ProChain: Precision Advertising BlockChain
Based On Big Data

ProChain's Founding Team 2017.12.02
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The regulation of tokens such as the PRA Tokens is still in a very nascent stage of development in Singapore. A high degree of uncertainty as to how tokens and token-related activities are to be
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As ProChain is not a regulated financial institution, it does not owe investors in PRA Tokens any fiduciary duties. This means that ProChain has no legal obligation to always act in good faith in the best interests of holders of PRA Tokens. While ProChain will have regard to the interests of holders of PRA Tokens, it is also permitted to consider the interests of other key stakeholders and to prefer these interests over the interests of PRA Token holders. This may mean that ProChain is permitted to make decisions that conflict with, or are not necessarily in, the interests of PRA Token holders. Not owing any fiduciary duties to holders of PRA Tokens also means that holders of PRA Tokens may have limited rights of recourse against ProChain and its affiliates in the event of disputes.
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The tax characterization of the PRA Tokens is still unclear. Accordingly, the tax treatment to which they will be subject is uncertain. All persons who wish to purchase PRA Tokens should seek independent tax advice prior to deciding whether to purchase any PRA Tokens. ProChain does not make any representation as to whether any tax consequences may arise from purchasing or holding the PRA Tokens.

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The tokenized nature of PRA Tokens means that they are blockchain-based asset. The security, transferability, storage, and accessibility of blockchain assets depends on factors outside of ProChain’s control, such as the security, stability, and suitability of the underlying blockchain (in this case, the Ethereum blockchain), mining disruptions, and who has access to the private key of any wallet where PRA Tokens are stored. ProChain does not represent or otherwise assure that it can prevent all external factors from having any direct or indirect adverse impact on any of the PRA Tokens. Persons intending to purchase PRA Tokens should note that adverse events caused by such external factors may result in the loss of some or all PRA Tokens purchased. Such losses may be irreversible. ProChain is not responsible for taking steps to retrieve PRA Tokens lost in this manner.

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ProChain cannot and does not guarantee or otherwise assure that there are no risks in relation to your purchase of PRA Tokens. The purchase of PRA Tokens may, depending on the manner in which the relevant purchase is conducted, involve third parties or external platforms (e.g. wallets). The involvement of such parties or platforms may introduce risks that would not otherwise be present, such as misconduct or fraud by the third party, or your failure to receive PRA Tokens upon duly making payment because of a third-party wallet’s incompatibility with PRA Tokens. ProChain is not responsible for any risks arising due to the involvement of third parties, including the risk of not receiving (or subsequently losing) any or all PRA Tokens you attempt to (or successfully) purchase.
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BACKGROUND

Project Origin

In the global Internet advertising market which is worth trillions, the marketing budget is mostly controlled by centralized media such as search engines and social media. The lack of mutual trust between various stakeholders in the scene leads to many pointless procedures which does not add value to the process, such as ad verification, data monitoring and ad blocking, and the interests of all parties are affected adversely as a result. According to recent studies, the cost to get a registered user of a Mobile App is 10 ~ 50 RMB, and for some specific types of users, the cost can be as high as 1,000 RMB. Here comes the question: is it possible to find one solution to deal with the lack of trust between various stakeholders, and lower the enterprises’ cost of running ads via technical tools, thus empowering small and medium players to benefit from the market and allowing users to protect their privacy or benefit in some other way?

From the business perspective, there has always been a rigid demand to utilize marketing funds and optimize channels to make sure the message is delivered to the targeted audience accurately and quickly. Google and Baidu bears testament to the feasibility of the PPC business model in practice. However, as market concentration increases, search engine marketing gradually becomes a monopoly by a few. Besides, it is difficult for SMEs to enter the market due to restrictions of platforms and bidding alliances. At the same time, since platforms cannot provide transparent data, it is difficult for the businesses involved to set an accurate funnel model to compute the ROI precisely. In addition, click fraud, which accounts for even 40% to 80% of ad service, has left many businesses reluctant to use pricing models like CPC or CPM. Is it possible to find a solution that can optimize the marketing resources of the businesses so that the advertising can be more targeted, the results can be traced and measured, click fraud be avoided, and all businesses regardless of the size can benefit?

