

# The Algebraix<sup>®</sup> Platform

## Creating Trust Between Advertisers and Consumers

Algebraix's blockchain-based platform will enable individuals to be paid ALX tokens to view advertisements, initially from the entertainment sector: movie ads, TV program ads, games ads and music ads. Entertainment companies will deliver their fascinating ads directly to consumers and reward them for their attention, instead of paying fees to the digital advertising giants.

By focusing first on the entertainment sector, Algebraix will delight users and swiftly grow its audience, prior to expanding its advertising business to involve other sectors, adopting a similar strategy to how Amazon grew its on-line retail business by concentrating first on books and then CDs before expanding it to address a much broader market.

Consumers will be paid for doing what many of them they were already doing, except that their activity will be voluntary and permission-based. Users will choose what to view. And because they will be rewarded in Algebraix' ALX token, the mass audience for this advertising fare will quickly learn how to earn, save and spend a cryptocurrency, encouraging the mainstream adoption of cryptocurrencies.

### The Permission Engine

The cost of gaining the consumer's attention has grown by a factor of 7 - 9 over the last two decades provoking a digital environment where ads are aggressive and intrusive: pop-ups, autoplay videos, unavoidable video ads, search result ads—even ads that stalk you from web site to web sites.

The Algebraix Entertainment Platform will provide a welcome contrast to this. It will change the relationship between consumers and advertisers to one based on trust and equity.

Advertisers will select target groups of users from a database of anonymized user data that users have chosen to reveal. Targeted users will have the ads listed within the Algebraix mobile phone app. They will be rewarded in ALX tokens when they watch an ad and Algebraix will take a simple commission on each interaction.

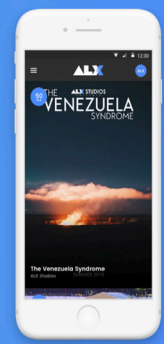
The activity of both users and advertisers will be regulated by a reputation system to maximize the likelihood that users respond to ads that genuinely interest them and the ads the network carries please the audience. Digital advertising will be better targeted and the audience will be more receptive. A free market will be created where advertisers bid to gain attention and reward their potential customers with ALX tokens. In this advertising ecosystem, the consumer will be rewarded—not the Internet behemoths.

### The Personal Secure Vault and Wallet

The Algebraix mobile app will also include two important capabilities: a Personal Secure Vault (PSV) and a multi-currency cyrptowallet.

The PSV will enable app users to store and secure personal data—not just the profile data they share with advertisers, but any data from credentials (driving license, passport, etc.) to their educational and employment record.

The mobile app will also provide a cryptocurrency wallet for ALX tokens, where users can view their earnings item by item. It will be multi-currency wallet enabling users to store Bitcoin, Ether and other cryptocurrencies.



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People will own their data and monetize it  
through watching entertainment ads

ALGEBRAIX™



## The Algebraix Entertainment Platform

The Algebraix network will connect the app with blockchain technology that records and manages its activity, network nodes where data will be stored securely, and a distributed database that enables advertisers to target groups of users.

Advertising will not be the mobile app's only application. There is potential for many other useful interactions with other blockchain services. In anticipation of these additional uses, we will build an InterBlockchain Communication Fabric (IBCF) that enables such interactions.

### The Algebraix Business Opportunity

In the Global Advertising Forecast Report, published in December 2016, Magna estimated digital advertising revenues for 2016 to be over \$178 billion (36% of the total global advertising spend of \$493 billion). Approximately 4.8% of that spend (\$8.5 billion) comes from the Entertainment sector, that Algebraix is primarily targeting with its advertising platform and mobile ads account for just over half of that (\$4.3 billion).

Algebraix intends to disrupt the digital advertising market with a new and innovative approach. Advertisers will be attracted to it because this approach is better able to target consumers. Consumers will be rewarded for their attention and their participation will be entirely voluntary.

### The ALX Token

The currency of the network will be the ALX token which will be used both for payments and receipts. ALX tokens will be used by advertisers, by consumers and by those who run network nodes to support the network. There will be a fixed (non-inflating) supply of 100 billion ALX for these purposes.

### The Role of Data Algebra®

As the Algebraix network expands it will acquire millions of users, each of whom will likely store a great deal of data and who will execute many millions of transactions each day responding to adverts or pursuing other activities the network supports. Operating this network will require efficient widely distributed software and highly effective data management.

Algebraix will not only build the software infrastructure but also some of the applications, and in doing so will employ data algebra, which has proved itself able to define any data structure (as will be required by a distributed data directory) and in accelerating query performance (as will be required for accessing and retrieving data from distributed databases).

Algebraix has registered a number of patents for the application of data algebra which relate to its capability in these areas. Nevertheless Algebraix will donate all the related software it produces to open source, so that it can be leveraged by other blockchain projects.

### The SAFT

Algebraix is conducting a Simple Agreement for Future Token (SAFT) to raise initial funding for these developments. It will make 30 billion future ALX tokens available to accredited investors. The SAFT commenced in October 2017, and will continue until a funding cap of \$25,000,000 is reached or Algebraix decides to discontinue it. For more information on the SAFT please email [investors@algebraixio.com](mailto:investors@algebraixio.com) or visit [Algebraix.io](http://Algebraix.io).



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