VIDY

vidy.com
@VidyCoin

The embed layer for ads

Powered by Ethereum

FOREWORD

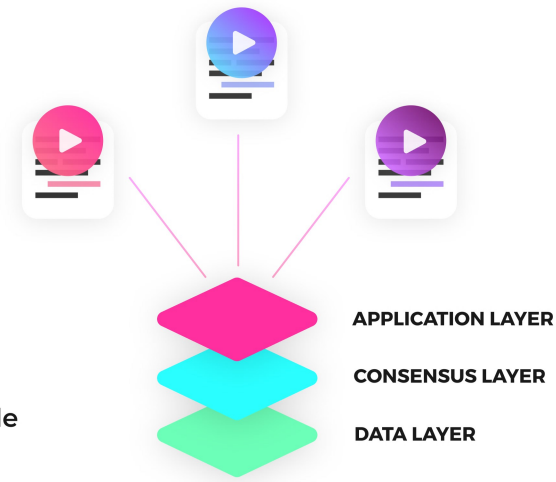
Vidy aspires to bring the 600 million people using ad blockers back into the market. We will accomplish this by decentralizing a new form of innovative and judicious video advertising.

VIDY'S TRI-LAYER SOLUTION

Vidy has built the world's first invisible embed layer that rests silently atop any website in the world, powered by the Ethereum blockchain.

Vidy's patent-pending invention allows publishers to embed a tiny video into the text of their site, letting their users hold down on that linked text to reveal supporting video for literally anything that is printed online. The user never leaves the page.

Vidy constructs a ledger system that measures how long a user watches an ad thanks to hold tracking technology on its embed layer. Vidy then rewards publishers and users accordingly for holding down on ads with VidyCoins, taken as a fraction of the VidyCoin payout made from advertiser to publisher for that video ad impression.



THE FIRST OPEN NLP PROTOCOL

Vidy's ad placement mechanism is a proprietary open-source NLP protocol that automatically places video ads on a massive scale into the hyper-relevant text of millions of publisher pages.

This open NLP protocol is run by miners who are compensated with VidyCoin for each successful placement and corresponding decryption of a visitor's data profile which is locked in a smart contract. Vidy analyzes and indexes trillions of words of text on publisher pages across the internet and matches them through its AI-powered deep natural language understanding models with parsed and transcribed advertiser videos.

*Please note that this short summary does not contain all information for the Vidy ICO, and may be missing important provisions. Please refer to the full whitepaper on vidy.com for complete information and finalized language when considering whether to contribute. This document is meant only to be a brief summation of the full whitepaper.

SELECTED PARTNERS

*Some partnerships are for specific countries or with specific terms or pre-terms stage.

WHY WE CREATED VIDY

Ads are annoying, abusive, and ineffective.

Ads cause slow page loads consistently.

Ads give us no choice on what we want to see.

Ads are often contextually irrelevant to us.

Ads have zero UI standardization across publisher sites.

Brands close checkout page sales < 2% of time.

$16B Of lost funds every year stolen from ad fraud

$23 Of user data fees from unwanted ads each month

44%

21% Of daily battery drain from unwanted ads

30% Of advertisers are demanding more video ad real estate

0.02% Of banner ads get tapped per 1000 impressions

4.9% Of interstitial ads which hijack your whole screen get tapped

66% Of all ad fraud comes from video, yet video makes up only 44% of all advertising

$50B Of yearly ad fraud losses anticipated for next 10 yrs

600M devices run ad blockers

APPLICATION LAYER

The application layer is the consumer-facing distributor of video ads across the web, encapsulated in an SDK that can be integrated with just a tap by any publisher. On this layer, platform owners can instantly embed a tiny video into the text of their site, letting their users hold down on that linked text to reveal supporting video for literally any line that is printed online. Ads that are relevant to the content that you're consuming can now live within the very page that you're on, and the power is in your hands to decide when you want to hold down to see the video, or when you want to simply skip and continue reading. This keeps users on the same page longer, increasing session time and ultimately, profit.

