DAN

SERVICE

Resume

The world is facing substantial transformations in the way how people communicate. So does the advertising sector.

DANS - Decentralised Advertising Network Team is working together on a revolutionary solution that will make advertising delivery and placement effective and easy.
We are focused on making advertising easy, straightforward, intuitively simple to produce and fast to delivered, as well as to increase the adverts conversion rate.

DANS Team provides solutions for different media spaces and advertising platforms:

- ✓ Online advertising

- ✓ Offline advertising

- ✓ VR (Virtual Reality) network advertising

Each year advertising conversions rate is decreasing due to many factors, such as, adblockers, and competitive market players, we encourage advertisers and customers using our solutions for advertising.

Content

Introduction

DANS - decentralised advertising network, a platform based in Etherium blockchain and smart contracts technologies. Main objective is to provide simple, transparent and easy way to deliver the advertising content to the end user, and to increase advertising cashback and feedback.

The new platform provides both online presentation (websites, forums all the available network spaces) and offline placement of the advertisement content (moving message display signs, electronic banners etc.), as well as in VR networks.

DANS Cash back is another option available for the end-users, that also helps to increase conversion.

DANS platform uses blockchain technology and Smart contract. The network is decentralised and managed by the users.

Commercial quality

Why do we do DANS Platform?

- We create token that will facilitate delivery of advertisement and will increase the conversion rate.

According to experts analysis, 2017 had 205$ billion USD spent on advertising over the Internet; $192 Billion spent on TV advertising and 37$ Billion on outdoor and exterior advertising.

Zenith Advertising Agency forecasts increase of advertising expenses by 4.4% with an estimated cost of 600$ billon USD.

Offline outdoor advertising and exterior media positioning is still a substantial market player.

The future is in VR advertising. Zenith Advertising Agency analysis says that 2020 will have 95% of online advertising, including VR sector.

We've outlined the main problematic issues to be resolved.

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1. The way the advertising been delivered is too complicated.

The main problem is in the number of mediators between the advertiser and customer..

DANS Platform Solution:

DANS Platform makes delivery of the advertisement very easy. You will need a smartphone to scan the QR-code, type in the advertisement message, choose the appropriate category and time of advertising placement, fill in pavement details. This will help to avoid any mediators or agents in between the advertiser and the customer.

2. Inaccurate data in advertising campaign reports

There is always a problematic task for a marketer to compile the most accurate data when reporting on advertising campaign.

Different agencies and marketers use different analysis strategies and approaches. It appears to be quiet challenging for the advertiser to verify all the necessary data.

DANS Platform Solution:

DANS Platform uses Blockchain Technology that provides the necessary tools for analysis and real time monitoring..

3. AdBlock and Banners

It is not a secret that the number of AdBlock users is permanently increasing, which makes the advertising placement ineffective.

DANS Platform Solution:

We should not limit the customer when it comes to which advertising and which product category to see.

By providing CASH-back option the customer will be interested in watching the advertising rather than skipping it. The Customer will receive the cash-back payment after answering a question related to the advertising content. The received cash-back then can be withdrawn in cash or used to purchase the advertising placement.

4. Integrated management for advertising activities

The major players in the media space such as Google, Facebook, Yandex, have a centralised management.
Our approach is based on decentralised management to avoid frauds, faulty advertising placement and unreasonable blockage of advertisement

DANS Platform Solution:

We encourage and let customers to verify the advertising content by themselves, that will consequently increase conversion, cash-back and will take advertising business to the next level.

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5. Limited payment options

The main accepted payment method is a verified payment via bank transfer or a bank card payment. It is not an option though for all of the customers. And particularly for small businesses.

DANS Platform Solution:

DANS uses blockchain technology and crypto currency as a payment method.

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6. VR Advertising

It is now obvious that Virtual Reality takes the advertising to another level.

DANS Platform Solution:

DANS Platform will guide the customer and the advertiser though the virtual reality networks and facilitate advertising placement in virtual environment.

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7. Focusing on bots and mobile apps

Two-thrirds of humankind use smartphones and tablet PC and this number increases by 4% each year, generating more and more traffic. Mobile apps are taking over the market. According to Facebook only 5 % of registered users avoid using mobile applications.

