



AdsCash Coin: Ethereum Smart Contract based
Cryptocurrency for AdWorld

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Abstract:

AdsCash is a multifunctional, next-generation cryptocurrency form developed on Ethereum blockchain, using cutting edge smart contract technology.

AdsCash will be the first stable digital currency exclusively designed and marketed towards the **Advertising Industry** to pay for product and services with zero chargebacks and freedom from dealing traditional financial institutions.

AdsCash coin will work on ethereum smart contracts which allow the parties to make lawful agreements and executed automatically, offering a new convenient payment system up-to-date, cryptographically-secure and user-friendly. It will increase transparency in the digital advertising supply chain.

To power the Adworld network and to create a stable method of exchange Ads Cash coins will be released to the public via ICO. Once live, internet users and online advertising members within the system will exchange AdsCash as token currency. The Coin lives on the Blockchain. It has the same transparency, fluidity, and security price volatility.

This gives leverage, robustness and long-term sustainability to *AdsCash* coin as a digital currency. This is the opposite of a conventional fiat currency which decreases in value each time a Government prints more. *AdsCash* coin was designed by experts using the latest technology and techniques in cryptocurrency and blockchain. *AdsCash* coin is at the cutting edge in digital currency, designed for use by the world's Ad world as well as private individuals.

Mission: Our aim is to make *Adscash* coin as a substitute payment method for the online Advertising world what Bitcoin is now for the finance world.

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Introduction:

These three principal agents form the basis of online advertising:

Consumers who surf the Web based on their own intentions.

Webmaster or *website content owners* who want to sell products and services.

Advertisers who seek placement opportunities and payments for placed-ads.

Additionally, the industry includes several types of intermediaries: ad networks, ad exchanges, data management platforms, and others.

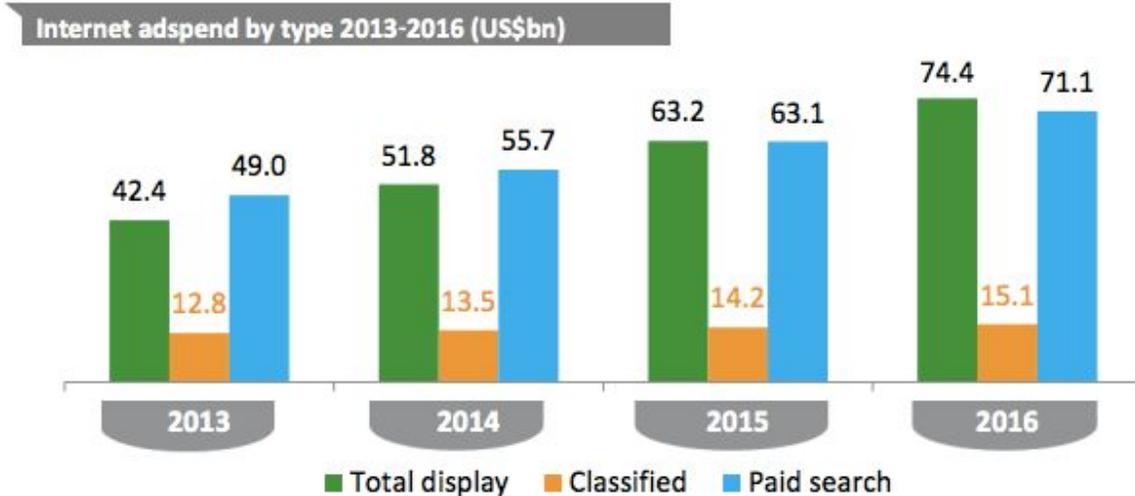
Last year in August 2016 World Economic Forum published a paper predicting blockchain as top 10 emerging technologies that can disrupt major industries around the world especially for global financial system. According to coinmarket.com combined market capitalization (excl.Bitcoin) in 2016 grew by 300+%.¹

The emergence of new technologies is changing landscape both domestically and globally for the advertising industry. According to MarketsandMarkets reports online advertising market to grow from \$125.82 billion in 2014 to \$220.38 billion by 2019. This represents a Compound Annual Growth Rate (CAGR) of 11.9% from 2014 to 2019. Primary factors responsible for the high growth in the online advertising market are paradigm shift from print media to online advertising, evolution of communication technologies, and time spent on internet.

