

The First & Only Decentralized Display Non-fungible Token (NFT) Ad Network Aims at Reducing Ad Fraud with Increased User Privacy, Coupled with a Non-fungible Token (NFT) Marketplace, NFT Registry, Education Platform, Staking, and News Aggregator

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Abstract

Non-fungible Token (NFT) advertisements, Non-fungible Token (NFT) education, and NFT marketplaces face the following challenges:

1. Lack of protection from fraud.
2. Lack of end user privacy protection.
3. Lack of full transparency.
4. Inadequate mobile support.
5. Inability to use funds seamlessly.
6. High fees

7. Advertisers, publishers and traders are insufficiently equipped to make informed trading decisions.
8. Lack of educational materials available to advertisers, publishers and traders directly on a Non-fungible Token (NFT) ad network.
9. No method for publishers to earn interest on their earnings should they not want to immediately cash out.
10. Lack of Non-fungible Token (NFT) registries
11. Lack of centralized Non-fungible Token (NFT) news

NFTAd.Network's Solution:

1. NFTAd.Network will launch a Non-fungible Token (NFT) ad network that bears the following qualities:
 - a. Enable publishers to get a basic understanding of Non-fungible Token (NFT) and trading.
 - b. Provide tools and resources for advertisers, publishers and investors to make informed decisions.
 - c. Responsive and effective customer service.
 - d. Top caliber ad fraud protection and end users' privacy.
 - e. State of the art mobile device support.
 - f. Full transparency to Non-fungible Token (NFT) advertising.
 - g. Ease of publishers' deposit.
 - h. Discounted fees when utilizing NAN tokens.
 - i. Create a Non-fungible Token (NFT) curated registry.
 - j. Stake NAN tokens and earn compounded interest.
2. NFTAd.Network will create a Non-fungible Token (NFT) curated registry.
3. NFTAd.Network will create and operate a Non-fungible Token (NFT) educational platform.
4. NFTAd.Network will create a staking platform where publishers and traders can stake NAN tokens that will earn additional NAN tokens as rewards
5. NFTAd.Network will launch a Non-fungible Token (NFT) Marketplace.
6. NFTAd.Network will create and operate a Non-fungible Token (NFT) news aggregator
7. The Non-fungible Token (NFT) news aggregator and educational platform will bring about the following:
 - a. Reduce or remove barriers to entry for new Non-fungible Token (NFT) adopters.
 - b. Achievement of measurable tasks within the educational platform will result in a reward of tokens in order to encourage continual learning.
 - c. Enable Non-fungible Token (NFT) participants to make informed decisions.

- d. Promote hazard awareness and avoidance in the Non-fungible Token (NFT) space.
- e. A forum in which ideas can be shared by Non-fungible Token (NFT) community members themselves.
- f. Knowledge shared by a community member will result in the reward of tokens to the extent that the community deems the contribution to be valuable.

TLDR:

NFTAd.Network is designed to reduce ad fraud, increase user privacy, informed decision-making and brings full transparency to Non-fungible Token (NFT) advertising. A decentralized Non-fungible Token (NFT) that will provide publishers and advertisers access to state of the art advertising technologies. A separate decentralized token ecosystem will reward publishers and traders for staking, taking part in, improving and governing an ecosystem that centers on highest caliber and trustworthy Non-fungible Token digital assets knowledge. This will be achieved by NFTAd.Network's own token curated registries and an associated token-based rewards ecosystem, both of which are blockchain-based functions that will reside on a platform independent of the NFT Ad Network.

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Message from the CEO: The Inspiration behind NFTAd.Network

Ladies and gentlemen, we are standing at a unique threshold in human history. We subscribe to the belief that Non-fungible Token technologies will have more profound effect on history than the Iron Age, the Industrial Revolution and the Internet combined, which is consistent with a claim put forth by now-famous Charleston, South Carolina early Non-fungible Token (NFT) seller known as, as Beeple (real name Mike Winkelmann).

Of course, adoption of Non-fungible Token (NFT) and other applications of blockchain/Distributed Ledger Technology (DLT) will take time. New technologies tend to be greeted with skepticism. Electricity, the automobile, the telephone, the radio, television, space rockets and computers were all dismissed as non-viable when first

introduced. Nonetheless, adoption ultimately took hold. The same observation can be applied to the various leaps in the technology of money throughout history.

In 2020, global advertising spending on blockchain solutions is expected to reach 5+ billion dollars. That number is projected to grow to 18+ billion dollars by 2024. The hot Non-fungible Token (NFT) market is projected to account for almost 40% of that. But while NFTs have become synonymous with art - the technology that makes them possible has the potential to change not just images, but any digital product.

NFTs have captured the world's attention by disrupting the art industry. But there are several other sectors NFTs are primed to change. In the past month alone, more than \$240 million has been spent on pieces of digital art according to market tracker NonFungible.com. The aha moment for this project came when I realized NFT is the future of the crypto market and there isn't an ad network specifically for Non-fungible Token (NFT).

NFTAd.Network will play a valuable role in the adoption and evolution of Non-fungible Token (NFT) and smart contracts by providing top quality innovation, empowering, fraud-free, end-users' protection, and full transparency for the next generation of NFT publishers, advertisers and traders through education and simplifying the accessibility to advertising.

