

# Bitcomo

**AFFILIATE NETWORK FOR SMART CONTRACT PROJECTS  
AND ICOs**

*A new ICO to promote Other ICO's*

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# 1. Bitcomo in Today's Marketing Landscape

## 1.1 What is Bitcomo

Bitcomo is a decentralized affiliate marketing network. The new paradigm provided by blockchain technology is ideal for online advertising, for it enables companies to better analyze the data collected from web users. This gives them the opportunity to precisely target audiences on a large scale at a much lower cost compared to traditional marketing tools.

The Bitcomo affiliate marketing CPA network is wholly performance-based. This means that advertisers pay only when they see results and internet marketers are rewarded for each visitor or customer acquired through their own marketing efforts. This method incentivizes and rewards publishers and advertisers alike.

Our goal is to create an affiliate marketing network which is completely impervious to ad fraud and payout problems. Bitcomo's business model is anchored by blockchain technology and the immutable proof and transparency this provides. This ensures the security of each user's data, whilst simplifying the interactions between them. Blockchain also eliminates unnecessary intermediaries between a company and its target audience. With less steps linking advertisers and their potential clients, companies can invest their advertising budget more wisely and profitably.

Part of the next generation of CPA networks, Bitcomo is designed to help businesses reduce their advertising costs while increasing their impact. Not only do we know how to use blockchain technology to its full potential, but we have developed an infrastructure that will make the process as smooth as possible for businesses. We have concluded that the fairest funding model for creating the Bitcomo network is a crowdsale in the form of an ICO. This raises awareness and incentivizes as many individuals as possible to become a part of the Bitcomo community. BM Tokens can be spent on an advertising campaign or sold.

## 1.2 Advertising Effectiveness

The question of advertising effectiveness is critical to any business. The success, performance and profitability of many companies is directly dependant on it. This is laid out in PwC's Entertainment Media & Outlook 2017-2021<sup>1</sup>, a comprehensive study containing forecasts for online and offline advertising markets for the stated period.

According to the report, the online advertising market will grow at a CAGR of 9.9% and will be worth \$116 billion by the end of the projection period. This would make the digital advertising market more than 50% larger than the TV advertising market in 2021.

It can be concluded from the study that offline marketing such as TV advertising has fallen out of favour and is rapidly becoming unprofitable. Online advertising, in contrast, is gaining momentum and showing no signs of slowing down.

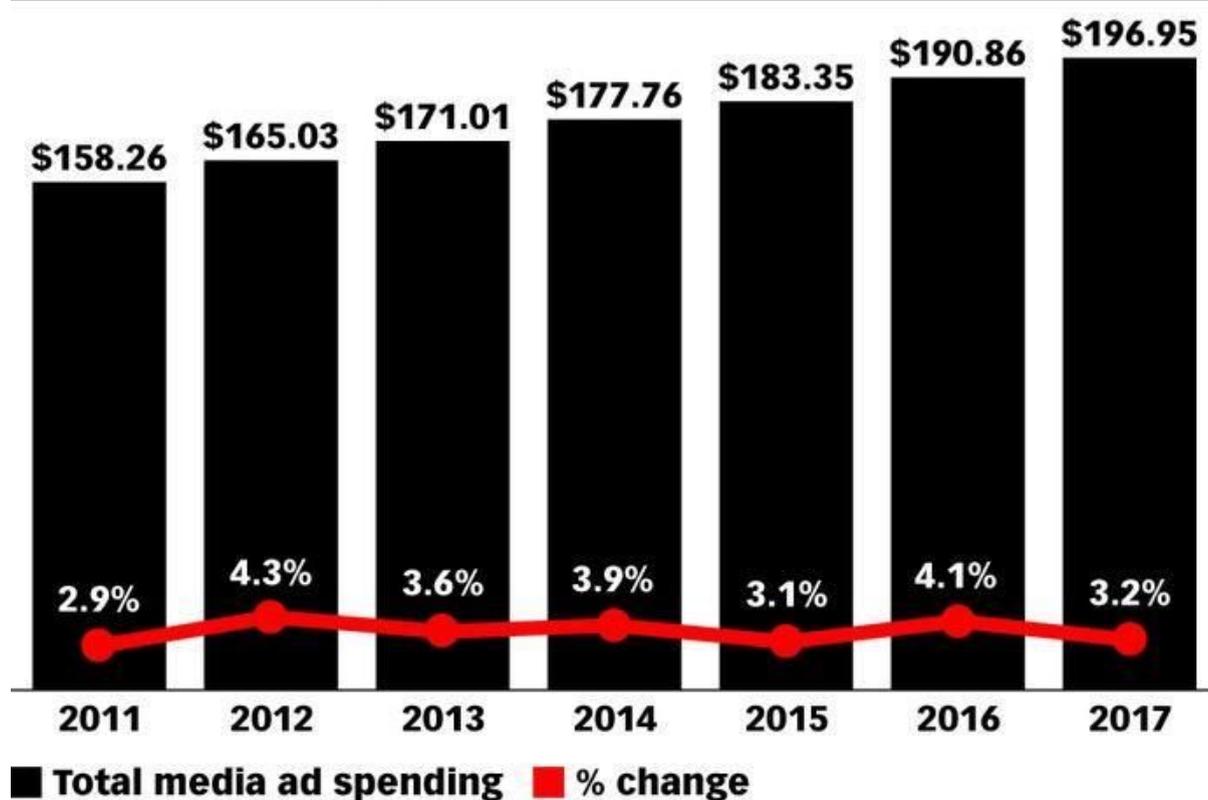
This information is still insufficient however in determining the most effective marketing tools that are currently available. To answer this question, it is necessary to take a closer look at how various types of digital advertising perform. According to a report by Ascend2, marketers expect brand websites to become the most effective digital channel of 2017. The report was based on a survey of 265 marketers (47% B2B, 35% B2C and 18% mixed) conducted in December 2016.

