



OPTIN Media Network

Rewarded Media and Ad Platform

Third Fastest Growing Media Company with over 3 Billion Videos Watched



“Advertising is most effective when it is part of a value exchange. Consumers are now aware of how much their attention is worth to marketers, and they expect to be rewarded for it.”

– Publicis Media Group, Global Digital Marketing Report



The Challenge: Advertising is Broken

Watching ads in exchange for content, **67% of Gen Y say no!**¹

Ads, Ads, All the Time...



The model of viewers exchanging their time for free content is broken. 200 million people with Ad Blockers prove **free content alone is not enough**.



Advertisers are not sophisticated enough to pinpoint the **perfect candidate**, at the **perfect time**, with the **perfect message (“advertising trifecta”)**. Therefore, advertisers resort to a “spray and hope” model which sends tons of ads to everyone, in a non-scientific manner, which aggravates the problem.

1. <https://www.mediapost.com/publications/article/315291/spotlight-on-ad-blocking-awareness-of-new-chrome.html>



Our Solution

We are one of the largest rewarded media publishers in the world. We have proven that rewards improve the user experience and improve the advertising ROI.

We have created a blockchain infrastructure to facilitate rewards, advertising and market research in a revolutionary way. We're proud to announce we already have 500,000 OPTIN users, becoming the #3 fastest growing media company in the U.S.

OPTIN Ecosphere: Powered by OPTIN tokens



Rewarded Media

Content delivery across desktop, mobile, and TV with many top categories. Users are rewarded in OPTIN tokens.



Ads Marketplace

Ad buying platform to connect advertisers to publishers. Payments are processed in OPTIN tokens, and delivered in near real-time.



MyAds Filter

Allows users to opt-in to specific brands, industries, and earn rewards for sharing their data with advertisers



DataCube

Open source marketing research project to create highly-predictive connections between user viewing and buying