CONSENSUS LAYER

A network of miners drive the consensus layer by running an open-source protocol that matches the natural language of live video ads with available video ad inventory. Miners are compensated with VidyCoin for running the script and making successful embed placements. Placements are further customized in realtime with the decrypted user-data of a visitor so that miners can filter matching video ads down to the most relevant corresponding video ads for that particular user visit. In this way, the consensus layer is able to decentralize ad placement fairly and efficiently, place ads based on precise NLP matching, and filter matches down to inventory most relevant to a user's interests.

DATA LAYER

The data layer is the foundation of the Vidy Ad distribution platform, concurrently communicating with the application and consensus layers, and transparently maintaining all incoming data in the immutable Vidy ledger. The data layer maintains a record of all embed placements, hold times, VidyCoin payouts, VidyCoin staked balances, and all VidyCoin transactions via the application layer's one-tap purchase modal. The data layer also warehouses a collection of user data points and containerizes them in a secure smart contract for safe handoff to the consensus layer when miners are making a realtime determination of where and when to place an ad across all indexed sites.

THE TEAM

Vidy began at Harvard where Patrick Colangelo founded the company in his dorm room. Since then Vidy has amassed a world-class engineering team of 15 people based in San Francisco, with team members who have previously sold their own companies, amassed 10s of millions of users, patented multi-million dollar inventions, and have enjoyed decades of successes in the software development world.

Patrick Colangelo

Founder and CEO

Patrick founded the company from his Harvard dorm room, and has since handpicked each member of the Vidy team. Patrick graduated from Harvard College in 2014 where he oversaw hundreds of Harvard entrepreneurs as the President of the Harvard College Entrepreneurship Forum. He also served as the President of the Harvard College Private Equity Group. Patrick is the Founder and current Chairman of Black Diamond Capital Investors, the renowned equities hedge fund out of Harvard that is one of the highest performing funds in America, with over 150 partners and alumni on Wall Street. Patrick is the author of Vidy's patents and whitepaper, and the inventor of Vidy's Embed Layer.

Matthew Lim

Co-founder and CEO of Vidy Asia

Matthew is an ex-investment banker from Credit Suisse, having spent 3 years directly impacting a number of multi-national deals in Asia. Matthew executed 8 IPOs, M&As, and Debt Issuance deals during his time there. He has successfully inked deals for Vidy with the biggest superstars in China including Jay Chou, A-MEI, Lin Jun Jie, Stephanie Sun, and Mayday, along with massive deals with Baidu and other industry leaders. Matthew graduated from National University of Singapore with First Class Honors in Finance.

Jake Rosin

BlockchainEngineering

Jake leads Vidy's blockchain development, and has over 13 years of engineering experience in machine learning, mobile development, and back-end architecture, with a B.Sc. and M.Sc. in Computer Science. Jake specialized in machine learning in the early part of his career, and later was the sole Creator of Quantro, an advanced multiplayer game on Android that amassed a large international userbase with no marketing. At Vidy, Jake has done everything from build NLP-powered autocorrect technologies for keyboards, and complex animation logic for clip UI, to design nuanced search algorithms, and architect Vidy's internal pipeline for all clip processing.

Marco Vanossi

R & D Engineering

Marco is the lead R&D Engineer at Vidy. He is a veteran entrepreneur with a successful exit and over 15 years of engineering experience under his belt. Marco founded one of Latin America's first search engines which had a deal with Yahoo! and millions of users. He later published academic work about novel software algorithms in the image recognition space and founded a mobile visual search engine called ClickPic, which received multinational media attention. Marco also served as co-founder and chief scientist for Arqetype, which used augmented reality to create engaging experiences for big brands. He sold the company in 2014.

Jon Hill

USA Marketing & Community Management

Jon heads up marketing and community management at Vidy. He is an accomplished performance marketing executive with 10 years of B2C experience. Over the years he has led multiple marketing teams to both 7-figure revenue and user growth. In his most recent venture, his performance team was responsible for over US$30mil in annualized revenue.

Garrett Wilson

SDK Engineering

Garrett is a Y Combinator alumnus founder and entrepreneurial engineer with over 15 years of experience building innovative web products for venture backed companies. In his career, Garrett has done everything from full stack solo engineering to serving as a CEO, and has since developed an expertise in Javascript, React, and front-end web technologies. Before joining Vidy, Garett ran his own on-demand food delivery service company called Instant, where he built out its entire full-stack product, and successfully closed deals throughout Palo Alto with dozens of restaurants and establishments.

