

# ADHIVE

*ADD YOUR PASSION*

The first  
AI-controlled platform  
for influencer marketing



P R O S P E C T U S

version 2.0

2017

# SUMMARY

AdHive will be the first AI-controlled Influencer Marketing platform with Blockchain technological solutions.

AdHive platform will bring together advertisers and influencers, working with thousands of small influencers as one channel, worldwide.

Agencies that work with influencers will also gain access to the AdHive platform for free, monetizing their local networks of influencers. It will drive demand for the ADH token around the world. They can also share their bloggers with other agencies.

# BENEFITS FOR TOKEN HOLDERS

- AdHive provides a real and effective solution for current market problems
- Demand for the ADH token will be driven by multiple marketing agencies along with AdHive activity
- AdHive operates on the fastest-growing segment of Internet advertising – native video ad. Detailed numbers are in our Market Overview
- The ADH token is a utility token. It represents advertising capacity, which can be converted on the platform to contacts with audience
- Liquidity of the ADH token will be provided by the Bancor Token Changer from the very beginning and maintained further by attracting new advertisers and agencies
- Influencers will be motivated to keep part of their ADH tokens on the platform
- The number of long term token holders (influencers, community members, the platform) will grow, while token supply will remain the same
- The number of medium-term token holders (advertisers carrying out marketing campaigns) will also increase significantly within the next 2-3 years
- Incomes of the company will be stored in ADH tokens without conversion to fiat money
- Stable positive traction during the next 2-3 years - we already have a client funnel

# BENEFITS FOR ADVERTISERS AND INFLUENCERS

The platform fully automates native ads placement on influencers' channels on YouTube, Instagram, Facebook and other social networks.

At the moment, working with influencers occurs on a case-by-case basis. Digital video ad industry needs a good infrastructure, which will allow advertisers carry out large scale campaigns.

The AdHive platform provides such infrastructure, where small bloggers and influencers can monetize their channels by being presented together as one big placement.

## RISKS

In the beginning, the technological risk was the main risk, because the project economy was based on stable operations and the effectiveness of AI video recognition. Now, this risk is very low, due to successful algorithm implementations

Market, legal, security and business risks exist, but can be managed by the team and advisors of the project

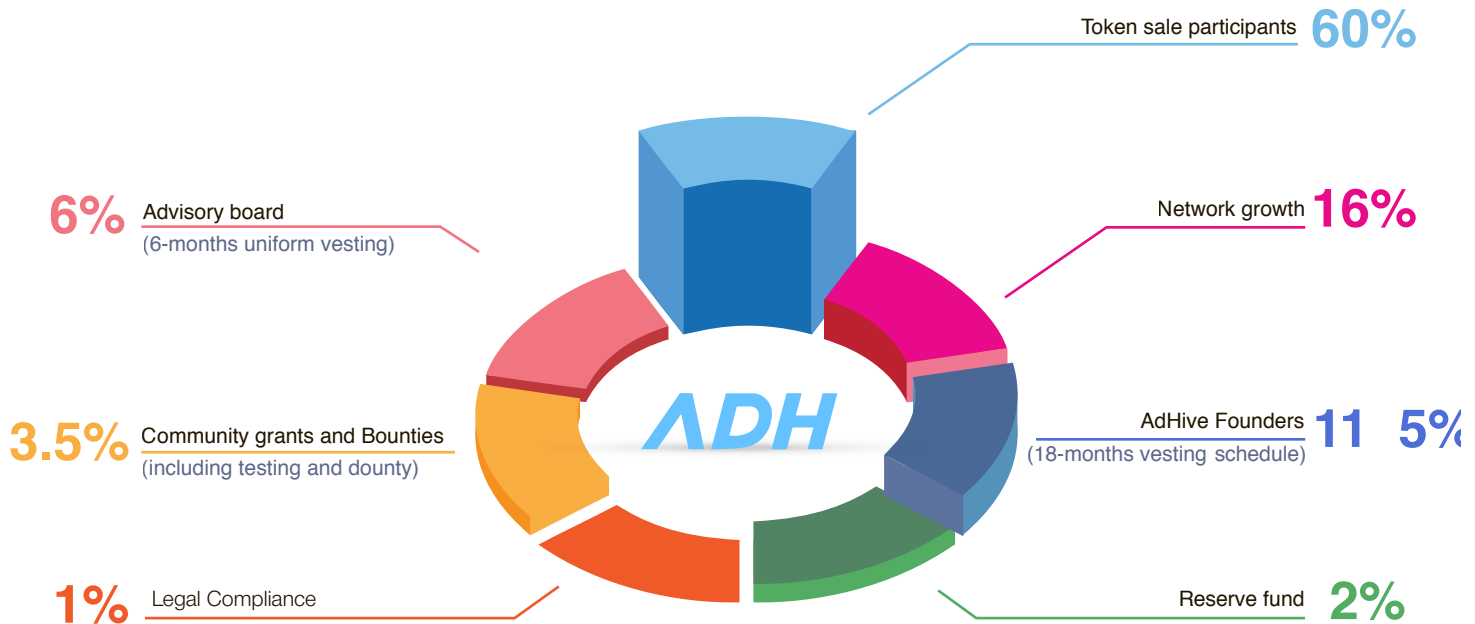
## TOKENS

ADH tokens are based on Ethereum ERC-20 and may be used for the following purposes:

