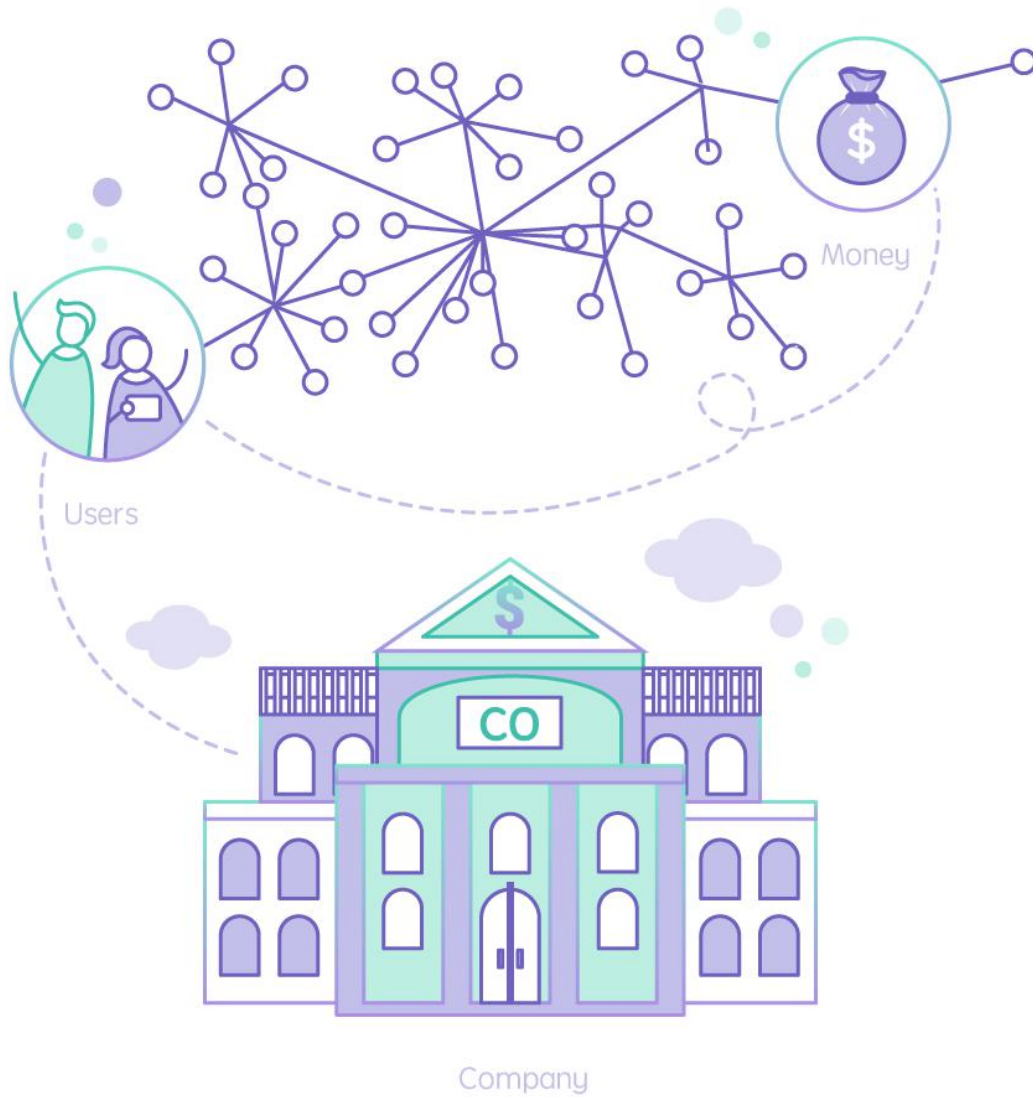




PROCHAIN - PRECISION AD BLOCKCHAIN BASED ON BIG DATA



# ProChain: Precision AD BlockChain Based On Big Data

ProChain Founding Team 2017.12.02

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# BACKGROUNDS

## Project Origin

In the global trillions of Internet advertising markets, the marketing budget is largely owned by centralized media such as search engines and social media. Due to the lack of mutual trust between the various stakeholders in the industrial chain, there have been many non-value parts such as advertisement verification, data monitoring and advertisement interception, and the high trust cost has diverted the interests of all parties. According to recent data, the registered users of Mobile App have already acquired the cost as high as 10 ~ 50 RMB. However, for some specific types of users, the cost of acquiring users is as much as 1,000 RMB. So, whether there is a solution that can solve the trust between the parties, using technical means to reduce business delivery costs and enhance the media right to speak in small and medium media, while allowing users to control privacy and even gain?

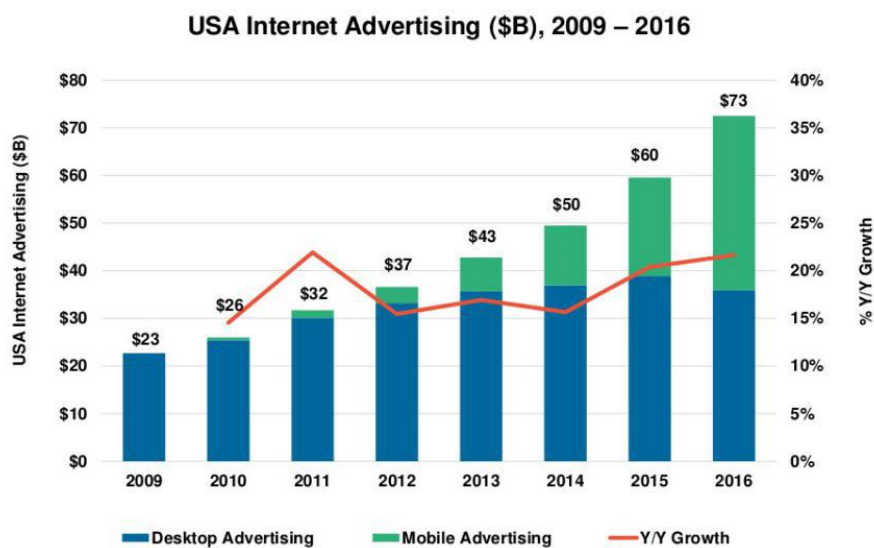
From an enterprise perspective, how to put marketing funds and optimize channels so that they can be accurately and quickly communicated to the target population has always been the need of enterprises. Google and Baidu have successfully verified the feasibility of the PPC business model. However, with the increasing market concentration, search engine marketing has gradually become a game for a few interest groups. In particular, it is difficult for SMEs to enter the market due to restrictions on platforms and bidding alliances. At the same time, due to the fact that the data of the flow side is not transparent, it is difficult for the enterprise to precisely measure the whereabouts of the resources and to measure the distortion of the funnel model in all aspects of the ROI. In addition, click fraud, which accounts for an astonishing 40% to 80% of ad serving, has left many businesses reluctant to use CPC or CPM pricing models. So, is there a solution that can optimize the marketing resources of an enterprise so that the delivery crowd can be pinpointed, the results trackable, quantifiable, click fraud free, and benefit regardless of the size of the organization?