Market:

The online advertising market broadly segments into: search engine marketing, display advertising, classified, mobile, digital video, lead generation, rich media, and others. Since online advertising provides a wider platform, advertisers can easily reach and address to target audience or customers.

According ZenithOptimedia reports predict that by 2015 Internet display will overtake paid search at \$74.4 billion versus \$71.1 billion, where companies like Google have dominated the Internet ad space with search ads. However, this year search still rules with \$55.7 billion projected to be spent on search ads compared to \$51.8 billion for display ads. While classified ads, which will bring in \$13.5 billion, and growing by just 6% annually from now until 2016.



Source: ZenithOptimedia

¹ <https://coinmarketcaps.com/charts/>

Meanwhile, mobile continues to be a small but fast-growing proportion of business. In 2013, \$13.4 billion was spent on mobile ads, some 13% of all Internet ad spend and 2.7% of all global ad spend, but by 2016 that will rise to \$45 billion, or 28% of Internet ad spend and 7.6% of total ad investments.

While mobile advertising will grow at a CAGR of 19.6% to US\$84.8bn in 2020, reflecting the ubiquity of mobile in consumers' lives, mobile's share of total global Internet advertising will still be just 32.6% even in 2020.

Mobile advertising will be one of the big growth stories through 2020—but won't come to dominate the Internet advertising market

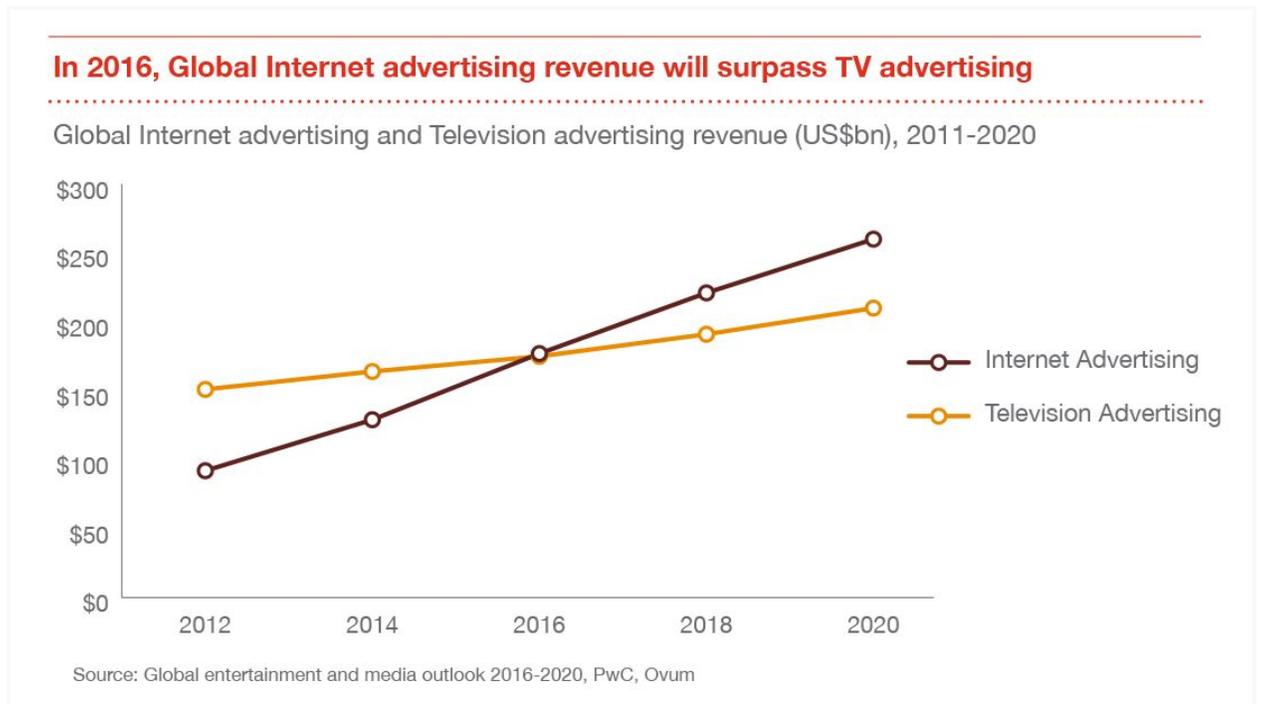
Mobile advertising is growing rapidly, with search at the forefront—Global mobile advertising revenue by type (US\$mnn), 2015-2020



Image Courtesy-<http://www.pwc.com/>

According to the latest forecasts out from [ZenithOptimedia](#), that Internet advertising will remain the fastest-growing category for ad spend. Global ad spend is on track to grow 5.5% this year to US \$537 billion, while Internet advertising will account for nearly one-quarter of that, at US \$121 billion.

