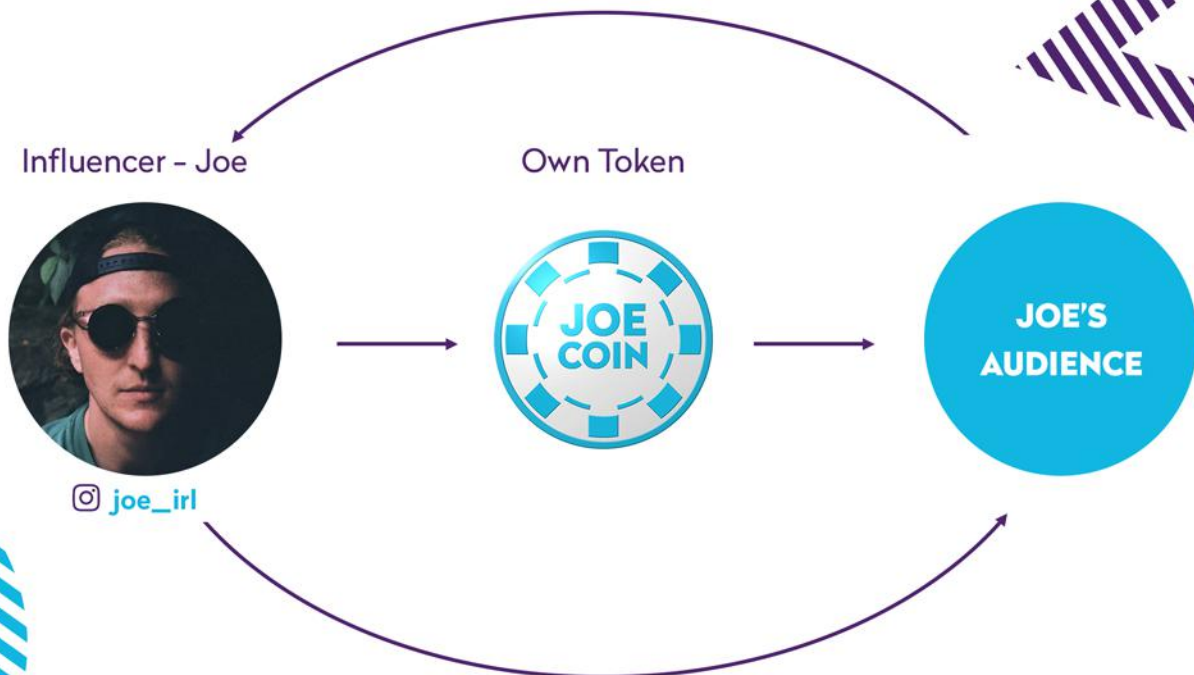
- Brands reward influencers with indaHash Coins through the indaHash app
- If the brand is running a campaign with indaHash Coins, it will receive extra benefits and features
- Brand can engage influencers with Pay-with-Fame widget to receive product reviews in an automated way



- Influencer transfers indaHash Coins to the brand for the possibility of early-access to the products and novelties
- Influencer receives significant discounts for brands' products

# TOKENIZING THE INFLUENCER INDUSTRY

indaHash will tokenize the influencer industry so they will have their own digital coins