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From a media perspective, traffic giants such as Google and Facebook have basically monopolized the traffic market, and both are receiving more than 85% of their new market share each year. For a large number of decentralized traffic master, the bargaining power is weak, have to form a network to unify the orders and is charged commission. In the strong side of the advertisers often delinquent accounts, due to dissatisfaction with the effectiveness of the contract contract disputes have occurred. So, there is a program that can trigger real-time billing of users on the traffic master platform and set up irrevocable settlement rules before launch so that the rights and interests of small and medium-sized traffic owners are protected?

From an individual point of view, when using Internet services, it is often interrupted by sudden advertising. So far, user traffic did not bring any benefits to the user itself, so more and more users choose to use Adblock to block the advertising content on the page, advertising is getting worse and worse. On the other hand, the user's behavior data has been controlled by big companies, privacy cannot control in their own hands. So, is there a scheme that lets the value of traffic return to the user itself, the user has the option to authorize the use of privacy, and receive ads that are relevant only to themselves?

Online Advertising = Growth Accelerating, +22% vs. +20% Y/Y...  
Mobile \$ > Desktop (2016) on Higher Growth, USA



KLEINER  
PERKINS

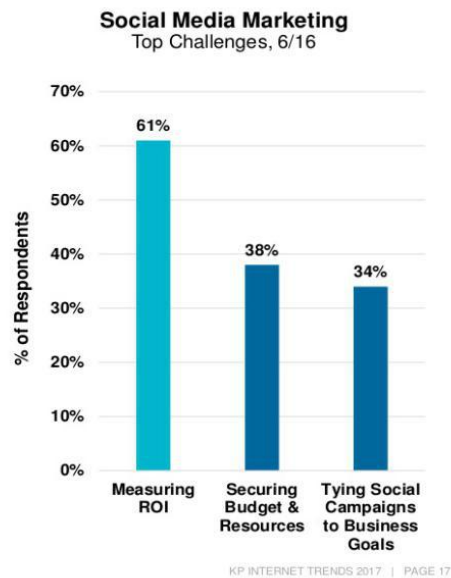
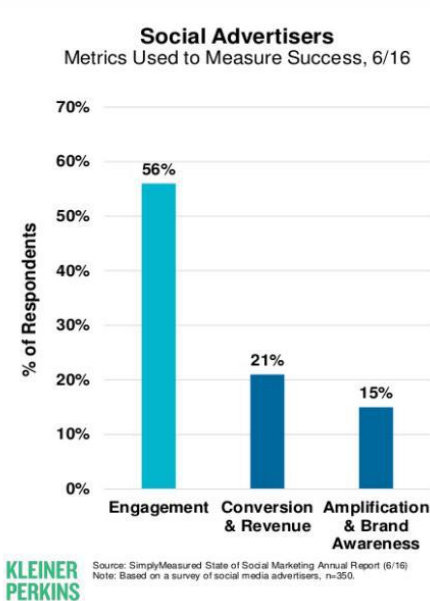
Source: IAB / PWC Internet Advertising Report (2016)

KP INTERNET TRENDS 2017 | PAGE 12

## Marketing Situation

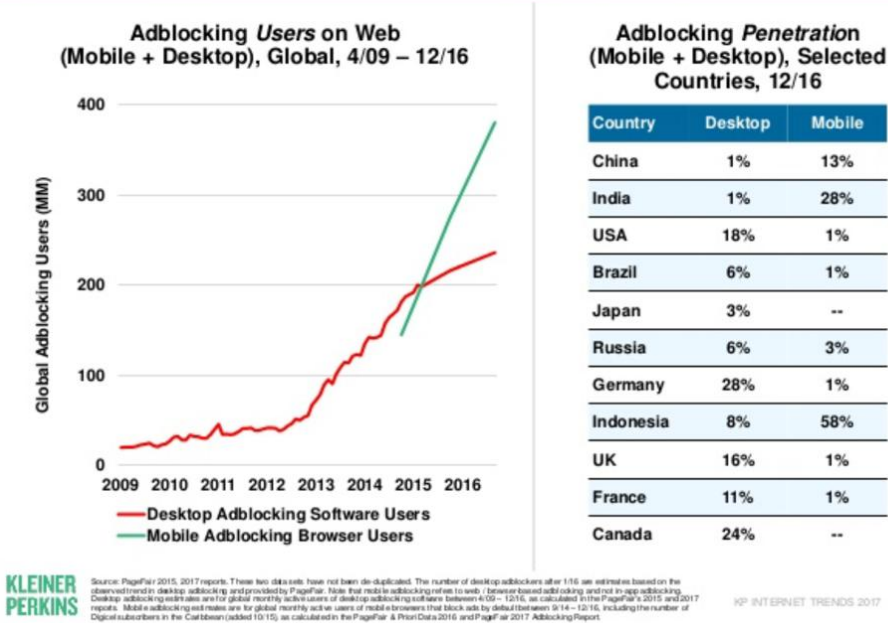
According to Mary Meeker's 2017 Internet Trends Report, the U.S. internet advertising market reached 475 billion RMB in 2016, while the internet advertising market in China reached 290 billion RMB and the global Internet advertising market surpassed 1 trillion RMB. According to the company earnings report, Google global advertising revenue in 2016 reached 525 billion RMB, Facebook global advertising revenue of 178 billion RMB, both a total of 700 billion RMB. Google's online advertising business gross margin of not less than 25%, which means that the advertising business to pay more for the channel costs far more than 250 billion RMB.

### Advertisers = Like Measurable *Engagement* Metrics But... Some Find Measuring *ROI* Challenging (as with Offline)



From the point of view of the demand of enterprises, the ROI of online advertising is the most concerned point of advertisers, followed by the security of budget and resources delivery, that is, anti-fraud, and finally it is time to consider the quality of the marketing program itself.

Ad Blocking = Growth Continues...Especially in Developing Markets...  
Users Increasingly Opt Out of Stuff They Don't Want



On the other hand, the global trend of Internet users using Adblock to block online advertising is rapidly growing, and traditional Internet advertising is becoming less effective. As the origin of the value of the Internet industry, users and media traffic should return this part of the value to users themselves instead of making profit as an intermediary platform.

# PROCHAIN

## Aims

ProChain's goal is to build a transparent digital advertising data ecosystem: connecting advertisers, media and developers to improve the efficiency of settlement of advertising business, reduce the loss of advertising traffic fraud, to intermediaries, digital advertising to participate in Side to share the maximum benefits.

## Mission

ProChain insists on "data truth" as its mission to promote the trust of all parties involved in digital advertising regardless of cost.

Mainly includes :

**1. Traffic Anti-Fraudulent:** ProChain builds a full-range data tracking system using cluster analysis, GBM, device similarity recognition and other equipment fingerprint model, with unique POST mechanism to effectively identify high-risk devices such as virtual machines and farm equipment, significant Distinguish user behavior, abnormal user behavior, false traffic, eliminate fraud accurately.

**2. Farewell agent:** ProChain provides innovative production relations, a substantial reduction in agency costs; the current digital advertising industry, one of the pain points is too many agencies and agents, as ProChain data is transparent and traceable, advertisers can easily determine Advertisers can skip the traditional ad buying process and pay directly to the target audience who watches the ad, regardless of who they view their ads.

