JOIN THE ADVERTISING REVOLUTION

WHITEPAPER

ADVERX

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Introduction

What is Cryptocurrency?

A cryptocurrency is a digital asset designed to work as a medium of exchange using cryptography for transactional security, control the creation of additional units, and to verify the transfer of assets. Cryptocurrencies are classified as a subset of digital currencies and are also classified as a subset of alternative currencies and virtual currencies.

Bitcoin, created in 2009, was the first decentralized cryptocurrency. Since then, numerous cryptocurrencies have been created. These are called altcoins, as a blend of bitcoin alternative. Bitcoin and its derivatives use decentralized control as opposed to centralized electronic money/central banking systems. The decentralized control is related to the use of bitcoin's blockchain transaction database in the role of a distributed ledger.

Decentralized cryptocurrency is produced by the entire cryptocurrency system collectively, at a rate which is defined when the system is created and which is publicly known. In centralized banking and economic systems such as the Federal Reserve System, corporate boards or governments control the supply of currency by printing units of fiat money or demanding additions to digital banking ledgers. In case of decentralized cryptocurrency, companies or governments cannot produce new units, and have not so far provided backing for other firms, banks or corporate entities which hold asset value measured in it. The underlying technical system upon which decentralized cryptocurrencies are based was created by the group or individual known as Satoshi Nakamoto.

As of September 2017, over a thousand cryptocurrency specifications exist; most are similar to and derived from the first fully implemented decentralized cryptocurrency, bitcoin. Within cryptocurrency systems the safety, integrity and balance of ledgers is maintained by a community of mutually distrustful parties referred to as miners: members of the general public using their computers to help validate and timestamp transactions, adding them to the ledger in accordance with

a particular timestamping scheme. Miners have a financial incentive to maintain the security of a cryptocurrency ledger.

Most cryptocurrencies are designed to gradually decrease production of currency, placing an ultimate cap on the total amount of currency that will ever be in circulation, mimicking precious metals.

Cryptocurrencies are used primarily outside existing banking and governmental institutions, and exchanged over the Internet. While these alternative, decentralized modes of exchange are in the early stages of development, they have the unique potential to challenge existing systems of currency and payments. As of December 2017 total market capitalization of cryptocurrencies is bigger than 600 billion USD and record high daily volume is larger than 50 billion USD.

We at Adverx are presenting our investors with an opportunity to be a part of the advertising revolution which aims at linking Real-time bidding (RTB) with cryptocurrency and blockchain technology to serve billions of impressions programmatically everyday between several ad-exchanges.

ERC20 Standard

A smart contract is a computer protocol intended to facilitate, verify, or enforce the negotiation or performance of a contract. Smart contracts allow to perform credible transactions without third parties. These transactions are trackable and irreversible.

The Ethereum token standard (ERC20) is used for Ethereum smart contracts. Developed in 2015, ERC-20 defines a common list of rules that an Ethereum token

has to implement, giving developers the ability to program how new tokens will function within the Ethereum ecosystem.

What is a Peer-To-Peer Network (P2P)?

Instead of running on a centralized server model, peer-to-peer (P2P) networks operate in groups of computers or distributed platforms, each of which acts as a node to share files in a group. When a P2P network is established via the Internet, a central server can be used to index files, or a distribution network may be set up in the place in which files are distributed among the users in the network hosting a certain file.

Adverx (AVX)

AVX token is developed on the Ethereum blockchain using the ERC20 standard, which means, faster transactions and higher stability. Our team consists of professionals with different fields of expertise - developers, media buyers, economists, and marketing experts. Our major goal is to provide our investors with sustainable returns, and a lot of effort and planning have been put to make it possible. Our platform has been built to handle all the expected load with ease. All the features have been extensively tested before being brought live.