Our vision is to create the first and only Non-fungible Ad Network built by the people, for the people – a concept that lies at the core of decentralization. We do not fear failure, we fear petty success. We are dedicating ourselves to the task of empowering the individual. We have carefully examined the causes behind the 2008 financial crisis, and we are resolved to create an NFT that contributes to the construction of an improved financial services paradigm.

What is Non-fungible Token (NFT)

Non-fungible tokens (NFTs) seem to have exploded out of the ether this year. From art and music to tacos and toilet paper, these digital assets are selling like 17th-century exotic Dutch tulips—some for millions of dollars.

But are NFTs worth the money—or the hype? Some experts say they're a bubble poised to pop, like the dotcom craze or Beanie Babies. Others believe NFTs are here to stay, and that they will change investing forever. - Forbes Magazine

A NFT is a digital asset that represents real-world objects, such as but not limited to art, music, in-game items and videos. They are bought and sold online, frequently with cryptocurrency, and they are generally encoded with the same underlying software as many cryptos.

Although they've been around since 2014, NFTs are gaining notoriety now because they are becoming an increasingly popular way to buy and sell digital artwork. A staggering \$174 million has been spent on NFTs since November 2017. NFTs are also generally one of a kind, or at least one of a very limited run, and have unique identifying codes. Essentially, NFTs create digital Scarcity, Uniqueness and Proof of Ownership.

This stands in stark contrast to most digital creations, which are almost always infinite in supply. Hypothetically, cutting off the supply should raise the value of a given asset, assuming it's in demand.

But many NFTs, at least in these early days, have been digital creations that already exist in some form elsewhere, like iconic video clips from NBA games or securitized versions of digital art that's already floating around on Instagram.

For instance, famous digital artist Mike Winklemann, better known as "Beeple" crafted a composite of 5,000 daily drawings to create perhaps the most famous NFT of the moment, "EVERYDAYS: The First 5000 Days," which sold at Christie's for a record-breaking \$69.3 million.

Because an NFT allows the buyer to own the original item. Not only that, it contains built-in authentication, which serves as proof of ownership. Collectors value those "digital bragging rights" almost more than the item itself.

How is NFT Different from Cryptocurrencies?

NFT stands for non-fungible token. It's generally built using the same kind of programming as cryptocurrency, like Bitcoin or Ethereum, but that's where the similarity ends.

Physical money and cryptocurrencies are “fungible,” meaning they can be traded or exchanged for one another. They're also equal in value—one dollar is always worth another dollar; one Bitcoin is always equal to another Bitcoin. Crypto's fungibility makes it a trusted means of conducting transactions on the blockchain.

NFTs are different. Each has a digital signature that makes it impossible for NFTs to be exchanged for or equal to one another (hence, non-fungible). One NBA Top Shot clip, for example, is not equal to EVERYDAYS simply because they're both NFTs. (One NBA Top Shot clip isn't even necessarily equal to another NBA Top Shot clip, for that matter.)

Introduction

Mission Statement

To create a medium to help Non-fungible token (NFT) producers and traders that introduce measurable and constructive change to the planet and then foster the adoption of each of these products and service providers in a safe and efficient manner, ensuring that they are making well informed and responsible decisions. This mission is analogous to visiting a trusted store, where the consumer always knows that she or he will obtain a high caliber quality of product because the highest quality standards must be met for a product to be placed on the shelves.

Strategy

NFTAd.Network aims to be the first & only Non-fungible Token Ad Network that focuses on the following pillars:

1. Enhance fraud protection by creating the most secure and user-friendly NFT Ad Network.
2. Provide free access to high quality education, as well as relevant and up-to-date information.

3. Provide ad publishers and NFT traders a staking platform to earn high-yield from NAN tokens.
4. Launch an NFT Marketplace
5. Create the first Non-fungible Token (NFT) curated registry.
6. Reduced fees when utilizing NAN tokens
7. Promote social responsibility and financial inclusion.

NFTADNETWORK DISCOUNT SCHEDULE	
YEAR	DISCOUNT
Year 1	50%
Year 2	30%
Year 3	20%
Year 4 and After	10%

NFTAd.Network is building a news aggregating tool that will allow users to stay up to speed on the latest happenings in the digital NFT asset space. This will help trades and investors make informed decisions based on the information publicly available, especially during volatile times. Aggregating news will be performed in an unbiased manner, and a separate team will write opinion pieces to help users understand key announcements.

II - NFTAd.Network Value Proposition

NFTAd.Network was founded in response to the challenges defined below:

- NFTAd.Network will launch a Non-fungible Token (NFT) advertising network with an NFT curated registry, a NAN token staking platform, and community knowledge sharing ecosystem that will reside on a tokenized and decentralized blockchain platform.
- NFTAd.Network will launch initially as a Non-fungible Token (NFT) that elevates the existing NFT trading experience.
- NFTAd.Network will implement a round up feature that enables an end user to stake NAN tokens.
- NFTAd.Network will launch a NFT marketplace.
- NFTAd.Network will create a NFT curated registry.

NFTAd.Network will pioneer and lead the non-existent Non-fungible Token (NFT) advertising industry

- NFTAd.Network's token curated registry and knowledge sharing functions will be placed on a blockchain/DLT backbone.
- These decentralized features will be available for use one month after NFTAd.Network's Token Generating Event. All transactions will be made using NAN Tokens, which will serve as the platform's native currency.
- In later phases of its journey, NFTAd.Network will explore the possibility of structuring an emergency fund for various NFT asset microeconomies.