**3. Trusted Automated Billing:** Each advertiser's serving task is a smart contract, because it clearly monitors the effect of each delivery, and the entire link data is transparent, then the smart



contract can be settled in real time to both parties according to each effect, significantly Shorten the upstream and downstream accounts, to avoid contract disputes; as domestic advertisers in more and more delivery business in the form of PRO tokens to pay, easier to solve the problem of settlement of cross-border business;

4. **Accurate Marketing:** Get connected to all kinds of information silos, data governance and Real Time Bidding based on advertising, algorithms and models that apply a variety of machine learning and deep learning, targeting users and ads on a full data set Match, to achieve personalized high-quality recommendations, to ensure advertising effectiveness.

### Why to use BlockChain?

The traditional Internet advertising market is a zero-sum game market. Advertiser, Publisher and User, due to their mutual distrust, introduce a number of worthless intermediate links such as advertisement verification, data monitoring and advertisement interception, etc. Reduce the benefits of all parties. Using blockchain solutions to innovate digital advertising at a production-relations level will dramatically reduce the cost of trust for all parties involved and create a market value of billions.

Based on Ethereum's public chain, Raiden's sidechain and IPFS distributed storage technology, ProChain will build a big data-based precision advertising distribution system. Advertisers create fulfillment tasks through smart contracts, which are settled in real time with PRO tokens for users and media rewards that triggered the ad.

It is expected that in the next 1-2 years, commercial-grade blockchain public chains as well as the Polkadot and Raiden technologies will mature. The storage solutions based on the IPFS protocol will be decentralized Web3.0 media, Centralized applications provide content-bearing capabilities and blockchain media is entering a phase of rapid growth.

Advertising as one of the oldest Internet business models, ProChain will also provide high-quality digital advertising solutions for these emerging Web3.0 distributed applications.

### Solutions of ProChain

PRO, which is the token of ProChain System, conforms to the Ethereum ERC-20 token standard and is freely traded via the Ethereum public chain. Advertiser purchases PROs from Digital Currency Exchange and is used to build delivery tasks. The ProChain SDK's Publisher and users who complete the task and those who will receive the corresponding PRO tokens based on the task price.

**ProADX:** Digital Ad Exchange Platform, which enables a large number of dynamic and real-time Bidding transactions while interfacing with traffic resources and advertiser resources.

**ProSSP:** Provides a blockchain-based supply-side platform for traffic owners and developers who own traffic resources to realize professional, efficient, and rewarding cash flow;

**ProDSP:** ProDSP offers advertisers an Ethereum-based digital advertising smart contract market where advertisers choose contracts based on launch requirements, replenish PRO tokens and post them for live ad auctions;

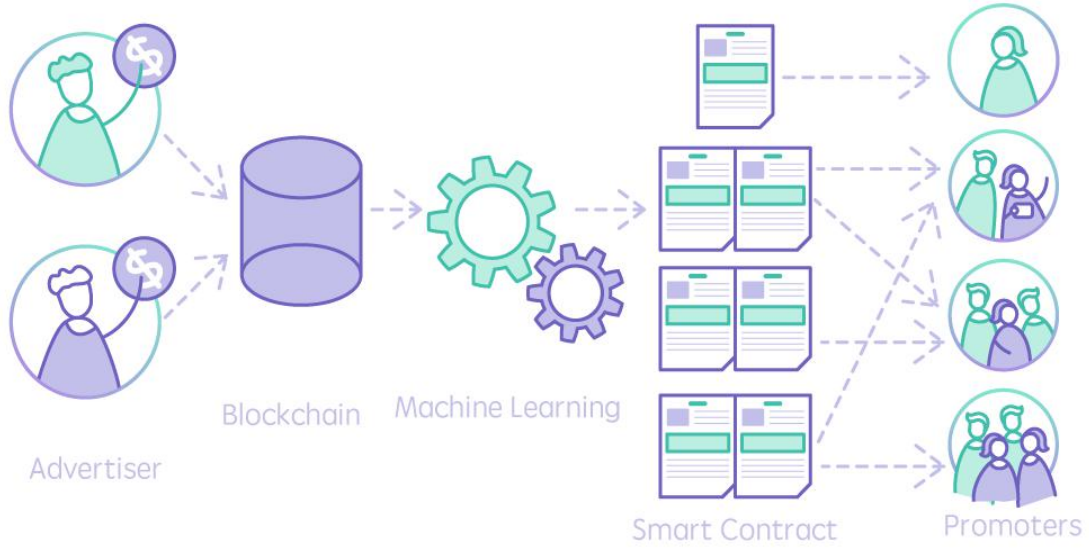
**ProGateway:** ProGateway is developed to interact the data between on chain and off chain , helping ProChain to refine the data mapping;

**ProSDK:** Provides a customizable SDK for traffic owners for ad serving, billing, and user identification.

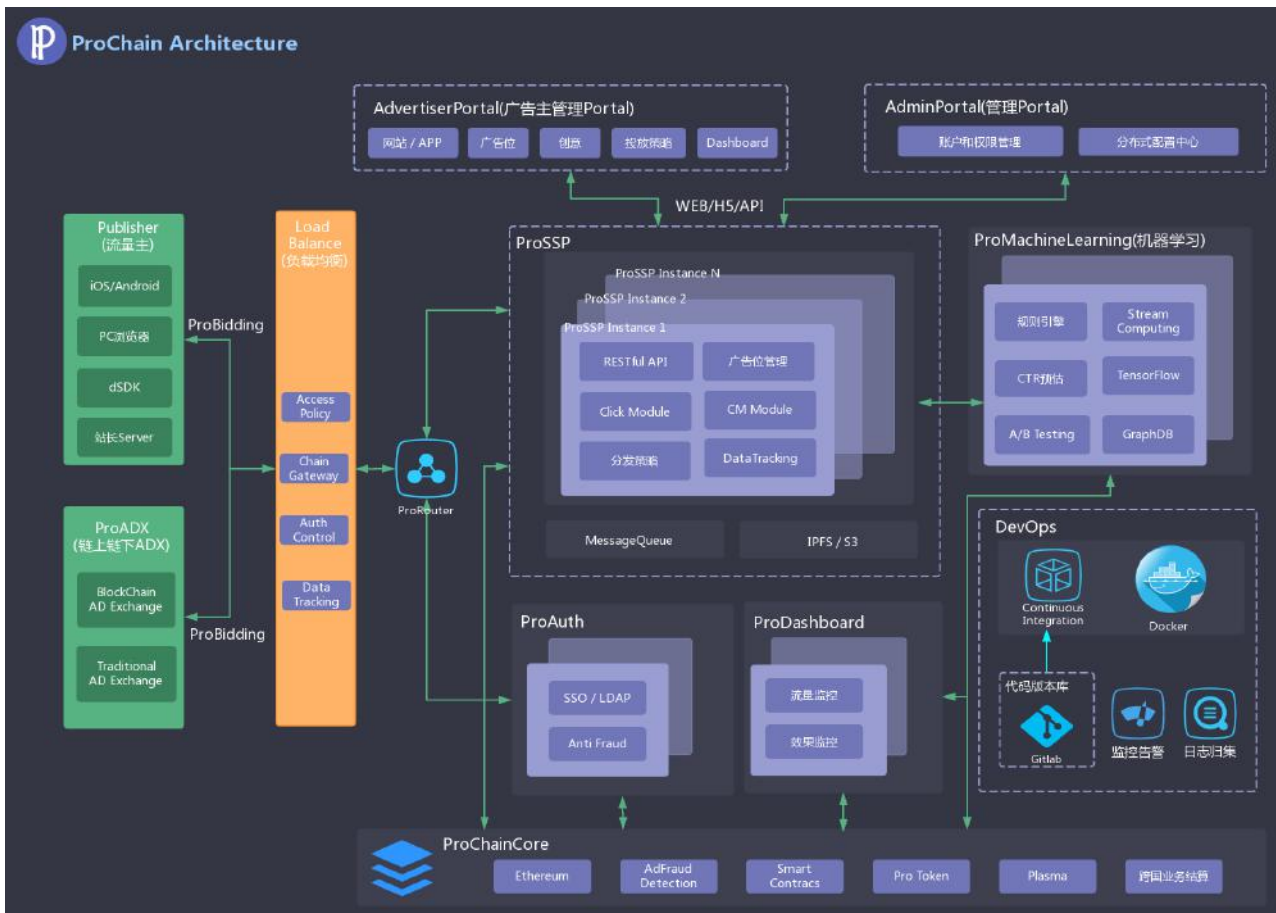
**ProAdWarehouse:** Based on Ethereum's public chain data, it provides advertisers, traffic masters, and users with a credible data analysis platform for delivering data. It provides detailed log-level data to verify the real-click source of advertisements, measures users' click-throughs, and statistics any period of delivery effect.