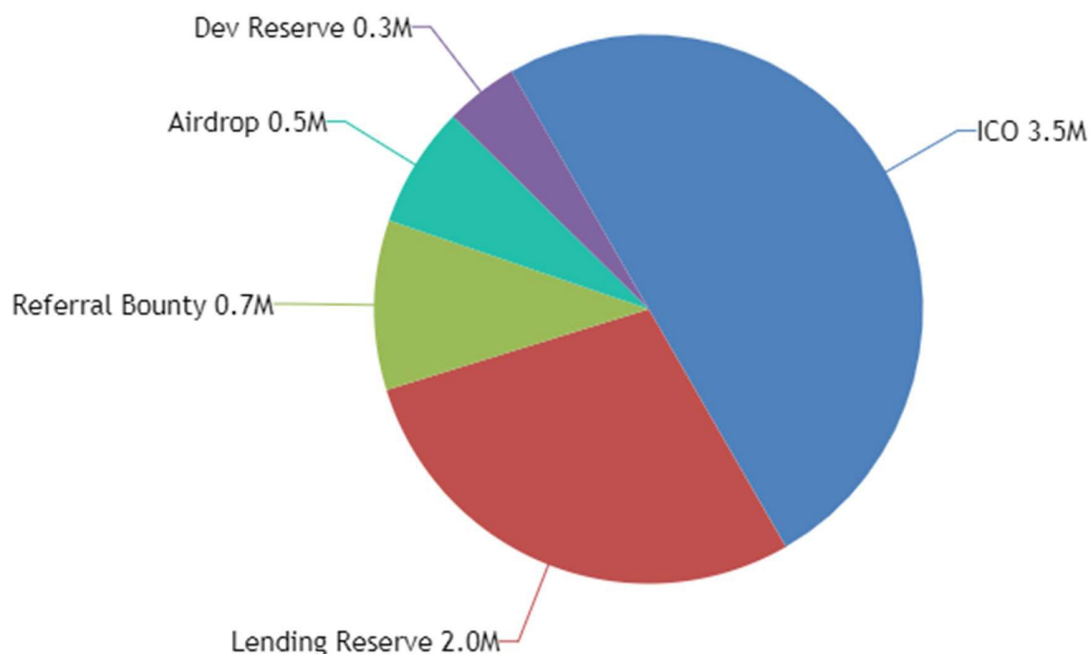## Token Specifications

Total Supply: 7,500,000
Token Symbol: AVX
Token Standard: ERC20
Pre-Mine: 100%
Contract Address: 0x35290fee4e805ebd1d6b64a05ab19dd9af34abb9

Token Allocation

ICO: 3.5 Million Tokens.
A total of 3,500,000 tokens will be available to buy in our Initial Coin Offering.

Lending Reserve: 2 Million Tokens.
A total of 2,000,000 tokens will be allocated to our lending reserve, This is to help us maintain the promised ROI on our lending plans.

Referral Bounty: 700 Thousand Tokens.
A total of 700,000 tokens are allocated to our referral bounty. These tokens will be used to pay for affiliate commissions, promotional campaigns etc.

Air Drop: 500 Thousand Tokens.
A total of 500,000 tokens will be given away for different ways of promoting our token - sending views to our website, following us on social platforms, sharing a post etc. A platform will be launched eventually for this to happen.

Dev Reserve: 300 Thousand Tokens.
A total of 300,000 tokens will be preserved for the use of further development into the project.

Real-time bidding (RTB)

Real-time bidding (RTB) is a means by which advertising inventory is bought and sold on a per-impression basis, via programmatic instantaneous auction, similar to financial markets. With real-time bidding, advertising buyers bid on an impression and, if the bid is won, the buyer's ad is instantly displayed on the publisher's site. Real-time bidding lets advertisers manage and optimize ads from multiple ad-networks by granting the user access to a multitude of different networks, allowing them to create and launch advertising campaigns, prioritize networks and allocate percentages of unsold inventory, known as backfill.