From a media perspective, Google and Facebook have basically monopolized the data market, and over 85% of any annual increment to the market size is attributable to them. For a large number of individual publishers, they have to form an ad alliance to take orders and be charged a
commission because as individuals, they would be too weak to bargain with advertisers. The advertisers, who are in a powerful position, often delay payment, and disputes over contracts caused by dissatisfaction with the results of advertising occur frequently. Is it possible to find a solution than can settle the payment in real time upon the triggering of ads by users on platforms, and also set irrevocable settlement rules before running ads so that the interests of small and medium publishers can be protected?

From an individual perspective, when using Internet services, they are often interrupted by ads that pop out unexpectedly. The development of the Internet did not bring any benefit to users who have contributed their data, so more and more users choose to use AdBlock to block online ads, and as a result, the results from advertising is adversely affected. On the other hand, the users’ behavioral data is controlled by major enterprises, and it is hard for them to protect their privacy. Is it possible to find a solution to ensure that uses can get benefits from the data they contribute, get back the right to protect their privacy to the appropriate extent and only receive ads that they are interested in?

Market Situation
According to the 2017 Internet Trends Report by Mary Meeker, in 2016, the U.S. Internet advertising market valued 475 billion RMB, the Internet advertising market value of China stood at 290 billion RMB, and the global Internet advertising market has surpassed 1 trillion RMB. In addition, according to released financial reports, in the year 2016, Google’s global advertising revenue reached 525 billion RMB, that of Facebook was 178 billion RMB, altogether over 700 billion RMB. The gross profit margin of Google's online advertising business is no less than 25%, which means enterprise advertises has paid more than 250 billion RMB to channels and platforms.

Considering the demand of enterprises, ROI computing of online advertising becomes the biggest of concern to advertisers, followed by the security of budget and resources delivery (i.e. anti-fraud), and lastly, the quality of marketing plans.

On the other hand, the global trend of Internet users using AdBlock to block online ads is getting stronger, and traditional Internet advertising is becoming less effective. Users are the origin of value in the Internet industry, so this part of value should be returned to users themselves, instead of having the intermediaries benefit from this.
### PROCHAIN

**Aims**

The aim of ProChain is to build a transparent digital advertising data ecosystem, which can connect advertisers, the media and developers, improve the efficiency of settlement of advertising services, reduce the loss of advertising data fraud and maximize the interests of all parties involved in digital advertising through de-intermediary.

**Mission**

ProChain sticks to the mission of "true data" and strives to promote trust and confidence building between all parties involved in digital advertising regardless of cost.

Mainly includes:

1. **Anti-Fraudulent Traffic**: ProChain builds a full-range data tracking system, and establishes a device fingerprint mode by using cluster analysis, GBM, device similarity recognition, etc. Together with its unique POSI mechanism, ProChain can effectively identify high-risk devices such as virtual machines and farm equipment, and immediately distinguish user behaviors from abnormal user behaviors and false traffic, thus eliminating fraud accurately.

2. **No Intermediary Agency**: ProChain significantly cuts the agent’s service cost by innovating the production relationship. For the current digital advertising industry, one of the most prominent problems is that there are too many agents or agencies. Since ProChain data is transparent and traceable, advertisers can easily find out whether the ad viewers are heir targeted users or not, then they could pay the ad viewers directly instead of going through the traditional ad buying process.
3. Reliable Auto Settlement: Each of the advertisers’ tasks forms an individual smart contract, and the contract can be settled in real time based on the results, because the results can be monitored directly through the transparent data in the whole chain. In this way, the settlement time is remarkably reduced for both sides, and thus many disputes over contract can be avoided. As the demand of domestic advertisers to advertise in overseas markets becomes ever stronger, it will also be easier for them to settle the payment in PRA tokens.

4. Precision Marketing: ProChain enables all involving parties to exchange information. Based on data governance and Real Time Bidding technologies, ProChain applies multiple machine learning and deep learning algorithms and models to match advertisers with potential users on the chain, so as to make high-quality, personalized recommendations.

Why BlockChain?

The traditional Internet advertising market is a zero-sum game. Advertisers, publishers and users have little trust in each other, and that results in many valueless processes like ad verification, data monitoring and Ad-block which damages the interests of all parties. By adopting the blockchain-based solution, we can remarkably reduce the effect of this lack of trust by innovating the production relationship in the digital ad industry, thus releasing a market potentially worth hundreds of billions.