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## TECHNICAL SOLUTIONS



### Technology Architecture

ProChain's portal is the dSDK and JS deployed by the Publisher, as well as the internal and external ADXs that interface with it, sending media ad requests to Load Balance. It includes access policies, access control, Chain Gateway and real-time DataTracking, which are forwarded to downstream routing ProRouter based on the nature of the traffic and the processing of each module.

When the ProChain business end receives the ProRouter request, it hands it over to the internal Instance. Instances map external requests to labels in the system, quantitatively determine the quality of traffic data, match the optimal creatives on the advertiser's management platform according to the distribution strategy and pricing model, and return the results to the front end.

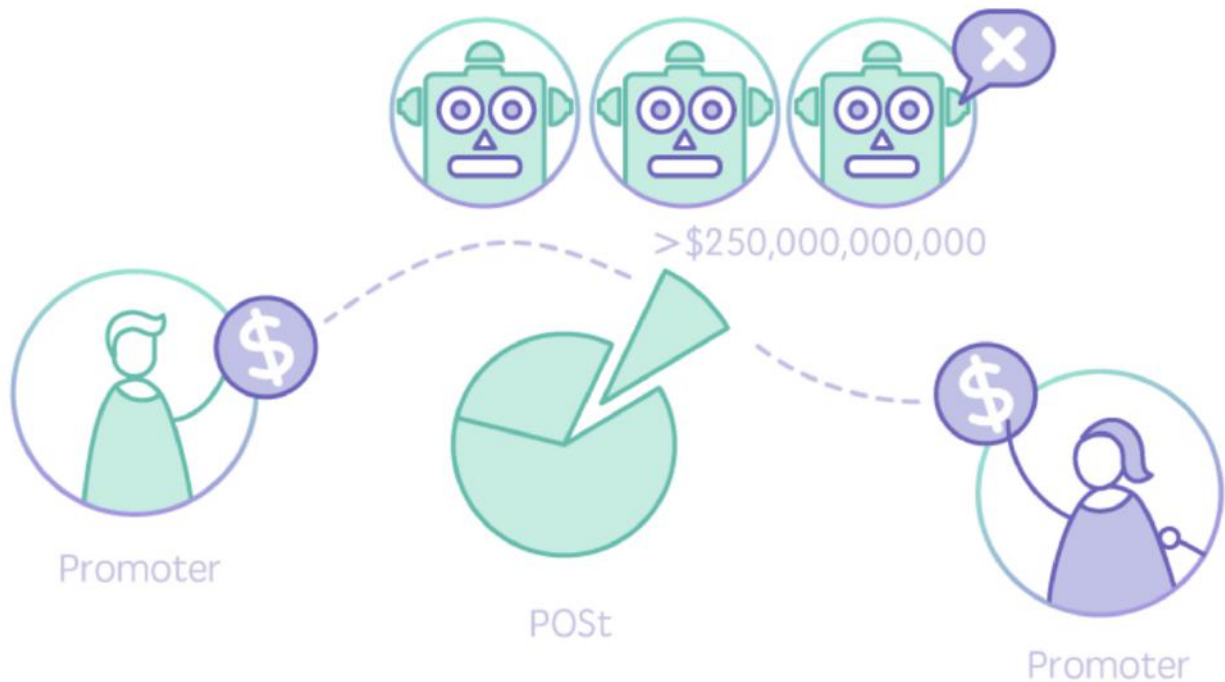
In the case of RTB delivery, ProChain's business end determines the quality of the traffic data and forwards it to an external exchange, such as the traditional Internet AD Exchange. Further, traffic to Web 3.0 distributed applications can be forwarded to BlockChain AD Exchange on the pure chain.

The DataTracking module collects traffic, channel, effect and settlement logs returned by the main transaction platform ADX and the advertisement demand platform DSP, and relies on the log service ETL to write Stream Computing on the blockchain.

Since each delivery task is a smart contract, and the whole process of delivery is transparent and trustworthy, ProChainCore's settlement module, according to the contract address, settles the settlement to the participants in real time.

ProDashBoard shows real-time reports with traffic monitoring and delivery monitoring. The total amount of data on the chain, the data collected by the log, the back-end management system data will be used as the data source for the report display.