The Creation of a Community

NFTAd.Network seeks to do more than simply create an advertising platform. NFTAd.Network's ambition is to create an active community and knowledge Non-fungible

Token base. This NFT Ad Network will encompass everything from knowledge sharing to experimental ideas to success stories.

Steemit and/or medium.com will be integrated as a layer to facilitate this community building. Among other things, the Steemit layer will enable a community member to post information, knowledge and content that can receive upvotes whenever the community deems the post to be valuable and enriching. These upvotes will translate immediately into rewards in the form of tokens (Steem Dollars, Steem Power and NAN Tokens).

Non-fungible Tokens Curated Registry

It is reported that 90% of NFTs sold for millions today will be worth nothing in 2-3 years. Why? At present, there is not a way for NFT buyers to verify the authenticity of an NFT. They just have to take the seller's word that the product is legit. With our Curated Registry, a seller can have our highly skilled and experienced experts authenticate the NFT before putting a bid or buy. In addition to experts, the general population can chime in and get rewarded NAN tokens for their research and contribution.

NFTAd.Network will create a token curated registry (“TCR”), which is a group of validated lists regarding the viability and trustworthiness of various digital NFT assets. The community of NAN Token holders will curate the lists, and the NAN Token will be the intrinsic asset that maintains the quality of the lists. In order to have curation rights, possession of NAN Tokens is required. There will be a continual market for new NFT assets to be placed on NFTAd.Network’s TCR lists, which builds in economic incentives for NFTAd.Network community members to maintain the quality of the lists. They will actively vote in new NFTs if the new NFTs are viable and of high quality.¹ The NFTAd.Network token curated registry will function off of smart contracts.

There will be three types of actors in the NFTAd.Network token curated registry – advertisers, publishers and NAN token holders. Advertisers seek high quality lists of curated and reliable NFT publishers to promote their NFTs. They seek good recommendations. Publishers are websites/apps that seek to be added to the list. They seek exposure and the benefit of being exposed to potential advertisers. NAN token holders are the actors who actually curate the list. They can challenge a publisher’s application or even propose deleting an existing publisher from the list. These challenges and proposals are put to a vote among the NAN Token holder community. They are incentivized to maintain the quality of the list because they will want advertisers to keep using it. This, in turn, will cause new publishers to apply.

A publisher must make a deposit in order to be considered. If the publisher is added to the list, then an additional listing fee will be paid. If the publisher is rejected, then the deposit is shared equally by the NAN Token holders.

NFTAd.Network’s TCR will maintain a number of lists, including black lists of scam projects, white lists that rank viable Non-fungible (NFT) projects. Over time,

¹ This is one aspect of the NFTAd.Network’s decentralized autonomous community, or DAC.

NFTAd.Network will migrate to machine based and logic based curation.
NFTAd.Network's TCR is illustrated in Use Case #4 below.

USE CASES

Use Case 1

Mai lives in Atlanta and wants to begin buying and/or selling Non-fungible tokens (NFTs). She harbors numerous fears and doubts, which temper her appetite to enter the space. Her family scoffs that NFT is a fraud and a bubble, she has read articles that admonish her about the possibility of hacks, devalue of prices, fake NFTs and she is overwhelmed by the volume of information to be researched and wonders which of the articles are reliable. Mai enters the NFTAd.Network's educational platform and engages in the free education that it offers. She rapaciously absorbs the content in NFTAd.Network's materials, podcasts and tutorials. She takes tests on the platform and scores extremely well, which results in NAN token rewards distributed to her. She finds her confidence as she applies this useful knowledge and she makes her first trades.

Use Case 2

Mai not only begins to grow, but she also discovers a new set of NFTs that have requested to be listed in the NFTAd.Network's registry. They represent blockchain/DLT projects aimed toward improving the financial outlook of artists in remote regions of developing countries. As a NFTAd.Network community member, Mai is vested with the right to vote whether each of these NFTs should be listed. The NFTAd.Network database is easy for her to navigate, and she quickly gathers an understanding of each project. She even asks her family members for their opinion. They each proffer their perspective, and Mai upvotes seven of the new proposed NFTs for inclusion. Two of Mai's family members are intrigued by this dynamic, and they both choose to enter the NFTAd.Network community the next day.

Use Case 3

A news cycle is rampantly spreading global concerns about a potential vulnerability that has been discovered in NFT blockchains, as well as a possible trouble facing a well-known NFT marketplace. Numerous conflicting perspectives are swirling around Telegram, Slack, Twitter, Reddit and the prominent NFT blogs. Most traders in the NFT community are paralyzed with fear and are unsure as to what position to take. Moreover, the issues are too technologically dense to understand clearly. Mai and her cousins log on to the NFTAd.Network Aggregator, and they also schedule one on one time for a Skype session with a NFTAd.Network subject matter tutor. Within two hours,

Mai has the clarity she needs. She has assimilated all of the facts in an undistorted way, and she has canceled out emotion, noise and unfounded rumors. Mai takes a position on both NFT blockchain and a well-known NFT marketplace, and she purchased one of the hottest NFTs in the next 48 hours. Even were Mai to have lost the position, Mai would sleep well at night because she knows that she made a reasoned and informed decision, and this has become her habit. As a result, Mai books far more gains than losses over time.

