



# Ola Coin White Paper

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# Introduction

Ola Coin is the cryptocurrency used for conducting services in the ecosystem of the Ola City platform. Ola City is an innovative online performance-marketing platform aimed to promote businesses to billions of consumers globally.

For the business client with a marketing need, our goal is to maximize the advertising campaign's effectiveness while keeping the cost at the lowest possible. The client pays the advertising cost only if the campaign succeeds satisfactorily. Importantly, this campaign can be measured based on performance, which is made transparent to the client. Ola City also provides companies and individuals with an easy way to create their own online advertising business with good income generation. Other important value offerings include easy engagement of loyal customer communities, cross-border business expansion, and minimization of financial risks.

The main advantage of Ola City is in its disruptive approach of bringing in millions of casual people as publishers. Unlike traditional models, Ola City is a crowd-based model. With their collective crowd power, these publishers help promote the brands to the public more cost-efficiently and quality-effectively than do individual advertising agencies, such as the big-time Google and Facebook.

From both the business and technological perspectives, Ola City is better positioned to scale thanks to its decentralization nature.

Besides serving business clients as advertisers and casual people as publishers, Ola City is a place where people are attracted to join to make money online. They can capitalize their free time by performing tasks as simple as downloading apps, watching short video ads, playing game, filling out surveys, shortening links, or sharing products and services.

Ola City is the center of a growing ecosystem, which we call the Ola City ecosystem, with multiple applications to be developed in the coming months: social networks, games, e-commerce, digital wallets, etc. This ecosystem will benefit from the large community of millions of Ola members who in turn can reach out to billions of potential consumers.

We can proudly say that Ola City is the world's first "Grab" or "Uber" of performance marketing. On the technology note, supported by an established R&D team, Ola City applies AI, Big Data, and Blockchain in the building, development, and operation of its technology system to best match brands with publishers and consumers, optimize advertising cost versus quality, and maximize income for members.

# Market Opportunity

We are in the era of digital marketing. This is evidenced by several promising statistics.



According to PQMedia, overall advertising and marketing increased 4.9% in 2019 to \$1.363 trillion, with the advertising sector exceeding \$600 billion and marketing almost \$700 billion.

The revenue for digital advertising was \$335.5 billion in 2019, which is more than 50% of the overall revenue for all types of advertising. This figure was projected to reach \$345,948 billion in 2020 and grow to \$460.6 billion before 2024.



Just in the business of affiliate marketing, according to eMarketer, the global industry is currently estimated to be worth \$15 billion; this market is now 52% bigger than it used to be just 5 years ago.



In 2019, retail e-commerce sales worldwide amounted to \$3.53 trillion. This figure expectedly will reach \$4.5 trillion by the year 2021, and \$6.54 trillion by 2022. The revenue was projected to show an annual growth rate of 7.6% by 2024. Affiliate marketing is responsible for 16% of global e-commerce sales.



# Business Case

The market opportunity for digital marketing is huge. However, there remain several severe problems worth solving.

## **1) The cost for advertising is still expensive but its effectiveness is not clearly measurable**

Pricing for advertising online can range from inexpensive – for example, \$20-a-month placements on local parenting blogs - to thousands of dollars using popular publishers. It is a common pain millions of businesses must have felt when they advertised with Google and Facebook. Most advertising income goes to these few big players. This monopoly must be broken.

It is even more painful knowing that there is no transparent way to measure the real success of the advertising campaign to justify the cost.

In other cases, in the vast variety of advertising agencies and methods, it is not easy for businesses to make good choices of whom to work with. This is a mismatch problem between the advertisers and the publishers. There is also a mismatch problem between the advertisers and the consumers. Imagining billions of products and services being introduced to billions of consumers with various interests, existing advertising businesses, unfortunately, cannot scale at this rate; it is either that the quality of the advertising is bad or the cost is too high.

### **Our value proposition:**

To break the monopoly of big-name advertising companies, so that opportunities are given to others to enter the huge digital marketing market, Ola City enables any casual people to become publishers, forming a crowd-based marketing platform like a Grab or Uber of marketing. We believe that this unique approach will compete very well or even better than the likes of Google and Facebook ad services.

