



Webcoin

Pioneers the technological dawn
of global marketing digitalization



March 2018
V.3

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INTRODUCTION



Webcoin connects the worlds of digital marketing, blockchain technology and cryptocurrency. Webcoin is a utility ERC20 token based on the Ethereum blockchain, and serves the purpose of a unified currency for buying and selling services within the Webhits.io platform.

The Webhits.io Ecosystem consists of:



Webhits.io platform

Interest-based p2p web and **social media service exchange platform**. The platform's mission is to provide tangible results, increase advertiser Return on Investment (ROI), and significantly lower the costs for website and social media engagement services globally by a minimum of 10 times. A distinctive functionality trait of the platform is the innovative Social Mining feature that will fundamentally transform the relationship between advertising and cryptocurrency.



ICO Bay.net Group

The largest group of Initial Coin Offering (ICO) directories on the web. The ICO Bay network consists of 54 ICO directory platforms and over 1,000 social media pages and groups. The **ICO Bay** introduced the **IBT token** in March, 2018 which will later on in time be used for buying advertising services within the ICO Bay group of websites. The IBT token has also been recognized and verified by Etherscan.

The ICO Bay Group for marketing services will be integrated into the Webhits.io platform thus bringing us one step closer to fulfilling our vision for the future of global advertising.



Kaaso.com

Global freelance marketplace for blockchain, programming, design and social media services. Kaaso's mission is to scale the freelance economy and to empower individuals to work on projects while residing at various geographical locations around the world. Kaaso also aims to help tech companies, blockchain businesses, and startups effortlessly find freelancers at the best possible price point. Our long term goal is to integrate the Kaaso marketplace into the **Webhits.io platform**.

Our Ecosystem aims to revolutionize and unify three key Global Economy fields:

Digital Marketing – The cheapest, interest-based p2p network that guarantees monetary payback on web and social media engagement services.

Cryptocurrency – Social mining is available to anyone with a laptop and differs from any other existing type of cryptocurrency mining and proof-of-work models.

Freelance Economy - Extra income for the activities we all engage in on a daily basis. Regardless of whether you are a retired person, college student, or social media influencer, we invite you to start earning extra money with us now!



PROJECT ESSENTIALS



Limited total supply : 70 000 000 WEB



High project potential : \$1+ trillion advertising & crypto industries



Raised \$400,000 from 100+ investors



High token liquidity and fast Integration with at least 5 exchanges (August 2018)