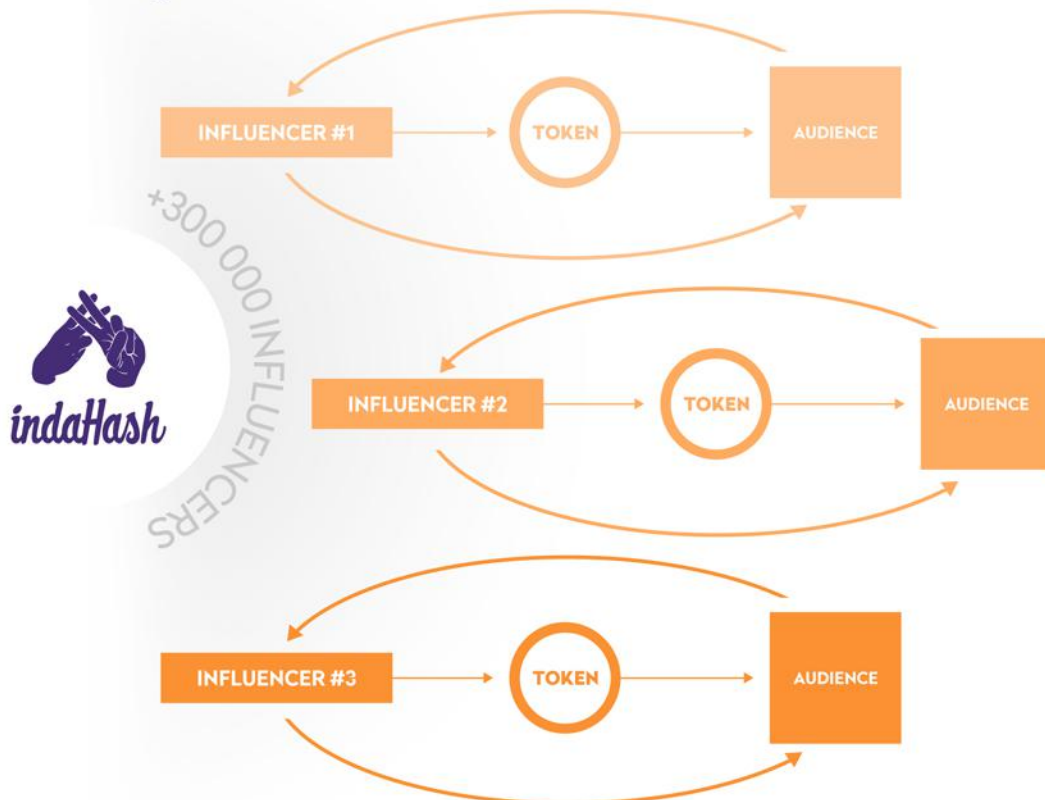
The most important thing for every influencer is the audience. That's because a big audience is a consequence of their activity on social media. The power of every influencer is not only their reach, but also the ability to exert a real influence on the opinions, behaviour and the buying intent of the followers. Hence, the key thing in the development of the influencer is not only to lose their audience, but to improve it and to take advantage of it by creating dedicated content, along with the goal of creating a closer, direct relationship with their followers. Taking into consideration the fact that today the influencers have tens of thousands of followers, managing these relationships is significantly hindered and requires dedicated solutions. There has been no commonly used tool available on the market that would simplify the creation of loyalty with the audience and enable its regular, not ad hoc rewarding.

Until now, the influencers have had strictly limited possibilities of rewarding their active fans in an individual way. indaHash is planning to introduce a system which would value the activity of fans and adjust the amount of tokens given for certain activities. Fans who receive the tokens will have the possibility to exchange them for personalised ways of interaction, meetings, access to premium content and dedicated gadgets with autographs prepared by the influencers.

To issue their own tokens, the influencers need to have a certain amount of indaHash Coins. They can gain indaHash Coins through their activity in the application or a purchase. A certain group of the most valuable indaHash influencers will receive the required amount of indaHash Coins which they can only spend on creating their own cryptocurrency, that is the tokens for audience development.

## HOW DO WE PLAN TO TOKENIZE THE ENTIRE INFLUENCER AUDIENCE

1. Every influencer can issue his/her own tokens and give them a name
2. indaHash has a wallet infrastructure for issuing, sending, receiving and storing influencer tokens
3. The influencers outline certain activities that they expect from their fans, e.g.:
  - Account subscription
  - Content sharing
  - Activity related to the brand sponsored content
  - Giving thumbs up
  - Leaving comments
  - Being active in the discussion groups - asking questions and keeping the discussion going
  - Liking
  - Tagging
  - Participating in the contests
  - Creating memes and other content about the influencer
  - Participating in charity activities of the influencer
  - Being active in the groups and participating in live-streams
  - Active participation in the activities conducted on different channels
  - Presence during the events
4. The activities are valued in tokens which are distributed on the basis described above
5. Every fan has his own indaHash profile where he can see his balance of tokens from various influencers that he likes and whose popularization he supports
6. With every influencer they can see the premium rewards they can exchange their tokens for, e.g.:
  - Closed meetings with the influencer
  - Special, personalised gadgets signed by the influencer
  - Mentioning the best fans in the content posted in social media
  - Early access to the products prepared by the influencers (tracks, books, advices, etc.)
  - The best fans appear on influencers social channels in pictures and videos
7. Regardless of the amount of already exchanged tokens fans are included in the activity ranking (total or month)
8. Thanks to this feature, influencers get the relevant insights and are able to contribute to their audience development process in a more reasonable way
9. The fans, in turn, have the feeling of being a part of the community



### PAY-WITH-FAME AND INDAHASH SCORE



indaHash is planning to implement indaHash Score to represent the value of the image of every influencer. The indaHash Score is built on the basis of the activity and the dynamics of changes of the owners of various influencer tokens in the individual reach and subject categories. This score is determined directly from the algorithm that values rates for branded posts and presents the actual opinion-forming power of each influencer.