DANS Platform Solution:

We focus on bot development and decentralised mobile apps.

Conclusion

As of today both online and offline advertising solutions require further improvements and innovative approach.

DANS Platform provides necessary tools and solutions for an advertiser to set the advertising campaigns faster and enable effective content delivery as well as the increase of conversion rate.

The customer will be able to define the quality of advertising content and receive cash-back.

Competitive environment

DANS Platform is focused on solutions for online, offline and VR networks' advertising.

As of today there are thousands of players on advertising market. And the market itself is expanding. The global networks like Facebook and Google have the most influence on advertising campaigns and delivery of advertising content. These two media giants operate large volume of personal data of end users. Being top players though, these companies also set their own rules and impose restrictions on some issues that might dissatisfy the customer.

We think that the decentralised advertising network approach is the most efficient way to deliver the advertising to the customer.

Other players on advertising market are qChain, AdEx, Basic Attention Token (Bat) by Brae Software, adChain, NASDAQ's NYIAX. We did also our researches on these marketers and encourage healthy competitive environment.

As of today we are already providing more effective solutions for advertisers and great options for the end users. Decentralised applications, bot development, easy advertisement delivery, smart cash-back system and VR network oriented approach are among the top solutions from DANS Team.

Token

Token DANS will be used to buy advertising place, media placement, advertising time.

Media owners will set the price (rate) in DANS Token per specific time the advertisement being displayed. The DANS tokens will be delivered to advertiser only after the fulfilment of order. The advertiser first confirms the request. Tokens DANS will now be suspended. After confirming the completion of the order, the DANS Tokens will be delivered to the advertiser.

There will be also activities to stimulate additional Token production. Additional tokes may be produced and delivered to people who initiated the this activity. This will provide slow inflation rate so that enough tokens will remain to maintaining healthy operations within network.
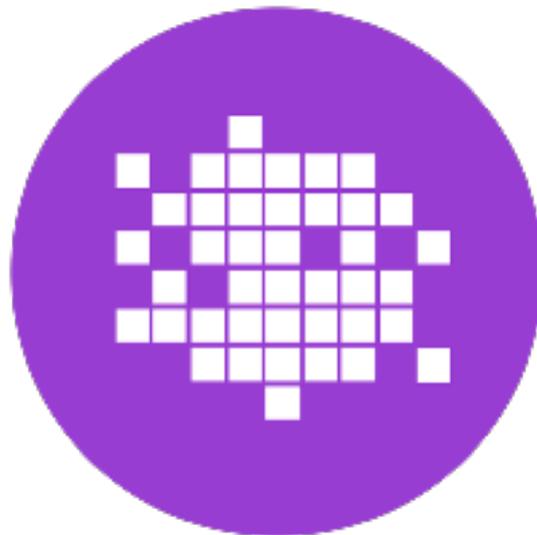
Technology

Token DANS will be using Etherium blockchain technology and smart contracts that facilitates fulfilment of contractual obligation over the network by providing effective cryptoprotection.

Etherium operates on an open source code. Open code provides easier solutions to implement blockchain technology. Thus new StartUps like Weifund (open crowdfunding platform), Provenance (uses Etherium to increase transparency in certain operations), as well as Microsoft (Airlab company and Microsoft announced a launch of "Climate Initiative Program"), IBM, JPMorgan Chase, are interested in this technology.

Smart contract

A smart contract is a computer protocol intended to digitally facilitate, verify, or enforce the negotiation or performance of a contract using blockchain technology. Smart contracts allow the performance of credible transactions without third parties. These transactions are trackable and irreversible. Using smart contracts DANS Platform protects customers and advertisers from frauds and manipulations.

Token DANS complies with standard ERC20, which enables operations with contracts and tokens. Tokes can be used with Etherium standard ERC20 e-wallets.

Data Storage and Security is another important activity to cover. Data storage within blockchain technology is comparatively expensive. Thus DANS will use IPFS to store the advertising content (video, pictures, metadata).

IPFS is an open source code based project. Starting from 2014 its name changed to Protocol Labs. Protocol Labs focuses on data storage still being a decentralised based project. DANS will enable usage of files being stored in certain infrastructure, for example in CDN.