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<sup>1</sup> <https://www.pwc.com/gx/en/entertainment-media/pdf/outlook-2017-curtain-up.pdf>

## US Total Media Ad Spending, 2011-2017

billions and % change



Note: includes digital (online and mobile), directories, magazines, newspapers, outdoor, radio and TV

Source: eMarketer, Aug 2013

161678

www.eMarketer.com

The majority of respondents believe that a brand website is the most effective method of internet marketing, and at Bitcomo we absolutely agree with that. Without a good website, a company cannot expect their advertising to be effective.

In addition, misuse of other digital advertising techniques has negatively affected the way people see online advertising. Interruptive advertising has led to the growing use of ad blocking software. More than 600 million people are now using such tools, and this number is steadily increasing, while massive amounts of email advertising messages have resulted in recipients flagging them as spam.

As a result, investments in these types of digital advertising may not bring the desired results, regardless of the merits of the offer itself and its relevance to users. Therefore, the new solution is needed. The solution, which will guarantee that the money spent on digital advertising, is spent exactly as intended. Bitcomo is a completely connected solution between 2 industries and totally new solution that will allow investment in advertising to be most effectively used

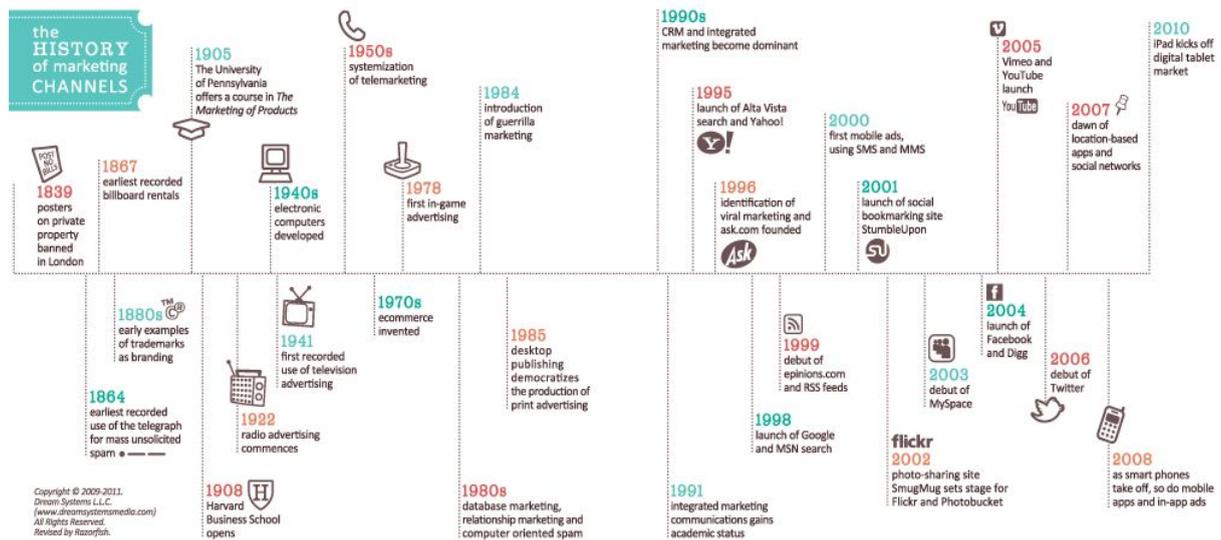
## 1.3 CPA Ad Network and Affiliate Marketing