# SUMMARY: key benefits of tokenization of the influencers ecosystem



**indaHash**

**Brand**

**Influencers**

**Audience**

Immediate, practically costless transfers worldwide

Developing adequate standards of cooperation with influencers

The ability to build direct relationships with fans and use loyalty programs to reward them

Being part of the influencer ecosystem through technology

Automated transfers to influencers without the need to integrate with 30 banks worldwide

Ability to provide an automated discount for the influencer for products

Ability to acquire early access to many prestigious products, exclusive events and discounts in ecommerce

Ability to build deeper relations with the influencers and interact with them directly

No minimum or maximum transfer limits

The ability to effectively reach the trendsetter first when launching new products

In the future the ability to quickly prepare their own tokens

Receive valuable goods from the influencers in an automated manner based on the activity performed with the influencers

Protection of the influencers privacy

International transfers in one universal cryptocurrency

Higher bids for brand campaigns

Additional incentives such as sign up bonuses for influencers encouraging cooperation with indaHash

Automated the process of exchanging campaigns for products and services

Higher rates for more holders

Sign up bonuses for new influencers in the indaHash ecosystem



# TECHNICAL CONSIDERATIONS:

## Scalable Smart Contracts for Influencers

The Ethereum infrastructure is currently able to process roughly 15 transactions per second, or 1.3 million per day, which is more than enough to support expected indaHash Coins volumes as well as transactions of early-adopter influencer tokens.

However, as we aim for mass adoption of influencer tokens, which will result in the interaction of thousands of influencers with millions of fans. The Ethereum network as it exists now will not be able to support such volumes. We plan to solve this scalability problem with one of Scalable Contract frameworks which are now under active development, such as Raiden, Plasma, EOS or Exonum.

Our initial focus will be on Ethereum-related frameworks, in which case a possible roadmap would be as follows:

Jan-Mar 2018: prototypes of influencer token contracts in Ethereum, business model tests;

Apr-Oct 2018: production-ready Ethereum contracts, supporting hundreds of influencers and hundreds of thousands of fans.

Jun-Oct 2018: tests and comparison of existing scalable contract networks with application to influencer contracts. Selection of the most reliable and secure protocol.

Oct-Dec 2018: transition to the new framework.

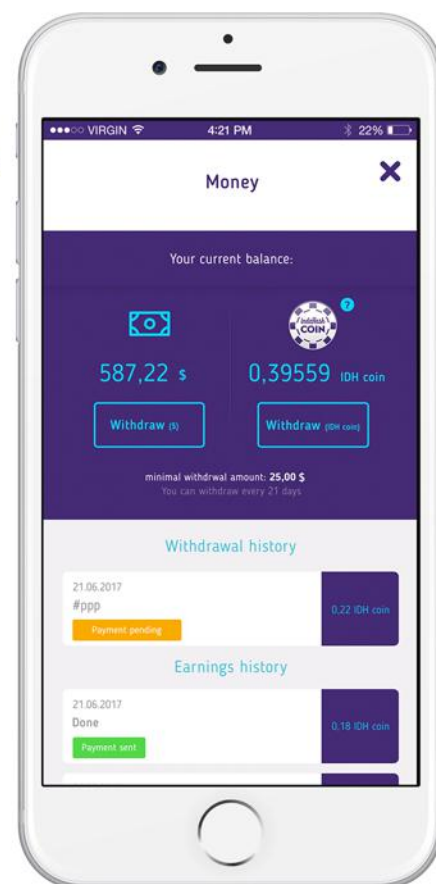
Jan 2019: full-scale launch of influencer contracts.

Although the existing proposals, except for Raiden, lack technical details, we can already identify the most suitable projects based on their foundation protocols, technical background of the team, and details of our use case.

Raiden is the most natural candidate due to its later phase of development and solid background. Based on the Lightning Network proposal for Bitcoin, Raiden is a system of Ethereum off-chain transfer channels. Participants start with depositing a certain amount of coins or tokens to open a channel and then exchange privately with balance-changing transactions until the limit is reached or anyone wants to quit. Only the first and the last transaction is seen in the main Ethereum blockchain, which essentially allows compressing an arbitrarily long conversation among participants into a small number of Ethereum transactions.