Real-time bidding is distinguishable from static auctions by how it is a per-impression way of bidding whereas static auctions are groups of up to several thousand impressions. RTB is promoted as being more effective than static auctions for both advertisers and publishers in terms of advertising inventory sold, though the results of course vary by execution and local conditions.

How RTB works

A typical transaction begins with a user visiting a website. This triggers a bid request that can include various pieces of data such as the user's demographic information, browsing history, location, and the page being loaded. The request goes from the publisher to an ad exchange, which submits it and the accompanying data to multiple advertisers who automatically submit bids in real time to place their ads. Advertisers bid on each ad impression as it is served. The impression goes to the highest bidder and their ad is served on the page. This process is repeated for every ad slot on the page. Real time bidding transactions typically happen within 100 milliseconds from the moment the ad exchange received the request.

The bidding happens autonomously and advertisers set maximum bids and budgets for an advertising campaign. The criteria for bidding on particular types of consumers can be very complex, taking into account everything from very detailed

behavioural profiles to conversion data. Probabilistic models can be used to determine the probability for a click or a conversion given the user history data (aka user journey). This probability can be used to determine the size of the bid for the respective advertising slot.
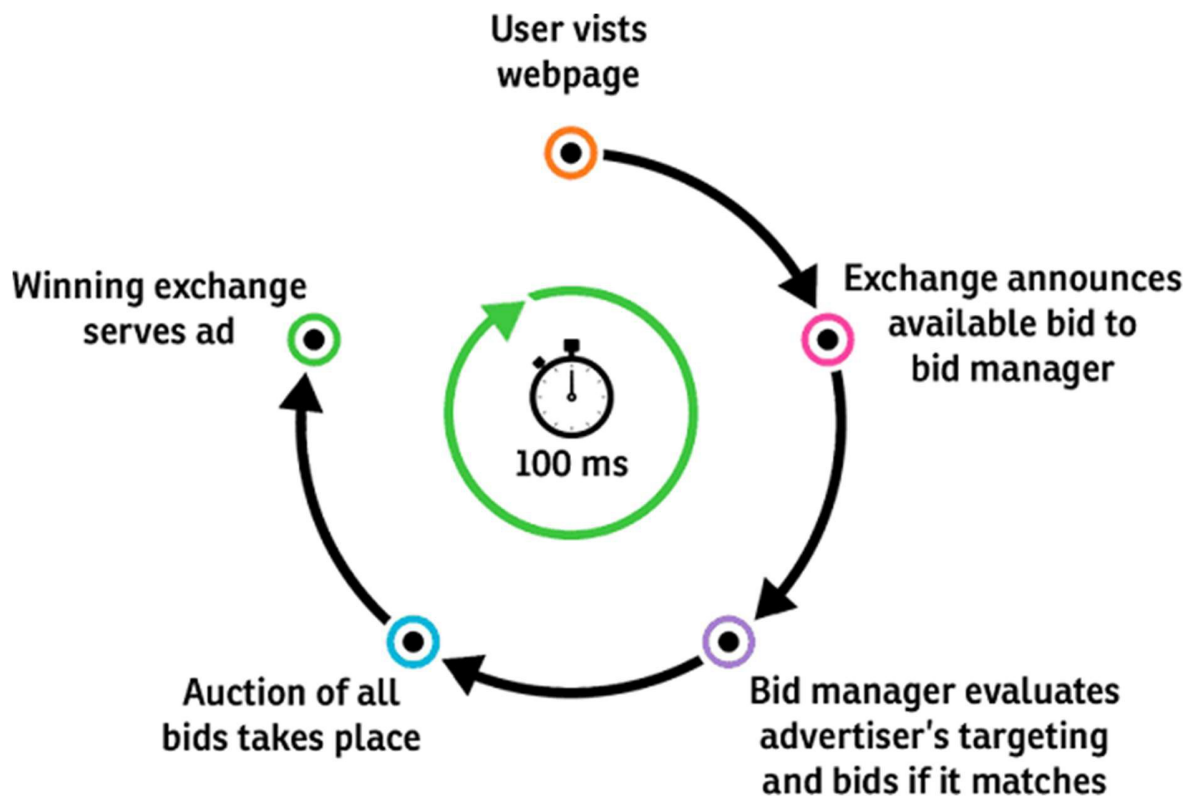
Demand-side Platforms