The rise of the digital marketing industry resulted in numerous advertising models that allowed publishers to earn money by generating traffic. However, it soon became evident that the pay-per-click model that arose was prone to fraud, with entities gaming the system for their own advantage. Advertisers are willing to pay, but only for a specific sale or lead that is generated. This allows them to optimize their marketing budget and significantly improve ad effectiveness.

The outdated pay-per-click model has proven particularly susceptible to click fraud from publishers. An advertiser cannot control or influence the fact that their ad could be shown to people outside their target audience. Furthermore, advertisers are unsure whether they are getting the best value for money, resulting in inefficiencies across the board.

A CPA network is an ideal solution that resolves these endemic problems. This affiliate marketing network is one where both sides are interested in the quality of the advertising because the advertiser pays the publisher only if a conversion occurs. This may include the user performing a specific target action (registering on a website; filling out a subscription form; purchasing a product) and advertisers do not pay publishers for any other activities.

Thus, the publisher has a vested interest in generating quality traffic which will lead to an increase in the client's sales. The creation of such a symbiotic relationship eliminates the desire for fraud on behalf of all entities. This format assumes mutually beneficial cooperation, where each party gets what they want in return for observing a required set of rules.



In 2015, it was common practice for advertisers to make advance payments to cover commission costs and to reward publishers for placing ads. However, due to repeated instances of fraud, this method also lost its relevance.

The most secure method for working with CPA networks is a revenue share model where partners receive a percentage of the profit they have generated for the advertiser. However, the publisher's reward directly depends on the honesty of the advertiser and the credibility of the sales data they provide. We are deeply convinced that we need a new solution that would eliminate the deception between advertisers and publishers - which is Bitcomo platform.

## 2. Getting to Know Bitcomo

### 2.1 The Issues Bitcomo Helps Solve

The adoption of a number of innovative technologies allows Bitcomo to avoid the common problems that afflict internet marketing and other CPA networks. For a long time, the greatest challenge digital marketers faced was showing ads to their targeted audience rather than to everyone. Improved targeting would increase the effectiveness of advertising campaigns and optimize the marketing budget.

At Bitcomo, we know our clients very well; they are top publishers with vast experience.

Our **KYC (“Know-Your-Client”)** procedures ensure that we understand our partners – companies and users – and possess adequate information about them. Our publishers use their information resources and technological knowledge to target their products and services to the right audience.

Bitcomo is the solution, where Affiliates run ads only to a specific audience that is interested in purchasing the advertised product or service.



Late payments and unpaid debts have been among the most common problems to beset affiliate marketing since its inception. Many approaches have been tried to resolve this, but none of them satisfy both sides (publishers and advertisers). Bitcomo resolves this by implementing instant payments and verified smart contracts on the one hand and holding the budget of affiliate program merchants (advertisers) in escrow on the other.

Obtaining maximum efficiency and transparency for both sides was the primary objective in creating Bitcomo. This objective was achieved by using the blockchain-based solution offered by smart contracts where users can track every click and every action taken by a potential client. This approach almost completely eliminates the possibility of fraud.

In addition, smart contracts allow for flexibility when it comes to the sort of legal contracts used in traditional affiliate marketing. A smart contract is essentially a tamper-proof digital agreement where a publisher and advertiser can define their commercial relationship. Such contracts follow no restrictions and standards, which provides almost infinite opportunities. In addition, Bitcomo guarantees advertisers' ability to meet payments. This, combined with smart contracts, makes any deal absolutely safe and transparent

## 2.2 How the Bitcomo Ad Network Works

The main goal of performance marketing is lead generation i.e. creating a stream of incoming requests from potential customers. This principle is implemented in the CPA (Cost Per Action) model which tends to be the most popular with advertisers because its fees are performance-based. Bitcomo is an ICO company taking an innovative approach to affiliate marketing in enabling any advertiser, including ICO and pre-ICO companies, to become part of its pay per action model.