This idea can be extended into multiple channels clustered into single networks. The application to influencer tokens is clear: the influencer token is minted in Ethereum but influencer-fan token transfers occur off-chain. As long as the token transfers and applications are local to certain subset of Ethereum users (here, the influencer's fan base), the transactions can be represented as transfers within a subnetwork of Raiden dedicated to the influencer.

Raiden now undergoes testing in the Ethereum testnet, so we are confident it will mature well before our expected transition to scalable contracts.





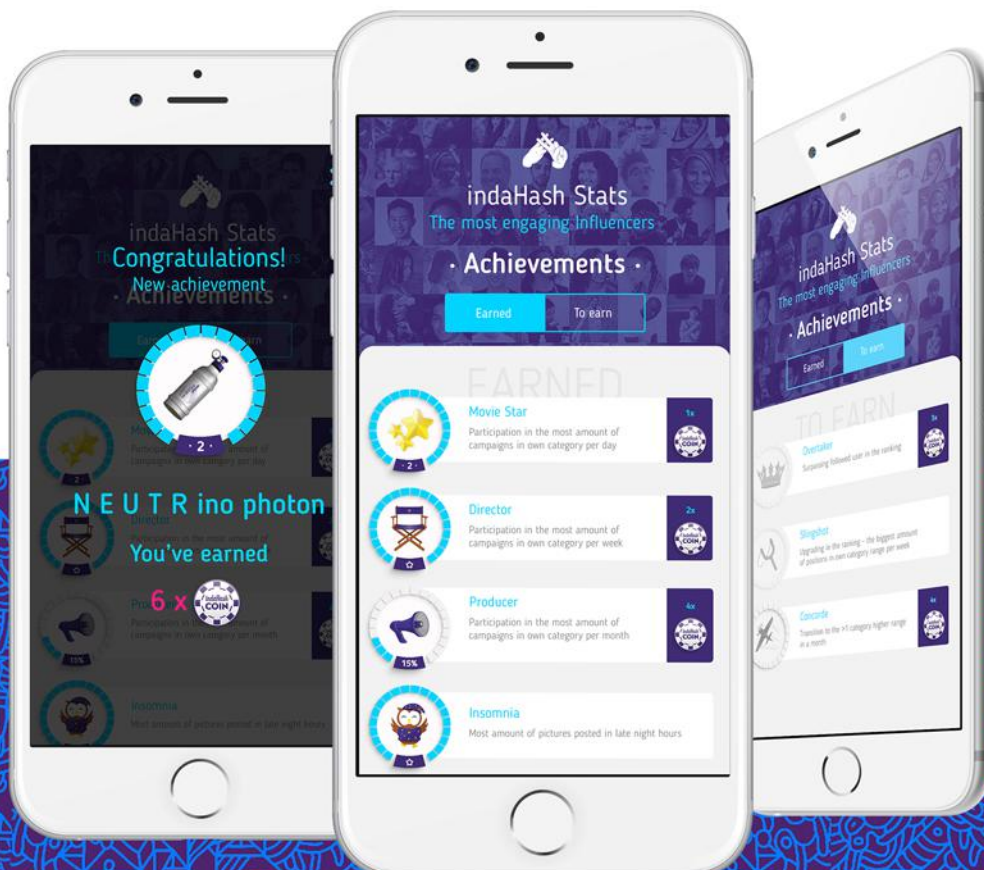
Plasma can be viewed both as a next generation ledger and an extension of Raiden. It builds a tree of blockchains where each node periodically anchors its state to the parent blockchain. As in Raiden, the anchoring is needed only if participants of the child blockchain want to change their state in the parent network. The Plasma authors argue that by proper architecture of the blockchain tree the vast majority of closings in the child networks will be handled on the way to the root, thus keeping the transaction volume in the root network (in this case Ethereum) relatively small. Much higher transaction rates will be possible in the child blockchains, as these will only have a small number of peers and thus allow for bigger blocks with faster propagation. Alternatively, child networks may run a completely different consensus protocols, for example BFT ones which promise to support up to tens of thousands of transactions per second in protocols like Sovrin's Plenum.

If implemented in Plasma, influencer tokens will become even more versatile than in Raiden. Influencers and fans will be able to create their own contracts, organize votes, competitions and automatic token exchanges with partners.