We do understand the challenges when it comes to scaling within blockchain technology and therefore will use Etherium status channels to provide fast communication between the parties.

DANS will be available for online and offline advertising.

Work Flow Schedule:

Stage 1: Research
June 2017 - July 2018

Active research on the relevance of decentralised advertising network. Data collection. Analysis.

Stage 2: Token Crowdsale
July 2018 - August 2018

First Smart contract DANS and DAT token to be issued (released). Crowdsale. 80% of all DANS tokes will be on sale. The rest amount will be distributed within the DANS team, consulting department and will be included in the bounty-package. Crowdsale is required to provide funds of the initial stage of the project.

Stage 3 - Demonstration Prototype

August 2018 - February 2019

First DANS Prototype to be produced not earlier than Feb 2019. It will have a basic system with front -end interface access for advertisers, web-masters and users. The prototype will be an open source code, will be oriented for native advertising and will go though independent audit.

Stage 4 - Promotion and development

February 2019 - February 2020

Software development based on contact monitoring of market demand and customers' feedback.

Promotion of DANS solution to a mass consumer.

Active VR network advertising approach implementation.

Stage 5 - Stable Version Release

From Jan 2020

DANS V2 will be a new technological system change related to the scale of operations and activities.

This stage is scheduled to commence transition to new blockchains.

Crowdsale

Crowdsale will be hosted to rise funds for DANS project development and promotion. Crowdsale will be conducted using Etherium smart contracts.

The launch is scheduled for July 2018 and will end up August 30, 2018, or when the limit of 40000 ETH will be reached.

Only ETH are accepted. The Address will be announced few days prior to the Crowdsale event.

The Exchange Rate

1 ETH = 900 DANS

There will be also a 30 % bonus for the First Day participants. (1 ETH = 1170 DANS) and 15% for the First Week participants (1 ETH = 1035 DANS)

Tokens can be send right after the Crowdsale is finished.

The Crowdsale campaign objective is to rise 40 000 ETH. Tokens will be available once the 40 000 ETH amount is reached.

The rest amount of Tokens will be stored at DANS Fund address and blocked for 24 months. They will be then used for company's development, to cover operational openness and to attract new advertisers

Distribution of Funds
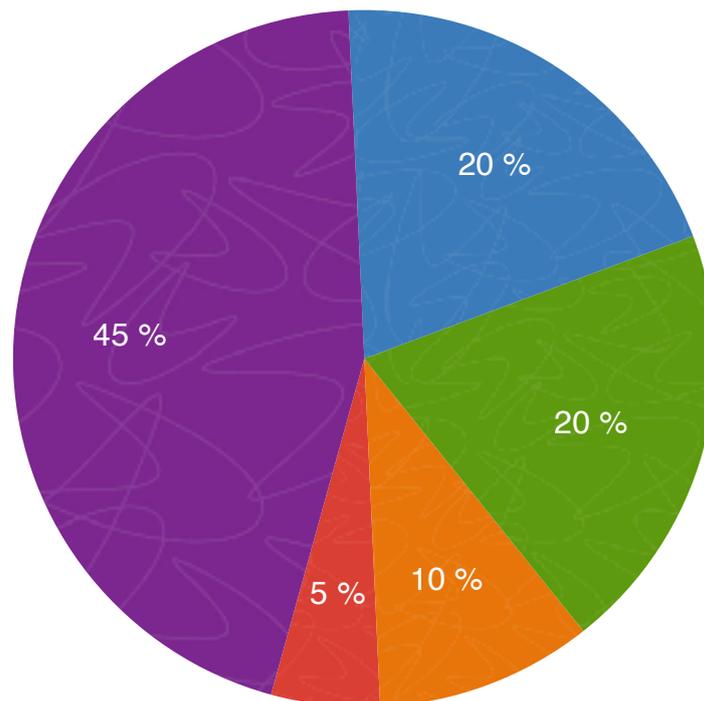
- ● Software Development: 45%
- ● Company Development: 20 %
- ● Marketing: 20%
- ● Legal Advisory: 10%
- ● Miscellaneous expenses: 5%

◉ Software development: 45% of the budget to fund the development of prototype and necessary changes to the project to improve it.
Expenses on independent audit are included.