## ProChain Anti-fraud



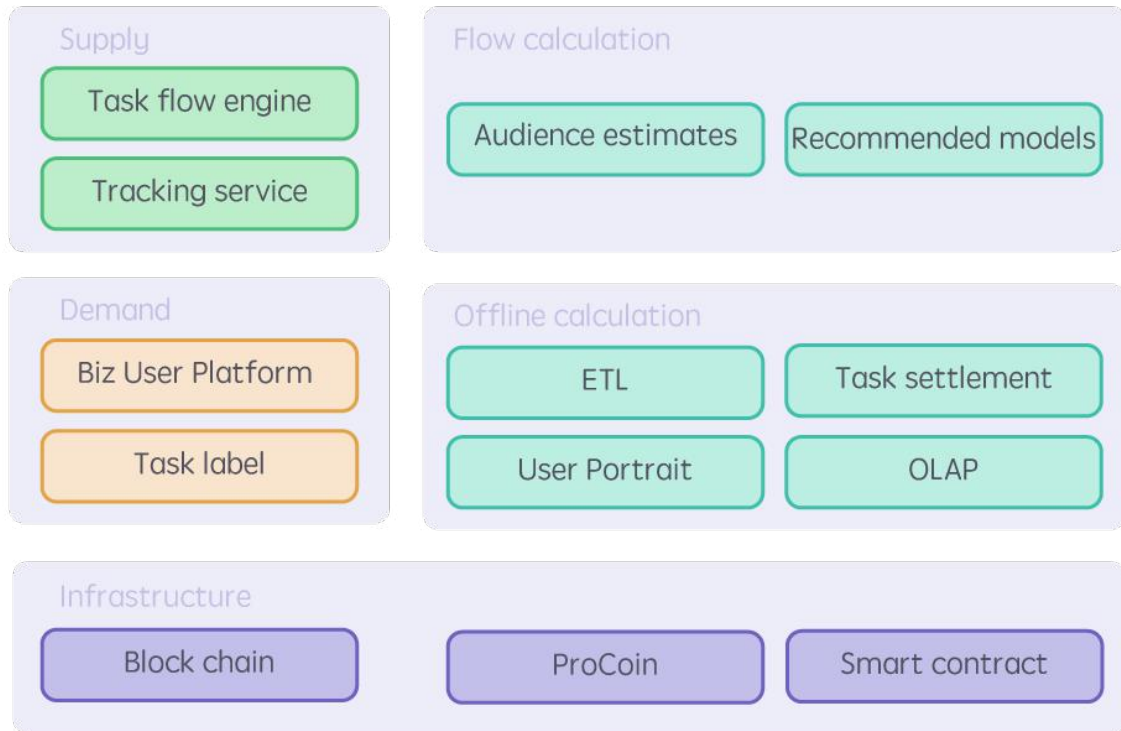
POST mechanism: POST is a comprehensive scheme based on account POS and time  $t$ . Specifically, when an account is receiving a job, POST weight is used as an account to acquire the threshold of the job.

The specific calculation is:

$$POST = \sum_{n \in N} PRO_n \times (TimeStamp_2 - TimeStamp_1)$$

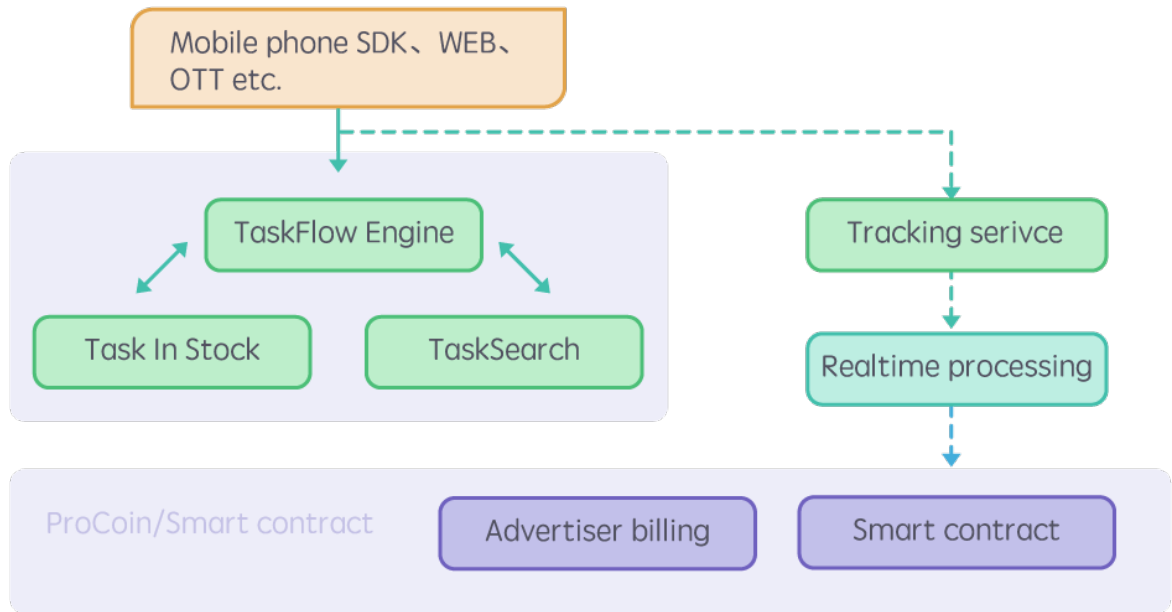
That is to say, an account that wants to receive a job needs to hold a PRO and needs to ensure that there is no PRO currency transaction for a certain period of time. POST mechanism can effectively prevent the robot account batch brush task. When an account finishes a specific task, the POST weight will be zeroed and recalculated under the account, while the higher value task will have a higher POST weight requirement for the task account.

## Decentralized Delivery Flow



The blockchain is a transparent database. Third parties must know and verify the authenticity and legitimacy of the transaction during the transaction process of all chainchain. Therefore, based on the whole chain of data, we can create a decentralized task flow engine and implement it through intelligent contracts through data mining and machine learning algorithms to calculate a personalized task flow that meets user preferences.

ProChain delivery and tracking process is as follows:



## Task matching mechanism

In order to better target audiences, ProChain will provide advertisers with precise delivery features, including but not limited to: account balance, POST weight, whether to take orders, account ratings, tag matching and other dimensions.

In addition, we will introduce a user feature recognition system and cooperate with the identification project to bind the personal metadata authorized by the user to the Ethernet address so that the advertiser can accurately reach the target user through the Dapp with ProSDK or JS embedded.

According to Pearson's formula, we calculate the similarity between user  $u$  and label  $v$ :

$$\text{sim}(u, v) = \frac{\sum_{a \in P_{uv}} (R_{u,a} - \bar{R}_u)(R_{v,a} - \bar{R}_v)}{\sqrt{\sum_{a \in P_u} (R_{u,a} - \bar{R}_u)^2} \sqrt{\sum_{a \in P_v} (R_{v,a} - \bar{R}_v)^2}}$$

The set of items that the user  $u$  and the label  $v$  match together is denoted by  $P_{uv}$ ,  $R_{u, a}$ ,  $R_{v, a}$  respectively represent that the user  $u$  and label  $v$  match the score of task  $a$ ,  $\bar{R}_u$  and  $\bar{R}_v$  represent the average score of user  $u$  and label  $v$ .