An advertiser who decides to promote their products using our affiliate network can perform product integration simply by providing the link with a postback script. The target actions may include product purchase, website registration and other variables depending on their requirements. Thus, we work with advertisers and publishers alike on a Cost Per Action basis. Bitcomo is the guarantor of the integrity and transparency of all transactions performed on its network.

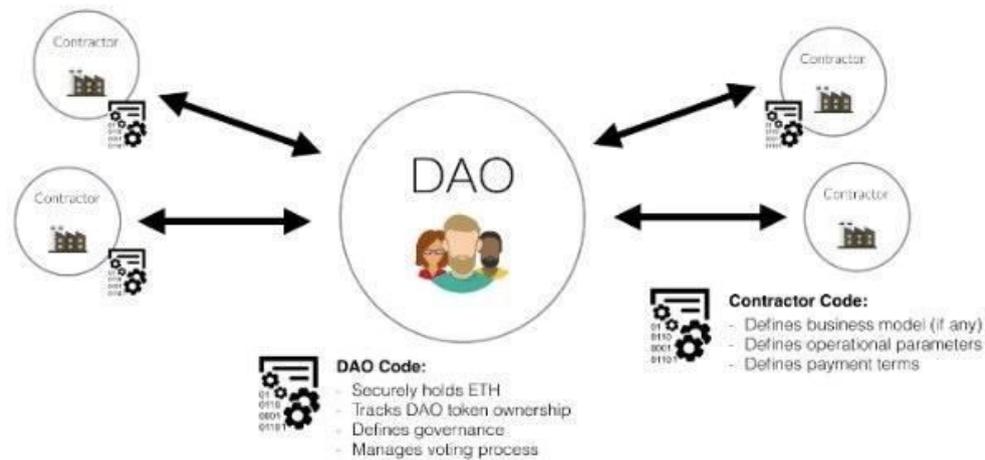
The use of the blockchain enables us to simplify much of the administrative work and to dramatically reduced its associated costs thanks to smart contracts. This allows us to automate the entire process and enables participants to analyze their leads. All of the data pertaining to leads is kept in the blockchain's nodes. Any advertiser who sets up a node can mine transactions in real time and track them. This principle was developed as an antifraud solution and is designed with a view to enhancing trust among network members.

Publishers and webmasters are naturally interested in attracting new advertisers to boost revenue, and thus ICO investment in Bitcomo can be promoted to these entities. Participants of the affiliate program can claim bounty tokens throughout the entire ICO period.

## 2.3 How Bitcomo Uses DAO Technologies

Bitcomo does not follow the traditional centralized business model, which we believe to be outdated and ineffective. Our affiliate network forms a decentralized autonomous organization (DAO). This is a radically new approach based on blockchain technology which disrupts the normal power structure and system of governance. Bitcomo is a self-sufficient community of advertisers and publishers where users can interact and conduct their business without the involvement of centralized forces. Instead of a Board of Directors, Presidents and Vice Presidents, Bitcomo has token holders.

DAO technology is focused on smart contracts and value rather than people and roles. Thanks to this, the flexibility and agility of the platform increases significantly, promoting innovation.



The whole exchange cycle, from publisher to advertiser, is completely transparent. Users can track every click and every action taken by a potential client thanks to the blockchain. This approach virtually eliminates the possibility of fraud.

Bitcomo encapsulates two innovative concepts: on the one hand, it is a network for ICO and pre-ICO projects, which offers fixed price payments for specific user actions towards an advertised product (product, registration, deposit). On the other hand, it is a network that enables publishers to advertise anything from anywhere in the world in accordance with the demands and preferences of their target audience and the nature of their traffic.

## 3. Token Emission Model

### 3.1 Token Technology and its Relevance

The main currency within the Bitcomo network is BM token, which will be based on Waves and Ethereum smart contracts.

All investors are token holders, and by using an integrated platform (a partner store) individuals can purchase BM tokens at any time. During the post-ICO period, tokens can be exchanged using the same platform.