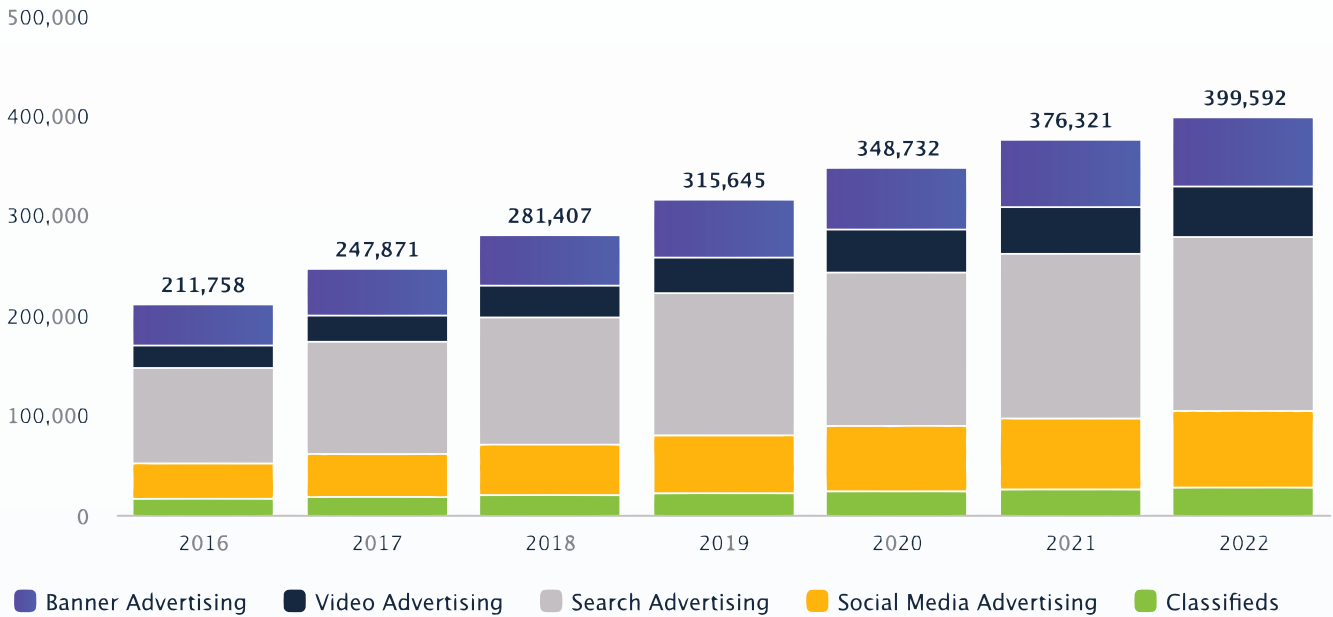


Instant purchase from smart contract through your personal wallet

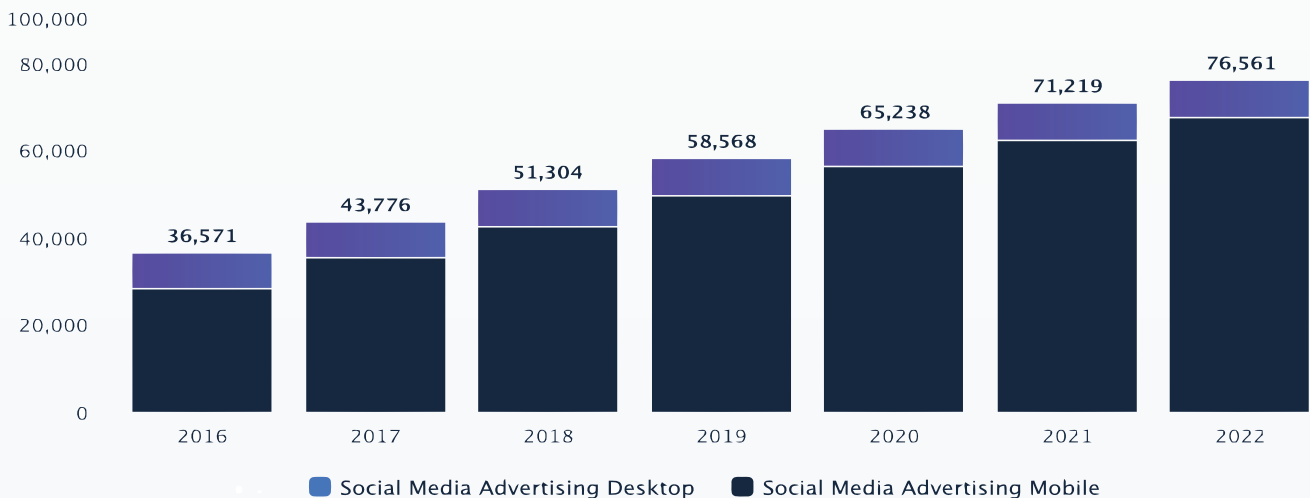


Pure utility token with a commercial impact on high-end digital advertising services

MARKET OVERVIEW



1. Current World population - 7.6 billion
2. Total number of websites worldwide - 1.8 billion
3. Revenue in the "Digital Advertising" market amounts to US\$279 billion in 2018. The market's largest segment is the segment "Search Advertising" with a market volume of US\$127 billion in 2018.



4. Revenue in the "Social Media Advertising" segment amounts to US \$51 billion in 2018. Revenue is expected to show an annual growth rate (CAGR 2018-2022) of 10.5 % resulting in a market volume of US \$76 billion in 2022. The average revenue per Internet user currently amounts to US\$17.24.

PROBLEMS



Advertising

Too expensive

With each passing year companies spend more than ever before on digital marketing services. The recent ban on cryptocurrency advertising on Facebook, Twitter and Google creates an entirely new and uncontested “Blue Ocean” market space with no competition. Webhits.io’s mission is to pioneer the technological development of this new industry by introducing a new generation of digital advertising solutions to ICOs, startups, blockchain companies and corporations.

Marketing

Limited access

The rapid economic growth of the Asia-Pacific and particularly China, Singapore, South Korea, the Philippines, Malaysia, Indonesia and India attracts the attention of multinational companies. They want to enter these emerging markets to sell their products and services. Although, Asian social media networks like WeChat and Tencent QQ have become some of the largest and most popular globally, the rest of the world cannot advertise on them.

Influencers

Transparency

On one hand, freelancers and small businesses cannot afford the much needed services of top social media influencers. On the other hand, many social media authority figures are unable to maximize their profits from existing followers.



Mining

Electricity & Resources

With the rapid growth of the blockchain technology the resources and tools available for mining increase by the day. In November 2017, The Guardian revealed that Bitcoin network’s estimated electricity consumption is greater than that of 19 European countries, consuming more than five times the produce of Europe’s largest wind farm.