In 2016 global Internet advertising revenue will surpass TV advertising. While total Internet advertising revenue will surge at an 11.1% CAGR to reach US \$260.4bn by 2020.



Problem:

In the advertising industry processing and receiving micro-payments remains a critical issue for content creators these days. Traditional payment methods, such as Paypal, bank transfers, and credit cards, are subject to high transaction fees and sometime accounts are seized . In the end, the recipient will receive far less money than originally intended.

Solution:

Having one universal coin which can be used and accepted anywhere in the AdWorld and all other exchanges. This is where Adscash coin could play a big role in the payment system, as virtual currency payments are fast and subject to a minimal fee. Consumers, webmasters, and advertisers can form a better relationship despite each having their own vested interest. Adscash coin is an Ethereum ledger based token using smart contracts. We are exploring the blockchain method as a transparent, persistent and immutable record of all intermediaries in a transaction. This will enable greater understanding of which intermediaries have what data (pricing, transaction history, etc.) and could increase transparency in the digital advertising supply chain.

In Advertising industry by using smart contract triggered by blockchain transactions, Adscash Coins will be released only to the other party(advertising company) when its starts delivering results to the customer or consumers. Money will be transferred to the company only if conditions are fulfilled and some result is shown otherwise money will go back to the customer.

Opportunity:

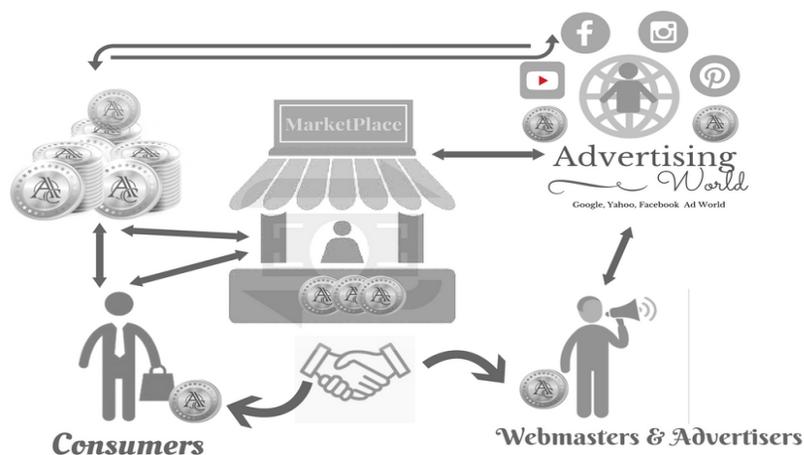
This figure is forecasted for advertising industry to constantly increase in the coming years, reaching a total of \$ 335 billion by 2020. Webmasters or publishers are always scratching their heads to share a slice of the advertising market.

Cryptocurrency is all about circulation and usage. Adscash Coin is made exclusively to change the Advertising industry. Adscash coins estimated circulation is about 35 million coins on the launch day itself. We already have 300,000+ members ready to circulate the coin. The major advantage of Adscash coin is its large existing user-base and community that supports it. Adscash members are already trading amongst themselves using the currency, creating a readymade economy. Furthermore, the Adscash Foundation's mission is to educate the untapped audience of the Ad business community and drive uptake of digital currency. So according to demand and supply basic rule, our analyst have predicted for 10x to 100x returns in the next 12 months for the ICO price.

Business Model:

- Adscash, to be the official currency of the internet for Digital Advertising and marketing. It is not regulated or controlled by any government or central authority.
- Adscash cryptocurrency is built with an agenda of Generating value and assigning that value to a token to have transparency within the economy.
- People who do Invest in Adscash early on expect the value of the currency to rise in the long run similar to stock values, thus making considerable profit.
- Adscash will be used for transaction of all types for trading, payment systems, and incentivized token especially in the advertising world economy.
- Adscash is meant to be and prided upon being an anonymous, decentralized, Inflation resistant system, and having employed ethereum Blockchain and smart contracts for its core technical requirements.
- AdsCash foundation is committed to build a marketplace of its kind which will have value-based standards, cryptocurrency exchange and a safe place to communicate and trade. Security measures for both storage and exchange regimes.

