



# Social Media - Evolved

The Presiam Whitepaper

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## IN A NUTSHELL

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Your time is valuable so we're going to make our point quickly...

We believe you should be paid for:

### Your Time, Your Privacy, and Your Content

Unfortunately, the 500 lb. gorillas like Facebook, Google and oodles of Ad Networks, don't feel the same way.

In fairness, most of these now huge public companies didn't start out with the goal of exploitation and corruption. In fact, they were the pioneers of social media and big data movement. They saw a need to connect people in an immediate and highly personal way and solved for it. They redefined how we stay connected to family, friend and coworkers. BUT... as good ideas often do; their ultraistic intentions fell prey to corporate pressure and greed.

### We're Shifting the Power from the Platform to the People

This is not a company born out of a response to society's growing fears of data exploitation.

Presiam was born out of a new need -- a need for people to have all the best parts of social media (photos, likes, timelines, etc.) but still feel their data was private, portable and more importantly profitable!

This whitepaper will outline the '*Why, What and How*' Presiam is going to usher in a new standard for how people continue to enjoy the social and human aspect of social media **while being valued and rewarded for their time and risk.**

We will explain how leveraging blockchain and a cryptocurrency component will bring a new and powerful dimension to the social media user; Empowering them to control their income earning potential. We will highlight our depth and expertise in ad serving technologies; demonstrating how user level control of the ads that appear in their network will build a powerful and high value bridge between brands and consumers.

### Thank you from the Presiam Team

At the end of the day we're "regular folks" with a desire to make the time we spend working, matter in this world. We hope you'll read through this and see that when you become a part of the Presiam Project you're part of a movement that will change how people's life stories, photos and time are protected, preserved and valued.

# THE PROBLEM

## The Social Media Landscape

### Social Media: A Good Idea, That's Gone Bad

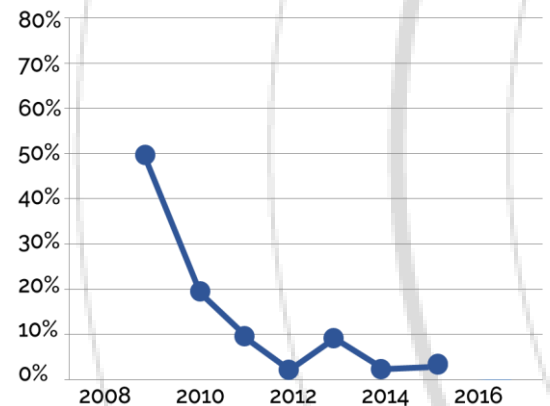
Presiam is a next generation platform and Social Media Application - Because, the entire social media industry is overdue for a major evolution like Presiam. Despite saturation and bad press around security breaches, the largest player in this space, Facebook, is barely holding on to slow growth in the US market. That said, this growth is largely attributed to the older demographic which, in the technology sector, typically has a lower monetization opportunity.

Facebook is seeing rapid declines in the highly coveted and arguably most important consumer segments, like the 18 to 24-year-olds with a loss of 5.8% this year. It was recently cited as the "least cool" App by the next most important demographic, known as the 'Youth sector' - Which is comprised of the evolving consumer segment of 13 to 17-year old consumers. And that same trend is expected to continue into 2019 and 2020, with declines in all segments of US Facebook users under 25.

In a desperate attempt to preserve market share and raise numbers, Facebook acquired the high growth media app, Instagram. What they missed, is that the Instagram forum was already set to be losing social media market share to another, younger and more pop-culture centric site, SnapChat. In a report published last year by investment firm Piper-Jaffray, which showed SnapChat is the preferred social network for US Teens, with 47% using the SnapChat platform.

**PEOPLE WANT AND NEED SOCIAL MEDIA.** People enjoy sharing, liking, connecting, swiping etc. Social media, as a concept, is not going away. But what is changing, is the tolerance for ads and corporate disregard of privacy. Facebook's slow decline correlates closely with its increased advertising and constant Timeline changes which were designed specifically to create more advertising inventory. It didn't take long for users to migrate to new, ad-free platforms like Pinterest and Instagram. But as soon as Instagram was acquired by Facebook they were required to run ads and guess what? Users moved to the next latest greatest ad-free app - SnapChat...and so on and so on.

Facebook Growth In The US



**BOTTOMLINE... PEOPLE HATE ADS, RIGHT?** Users report disliking or finding ads that are on their profile or content pages their friends created as “annoying.” But Ad data does support that highly targeted ads are converting. So... someone is clicking and buying. This splits our users into two segments... people who will click on an ad and people who won't. So how do we offer great social and tech platforms without having a way to monetize? And how to brands get in front of those people who do want to discover and hear about them?

### Why the World Needs Presiam Right Now

Well, first off – Presiam rewards Members – it doesn't abuse them. Presiam shares value with its Members and avoids the many Facebook “failures”, or data blackmail that other social media sites are accused of.

**Now you might ask – What Failures?** How about the underlying failures like profit injustices, forum tampering - censoring, breaches via data sales, vulnerabilities in the form of being able to buy gobs of data of Facebook users, or the pressures on manipulating content at-will, or recent stories on controls related to 'fake news' hype, or other modern subject direction since 2016 – And recently, Facebook's founder 'not responding' for five days to the world about data sales.

Oh – And let's not forget about Facebook being considered 'old' by the key consumer demographics tracked by the multibillion dollar advertiser channels.

And that's just Facebook! THAT is why the 'old' Social Media space needs disruption...

## THE SOLUTION

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### What is Presiam

Presiam (and the new PRSM token) is a new private blockchain social networking platform with an iOS and Android based App for the crypto world. A system that includes features like a Friend Feed, Mining, Crypto Wallet, Crypto Exchange and most importantly, an advertising revenue share program the social media sphere has never seen before; 50% ad revenue share for each user of the Presiam App. It's incredible – and just the beginning.

### Why Presiam

The Presiam (PSRM) project is built on a brand new blockchain platform, specifically for the future of social networking, with the user in mind – Not some greedy corporation. If you decide to leave Presiam, you can take your data with you. No questions asked. Download your whole feed to an export file, and if you choose to, your data will immediately be gone. If you decide to come back to Presiam then you can import your feed back into your account. I mean – we all have second thoughts – you might want to come back.

#### Features:

- Friend Feed
- PRSM Wallet
- Crypto Exchange
- Ad revenue share
- Network referral bonuses
- Brand 'Rewards' potential (Future promos, discounts, advance releases, etc.)
- PRSM Mining
- Lightning Fast Transactions

### How We Saw This Coming

Presiam is NOT a knee-jerk opportunist response to a single corporate injustice. We've been in the tech sector for a long time – and we've seen a lot of people doing good things and unfortunately, a lot of people doing bad things.

We watched and listened to friends, family, and our favorite small businesses as they amassed and centralized more of their photos, personal values, and most importantly, time into huge social media black holes.

That said, we know and respect the importance of timing. A great idea can be perfectly designed and flawless in execution but if released too early users won't feel the need, if released too late you'll be lost in a sea of competing value propositions.

We methodically refined our scope and took careful note of early market flops, whose good ideas fell victim to bad market timing. And now, with the current state of data breaches, App migrations and user demand, Presiam's time has come!

## Where Did "Facebook Killer" Come From?

Some have asked why did we call this project "The Facebook Killer"? Here's a few reasons: Facebook pays you nothing. Facebook sells your data. Facebook force-feeds news you may have no interest in, or flat out disagree with! Facebook keeps your data and won't remove it. Facebook doesn't care about 'X' (whatever X is most important to you). Facebook has an agenda that you may disagree with and they certainly do not recognize or reward you with any revenue they collect on You or your data.

It's time you take back what is yours. Not only does Presiam do a 50/50 revenue share from all ads shown in your feed, but it's relevant to what you are into – What you support or agree with.

Presiam has all the familiar attraction and appeal found with existing social sites; Like 'following' or grouping, linking or networking, and has similar benefits like a friend-feed you might find on Instagram or similar pursuits in Facebook, but with the more playful feel of SnapChat. And moreover, Presiam users have a say in the sponsors and brands they choose to support and endorse.

Read on to explore the differences that make Presiam a totally unique and new solution.

# KEY DIFFERENTIATORS

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## The Presiam Difference

Think of Presiam as the best parts of Social media (connecting with friends, getting updates, liking, sharing and showing support) but with these, first-ever combined features:

1. Member Revenue Share
2. The PRSM Utility Token
3. Mining
4. Proprietary blockchain
5. Privacy and Portability

## 1. Member Revenue Share Model

### FINALLY - Get Paid to Share Your Life's Story

The raw revenue and many millions of dollars Facebook reports as income to their stockholders, is made from the packaging and sale of YOUR information, along with Ad display revenue. That's right – All those banners, Ads, your details and friends, along with the tangled web of connections in and out of everything you post and do, is assembled, packaged and sold in so many ways without your knowledge, it should be very alarming to everyone.