Consumers Prefer Rewarded Advertising



228 Million

The number of Americans who prefer rewarded ads

84%
of consumers
Prefer
Rewarded Ads

91%
of smartphone
owners favor
Ads that offer
Rewards



500,000 OPTIN users

Hybrid blockchain solution to minimize gas

3 Billion Video Views

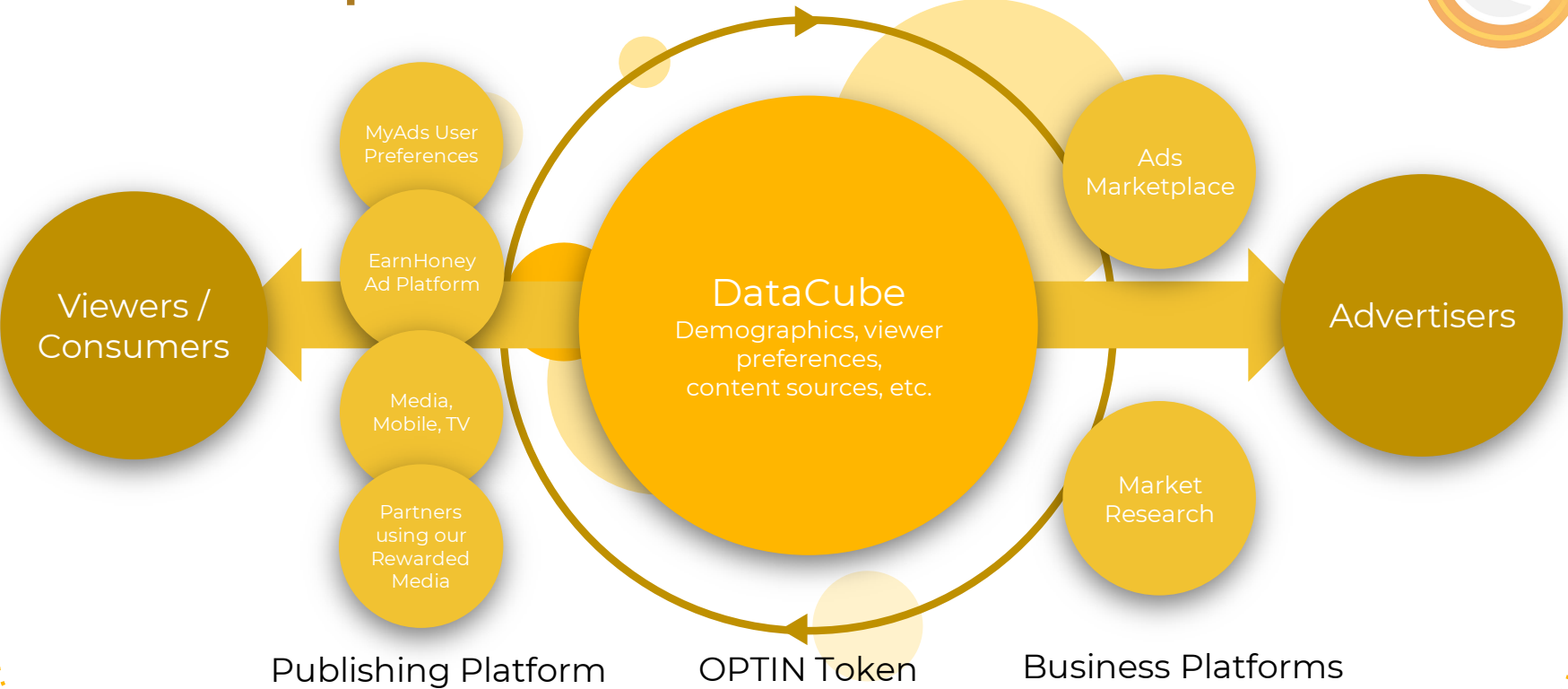
Annually

3rd Fastest Growing

Media company in the US. We know this space!



OPTIN Ecosphere Overview





Where to see our rewarded content

DoGoodMedia, the company that runs the OPTIN Network has a large distribution network which will allow us to scale and grow much faster than other blockchain companies.

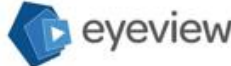




Our advertisers and channel partners



Over 50% of the FORTUNE 500 has advertised on our sites





Product Segmentation

Product	Problems to Solve	Market Opportunity
Rewarded Media	Consumers are demanding more for their engagement.	\$90 billion USD by 2019 ¹
MyAds	Global user pushback against intrusive advertising and data collection	3.6 Billion users
DataCube	Allow SME to compete with large publishers, Reduce ad waste, allows for Watch->Buy studies across time, brands, devices	\$40 billion USD / yr
Ads Marketplace	Allow direct Brand -> Publisher -> User interactions, Expose deep data that advertisers need, allow direct ROI measurements, Reduce ad waste.	\$547 billion USD / yr

1. \$90 billion spent on incentivized media. [http://www.incentivemag.com/News/Industry/Incentive-Federation-\\$90-Billion-Market-Size/](http://www.incentivemag.com/News/Industry/Incentive-Federation-$90-Billion-Market-Size/)



Roadmap

Date	Activity	Status
03.2018	Convert panel business to OPTin tokens	Completed
03.2018	Implement offchain verification system	Completed
04.2018	Allow publishers to get paid using OPTin	Completed
04.2018	Allow users to export OPTin to individual wallets	Completed
Q2 2018	beta of user.txt as Chrome and Firefox plugin	Completed
Q2 2018	Beta release of dApp for mobile, desktop	Completed
Q2 2018	Beta release of dApp for TV and connected TV	Completed
Q3 2018	Beta launch of DataCubeLite and DataCube	In Development
Q3 2018	Production launch of dApp for mobile, desktop, TV and Connected TV	In Development
Q3 2018	Production launch of DataCube and DataCubeLite	On track
Q3 2018	OPTin Ad Council opens	On track
Q4 2018	First commercial products for DataCube	On track



Media Data Companies

Data Type / Product	TV & Purchase	Digital & Purchase	TV & Digital	Digital & Surveys (Brand Lift)	All-In-One
Dominant Company	Nielsen AAC	Nielsen Catalina (NCS)	Collective	Kantar/WPP	No One (Our Goal!)
Revenue	\$100M	\$100M	\$50M	\$100M	Greenfield Opportunity



Competitors in Blockchain

	Adshare	AdEx	Basic Attention Token	OPTin
Community	1,249 Addresses	13,800 Addresses	59,919 Addresses	500,000 Addresses (off-chain)
Market Cap	\$4M	\$63M	\$542M	\$20M Hardcap
Supported Web Browsers	All Browsers	All Browsers	Brave Browser Only	All Browsers
Device and Medium Coverage	Digital	Digital	Digital	Digital, TV, Radio, CTV
Compatible with existing infrastructure	No	No	No	Yes
Working Product at ICO	No	No	Yes	Yes
Profitable Company at ICO	No	No	No	Yes



The Market Opportunity: Growing Rewarded Media

User Growth Projections:

Spending post-ICO to grow OPTin user base from 500,000 to 515,000,000*

By doing this we will be:

- expanding the cryptocurrency userbase
- utilized on millions of websites and media devices
- growing the collective rewarded media ecosystem and we will be the first movers

We increase value of advertisers and remove middlemen:

- Ads Marketplace (removing middlemen)
- Marketing Research (better ads for advertisers)



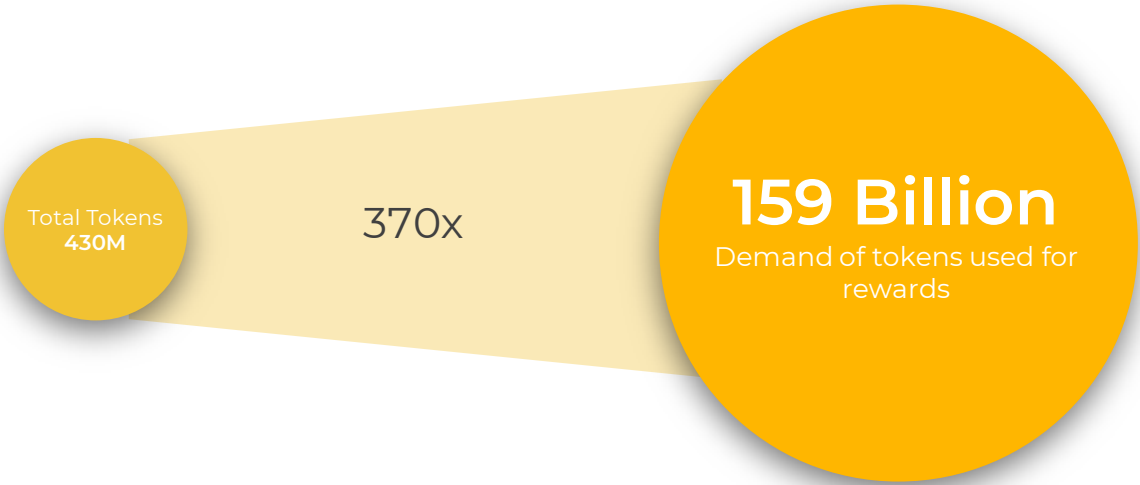
Global Growth by Continent

	Unit Economics	North America	Asia	Europe
Pageview RPM	\$20 ³	\$20 ³	\$5	\$20 ³
Internet Users ²		345 Million	2,023 Million	705 Million
Reward Users	500,000	58 Million ¹	339 Million ¹	118 Million ¹
Annual pageviews per user	6000 ²	6000 ²	6000 ²	6000 ²
Total Rewarded Inventory (Estimated)	\$60 Million	\$6,900 Million	\$10,000 Million	\$14,200 Million
OPTIN Buyback for rewards (50% of inventory value)	\$30 Million	\$3,500 Million	\$5,000 Million	\$7,100 Million

1) Assuming 84% preference of rewarded advertising and 20% penetration.
2) <https://www.internetworldstats.com/stats.htm> Internet user by continent 2017
3) Historical data from EarnHoney Panel



Translated into Demand of OPTIN Tokens



Each OPTIN token will be transacted **370x** to pay for global rewards community

The Team



Jerome Shimizu
Chief Executive Officer

One of the top data scientists in the U.S. and a key driving force behind several of the largest and most respected media accountability platforms and products in the industry. These products and platforms influence, optimize, and reallocate billions of dollars in media annually. Graduated from the University of Chicago with honors.

[LinkedIn](#)



Michael Sheng
Chief Technology Officer

Experienced entrepreneur, technologist, and avid gamer. Founded FavGames (strategic exit), a first generation micro-transactional seller. Michael graduated from UIUC (BioMed Engineering), and University of Chicago (MBA).

[LinkedIn](#)



Clement Shimizu
VP of Engineering

Dedicated his life to serving artists, designers, and other creative people through technological innovation, Clement earned a PhD in Computer Science and a BS in Mathematics with specialization in Color Science and Computer Graphics. Received NASA “Major Space Act Award” for 360 video player technology contributions.



Stefan Sellberg
Chief Revenue Officer

Responsible for driving sales and client growth. Prior to joining DoGood Media, he led Millward Brown’s Agency and Media teams. Stefan is an accomplished business leader with over 20 years experience, and has unique experience growing and exiting startups (DynamicLogic, acquired by WPP).

The Advisory Team



Howard Shimmel

Previously: CRO Turner Broadcasting

Howard has over 20 years experience in senior executive roles at Nielsen and Turner (parent of CNN and TBS).



Stephen Jepson

Senior VP, MetrixLab (Macromill)

Thought leader for innovation in advertising effectiveness technology at Insight Express, Kantar, and WPP. Stephen advises on all things related to sales and product pipeline of OPTIN advertising analytics.