OUR SOLUTION



Advertising

Higher ROI

Unlike any other existing and relatively overpriced social media platform, Webhits.io offers 10 times cheaper advertising services. Much like Facebook, Twitter, Medium and Pinterest the Webhits.io is also interest-based. This allows sole proprietors, businesses and global brands to more effectively advertise their offers to a highly targeted countries of interest. Connecting with and capitalizing on interest-based audience will result in an increased ROI for advertisers.



The Webcoin team aims to integrate all viral social media networks into the world's largest interest-based p2p social media and web exchange platform. The Webhits.io platform will allow businesses from all around the world to effectively advertise also on the Indian and Asia-Pacific markets.

Marketing

Global Market Connected



Freelancers

More Services & Income

The advancement of the Internet technologies allows millions of people worldwide to work remotely from virtually anywhere. The number of freelance marketplaces like Fiverr, Freelancer and PeoplePerHour is growing and so is the number of freelancers. It becomes harder and harder for a freelancer to stand out and earn money online. Webhits.io will encourage freelancers to offer a greater variety of social media and website related services. More services will lead to improved profile visibility, more clients, thus more income.



Webcoin social mining requires almost no GPU and CPU, unlike Bitcoin or Ether. In order to engage in Webcoin social mining, miners need to visit websites and social media links submitted by advertisers to the Webhits.io platform. Every verified visit of an advertiser website and every advertiser-related social media action (e.g. like, share, follow) will be monetarily rewarded with a fixed portion of Webcoin token.