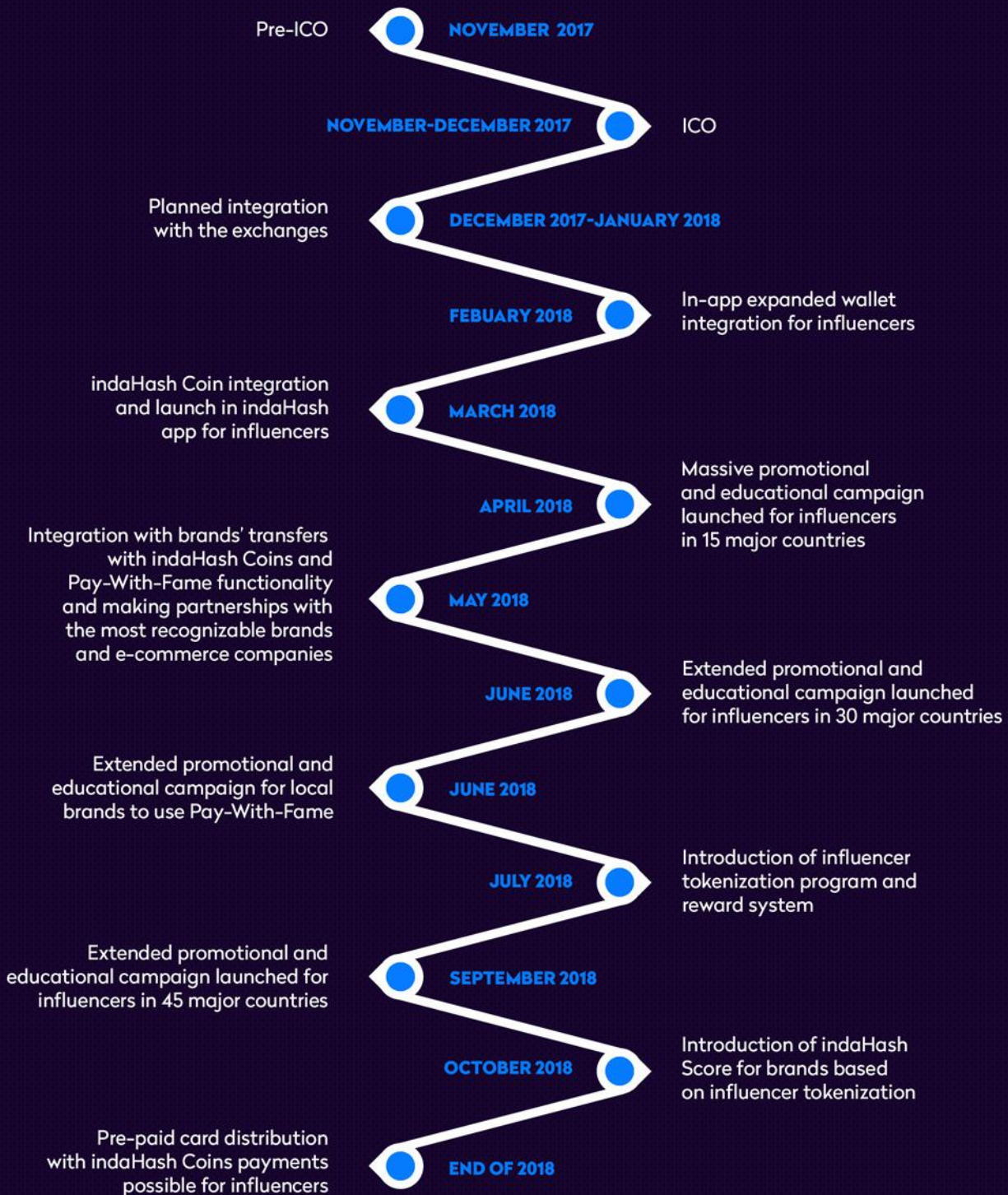
We will also evaluate smart contract platforms not related to Ethereum. With emerging inter-chain protocols, we could potentially have indaHash Coins on the Ethereum network interacting with influencer tokens existing on another high-capacity blockchain.

#### Technical whitepaper

indaHash will publish the technical whitepaper describing technical architecture of solutions and technologies related to indaHash Coins and influencers' tokens.