Based on ETH public chain, Raiden's sidechain and IPFS distributed storage technologies, ProChain aims to build a big data-based precision advertising distribution system. Advertisers can create advertising tasks through smart contracts, and reward users and media who trigger the ads with PRA tokens in real time.

It is expected that in the next 1-2 years, the technologies of commercial public chain, Polkadot and Raiden will mature, and the storage solutions based on the IPFS protocol will support decentralized Web3.0 media and decentralized applications to bear more content. At that time, blockchain-based media will go through a rapid period of development.

Advertising is one of the oldest Internet business models, and ProChain will provide those emerging Web3.0 distributed applications with high-quality digital advertising solutions.
Solutions of ProChain

PRA, the token on the ProChain platform, conforms to the Ethereum ERC-20 token standard and can be traded freely on the ETH public chain. Advertisers purchase PRA tokens from Digital Currency Exchange and release advertising tasks, and publishers that have downloaded ProChain SDK and users who complete those tasks will be rewarded with an appropriate number of tokens.

**ProADX**: A digital ad trading platform, which connects publishers with advertisers and performs a large number of dynamic Real-Time Bidding transactions.

**ProSSP**: To provide a platform for the supply side, especially publishers and developers, so that traffic can be liquidated in a professional, highly efficient and economic way.

**ProDSP**: To offer advertisers an Ethereum-based digital advertising smart contract market, where advertisers could choose contracts based on their needs and purchase PRA tokens for Real Time Bidding.

**ProGateway**: ProGateway is developed to link the data on chain and off chain, helping ProChain to refine the data mapping;
**PROCHAIN - PRECISION ADVERTISING BLOCKCHAIN BASED ON BIG DATA**

**ProSDK:** To provide publishers with a customizable SDK for ad serving, billing, and user identification.

**ProAdWarehouse:** Based on Ethereum's public chain data, ProAdWarehouse provides advertisers, publishers, and users with a reliable data analysis platform. Through detailed records of data & history, the veracity of ad-clicks can be verified, the conversion rate of clicks can be measured, and the advertising results of any specific period can be properly estimated.
Technology Architecture

ProChain’s portal is the dSDK and JS deployed by the Publisher, as well as the internal and external ADXs that interface with it, sending media ad requests to Load Balance. It includes access policies, access control, Chain Gateway and real-time Data Tracking, which are forwarded to downstream routing ProRouter according to the nature of the traffic and the results of processing by each module.
When ProChain first receives ProRouter’s request, it hands the request over to the internal Instances. Instances will map external requests to labels in the system to determine the quality of the traffic data quantitatively, and then make a match with the optimal creatives on the advertisers’ management platform based on distribution strategies and its pricing model as well as to return the results to the front end.

In the case of RTB, after ProChain's business end determines the quality of the traffic data, the request will be forwarded to an external ad exchange, such as the traditional Internet AD Exchange. Furthermore, traffic on Web 3.0 distributed applications can be forwarded to BlockChain AD Exchange on the pure chain.

The Data Tracking module collects logs concerning traffic, channel, effect and settlement returned by the publishers, ADX and DSP (a platform for advertisers), and then ETL processes the data. After that, the messages will be recorded on the blockchain through Stream Computing.

Since each task is an independent smart contract and the whole process is transparent and trustworthy, ProChainCore's settlement module settles the bills for all involved parties, in accordance with the contract address in real time.

ProDashBoard displays real-time statements containing traffic monitoring and delivery effect monitoring. The total amount of data on the chain, the data collected by the log, and data of the backend management system will all be used as sources.
POSt Mechanism: POSt is a comprehensive scheme based on an account’s POS and time t. To be specific, when an account offers to take a task, POSt weight will be used as a threshold value to evaluate whether the account is capable of doing the job.

The specific calculation is:

$$\text{POSt} = \sum_{n \in \mathbb{N}} \text{PRO}_n \times (\text{TimeStamp}_2 - \text{TimeStamp}_1)$$

That is to say, the account that wants to take a task needs to hold PRA tokens and promise that there would not be PRA transactions in a certain period of time. In this way, the POSt mechanism can effectively prevent brushing practices by robots. When an account completes a specific task, its POSt weight will return to zero and can be reassessed. The more valuable the task is, the higher the requirement for the account will be.
Decentralized Ad Delivery Flow

The blockchain is a transparent database, and each party to any transaction on the chain can know and verify the authenticity and legitimacy of the transaction in the process. Therefore, based on the full-chain data, we can create a decentralized task flow engine and implement it in the form of smart contract through data mining and machine learning algorithms and also to figure out a personalized task flow that meets user preferences.