Social Mining

Low GPU & CPU, no hardware

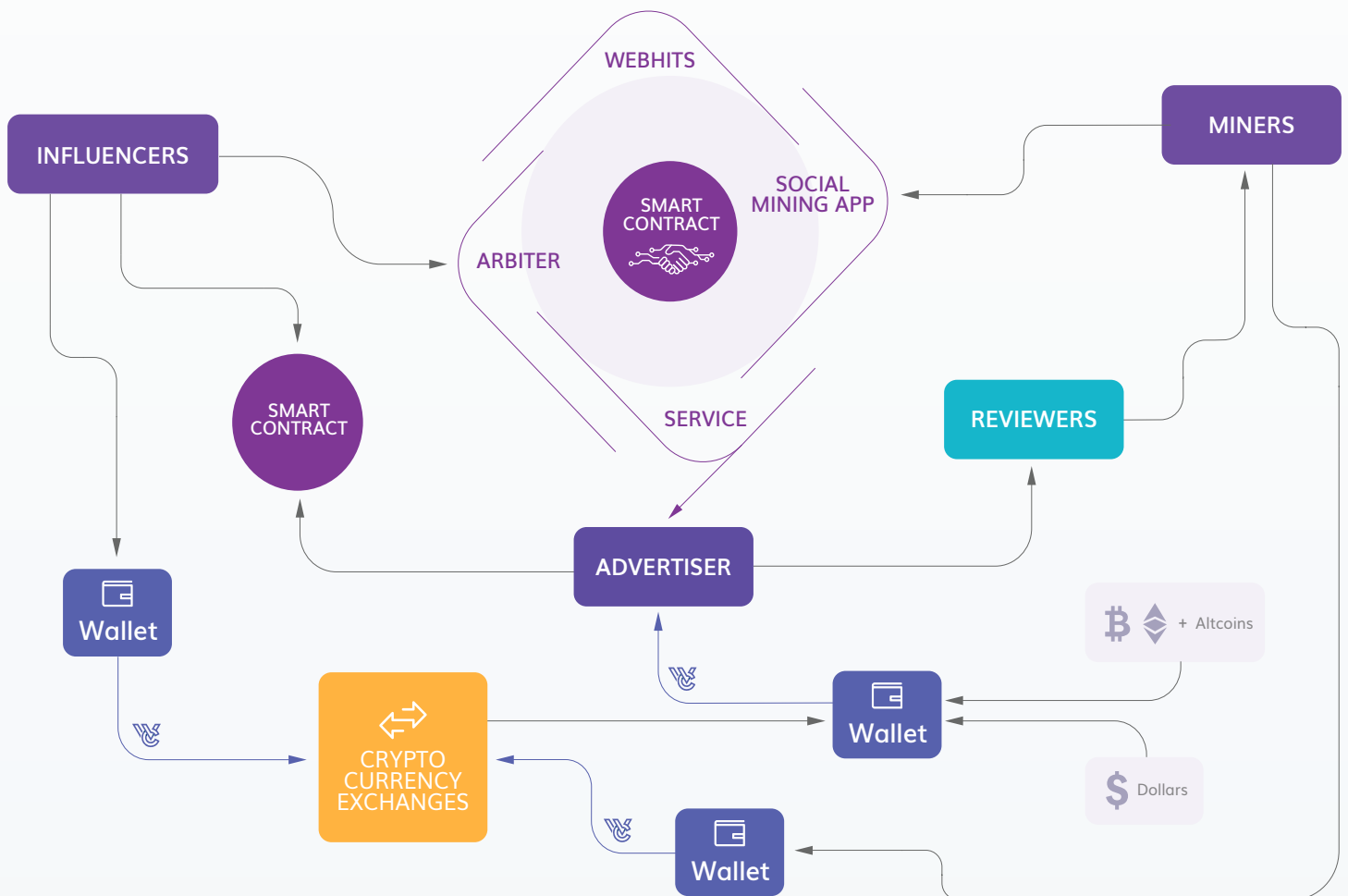
PLATFORM OVERVIEW

All commercial processes occurring within the Webhits.io platform will be governed and regulated by the Webcoin team. Advertisers will receive an initial amount of Webcoin which they will trade for a certain amount of social media exposure. Upon receiving advertiser demands, the platform issues an offer to the appropriate miner. After the miner successfully delivers the service, the platform rewards him with a portion of Webcoin token.

The platform will also retain a small portion of Webcoin from each transaction. This will be our team's main source of revenue for maintenance and support.

Advertisers can obtain Webcoin after the ICO in the following ways:

1. Buy directly from exchanges, which will generate demand for the Webcoin token and drive prices upwards.
2. As some of the advertisers may not be willing to deal with exchanges and convert FIAT currency to cryptocurrency themselves, the platform will save them the trouble by re-selling Webcoin for USD\$ at 5-10% above the average market rate on cryptocurrency exchanges.



L-RATIO & REVENUE

The L ratio, Webhits.io core mechanism, is responsible for generating income by maintaining adequate rewards for miners and attractive prices for advertisers. In the same time, traders will seize the enormous potential for substantial returns on their investments, due to the nature of supply and demand forces that govern the open market.

The L ratio is the proportion of 1 Webcoin that a miner will receive for providing services to an advertiser. The Webhits.io platform will keep the remaining portion $1-L$ of the Webcoin paid for the service provided.

TYPICAL OPERATIONAL CYCLE:

1. The advertiser buys 1 **Webcoin** from the ICO, cryptocurrency exchange or the Webhits.io platform.
2. The advertiser spends 1 Webcoin within the **Webhits.io** platform and sends an order for a predefined amount of social media exposure (e.g. 200 Facebook shares, likes).
3. The Webhits.io platform receives 1 Webcoin and sends an order to miners for a pre-negotiated amount of social media exposure.
4. The miner delivers the service successfully.
5. The Webhits.io platform confirms the completion of the task, and pays the L amount of 1 **Webcoin to the miner**. The Webhits.io platform retains the remaining of $1-L$ portion of 1 Webcoin.

By retaining a small proportion of **Webcoin** on every operational cycle, the remaining public supply of the coin will slowly decrease over time, leaving the team with disposable Webcoin assets at hand we would like to refer to as temporary operational “inventory”. The goal here is to create scarcity on the cryptocurrency exchanges which will increase the demand for Webcoin and ultimately its market price. The Webhits.io platform will generate income by offering this Webcoin “inventory” to advertisers, or by directly selling it on exchanges, thus maintaining the long-run public supply of **Webcoin** sustainable.

OPERATIONAL MECHANISMS

We believe in creating the most favorable conditions for advertisers and miners to connect. The Webhits.io platform is designed to be functional, manageable and profitable with no dependency on monthly fees whatsoever.



Additionally, recurring monthly payment plans can later be designed for large corporate advertisers and professional miners



Demand for paid subscriptions can be created by setting policies of limitation on the free user accounts (e.g. not allowing them to request or provide more than a certain amount of social media exposure per day).

USER ROLES



ADVERTISERS

Advertisers are companies in need for web and social network advertising. Reasonably high demand for services can be expected because of Webcoin's competitive ICO pricing and market positioning. Our value proposition is to offer more exposure for less money. The current price of an identical offer on the market (same degree of social media exposure) is more than 10 times higher. Advertisers are expected to show extraordinarily high interest on all ICO price levels.

SOCIAL MINING

Unlike Bitcoin, Webcoin social mining requires almost no GPU and CPU. Webhits.io suggests much simpler ways to earn Webcoins within the platform.



MINERS

Miners are individuals who offer social media exposure for a fee. A miner's duty is to provide a certain amount of exposure in the form of likes, shares and follows for a company. The miner would be motivated to deliver the service because a rewarding portion of Webcoin revenue will amount to his service fee.

For example, even the least popular miners can earn at least \$500 every month for simply generating social media likes and shares. Professional miners with multiple accounts and considerable social popularity can earn in the tens of thousands a month.