Demand-side platforms (DSPs) give buyers direct RTB access to multiple sources of inventory. They typically streamline ad operations with applications that simplify workflow and reporting. DSPs are directed at advertisers. The technology that powers an ad exchange can also provide the foundation for a DSP, allowing for synergy between advertising campaigns.

The primary distinction between an ad network and a DSP is that DSPs have the technology to determine the value of an individual impression in real time (less than 100 milliseconds) based on what is known about a user's history.

Supply-side Platforms

Large publishers often manage multiple advertising networks and use supply-side platforms (SSPs) to manage advertising yield. Supply-side platforms utilize data generated from impression-level bidding to help tailor advertising campaigns. Applications to manage ad operations are also often bundled into SSPs. SSP technology is adapted from ad exchange technology.

Normal RTB vs Adverx

Our goal is to make AVX token a widely used currency in the digital advertising industry. Adverx RTB platform uses AVX as the currency for buying and selling impressions between our partner exchanges. To build a strong launching platform, we will execute instant buy/sell trades in cryptocurrency exchange for our token.

Our RTB platform will accept AVX as its currency and will also encourage its partner ad exchanges to do so. The partner ad exchanges which do not agree to this will also be virtually using the AVX token as their currency.

The following example attempts to explain how our RTB platform makes our partner ad exchanges virtually use AVX token as their currency:

Let's say DSP "A" is sending 100k queries-per-second (QPS) to the RTB platform, out of which it was able to successfully bid on 10k impressions per second from our SSP partners. Now, the DSP has to pay $10 to our SSP partners (assuming the bid Cost per thousand (CPM) to be $1). To utilize this opportunity, we make an instant buy order for $10 in AVX tokens on the DSP's behalf and then an instant sell order for the bought AVX tokens on the SSP's behalf. Doing so will help increase our tokens' market-cap and the 24-hour trade volume, which are essential for any currency. This mechanism will be only applied to the partners who disagree on using the AVX token as their currency for all their ad exchange transactions.

Going further, for investors, our lending platform gives a volatile interest based on the lending plans, described below, from our lending reserve. Once the lending reserve is depleted, 50% profit from the RTB platform will be paid as interest to all the participants in our lending platform and the lending plans will be altered accordingly.

Initial Coin Offering (ICO)

An initial coin offering (ICO) is a means of crowdfunding centered around cryptocurrency, which can be a source of capital for startup companies. In an ICO, some quantity of the crowdfunded cryptocurrency is preallocated to investors in the form of "tokens," in exchange for legal tender or other cryptocurrencies such as Bitcoin or Ethereum. These tokens become functional units of currency if or when the ICO's funding goal is met and the project launches.
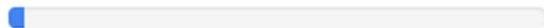
Timing

Our ICO consists of 9 rounds. Each round will continue until all the tokens are sold out. After each round ends, the next round will start after 24 hours.

Until further notice, Round 1 is scheduled to start on January 10th 2018, 5:00 PM UTC.
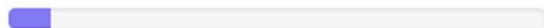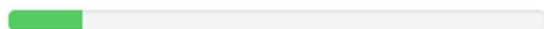
Distribution

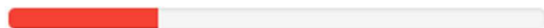**ROUND 1 - $0.9/TOKEN**   0-100K

ROUND 2 - $1.00/TOKEN   100K-300K

ROUND 3 - $1.10/TOKEN   300K-500K
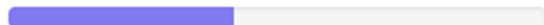
ROUND 4 - $1.20/TOKEN   500K-1M

ROUND 5 - $1.30/TOKEN   1M-1.5M

ROUND 6 - $1.40/TOKEN   1.5M-2M

ROUND 7 - $1.50/TOKEN   2M-2.5M

ROUND 8 - $1.60/TOKEN   2.5M-3M

ROUND 9 - $1.70/TOKEN   3M-3.5M

Road Map

Dec - 2017

Adverx Launch

Basic groundwork and launch announcement of Adverx.