The delivery and tracking process of ProChain is as follows:
**Task Matching Mechanism**

In order to better target the users, ProChain will provide advertisers with precise delivery services, including but not limited to evaluating the account balance, POS/weight, history of taking orders, account rating, and label matching.

In addition, ProChain will introduce a user feature recognition system and cooperate with the identification program, to bind the personal metadata authorized by the user to the Ethernet address so that the advertiser can accurately reach target users through Dapps embedded with ProSDK or JS.

According to Pearson's Formula, we calculate the similarity between User $u$ and Label $v$:  
$$\text{sim}(u, v) = \frac{\sum_{a \in P_{uv}} (R_{u,a} - \bar{R}_u)(R_{v,a} - \bar{R}_v)}{\sqrt{\sum_{a \in P_u} (R_{u,a} - \bar{R}_u)^2} \sqrt{\sum_{a \in P_v} (R_{v,a} - \bar{R}_v)^2}}$$

$P_{uv}$ stands for the set of items that User $u$ and Label $v$ match on; $R_{u,a}$ and $R_{v,a}$ represent the matching score between Task $a$ and User $u$/Label $v$ respectively; $\bar{R}_u$ and $\bar{R}_v$ represent the average score of User $u$ and Label $v$. 
The main features are as follows:

1) Account Balance: Only those accounts that have a balance higher than a certain limit can be eligible for the task;
2) POST Weight: Only those accounts that have a POST higher than a certain limit can be eligible for the task;
3) History of Delivery: Only those publishers or users who have taken the same tasks before can be eligible for the task;
4) Account Rating: The accounts will be rated according to the Big Data rating system provided by ProChain. Only those that whose rating is higher than a certain standard that can be eligible for the task;
5) Label Matching: Each task can set no more than three labels. Users can get preferential task pushes by label matching, so as to improve the overall matching efficiency.

The Machine Learning Model Based on Full-Chain Delivery Data
Based on the full-chain data, the advertisers' goals, and the users' behavioral preferences and task completion, ProChain trains the ranking model and calculates the proper completion probability of a certain task as well as the amount.

ProChain adopts the GBDT model and makes an evaluation with the AUC (Area Under Curve) indicators, and supports real-time A/B tests to verify the effectiveness.
**PRODUCT SOLUTIONS**

**Business Process**

ProChain aims to offer advertisers an Ethereum-based digital advertising smart contract market, where advertisers could choose contracts based on their needs and purchase PRA tokens for Real Time Bidding.

**Advertisers:**
- Create an Ethereum account and put PRO tokens in;
- Choose the required contract and create the task;
- Set the advertising period and the budget for promotion;
- Set the price for CPT / CPA / CPC;
- Set the standard that users must meet before they can take the task;
- Set task labels for searching;
- Submit the marketing copy / design material to IPFS / Filecoin;
- Set evaluation indicators (Browse rate, Click-through rate, download rate, Install rate, Token Distribution and others);
- Set the share proportion of Media;
- Put PRA tokens in the smart contract and release it on the Internet.

**Users:**
- Create an Ethereum account and complete the KYC process to get a minimum PRA guarantee (anti-fraud);
- Connect to the main network of Ethereum via MetaMask or local terminal;
- Enter the media DApp and log in to the ETH account to retrieve advertising tasks that meet the account’s requirements;
- Click on the ad to complete the task, triggering the smart contract;
- Get PRA token rewards based on share proportion set in the contract.
Media:

- Create an Ethereum account to get a share from user clicks;
- Embed ProChain SDK or JS codes into its own Dapp;
- Set ad types and share proportions that it can take in SDK, and then send requests to the public chain for ad contents that meets the standards;
- Get its proportion of PRA token rewards after the ad is clicked on and the smart contract is triggered.

The ProChain platform will gradually introduce the Real Time Bidding mechanism (RTB) in accordance with the development plan to improve the matching efficiency of advertising content, the media and users.
User Growth Strategy

The early users of ProChain mainly come from the team’s big data marketing resources. At the initial stage, the team will also provide advertisers who apply for certification with a certain amount of PRA tokens for creating tasks and testing the delivery effect. Users who complete KYC and improve their personal information can receive PRA rewards. Users can also invite friends through social media to get additional PRA rewards.