REVIEWERS

Reviewers are people who review advertiser web and social media content for a fee. Webhits.io selects and encourages reviewers to examine a number of websites or social media posts based on their interests, language and geographical location. Three reviewers will be randomly selected by the platform to analyze and authorize the posts. The approval of two out of three reviewers will be needed for every post. Only then will the posts be sent to the appropriate miners. We strive to create a healthy marketing community with no tolerance for hate speech, racism, gender discrimination and drugs. Reviewers will have an incentive to deliver results because a rewarding portion of Webcoin revenue will constitute their service fee. For example, even the most inactive players can earn at least \$400 every month for simply reviewing advertiser links or posts. Serious miners with a business agenda can also be reviewers. Engaging in this activity may add a few thousand to their monthly income.

SOCIAL INFLUENCERS

Influencer marketing focuses more on influential people's social reputation. It identifies individuals who have influence over a potential buyer segment, and focuses marketing activities on these influencers.

Influencer marketing derives value from 3 sources:

1. **Social reach:** Influencers reach out to millions of consumers through their social channels and blogs.
2. **Original content:** Influencers produce original and compelling business-oriented marketing content for the brand.
3. **Consumer trust:** Influencers maintain a strong relationship with their audience. People take social media authority figures seriously and they trust their judgment. Followers popularize influencers' messages on social media, hence reaching out to even more potential buyers.

The integration of Ethereum Smart Contracts within the Webhits.io now allows large advertisers to customize their high-end service requests based on specific criteria and benefit more from working with social influencers. For instance, when a popular company (advertiser) requests a sponsored video review of their new product, the platform sends the service request to a renowned social authority figure. The influencer reviews the terms and decides whether to accept the offer or not. If the person accepts, he also agrees to stick to the conditions of the advertiser. Upon the completion of a secure payment, the monetary value of the transaction is safely kept by the platform until both parties independently confirm that the job has been completed.

ARBITER

Arbitrage occurs when 2 parties operating within in the Webhits.io platform disagree on the quality and integrity of the work performed. For example, an advertiser creates a service request which the platform sends to a social influencer who completes the work only partially then submits back to the advertiser for a review. Should the advertiser reject the work done, the platform will step in as the arbiter between the two parties and resolve the issue.



TRADERS

Webcoin will be listed on cryptocurrency exchanges, so that miners can easily cash out their earnings. Advertisers will also be able to buy Webcoin from exchanges. Webhits.io itself will also actively trade on the exchanges in order to manage any arising short-term Webcoin supply needs.

WALLET

A cryptocurrency wallet is a software program that generates, stores and protects user private keys. Users can easily monitor their balance, send and receive digital currency. Webhits.io will provide users with a multi-cryptocurrency wallet. The platform plans to further deepen its relationship with miners, reviewers and social influencers through lottery events and rewards in the form of ether, bitcoin and altcoins.

CUSTOM SERVICES

The platform will also offer white-label solutions. If a corporate advertiser requests that a custom technological feature be built into Webhits.io for a one-time project, then the platform will implement the requested feature and accept Webcoin as compensation.

SCALABILITY

The currently offered public crowdsale supply of 25,000,000 Webcoin will be sufficient for all platform operational needs that may arise over the next 3 to 5 years. Bearing in mind the rapid development of the cryptocurrency segment, our projected expectations for the near future may be subject to modification. In case of a surprisingly high demand and insufficient Webcoin at hand, an adequate amount of Webcoin10X will be publicly introduced through a secondary ICO. Webcoin10X will operate in a manner almost identical to Webcoin.