Luke Edwards

Back-End Engineering

Luke is the creator of Polka, the fastest Node.js HTTP server that exists today, registering at 25-65% faster speeds over the closest competition. Luke is also on the core development team of Preact.js, which is the most popular React.js alternate language used by hundreds of the biggest companies in the world including Google, Tencent, QQ, Uber, Lyft, Groupon, Housing.com, The New York Times, Pepsi, Algolia, The Finacial Times. He is recognized as a performance beast in the Open Source community, and works closely alongside Google and Facebook's developers to push the boundaries of what JavaScript can achieve.

Arria Owlia

iOS Engineering

Arria is the lead iOS Engineer at Vidy. He is an highly experienced client-side software engineer specializing in development on the iOS operating system, with strong background in Objective-C, Swift, and React Native. He has extensive development experience dating back 16 years. His career experience has led him to develop enterprise-level technologies and novel systems architectures that are in use by both Fortune 500 companies and international multi-billion dollar companies. Arria has also built his own full ad-blocking DNS/VPN solution in order to let users surf the web with full privacy, decreased data usage and increased battery life on mobile devices.

Nicholas Kubiak

Android Engineering

Nicholas is a software engineer with over 10 years of experience in research and development in the cryptography, automotive, and mobile industries. Before coming to Vidy, Nicholas was the Head of Android for Volkswagen's Research and Development division, and further back he made stops at Adobe, the Department of Defense, and Hewlett Packard. Along the way, he successfully submitted multiple patents and molded industry standards on the Android operating system, developing Android apps for the Pentagon, Volkswagen, Audi, Bentley, and now Vidy. He holds a B.Sc. degree in Computer Engineering.

Eudis Duran

Web Engineering

Eudis is the lead Web Engineer at Vidy. He is a veteran javascript engineer who handles all things front-end at Vidy, and has lead talented product teams to successful acquisitions several times before joining the company. Eudis helped StepOut grow and become acquired by Massive Media, and did it again at Datran Media with its acquisition by PulsePoint. Most recently, Eudis applied his expertise at Kustomer to build social ecosystem integrations that resulted in several major deals worth more than $500K. He has a passion for obscure programming languages such as Clojure and Haskell, and is a known expert on the latest React ecosystem.

ADVISORS

Alan Boehme

CTO @ Procter & Gamble

Alan is the Global CTO and CIO at Procter & Gamble, the largest advertiser in the world, spending over $10 billion a year on advertising. Before P&G, Alan was the Global CTO and CIO of Coca Cola where he oversaw all Coke technology and architecture, and before that he was the SVP and Head of Architecture at ING Bank. Earlier in his career, Alan was the CIO of Juniper Networks, and the CIO of General Electric. Alan has over 30 years of experience leading the most successful companies in the world as a Chief Officer.

Brad Elders

Former CRO @ Time Meredith

Elders was the Exec VP/Chief Revenue Officer of Time Inc., one of the world's leading media companies, with more than 150 million visitor each month, including over 60 websites. Elders oversaw Time Inc.'s North American sales organization, including the Category, Brand and Digital sales teams; Before Time Inc., Elders was the Senior VP in AOL, he leads the AOL sales team achieved three consecutive years of double-digit revenue growth. Elders also sits on the board of the NY Ad Club, where he received the President's Award in 2015 for outstanding service and volunteerism to the club.

George Rogers

Former CCO @ WPP

George has been Global Business Development Director at WPP plc since March 2011. George had been Chief Client Team Officer since March 2016. He joined WPP in 2005 when he was named CEO of Team Detroit. He served as President and CEO of Team Detroit, Inc. until July 2011. He joined WPP from Mullen, where he served as Exec VP. He serves as a Director of Ace Metrix, Inc. He has been a Director of Enprecis, Inc., since May 2012. George is also the Board Member at Vice and Refinery 29 .

Lim Ho Kee

CEO @ UBS

Hoo Kee was the CEO of UBS for East Asia and Global Vice President of UBS group, as well as the Chairman of UBS group for East Asia during his 15 years at UBS. Ho Kee was the Singapore Post Chairman for 10 years, and sat on the Singapore Government'Economic Planning Committee. He held Board of directorships at SingTel, Keppel Tatlee Bank, CWT Ltd, K1 Ventures, Southern Capital Group, and Vertex Venture Holdings.