AdsCash Business Model



Distinctive Attributes of Adscash Coin:

Autonomous:

By using Adscash, parties (consumers or advertisers) can make agreements with one another using smart contracts on etherium. Smart contract give the edge to both parties to write a code which executes automatically when conditions are met. Let's take an example, in Advertising industry by using smart contract triggered by blockchain transactions ,Adscash Coins will be released only to the other party(advertising company) when its starts delivering results to the customer or consumer. So money will be transferred to the company when smart contract release money only if conditions are fulfilled.

Decentralized:

Ethereum blockchain is decentralized platform so no Government or any other financial institution cannot seize on individuals funds as they have no control over the personal assets.

Ethereum blockchain can serve as the data layer for a fully decentralized reputation system - and potentially ultimately a fully decentralized marketplace.

Fast:

Comparing to banks and other remittance agencies, the transactions between two individuals are faster in cryptocurrency exchange platform than it takes to transfer the fiat money via bank transfer instantaneously.

Extreme Privacy protection:

Unlike credit / Debit cards, the personal details of an individual cannot be stolen as the transaction can be carried out using private and public keys together where public key is accessible and private key is not so that one cannot easily steal the information and the currency.

Legality:

As cryptocurrency transactions are irreversible and immune to fraudulent chargebacks, the whole control is with users of their currencies and cannot do unapproved transactions anymore.

Transparency:

Using the blockchain technology, all finalized transactions are available for everyone in the network to see, however all personal information is hidden, ie. you can tell when a coin was spent, but not by whom. While a public address may be visible, personal information is not tied to it, giving it the transparency of a public ledger whilst at the same time maintaining personal Information security. Using smart contracts in AdsCash will make it transparent for both parties to review terms and conditions.

No Third-party or middlemen:

Parties will make the agreement with one another using smart contract; there's no need to rely on a broker, lawyer or other intermediaries to confirm. Incidentally, this also knocks out the danger of manipulation by a third party, since execution is managed automatically by the network, rather than by one or more. So paying in AdsCash coin with the advertising company can give you the leverage to dictate your terms.

AdsCash as a Commodity:

It will help advertisers to exchange AdsCash coins, assets, shares, or anything of value in a transparent, conflict-free way, while avoiding the services of a middlemen. AdsCash coin can be and is actively being used to transfer value. Like any other crypto-currency one can stack coins for future value price profits.

Accepting AdsCash Cryptocurrency payments:

The best way to improve your business is to start accepting Adscash as payments which paves the way to augment your business in a wider circle. Also you can get them via merchant solutions as business people have a close connect with them. Payment system requirements: micropayment capability and frictionless; ability to function from a browser app.

Mining AdsCash:

Mining Adscash coin may increase your business scenario as many entrepreneurs and business people actively participating in this process and there is so much of competency to mine cryptocurrencies. So that they can use those Adscash currencies for trading, they can sell them when the value of currency is extremely high to attain 100% profit.

Digital Wallet Services:

Wallet are used for storing your cryptocurrencies secured as there is a chance of hacking them. So using most secure bitcoin wallets can help you to make your Adscash safe where hackers cannot penetrate through it. It is always better to have digital wallet which has multi signature process for every transaction.

AdsCash Payment Processors:

The Adscash cryptocurrency payment processor plays a major role in enhancing the business. As large business like Amazon, Dell and Microsoft use bitcoin payment processor services, it would lead to boost your business in a similar way when you pay via these adscash payment processors.

Despite the fiat money, cryptocurrency has inspired most of the entrepreneurs and business people as it is becoming a part of the mainstream financial system which has to satisfy the business divergent criteria. The years ahead can determine the future of Adscash as it will evolve with drastic changes.

Security of AdsCash:

Proof of Work (POS) model reduces the risk of 'Selfish Miner flaw' and '51% attacks'. Transactions in any AdsCash currency have to be approved and verified by the peer-to-peer network. This community approval means everyone has a stake in the currency, so it is in the community's interest to ensure security.

Using smart contracts, consumer's money will be released to the advertising company only when they starts delivering results ,so there is no chance of any loss. So with AdsCash Coin, it will be a thing of past when some illegitimate organization ditch the customers by using unfair practices and methods.