Use Case 4

A popular NFT news site, called NFTNewsCycle, has approached NFTAd.Network and asked to be considered as a publisher for listing. NFTNewsCycle pays the NFTAd.Network TCR a fee to be considered for admission. Mai and her friends perform due diligence with respect to NFTNewsCycle and even experiment with its functionality. Mai and her friends curate NFTNewsCycle and upvote it as worthy of being listed on NFTAd.Network. NAN Token rewards are distributed to Mai for her efforts, and this reward would have been issued irrespective of the results of Mai's due diligence.

Use Case 5

Alice lives in Boston and works as a barista. During a shift, a guest is staking NAN token on the NFTAd.Network platform from his iPhone while he is explaining to his friends what a Non-fungible Token is. He asks Alice for another coffee, and she is drawn into the conversation. He describes NFTAd.Network's and NAN token roundup features. Alice joins the platform a few moments later and opts in to the roundup features. The guest comes into the coffee shop a few days later, and Alice thanks him for the introduction to NFTAd,Network token staking.

Use Case 6

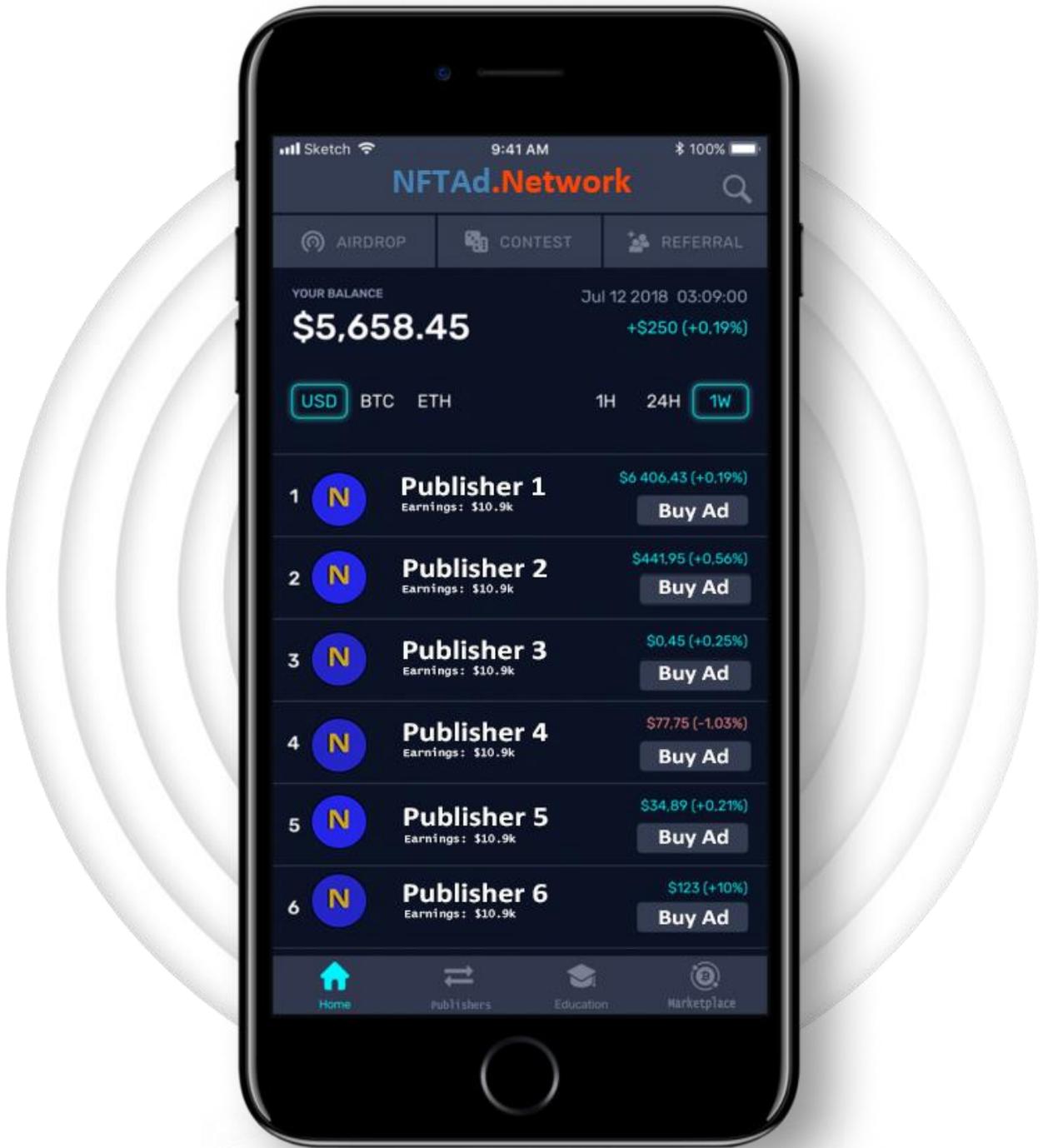
An advanced research institute in Switzerland wishes to perform a longitudinal study on Non-fungible tokens values and trading. The institute approaches NFTAd.Network and proposes to pay a generous sum of money in exchange for the data associated with all historical yield in Alice's NAN staking portfolio.

The NFTAd.Network platform privatizes all details of Alice's data, merely showcasing the data set at a high level to parties who might be interested in paying for access to the data. The NFTAd.Network DApp sends Alice an alert on her phone, asking if she wishes to opt in to the study. The smart contract displays a proposed reward to Alice for opting in, based on the amount proposed by the research institute.

