

Verus Network Whitepaper

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Digital advertising market trust crisis

The global online advertising market was worth US\$ 200 Billion in 2018. Online advertising refers to a kind of marketing and advertising technique that employs the internet to promote services and products. It delivers promotional marketing messages by collecting data and targeting potential customers. Various tools and techniques are used to promote these services such as e-mail, sales CRM, marketing automation and web analytics. This mode of advertising is extensively used across different sectors like retail, healthcare, education, automotive, banking, Consumer Packaged Goods (CPG) and media and entertainment. Looking forward, IMARC Group expects this market to grow at a CAGR of around 9% over the forecast period (2019-2024).

In 2019, worldwide digital ad spending will rise by 17.6% to \$333.25 billion. That means that, for the first time, digital will account for roughly half of the global ad market.

In some countries, including the UK, China, Norway and Canada, digital has already become the dominant ad medium. This year, the US and the Netherlands will join that group, with digital accounting for 54.2% and

52.6% of total ad spend, respectively. In Russia, half of total ad investments will go to digital.

Despite the active development of the digital advertising market, according to a research report, the global digital advertising market is full of false traffic, click on farms, false data, invalid downloads are flooding all corners of the digital advertising market, with global figures The advertising market share continues to expand, advertisers have found that the need to deal with false digital advertising requires more advanced technology, the global digital advertising market is now in urgent need of a solution model, re-establish the trust of advertisers and suppliers.

New solution : Verus Network

The Verus Network

In order to solve the crisis of trust in the digital advertising market, Verus Network came into being. The Verus Network is the world's first blockchain network dedicated to solving the digital advertising market. Through the Verus Network's stable and reliable blockchain technology, false traffic, brand crisis, middleman price difference, malicious clicks, etc., the problems that have been plagued in the digital advertising market have been solved. At the same time, Verus Network has a flexible and stable network. Different from other blockchain networks at this stage, the transmission is faster, the privacy is higher, and the DAPP access is more flexible.

The Verus Network blockchain platform is designed in full accordance with the digital advertising industry model. At the top of the platform, we provide a set of decentralized monitoring network and cash flow management system for advertisers and publishers at the top of the industry chain. Through this system, advertisers and publishers can get clear, dynamic, visual ad serving data that they can use to circumvent fake ad data while optimizing their ad serving performance. This tool is not

provided by any third-party partners. The system runs entirely on the blockchain network intelligent platform. Through the smart contract, the monitoring data can be stored in the blockchain information in real time, and the cash flow will be only in accordance with the smart contract. The rules run. For example, an advertiser can set a rule through a smart contract: multiple clicks of an IP address do not count for advertising, so as long as he accesses the Verus Network, the same IP multiple click behavior in the blockchain network is not It will be recorded as a valid ad, allowing real resources to be more effectively invested in the ad.

By providing these tools Verus Network can create a transparent, trusted and efficient digital advertising supply chain. Verus Network is committed to solving the challenges in the digital advertising market by building integrated, intelligent platforms.

The Verus Network seeks to create a trusted, efficient digital advertising market by connecting with a variety of participants in the advertising industry.

Verus Network is committed to creating a flexible, intelligent and trusted digital advertising marketplace network by applying blockchain technology and decentralized models. This network will have:

- Flexible data compatibility (easily handle big data information for digital advertising)
- Secure privacy (advertisers can serve ads to real users, but users' information is legally protected)
- Low cost of use (through the network access DAPP program instead of manual, using technology to improve efficiency)

Which challenges does Verus Network solve?

There are many problems with the use of public blockchain networks as application platforms:

- Lack of trust

The network is operated by anonymous nodes, and at the same time it faces the problem of large nodes controlling the entire network.

- Unreliable

The public network does not provide any protection, and developers may be subject to huge losses due to attacks or other mistakes.

- No person in charge

Due to the anonymity and decentralization of the public network, the network does not have an operator or person in charge.

- Lack of support

Application developers need to find or write programs to solve any problem they face, even though they may be the same.

How does it work

Verus Network is a flexible and diverse blockchain network and an extensible intelligent platform. At the top of the intelligent network platform, Verus Network provides a set of advertising buying solutions designed specifically for advertisers to address the crisis of trust in digital advertising. In the face of advertising users to protect the privacy of users through the decentralized network with smart contracts as a rule, it also eliminates the existence of fake users. The entire network system creates a transparent and transparent market environment, directly connecting advertisers and users, reducing intermediate links and improving the quality of advertising and user experience.

Verus Network achieves network construction through the following functional design:

- Verus blockchain

a consortium dPoS blockchain based on Tendermint BFT consensus algorithm, with support of EVM smart contracts. With the support of the EVM smart contract, the Verus Network can connect the advertiser's advertising data with the Verus blockchain, and the advertising data access blockchain network is permanently stored in

the form of a ledger.