1. Advertisers will need ADH tokens to make payments for services provided by the platform: placing ads and getting analytics about brands and objects mentioning rates.
2. Influencers will place a deposit in ADH tokens for applying to ad offers in order to prevent spam. Rewards for placing ads in videos will also be paid in ADH tokens.
3. Community members will be rewarded in ADH tokens for advertising assessment.
4. In order to enforce a proper fulfillment of contracts influencers are required to have a minimum amount of ADH tokens on their balance to have a right to apply for ad tasks.
5. Payments for AdHive Classified additional services are made in ADH tokens
6. Listing on multiple cryptocurrency exchanges will make ADH Token a liquid currency

# TOKEN SALE DETAILS

**TOTAL AMOUNT: 450,000,000 ADH TOKENS**



Listing on cryptocurrency exchanges will occur right after the end of Token Sale Phase #1

Whitelisting is available – signing up gives additional up to 10% bonus on Token Presale!

Tokens allocated for Network Growth and AdHive founders will be vested 18 months after Phase #1 ending.

All basic cryptocurrencies and fiat money are accepted

\* All figures will be finalized following the forecasting results on the Wings platform and be announced at least 5 days before the Token Sale Phase #1 begins.

## TOKEN PRESALE

Dates: January 31, 2018 – February 6, 2018

Exchange rate: 1 ETH = 4000 ADH + 20 to 15% bonus

Target: 13,500,000 ADH (about \$1 million)

## TOKEN SALE PHASE #1

Dates: February 7, 2018 – March 7, 2018

Exchange rate: 1 ETH = 4000 ADH + 10% to 0% bonus

Target: 121,500,000 ADH (about \$12 million)\*

Soft cap: 22,000,000 ADH (about 2 million)

If target is not reached, unsold tokens will be destroyed

## TOKEN SALE PHASE #2

Dates: Q3-Q4 2019

Amount of tokens available for Phase #2 participants equals number of tokens sold during Presale & Phase #1\*

Presale and Phase #1 participants will get 10% bonus

No additional tokens will ever be created

# USE OF PROCEEDS

The funds raised through the Token Sale campaign will be used to develop and promote the AdHive project.

# DISCLAIMER

This Onepager does not constitute a Public Offer Contract, nor any legal or binding document. It shall not be considered as any terms of a crowdsale campaign nor as providing any legal, investment or tax advices. ADH tokens are not shares and do not constitute any ownership of the company. Token holders will not get dividends nor any share of profits. Incomes will be spent on covering operating costs and the company's further development. For additional legal information, please refer to WhitePaper.

# BUDGET

## COSTS

Calculations are based on the assumption that the crowdsale is successful and the amount of funds raised meets our expectations. In this case, the distribution of funds will be close to this table, according to our models:

Project expences, \$		2017	2018	2019	
Software development	35%	5 250 000	52 500	2 887 500	2 310 000
			1%	55%	44%
Marketing	30%	4 500 000	225 500	2 250 500	2 025 000
			5%	50%	45%
Business development	15%	2 250 000	90 000	1 012 500	1 147 500
			4%	45%	51%
Legal and Administration	10%	1 500 000	45 000	675 500	780 500
			3%	45%	52%
Community development	10%	1 500 000	30 000	735 500	735 500
	100%		2%	49%	49%
Total expences		15 000 000	442 500	7 560 000	6 997 500

If we collect less than cap value, the distribution will be slightly different but still focused on main goals of the project:

Budget allocation	>3 mln	>8 mln	>12 mln	> 15 mln
Software development	45%	40%	38%	35%
Marketing	28%	29%	29%	30%
Business development	12%	13%	14%	15%
Legal and Administration	10%	10%	10%	10%
Community development	5%	8%	9%	10%

## REVENUE

Using actual market data from a number of countries we have made a rough estimation of financial and basic forecast metrics. Further spreading of cryptocurrencies is not taken into account in the estimation bellow. But it is worth noting that this factor will also foster AdHive development

Financials, \$	2017	2018	2019	2020
Total expences	442 500	7 560 000	6 997 500	6 997 500
Revenue		1 680 000	9 720 000	19 800 500
# of active influencers		5 000	20 000	30 000
# of campaigns		480	2 160	3 600
Revenue per campaign		3 500	4 500	5 500
Gross Profit		672 000	3 693 600	6 732 000

According to our estimates, raised funds will cover all AdHive operations costs till the end of 2019. Further platform and community development and growth will be funded from generated profit andToken Sale Phase #2.