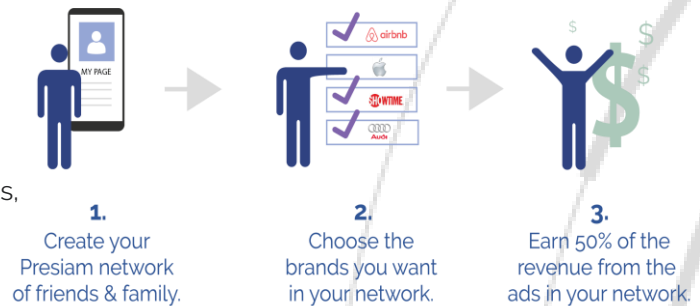
Worse still – You, the person posting and linking all the details of your personal life with friends and family, is being sold (for BILLIONS) without sharing or remunerating any of that money back to YOU, the person giving them all that content, which they sell to anyone that pays them. We at Presiam find this revolting and disgraceful. Did you get paid for your personal details they sold? **Nope...**

At Presiam, we find the current social media channels grossly unethical. With Presiam, your information is yours - It lives on your device and is cached for sharing with those YOU choose. We don't farm it, package it, sell it or trade it. It's YOUR information – YOU choose who to share it with. If you ever decide to remove your account, we allow you to remove your data - POOF - Gone! Only token, mining and transactions are on the blockchain – not your images, text and profile data.



At Presiam, we recognized that there needs to be more focus on the digital aspect of the various personal elements we all share. And many would say we seriously care if it is being skimmed, packaged and/or sold every day, with nothing being shared or returned to us in some tangible or monetary form. If our cherished moments and thoughts are valuable, shouldn't we get paid??

It simply made more sense for us to design a system that shares with our Members, any revenue collected for showing advertisements in their network. Other social media channels like Facebook, force-feed you nothing but news, banners and garbage that you may not want (or may not agree with) and pays you NOTHING in return. Presiam says: Dump them!



With Presiam – Revenue realized from advertisements displayed within your profile or feed will earn you a 50% revenue share - Period. And your network of friends that you directly referred into Presiam, that create unique profiles with any Ads displayed should be recognized too. So, 5% of that revenue goes to you as well. And don't worry – Each of your friends and family members (ALL Members) collect a 50% share of any Ad revenues displayed in their own profile. It's just the right thing to do!







## Referral Revenue Share

What about all your friends and your network? Well - Let's keep it simple: Let's say everyone displays Ad's worth \$1 a day, which is roughly \$30 of Revenue per month – With the Presiam Model, we split the revenue 50/50 with our Members. That's right! If you display \$30 in Ads, \$15 worth of Presiam tokens go directly into your wallet!

**Now** – If you refer in 5 friends that are not using Presiam yet, and each of them create a new profile, assume they also display \$30 worth of Ads, they would each get half the revenue they generate. So, that's \$15 worth of Presiam tokens a month that each of them receives in their own wallets. PLUS – There's a bonus for you; Yes, YOU get a bonus of 5% from each referred friend's revenue generated, that you brought into Presiam.

## Five-Friend \$1 Example

Let's keep it simple: Let's say everyone here displays Ad's worth \$1 a day (\$30 Revenue per month)

	You earn \$15 a month from your own profile.	<b>50%</b> Ad Revenue from profile pages	<b>\$7.50</b> in total referral bonuses
	Friend 1 earns \$15 a month from their own network.	<b>5%</b> Advertisers pay you a referral bonus	<b>\$1.50</b> referral bonus to YOU
	Friend 2 earns \$15 a month from their own network.	<b>5%</b> Advertisers pay you a referral bonus	<b>\$1.50</b> referral bonus to YOU
	Friend 3 earns \$15 a month from their own network.	<b>5%</b> Advertisers pay you a referral bonus	<b>\$1.50</b> referral bonus to YOU
	Friend 4 earns \$15 a month from their own network.	<b>5%</b> Advertisers pay you a referral bonus	<b>\$1.50</b> referral bonus to YOU
	Friend 5 earns \$15 a month from their own network.	<b>5%</b> Advertisers pay you a referral bonus	<b>\$1.50</b> referral bonus to YOU
<b>TOTAL TO YOU:</b>			<b>\$22.50</b>

You're making **\$22.50** a month with just 5-friends from Ads and brands you choose for your network.

## It Pays to Share the Love

Each member earns 50% of the Ad revenue generated within their own unique network, PLUS 5% of the Ad revenue generated by each new Presiam Member profile they referred in through their Presiam account.

Now, an important point about the referrals - You don't get 5% of each of your referrals own referrals. That multi-tiered or pyramid type structure tend to be frowned upon. However, you are encouraged to grow your own network, so that it may pay you more while it's active, exciting, followed and generating more Ad revenue!

## You Control How Little or Big You want to Grow it

**CREATE A BIGGER FOLLOWING - WHY?** Revenue tends to grow for people with big groups, lots of followers or popular content. A bigger profile may lead to bigger revenue. Got a celebrity friend with a million followers? Awesome – Hey! Be my friend!!

Did you refer in a famous friend with 1,000,000 "followers"? That 5% referral bonus can get real big, real fast! And how does Presiam link your referrals (and bonus money) to you? Simple! The invite link comes directly from your profile within the Presiam App. Then automatically deposits bonuses to your wallet!

And in all this awesomeness, let's remember that Presiam was built on the principles of giving the members their data rights back. Controlling their data, the ads displayed to their friend and followers, and protecting themselves from images, information or companies they choose to not endorse, enrich or even be part of their digital lives.

For the advertisers, companies, brands and services out there, here's the giant good news rainbow – The Presiam members that 'Like' you and allow your Ads to display, are ambassadors FOR you – You're 'in' – You get the Presiam user seal of approval!

You can't find anything more powerful than a loyal customer base...

## 2. PRSM Utility Token

**Why the new PRSM Token?** To be able to manage a fair and equitable model on the blockchain, a solid measurement tool is needed. Much like a 'points' system you may find on a number of credit cards or frequent buyer program, blockchain favors a token. Although there

AN OBVIOUS QUESTION...

Can each referred friend or family member refer in their own friends for bonuses, when each of those friends creates a new profile? **Yes!**

are many cryptocurrency models out there, they are focused cash alternatives or investment vehicles. That is NOT Presiam or the PRSM token.

To get actual 'coin' back to YOU, there needs to be a unit of measure, exclusive of the market pressures and wild fluctuations in the crypto-space. In addition, the traditional "coins" like Bitcoin or Ethereum ride on their own respective blockchains, which as we've seen, have become overloaded at times, straining transaction times and causing other dilemmas. (Another reason why Presiam built its own blockchain.)

One of the key benefits of Presiam is the 50% Ad revenue share. And that's just the beginning of all the benefits the PRSM Token represents. It provides the speed in transactions, mining benefits, and the many features Presiam offers, with truly shared community benefits like real revenue shares among members and followers. And this functionality demands a utility token to serve as a unit of measure.

Advertisers will need to use PRSM Tokens in order to purchase ad space within the Presiam App. Those tokens are used to pay for ad campaigns that run throughout the Presiam app and more specifically the members profile/network. Members will also see 50% of those campaigns and paid to them in PRSM Tokens that will be automatically transferred to the members wallet also in the Presiam app. Members can then send PRSM to members in their network.

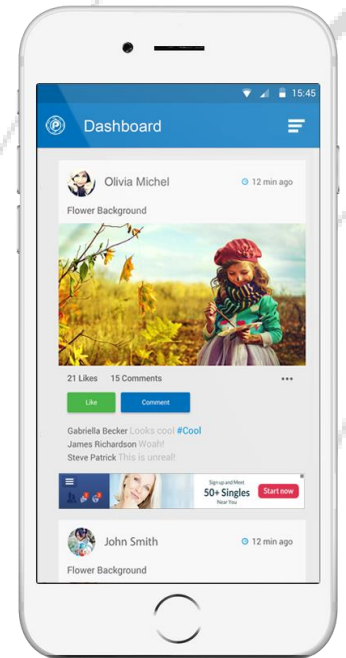
A completely new blockchain is the ideal platform for the future of social networking, and Presiam needs its own utility token to act as a point system or unit of measure for activities within the Presiam app solution. This is all combined with many other features like Friend-Feed, Mining benefits, the PRSM Wallet, and the very real advertising revenue share model.

### 3. Publisher

The Publisher component of the Presiam App is how you control the 50/50 Revenue Share model described and detailed earlier. In short – Presiam shares 50% of the Ad revenue (cost per click) generated within your profile, and as mentioned before, an additional 5% bonus from the network of all your direct referred in friends and family. Using the example and table above, if an advertiser pays \$1 dollar in ad revenue that displays in your profile, you would receive .50 cents worth of Presiam tokens (PRSM) in your Presiam wallet built directly into the Presiam app.