Fred Santarpia

Former Chief Digital Officer @ Conde Naste

Santarpia served as EVP and CDO of Condé Nast Entertainment (CNÉ). Under his leadership, the company launched and scaled 15 fully distributed digital video and OTT channels from Condé Nast's portfolio of brands, building a subscriber base of millions and making digital video a core discipline at the company. Prior to joining CNÉ, Santarpia was EVP & GM of VEVO, where he served as head of all business operations. Before VEVO, Santarpia worked for Universal Music Group where he held a variety of senior level positions, and in the media assurance practice at Arthur Andersen.

Boon Swan Foo

Senior Advisor @ Temasek

Swan Foo is a Senior Advisor to Temasek Holdings, and the Chairman and CEO of Allgrace Investment Management Pte Ltd. He is a Senior Advisor to Singapore Technologies Engineering Ltd, and the former Chairman of A*STAR Technology and Research. He holds Board of directorships Singbridge Holdings Pte Ltd, Sino-Singapore Guangzhou Knowledge City Investment and Development, China National Offshore Oil Corporation, China Huadian Corporation, Dongfeng Motor Corporation, and is a member of the advisory council of Chartis Singapore Insurance.

DAWN HUDSON

Former CEO @ Pepsi/Former CMO @ NFL

Dawn served as CEO in Pepsi, and Chief Marketing Officer, Chairman of the Board at NFL, Dawn Hudson has led an impressive career spanning high-level posts in media, retail, consumer goods, consulting, and healthcare at some of the biggest corporations in the world including the NFL, Pepsi Co Hudson has been recognized as the "Most Vital Leader in Tech, Media, and Marketing" by AdWeek—topping a list of 50 industry titans—and twice as one of Fortune magazine's "50 Most Powerful Women in Business.

Michael Von Schlippe

Partner @ PMG

Michael is a 25 year veteran publisher in Asia, serving as the Managing Shareholder of Indochine Media Ventures whose portfolio includes Esquire, The Robb Report, Luxury Guide, My Pope, Buro 24/7, STAIL, and Barcode. Michael is also a Partner of PMG (Partners Media Group) whose portfolio includes Cosmopolitan, Men's Health, and Harper's Bazaar. PMG is the largest up-scale publisher in Kazakhstan.

Damian Marano

Vice President @ Coca Cola

Damian is the Vice President of National Sales for Coca Cola, directly handling over 500 client brands and managing a team of 35 sales people at Coke. Damian has over 20 years of experience in Sales and Marketing, and maintains strong C-level relationships with his national client portfolio. Additonally, he works closely with the CTO of Coca Cola to implement early stage technology solutions. He has joint MBA and JD degrees.

Koh Boon Hwee

Board of Director@ CIC

Koh Boon Hwee is a Board of Director at CIC, a global long-term investor with well over US$100 billion is assets in 40 countries worldwide. Koh is currently Chairman of Credence Partners, Yeo Hiap Seng, Far East Orchard, AAC Technologies Holdings, Rippledot Capital Advisers, FEO Hospitality Asset Management. Previously, he was Chairman of Singtel, Singapore Airlines, and DBS Bank. Koh received his bachelors with First Class Honours from Imperial College and his MBA from Harvard Business School.

OUR ROADMAP

Q1 2018
-Build on 2017 infrastructure
-Assemble advisor team
-Finish the demo product

Q2 2018
-Beta launch platform
-Pilot with publishers

Q3 2018
-Expand index sites
-Unveil OPT in production
-Release control dashboards

Q4 2018
-Grow database of vidys
-Acquire 100 top advertiser
-Index 100 million publisher pages

Q1 2019
-Launch V1 of the platform
-Release full dashboard feature-set
-Unveil V1 of blockchain
-Index 3 billion publisher pages