MetaHash is a token store integrated into our ICO platform, where investors can purchase BM tokens or exchange them for fiat currency. Tokens are the means by which the ad network is secured. The growth of their value is ensured by all assets that are created with the funds provided by investors. The number of BM tokens issued will correlate with the level of goods and services produced by these assets.

Token holders can optionally pay for services within the Bitcomo ad network using BM at the relevant token exchange rate. Publishers receive payment in BM tokens (the currency of the network) and can exchange these for any cryptocurrency at third party exchanges or by using our network's own exchange.

The main advantage of using Ethereum as the underlying blockchain for Bitcomo is the ability to register any transaction with any assets using smart contract technology. In collaboration with our partners, we are building our own fork of Ethereum, thus establishing a more secure model of our internal platform for fast exchange and BM token mining. This will enable us to create a new and stable platform fuelled by BM tokens that will operate as a digital marketplace in the post-ICO period.

This approach also provides maximum security because token-holders' accounts cannot be hacked using virus attacks or phishing. This allows us to establish the Bitcomo ad network as a digital market powered by the BM token in full compliance of all technological and legal requirements.

## 3.2 Token Use Case

The possibilities for using tokens within the Bitcomo network and beyond will evolve with the growth and development of the project itself.

Following the ICO, BM tokens will operate as the main currency for publishers and advertisers within the network. This will considerably simplify the payout process because tokens can be purchased with any currency including US dollar, Russian ruble, Bitcoin and others. The parties bound by a smart contract can be located anywhere in the world, which circumvents issues associated with using traditional payment methods, including legal and accounting costs.

BM tokens will form a digital currency for the advertising marketers that our CPA network will interact with in the future. We will offer BM tokens as a means of paying for all advertising campaigns within the network and to serve as a mechanism for making every user action transparent. In particular, BM tokens will be used to pay for actions such as a sale, ad click-through, banner click-through and serving of an ad banner.

As the project develops, additional opportunities for our CPA network will be created aimed at improving convenience and efficiency. Participants will be able to use tokens to pay for these benefits, over and above to the main features provided by Bitcomo. BM tokens can be exchanged for real money and cashed out, but to motivate investors to retain their tokens within the Bitcomo platform, we will offer a range of additional benefits.

BM token is used to buy platform services. From the beginning we focused on ICO's marketplace and we are ready to offer to other startups our services but with payment in their tokens as well.

Information on company assets, as well as updates on the project's implementation, will be available to every participant via a flexible reporting system in a blog and via the network's executives who will share it online. In addition, the open source code allows each participant to set up a "BACK" node to start tracking all transactions. Following a calculated period of time (of no longer than a year), a revenue share will begin using the model described above. What happens next? As the business develops, operating costs will be reduced and the number of services Bitcomo offers will grow. At this stage however the number of tokens issued will remain constant, causing their expected value to grow.

## 4. Investments

To attract primary investment to the Bitcomo project, we will invite crypto investors, rather than setting up a traditional joint-stock company. This will speed up the launch of the project and minimize the participation of banks in the process.

During the first phase, our website will form a knowledge base on the workings of the ICO. Investments will not be accepted at this stage and the site will be geared around marketing and preparation for the ICO. Potential users of the system will be able to see the platform, read about its features and functions and subscribe to the newsletter.

Once we have finished presenting the project to its intended audience, the investment period will start. All registered users will receive an email notification and will be invited to participate.

## 4.1 Pre-ICO | ICO | Token Distribution

### During All Crowdsale will be Distributed and Sold out 170 000 000 BM Tokens

- Symbol: «BM» (BITCOMO)
- Total Amount: \$51 000 000
- Token price: \$0,30

### Distribution

- Bounty and Bonus Program: 8% | \$4 080 000 | 13 600 000 BM
- Token Sale: 72% | \$36 720 000 | 122 400 000 BM
- Advisers: 9% | \$4 590 000 | 15 300 000 BM
- Team: 11% | \$5 610 000 | 18 700 000 BM

### Bonus for Early Investment

- 83%(\$3 386 400 ) 11 288 000 BM's From Bounty summ will be passed to total Bonus for Early Investments
- Other 17%(\$693 600) 2 312 000 BM's Leaving for SMM, Blogging, Video and Promo - Basic Bounty program