Digital currency transactions, such as AdsCash coin, are irreversible, do not carry personal information and are secure, therefore merchants are better protected from potential losses that occur from fraud. Merchants are able to do business where crime rates and fraud rates may be high and credit or debit cards may not be accepted.

AdsCash coins makes transaction fraud harder due to the public ledger (blockchain) and the peer network encourages cooperation against fraudsters.

Blockchain-based: Data storage, publication and verification on the Blockchain.

Any of the features above apply to merchants as well as consumers using AdsCash.

Future Vision:

AdsCash has the potential to become as the advertising coin for Ad world, what bitcoin has become is to the finance world. The goal of AdsCash is to become replacement for online advertising payment system. AdsCash is a coin that will help companies and organizations that deals with internet marketing, email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. It will be used by advertising companies, traffic providers, and cryptocurrency exchanges, common people who wants to deal with cryptocurrencies, investors and anyone who is dealing or connected with advertising world. Big stakeholders are motivated to promote the Adscash use.

AdsCash Coin:

§ AdsCash is a decentralized peer-to-peer cryptocurrency minted on Ethereum Blockchain with smart contract features.

§ The total number of AdsCash coin is finite.

§ There are only **300 million** coins.

§ AdsCash coins in the network that will be mined over the next **3 years**.

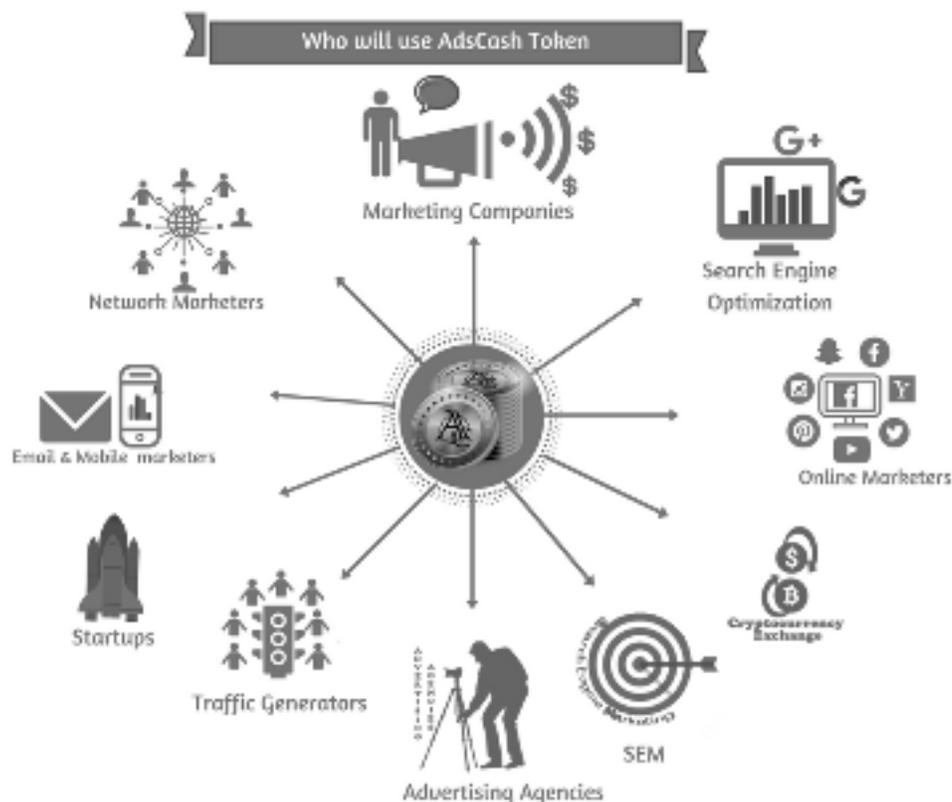
§ *Exclusively made for the Advertising Industry.*

AdsCash Coin Generation:

§ AdsCash will be mined on Ethereum BlockChain.

§ Every 12 seconds a new block will be created and 5 coins will be added in the AdsCash economy.

Ads Cash token utilities:



Adscash Economics:

Adscash Coin represent the circulatory system of Adscash economy.
Only Adscash Coin is approved for transacting within Adscash ecosystem.