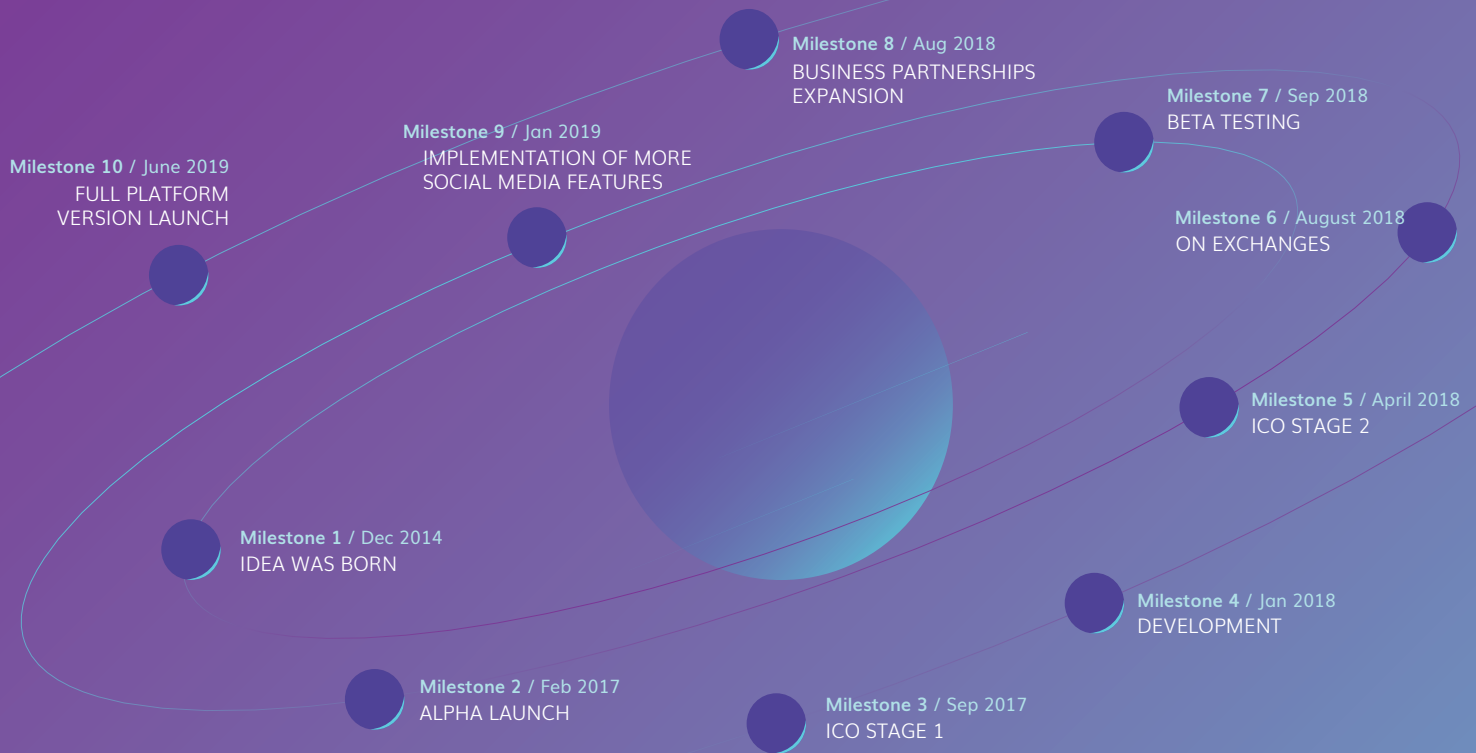
Webcoin vs Webcoin10X:

- Webcoin10X available public quantity will be 10 times less than that of Webcoin at a 10 times higher price.
- With 1 Webcoin10X an advertiser can buy a package of social media exposure from the platform and it will be 10 times more valuable than the same degree of exposure bought with 1 Webcoin.

Both Webcoin and Webcoin10X will remain fully utilizable within the Webhits.io platform.

We reasonably believe the Webcoin / Webcoin10X business model has the potential to be further refined, scaled and expanded.

ROADMAP



2018:

- Ecosystem expansion - ICOBay Group, IBT token & the largest ICO directory network of sites - March 2018
- ICO stage 2 - Ethereum blockchain integration & ERC20 token
- Beta platform version in progress (alpha to be shut down upon the launch of the beta)
- Continuous integration of new features in the beta (social media activities integration)
- Team & partners expansion
- Presentation of end-to-end marketing & advertising solution to global marketing agencies

