



ONLINE ADVERTISING MADE RIGHT

LIGHTPAPER

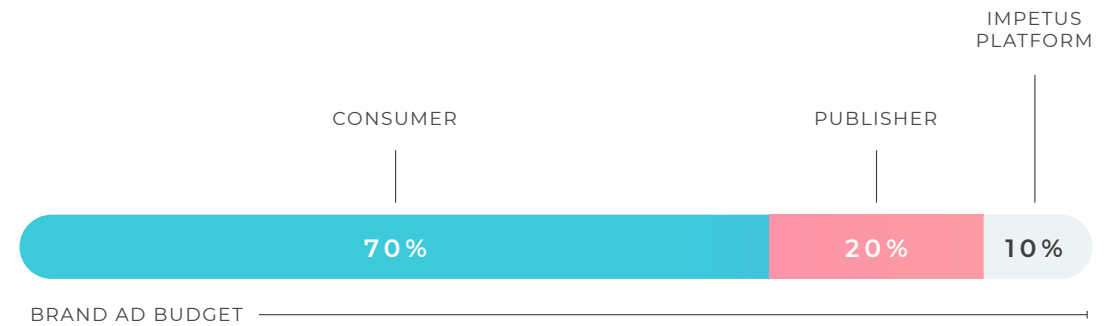
DRAFT V 3.1



LIKE POKEMON GO WITH BRANDS IN REAL LIFE. BUT PAID IN CRYPTO.

Blockchain meets online advertising.
The consumer gets the biggest cut [of the brand ad budget].

How many times per day do you get annoyed at ads online? Brands pay almost 20 times more than 8 years ago for that. The ad exchange is the only winner. Which is why talking to consumers about what they actually want to hear will cut through like a hot knife through butter. Things they have stakes in, their goals. How about we reward them for completing them, even tiny ones? When it's about them, they'll engage. That's a mission.



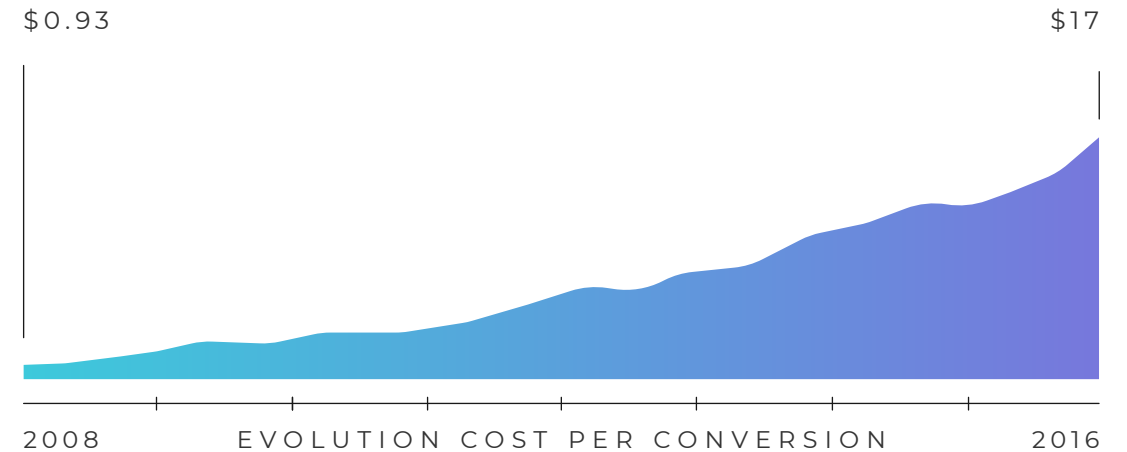
Instead of pitching broccoli to candy craving kids, we'll make it fun with smart phones. They will get the calls to action on their favourite apps. They will take on missions, track them and get rewarded at the end. The brand pays for it: 70% of the budget goes directly to the consumer. Think for a moment of all the fees that would eat into the pie. That's why we do it in crypto: easy, fast and free. Consumers get Impetus. Brands get relevant. Everyone wins.



AD COSTS ROSE 1827% OVER EIGHT YEARS FOR VERY LITTLE VALUE.