- Name of the Coin= ADSCASH
- Symbol= ADS
- Estimated Total Adscash coin= 300 million.
- Number of years in which Adscash will be mined=3 Years
- Time period in which reward for mining become half= 0.25 years
- Time in which new block is mined or created= 12 seconds.
- Smallest unit of Coin= 2 places of decimals.
- Algorithm for Hashing= Ethash-DAG
- Algorithm= Proof of Work (PoW)

Wallet:

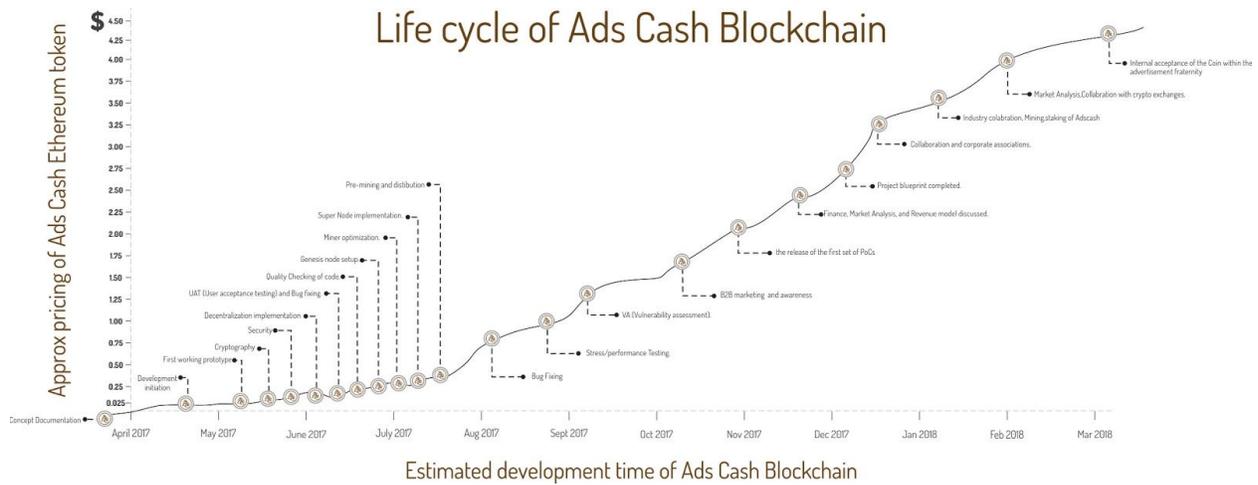
Adscash platform provides bitcoin and USD wallets. These wallets are effective, frictionless, and secure; easy to use wallets to purchase and sell AdsCash tokens.
You can also use ethereum wallets also for AdsCash transactions.

Link of ethereum wallets:

1. MIST- <https://github.com/ethereum/mist/releases>
2. MY ETHER WALLET- <https://www.myetherwallet.com>

Download any one of the ethereum wallets.

Timeline:



Disclaimer:

- The AdsCash Project clearly defines what AdsCash Coin is and what it is not. Let us begin with the latter.
- Do not confuse AdsCash with a company doing a digital IPO.
- AdsCash Coin does not represent equity nor are they cryptographic shares.
- AdsCash Coin holders are not entitled to dividends in any form or revenue sharing, Although they'll have to bear a small transaction fee (Gas) within the Ethereum network.
- Do not confuse AdsCash with distributed autonomous organization (DAO).
- AdsCash Coin does not represent shares of any organization. There is no autonomous code responsible for issuing the coins, holding the money collected from the coins' sale, and contracting third parties to develop the network.
- Do not confuse AdsCash Coin with debt. There is no interest rate or promise to pay back the principle.
- Do not confuse AdsCash Coin with convertible notes. There is no future equity promise, and there is no vesting period. AdsCash Coin is ready for free trade on crypto-exchanges immediately after the distribution without limit.
- AdsCash Coin is a form of digital currency needed to access the service provided by the network.

Summary:

AdsCash is another new cryptocurrency that uses Ethereum blockchain using smart contract technologies readily use for advertising world. Users can control the terms and condition using the smart contract to fulfill their goals. AdsCash offers web publishers new ways to monetize content through frictionless micropayments .They are instantly settled and can be executed at high frequency. Imagine a couple of payments are transferred per second by a single user. This enables completely new ways of monetizing web content and digital goods in general. It will be a win-win situation for both consumer and merchant.

So the future looks bright for those who view AdsCash (digital currency) as the new transmitter of value; as the way to mobilize an economy without interference from middlemen who add no value; and without the heavy burden of non relevant legislation. AdsCash can be used by merchants and users to TRADE ADVERTISEMENT, simplify payments, record business process and address security issues.