

# Executive Summary

## A New Digital Advertising Model Based on Permission.

Permission.io (formerly Algebraix) is creating an alternative to the legacy digital advertising model built on interruption, obfuscation and data exploitation. The new model is based on permission and transparency to deliver trust, where viewers of the ads are compensated with cryptocurrency for their time, attention and the use of their anonymized personal data for targeting.

Advertisers will be drawn to this new marketplace because it delivers trusted interactions with the ad viewer. Consumer trust is the crucial outcome for any seller, whether it is a multinational consumer product company or a local retailer. According to a 2017 Ernst & Young, 74% of consumers would boycott a brand that they no longer trust.

A new cryptocurrency (ticker ASK) is used to compensate the audience for their engagement with advertising. Permission.io, in beta, has already seen tremendous global growth almost entirely by viral word of mouth.

The timing for a new model could not be better.

1. In 2017, Forrester research found that 50% of US online adults consumers are actively avoiding interruptive digital ads, while advertisers are investing less in online advertising.
2. Facebook and other Internet giants have been deluged in negative press because of their manipulation of user's behavior and the exploitation of their data.
3. GDPR and global legislation are putting users in control of their data.
4. Cryptocurrency and the Blockchain are disrupting a broad range of industries and the desire to invest in cryptocurrency is clear, given Coinbase's 20+ million customer accounts. Nevertheless the user experience of cryptocurrency is overly complex for mainstream use.

## Business Model

Permission.io serves two sets of customers. Just as a retail mall serves both the sellers and shoppers by facilitating purchase transactions, Permission.io serves both the advertisers and members by facilitating advertising interactions. Members allow advertisers to target them based on their profiles and are offered Permission tokens in exchange for viewing the advertiser's message. Permission.io's overarching strategy is to deliver an experience that continually reduces friction of these advertising interactions to delight both sets of customers.

The Permission token is the currency of the marketplace, used for all transactions. There will be a fixed supply of 100 billion tokens, the majority of which will be held in the company's treasury:

- 20% of the supply is budgeted for building the audience.
- 20% is budgeted to SAFT participants, employees, suppliers, and strategic partners.
- 60% will remain in the company treasury. A portion of this will circulate to fuel advertisers campaigns targeting audience members.

The vision is to build a totally decentralized Permission Marketplace that allows anyone in the world to become a member and any individual or business to become an advertiser where the marketplace is fueled by the Permission token.



## Permission.io Main Office

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Advertisers will range from the largest global brands to the smallest retailer, and individuals including professional recruiters, politicians, and people looking for a date. The Permission.io marketplace will attract a global base of users who believe that interruption is bad, and asking for permission is the right way to build trusted relationships.

### **The Digital Advertising Market**

According to Magna's Global Advertising Report for 2017, digital advertising in 2017 was estimated to be over \$178 billion (36% of the total global spend of \$493 billion)—and it is expected to grow by 13% in 2018, far faster than any other part of the ad market. Between them, Google and Facebook account for about 63% of the revenue. Permission.io will directly challenge that market.

Digital advertising ROI, the cost of gaining consumer attention, has escalated by a factor of eight over the last two decades, a growth rate of 10% per year\*, far higher than the rate of inflation. Permission.io will provide a much more cost-effective channel for advertisers. The advertiser ROI will be exceptional because:

- Only those who are interested will watch the ads.
- Ad viewers will be real people (advertisers won't be paying to advertise to bots).

The Permission.io advertiser portal will offer detailed, real-time reporting on anonymized member behavior so that advertisers can achieve the best return on their advertising investment and establish strong consumer relationships.

### **Evolving Beyond The Advertising Market**

Permission.io's long term vision is to build a fully decentralized global Permission Marketplace based on the Permission token. We have no doubt that the same fundamental principles of a permission-based environment and its underlying technology are appropriate to many other sectors, particularly the marketing and sale of all media.

### **Team**

CEO and Chairman Charles Silver has an incredible track record over 30 years. He built a digital media company called RealAge that was very successfully sold to Hearst. He is the co-founder of Blockforce Capital that has 6 publicly traded ETFs including BLCN, the first Blockchain equity-based ETF in partnership with the NASDAQ. Most importantly, he has recruited a stellar management team who know how to build companies and create value for shareholders.

\*Harvard Business School report, [\*The Rising Cost of Consumer Attention: Why You Should Care, and What You Can Do about It\*](#) by Thales S. Teixeira.

### **Disclaimer**

The Executive Summary represents a high-level plan based on assumptions and estimates and is subject to change, without prior written notice or explanation. It contains forward looking statements, which, by their nature, are subject to significant risks and uncertainties. Permission.io does not intend to predict any value whatsoever for the Permission Token. The Company does not promote expectations for future price increases for the Permission Token. Furthermore, forward-looking statements regarding Permission Token value are not endorsed by Permission.io. For the full disclosure please see the Permission Whitepaper.