Alice grants permission, and payment is remitted to Alice's NFTAd.Network's wallet. Additional fees are paid to Alice during any weeks in which she makes an extra effort to gather special data sets requested by the research institute or otherwise apply experimental tactics to which Alice agrees in advance.

The data regarding Alice's portfolio is accessed by the research institute in a read-only state at all times. No other parties are permitted access to the data pertaining to Alice's portfolio. WWS technology is incorporated into the NFTAd.Network smart contract to monitor how the research institute is handling the data. Any attempts by the research institute to share the data (or otherwise monetize the data) will result in the smart contract automatically rendering the data set Obscured from the research institute. This is made possible by WWS technology.

III - Product Vision



The NFTAd.Network experience will comprise five major elements: an advertising network, NAN token staking, a Non-fungible Token news aggregator, an education platform, and a NFT curated registry. These elements will interact seamlessly, thus simplifying the experience for both novice and advanced users.

Community and Ecosystem

Native Currency

NAN Token will be the native currency for the NFTAd.Network ecosystem. All transactions for all present and future use cases will occur through NAN Tokens.

Community Member Proposals

New features can be proposed at any time by any NFTAd.Network community member by putting a predetermined amount of NAN Tokens at stake. Any type of suggested improvements to the platform are welcome, provided the suggestion aligns with NFTAd.Network's mission to advance the adoption of Non-fungible tokens that are aligned with NFTAd.Network's vision.

NAN Token holders are vested with the privilege to upvote proposed ideas that they deem valuable to the NFTAd.Network community. These upvotes will result in rewards in the form of NAN Tokens granted to the party whose ideas received the most votes and selected after going through functionality and feasibility review by our team of developers. NFTAd.Network will integrate Steemit or a similar technology in order to facilitate this token reward system.

Whenever the community upvotes a post, NFTAd.Network will solicit people to generate content that cover specific topics and reward people for contributing with NAN Tokens for the ones that are selected. This will ensure quality control.

There are Six (6) NFTAd.Network community member types:

- Publishers
- Advertisers
- Tokens holders (regular wallet or exchange holding or staking on NFTAd,Network platform)
- NFT buyers
- NFT sellers
- NFT curated registry

Revenue Model

NFTAd.Network will generate revenue from income streams that include premium publishers listing fees, percentage (%) of advertisers' earnings, and percentage (%) of NFT curated registry listing fees, NFT marketplace listing and success fees.

Legal Classification

NAN Tokens will be classified as a digital asset rather than a security or currency.

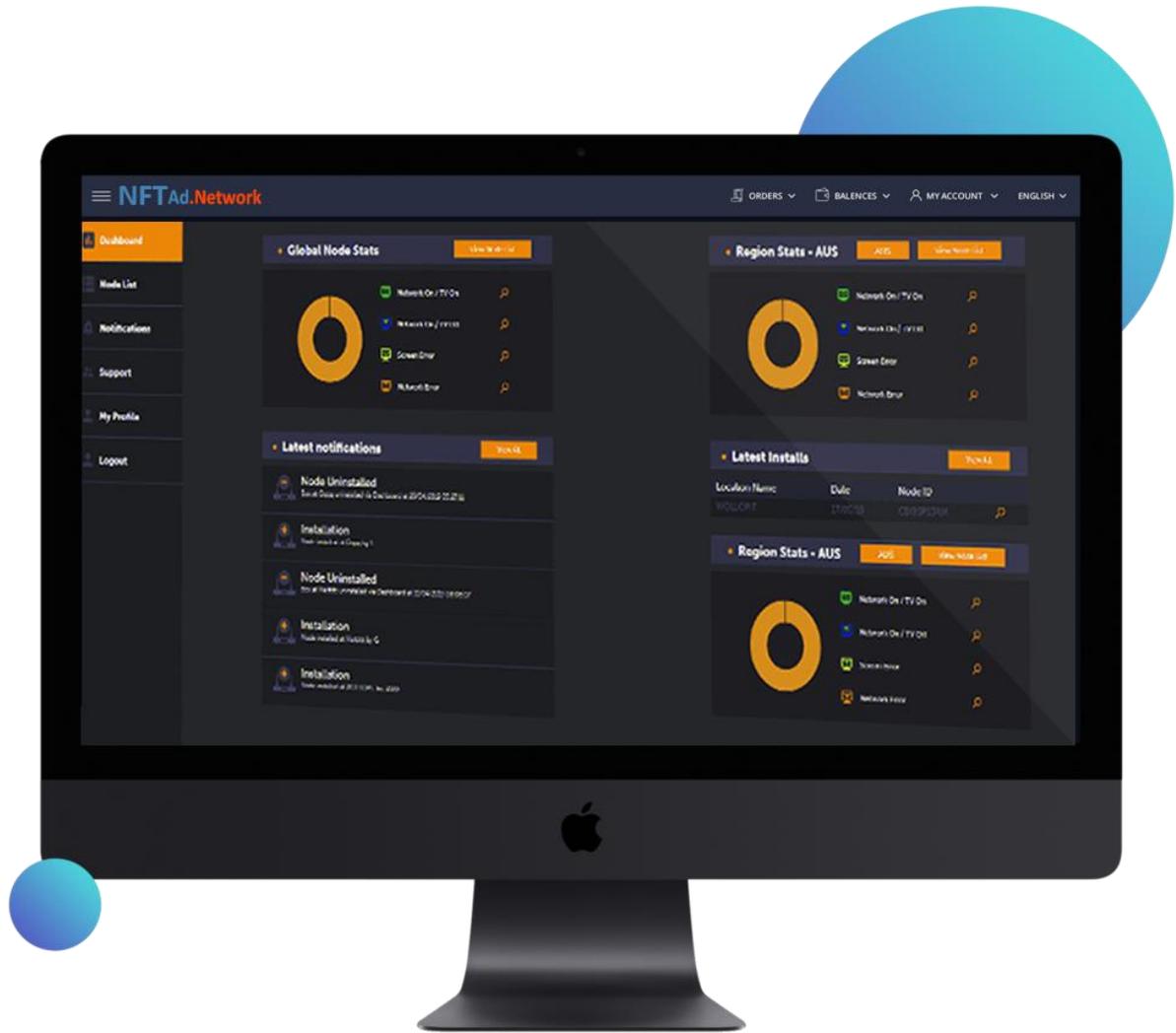
Upon and after the Token Generating Event, NAN Tokens will have the singular utility of allowing publishers and advertisers to use NFTAd.Network's platform in order to experience associated use cases. Any appreciation in value of NAN Token is incidental.

