Executive Summary

[Permission.io](#) was created to put an end to the exploitative advertising model that has built Web 2.0 and to give individuals back ownership of their time and information. With the creation of the Permission Coin (ASK), the Company has developed a unit of exchange that allows the value of an individual's time and data to be properly priced and permissioned within a transparent market system. In doing so, Permission is building a new "win-win" advertising model for the web, one that enables individuals all over the world to own, control, and profit from their engagement.

The Permission Platform today targets e-commerce marketplaces, enabling advertisers and buyers to transact on a permission basis. A fork of Ethereum, the [permission blockchain](#) allows for individuals to grant permission to advertisers for access to their time and data in a peer-to-peer fashion. Buyers are incentivized and compensated for their permission to engage in ASK while advertisers benefit from 1:1 engagement and increased ROI.

The [recently launched](#) Permission Marketplace is an e-commerce application where consumers gain easy entry into the crypto space and are compensated for the ongoing sharing of data while making purchases, viewing advertisements, and other interactions. The marketplace is the first of many applications Permission plans to develop. The Company envisions myriad vertical use cases (e.g., e-commerce, entertainment, gaming, travel, health and wellness, recruiting, market research, etc.). The Company is building an SDK to enable developers to create applications built on top of Permission standards and powered by ASK.

Permission is a [deep-tech company](#) with nine patents from the USPTO for its database technologies and has raised nearly $47 million in investment capital to date. The Company has not done an ICO but instead completed a [SAFT](#) in 2018. Since MainNet launch in May 2019, there have been more than 275,000 ASK wallets established.

Based out of San Diego, California, the [Company](#) is led by serial entrepreneur Charles Silver who founded and [sold RealAge](#), a big-data company, to Hearst for 9 figures. Silver is also the co-founder of [Reality Shares](#), the US based investment firm that established the [first blockchain ETF](#) in the US by partnering with Nasdaq.

With the goal of providing complete [transparency to the investing world](#) the Company has been [Transparency Verified](#) on the Messari Disclosure Registry, joining the ranks of elite global projects including Algorand, Blockstack, Civic, Maker, Metronome, Qtum, Waves and ZCash.

ASK has not been listed on any exchange to date. The Company is working with its legal counsel [Fenwick & West, LLP](#) to identify top notch exchange partners who could list ASK in a compliant manner.

Disclaimer

The information described here 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.