◉ Company development: 20% to fund the project development activities, headhunting, outsourcing for business media experts.

◉ Marketing: 20% of the budget to fund the marketing and promotion activities. Attracting more opensource developers

◉ Legal advisory and management: 10% off the budget to fund the legal related activities, audit and reporting.

◉   Miscellaneous: 5 % including unbudgeted expenses.

DISTRIBUTION of DANS TOKENS

100 000 000 DANS tokens are to be issued.

◉   80% of tokens for sale at Crowdsale event

◉   10% of tokes to be issued for DANS Team. To be blocked for 12 months with a 3 months cliff.

◉   6% of tokens to be issued for DANS consultants. To be blocked for 12 months with a 3 months cliff

◉   4% of tokens to be issued for bounty-packages
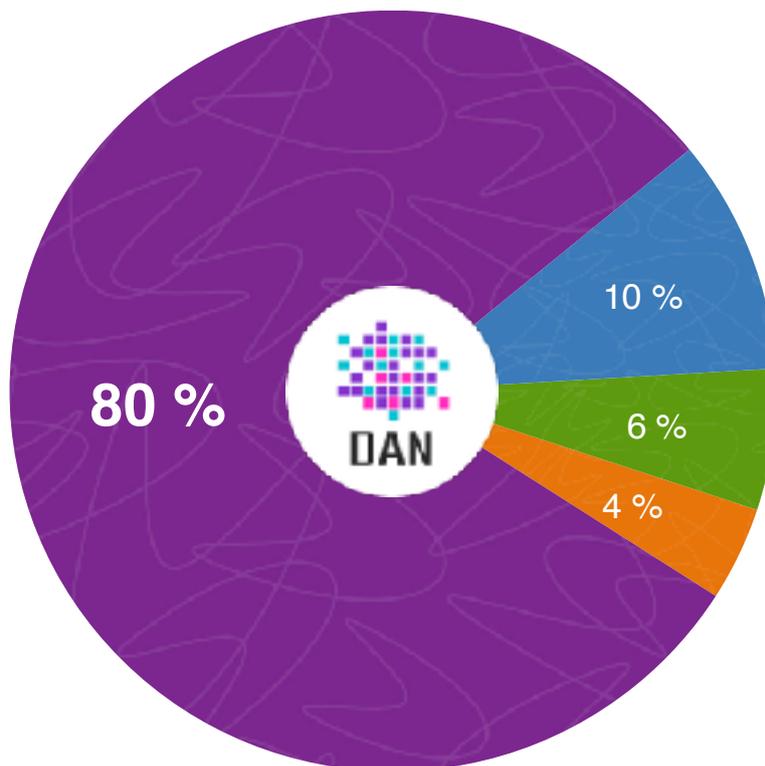
Due to the upper limit of tokens' amount not all tokens will be sold out at the initial Crowdsale.

The rest amount will be stored at the address of DANS Fund, 24-month blocking with 6 months cliff

Later to be used by DANS Team to buy DANS tokens from decentralised applications.

Bounty Package

To receive bounty for social networks promotion (Facebook, Youtube, Twitter, Telegram) visit

https://dan-service.com/bounty/

Total amount of 4 000 000 tokens will be issued for bounty package

- ❖ 400 000 DANS for campaign with subscriptions to bitcointalk

- ❖ 300 000 DANS translators

- ❖ 300 000 DANS Twitter campaign

- ❖ 300 000 DANS Facebook campaign

- ❖ 300 000 DANS Youtube campaign

- ❖ 300 000 DANS Telegram channel subscriptions

- ❖ 2 010 000 DANS for additional prices and bonuses

List of Literature

1. Ethereum

2. InterPlanetary File System

3. 4 Ways Blockchain Will Transform Digital Marketing And Advertising

4. Use of Ad-Blocking Software Rises by 30% Worldwide

5. Internet advertising expenditure to exceed US$200bn this year

6. Businesses could lose $16.4 billion to online advertising fraud in 2017: Report

7. Digital advertising expenditure share of total media ad spending in Indonesia from 2015 to 2020

8. What happens next: How to reverse the rising tide of ad fraud

9. The Future of Virtual Reality Marketing And Advertising