# INDAHASH COIN ROADMAP:



Intensive education of influencers about indaHash Coin

## NEW MARKETS AND MARKET DEVELOPMENT BY THE END OF 2017:

- |  |  |  |
|--|--|--|
|  <b>Japan</b>                     |  <b>Australia</b> |  <b>Nordics</b> |
|  <b>Israel</b>                    |  <b>Russia</b>    |  <b>Nigeria</b> |
|  <b>Thailand</b>                  |  <b>Indonesia</b> |  <b>France</b>  |
|  <b>LATAM (Brazil, Argentina)</b> |  <b>India</b>     |  <b>Kenya</b>   |

## How will the indaHash Coin distribution work?

### Pre-ICO

Our pre-ICO will begin on the 8th of November 2017 and will run for 7 days until the 15th of November 2017. 16.8 % of all indaHash Coins will be available during the pre-ICO. Only registered users will be able to participate in pre-ICO.

<b>Total IDH tokens amount:</b>	400 000 000 IDH
<b>Maximum pre-ICO token amount:</b>	67 200 000 IDH
<b>Pre-ICO value:</b>	1 ETH = 4 480 IDH
<b>Minimum transaction amount:</b>	0.5 ETH
<b>Pre-ICO distribution period:</b>	From: 03:00pm UTC Nov 8 2017 to: 03:00pm UTC Nov 15 2017
<b>Token distribution:</b>	Smart contract will distribute tokens instantly after successful transfer of ETH

Our ICO structure will depend on a proven smart contract technology with an immediate exchange of indaHash Coins from your contributed Ether.

The final number of indaHash Coins created will be determined by how many tokens are distributed during the ICO.

<b>Symbol:</b>	IDH
<b>Maximum supply</b>	400 000 000 IDH
<b>Available in pre &amp; main ICO (hard cap)</b>	320 000 000 IDH
<b>Emission rate</b>	No new tokens will ever be created

## Main ICO (29 Nov 2017 - 20 Dec 2017)

Exchange rates during main ICO:	Week 1 1 ETH = 3 840 IDH (20% bonus)
	Week 2 1 ETH = 3 520 IDH (10% bonus)
	Week 3 1 ETH = 3 200 IDH (0% bonus)

Minimum transaction amount	0.5 ETH
Main ICO distribution period:	from: 03:00pm UTC Nov 29th 2017 to: 03:00pm UTC Dec 20th 2017
Token distribution	Smart contract will distribute tokens instantly after successful transfer of ETH
Minimum goal (inc. Pre-ICO) (soft cap)	40 000 000 IDH
Hard cap (inc. Pre-ICO)	320 000 000 IDH

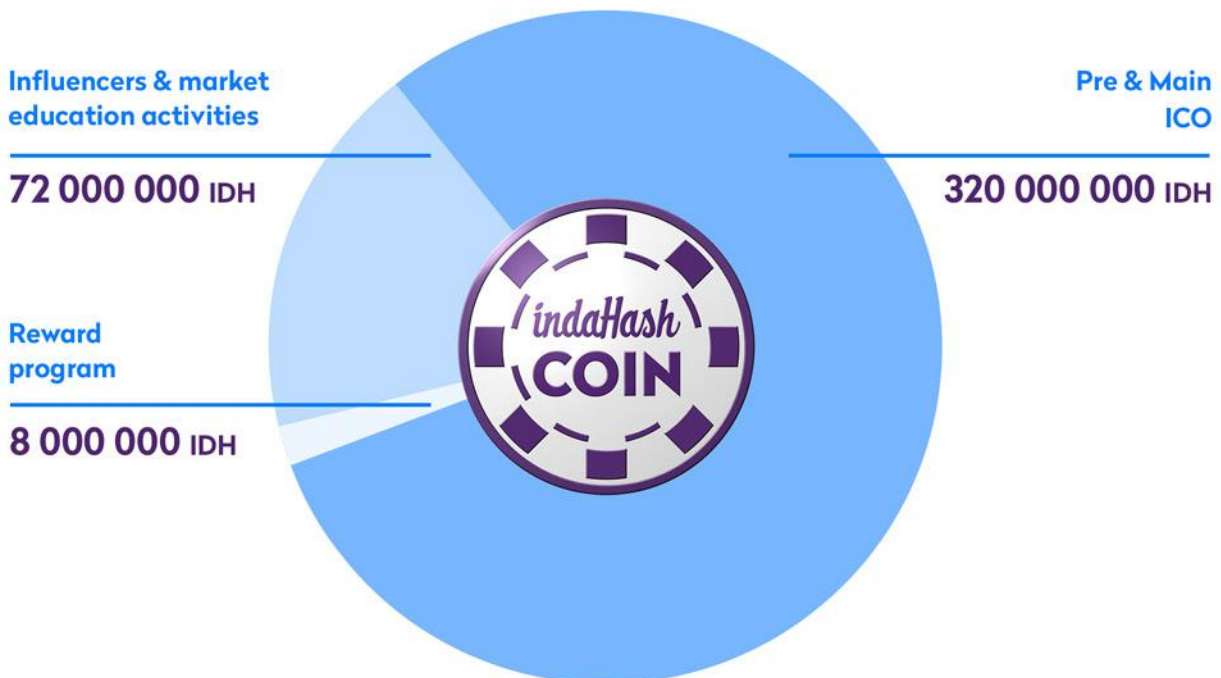
If the minimum goal is not met, ETH can be reclaimed via the smart-contract.