### During PRE-ICO will be Sold 27 200 000 BM Tokens - in Total Amount \$8 160 000

- 50% of BM Tokens(\$4 080 000) 13 600 000 BM's will be sold with Bonus 25% for Early Investment, in total amount 3 400 000 BM Tokens and it's \$1 020 000
- Other 50% of BM Tokens(\$4 080 000) 13 600 000 BM's will be sold with Bonus 10% for Early Investment, in total amount 1 360 000 BM Tokens and it's \$408 000

### During ICO will be Sold 108 800 000 BM Tokens - in Total Amount \$32 640 000

- 30% of BM Tokens(\$9 792 000), 32 640 000 BM's will be sold with Bonus 20% for Early Investment, in total amount 6 528 000 BM Tokens and it's \$1 958 400
- Last 70% of BM Tokens(\$22 848 000) 76 160 000 BM's will be sold without Bonus for Early Investment

### **Pre-ICO**

Crowdsale start at October 28 and will run till December 1,  
An special term is growing price for token every 5 days for 5 % more.

### **ICO**

Crowdsale start January 16 and will run till 16 February,  
And special term is growing price for token every 5 days for 5 % more.

### **Decentralization in the management of Network between token holders and Voting system**

This possibility is made in the inner platform ICO page on the platform store tokens and presented in the form of open voting.

In order to build a Dao model, the team has brought decentralization and the management of the company.

We making alerts for holders and token investors about the start of open voting for the adoption of any large-scale decisions in the management of the organization and any controversial situation.

The voting model is also implemented based on the MetaHash blockchain operator and our main partner of the project, on the principle of confirmation of the token holder in 3 easy steps:

- voting is a transaction to verify the user in the amount of 0.0001 BM token
- take voice
- tokens come back with the wallet vote.

Период pre-ico и ico

### **Rules for ICO:**

- Investments coming from crypto exchangers will not be accepted
- Individuals can use Bitcoin, Ethereum or other cryptocurrencies to purchase tokens in the token store.
- Investments are accepted strictly for the duration of the crowdsale period.

## 4.2 Risks

ICO crowdsales are a relatively young investment model which is nevertheless rapidly developing. As a consequence, there are some risks investors may face and there is no guarantee of profits.

Bitcomo is not the first project our team has launched and we have a number of successfully implemented projects already under our belt. These provide revenue to us and our backers, and should give investors confidence that we understand the advertising industry and are well-placed to capitalize on the possibilities afforded by a blockchain-based CPA model.

### **Our successful projects:**

- AdCombo.com
- AdNow.com
- AdPop.com
- PayClick.com
- AdSniper.ru

## 5. Monetization

BM will be the trade token used within our network to purchase services and receive benefits. Bitcomo is part of a broader ad network and all of our holdings and advertising projects use the MetaHash token for payments and payouts. We offer users the opportunity to convert BM tokens, which will be performed at the current exchange rate.

In addition to being used by our partner networks, MetaHash is a cryptocurrency which can be exchanged for any other crypto or fiat currency.

Value and relevance of the BM token is guaranteed by the:

- Team behind Bitcomo, which has extensive experience of advertising networks and of bringing major projects to market.
- Exchangeable model and high quality intellectual property inside the Project's technical part as well as unique development solution for speed of blockchain.
- Short payback period of all our projects.

The generated income can be used to pay for the services of our CPA network or its partners such as to cover advertising costs or to purchase other services offered by Bitcomo. In other words, investors can become advertisers in the DAO.

## 6. Bitcomo Roadmap

Our roadmap consists of a number of steps which will be reached as we progress towards fulfilling our long-term business plan. The first of these steps have already been made, with the CPA network close to functioning fully in Tier 1, 2 and 3 countries. Soon the token will be ready to be effectively used as currency in other advertising networks.

### **2016 4Q**

Research phase

### **2017 1Q**

Planning of business model and resources

### **2017 2Q**

Team building

### **2017 3Q**

Support and operations team building

Platform development started

#### *September:*

- ICO marketing campaign planning

### **2017 4Q**

#### *October:*

- Development of Smart Contracts
- Start of Pre-ICO
- Start of Marketing campaign
- October 28 Start of PreSale

#### *November:*

- PreSale running for 30 days till December 1
- Increasing the coverage of ICO marketing campaign
- Same time realizing of BM Tokens on Partnership token market

#### *December:*

- Start developing main platform
- Start of post-ICO tasks including adding BM tokens to trading platforms
- Alfa test of Bitcomo platform