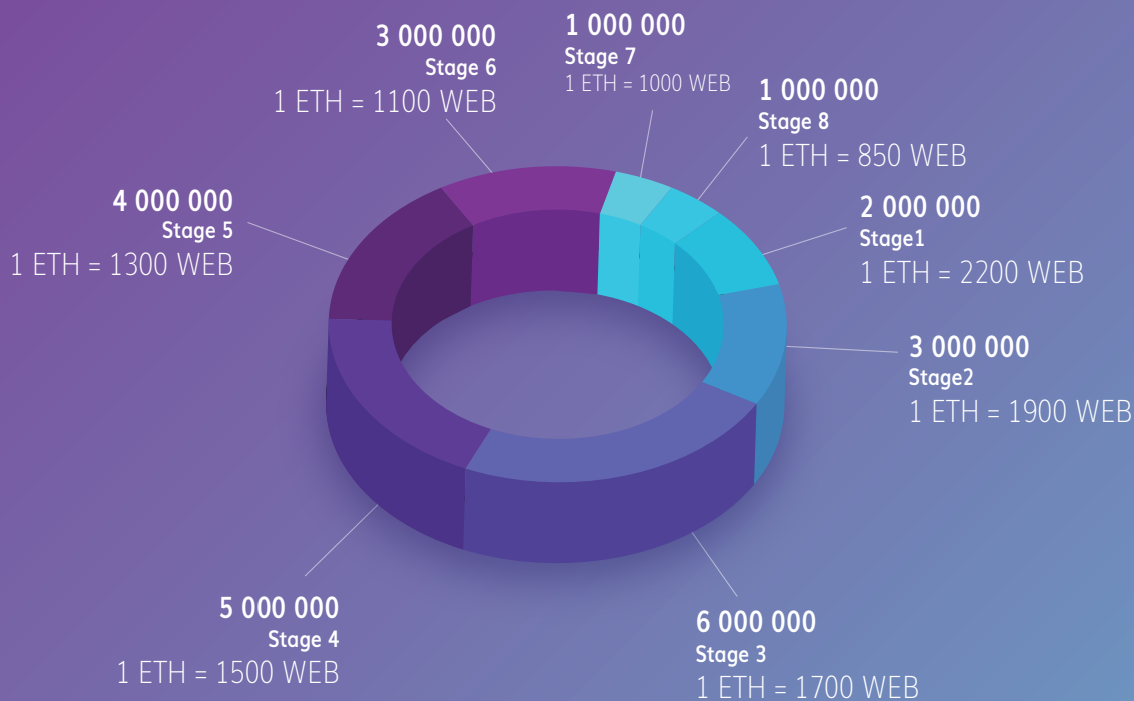
TOKEN SALE

What is Webcoin Token:

Webcoin is a utility ERC20 token based on the Ethereum blockchain. The token will serve as a unified currency for buying and selling services within the Webhits.io platform.

TOTAL PUBLIC SUPPLY

25 000 000



Name: Webcoin

Symbol/Ticker: WEB

Precision (decimals): 18

Token address: webcointoken.eth

Total Supply: 70,000,000

Crowdsale Supply: 25,000,000

Soft Cap: 600 ETH

Hard Cap/Fixed Limit: 17,376 ETH

Currency: ETH, BTC, BCH, XRP, LTC, XEM, DOGE, ETC, ADA, NEO, GAS, EOS

Min Purchase: 0.1 ETH

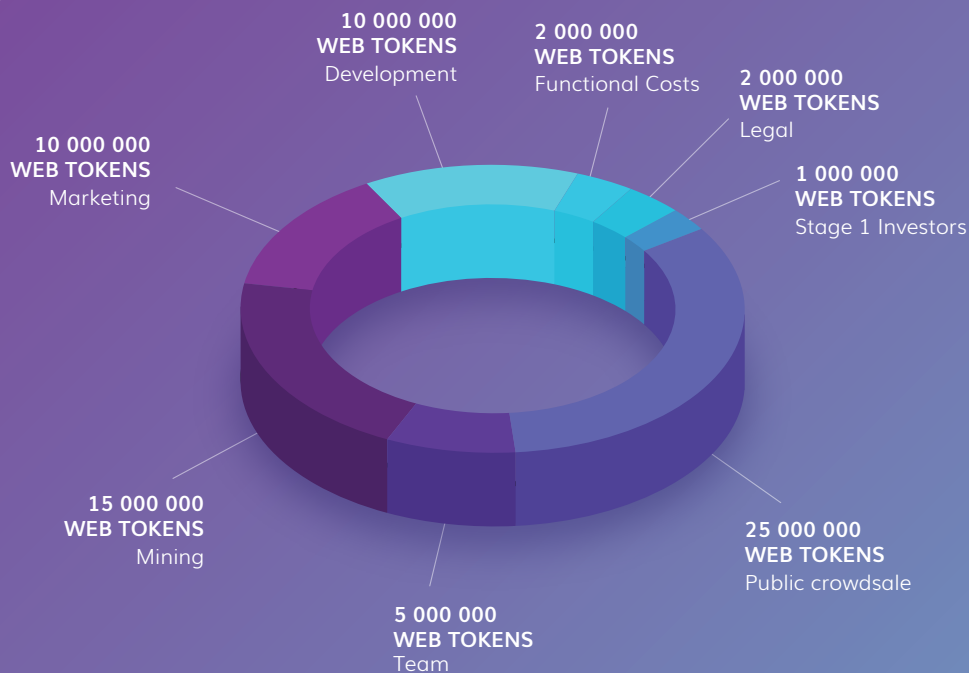
Distribution: Immediate

TOKEN DISTRIBUTION

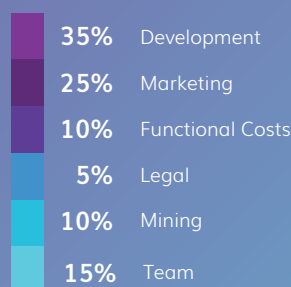
Unlike other ICO projects, all unsold Webcoins during the initial public coin offering will not burn, but be transferred to the mining pool. This will increase the amount of the available operational Webhits.io inventory in the form of Webcoin and distribute it among miners.

