



M MAD

A Decentralized Network for the Advertising Industry

Ad Tech is broken

Publishers are under constant pressure to serve more ads while brands fail to get the quality and reach they desire

SUPPLY CHAIN OPACITY

The rise of intermediaries within the ad tech ecosystem has led to a lack of transparency and value-draining practices such as dynamic floor pricing.

DATA LEAKAGE

Publishers must often share their data to third parties when they sell their ad inventory. Other publishers refuse to share this data because third parties keep the data for further use - even selling this data to a competing brand of an advertiser.

DISAPPEARING AD DOLLAR

The ad tech system is verticalized and connected in a disparate supply chain. Most of dollar spends go to moving and authenticating data through the system rather than to advertisers and publishers.

Blockchain Technology allows for decentralized systems that create transparent and efficient value exchange

BLOCKCHAIN TECHNOLOGY EMPOWERS THE AD TECH ECOSYSTEM TO:

1 Improve publisher margins by disintermediating arbiters and linking advertisers directly to publishers

2 Accurately report and measure campaign data, effectiveness, and cross platform reach

3 Circumvent walled gardens by providing an open, decentralized, and programmatic marketplace

THE SOLUTION

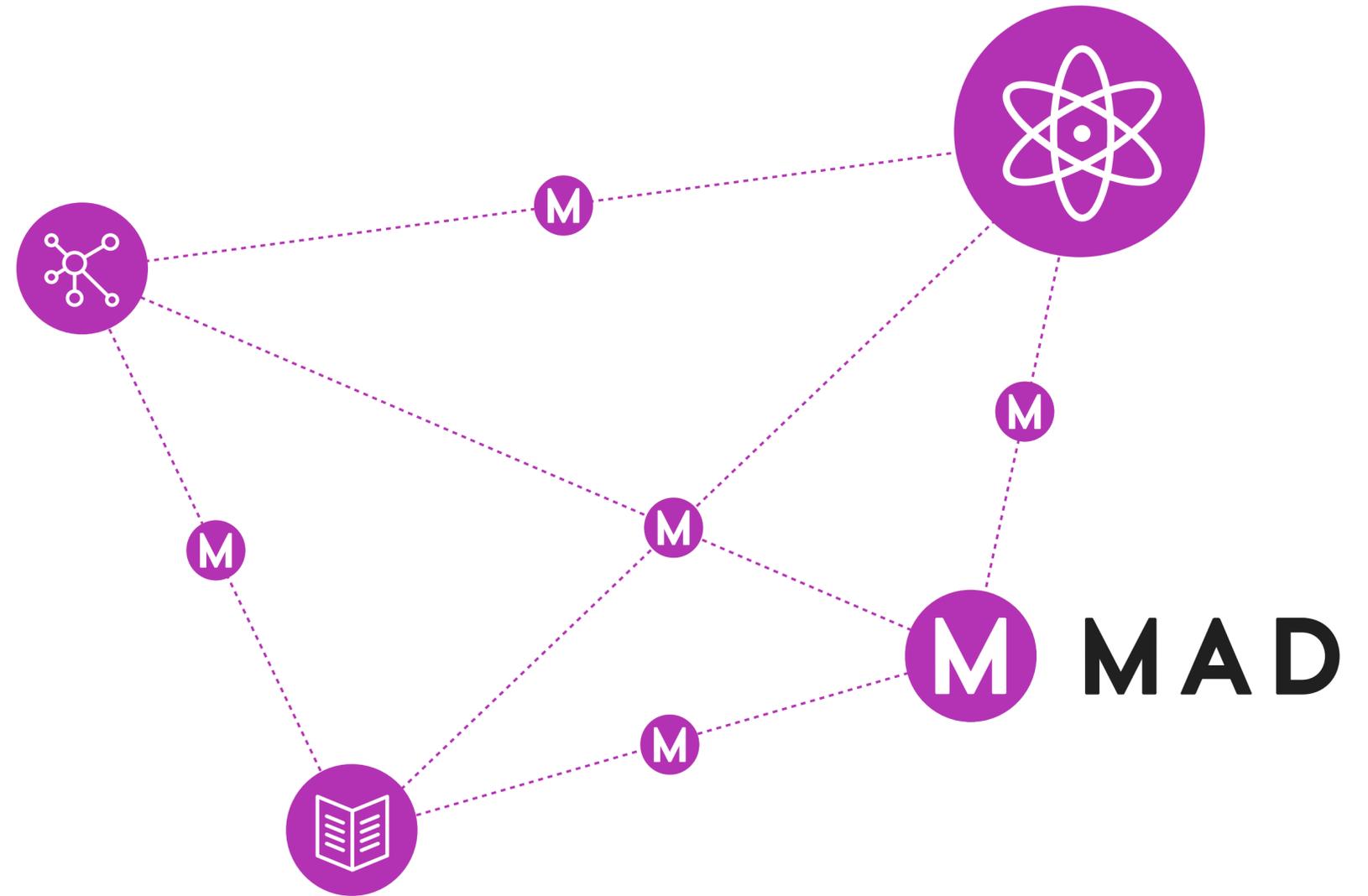
MAD Network

Trustless, open, programmatic advertising ecosystem

Layer 1

Layer 2

Layer 3





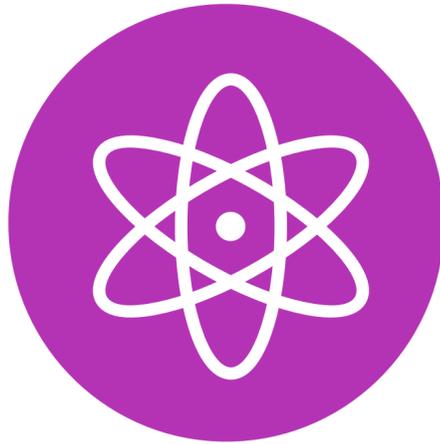
MADnet BOOKS

1 MADnet Books is a decentralized payment rail for existing ad tech companies to interact with MAD Network

2 Advertisers can stake MAD token to create an insertion order (IO), which is a smart contract that specifies how ads should be executed

3 Allows advertisers and publishers to transact ad placements denominated in USD by engaging with brokers who stake MAD tokens

4 MADcred, the network's native payment method, allows advertisements to be placed in near-real-time



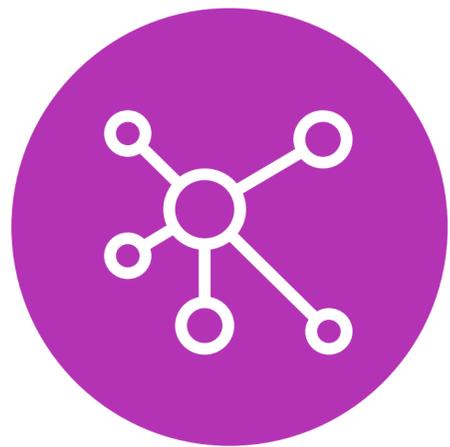
MADnet CORE

1 MADnet core is a decentralized ad server and exchange for publishers and advertisers to buy and sell ad inventory

2 MADnet core's proof-of-real-work algorithm performs two functions:

- Incentivizes miners to match ad requests as accurately as possible
- Confirms payment and placement of advertisements