Formal Entity

The NAN Token Generating Event will be operated by a company domiciled in The Cayman Islands.

IV - Technical Design

The NFTAd.Network Digital Non-fungible Token (NFT) Advertising Platform



NFTAd.Network Core Features

The **NFTAd.Network** will boast the following core features:

- Advertising network for publishers and advertisers
- NFT Marketplace
- NAN Token Staking Platform
- Education Platform
- Market Aggregator
- News Aggregator
- NFT Curated Registry
- TCR

V - The **NFTAd.Network** Token Generating Event

Start Date: August 14, 2021
Pre-sale Sale: 10 days (August 14 - August 24, 2021)
Public Sale: 90 days (August 25 - November 25, 2021)
Airdrop/Affiliate: Start with Public Sale

Key Facts about the **NFTAd.Network** Token Generating Event (TGE) / Tokenomics:

Token symbol	NAN	
Token Standard	Binance (BSC) Blockchain (BEP20)	
Total supply (Max)	200,000,000 NAN (100%)	Unsold tokens will be added to reserve and locked
Tokens allocated to private sale	5% (10,000,000 NAN)	
Tokens allocated to public sale	25% (50,000,000 NAN)	
Tokens allocated to airdrop	2% (4,000,000 NAN)	

Tokens allocated to affiliate program	2% (4,000,000 NAN)	Locking Period (2 years) Locking Period (1 year) Runs with airdrop / Affiliate Program
Tokens allocated for Operations / marketing / liquidity	38% (76,000,000 NAN)	
Tokens allocated for rewards	5% (10,000,000)	
Tokens available for team	10% (20,000,000 NAN)	
Advisors	3% (6,000,000 NAN)	
Founders	10% (20,000,000)	
August 14 - August 24, 2021	Pre-sale Sale	
August 25 – November 25, 2021	Public Sales	

NOTE: Only 68,000,000 NAN will be in circulation at launch, provided all tokens are allocated. Unsold NAN tokens will be added to reserve and locked.

Anti-whale and Anti-dump Tokenomics

Don't be afraid of whales dumping on you! NAN was created with holders in mind! We have an anti-whale and anti-dumping mechanism that limits the total amount of NANs per wallet!

The maximum any wallet can hold is 9 million NANs (That's only 1.5%). The maximum a user is able to buy at once is 1,500,000 NANs of 60,000,000 available for sale (2.5%). This gives everyone a fair chance.

NAN Token Locking Period

Team = 2-year lock (tokens will be locked for a period of 2 years)
Advisors: 1-year lock (tokens will be locked for a period of 1 year)

NAN Token Contract

- Token symbol: NAN Token
- NAN smart contract address:
0x224589f65f6C37B4CD532f4633809c40d480A427
- Blockchain/Standard: Binance (BSC) Blockchain (BEP20)
- Decimal places: 18
- BSCSCAN:
<https://bscscan.com/token/0x224589f65f6C37B4CD532f4633809c40d480A427>
- Unsold NAN Tokens will be added to reserve and locked

NAN Token Privileges / Utility

- 35% token holders distribution (from fees)
- 5% burn (from fees)

NAN Token holders will be eligible for several privileges:

- Everyone who purchases tokens during TGE will receive a higher yield for stacking NAN tokens on NFTAd, Network platform (*Yield rate not yet determined*).
- Anyone who holds NAN tokens until March 31 of each year will receive a share of the 35% distribution from fees. NFTAd.Network token holders are also incentivized to hold on to their NAN tokens, as they will be essential to receiving their share of the 35% of tokens used to purchase ads, tokens used by premium publishers to get listed on the ad network, tokens used to get listed on the curated list of NFTs, and NFT Marketplace fees.
- In addition, 5% will be burnt and taken off total supply forever.