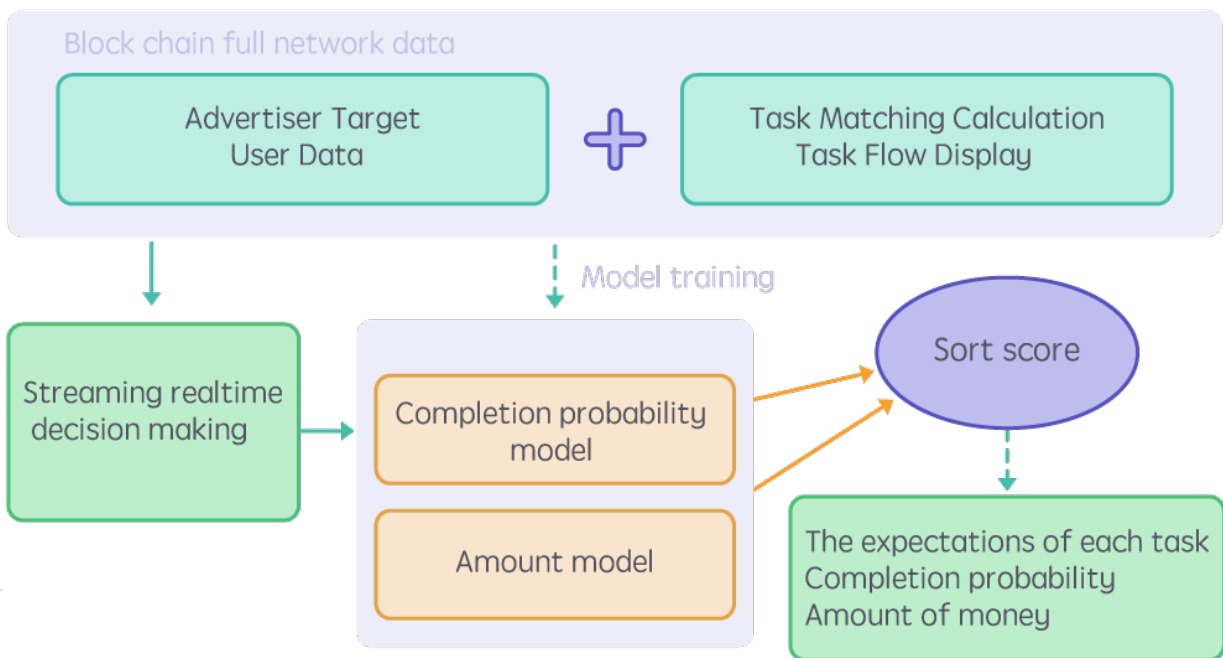
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The main features are as follows:

- 1) Account balance: account above a certain limit can claim;
- 2) POST weight: account above a certain POST weight can claim;
- 3) Whether or not delivered: only Publisher or user who has not claimed the same task link before can receive;
- 4) account rating: According to the Big Data rating system provided by ProChain for account classification, only higher than a certain rating of the account before they can receive;
- 5) Label Matching: Each task can set up no more than three labels. Users can get the task push priority by label matching to improve the matching efficiency.

### Machine Learning Model Based on Full-Chain Delivery Data



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According to the data of blockchain network, and advertisers 'goals, users' behavioral preferences and task completion, training and ranking model to calculate the probability of a task to be completed properly, and the completion of the amount.

ProChain adopts the GBDT model and evaluates it using the AUC (Area Under Curve) indicator and supports real-time A / B test validation.

# PRODUCT SOLUTIONS

## Business Process

Provide advertisers with a Digital Advertising Smart Contract Market based on Ethereum, where advertisers select contracts based on launch requirements, replenish PRO tokens and issue contracts for real-time ad auctions.

### Advertisers:

- Create Ethereum account and add PRO token;
- Select the required contract from the market and create the task;
- Set delivery cycle to promote budget;
- Set CPT / CPA / CPC prices;
- Set the order user range;
- Set task tags for searching;
- Submit marketing copy / design material to IPFS / Filecoin;
- Set Judgments (Browse, Click, Download, Install, Token Distribution ...);
- Set Media Share;
- Fill smart contracts with PRO tokens and publish on the web.

### Users:

- Create a Ethereum account and complete the KYC minimum guarantee PRO (anti-cheat);
- Connect to Ethereum main network via Metamask or local terminal;
- Enter the media Dapp and log in to the ethernet account to retrieve advertising tasks that meet the account requirements;
- click on the ad to complete the task, triggering a smart contract;
- PRO token rewards based on contract set percentage.

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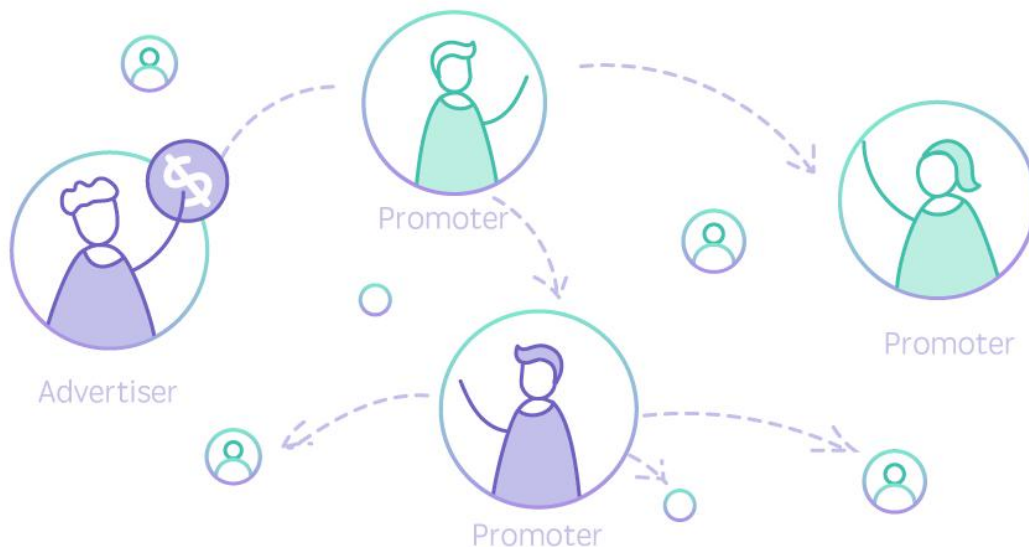
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### Media side:

- Create Ethereum accounts for user clicks;
- Embed ProChain SDK or JS code into your own Dapp;
- The SDK sets the type of displayable ad with an acceptable percentage share and requests ads from the chain that match the media delivery criteria.
- After each ad click completes and a smart contract is triggered, the media party receives the PRO PROVISION in PROPORTIONS.

The platform will gradually introduce real-time bidding mechanism (RTB) in accordance with the development plan to improve the matching efficiency of advertising content, media and users.

### User growth strategy



The early users of ProChain are mainly come from the big data marketing resources. During the initial release of the project, the team will also provide certified advertisers a certain number of PRO tokens for publishing tasks and verifying delivery. Users who complete KYC and improve their personal information can receive PRO rewards. Users can also invite friends through social media to get additional PRO rewards.

### Ad Placement Terminal ProDSP

We will develop an advertising smart contract distribution for advertisers Dapp, through the local terminal or Metamask connected to the main Ethereum network, all advertising contracts can be real-time synchronization and efficient queried. Through the contract address, you can query the progress of the marketing plan in real time, the completion of the account and the specific completion of the information.

Before the blockchain storage solution matures, the ProChainCore core system stores mass-market text such as text, images and video through a centralized storage solution (AWS S3). When the IPFS / Filecoin goes online, it gradually moves to the decentralized storage platform Advertising content storage, distribution and data monitoring.

### Publisher Terminal ProSSP

We will help our customers with traffic resources to rapidly implement supply-side platforms based on blockchain solutions to realize professional, efficient and high-return traffic realization. The ProSSP includes the advertising business side, ProChainCore core system and console, which can realize such functions as advertisement position management, real-time monitoring, A / B test, log service and the like, and supports various mainstream liquidation forms such as direct investment and open bidding.

### Media Distribution Terminal ProSDK

We will provide ProSDK to enable Dapp developers or decentralized media access to generate advertising revenue for users on their platform as well as themselves. ProSDK parameters can be customized for settings such as proceeds proportions 、 ad types and then request from ProDSP for ad content that meets media delivery criteria.