Working with Ola City, the business client only pays an amount that is justifiable by the result. The result is measured and must be satisfactory according to the pre-agreed goal of the campaign; for example, completion of an order, acquisition of a lead, or the number of app downloads/logins.

To lower the cost, we use blockchain technology to remove the unnecessary fee-charging intermediators between the brands and consumers. To increase the advertising quality, we apply AI and Big Data analytics in the design and development of intelligent algorithms to optimize the matching between advertisers and publishers, and the matching between advertisers and consumers when introducing one to each other.



## 2) Fraud problem in advertising

Fraud can arise in different ways. As aforementioned, in existing models of advertising, the quality of advertising is not measured or in the case it can be the publisher does not make it clear enough to the business client. Hence, the publisher may be dishonest in reporting the statistics to justify the cost. There are many fake websites and fake figures that are presented to the advertiser as if the publisher was doing a good advertising job (but there is no real impact to the advertiser). Hackers can easily write malicious software bots to automate the faking of these figures and websites.



Ad fraud is a serious problem. In 2017, it cost the advertisers an amount up to \$16.4 billion, of which \$6.5 billion came from malicious internet bots.

## **Our value proposition:**

We measure the performance of each marketing campaign by recording all the publishers and consumers' activities. The most important figures to justify the performance are written on the blockchain.

Thanks to the transparency and verifiability of the blockchain, we give no room for fraud. Also because of this, publishers have no incentive to risk their reputation by faking the performance. All information is transparent and can be verified on the blockchain. Businesses and advertisers can monitor the figures and reports on the online Ola City portal in real time. They know where the advertising money goes.

### **3) Consumers ignore advertisements because they are annoyed of seeing too many irrelevant advertisements**

Many publishers today flood consumers with advertisements. Many businesses (not only advertising agencies) include advertising revenue as a significant component of their business model. When you surf a news website, you may see more annoying advertisements than the news articles you want to read. Such an online product turns out to be just a greedy salesforce, paying more attention to their own revenue than serving their users; whereas, a good product is one that brings true values to the users.

Although some of these advertisements may be relevant, irrelevant advertisements still dominate. As a result, people can quickly feel annoyed and often ignore most advertisements. Taking one step further, they even use software to block all the advertisements from showing. Understandably, Brave, a web browser recently developed by Brave Software, Inc., which blocks ads and website trackers, has only after a few years become one of the most popular web browsers, behind Chrome and Safari.

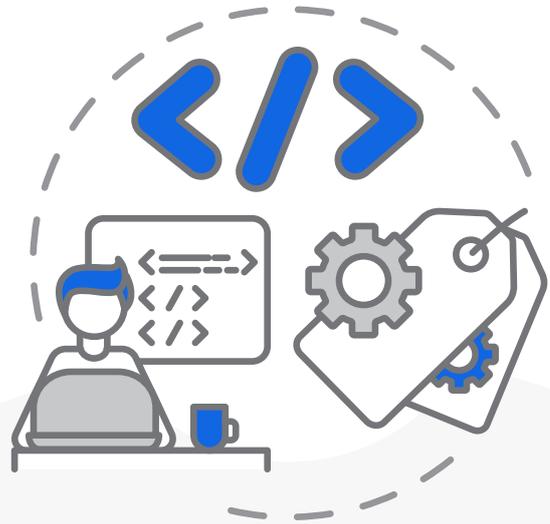
Because consumers tend to ignore advertisements, the advertising loses its effectiveness, hence a cost for both the advertiser and publisher.

## Our value proposition:

Ola City presents each publisher or consumer only advertisers and brand information that is the most relevant. This amount of information is kept at a modest level not to annoy the viewers. We do not simply present all the information or random information.

We apply AI and Big Data analytics in the design and development of intelligent algorithms to optimize the matching between advertisers and publishers and the matching between advertisers and consumers when introducing one to each other. Data is recorded for the purpose of analyzing user behavior while keeping user information private.

Our way of showing only relevant advertising information to the publishers and consumers is similar to the way two-sided marketplaces like Amazon show their recommendation of products to the buyers.