Tokenomics

The dynamic token economics of the NFTAd.Network ecosystem evince that NFTAd.Network has fully capitalized on the underlying technology. The NAN Token is structured in a way to support the entire NFTAd.Network ecosystem. Adoption will be limited not only to publishers and advertisers, but general crypto traders. The NAN Token bears numerous simultaneous functionalities in the context of token adoption to support development of the NFTAd.Network ecosystem, including:

- a means of access to the NFTAd.Network platform to experience our use cases
- a means of curation for Non-fungible assets
- a native currency and exclusive medium of exchange for any transactions that occur within the NFTAd.Network ecosystem
- a reward for knowledge sharing
- a reward for proposing and/or implementing new improvements to the platform
- the sole medium of staking in of our staking platform
- a means of listing and purchasing NFTs on NFTAd.Network Marketplace

Pre-sale Round

- The presale round will commence on August 14, 2021.
- The pre-sale round will be ten days in duration.
- 10 million NAN will be available during the pre-sale round.
- Any tokens not sold during the private sale will be added to reserve.
- NFTAd.Network reserves the right to extend or shorten the duration of the private round.

Public Sale Round

- The public round will commence on August 24, 2021.
- The public round will be 90 days in duration.
- 50 million NAN will be available during the public round.
- Any tokens not sold during the public round will be added to reserve and locked.

NFTAd.Network reserves the right to extend or shorten the duration of the public round. Any tokens not sold will be added to reserve and locked.

Purchase of NAN Tokens through Smart Contract – KYC / AML

NFTAd.Network will comply fully with all KYC and AML regulations effective in a particular jurisdiction, including setting forth in writing: all policies, procedures and internal controls reasonably designed to achieve compliance; policies and procedures that can be reasonably expected to detect and cause the reporting of transactions subject to KYC and AML legislation, regulations, administrative law and common law; the designation of a compliance officer with respect to KYC and AML; and the standards against which to perform an independent test on an annual basis to certify ongoing compliance.

How to Purchase NAN Tokens

NAN Tokens may be purchased from NFTAd.Network by sending amounts from an existing wallet to the contract address that will be disseminated within 48 hours of the sale.

NAN Tokens will be sent directly to the address that sent the amounts to the contract within 48 hours.

All cryptocurrencies received by the NFTAd.Network team will be forwarded automatically into the NFTAd.Network company wallet and then be placed in cold storage across three offline wallets, each with multi-signature addresses. Owners of the associated keys will be the executives of NFTAd.Network, who will store the keys in a literal vault.

All funds sent to the contract address after the TGE has been completed will be refunded. Any other form of cryptocurrency can be exchanged for USD on a digital asset exchange and used to participate in the TGE.

To purchase NAN Tokens on the private round or directly during the public round, participants need to contact the team with the request.

Participants may not use any exchange wallets to receive NAN tokens during the TGE. NFTAd.Network emphasizes that participants may lose their contributions by doing so.

Lockup Period

There will be a lockup period 2 years for the team pool.

Principals and owners will not be permitted to execute trades of any tokens during this period.

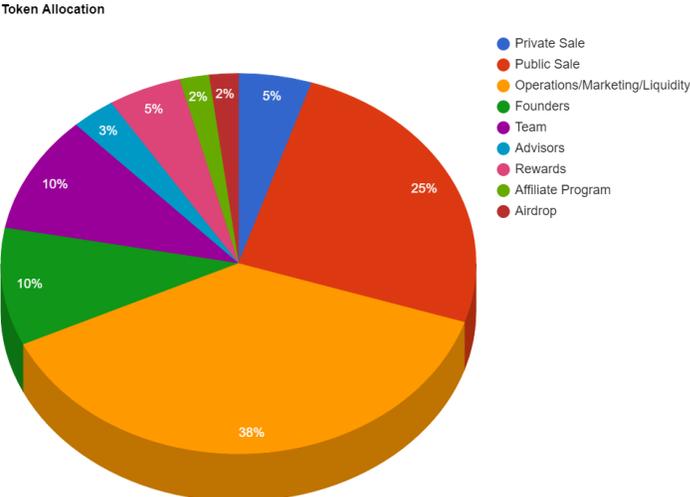
Incentives to Hold NAN Tokens

NFTAd.Network will distribute 35% token used for services to anyone who holds NAN Tokens until June of each year. 35% of tokens used to purchase ads, tokens used by premium publishers to get listed on the ad network, tokens used to get listed on the curated list of NFTs, and tokens used NFT Marketplace listings and success fees. An additional 5% from those events will be burnt and taken off total supply forever.

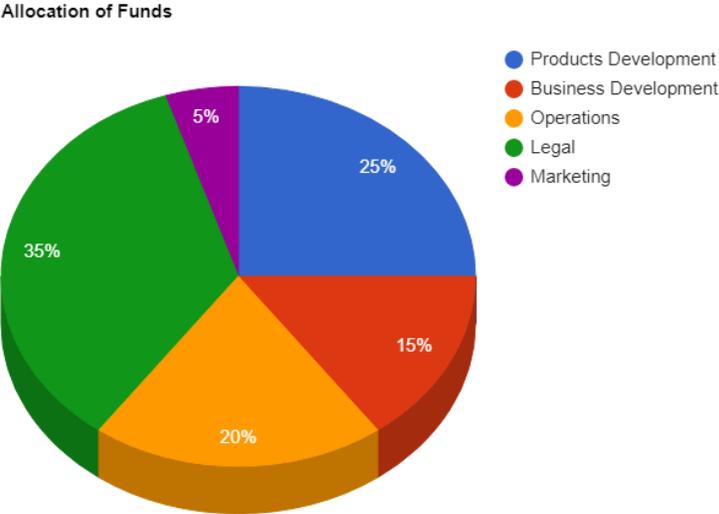
Affiliate Program

The NFTAd.Network affiliate program, launched at the time TGE will reward those who refer friends, associates or family members 10% of the total NAN tokens acquired by those parties. Please see the “Affiliate” section for full terms and conditions.