Jan - 2018

Dashboard & ICO

Launch of user dashboard and beginning of ICO rounds.

Feb - 2018

Lending platform

Right after the completion of ICO, Lending platform will be launched.

Mar - 2018

Internal Exchange

Eventually, Internal exchange will be launched.

Apr - 2018

Acquiring RTB partnerships

RTB groundwork, further development of bid-match algorithms and acquiring more DSP's/SSP's.

May - 2018

RTB platform launch

Launch of the full-scale RTB platform with AVX token as its currency.

Jun - 2018

External exchange

Listing into multiple external exchanges right after the RTB platform launch.

Aug - 2018

Payment Gateway

A payment gateway service to use AVX tokens as a means of payment.

Continuous development

RTB Prototype Preview

Screenshots
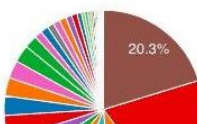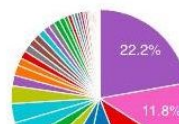
ADVERTISER

Create New

ADV partners list

ID	NAME	ENDPOINT	D	V	C	LIMIT	REAL QPS	BID QPS	REQ	RES	SPEND TODAY	
67			○	●	○	2500	2572 ^	34 ˅	31.6M	517K	$1188	⚙
36			○	●	○	1400	1437 ^	19 ^	17.6M	612K	$875	⚙
85			●	○	○	2500	2577 ^	71 ˅	31.6M	1.2M	$2782	⚙
29			●	○	○	2500	2575 ^	33 ^	31.5M	548K	$2540	⚙
86			○	●	○	1500	1533 ^	21 ^	18.8M	447K	$1150	⚙
98			●	○	○	1000	1055 ^	23 ^	13M	398K	$1300	⚙

PUBLISHER

Create Endpoint

PUB partners list

ID	NAME	ACTIVE	QPS	BID QPS	SPEND	IMPS	SUM REQ	SUM RES	CAP	LINKS	
117		☑	2226 ˅	24 ˅	$1400	28.3K	28.2M	501K	0	Copy	🗑
157		☑	3374 ^	13 ^	$1402	40.5K	40.9M	503K	0	Copy	🗑
149		☑	3357 ^	25 ^	$1253	56.8K	41.5M	746K	0	Copy	🗑
164		☑	899 ^	48 ^	$1186	134.5K	10.9M	780K	0	Copy	🗑
120		☑	784 ˅	5 ^	$365	17.7K	10M	204K	0	Copy	🗑
207		☑	926 ^	12 ˅	$1100	8K	11.7M	223K	0	Copy	🗑

PERIOD:	START:		END:		GROUP:	PUBLISHER.	ADVERTISER.	
Month	1 OCT	from	1 NOV	to	Date	Select	Select	Update report

Report

DATE	PUB SPEND	ADV SPEND	REVENUE	IMPRESSIONS
2017-10-01	1562.5	1884.2	1321.6	2389073
2017-10-02	3730.4	4065.1	2334.8	2360333
2017-10-03	1265.7	1308.7	1227.1	2161311
2017-10-04	2572	2807.5	2235.5	2121326
2017-10-05	3559.5	3848.5	3249.1	2334287
2017-10-06	4551.2	4775	4223.9	2229877
2017-10-07	3549.7	3779.5	3229.8	2124161
2017-10-08	2701.7	2953.3	2251.7	2386093
2017-10-09	1991.7	2284.9	2293.2	2973232

Statistics

These are the average per day statistics of our RTB prototype ran with only a few of our partners. Imagine what we could do with all our partners and millions of dollars in funding.