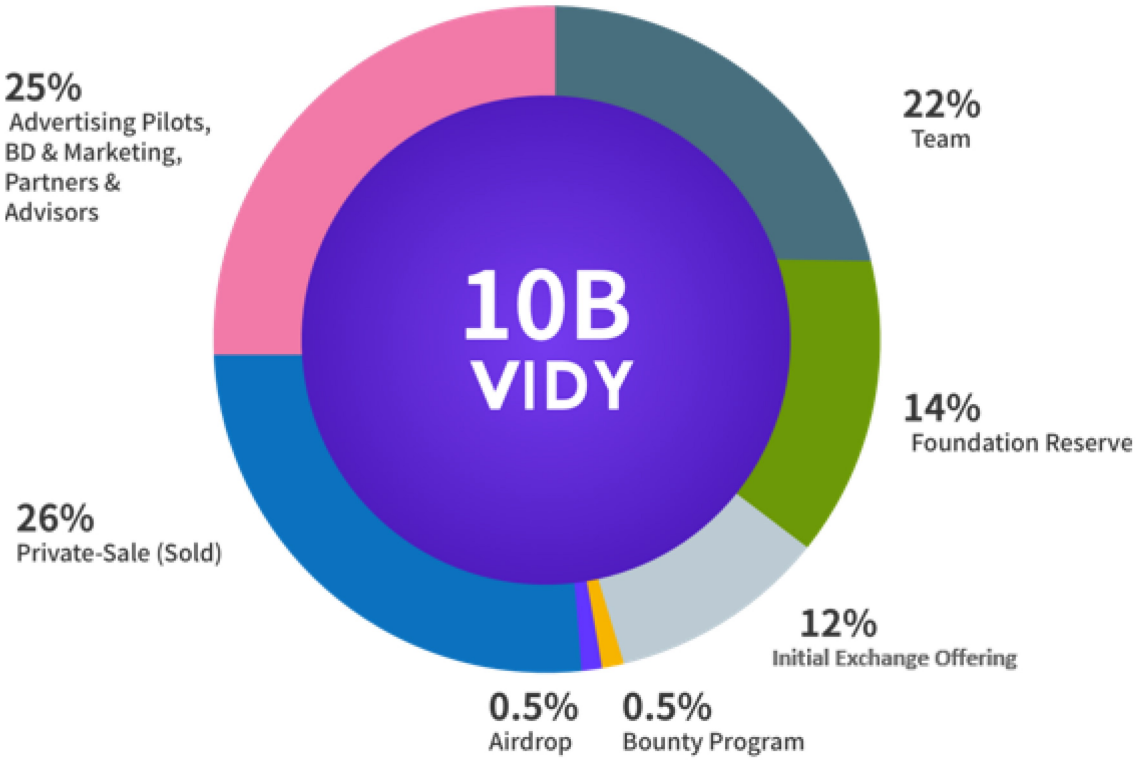
Q2 2019
-Unveil V2 of blockchain
-Launch miner-deriver protocol
-Roll out VidyCoin rewards to users who watch Ads

Q3 2019
-Rollout out advertising dashboard to allow advertisersd to purchase ad campaigns via VidyCoin

Q4 2019
-Rollout social features on ecosystem to allow user interactions with VidyCoins

Q1 2020
-Rollout social features on ecosystem to allow user interactions with VidyCoins

TOKEN ALLOCATION



Initial Exchange offering

IEO

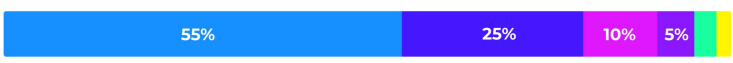
DATES
8-15 July 2019

INITIAL EXCHANGE OFFERING
1,200,000,000 (12% of total supply)

TOKEN PRICE
1 VIDY = 0.001 USDT

SALES GOAL
1.2 Million USDT

USE OF PROCEEDS



- 55% **Solution Development**
  - Ad Bidding System Infrastructure
  - AI Development
  - Sales Pipeline
  - Innovation
  - Investments
- 25% **Operational Costs**
  - Team
  - Office
  - Hiring
  - Equipment
  - Servers
- 10% **Content**
- 5% **Marketing**
- 3% **Token Security**
- 2% **Legal**

B2B
Advertiser– Publisher

1. Advertiser need to stake VidyCoin to get access to Vidy's publishers network and use different ad features on Vidy's Platform.