To further the social empowerment of the Presiam user, you can enable or disable any number of categories, products, companies, images or selections that you agree or disagree with the most. This ensures that only specific types of companies, cultures or beliefs you are passionate about are allowed on your feed or profile.

For example; If you're into motorcycles, then you can select the motorcycle category and only motorcycle related ads will show up in your feed. Select more channels to display a larger variety of ads you are open to – and collect more revenue. Your Publisher Account also allows you to select different ad types: Image, Text, Photo Block and Photo Text.

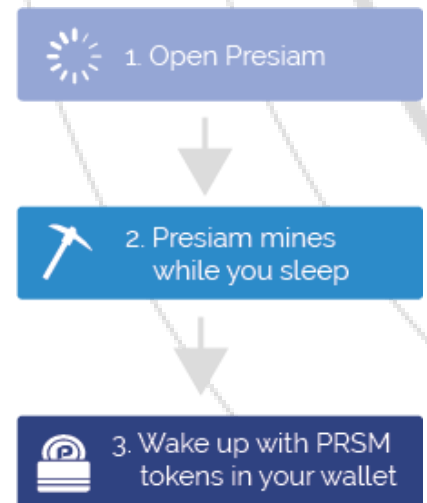


### 4. PRSM Mining

This social experience comes with a built-in mining component that mines Presiam tokens while plugged into any charger.

- It'll mine Presiam as you sleep
- While you drive
- When you're stuck at work
- Sitting at a coffee bar, the airport, wherever.
- It's mining – for YOU!

Presiam is smart! It knows not all wireless data plans are unlimited. So, it lets you choose if you want to always mine tokens when charging, or maybe only when on preferred Wi-Fi connections. Tell Presiam to wait till you find preferred Wi-Fi again.



## No Barriers to Entry

Don't know much about mining? No problem! Presiam Member focused UX make it intuitive and simple to use, with no advanced scripting or code experience needed.

Presiam automates the mining and reconciliation of all Presiam tokens that will be sent directly into your Presiam crypto wallet, already built into the Presiam app. It's so simple, there really is no excuse NOT to mine.

We built the App to do the work and reduce the complications - Presiam makes it easy. And as the crypto markets move up and down, the Presiam user can choose which, when and how to move PRSM tokens out of their wallet and to which crypto they want.

The PRSM token is a utility token by every definition. It is used to provide an equitable and fair unit of measure to track activities and Ad usage of the Presiam System. And that is the best and most practical method we have available in the free market today.

## 5. Built on a Private Proprietary Blockchain

Presiam made the bold decision to create an entirely new blockchain with a huge Crypto-twist to disrupt the Social Media status quo. By leveraging leading-edge technology, Presiam will build its own blockchain for all the benefits and security this new disruptive technology offers.

Presiam is not some "coin" or other random cryptocurrency, and truly is a utility token designed to serve an all new and incredible social media experience. It is very important to understand the basics of blockchain technology to realize the benefits of this emerging technology and how a utility token works, before we continue.

A blockchain is a sequential chain of absolute and unchangeable records called 'blocks'. These blocks of data represent transactions, files or records that become a shared ledger, viewed by many, for consistency and integrity – And one more important thing to note, is that they are chained together using 'hashes' - Think of hashes as serial numbers that all share and see.

The protection within this model is that each 'block' has a hash - which contains a timestamp, list of prior transactions, a 'proof' (more blockchain tech), and the hash of the previous block. It is this technology, that makes the inherent protections of a blockchain perfect for Presiam.

The whole point of blockchain technology, is that it is a decentralized technology. This lends itself to be a superior and resilient alternative to a hugely hosted (and tracked, and monitored, and copied, and sold) 'monster' like Facebook and Instagram. And since Presiam is built on its very own decentralized blockchain, it is also inherently highly available, secure and stable.

**SO, PRESIAM IS BUILT ON ITS VERY OWN BLOCKCHAIN?** That's right – From scratch. The new Presiam blockchain will power the Presiam Social App to benefit YOU and your network of friends and followers - Not some Ad banner monster like Facebook, Instagram or random website operator.

## Blockchain Basics

Symbol	PSRM
Hashing Method	SHA-256 (SHA 3 Family)
Classification	Utility Token
Block Time	Less than 10 seconds
Languages	Python, AJAX
Validation and Consensus	Proof of Stake

First and foremost - We are not going to divulge our entire blockchain code and architecture at this time. We will release the Presiam blockchain whitepaper once proper audits are completed. And once completed, we will dump to GitHub. We are fully transparent. And for those not completely familiar with this technology, we want to offer a primer.

Data is sent to and retrieved from the blockchain through the Presiam App. Hashes are encoded using the SHA\_256 algorithm (SHA 3 family) to ensure security and reliability of all transactions. Each user of the Presiam app has the option to mine transactions and function as a node on the Presiam blockchain. Validation on the Presiam blockchain is based on 'Proof of Stake'.

Users that decide to mine on the Presiam blockchain are rewarded with Presiam tokens. For this to work within the Presiam app, the user must download a Presiam Node. Because we have restricted the blockchain to users of the Presiam app, the size of the node will be extremely small starting out. We do not anticipate the node size becoming very large for quite some time.

If we gauge 3 years of growth, we anticipate the blockchain to be about 3 GB in size, at which time users can decide to allow the blockchain to continue to grow or move to a group mining node scenario.

To support the Presiam ecosystem, the company will initially set up miners to validate transactions. This will provide reliable validation immediately after launch. As the ecosystem grows and more beta testers take part in mining, the company miners can be taken offline and the blockchain will be then supported by beta testers/early miners. Since the Presiam Blockchain will use Proof of Stake, initial beta testers/miners can take part in building their ownership stake in the PRSM token inventory which supports the Proof of Stake methodology. Once beta test is complete Presiam will be released and supported entirely by the Presiam community.

It's important to point out that the blockchain will not be released until crowdsale is complete. All PRSM Tokens that get issued during the crowdsale will be premined in the Presiam blockchain and defined in the genesis block. Remaining tokens will be available for mining and once all PRSM tokens have been mined then we move to a transaction fee reward based system.

## 5. The Presiam Wallet

This is your 'Wow' moment. Not only does the Presiam App mine for you, it also has a wallet specifically built to serve you. The Presiam wallet is designed to be a no-nonsense component of your entire Presiam experience. With so many people just beginning to experience cryptocurrency for the first time, we recognize the need to have an easy to understand and easy to use 'wallet' with an interface to actually DO something with your tokens.

You're earning the value for the network that is 'Yours'. Why let anyone take that away from you? These Ad revenue contributions or shares are REAL - We are talking about actual 'real' money generated from your profile and referral network that may also be deposited into your Presiam wallet.

**WHY PRSM? WHY NOT JUST PAY IN ETH OR BTC?** First off, those are primarily monetary (Alt Coin) solutions on already congested blockchains. Presiam deserves a dedicated and lean blockchain for rapid transaction processing. Additionally, there are too many fluctuating currencies and volatility surrounding cryptocurrency running on those channels.

We needed a true utility token, designed as its own unit of measure, on our own controlled blockchain, exclusive of transaction lag, market interference or turbulence associated with cryptocurrency and their respective blockchains.



PRSM is not a conventional cryptocurrency in the monetary replacement sense. It is designed primarily for the utility function required to properly share revenue and recognize the members value as a miner and participant in the Presiam project.

Although we recognize that PRSM may be exchanged by others, or converted to some currency or monetary unit, that is beyond our control and not at the core of the PRSM token's function – which again, is to be a utility token.

Just like points on a credit card can be applied to a balance ('exchanged' to off-set an amount due or other function), the Presiam Wallet will allow PRSM to be exchanged for additional use, functionality within Presiam, or exchanged for one of the "coin" tokens like ETH, BTC, etc.

The Presiam Wallet is designed for all its Members, providing benefits like:

- Directing revenue back to YOU through Ad revenue shares and mining.
- Serve as a valuable **resource** in the emerging cryptocurrency world.
- Allow you to give back to your network, your connections, even your community.
- Store your PRSM.

## 6. Privacy and Security

Consumers care about what companies do with their data. With Presiam, you retain the rights to your data and can choose who to share it with. Traditional social media outlets force-feed You advertisements partially sculpted around your personal information from the data shared or sold to those advertisers. But with Presiam, your personal data belongs to you and will never be shared with advertisers or packaged and sold randomly. Why? Because you are choosing which advertisements appear in your network, so advertisers don't need access to your data.

Remember, your PRSM balance is encoded on a proprietary blockchain, and that means the revenue you earn cannot be tampered with by anyone. Any ad revenue you earn is instantly transferred to you without the use of a centralized authority like a bank.

