



## AB-CHAIN – ADS IN BLOCKCHAIN

We provide AI/ML optimized traffic to companies with a budget in cryptocurrencies.

We have already launched [beta version](#) of product and have first revenue from several advertisers!

### Crowdfunding round

February 19, 2018 - March 31, 2018.  
Goal: Soft cap \$ 1.5M, Hard cap \$ 20M.  
We accept: BTC, ETH, USD.  
Bonus: 30% at the start of sales.

Funding will be used for: the launch of the AB-CHAIN platform, plug-in an AI optimization, signing of contracts with 15 ICO companies, business scaling on international markets: Hong Kong, New York, London, Berlin, for operating expenses before reaching self-sufficiency, for security.

### Pre-Sale round

October 2017  
The goal has been achieved. \$ 370K was raised.  
Target of financing: developing of the [beta version](#), hiring new team mates, legalization, marketing for the main crowdfunding round.

### Who are our customers?

AB-CHAIN is an advertising platform for companies that are going to start Crowdfunding / ICO or have already concluded a funding round and also traditional companies that have funds and /or income in crypto currency. By accepting the 10 most popular crypto-currencies and AB-CHAIN token (with a 50% discount) for payment, we help companies to bypass all potential problems that may arise during the conversion from cryptocurrency to FIAT.

### What are we bringing to the market?

The own stack of AB-CHAIN technologies will change the cryptocurrency payable marketing:

- 1) Digital advertising paid in cryptocurrency, an RTB token (token of AB-CHAIN) with a 50% discount from AB-CHAIN the commission.
- 2) Whitelist of hundreds of crypto-sites.
- 3) Wide advertising network - preliminary arrangements with publishers ( over 100M daily displays );
- 4) Machine learning, based on extensive ad network data that will allow optimizing main marketing goals (CPC, CPM, CPL, CPO).

### We have a lot of experience in launching ad networks

- 1) [credit-land.com](#) and [bestcreditoffers.com](#) – a US based financial offers affiliate network;
- 2) [creditcardsonline.ru](#) - a partner network in Russia with financial proposals (the project is closed at the moment);
- 3) [QIWI Bonus](#) - commodity advertising network

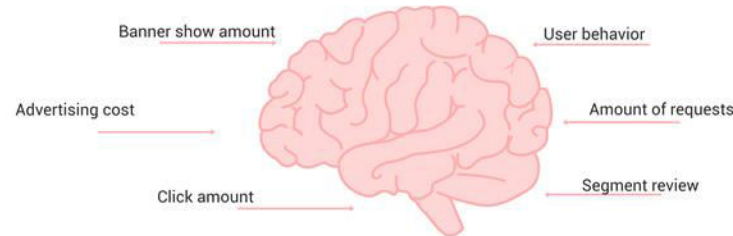
**Crypto-expertise of AB-CHAIN + AB-CHAIN advertising network + AI/ML optimization = explosive growth of advertising budgets effectiveness**

### Contacts:

[team@ab-chain.com](mailto:team@ab-chain.com)  
[Telegram](#) [Facebook](#) [Twitter](#)  
[YouTube](#) [Medium](#) [Reddit](#)

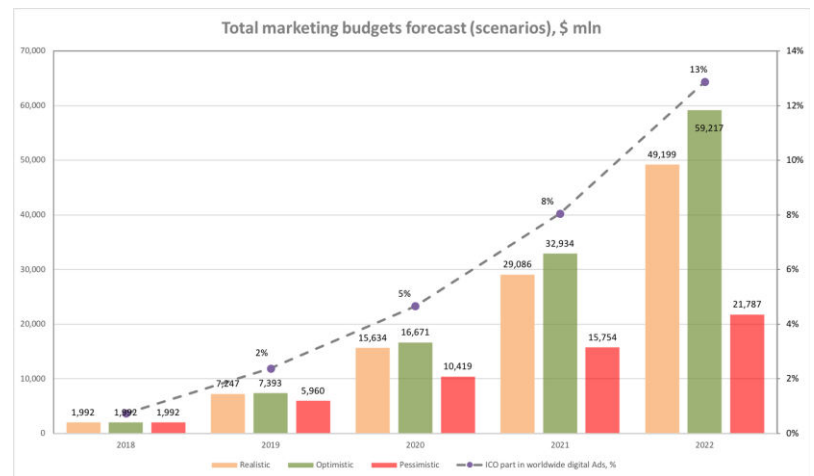
### We are using a solution with AI/ML to grasp traditional market!

While an advertiser's goal is to maximize advertising effect that is evaluated with so called 'targeted actions' (registrations or purchases), **existing market players do not solve this problem**, delivering only a partial solution: major players such as Google automatically optimize CTR, that is, the conversion of ad views into visits. AB-CHAIN is developing ML and AI to automatically maximize conversion rate from views of advertising into targeted actions.



### Expected market volume

Immense market growth:  
Digital Ads market will grow from \$229bln at 2017 to \$382bln at 2022.  
ICO part only will grow from 1% to 13% of digital Ads market.  
There will be growth from **\$2bln** to **\$50bln** at 2022 – it will be crypto payment ads market that AB-CHAIN aim to cover.



### Grasping the traditional digital advertising market

The number of companies implementing blockchain and cryptocurrency is obviously growing and affecting the traditional market. This trend will be increasing in the future. On the other hand, the AI and ML technology will allow us to develop sustainable advantage and additional spread to the traditional digital market.

### The legal status of the AB-CHAIN token

The AB-CHAIN ([RTB](#)) token is a so called **Utility Token**, which AB-CHAIN accepts as part of providing its services to the customers (advertisers). Legally, the token is a license for software usage and is not and deals nothing with stock, electronic money, securities, etc. Formally, the AB-CHAIN token is a regular license, which, at this very moment, already allows you to operate lawfully, even in the US and China.

**Company name: AB-CHAIN MEDIA LIMITED**

**Company No: 2607738, Address: UNIT 706, 7/F., SOUTH SEASCENTRE, TOWER 2, 75 MODY ROAD, TSIMSHATSUI, HONG KONG.**

### Our team



**Vladimir Dyakov**  
Founder, CEO  
15 years of development experience,  
10 years of management,  
7 years in sales,  
4 years in bitcoin,  
Several successful



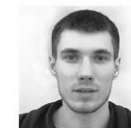
**David Pomies**  
Co-Founder, BDO  
9 years of experience in sales and marketing,  
7 years of business development in Hong Kong



**Ivan Pshenitsyn**  
Co-Founder, CTO  
11 years of development experience,  
5 years of management, advertising networks and financial services  
6 years of experience in blockchain technology



**Cate Lawrence**  
PR-director  
4 years of journalism,  
7 years in charity,  
10 years of work in higher education.  
Many publications in VentureBeat, DZone, ReadWrite, TheNextWeb



**Anton Oshkin**  
CMO  
The founder of the RocketLP digital agency  
6 years of experience in digital marketing,  
4 years of marketing project development