2. VidyCoin is used as "fuel" for the NLP Protocol to match video ads to publisher's text.

3. VidyCoin is accepted as a means of payments for advertising on a publisher's site.

4. Publisher stake VidyCoin to access our SDK and use different ad features on Vidy's Platform.

5. Publisher use VidyCoin as a means of payment to Vidy Foundation for using our transcription technology on their videos.

B2C
Advertiser–User

1. VidyCoin is used in e-commerce to access goods and services on Vidy's Platform; buying products, making a reservation, booking travel tickets

2. Users can stake more VidyCoin to access limited/unique goods and services on Vidy Platform.

3. VidyCoin is used to reward users when they visit publisher's site and watch ads

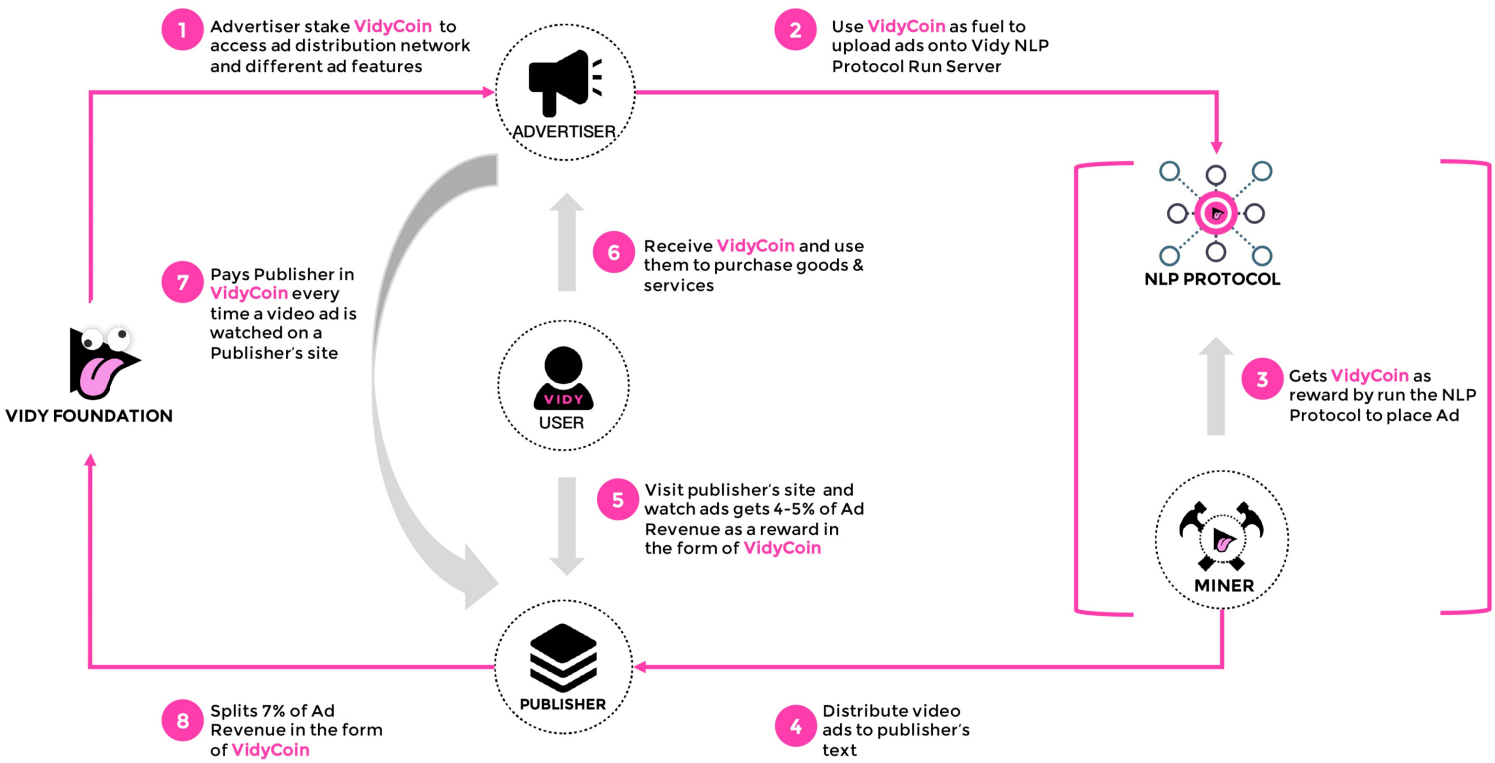
C2C
Users and Miner

1. VidyCoin will be used as rewards for user generating content on Vidy's Platform

2. VidyCoin will be used for social features that will be built on the Vidy Platform

3. VidyCoin will be used to rewarded miners for every successful ad placement

VIDYCOIN ECONOMY



INVESTORS

FENBUSHI CAPITAL · V3 GROUP · O·EUM · 回向基金 Transference Fund · BSG · R3

WHY YOU SHOULD BUY & HOLD VIDY COIN

Every advertiser who wants to advertise on Vidy's embed layer must stake VidyCoin in order to use the platform. There are 4 tiers that give advertisers access to different core features, based on how much VidyCoin they stake. After an advertiser connects their address and shows proof of their staked VidyCoin, they get full access to the dashboard and campaign console.

Unlimited advertisers can use the Vidy platform as long as they stake VidyCoin for their campaign, but only 10,000 advertisers worldwide can access the Platinum tier and its revolutionary feature - **the one-tap purchase modal.**

FREE

₹ 0

- Caps on campaign size, spend, duration
- No guaranteed demographic targeting, only NLP matching
- No guaranteed campaign placement timeline
- Concurrent campaigns capped at one video

₹0

TITANIUM

₹ 300K

- Ability to upload unlimited video ads
- Access to the Vidy control dashboard with mid-tier features
- Unlimited campaign size, spend, duration
- Choice of publishers to embed and avoid

₹300K

GOLD

₹ 700K

- Access to ALL FEATURES from Titanium tier
- Access to the Vidy control dashboard with full features
- Unlimited concurrent ads in live campaigns