1B+	2.5m+	$1.2k+	$300+
Requests received.	Impressions served.	Spent.	Profit.
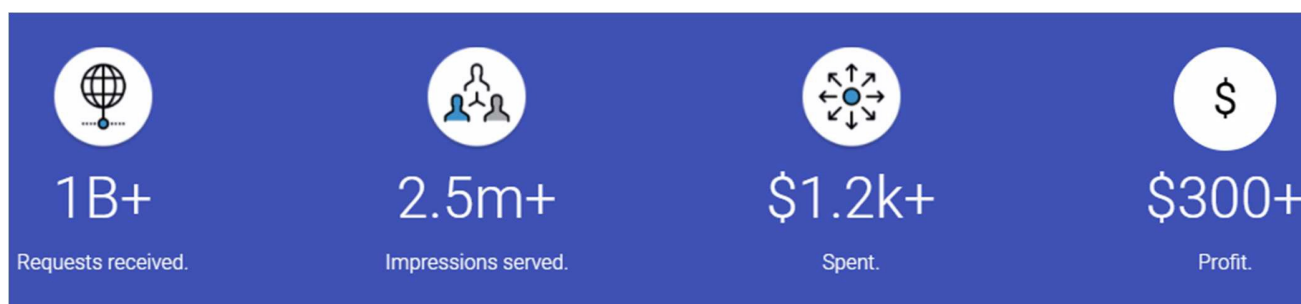
Lending

Introduction

Lending (also known as "financing") in its most general sense is the temporary giving of money or property to another person with the expectation that it will be repaid. Cryptocurrency has opened up a new world in the financial sector that was primarily owned by banks, namely the borrowing and lending of capital.

Adverx (AVX) offers you the opportunity to earn daily returns by locking your AVX tokens in the lending platform. Based on the lending plan you choose, you will be offered a daily interest on the amount of tokens that you lock. Once the lock-in period is complete you will receive your capital back. You can also earn upto 0.15% bonus on the interest.

For example, if the token is valued at $10 and you lock 30 AVX tokens, your capital is worth $10 x 30 = $300. The lock-in period would be 90 days, with the daily interest rate being 1%. Hence, you will be paid $3 worth of tokens everyday for the next 90 days, after which you will be able to withdraw your 30 AVX Tokens.

Our Lending Plans

Adverx offers three lending plans: Basic, Enhanced and Premium. These plans differ in their interest rates, lock-in period and bonus offered.

Basic Plan: Suitable for the newcomers. Offers no bonus.

LP - BASIC

$250 - $5000

Upto 1% daily.

Capital back in 90 days.

0% bonus.

Enhanced Plan: Offers 1.1% interest daily, shorter lock-in period and 0.1% bonus.

LP - ENHANCED

$5000 - $10000

Upto 1.1% daily.

Capital back in 75 days.

0.1% bonus.

Premium Plan: Offers highest daily interest, and the lowest lock-in period.

LP - PREMIUM

$10000+

Upto 1.2% daily.

Capital back in 60 days.

0.15% bonus.

RTB Revenue Share

Once the lending reserve is depleted, 50% profit from the RTB platform will be paid as interest to all the participants in our lending platform, to maintain sustainability.

Affiliate Bonus

Adverx offers a tiered bonus structure consisting of 4 levels, whereby affiliates earn bonus from their referrals and their referrals' referrals upto 4 levels, based on the number of lenders under them. Each level represents how close the referral is to you. The commissions will be paid as below on both tokens bought in the ICO and the lending interest.

Affiliate Level	Affiliate Bonus
Level 1:	5%
Level 2:	2%
Level 3:	1%
Level 4:	0.5%