Why has online advertising become so expensive? Industries in the USA have come to pay as much as \$935 for one click in Google AdWords. That's for a click, not a conversion. Results from Cost-Per-Click are often unpredictable and require a lot of optimization.

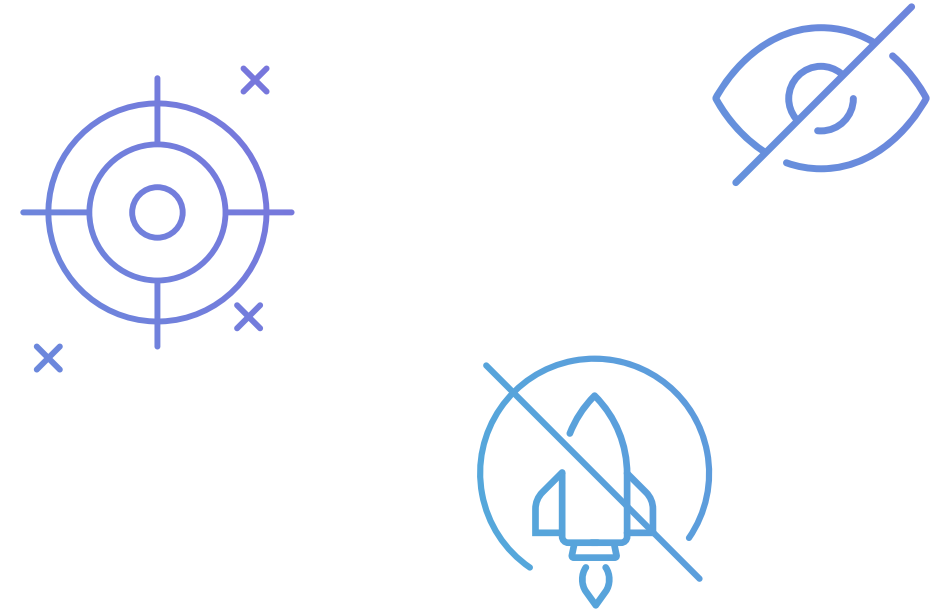
We've been in the rising Cost-Per-Click trenches in our own business, in the 8 years we took one of Romania's top online fashion stores, kurtmann.ro, from start-up to exit. At an average conversion cost of \$0.93 in 2008, it went to a whopping \$17 per conversion in 2016. That's an 1827% increase in advertising costs. With it come quadrupled marketing staff expenses, a huge marketing bureaucracy taxing company budgets everywhere.





CHANGE IS COMING

Ultimately, budgets switch hands from advertisers to Google and Facebook without much value added in the process. In fact, the supposed winner, the consumer, gets nothing much other than bombarded with intrusive ads. The nagging corrodes the meaningful relationship that could have been between advertiser and consumer and turns publishers into click farms. In this status quo, the ad exchange is the only winning party. Which is, for most businesses, completely unsustainable. It also calls for disruption.



TELL ME SOMETHING I WANT TO HEAR

Motivation always beats assault. A system openly and directly rewarding customers for fulfilling desired actions related to the brand will always work better than intrusive ads shoved at them by the ton. The consumer is always there looking for ways to meet their needs and wants. Reward-based ads, studies show, succeed when the creative execution is timely, relevant and chosen by the consumer, and when the reward is predictable, tangible and also chosen by the consumer.

Value exchange delivers an active and engaged consumer that is just not available in the interrupting paradigm. We therefore started, for the sake of our business, searching for a new one, or a better iteration of the early buds. The motivation paradigm means getting personal with the consumer and talking to them about something they actually want to listen to, because they are directly interested.



THE MOTIVATOR IN YOUR POCKET



Our mobile phones offer targeting and conversion tracking possibilities we never thought possible. Still, the advertising giants have only tried to adapt their existing products to the mobile environment, creating inefficient solutions, with poor user experience. The ground has yet to be broken on communication making proper use of the technology and the interaction with the user based on mobile's assets: immediacy, intimacy, and brand cue visibility. Mobile is, in other words, a gem hiding in plain sight.