## 4) Inconvenience of payment

Most advertising agencies, whether online or offline, require a typical method of payment by bank transfer or credit card use. This is a bottleneck for small and medium businesses and people as advertisers. Millions of people are under-banked but can help as publishers. With typical payment methods, they are left out of the marketing world.

For an advertising agency that pays people for helping with brand promotion (for example, affiliate marketing, make-money-online advertising), the reward cost for each activity is small. As such a payment is made usually after a bulk of activities, there opens room for fraud.

Due to the inconvenience of payment, the performance of marketing is not optimized. A marketing campaign may not go beyond the border of a country due to banking restrictions. Furthermore, the third party providing the payment service usually charges a significant payment fee, hence a cost towards the marketing campaign.

## Our value proposition:

Ola Coin is the cryptocurrency for use of services in the Ola City ecosystem. Because Ola Coin runs on the blockchain, it allows for instant payments that are of zero or little fee.

Ola Coin opens huge opportunities for millions of underbanked people to help with the marketing campaign and underbanked businesses to thrive because now they can kick off a marketing campaign easily with Ola City. Importantly, a unique value of Ola City is that its cryptocurrency Ola Coin enables a marketing campaign that serves any business in the world and targets any population in the world, without and cross border.



By moving from typical payment methods (bank, credit card) to cryptocurrency use and by adopting a Grab-like/Uber-like economy sharing model, Ola City with Ola Coin expands the digital marketing business to a horizon unseen before.

## Blockchain Use and Technology Products

The blockchain technology is by nature a distributed ledger system providing automated validation and trust, which is permanent and unalterable for all transactions related to digital assets and services exchanged. Moreover, blockchain technology removes the need of a third party as a trusted entity for all transactions and thus significantly removes overhead costs.

In the Ola City project, we use the blockchain technology for two main purposes: First, we measure the performance of each marketing campaign by recording all the publishers and consumers' activities and store the most important figures to justify the performance on the blockchain. Thanks to the transparency and verifiability of the blockchain, we give no room for advertising fraud.

Second, we use blockchain for creating Ola Coin, the cryptocurrency of the Ola City ecosystem. Specifically, we implement Ola Coin on the Binance Smart Chain network. We apply Binance Smart Chain because of its well known in the cryptocurrency market. Binance Smart Chain helps your digital assets transferable in the trusted way between networks by the smart contracts. The Token BEP-2 and BEP-8 of Binance Chain can be switched to the token BEP-20 and the token ERC-20 of Ethereum can be swap into Binance Smart Chain. Beside that, all features of Ethereum on dApp also can be converted on both Binance Smart Chain and Binance Chain. Ola Coin will benefit from this development

## **1) The Ola City platform: web portal and mobile app**

This is a marketplace whose users are the advertisers (businesses and individuals with a marketing need), the publishers (any casual person who joins as a publisher), and the consumers (any casual person who joins to make money online by responding to a marketing campaign). We have developed the web portal at [olacity.com](http://olacity.com) and are in progress to develop the mobile app version.

Currently, we have enlisted more than 700,000 members (publishers/consumers) and plan to grow the member community to 1 million members by the end of 2020 and 10 million members by the end of 2021. By applying a 7-layer marketing method, in which a member is incentivized to invite friends and gets a bonus from Ola City that is equal to 3% of their 7-hop friend group's income, our past experience (during the last 3 months) suggests that we are on track to achieve those future member size figures.

The Ola City online platform currently offers the following income-generating methods to encourage people to join as publishers and consumers: shorten links, view ads, join a marketing with a business partner (for example, download app, open an account, contribute content, share links, etc).

Our online platform currently serves the following business partners: Lian Insurance (a leading insurance agency in Vietnam), Binance (the world's largest crypto exchange), VNDC (a leading stablecoin provider/exchange in Vietnam), MBBank (a large bank in Vietnam), and [thegioisi.com](http://thegioisi.com) (an online marketplace for wholesales of health and beauty products in Vietnam).