₹700K

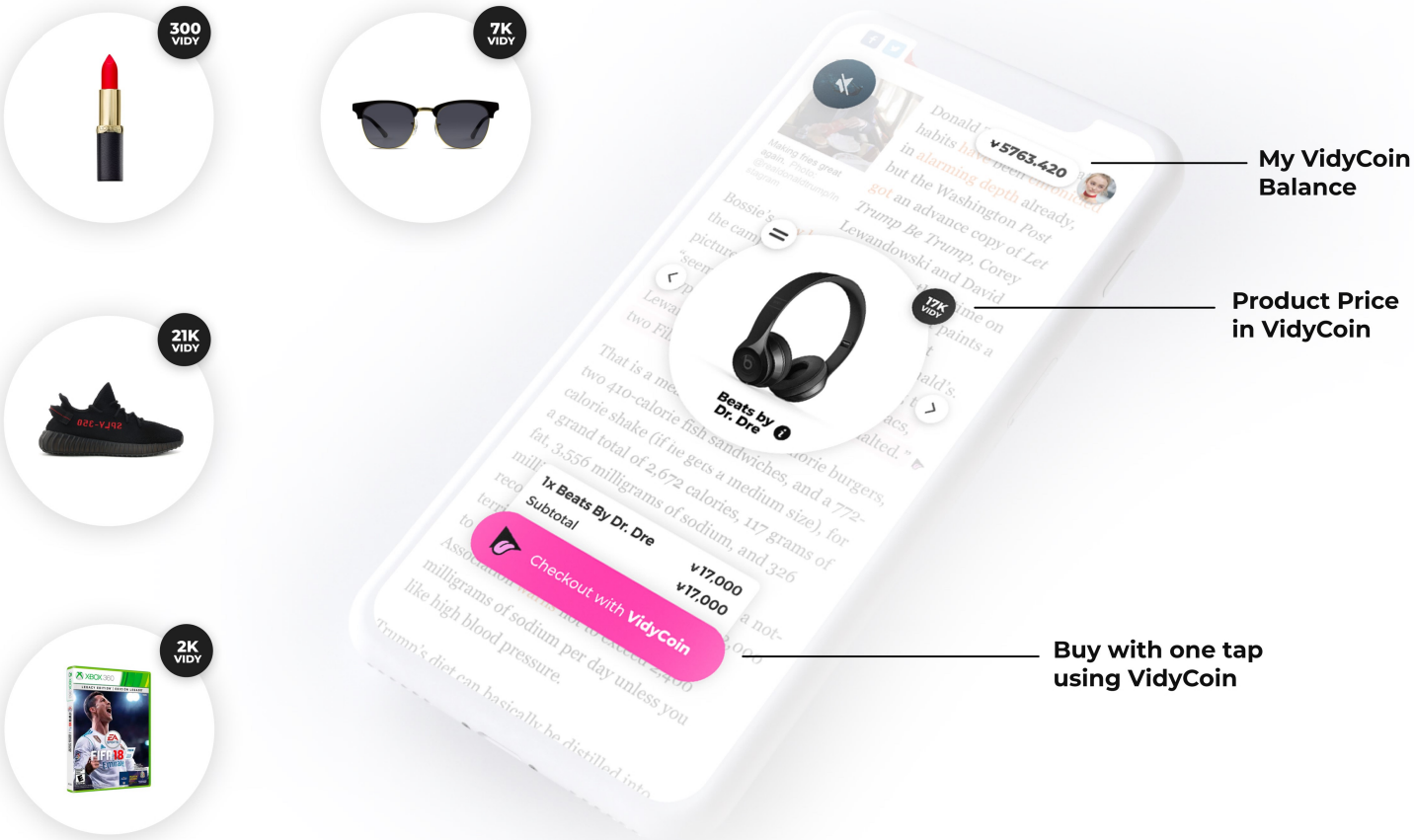
PLATINUM

₹1M

- Access to ALL FEATURES from Titanium to Gold tiers
- Access to the revolutionary One-Tap Purchase Modal
- Only 10, 000 spots available at any time

₹1M

VidyCoin is also the main currency of exchange on the platform for making one-tap purchases through the OTP modal. When you're holding down and watching an ad, just swipe up to buy the product instantly. The OTP works for purchases, deliveries, reservations, and installs. Vidy's vision is for VidyCoin to become the main mode of payment for all ecommerce checkouts across the web when users swipe up on an embedded video.



WHY YOU SHOULD CONTRIBUTE TO THE VIDY IEO

1. VidyCoin supply is limited, no more VidyCoin will ever be minted, and only 10,000 brands worldwide will have access to the Platinum tier and its one-tap purchase feature.

2. No advertiser can use any of the features of Vidy's proprietary embed layer without staking VidyCoin. Fiat currency is not directly accepted, and must always be converted into VidyCoin.

3. Vidy is the **ONLY** feasible decentralized ad solution currently available in the world. It does not suffer from the industry-wide 10-30 second delays from miner consensus that all blockchain projects face when placing an ad on a page. Instead, Vidy's ads load in behind the text of a page, and therefore beyond the field of view of the visitor, resulting in zero apparent load delay.

