

What is BlockClick?

BlockClick's solution will be a robust blockchain-infused platform working in conjunction with a multiplicity of decentralized applications (DApps) to reduce fraud in the digital marketing industry. With the advent of smart contracts, parameters agreed upon between two parties can be dutifully enforced through a series of actions carried out based on strict requirements.

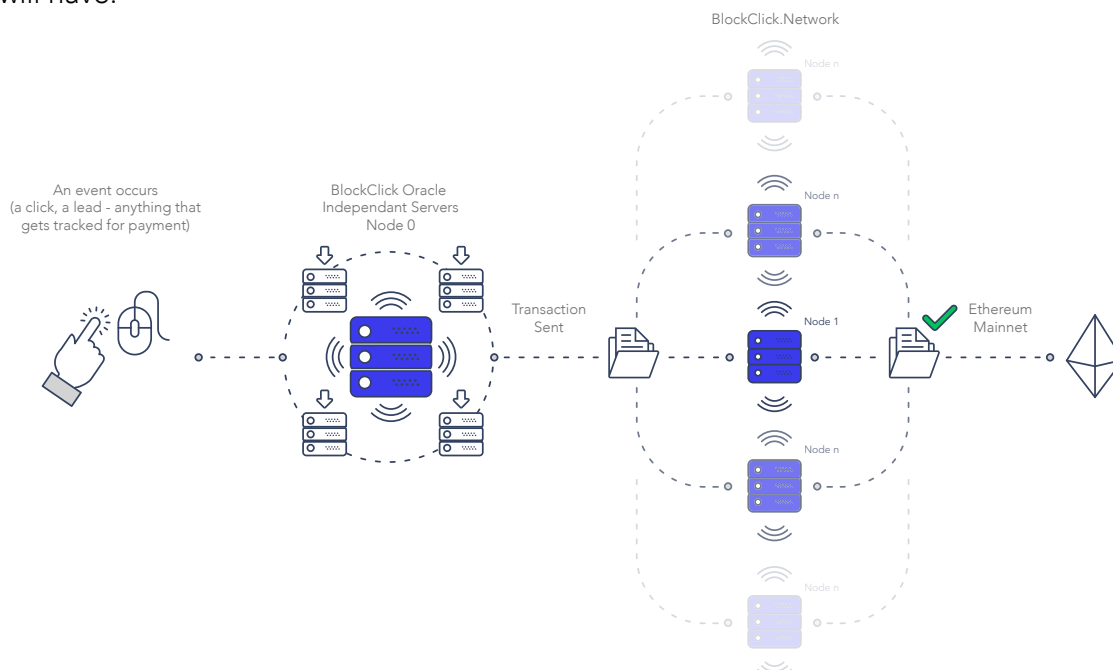
BlockClick will deploy configurable smart contracts which will be leveraged through the Ethereum network in order to allow all included parties to validate marketing campaigns. Advertisers, digital marketing network providers, and publishers will all be able to track value and guarantee a degree of transparency not yet achieved in the digital marketing space.

One core advantage of BlockClick's platform is its focus on transparency. Our contracts are event-based, and any action taken by an included party or counterparty is both visible and auditable to provide accountability of where value is expended. The included features lead to a reduction in payment delays to digital marketing organizations, a secure environment based on select marketing methodologies, and a simple dispute-resolution system.

BlockClick plans on acting as a funnel - as our solution allows us to parse real traffic from fraudulent traffic based on included APIs. For example, if 30% of traffic is found to be fraudulent in a digital marketing campaign, the contracts involved on the platform would only be authorized to release 70% of the escrowed funds to account for the true processed traffic. In the case of multi-billion-dollar advertising deals (which are quite common), this could lead to savings in the hundreds of millions.

What is BlockClick.Network?

The BlockClick.Network sidechain enables transparency and accountability between buyers & sellers of digital media. By keeping a record of impressions, clicks and conversions in a sidechain buyers or sellers pay in BLOK tokens to add transparency to each event tracked. Nodes running the BlockClick.Network sidechain are rewarded with BLOK tokens for storing and verifying impression, click and conversion data. This enables a way for tokens to be minted or transferred in the BlockClick eco-system and an incentive for nodes to run the sidechain. The more nodes running the sidechain the more trust and transparency the network will have.