VI - Token Allocation



VII - Allocation of Funds



VIII - Fees

The payment structure for NFTAd.Network shall be based on the various parts of the platform:

NFTAd.Network Advertising Platform

Nominal fees charged to users for transactions within the ecosystem. There will be six month free trading for those who sign up within the first seven days of NFTAd.Network TGE launch.

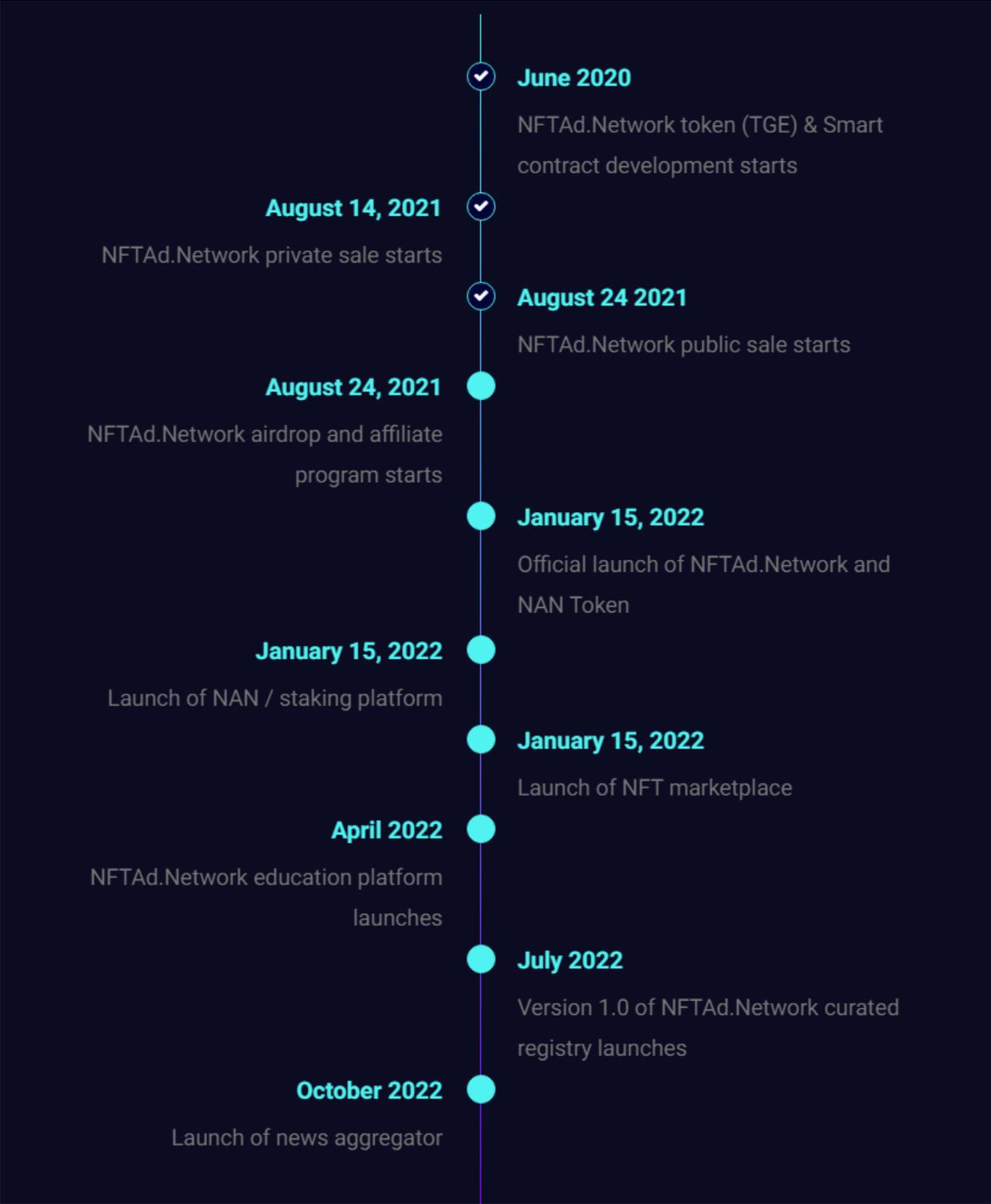
NFTAd.Network Revenue Streams

- Publisher fees
- Advertiser fees

- TCR fees
- NFT Marketplace listing fees
- NFT success fees (% from both buyer & seller)
- Curated registry fees

IX - The Roadmap

1. Token Generating Events (TGE) (June 2020 - November 2021)
2. Development of NFTAd.Network Begins (January 2021)
3. Official launch of NFTAd.Network & NAN Token (January 2022)
4. Launch of NAN Staking Platform (January 2022)
5. NFT Marketplace (January 2022)
6. Launch of Educational Platform beta (April 2022)
7. Launch of Curated Registry (July 2022)
8. Launch of News Aggregator (October 2022)
9. Mobile apps (December 2022)
10. NFTAd.Network education mobile DApp (December 2022)
11. TGE Underwriting (March 2023)
12. Incentivizing education (with platform launch)
13. Incentivizing registry (with platform launch)



NFTAd.Network Team

View team members here: <https://www.nftad.network/#team>