## **2018 1Q**

### *January:*

- Release of Bitcomo main platform - alpha test
- Collection of user feedback, requests and voting on features
- *January 16, starting ICO Crowdsale*

### *February:*

- Closed Alpha testing with chosen affiliates and advertisers
- Modification of the self-serve platform
- Sales team development
- *February 16, End of ICO Crowdsale*

### *March:*

- Beta testing closed
- Official release
- Increasing coverage of main marketing campaign

## **2018 2Q**

### *April:*

- Bitcomo network scaling on TIER 1 Countries
- Start direct marketing campaign to acquire advertisers and grow publisher base

### *May:*

- Bitcomo network scaling on TIER 2 Countries
- Start participation on affiliate conferences

### *July:*

- Bitcomo network scaling on TIER 3 Countries

## **2018 3Q**

### *September:*

Release of white label and franchise  
System optimization and scaling  
Bitcomo Party Conference for our affiliates, advertisers and publishers

## **2019 1Q**

White label smart contract release

## 7. Technologies Used by Bitcomo

### 7.1 Blockchain

Blockchain is a continuous and consecutive chain of blocks containing information, built according to certain rules. It is based on distributed database technology.

In essence, it is a decentralized server consisting of numerous blocks. Each block is assigned its own label and the entire system works via peer-to-peer connection.

Each block contains the information recorded in the previous block, and thus together they form a chain containing information about all actions to date.

Each participant has access only to their chain by using a private key, which ensures the privacy and security of information.

### 7.2 Use of Nodes

The system consists of two types of nodes:

1. Nodes that process a stream of lead and sale clicks. They receive the incoming web traffic and are also used as signature nodes.
2. Nodes that save information in a blockchain.

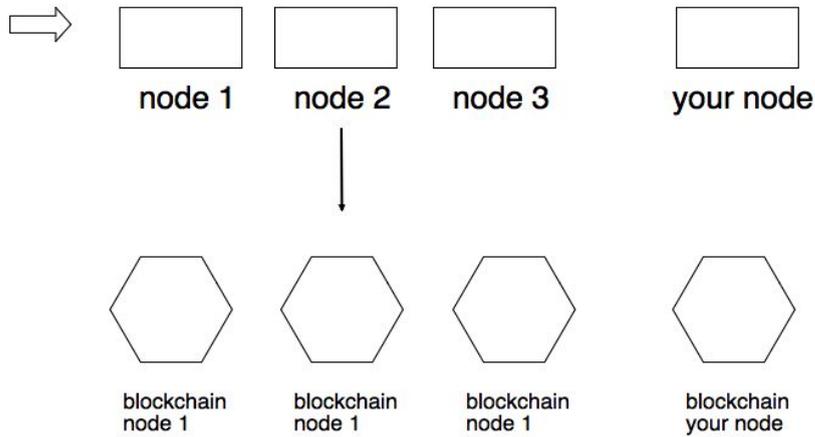
Anyone can add any type of node to the system.

Part of the commission per transaction is divided between blockchain nodes and verification nodes. One physical node (server group or a single server) can simultaneously be a blockchain node and a realtime node.

Nodes receiving traffic and lead information generate a four-digit code when sending data to blockchain ledgers. The names of real time nodes and blockchain nodes also consist of four digits.

## Open nodes system for traffic management and click/lead/sales logging.

Traffic goes to a random registered node. Anybody can be a node provider, but if a node fails it gets lower reputation.



The node that signs a transaction uses 100 or more transactions that were not included in any blocks to create a new block. It then uses random numbers to decide which node will form the next block.

The number from 1 to 9999 is calculated using hash function.

$nt\ num = hash(n1, n2, n3, \dots, nN) \% 10000$

## 8. Summary

According to PwC's recent marketing report, internet marketing topped the list of business investments in 2017 and this is just the beginning. Investments in this industry are expected to grow significantly and by 2021 online marketing spending is predicted to exceed its closest competitor, television advertising, by 50%.

Bitcomo aims to make this kind of marketing as transparent, effective and secure as possible. Our affiliate marketing network will form a platform that brings advertisers and publishers together to form mutually beneficial relationships. Using the power of blockchain technology, Bitcomo will guarantee the protection of such interactions and eliminate possible fraud, making for a fairer, more efficient and more profitable advertising network.

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