### Token distribution:

80% of all coins are available during the Pre-ICO and ICO. A maximum of 20% of the total supply of coins will be used to engage influencers into the indaHash Coins promotion, grow app loyalty and gamification features.

Zero tokens will be distributed to the indaHash team, instead, we will be implementing a “buyback” program. This will highly reduce the probability of a day one exchange dump that happens to most new tokens that hit the market. Not more than 2% of all issued indaHash Coins will be used for bounty and/or promotional campaigns.

## HERE IS A BREAKDOWN ON WHERE ALL COINS WILL BE:



## Bonus rates

Our main ICO will have an ongoing bonus structure for the entire distribution period:



## Contributing rules

There are strict rules and precautions to follow while participating within the indaHash ICO.

- > Send ETH from your personal Ethereum wallet (such as MyEtherWallet, Metamask, Parity, Mist or Ledger).
- > Set gas limit to 250 000.
- > Do not send ETH from exchanges like Coinbase, Poloniex etc.
- > Do not send ETH before the ICO has begun.

# 5 INDAHASH COIN EXECUTIVE TEAM



**Barbara Soltysinska**  
CEO

After inventing, co-founding and subsequently selling the controlling stake of the hugely successful LifeTube – the biggest YouTube MCN in CEE – launched her new business – indaHash. Winner of numerous internal and external awards – given the title of EY Entrepreneur of the Year, considered to be one of the “100 Most Inspiring People” in the Polish interactive business sector, became the first woman to win the “Man of the Year” award by the MIXX awards IAB 2015 for her “outstanding contribution to interactive marketing and advertising”. Nominated for titles like “Woman in Business” and “Man of the Year – Internet” and received honorable mention for “Business Woman of the Year”.



**Darek Zielinski**  
COO – Chief Operations Officer

Experienced manager in the media industry since 2008: Managing Director in Ringier Axel Springer Polska/Onet, successfully digitized the Newsweek brand, launching paid content with Newsweek Plus, a mobile strategy in the Newsweek wPunkt app, and refreshed the website newsweek.pl, and also, worked as the Strategy & business development Director in Gruner und Jahr for National Geographic. A PR expert responsible for brand communication strategy of e.g. Beiersdorf AG and SUBMiller. At indaHash Darek is responsible for business operations in 70 countries.



**Wlas Chorowiec**  
CPO

Has worked in the web industry since 2006 and in 2012, founded Nextclick, the largest system in CEE for content recommendations targeted towards major media publishers. He has cooperated with companies such as Gruner+Jahr, Burda International, Bauer Media, Marquard Media and Ringier Axel Springer. In 2014 he joined onas a shareholder of LifeTube and together with Barbara Soltysinska developed LifeTube.pl – the biggest YouTube MCN in CEE. After selling LifeTube.pl, together with Barbara, they launched indaHash. He now plays the role of CPO at indaHash and is responsible for product development.



**Daniel Wroblewski**  
Chief Software Architect

Chief Software Architect and Lead Developer at indaHash. Also – a professional designer and engineer of Pro Audio equipment for musicians and microcontroller programming specialist. Expert in backend technologies with extensive experience in designing high availability and scalability systems. At indaHash responsible for leading the application development process and keeping the tech in check.



**Dmitry Khovratovich**  
Blockchain Advisor

Dmitry Khovratovich is a blockchain, security, and cryptography researcher with 2000+ citations and entrepreneur, the founder of ABDK Consulting. He is an author of password hashing standard Argon2 and memory-hard proof-of-work Equihash, part of Zcash.



**Bok Khoo**  
Smart Contract Auditor

Ethereum Dev BEC, AIAA, Director and Consultant is an Actuary and quantitative blockchain software developer with over 28 years of industry experience. Bok has been working with clients from bank and corporate treasuries, investment managers, government entities, exchanges and financial soft vendors. Bok, also known as the BokkyPooBah on Ethereum.StackExchange.com, github.com and reddit.com/r/ethereum.