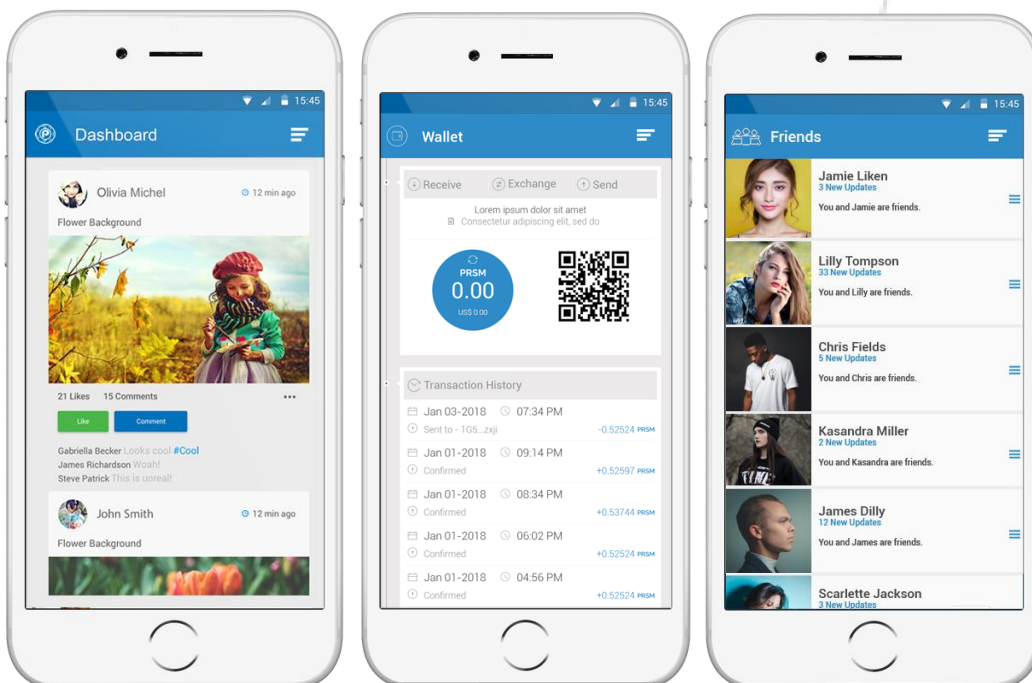
It is YOUR  
network of  
friends and  
family, which  
YOU built -  
Right?  
Protect it -  
With Presiam.

# THE PRODUCT DESIGN

## The Presiam App

With the Presiam Social App, you experience much more than just a networking, feed, posting, or following type product. You have a genuine connection to your friends and family that rewards you with **revenue** and utility never offered by any other social network before.

**CLEAN - CLEAR - CRISP**



The clean, clear, crisp Presiam App brings you seamlessly into the cryptocurrency world, with a wallet and built-in mining component that mines Presiam tailored to your preferences. For example, you can set it to only mine when charging or on a preferred network or Wi-Fi connection. You can earn PRSM tokens while you sleep, commuting, sitting at work or school – And when you're done, mined tokens are sent directly to your PRSM Wallet.

And since all Ad Revenue is delivered into your wallet in PRSM tokens, the Presiam App has an exchange component. Want to exchange PRSM for Bitcoin or Ethereum? No problem, it's in the App. Want to Buy or Sell more PRSM tokens? No problem, it's in the App!

## Presiam Dashboard

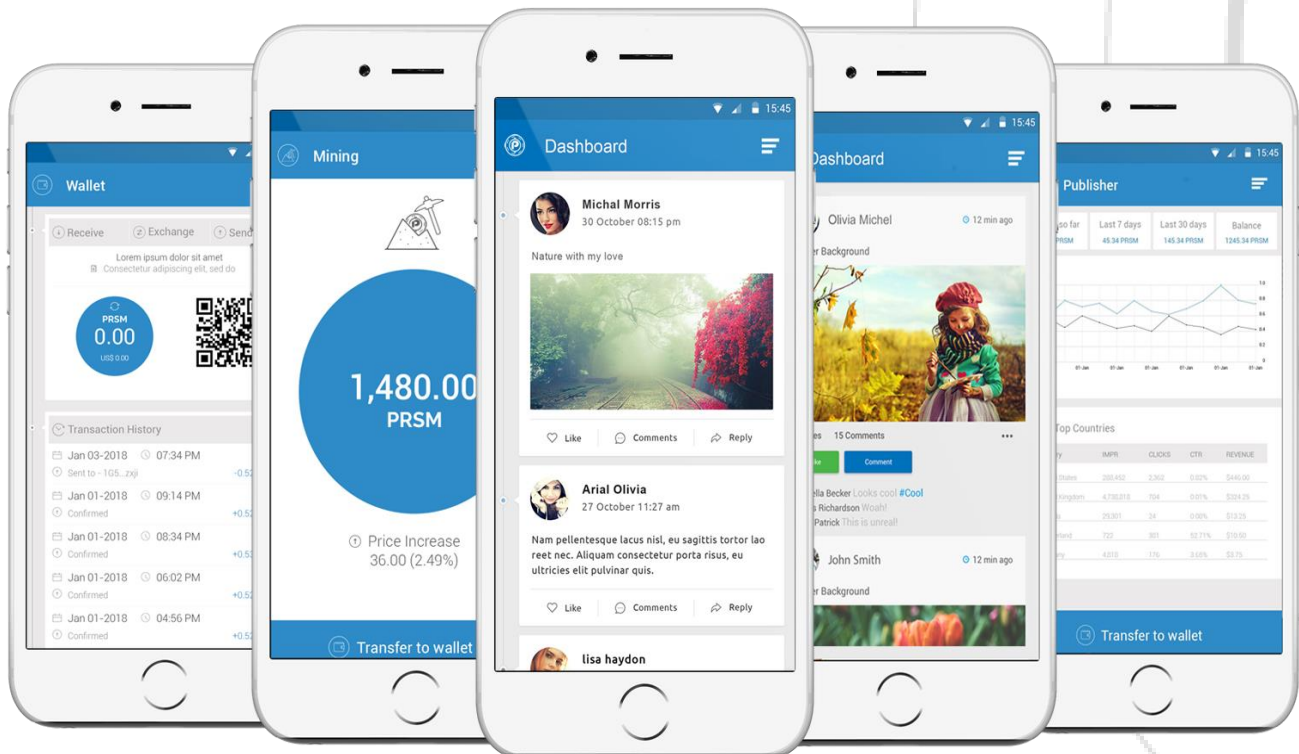
The Presiam Dashboard will show the latest feeds along with unobtrusive ads between specific areas of the display, thoroughly designed to keep everything clear and concise.

Let's face it – Ads are the fuel to give Presiam joy to everyone, and the revenue share component is pretty freaking sweet – But friends and followers aren't visiting your profile for commercials. So, we developed the App to make the best use of limited screen space.

And where the old model of pop-ups and click-bait ads randomly stuffed all over the place, Presiam is all about invitation and acceptance. You choose the ads and brands that reflect your taste, lifestyle and personal preferences. And since ad placement is consistent across the platform, everyone knows what to expect – and expects to know where to see it.

### Personalized space - Presiam delivers:

## Utility – Interests – Friends – Followers - Favorites



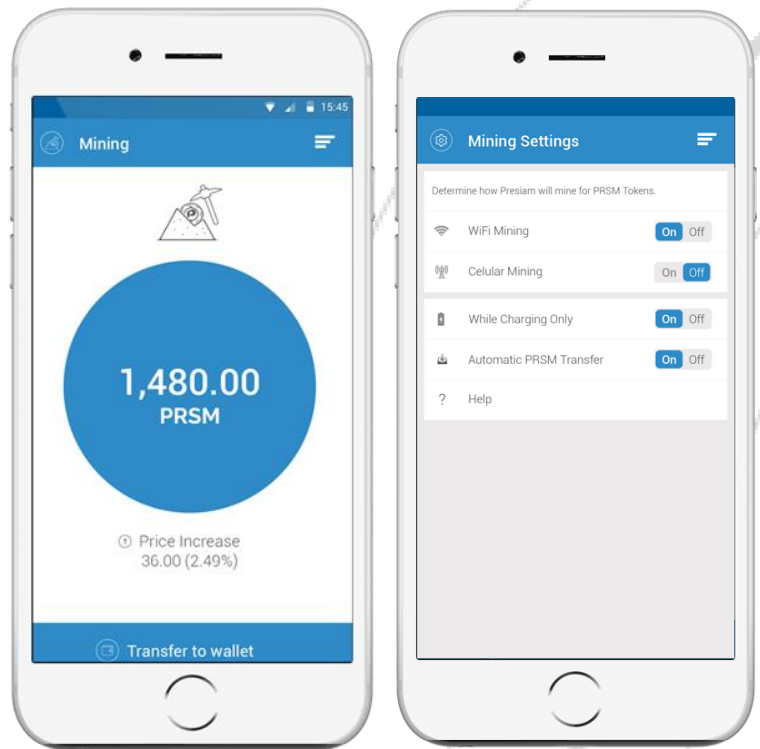
## Presiam Mining

The Presiam Mining component eliminates the need for the individual user to be familiar with or even understand 'mining' tokens as a concept. The Presiam App will mine PRSM transactions without them having to know anything about the mining process.