ProDSP-Ad Delivery Terminal

We will develop an ad distribution smart contract DApp for advertisers, which can be connected to the main network of Ethereum through the local terminal or Metamask, and then all the smart contracts can be synchronized in real time so the query efficiency will be improved. Through the contract address, you can see in real time the progress of the marketing plan, the accounts who have completed the task and other specific relevant information.

Before the blockchain storage solution matures, the ProChainCore system will store large-sized marketing material such as texts, images and videos on AWS S3, a centralized storage solution.
When IPFS / Filecoin goes online, functions including material storage, distribution and data monitoring will gradually be moved to decentralized storage platforms.

**ProSSP-Publisher Terminal**

We will help our customers with traffic resources to rapidly realized traffic monetization in a professional, efficient and economic way on the supply-side platform based on blockchain technology. ProSSP contains the ad business end, the ProChainCore system and the console, which together can perform functions such as ad position management, real-time monitoring, A / B test, log service, etc., and support various mainstream liquidation forms like direct investment and open bidding.

**ProSDK-Media Distribution Terminal**

We will provide ProSDK to enable Dapp developers and decentralized media to access our platform, so that they as well as users of the platform can get revenue from the ads. ProSDK supports customizations like share proportions, ad types, etc., and then request from ProDSP for ad content that meets media delivery criteria.

**ProAdWarehouse-Data Analysis Terminal**

We will also provide a data analysis terminal to extract log-level user-click data from the block, which can be used as an analysis tool by advertisers and publishers to measure the ad delivery effect. In the future, ProAdWarehouse will design an API interface for advertisers to connect with their own CRM system and it will become easier to do multi-channel data comparison.
APPLICATION SCENARIO

Mobile Application Download

A mobile Internet company launches a new App, and it hopes to boost the user downloads via ProChain. The company sets a marketing budget of 500,000 RMB, and the goal is to attract 100,000 users to download the App. The company buys 500,000 RMB worth of PRA tokens (assuming 500,000) on a token trading platform and sets its task requirements and marketing period on ProChain’s advertising platform. After that, it releases its smart contract with 500,000 PRA tokens, according to which each download (or registration) will be rewarded with 5 PRAs and the media will get 20% of that while the user gets 80%.

Bob, a user who conforms to the advertiser’s requirements, sees this ad on a mobile app that has embedded the ProChain SDK, and then clicks on the link to get more details. After downloading the app (or registering), Bob returns to the app and immediately gets 4PRAs, and at the same time, the media gets 1PRA. It goes on and on, until the 500,000 RMB budget runs out or the set marketing period ends. The leftover PRAs, if any, will be returned to the advertiser’s account. The list of users who successfully triggered the ad will be returned to the advertiser for further data analysis, so that the next round of ad delivery will be optimized.
ProChain can not only serve Dapps on the chain, but also solve existing problems in the traditional Internet advertising market. For instance, smart contract enables real time settlement between DSP and SSP/ADN real-time billing issues, and provides DSP with the capability to trace the ads. All in all, it plays a vital role in enhancing the trust among all parties, eliminating intermediaries, and reducing the cost of verification.
PRA TOKEN ISSUANCE PLAN

Purpose

The initial issuance is to raise ETH tokens needed for the future operation of the project, and those ETH tokens will be devoted to R&D, team expansion, community operation, marketing, etc. in the agreed proportion. As the project progresses, the team will gradually release the reserved tokens to invite or motivate high-level blockchain developers to join our community.

Details

The total amount of issued PRA will be 100 million. The plan is to release 10 million tokens in a period of 7 days. The aimed amount of ETH tokens is 8,000, which means you can exchange one ETH for 1250 PRAs. After issuance, the PRA token will be registered in the mainstream exchange in the shortest time.

Token Distribution

- 20% for the core team, which will first be “frozen in the pool” for 6 months, and then release 10% of pool each month;
- 12% for early investors and consultants, released in stages;
- 5% for partners as subsidy;
- 8% for community operation, including 3% for verified enterprises as trial subsidy, 3% for users that do real-name verification, and 2% for code programmers as subsidy;
- 30% for the pre-sale round, which can only be subscribed by institutional investors in a stage manner;
- 10% for public issuance;
- 15% for the ProChain Foundation to maintain sustainable development.
TEAM INTRODUCTION-CORE TEAM

Ahmed Alsayadi
Ahmed Alsayadi is the founder of Sigma Technology and a co-founder of ABD Dream Entertainment. He got his bachelor degree on Computer Science in USTC, and master degree in Tsinghua. He was a former core member of Baidu’s Arabic team.