### Data Analysis Terminal ProAdWarehouse

We will also provide a data analysis terminal to extract accurate user-click data from the block to the log level, providing an effective analysis tool for advertisers and traffic master accurate measurement of delivery. The future ProAdWarehouse API interface will be designed for advertisers to connect their own CRM system, easier to multi-channel data comparison.

## APPLICATION SCENARIO

### Mobile application download

A mobile Internet company launched a new App, hoping to enhance user downloads by ProChain. Enterprises set a marketing budget of 500,000 RMB, the goal is to be downloaded by 100,000 users. The company redeemed 500,000 equivalent PRO tokens (assuming 500,000) through the token trading platform and set the mission requirements and marketing cycle through the ProChain ad placement platform with a release of 500,000 PROs Smart contracts are priced at 5PRO for each download (or registration), and media and users are rewarded with 20:80 split regulation.

Bob, an advertiser-qualified user, discovers this ad via a mobile app that has access to the ProChain SDK, so click to go to the details page. After downloading the app (or register) by clicking the link, Bob returns to the mobile app and immediately gets 4PRO and the media gets 1PRO. So until 500,000 marketing budget run out or reach the advertiser set the deadline, PRO sent tokens will be returned in full. The list of users who successfully triggered the ad will be returned to the advertiser for data calculations for the next round of delivery optimization.



### Settlement

ProChain not only serves the chain of Dapp, but also solves the traditional Internet advertising market. Intelligent contract which can solve the DSP for the SSP and ADN real-time billing issues, while providing data for the DSP traceability, make its advertising go its own way. To enhance the industry mutual trust, eliminate intermediaries, reduce the cost of data validation can play an important role.



# PRO TOKEN ISSUE PLAN

## Purpose

Through the first tokens issuance to raise funds needed for the operation of the project, the proceeds of the crowdfunding will be devoted to R&D, team expansion, community operations and marketing in the agreed ratio. As the project progresses, the team will gradually release the reserved tokens to invite and motivate high-level blockchain developers to join the community.

## Details

PRO issued a total of 100 million, crowdfund public offering duration will keep 7 days, and total of 10 million tokens issued. Crowdfunding target amount is 8000 ETH, each ETH convertible 1250 PRO. After the distribution is completed, the token will be logged into the mainstream exchange in the short time.

## Token distribution

- 20% of core team, team's share locked up for 6 months, followed by monthly release of 10% ;
- 12% for early investors and consultants, phased unlocked;
- Partner subsidy 5%;
- 8% of community operations, including 3% of the trial subsidy for certified enterprises, 3% of users' real-name certification subsidies and 2% of the contribution subsidies for the code.
- 30% of pre-sale round, subscribed by institutional investors, and staged unlocked;
- Tokens public offering 10%;
- 15% of the ProChain Foundation for project sustainability;

## TEAM INTRODUCTION



**David White**

ProChain data system designer, former Tencent big data analyst, blockchain senior data experts, has independently led the design of blockchain big data monitoring system to track Ethereum's global trading dynamics



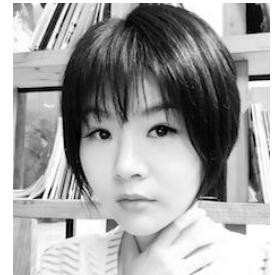
**Eric Vincent**

ProChain core system designer, previously engaged in the backstage of Tencent and focus on big data, recommend system development. Many years engaged in anti-fraud related work, took two Tencent S employees, owns a Tencent Excellence R&D Silver Award and a Tencent Class A patent



**Roy Young**

ProChain advertising platform designer, MBA of the Chinese Academy of Sciences Innovation and entrepreneurship, has led the public cloud large-scale mining dynamic operation and maintenance platform, founder of DummiStudio, PTS & BTS Senior



**Michaelia St.Leger**

ProChain marketing leader, founder and CEO of net letter financial microtech, spring co-founder of the palm doctor, former Tencent user experience designer



**Ahmed Alsayadi**

Sigma Technology co-founder of ABD dream entertainment, bachelor of USTC, master of Tsinghua, former Baidu Arab core team members.

### Advisers



**Yuanqiu Guo**

Ogilvy & Mather China Senior Vice President, Team Mainly serving major automotive customers such as Mercedes-Benz, Jaguar Land Rover, Volkswagen, Lamborghini, Bentley, Bugatti and sports customers such as the 2008 Beijing Olympic Games.



**Yan Meng**

Vice president of CSDN, Contributing author of 8btc and duya blockchain. Has been working for blockchain, Watson, blockchain and other major technical strategy in IBM.



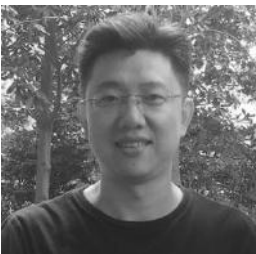
**Pengzhu Li**

Beijing Ruizhi unlimited international advertising media partners; seven wheat technology sales and marketing business leader; WeChat open platform business in North China; former Tencent media industry group technology center business and government relations.



**Xin Liu**

Founder and CEO of Beijing Xinyun Internet; Sina Micron CTO; founder and CEO of Hangzhou YunDong Technology; former UT Starcom senior director.



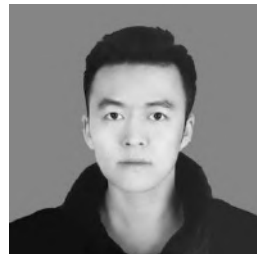
**Wei Wang**

Design and development the world's largest distributed bank account system. Beijing Micro Technology Co., Ltd. founder. Raven blockchain columnist, CSDN cloud computing session of the first blockchain summit member.



**Yongyi Lu**

Founder and CEO of Ancestral Education; partner and CMO of Beijing Yunzhi Sound; more than 10 years of experience in large internet companies; former director of Phoenix TV, Tencent, Renren, Duomi Music.



**Ji Rao**

Tencent WeChat Division early staff, the United States of America Bay Area startup Edison core team members, responsible for big data mining. Digital currency high-frequency quantitative trading experts.

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## Investors



**DuJun · Node Capital**

Founding partner of Node Capital, Mr. Du Jun is the world's earliest investment in the blockchain industry, professional investors, but also well-known digital asset management and investment. He has worked in well-known Internet companies such as Tencent and Wellcome, as well as jointly established digital currency trading platform, firefighting currency network and blockchain professional media, such as Golden Finance and other companies with professional industry knowledge, rich entrepreneurial experience and industry resources, Good at market operation, capital operation and business incubation, the investment blockchain project has reached dozens.



**Lin Jiapeng · LinkVC**



Founding partner of LinkVC, co-founder of SosoBtc, Mr. Lin Jiapeng has invested in well-known blockchain projects such as TENX, blockchainCDN, Genaro Network and Lightning Network. He has worked for Thunder, responsible for Thunder client, Thunder Financial, Thunder video and other core product development. LinkVC Capital focuses on global blockchain, digital currency and Internet financial services investment and cooperation. The company has offices in Singapore, Canada, Hong Kong and Shenzhen.