**Federico Dedeu**  
Business Development Leader EMEA

Business development director and digital marketing expert with over 20 years experience. Has worked for some of the top agencies such as DDB, Wunderman and Mediacom as well as managed premium brands such as Coca-Cola & Standard Bank. Has been awarded both internal and external industry awards for creative and media. At indaHash Federico is responsible for heading up the EMEA region of indaHash.



**Ashwin Chandoesing**  
Business Development Director Singapore

Digital native with 14+ years of Global Advertising, Business Development and Marketing experience. Worked in 7 countries on both client – and agency side for Fortune 500 companies and several startups. Management practice on board level, specialised in Mobile, Social, Content, Media and Advertising. At indaHash responsible for APAC region.



**Joanna Pawluk**  
CGO - Chief Growth Officer

Nearly a decade of experience in bringing media innovation to grow businesses and boost their results. For many years she worked for top media agencies such as Mindshare and ZenithOptimedia, she's been at the forefront of implementing Social Media, Big Data, Programmatic, VR for top global brands. Joanna is the Winner of numerous awards for her innovation and results.



**David Saunders**  
Business Development Director - London

David has over 20 years experience in Media, primarily in business development and is a strategic, digital media & marketing specialist. For many years worked for top international TV networks, such as Discovery Network and Sky Media as well as multi platform media owners such as EMAP/Bauer. David is responsible for the UK market.



**Monika Drabek - Rainka**  
Head of People Operations

An ambitious and successful qualified lawyer, passionate about her job. Graduated from universities in the UK, France, Belgium and Poland, has distinguished diplomas in law, economy, international management, and marketing. Monika left restructuring and banking team in a great law firm to join indaHash, as she finds close cooperation between law and business extremely exciting. She speaks 7 languages.



**Amin Harb**  
Business Development Director - Dubai

For many years Amin was responsible for the overall management of all strategic and operational marketing and customer relationship activities, driving increased revenue and profit to achieve the company's ambitious growth. At indaHash Amin is responsible for the MENA region.



**Michal Sokolik**  
IT Project Manager

An IT expert, familiar with knowledge about methodologies and techniques connected with project management, software design and development processes (like Prince2, RUP, MSF, Agile/Scrum). During his 15 years career Michal worked for hi-tech companies (Telecommunication Research Institute, Lynxrail) as well as top media agencies (ZenithOptimedia, Starcom).



**Allie Maltese**  
Head of US Communication

With almost a decade of experience working in media relations, Allie has lead public relations efforts for major brands such as Hefty, Proflowers, Petco, FTD.com and many more. From providing strategic council and planning, to securing high level results such as placements in Vogue, Good Morning America, The New York Times and more, Allie brings her expertise in the lifestyle sector to indaHash. She is a graduate of FIT and Parson's School of Design, and before launching her career in PR, she held editorial positions at several consumer magazines such as Oprah and Seventeen Magazine.



**Marta Zarosa**  
CBDO - Chief Business Development Officer

Marta is a natural marketing expert, from providing lectures at universities, conferences, to working for international media agencies. She has won over 14 significant awards for her marketing and PR results. She's a Communication specialist, having worked for brands like Danone, Coca Cola, and Play. Marta was responsible for the most significant sales growth in Coca Cola since 2010 thanks to her remarkable influencer marketing strategies. At indaHash Marta is the Chief Business Development Officer, responsible for growth on 7 markets.



**Pawel Wrona**  
CFO - Chief Financial Officer

Challenge seeking, having strong analytic background, and 10+ years of business experience. Pawel supports IndaHash in its successful worldwide expansion as Chief Financial Officer. He uses his rich experiences gathered in numerous freelanced investment projects ranging from greenfields, real estate, and fundraising, to shape company's development strategies. Technocrat having great confidence in the possibility of solving the problems of society with a scientific approach and use of new technologies, such as blockchain.



**Fiona Chow**  
Global Communications Advisor

Global communications consultant specialising in work with start ups in the consumer technology, financial services, media and marketing sectors. Specialising in high-level client liaison, message development, media relations and strategic counsel. A regular contributor to industry debate and media and advisor to maternity pressure group; "Pregnant Then Screwed".

**And 115 more!**

**REGISTER FOR THE ICO**

**REGISTER**