3 MADnet Books integrates existing ad tech ecosystem players with MADnet Core



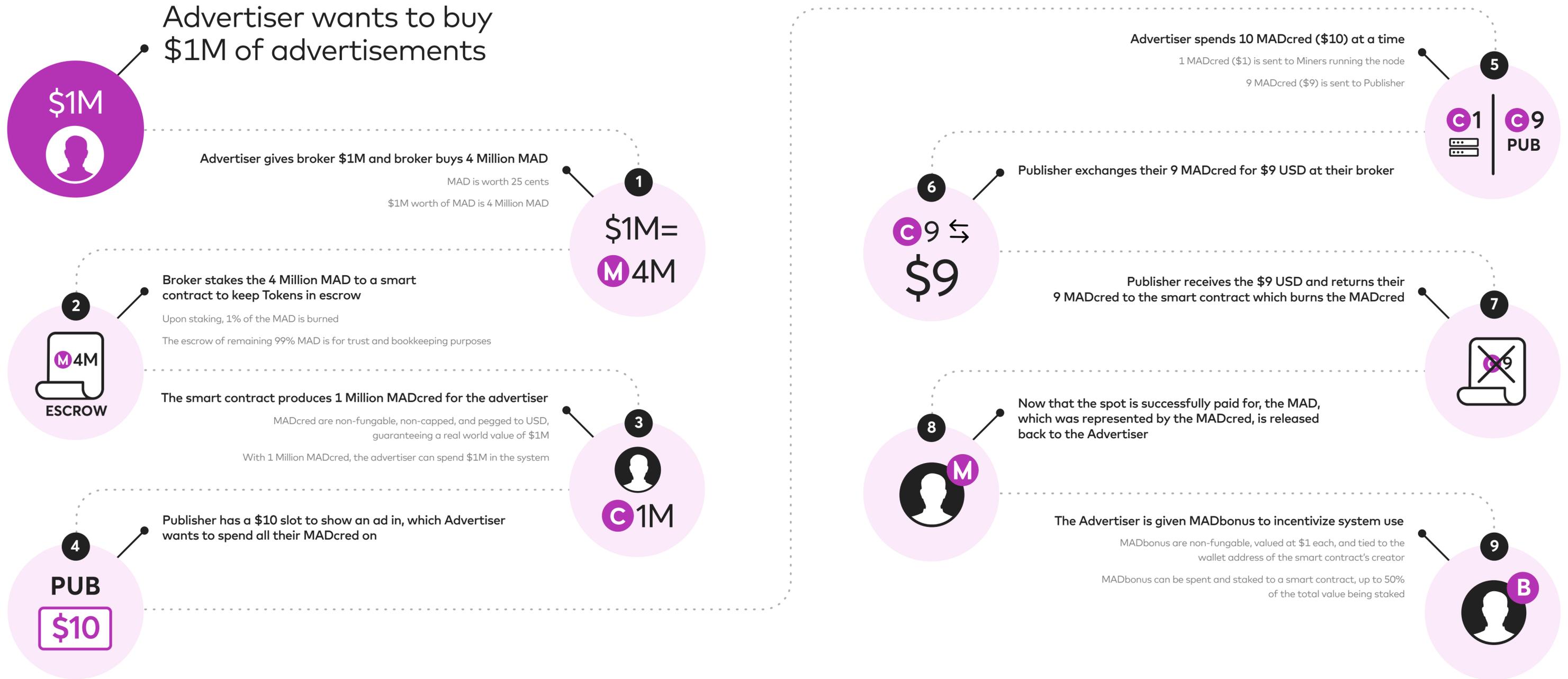
MADnet DATA

1 MADnet Data is a decentralized data management platform to transact impressions and audience data

2 MADnet Data creates a decentralized data exchange for publishers to upload encrypted, private data to the blockchain for MAD tokens

3 Provides additional revenue for publishers and eliminates rent-seeking from centralized, third-party data bundlers in today's system

4 Plan to utilize homomorphic encryption to power atomic data swaps for one-time, use data exchange



MAD Network Stakeholders



Advertiser

Connect with a global network of publishers with inventory and serve advertisements to targeted audiences around the world. The MAD Network is accessible by anyone, anytime, anywhere so impressions are always ready to be matched



Publisher

Payments are handled automatically so you can worry less about collecting revenue and more on growing your audience. Unlock new ways to monetize your data without losing sole possession



Miner

Matching ad requests can be completed by anyone interested in strengthening the MAD Network. Miners earn MAD token for helping store, process and match advertising requests with relevant impressions

MAD Token

- Acts as a 'software license' that activates a payment channel for the accounting, fulfillment and reconciliation of ad delivery
- Incentivizes participant behavior to be aligned with the benefit of the network
- Bootstraps the long-term development of the MAD Network

USE OF FUNDS

R&D	50%
Platform	15%
Business Development	15%
Marketing	10%
Token Launch	5%
Legal	5%

ECONOMIC OVERVIEW

Symbol	MAD
Total Tokens	220,000,000
Price Per Token	\$0.40
Token Type	ERC20
Fundraising Goal	\$25,000,000
Implied Market Cap	\$88,000,000

The Team

CORE TEAM



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