**Sun Zeyu**

Sun Zeyu is the brand director of Beijing Kunshen Information Technology Co., Ltd., senior bitcoin trader, CCTV commentator, and an advisor to the financial science and technology innovation laboratory of Peking University. He has invested in & co-founded Kushan hardware wallet, founded GRAVITYLESS, and has become an angel investor in several well-known blockchain projects.



**Wang Dou**

Geek Capital founder, block chain robot inventor. Wang Dou has served as director of sales for more than ten years at IBM, Motorola, Hewlett-Packard and Silicon Valley high-tech companies in his early years. He was the author of IBM Memoir. Residing in Canada in 2013, he teaches the Internet and blockchain at several Canadian universities and colleges. In 2017, we will invest in blockchain projects such as MDT, Mackie, Genaro and SWFTC.



**Jiuding Capital · BlockChain Digital Assets Laboratory**

Sun Jian is the founder of Jiuding Group VC, a founding partner of YuanYi Jiuding, head of the digital asset management laboratory of Jiuding block chain, managing director of Jiuding Investment. Jiuding Investment is a professional institution specializing in equity investment and management and headquartered in Beijing, Jiuding Investment has hundreds of branches in mainland China, Europe and the Americas. Core businesses include PE investment, VC and venture capital investment, real estate and fixed income investment in three major sectors, the accumulated fund scale of nearly 300 billion RMB.



**FBG CAPITAL**

FBG Capital is a digital asset management firm in blockchain-based capital market.



**CoinsFund**

CoinsFund.io is a new venture capital institution, which is mainly focused on the investment and project cooperation with blockchain, digital cryptocurrency and Internet financial services, and which has invested in ICOPOD, Ripple, BasicAttentionToken, IPFS and so on. CoinsFund.io focuses on the global investment and cooperation of blockchain, digital cryptocurrency and Internet financial services. The main business includes equity investment, digital cryptocurrency ICO and digital cryptocurrency hedging arbitrage.



**ChainPE**

The partners of ChainPE.com is composed of experts from various area in the blockchain industry, who are successful entrepreneurs and investors. We are committed to invest and support high-growth blockchain projects around the world, including equity investment, software and hardware, and cryptocurrency mining etc. With its industry status and efficient operations, ChainPE provides portfolio companies various kinds of supports like technology introduction, talent recruitment etc.

### Well-known Exchanges

#### KEX



KEX is a globally integrated digital currency trading platform designed to provide professional, secure and convenient digital currency trading platforms to users worldwide. The company is rooted in South Korea and currently offers worldwide users access to transaction services for mainstream digital currencies such as Bitcoin, Litecoin, and Ether. KEX company's core team has a wealth of industry experience and professional technical background, all members are from TENCENT, HUOBI, HUAWEI and other world-renowned enterprises, hoping to eliminate barriers to trade through blockchain technology to enhance transaction efficiency and promote the global digital currency applications development.

### Core Competencies

🎬 1)**Blockchain Accumulation**: Team members have an average of 4 years of accumulated experience in the blockchain. They have participated in the project development of BTS and blockchain big data monitoring platforms.

🎬 2)**Anti-fraud experience**: Team members used to work in Tencent, have the industry's leading anti-fraud technology accumulation;

🎬 3)**Customer Resources**: The team's core members serve as head of well-known advertising agencies with a large selection of top 500 clients;

🎬 4)**User Resources**: Big data resources with hundreds of millions of users advertising behavior, which can accurately identify user consumption characteristics;

🎬 5)**Technology Accumulation**: Up to 7 years RTB advertising instant auction technology accumulation, served as Google and Facebook advertising agency;

### Development Plan

18Q1: integrated development of public chain, complete minimization of verifiable model development and in-system testing;

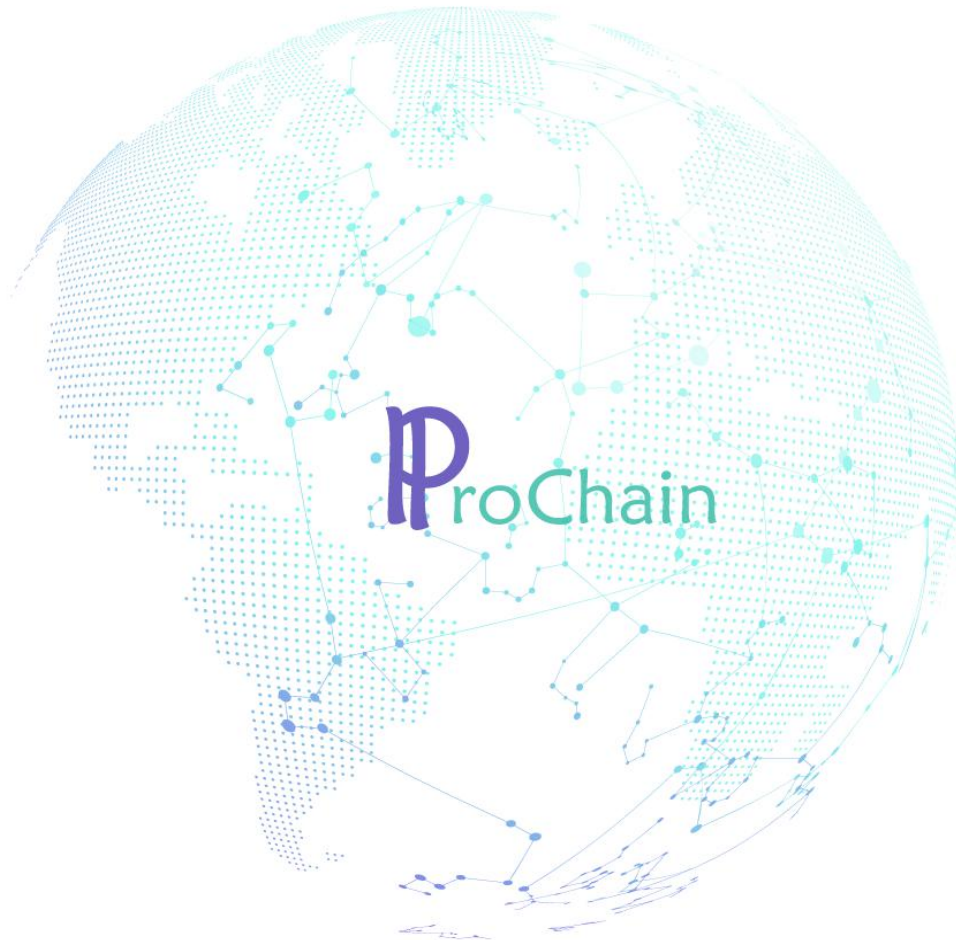
18Q2:  $\beta$ -version testing on-line, invite some directed customers testing , through the traditional way to initialize the advertising network users;

18Q3: Official Dapp online, smart contract template that can meet the unique needs of advertisers shelves ProChain advertising platform;

18Q4: provide SDK Access for Media Streaming Side (SSP), ProChain Media Distribution Platform Put into official Operation;

19Q1: Deployment of decentralized task flow functions on-line for real-time RTB bidding;

19Q2: Development of SDK, providing data access for advertiser CRM system and data analysis platform on-line;



## ProChain - Redefining Internet Advertising by BlockChain