



An altcoin that makes sense

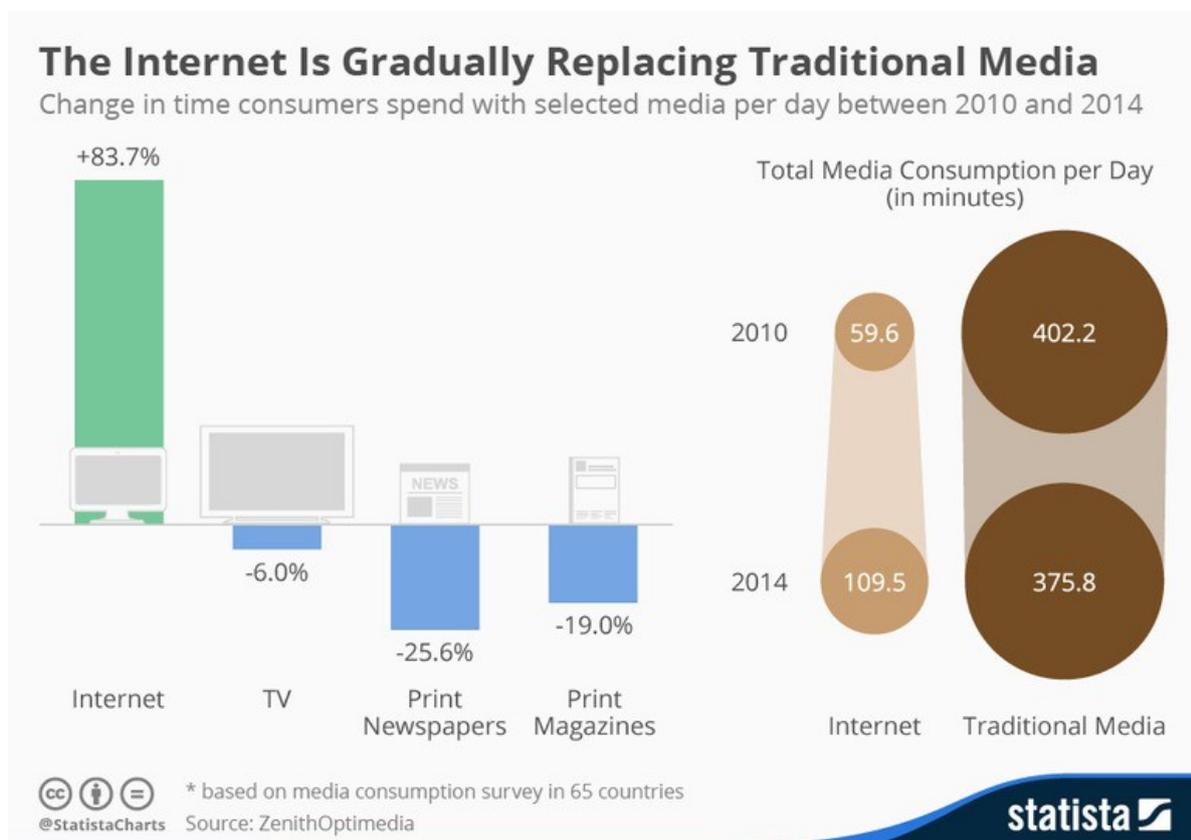
TABLE OF CONTENTS

1.0 Introduction	2
1.1 Industry overview	2
1.2 Statement of the problem	3
2.0 The Tinzu Platform	4
2.1 What is the Tinzu Solution?	4
2.2 Tinzu Platform's goals	5
3.0 Features of the Tinzu platform	6
4.0 Token Sale	8
4.1 ICO goals	8
4.2 ICO particulars	8
5.0 Roadmap	9

INTRODUCTION

1.1 INDUSTRY OVERVIEW

By the end of 2016, traditional media had seen a substantial decline, despite media consumption rising by 1.4 percent throughout the industry. The amount of time that people are spending watching television, listening to the radio or reading newspapers has been dramatically decreasing. Magazines have lost over a quarter of their sales in the past decade while cable television providers are consistently reporting declines in new subscribers. On the other hand, internet consumption has been on the rise. There has been a 27.7 percent increase of internet content. This includes social media, video streaming and video content online. Simply put, internet media is replacing traditional media. Marketing companies have realized this and are now looking to leverage internet marketing by using influencers to share their brand with their audiences. At the forefront of those advertisement campaigns are influencers who produce video, picture or written content for their audiences across the globe.



1.2 STATEMENT OF THE PROBLEM

Advertising agencies have been at the center stage of any type of online marketing. They take about 15-25% commission. Global spending on advertising around the world has been on a steady and sharp increase. Advertising revenue is expected to reach \$550 billion by the end of 2018. Advertising agencies make the majority of their money through high commissions while taking advantage of influencers throughout the entertainment industry.

An example is a firm that wants to outsource their advertising campaign to an ad agency. They are charged \$1000, but \$150-250 of this is used as commission. The remaining \$750-\$850 is used for the creation of the content and paying for the medium used. Many advertising agencies that rely on social media influencers do not even have to create any content at all. They simply ask the influencers to come up with ingenious methods of marketing the product for a fee. They can use 10 influencers each getting \$75, and the firm's product is marketed through these influencers. Realistically, this tends to be quite exploitative to businesses and influencers. The agency only worked as an intermediary and as a result made more than the influencers themselves.

Another problem in the industry is that some of the advertisers use content platforms to advertise their products on videos. However, many of these content websites do not share the proceeds equally with the content creators and influencers. In most cases, less than 50 percent of the earnings reach the influencers who do the majority of the work. Clearly, the online advertising niche of the industry is exploitative. Advertisers are not receiving the true value of their pay because content providers are not receiving the capital they need to maximize their created content.