Eric Zhang
Eric Zhang designs the core system of ProChain. He previously engaged in the R&D of Tencent platform relating to the back-end, searching and recommendation system. Eric has rich experience in anti-fraud, and was awarded as Tencent’s S Employee twice, Tencent’s Silver Reward for R&D once.

Roy Young
Roy Young designs ProChain’s advertising platform. As an MBA from the Chinese Academy of Sciences on Innovation and Entrepreneurship, he once led the design of a dynamic operation and maintenance platform for large-scale mining activities. Roy is also a senior researcher of PTS & BTS.

Michaelia
Michaelia is the head of ProChain’s marketing department. She is the founder &CEO of TopwithTop, and a co-founder of Chunyu Mobile Doctor. Michaelia previously worked as a user experience designer in Tencent.

David White
David White is the designer of ProChain’s data system. He is a senior data expert on blockchain and used to work as a big-data analyst in Tencent. He once led the design of a blockchain big data monitoring system that can track global ETH transactions.
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Yuanqiu Guo is the SVP of Ogilvy & Mather China, and his team serves major automotive clients such as Mercedes-Benz, Jaguar Land Rover, Volkswagen, Lamborghini, Bentley, Bugatti, etc., as well as the sport industry such as the 2008 Beijing Olympic Games.

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Xin Liu
Xin Liu is the founder &CEO of Beijing Xinyun Technologies, the CTO of Sina WeMeet, and also the founder &CEO of Hangzhou YunDong Technologies. He used to work as the Executive Director former in UTStarcom.

Wei Wang
Wei Wang led the development of the world's largest distributed bank account system. Besides, he is the founder of Beijing Micro Technology Co., Ltd, a contributing author of Duya Blockchain, and the producer of the 1st Blockchain Summit of CSDN Cloud Computing Conference.

Yongyi Lu
Yongyi Lu is the founder &CEO of Singsound, and the CMO and partner of Unisound Beijing. He has more than 10 years of working experience in major Internet companies, for example, Phoniex TV, Tencent, Renren, Duomi Music.

Ji Rao
Ji Rao was an early-stage member of Tencent's WeChat team and is now in the core team of Edison, a startup in the America Bay Area, responsible for big-data mining. He is an expert on digital high-frequency quantitative transactions.
INVESTORS

Du Jun · Node Capital

Du Jun is the founding partner of Node Capital, and one of the earliest professional investors in the blockchain industry, professional investors. He is also a well-known digital asset investor and manager. Mr. Du used to serve in major Internet enterprises such as Tencent and has co-established Huobi, a digital currency trading platform, and Golden Finance, a professional media focusing on blockchains. Mr. Du has abundant industry knowledge, rich entrepreneurial experience and ample industrial resources, and he is good at marketing, capital operation and enterprise incubation.

Lin Jiapeng · LinkVc

Lin Jiapeng is the founding partner of LinkVc and a co-founder of SosoBtc, Mr. Lin Jiapeng has invested in well-known blockchain projects like TENX, LLToken, Genaro Network, and Raiden Network. He has worked for Thunder, responsible for the development of core products of the ecosystem. LinkVc focuses on investing and looking for cooperation on blockchain, digital currencies and Internet finance in the global market. LinkVc has offices in Singapore, Canada, Hong Kong and Shenzhen.

Sun Zeyu

Sun Zeyu is the Brand Director of Beijing Coldlar Technologies, and he is also a senior bitcoin trader, a commentator of CCTV, as well as an advisor to the FinTech Innovation Lab of Peking University. Mr. Sun has invested in &co-founded Coldlar hardware wallet and founded GRAVITYLESS. Till today, he has been an angel investor for several well-known blockchain projects.