TOTAL SUPPLY

70 000 000



USE OF FUNDS



During the ICO all funds obtained will effectively and efficiently be spent on project advancement activities:

- **Marketing** - Continuous promotion of the project.
- **Development** - Continuous work on the beta platform version.
- **1% of the funds raised in ETH** during the ICO will be used to stimulate miners, reviewers and influencers through leaderboard rewards and lottery type of events.

RISKS & RECOMMENDATIONS

Webcoin is a utility ERC20 token based on the Ethereum Blockchain and it serves the purpose of a unified currency for buying and selling digital marketing and business promotional services within the Webhits.io platform.

Investing in the Webcoin Pre-sale and ICO is no risk-free business venture. The risk, however, is low and manageable. In case the Webcoin an individual owns does not reach the anticipated market exchange value, those Webcoin assets will retain their operational value within the Webhits.io Platform.

DISCLAIMER OF LIABILITY

No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section “Disclaimer of Liability”. The sole purpose of this Whitepaper is to present Webcoin and WEB tokens to potential token holders in connection with the proposed ICO. The information is provided for INFORMATION PURPOSES only. It may not be exhaustive and doesn't imply any elements of a contractual relationship or obligations. Despite the fact that we make every effort to ensure the accuracy, up to date and relevance of any material in this Whitepaper, this document and materials contained herein are not professional advice and in no way constitutes the provision of professional advice of any kind.

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("Person" is generally defined as a natural person residing in the relevant state or any entity organized or incorporated under the laws of the relevant state).

Purchased tokens cannot be offered or distributed as well as cannot be resold or otherwise alienated by their holders to mentioned persons. It is your sole responsibility to establish, by consulting (if necessary) your legal, tax, accounting or other professional advisors, what requirements and limitations, if any, apply to your particular jurisdiction, and ensure that you have observed and complied with all restrictions, at your own expense and without liability to Webcoin. WEB tokens are not and will not be intended to constitute securities, digital currency, commodity, or any other kind of financial instrument and have not been registered under relevant securities regulations, including the securities laws of any jurisdiction in which a potential token holder is a resident.

This Whitepaper is not a prospectus or a proposal, and its purpose is not to serve as a securities offer or request for investments in the form of securities in any jurisdiction. However, in spite of the above, legislation of certain jurisdictions may, now or in future, recognize WEB tokens as securities. Webcoin does not accept any liability for such recognition and/or any legal and other consequences of such recognition for potential owners of WEB tokens, nor provide any opinions or advice regarding the acquisition, sale or other operations with WEB tokens, and the fact of the provision of this Whitepaper doesn't form the basis or should not be relied upon in matters related to the conclusion of contracts or acceptance investment decisions. This Whitepaper doesn't oblige anyone to enter into any contract, to take legal obligations with respect to the sale or purchase of WEB tokens, and to accept any cryptocurrency or other form of payment.

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For avoidance of doubt, nothing contained in this Whitepaper is or may be relied upon as a guarantee, promise, representation or undertaking as to the future performance of Webcoin and/or WEB token, and/or promise or guarantee of future profit resulting from purchase of WEB token. WEB tokens cannot be used for any purposes other than as provided in this Whitepaper, including but not limited to, any investment, speculative or other financial purposes. WEB tokens confer no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth above. While the community's opinion and feedback can be taken into account, WEB tokens do not give any right to participate in decision-making or any direction of business related to the Webcoin service. English language of this Whitepaper is the primary official source of information about the WEB tokens, any information contained herein may from time to time be translated into other languages or used in the course of written or oral communications with customers, contractors, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted or misrepresented. In the event of any conflicts or inconsistencies between such translations and communications and this English language of Whitepaper, the provision of this English language of Whitepaper as original document shall prevail. By reading this Whitepaper, you confirm that you have read, understood, accepted, and agreed with, the above section "Disclaimer of Liability".

TEAM



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 Webhits.io

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**Vladimir Ninov &
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CONCLUSION

The tech-savvies behind Webhits.io offer a revolutionary solution that immensely reduces the cost of digital marketing and advertising services for sole proprietors, agencies and corporations. The Webhits.io platform introduces a new and unique type of mining and proof of work (PoW) models.

Webcoin Social Mining will be possible on any type of a computer in contrast to Ethereum or Bitcoin's high hardware requirements. Social Miners will be granted with a convenient earnings withdrawal feature.

Webhits.io will employ secure blockchain payment methods which will enable Webcoin users to instantly promote their websites, products and services. Our vision is to empower individuals and businesses to grow their web and social media influence by connecting the realms of marketing, technology and cryptocurrency.

More detailed information on platform specifications, functionalities and roadmap progress will be available on our website and official social media channels.