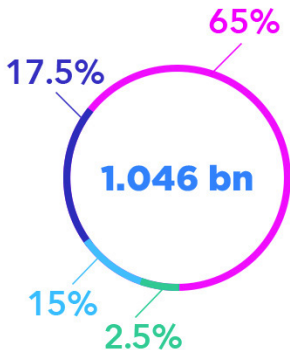
What Problems are solved with the Project?

Although digital advertising seems to be a simple process, the entire chain is riddled with fraud from the base level, to the publishers. Fraud plagues the digital marketing industry in terms of bias, traffic, safety, and numbers, and leaves involved parties with a lesser degree of trust and security. Traditional advertising has its faults, and digital advertising had the original promise of adding a degree of transparency and true conversion rates. However, things fell apart as the challenges faced by each involved party increased in both sophistication and complexity.

Market Size

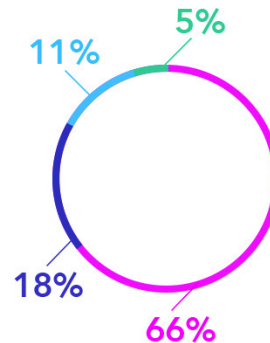


Token Distribution & Budget Allocation



Token Distribution

Public Sale (65%)	680 m
BlockClick Team (15%)	157 m
Advisors & Partners (2.5%)	26 m
Platform Treasury (27.5%)	183 m



Budget Allocation

Operations	66%
Sales & Marketing	18%
Legal	11%
Advisors	5%

Token Sale Timeline

- Target raise of \$24.7m with a hard cap of \$34M
- Price of 1 BLOK = \$0.06 USD
- Presale price: To Be Determined
- ETH price will be locked and broadcasted 24 hours before the token sale
- All unsold tokens will not be created
- Tokens will be issued immediately after the token sale

Founders and team members that are allocated any tokens will have a 6-month lockup period on their own tokens with distribution occurring over the following 6 months in equal increments.

Key Team Members



Anthony Taylor

Anthony is a strong performing, result driven senior executive, with a strong track record in senior management roles mainly within technology led, internet businesses with a focus on both B2B and B2C markets and the acquisition of customers. He has experience across many fields from Media and Publishing, Betting and Gaming to Software Development incorporating both privately owned and listed companies.



Mark Reiken

Mark is a serial entrepreneur, investor and advisor with global business experience in mobile payments, digital marketing & Blockchain solutions. Mark has developed an extensive list of industry contacts and understanding of digital media & Blockchain solutions over the past 20 years. His key specialties include the development of relationships internationally, marketing strategies, acquisition and branding. Using scalable, flexible and richly functional ideas, Mark & his team work tirelessly on the marketing, community & distribution for BlockClick.



Jason Fleurant

Jason is a dedicated, high achieving business management professional with over 15 years of experience. His knowledge base covers a broad spectrum of skills and experiences ranging from business development, technical support, communications, E-commerce, event management and customer experience. All of his combined experience makes him an integral part of the company in building the brand strategy and community program as well as consulting in the ICO space.



Ben Brown

Ben has a background in coding and has over 18 years experience in traffic and growth hacking, consistently delivering high converting traffic to a variety of industries. He has been instrumental in delivering product specifications and improving the design of many successful online products in both the mobile and desktop environments. Notable successes include having taken several products to over \$1 million per month turnover and reaching \$1million per month turnover within 3 months of launching new mobile products. In this area Ben had reached over 2000 sales per hour on numerous occasions.

Project Roadmap High Level

2017

Q3 2017 - Idea formulated by the now Executive Group - Planning commenced and the framework of the proposed system composed

Q4 2017 - Key Staff appointed to the project - Branding and White Paper design work commences

2018

Q1 2018 - Development work on BlockClick Demo commences

Q2 2018 - BlockClick.io launched in conjunction with White Paper and Demo - Prototype work commences

Q3 2018 - Prototype completed and available for beta testing

Q4 2018 - Applying for Six Swiss Listing

2019

Q1 2019 - Fraud Tools Integration

Q2 2019 - Applying for Six Swiss Digital Exchange Listing - Launch BlockClick.Network Testnet

Q3 2019 - Launch BlockClick.Network Mainnet - Token Exchange Listings

Q4 2019 - Full Platform Rollout (Full Reporting Module, Machine Learning Data Integration, Profile & Rating System)

www.blockclick.io

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