Settings allow the user to determine when and even where the device can mine PRSM tokens. There are settings for mining PRSM while on cellular network or Wi-Fi – Your choice!

Generally, we expect many users will select 'Wi-Fi only' for mining, as limited data plans with many wireless carriers make this a more appealing option. And choosing to mine PRSM tokens over Wi-Fi or a cellular network is simply another option that is easily selected within the Presiam App.

Another key component is the automatic sensing of enabling mining only when actively charging. Many current automotive manufacturers are including wireless charging and data plans integrated into their vehicles, making Presiam mining opportunities nearly infinite.



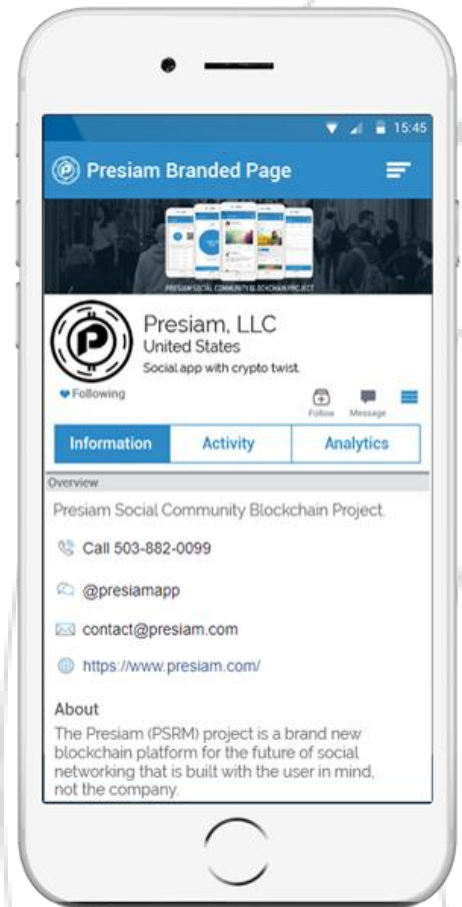
You can now mine from your home, in the car, to work, to a café, in the airport and nearly anywhere in-between, all with the controls and options that allow you to remain in complete control of when and how you choose to mine Presiam tokens.

## Branded Pages

Another feature we have added, is a Branded Page function. This allows companies, brands, charities, bands, (anyone really) the ability to create their own branded page to showcase their group or organization.

Display company information, highlight activities, share group functions and memories, or use it as a rally point for your team.

See all the analytics of your branded page and use them to adjust the page for maximum effectiveness. It's all there, right at your fingertips.



## Distributed Ad Delivery Mechanism

Designed for low latency and high availability, the Presiam Ad Server natively supports the ability to geographically disperse the advertisement delivery segment. By deploying clusters in multiple locations and/or data centers, the Presiam Ad Server allows you to serve ads from a Delivery Cluster that's in close proximity to viewers, lowering response time and ultimately increasing performance of the network.

## Extensible Delivery Engine

Through our modular system architecture, the Presiam Ad Server is not only scalable, but flexible enough to fit specific requirements. From split database connections, to a segmented file system model, Presiam growth has been considered. Each facet of the platform can be separated from the core system based on Presiam requirements.

## Publisher Reporting Channels

The Presiam Ad Server Publisher Reporting Channels feature provides publishers a deep level of analysis not available through standard reports. At the same time, we recognize that to a

basic user to an advanced advertising aficionado, there will be a need for different tool explanations – And these are all taken into consideration with the user in mind, by allowing for automated (pre-selected “base” sets) or custom configurations.

Using the Publisher Reporting Channels feature, Presiam publishers can assign a combination of ad panels or page specific ID's for extended reporting. With this extended information, Presiam publishers gain insight as to what performs best, and what doesn't. For example, a Presiam publisher can compare the performance a red leaderboard versus a blue leaderboard on a specific area of their feed network.

Through these Publisher Reporting Channels, a publisher can determine which color provides the best yield by performing A/B or split testing. These types of advanced advertising features can be left to a “Best Setting” or standard configuration for more basic users or adjusted as a publisher becomes savvier in maximizing their profile.

With a nearly unlimited number of Publisher Reporting Channels available to each user, they now have the tools to gain the insight to optimize performance and revenue generation, thereby gamifying the experience for those that enjoy a challenge.

## TECHNICAL ADVANTAGES

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It goes without saying that because Presiam is the brainchild of tech-geeks it's going to have numerous kick-ass technical advantages. For this whitepaper we will **focus on the three technical components** that serve as the foundation of our key product differentiators:

1. Our Proprietary blockchain
2. Our Scalability and High Availability
3. Our Ad Serving Platform

### 1. Presiam Blockchain Development

What is a blockchain? A blockchain is an unchangeable, sequential chain of records called blocks. They can contain files and transactions and other types of data. The most important thing is that they're chained together using hashes.

The Presiam blockchain will use 'Proof of Stake' for mining transactions. This will all be done behind the scenes in the Presiam Mining component. 'Proof of Stake' was created as an alternative to 'Proof of Work'. When a transaction is initiated, the transaction data is fitted into a block with a maximum capacity of 1 megabyte and then duplicated across multiple nodes on the Presiam network. To carry out the verification step, the nodes or miners would need to solve a computational puzzle, known as the 'Proof of Work' problem.

Rather than awarding all coins to the first miner to decrypt a block as is done in 'Proof of Work', 'Proof of Stake' attributes mining power to the proportion of coins held by a miner. In this way, miners are limited to mining only a percentage of transactions that is reflective of their ownership stake. For instance, a miner who owns 10% of the PRSM available can theoretically mine only 10% of all blocks.

The Presiam blockchain is a proprietary blockchain and is independent of other blockchains. This gives us the advantage of executing transactions extremely quickly, as well as allowing users to participate in mining directly from their mobile devices.

**This distributed  
deployment model  
allows Presiam to start  
small today – While  
future-proofing for  
tomorrow.**

We have not defined the size of the block yet, but as a comparison, Litecoin is 29,321 Kbytes so you can expect the Presiam blockchain to be equal to or smaller than 29 Kbytes.

## 2. Scalability and High Availability

### Challenge: Processing Billions of Daily Impressions / Clicks

The ability to serve, track, and report on over a billion served ads on a daily basis is not quite as easy as using a "stronger", "bigger", or "cloud" based web service as some may think. Frankly, it's just not that easy.

In order handle any degree of scale on an ongoing basis, you must carefully plan your deployment on a foundation that has been built, designed, and tested to efficiently and easily grow when you need it, and do it cost-effectively.

### Solution: A Modular System Architecture

The Presiam Ad Server has been skillfully designed to handle the real-world abuse of delivering and reporting on billions of actions a day. Through a method called Horizontal Scaling, the Presiam Ad Server accomplishes the tasks of high volume ad-delivery, fast reporting, high availability, and consistent system stability by utilizing a set of servers; each employed to perform specific tasks.