4. The Vidy platform generates VidyCoin for all parties on every single ad impression: the publisher via an ad payout, the advertiser via a one-tap purchase, the user by just holding down, and Vidy itself.

5. Vidy already has over a dozen partnerships from the biggest brands globally that are committed to staking VidyCoin for their advertising campaigns on the platform. Vidy's missionis tp partner with every major publisher and advertiser in the world.

6. Vidy's embed layer requires zero switching cost or effort to work. No specific browser, no app download, no mandatory sign-up, no displacement of existing ad tech, and no change in current user experience. It just takes a few lines of code to be run by a publisher, and then every visitor will see it. That's how simple it is.

Coca-Cola

We have desperately needed Vidy at Coca-Cola over the last 10 years. It could have added hunderds of millions to our bottom line

Greg Chambers

Ex Global Group Director of Digital, Coca-Cola

SEPHORA

I've never seen a solution to the ad industry that has as much potential as the Vidy platform. What a game changing invention

Kimberly Wheeler

Director of Marketing, Sephora

HOW TO CONTRIBUTE

BOUNTY

Vidy is offering 50 million VIDY as a bounty reward for accomplishing tasks

www.vidy.com

AIRDROP

Vidy is airdropping 50 million VIDY to millions of Ethereum addresses up until the IEO

TELEGRAM BITCOINTALK TWITTER FACEBOOK MEDIUM YOUTUBE REDDIT