- Cosmos Network

the Verus blockchain is built as a Cosmos Zone, connected to the Cosmos Hub to benefit from ready interoperability with existing public blockchains.

- DAPP intelligent platform

Verus Network intelligent platform provides a variety of DAPP for advertisers and users, through a variety of DAPP to complete a variety of customized needs, greatly reducing the cost of manual operations, making the entire network intelligent.

Why Verus is different

The Verus Network is fully compatible with the existing Ethereum ecosystem, including Solidity, Ethereum virtual machines, wallets and other tools. At the same time, it also has unique features that we independently developed.

- Proof-of-Authority and Separation of Powers

We use a fast and efficient Proof-of-Work consensus rather than an energy intensive work proof where a fixed number of network authorization nodes are operated by an eligible organization. By adapting the constitution and separation of powers to ensure sustainable network governance in line with consumer interests - token stakeholders and authoritative nodes have an impact on decision making. Therefore, we eliminate the waste of resources inherent in proof of work and ensure reasonable transaction costs.

- Super compatibility Blockchain

Verus Network has super compatibility, anything you can do through Verus Network can be done with Verus Network.

The main advantages of Verus Network

- Verus Network adopts the Ethereum network structure and is directly compatible with the existing Ethereum ecosystem. The Ethereum wallet, smart contracts and tools can be directly applied in the Verus Network without writing new predictions and frameworks.
- The Verus Network contract is more flexible and faster. Verus Network is more flexible in design in response to the huge data processing in the digital advertising industry. It pays attention to the speed and flexibility of network processing. Users do not need to worry about network processing speed and reliability.
- A more convenient payment transaction system, developers can sell their products or services in the form of one-time transactions or subscriptions, while Verus Network supports traditional payment methods and digital token payment modes, making money so simple
- Protect network reliability networks from spam and denial of service attacks by using a lofting program to consume network resources.
- Low network resource costs and low volatility: You can plan your

infrastructure costs ahead of time with a token stakeout resource allocation model.

- Authorized node owners are identified trusted organizations that put their reputation and business at risk in the event of abuse.

VNT: Verus Network Token

VNT Token Sales

Verus Network will release Verus Network Token (VNT) as the only ecological Token. VNT is ERC20-based token.

VNT Issuance Plan

Total supply: 40,000,000 VNT

Initial Circulating Supply: 9%

Seed Sale: 3.5%

Vesting Period: 1/6 unlocked in the fourth month after listing on exchange, remaining 5/6 unlocks $\frac{1}{6}$ every quarter over 15 months.

Advisors: 1.5%

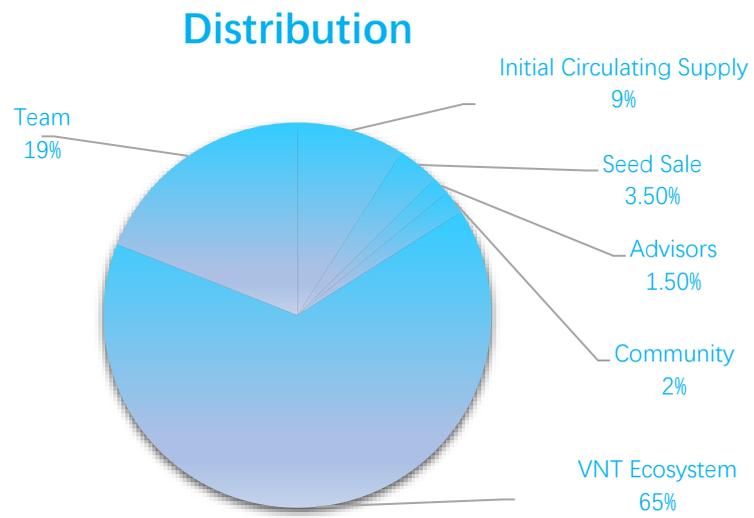
Vesting Period: 25% unlocked after listing on exchange, remaining 75% unlocks at 5% every 15 months afterwards

Community: 2%

VNT Ecosystem: 65%

Team: 19%

Vesting Period: 25% unlocked after listing on exchange, remaining 75% unlocks at 5% every 15 months afterwards



Roadmap

Q1 2018

Verus Network assembled

Q2 2018

Verus Testnet setup completed

Q3 2018

First partners joined

Q4 2018

Launch of Verus Testnet

Q1 2019

Launch of Verus blockchain network

Q2 2019

Verus network platform setup completed

Q3 2019

The first batch of DAPP developers joined the Verus network platform.

Q4 2019

Access to the first commercial test partners.

Q1 2020

Verus network open advertiser community to establish a decentralized cooperative community.

Q1 2021

Paid app project launched, deep customization for advertisers' needs

Q4 2021

Verus network recruits partners worldwide, the main network will be going online.

Disclaimer

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