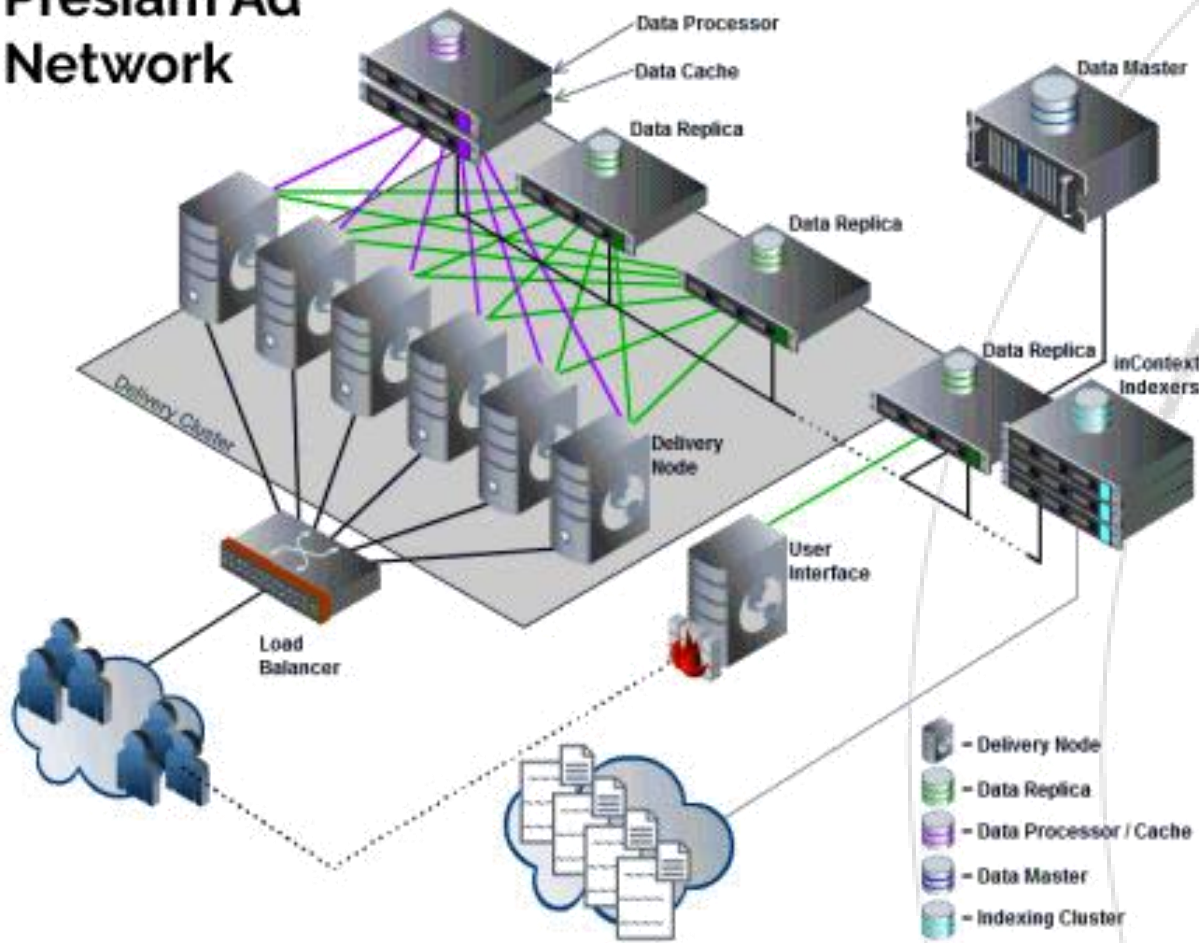
The deployment configuration diagram on the following page is a real-world example of how we organize multiple servers (a small farm) with each server assigned its own specific set of tasks.

This is an industry proven methodology that along with our distributed hosting partners, forms the foundation of resiliency that instills trust that our systems can scale and remain highly available as Presiam experiences explosive growth.

And in the maximum scale category, we have completed exploratory conversations with the largest and most secure data center 'masters of the universe' on supporting the Presiam macrocosm at the global level. These providers shared data capabilities well passed exabyte and discussed capabilities in the zettabyte and yottabyte levels with no concerns.



# Presiam Ad Network



*NOTE: The above diagram and example does not represent a hard limit of the Presiam Ad Server. The diagram and deployment use-case examples are intended to provide an overview of how the underlying architecture is modeled for growth, scalability, and stability.*

### 3. Presiam Ad Platform Solution

#### The Ad Serving System

Delivering targeted advertising through Presiam is architected to be effective, efficient and easy. We recognize that we must provide both direct assistance and self-service to deliver the marketing experience everyone expects. With that, we will focus on the technical side here, and offer the welcoming notation that anything we deliver through the self-serve functionality, is equally offered with human assistance.

The Presiam Ad Server has been designed to simplify the process of selling advertising throughout the Presiam app with an easy-to-use self-service advertising platform. The platform is based on several concepts and roles designed to help you manage the entire advertising sales cycle. They are as follows:

#### The Network Operator

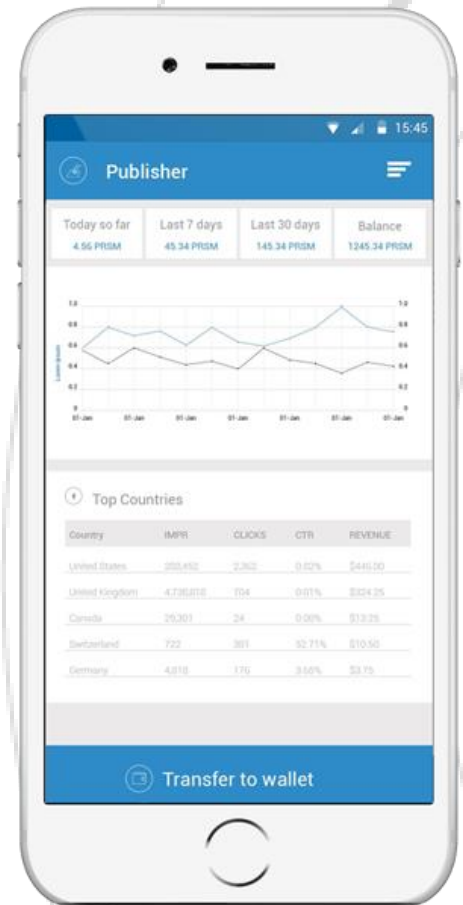
The Network Operator is the designated person (really a team of ad space professionals) that are running the Presiam Ad server. The Network Operator is responsible for the management of the advertising system, it's deployment, and the day-to-day operations of approving advertisements, advertisers and publishers. The Network Operator is considered the System Administrator of this particular component of the Presiam solution.

#### Publishers

Publishers represent Presiam app users that subscribe to the Presiam Ad Server to show ads in their feed which consists of friends/network feeds, in exchange for a 50% revenue share from ad commissions. As a publisher, you select the channel filter for your network. This channel (described below) will help the Advertisers set advertisement placement relevant to what the publisher is wishing to see in their feed/network.

#### Advertisers

Advertisers represent the owners of the advertising campaigns being submitted. These advertisements are compiled and distributed within the Presiam Ad Server by providing



demographic, details or keyword data and information for each campaign. Advertisers will typically select the Channels in which their ad is to be displayed along with any associated keywords. Depending on the system configuration, advertisers can also select targeted DMA regions as well as target countries for ad delivery.

## Channels

Channels represent segments or interests within the Presiam app network. Channels are created by the Network Operator as well as Presiam users and can be used to segment the Presiam Ad Server into separate content channels based on individual app user specifications.

## The Campaign

Campaigns are the advertisements created by the Advertiser. Each campaign includes settings to limit costs, delivery flight dates, country targeting, and other parameters. Campaigns can only be created and owned by an advertiser, and then subscribed to by a Publisher.

## Keywords

Keywords are used to match campaigns to content requests for advertisements. Provided by the advertiser for each campaign, keywords can be matched based on the following criteria: Exact Match, Phrase Match, Broad Match, as well as Negative variations of each. When integrated into a search environment, advertisements can be delivered based on matching the provided search term. This method is commonly referred to as "Ads for Search".

## Contextual Ad Match

The Presiam Ad Server provides a mechanism that matches page content to advertisements currently available in the Presiam inventory. For example, if a page is about "baseball cards", the Presiam Ad Server could deliver advertising related to baseball. This feature is called in-Context, our contextual ad-matching engine.

## The Ad Delivery Auction

At the heart of the Presiam Ad Server is the advertisement delivery engine. Designed to be fast and efficient, the delivery engine produces the right results at the right cost to advertisers.

To deliver advertisers campaigns correctly, campaign inventory is sorted and filtered based on geographical targeting, channel selection, keyword / phrase match, maximum bid amount, account status, content match (optional), and Designated Market Area (optional). After sorting and filtering is complete, the results are then placed into the auction engine to determine the

final cost-per-click to the advertiser, in real-time, and takes less than a tenth of a second to complete!

## No More "Pay to Play" Bidding Wars

**COST-PER-CLICK IN A FIXED COST MODEL.** Through the fixed cost-per-click model, all advertisers are placed into a level playing field with the ad server simply rotating ads across the available advertisers.

**COST-PER-CLICK IN A BIDDING MODEL.** Using a cost-per-click bidding model allows advertisers to provide the maximum amount they are willing to pay per-click. In many instances, this per-click cost is associated to a keyword or channel (zone).

In both models, the network operator will continually manage, optimize, and redefine the service offering to fairly and properly adjust to market demands. In the case of the Fixed Cost model, a continual review of the networks analytics is required to determine if there is over or under pricing of your service. While the bidding model allows for advertisers to bid-for-placement and automatically adjust costs on demand, poorly written advertisements can easily command the prime positions with a high bid amount and a low click-through rate.

## The Solution: Yield Optimized Advertisement Delivery

To deliver qualified advertisement(s) for a given request, the Presiam Ad Server applies a proprietary Yield Optimization Algorithm to determine the appropriate rank and cost for each advertisement. Far more than a simplistic review of historical click-through rates, our proprietary algorithm considers factors such as relevancy, targeting match, keyword match type, qualified filter criteria, historical earnings, current bid amount, and more, to determine what advertisement is qualified to be shown, where (rank), and what it should be billed at.