Kevin Arrix

Previously: CRO Verve, MTV (Viacom), CNN

Kevin is an industry veteran with extensive agency, marketer and publisher relationships. Kevin advises us on global partnerships and media sales.



Ajay Prakash

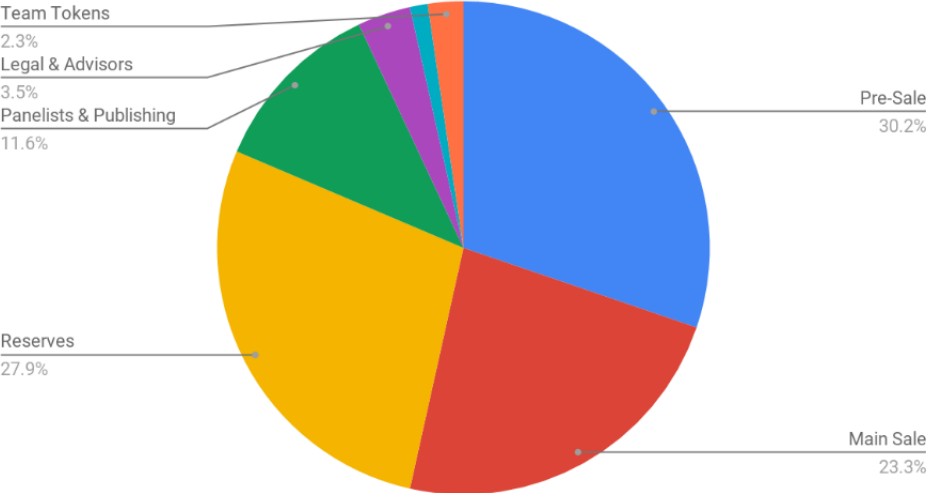
Founder, Qubit Protocol

Formerly was part of the founding team of Republic Protocol. Previous to Qubit and Republic protocol, Ajay has served in several executive marketing positions in Australia. Ajay advises us on Tokenomics and Blockchain technology.



Token Economics

Token Distribution



OPTIN Token Price: \$0.10

Soft Cap: 50M OPTIN (~\$5M USD)

Hard Cap: 230M OPTIN (~\$20M USD)

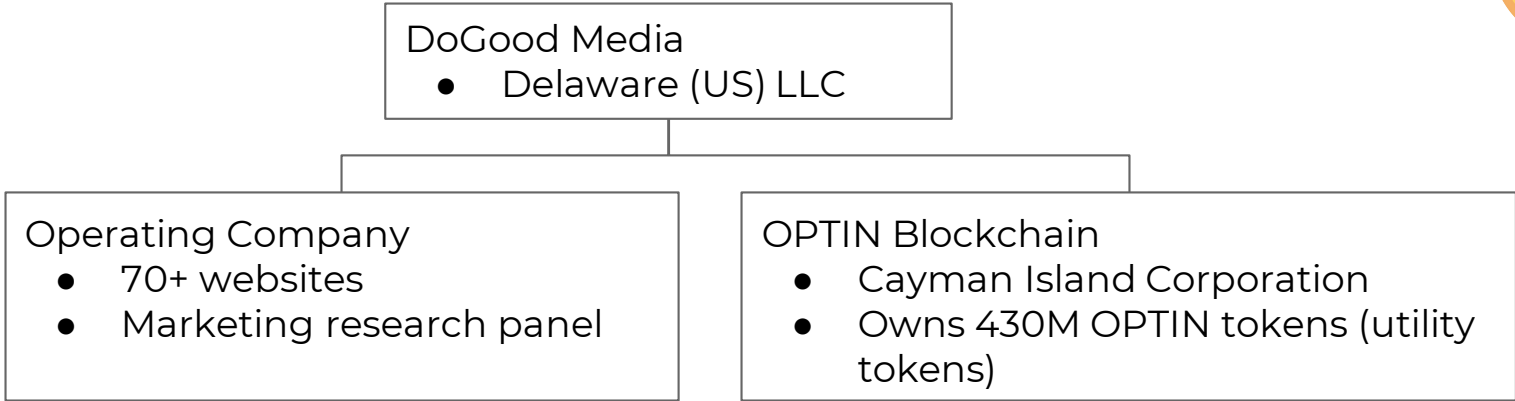
Presale: August 15-31, 2018

Main Sale: September 1-30, 2018

Other Token Divisions	Vesting Period
Reserves (cold wallet)	6-12 months
Legal & Advisors	12 month vest
Team	18 month vest



Corporate Structure





Thank you!



Links to current products

Please visit this page with an index of our current consumer-facing products.

<https://www.optincoin.org/products/>