2.0 THE TINZU PLATFORM

2.1 WHAT IS THE TINZU SOLUTION?

Tinzu will seek to solve these issues by creating a decentralized advertising platform that utilizes blockchain technology. A platform where advertisers can connect with influencers without relying on advertisement agencies and content platforms who are intermediaries and add no value to either the content created or the quality of the advertisements. This will allow the advertisers to get value for their money while offering influencers and content producers the opportunity to improve the quality of their content and maximize their earnings. The platform will divide the influencers into three main groups. These are:

- ◆ **Macro-influencers** with a large audience and large variety of interests
- ◆ **Mid-influencers** with medium sized audiences and a slightly focused interest
- ◆ **Micro-influencers** with small reach, but great retention and a common interest in the audience.

The transactions made between the advertisers and influencers will be made using smart contracts to ensure that influencers are not swindled by advertisers and that advertisers get their exact worth. This will all be fully automated by the algorithms and smart contracts that control the platform. In essence, the Tinzu platform will create an online marketplace that ensures the satisfaction of both the advertisers and the influencers.

2.2 TINZU PLATFORM'S GOALS

The Tinzu Blockchain has two main goals.

First, it will provide an “auction style” decentralized platform that utilizes low transaction costs and will allow influencers and advertisers to interact and customize their own advertisement packages free from intermediaries. There will be no limitation on the type of content that influencers provide. It will include videos, pictures, social media posts and other ways of influencing their audiences to create brand or product awareness.

Secondly, it will ensure that the advertisers have access to a wider audience of influencers that they can engage with in order to achieve the best results. Some companies prefer using multiple micro-influencers who have audiences that are more loyal while others would prefer macro- influencers who provide quicker brand awareness to a larger audience. The auction style will ensure that both parties arrive at the best price for the services they require.

3.0 FEATURES OF THE TINZU PLATFORM

Merchants, Brands or Companies that use the Tinzu platform will have access to multiple benefits that other advertising agencies and platforms currently do not offer. They include:

a. User-Friendly Platform

The GUI used on the platform is expected to be very user-friendly. The Tinzu platform will provide advertising campaign tutorials, smart contracts and will show its users the different tools and plugins that will facilitate the entire registration process on the Tinzu platform.

b. Reduced Costs

Most advertising agencies charge between 15 and 25 percent in commission. Tinzu plans to completely eliminate these agencies from the value chain, allowing costs to reduce substantially. Using the platform will cost less than 5 percent due to the smart contracts which will keep operational costs comparatively lower.

c. Ease of Scaling

Most advertising agencies are quite restrictive because of the large cost of advertising that they charge. SMEs (small and medium sized enterprises) are normally left out because of budget restrictions. However, Tinzu will be open to all merchants including large corporations, SME's, and individuals all with one common goal: creating high-quality content.

d. Ease of Monitoring

Getting metrics for social media or internet marketing is very hard for companies trying to calculate the return on investment. All the merchants will be able to monitor the content posted on the influencer's pages and the reaction of the fans using built-in analytics. This gives a better opportunity for assessing the ROI of the marketing campaign, and ultimately ascertaining whether the intended audience was reached.

e. Global Marketing Access

E-commerce has become globalized, and businesses now need to expand their marketing to every corner of the globe. Merchants need to know which influencers are popular in which region in order to ensure success throughout their advertisement campaign. Tinzu will offer such a platform with multiple verified influencers. Merchants will be able to view analytics on the platform which will help them determine the authenticity and reach of each potential influencer.

f. Inbuilt Analytics

Tinzu will facilitate the merchants with an opportunity to use some inbuilt Dapps (decentralized apps) to assess the effectiveness of the advertising campaign. The platform will utilize analytics that use Big Data and will provide more effective and timely information to each client in order for them to launch their most efficient advertising campaign.

g. Inbuilt KYC

Any and all influencers who want to join the Tinzu platform will be asked to provide their details to the KYC (Know Your Platform) layer to ensure that they are genuine influencers. Once the influencers are verified by Tinzu they will include their desired social media pages to their account to allow merchants to view their audience impact. Social media analytics will be displayed in order for the merchant to easily visualize the influencer's potential effectiveness on a given campaign.

4.0 TOKEN SALE

4.1 ICO GOALS

The ICO aims to raise funds to develop the platform and to market it to influencers and advertisers around the world. The total supply will be 1 billion Tinzu Tokens. The allocation will involve the release of 70 percent of the tokens during the token sale, while 30 percent will be reserved by the development team in Escrow for release when the market prices have stabilized.

4.2 ICO PARTICULARS

Token name:	<i>Tinzu</i>
Tokens Ticker:	<i>TIN</i>
Total Supply:	<i>1,000,000,000</i>
ICO Tokens to be sold:	<i>700,000,000</i>
Accepted currencies:	<i>Ethereum (ETH), Bitcoin (BTC), Bitcoin Cash (BCH), Litecoin (LTC)</i>

ICO Start Date	September 17, 2018
Bonuses	10% Referral Bonus 20% Purchase Bonus
ICO End date	November 11, 2018
Hard Cap on Main ICO	\$200 Million
ICO Token Price	\$0.005 USD
Minimum Buying transaction	\$20 USD (No Max Limit)

5.0 ROADMAP

PERIOD	ACTIVITY
March 2018	Start-up team formed
April 2018	Formulation of initial project model
May 2018	Finished technical research analysis and established the structural components of the platform
June 2018	Began initial work of blockchain integration into the platform
July 2018	Finish the first version of product prototype
September - November 2018	ICO Sale
4Th Quarter 2018	Getting listed on major exchanges
1st Quarter 2019	Launch of the cloud mining platform
2nd Quarter 2019	Launch of the decentralized payment gateway