The result: Increased revenue for Presiam publishers, along with increased performance of advertiser efforts.

## Contextual Ad Matching with 'inContext'

**THE CHALLENGE: DELIVERING THE RIGHT ADVERTISEMENT WITH NO EXPERIENCE.** Your typical ad server delivers advertisements based on pre-selected filters such as Geographical Targeting, Content Channel Matching, Keyword Matching, and/or Date Scheduling. While these filters are needed and considered a norm, advertisers want, and need, more targeting control.

**SOLUTION: AUTOMATED AD MATCHING WITH INCONTEXT.** What differentiates the Presiam Ad Server from the simple keyword targeting methods typically found in other ad server products available today? inContext.

With inContext, our publishers will no longer manually specify relevant keywords for each page that include ads. Instead, inContext finds relevant keywords from the page content, matches those keywords to the available ads, and then deliver the matching ads. Combining inContext with content channels, geographical targeting, and scheduling, your advertisers will enjoy an increased volume of conversions. For the network operator, this means a returning customer, which translates into increased revenue.

Simply put, inContext will automatically target relevant ads on the app publisher's feed/network. It's an automated tool that makes the Presiam user an Ad expert with just a few selections within their own profile on the App.

**THE RESULT: TRUE ROI (RETURN ON INVESTMENT) FOR EVERYONE!** In today's demanding on-line marketing efforts, advertising relevance has become one of the most important factors for both the advertiser and the publisher. Advertisers can experience increased traffic from interested, motivated, and highly targeted visitors, while publishers can enjoy an increase in advertising revenue thanks to the higher click-through rate.

This concept of being a 'Publisher' is an important element to the Presiam Member experience, one that the user will enjoy without needing to be an advertising specialist and understanding all the many nuances involved in deep Ad placement and traffic dynamics. With inContext as an integral component of the Presiam system, Members have automated professional ad tools to manage the advertising mechanics and maximize their own personal revenue share!

## Proactive Traffic Fraud Prevention

**CHALLENGE: INVALID TRAFFIC AND CLICK FRAUD.** The largest threat to any advertising network is the potential for a high volume of invalid clicks, commonly referred to as Click Fraud. Click Fraud can be as small as a single user clicking on ads all day, to a large-scale attack by a network of computers. If left unchecked, this type of activity will destroy the integrity of any advertising network.

**SOLUTION: TRAFFIC DEFINITION SERVICES BY PRESIAM AD SERVER.** Today's fraudsters are becoming more and more advanced in the tactics used to generate invalid impressions and clicks. Because of how quickly new threats are discovered, we have developed a proactive approach to defending the Presiam ad network with Presiam Traffic Definition Service. Each definition has been through an extensive set of validation tests done every hour. Increasing

protection of the Presiam ad network's integrity and quality. Why do we do this? Because advertisers should get what they pay for.

**RESULT: HIGH QUALITY TRAFFIC.** By delivering better quality traffic, advertisers are not only going to continue advertising with Presiam, but are apt to increase their bid amounts and therefore allowing Presiam publishers to earn more revenue from the Presiam app.

# GROWTH STRATEGY

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## Marketing

Let's face it... anyone who uses Presiam will love it. The challenge is in getting them to try it in the first place!

Like anything new, disrupting the status quo, no matter how low the bar is set, does take some convincing. That is where Marketing and Viral content efforts can help champion the benefits of adopting a Presiam and more importantly mission to take down huge corporations making money off your personal information!

Today - Attention is currency. It has become increasingly expensive and more difficult to attract the eyes and ears of targeted market prospects. Even well-funded marketing departments have limits on just how much cash can be spent on narrowing their scope of targets. And that's before the ad campaign has even begun.

The users have a multifold value proposition presented to them. Not only do they see a 50% ad revenue share from the Presiam ad collections associated with their profiles, they also can earn PRSM Tokens from mining activities they perform individually, which can be used to barter or trade for other products or services using the PRSM token. This true utility extends into the Presiam App wallet where PRSM may be exchanged for others.

The enterprising company or advertiser also has the unique opportunity to offer incentives to use or exchange PRSM tokens for goods or services at a reduced or discounted rate, further capturing, solidifying and retaining a customer is at the very source and point of contact and exposure.

Only Presiam offers a qualified, prescribed, user selected (subscribed) and proactive driven marketplace like this. The Presiam model and PRSM token represent the qualities that the market is demanding, and they are built upon the future state of global connectivity, the super-structure that is blockchain technology.

## The Marketing Challenge

Because social media has evolved into the market channel that requires constant touch, modern consumers have adapted to the multi-channel influence or pressures and applied mental filters specifically for it. Many of us simply by-pass and ignore the vast majority of content, because is not relevant to us.

There is much more today, than simply marketing to a chosen demographic or singular target. Now it is a wandering dynamic, full of influencing friends-of-friends, paid (and unpaid) sub-marketers that tweet or follow on-demand, and applying movement to the entire public macrocosm through viral media and web personalities – with advertisers simply hoping to gain an impression or click, from the actual targeted consumer.

Trust built through established relationships from prior sales, friend/follower recommendations, high feedback/positive reviews, chosen subscription and opt-in strategies, are the current 'wave of the future' for market development and penetration. Presiam is here to reinforce the positive aspects of these social media channels, reward users and followers of profiles. We deliver ad dynamics to address these problems. No dated, older social media algorithms or programs can solve this.

As illustrated repeatedly in the press, there is a growing anger, threat and resistance from the public about not being able to control, delete or even recover any value from the vast amount of data being collected, repackaged and sold by the various social media outlets and websites they (and we) visit every day.

The anger being reported and shared publicly is palpable and problematic for current advertisers. Many have already seen the effects of activist consumers or groups, when their products or companies are associated with sites that have a data breach and engines that are considered "evil" or not considerate of one's privacy.

Advertisers and their product groups have become targets of exclusion and abandonment.

## Marketing Strategy

Presiam delivers an already targeted market, with narrow scope, defined interests, and even better – a predetermined interest in advertiser's product lines and services. This advertising solution is combined with a fair and equitable compensation model for the content owner/creator. This compensation model rewards the individuals for allowing advertisers to 'know' about their interests, their likes and most importantly, dislikes.

Furthering the reinforcement of this relationship, there is the circular value and use of the Presiam token (PRSM) to track and register as a true utility token associated with trade for products and services within the subscriber community. Utility is enhanced by allowing PRSM to be traded or exchanged with cryptocurrencies through the wallet within the Presiam App.

Presiam does not control the free market value of the PRSM token, and our entire focus is on the utility of the token to serve the blockchain solution that Presiam built as a social media alternative to the old models and dated sites that have existed for more than 15 years.



## Market Development – Presiam for the masses:

Let's not get ahead of ourselves – We clearly understand that development of a large user-base, with engaged prospects that are ready to be solicited to, will take time and effort. Advertisers will not simply flock to the site, unless there is extensive market buzz, interest and active users.

Here is why that is hardly a concern - Presiam began market analysis in 2016, during the development of a merchant processing solution. Then in 2017, after market concepts were presented under NDA to different focus groups, there was more interest and questions around the social component of a cryptocurrency solution, than crypto itself.

This provided the direction and focus that is shared in this whitepaper today. And in 2018, an evangelist marketing test strategy was launched to confirm market demand. This has already demonstrated success in the test phase, leading us to expand the evangelism marketing strategy in the next phase as well.

Test market results, after simply posting our intent to develop a competitive social media alternative to Facebook, immediately displayed levels of dissatisfaction (and sometimes outright anger) confirming these are exactly the market passions that will propel Presiam at this initial phase, driving the masses to completely encouraging Presiam to launch. (This is already manifesting on numerous blogs and boards.)

We receive daily supportive emails and unsolicited feedback encouraging us to launch Presiam. When the concept is shared with focus groups, overwhelmingly the consensus is, "YES!" – "Build it!" - "Sign me up!".

And with an easy-to-use App WITH a revenue stream for the user, there is plenty of self-selling benefits and ease of entry for the consumer/user.

With the energy Presiam is already gaining, combined with a world exclusive revenue sharing model, utilizing hyper-growth emerging elements like cryptocurrency and next-level tech like blockchain, Presiam stands out as the disruptive force the marketplace craves, as the masses desperately seek an alternative to Facebook and other dated social media platforms – Presiam delivers on the fervor we've seen and heard.

We have already established the market demand and outlined the benefits for both the consumer and the advertiser. Presiam is the market disrupter the social media space desperately needs and clearly wants.

## Our Target Member

- Any active social media participant - A market of well over 2.77 billion people.
- Any advertiser or company looking to align themselves with their customers.
- Anyone fed up with being unable to control the data and photos they upload.
- Corporate leaders interested in protecting or preserving brand image.