Wang Dou

Wang Dou is the founder of Geek Capital, and he invented the blockchain robot. Wang Dou used to serve as the Sales Director in IBM, Motorola, Hewlett-Packard and Silicon Valley high-tech companies for more than 10 years, and afterwards wrote a book named IBM Memoir. Mr. Wang settled in Canada in 2013, and he has been teaching the Internet and blockchain at several Canadian universities and colleges. In 2017, he invested in blockchain projects such as MDT, Mackie, Genaro and SWFTC.
**PROCHAIN - PRECISION ADVERTISING BLOCKCHAIN BASED ON BIG DATA**

**Jiuding Capital · BlockChain Digital Assets Laboratory**

Sun Jian’s titles include VC of Jiuding Group, a founding partner of YuanYi Jiuding, head of the blockchain digital asset management laboratory, and MD of Jiuding Investment. Jiuding Investment is a professional agency specializing in equity investment and management. While its headquarter is located in Beijing, it has hundreds of branches in the mainland, Europe, America, etc. Jiuding’s core business includes three parts: PE investment, VC and startup investment, and investment in real property and fixed income. The fund’s accumulated payment scale has been nearly 30 billion RMB.

**Yin Xiaogang**

Yin Xiaogang, an adviser to the FinTech Innovation Lab of Peking University, Dean of the Northeast China Blockchain Institute, the founder of Liaoning CaiCat Equity Investment Management Co., Ltd., the VP of Wanda Vista Shenyang, a senior digital currency player, and also an investor. Having been in the financial industry for 15 years, Mr. Yin threw himself in the tide of FinTech entrepreneurship with a strong interest for bitcoin and blockchain. He has rich experience in designing strategic layout, operation planning, and interpreting regulatory requirements for financial institutions.

**CoinsFund.io**

CoinsFund.io is an emerging VC institution, which mainly focuses on the investment and project cooperation on blockchain, digital currency and Internet financial services. Its major business includes equity investment, digital currency project fundraising and hedging arbitrage. So far, CoinsFund.io has invested in several well-known projects, including ICOPOD, Ripple, BasicAttentionToken and IPFS.

**CoinsFund**

**ChainPE**

The partners of ChainPE.com are all experts, entrepreneurs or investors from different areas of the blockchain industry, committed to investing and supporting high-growth blockchain projects around the world, including equity investment, software and hardware, crypto-currency mining etc. With its prominent position in the field and highly efficient operations, ChainPE provides those companies it invested in with various supports like technology introduction, talent recruitment etc.
Well-known Exchange

**KEX**

KEX is an integrated digital currency trading-platform designed to provide professional, secure and convenient services to worldwide users. The company is rooted in South Korea and currently offers worldwide users access to transaction services for mainstream digital currencies such as Bitcoin, Litecoin, and Ether.

The core team of KEX has both domain expertise and rich industrial experience, all members of which are from TENCENT, HUOBI, HUAWEI and other world-renowned enterprises. The vision is to eliminate trading barriers through the blockchain technology and enhance transaction efficiency, thus promoting the implementation and development of digital currencies around the world.
PROCHAIN - PRECISION ADVERTISING BLOCKCHAIN BASED ON BIG DATA

Core Competencies

1) Experience of Blockchain: The team members have an average of 4 years’ experience in the blockchain industry, and many of them have participated in the project development of BTS and blockchain big-data monitoring platforms.

2) Experience of Anti-fraud: Some members used to work with Tencent, thus having accumulated leading anti-fraud technologies in the field;

3) Customer Resources: The team's core members work as the leaders or heads of well-known advertising agencies with a large selection of top 500 clients;

4) User Resources: We have big data resources with hundreds of millions of users advertising behavior, which can help accurately identify user consumption characteristics;

5) Technology Accumulation: We have 7 years of accumulated advertising RTB technologies and used to serve as the advertising agency for Google and Facebook.

Development Plan

18Q1: Kick off the public chain integration development, complete the minimum verifiable model development, and conduct Alpha testing;

18Q2: Launch the β-version testing and invite targeted advertisers and users to try out, starting to build the user network through the traditional way;

18Q3: The Official Dapp goes live, and more smart contract templates that can meet the unique needs of advertisers goes to the ProChain advertising platform;

18Q4: Provide SDK access for the Sale-side platforms(SSP); ProChain’s distribution platform for media puts into operation officially;

19Q1: The function of decentralized task flow goes live and RTB bidding comes into use;

19Q2: Develop SDK to provide data access for advertisers’ CRM system, and launch the data analysis platform.
ProChain - Redefining Internet Advertising with BlockChain Technology