— *Technology built for mobile, enabling the thrills and chills UX paired with grass level demographics targeting and tracking will unlock the next generation in customer-brand interaction, engagement and transactions, the next frontier of online advertising.*

FEE FREE, FAST AND EASY TRANSACTIONS

Frustration made us wonder if customers wouldn't be better off if we just split the ad cost with them, to spend on our inventory. The execution of such an idea would require not just the mobile targeting technology and a myriad of transactions, but would, in the traditional economy, be made impractical by one important detail: banking fees. Which is where blockchain brings forth a whole new channel of customer-brand interaction otherwise not possible.

— *A cryptocurrency would make these transactions feasible fast and easy.*



DAVID TO ONLINE ADVERTISING'S GOLIATH. [THE SLING IS CRYPTO.]

*A whole new advertising channel.
Consumers get 70% of the ad budget.*

Impetus One brings about a revolution in online advertising: for advertisers, it solves the pain of skyrocketing Pay-Per-Click rates of little value to the brand, enabling them to start a meaningful relationship with their consumers. To consumers, it gives the motivation and thrill to take action on their life goals. To app publishers, it gives content their audience are genuinely interested in and increases engagement with their product. Impetus One is breaking new ground in category marketing, brand interaction and personal productivity.

Impetus One is as a platform, an advertising engine, combining the Impetus One website, the Impetus One mobile app and the Impetus One AdReview app. The founding principle is rewarding end consumers for fulfilling mission goals set by the advertiser. Missions will be domain specific, and will allow the advertiser to precisely target customer actions. A website could target the visitor to join a list, rewarding them with a small amount of Impetus coin. An event organizer will be able to reward customers based on their participation at the event, verified with the customer's location. A sports brand will reward users for running X miles or burning Y calories. Specific goals and rewards **defined in relation to the consumer's goals and ideals** will lead to higher CTR (Click Through Rate) and Mission Fulfillment Rates (MFR).

The advertiser, perhaps a sports brand, loads an ad in the platform. Impetus One will request and pay for an internal review to make sure it's good to go. If positively rated, the ad is distributed to publishers, mobile apps on both iOS and Android, targeting the advertiser's demographics or other selected parameters. The consumer sees the ad on an app: "run three miles each day for a week and a sports brand gives you 20\$." They click the ad and go to impetus.one, on the advertiser's mission landing page. To take on the mission, they sign up for a free account. Their mission will be tracked on the app they enrolled the mission on, according to given validation instructions (as simple as a check-in or a QR code scan).

When the mission registers as complete, the platform charges the advertiser the total cost, pays the customer 70%, 20% to the publisher and keeps 10% in. To cash their reward, the consumer downloads the Impetus app. The official Impetus platform rate is 1\$ for 1 Impetus, applicable to all customer cash outs. They can then exchange it into their currency or make Impetus payments wherever Impetus is accepted.



IMPETUS FLOWS

The Impetus One platform will have its own exchange service, called Impetus One Smart Contractor ISC, to acquire Impetus from customers cashing out or from a public exchange. The platform will buy Impetus on the market up to the rate of 0.90\$ per Impetus and use the reserves for all rates over 0.90\$. When the reserves exhaust, all transactions will carry on at the market price.

The platform ins will be generated from advertising budgets, AdReview entries, and ISC spreads. Tokens can leave the platform for payments at businesses accepting Impetus or through cashing out to a bank account directly from ISC, at the platform rate.

ERC20 token will be the only currency available in the Impetus One ecosystem. As we push our token to a new, untapped market of individuals, we are creating the demand for business owners to accept Impetus payments to access them. Users will acquire Impetus through complete mission payments and direct purchase at the ISC with any debit or credit card.

FOR EVERYONE WITH A SMARTPHONE AND A GOAL, IMPETUS.

The economy runs on consumers spending money. We might just as well reward them for it. Impetus solves advertising market's inefficiency and lack of proper targeting techniques. All market participants get a cut of the gains, as we create an ecosystem transacting exclusively in Impetus coin. Pay-per-mission is a concept running on human motivation, pairing our wants with the impetus to get it done. As old as "stick and carrot", it can now become an individual conversation between brands and every consumer through mobile targeting.

Impetus One brings about actionable, one on one relationships with customers, fee free. In a game changing move, ads become content consumers actually want to see, follow and act on. Advertising gives impetus and Impetus becomes the coin to transact brand and consumer or peer interactions for everyone with a smartphone and a goal.