## 2) The Ola Coin: cryptocurrency as payment method for Ola City

Ola Coin (in short: OLA) is an BEP20(BSC) cryptocurrency which we created in house. The BEP20(BSC) standard is a set of rules that enable the token to be compatible with all other Binance Smart Chain like tokens.

The OLA smart contract was deployed on the mainnet of the Binance Smart Chain blockchain. It now runs live. Its link on Binance Smart Chain is:

<https://bscscan.com/token/0x47d0f6195911e93fe2b9b456289b6769aa47268f>

OLA can be traded and will be listed on exchanges shortly. OLA is used as the payment method by default on the Ola City platform.

We follow the super-app model of Grab (which started as a drive-share business and gradually added additional features for food delivery, shipping, payment, e-commerce). Specifically, we will expand the Ola City ecosystem by developing applications that benefit from the traffic coming to Ola City. Specifically, we have been developing a news portal with user-generated contents where users are incentivized for contributing content; content creators are paid an income based on the measured popularity of their content. In the coming months, we are developing two more online products, one for a B2C e-commerce and one for HR recruitment. OLA will be used as a payment method in these ecosystem products.

As the ecosystem is expanded with good products, there will be more meaningful use of OLA and consequently, we expect increasing values for OLA in the future.

# Ola Coin Distribution

The total amount of Ola Coin (in short: OLA) is 100 billion with the initial pricing equivalent of 1 OLA to US\$0.001. The initially market cap will be set to \$100 million.

## Token distribution is from four wallets as follows:

- Service sale: 80% (or 80 billion coins)
- Team members: 9% (or 9 billion coins)
- Partners and Advisors: 9% (or 9 billion coins)
- Bounty and Bonus: 2% (or 2 billion coins)

Regarding the coin allocation for service sale: all of this fund is not available immediately. Instead, 80 billion OLA for service sales will be released quarterly over 10 years, and allocate 2% per quarter. Therefore, an equal amount of 2% (2 billion OLA) will be released at the beginning of each quarter starting January 1, 2021.

Regarding the coin allocation for team members: the fund is worth 9 billion OLA will be locked and evenly distributed over 3 years. Wallet for partners and advisors with a total amount of 9 billion OLA will be locked and distributed evenly over 3 years.

Besides that, information about the current number of coins in circulation is transparently disclosed at Smart Contract:

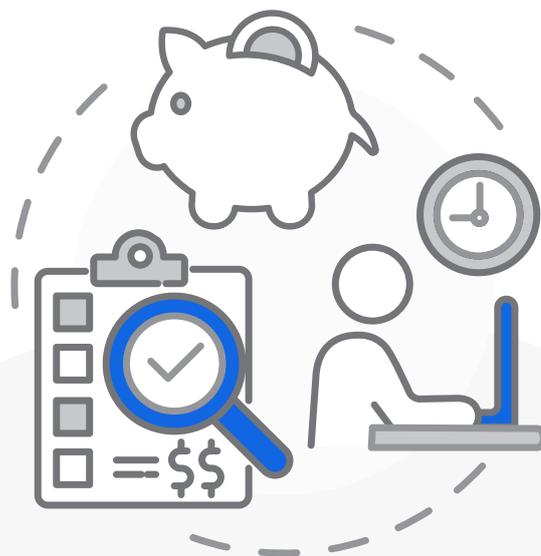
<https://bscscan.com/address/0x47d0f6195911e93fe2b9b456289b6769aa47268f>

The OLA smart contract allows for coin burning. Anybody is allowed to burn his or her coin if he or she wants to. This can only make the value of OLA increase.

# Business Model

How we generate revenue from the Ola City platform? The first stream of revenue is from taking a commission fee for each marketing campaign. Because we are a performance marketing platform, we are paid an amount by the advertiser for each completed task and pay a portion of this amount to the publishers who completed this task. The remaining balance contributes to the revenue.

The second stream of revenue comes from Ola City members who want to create their own advertising business on top of the Ola City platform. A member, by paying a certain amount to Ola City, can create a team of people serving as the publishers for that member. The size of this publisher group is proportionate to the amount paid.



# Funding Use

The sale of coins from the Service wallet to the public will be used for company management. The specific allocation is shown in the diagram below.