## Unique Selling Proposition

- Ad revenue share to each individual in the user community.
- Expanded and extended sales through direct referral and/or opt-in bonuses.
- Consumer promoted (prescribed AND subscribed) product ad placement.
- Friend and follower promotion (organic growth) with further direct subscription.
- Mining and self-promotion opportunity afforded to each user.
- Data protection / deletion option. (Market push will focus on user data controls)

## Positioning Strategy

- Competitive with anyone in the same Social Media space.
- Market expansion options for the Ad, Retailer and Service providers.
- Unique pricing structures only found with emerging technologies and solutions.
- Position is 'First in line'. No other blockchain competitor known at this time.

## Distribution Plan

- Mobile strategy takes priority based upon all market research and indicators.
- Distribution channels must and will comply with Apple and Android store policies.
- Web based interface adapted for legacy or non-mobile consumers in phase-2.

## Offers / Benefits (Both for Users and Advertisers)

- 50% Ad revenue share is a very compelling offer.
- Network of family and friends adds a 5% revenue share component.
- Incentive programs with advertisers/companies/providers. (Win-Win)

- Direct access to user community that proactively subscribes (opt-in) to categories.
- Known purchase history, loyalty programs and referrals to expanded markets.
- Detrimental markets prevention (angry user avoidance).

## Marketing Materials

- Primarily digital.
- Physical collateral for takeaway items (swag) at tradeshow or meet-n-greets.
- Executive cut-sheets with market factors and supportive graphics.

## Market Awareness Approach:

### **1. Establish LinkedIn profile - Group expansion and participation.**

Utilizing this more professional oriented networking tool, Presiam will leverage this useful information resource while driving traffic to the Presiam site and expanding interest. The expectation is more than obvious exposure and word-of-mouth value. We achieve exposure goals and combine them with solving the recruiting needs of Presiam. LinkedIn serves this purpose in excellent fashion and our actions can be performed ethically and within the Terms & Conditions of the LinkedIn site.

### **2. Publish on niche blogs.**

Presiam will leverage popular blogs and editorial channels, securing marketing opportunities by being featured on popular blogs focused on social media and markets where use of blockchain as a disrupter is key. We have identified three to five blogs that we will target, and that will be further refined or expanded, after contacting the creators and delivering the value proposition we offer to their readers.

Demonstrate good will by offering blog owners direct PRSM token drop and Presiam exposure for their blog. Possibilities include gifts for their audience, prime channel placement within Presiam, etc. We would also offer ideas for blog posts that we would present, explaining Presiam benefits to their readers. Further, we will interview them for use of their site and entice them to promote Presiam with highlights to their blog.

### **3. Create Presiam introduction video.**

With more than 800 million unique visitors a month, YouTube will be leveraged as a powerful platform for exposing and marketing Presiam to both the user and advertiser communities.

This will be far beyond posting random videos of the Presiam product and will instead focus on the more viral elements associated with the current dissatisfaction and sometimes full-blown anger at the current social media outlets. Later in the campaign, executives from the Presiam team will add "share your thoughts" videos, and positive elements generated within the Presiam following.

The Presiam video is tailored as an introduction vignette or "What is Presiam?" piece. The important message components are addressed with the following points:

#### **4. Bounty Program**

Total Bounty Budget: 60-Million PRSM Tokens

Bounties allocated as follows:

- 25% (Signature Campaign)
- 15% (Translation/Moderation)
- 20% (Blog/Print Media)
- 20% (Social Media efforts on Facebook and Twitter)
- 20% (Covering expenses and bounties for other social media channels)

**Note:** All bounty payments will be issued within 3-weeks after the actual end-date of our Crowdsale. Please allow this time to complete validations of efforts and to issue proper disbursements.

#### **SOCIAL MEDIA BOUNTIES:**

20% of the total Bounty Pool will be allocated for Social Media Campaign bounties, which will be divided equally Between Facebook and Twitter efforts detailed in this section, with payments made as follows:

Five (5) Stakes-per-week for each valid Twitter and Facebook User.

#### **Details & How to Join:**

##### **TWITTER BOUNTIES**

- Follow the Official Twitter Handle: <https://www.twitter.com/presiamapp>
- Retweet Presiam Tweets

# Presiam Bounty Program



Twitter Join Form Here:

[https://docs.google.com/forms/d/e/1FAIpQLSdCqldcmM1Xx\\_ZEjzqPqOxArBsribdlh\\_MmTR3lSd3KyEk6g/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdCqldcmM1Xx_ZEjzqPqOxArBsribdlh_MmTR3lSd3KyEk6g/viewform)

Twitter Status Spreadsheet:

<https://docs.google.com/spreadsheets/d/12ondo7bAr6hzhnj8lvpZatdJLpVJULUYQDjEUlCxl4/edit?usp=sharing>

### **FACEBOOK BOUNTIES (Yes we get the irony, but we still need the exposure)**

- Like Official Facebook Page: <https://www.facebook.com/presiamapp>
- Repost Presiam FB Posts

### **FB JOIN FORM HERE:**

[https://docs.google.com/forms/d/e/1FAIpQLSf9t0BbilDVJdag6iicxljTSGG\\_\\_7lrbLZzZYzV1\\_gd4DjJww/viewform](https://docs.google.com/forms/d/e/1FAIpQLSf9t0BbilDVJdag6iicxljTSGG__7lrbLZzZYzV1_gd4DjJww/viewform)

### **FB STATUS SPREADSHEET:**

<https://docs.google.com/spreadsheets/d/12ondo7bAr6hzhnj8lvpZatdJLpVJULUYQDjEUlCxl4/edit?usp=sharing>

### **TERMS AND CONDITIONS / RULES\*:**

1. Twitter Accounts must have a Minimum of 200 Followers. and Facebook accounts must have a minimum of 100 Friends.
2. Twitter/Facebook accounts must be original. Fake, dead, inactive and bot accounts will not be accepted. All accounts are verified through Twitter Audit.
3. You must be an active and regular Twitter user and must be retweeting/sharing Presiam's official tweets and updates.
4. Joining with multiple Twitter accounts is not allowed. Users found doing so, will be banned.
5. A user can participate in both campaigns at the same time.

\* Terms and Conditions may change or be updated. Always refer to Presiam.com for **latest details**.

## **Blog/Media Bounties**

Presiam will reward experienced writers who produce quality reviews and articles about the Presiam project and the Crowdsale Crowdsale. Additionally, discussing the "Presiam" participation opportunity in their blogs, Websites, Forums and noted sources may result in additional rewards.

Presiam will reward experienced Video Editors who create quality video reviews, presentations, Crowdsale participation instructions and similar details about the Presiam Project.

**BUDGET:** 20% of total the bounty pool will be allocated for Blog and Media bounty participants. We will recognize three categories in this space; Video, Blog and Articles - And reward them as follows:

- High Quality: 100 Stakes
- Good Quality: 70 Stakes
- Normal Quality: 40 Stakes

### Details & How to Join:

Compose Articles, Reviews, or Produce your video and submit your entry using the form Below:

Blog/Media Join Form Here:

[https://docs.google.com/forms/d/e/1FAIpQLSdF9w4iJzP71UieNZA\\_EcigAmkWx9O\\_MLHPWDvOfZGPHKZzNQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdF9w4iJzP71UieNZA_EcigAmkWx9O_MLHPWDvOfZGPHKZzNQ/viewform)

Blog/Media Status Spreadsheet:

<https://docs.google.com/spreadsheets/d/120ndo7bAr6hzhnj8lvpZatdJLpVJULUYQDjEUIcxgl4/edit?usp=sharing>

### TERMS AND CONDITIONS / RULES:

1. Low Quality Articles and Videos are not Accepted.
2. Article and Videos Must Be genuine. Copying other's content, articles or ripping off stuff is not allowed. (You can use official Images, Logos, Graphics posted in the Presiam's website, ANN thread, Facebook and Twitter)
3. Article Must be Longer than 500 Characters, less than 500 Characters will not be accepted.
4. Video Must be at least 1:30 Minute Long. shorter than that will not be accepted.
5. Article Must have 2 Links of Official Website: <https://www.presiam.com/> and a link of the Whitepaper: [https://www.presiam.com/whitepaper\\_english.pdf](https://www.presiam.com/whitepaper_english.pdf) and one link of your own Bitcointalk Profile in bottom of your article to Proof your authorship.
6. In description of Video you must have one link of your official website, one link of whitepaper and one link of your own bitcointalk profile to proof your authorship.
7. Medium, Steemit, Newbium, and other general/free blogging platforms are allowed but only One Post of a Person will be accepted in those platforms.

8. Three (3) Posts Articles will be accepted in .com .net .org and other premium websites and blogs.
9. Manager and the Owners will have the rights to change any rules or make any changes if necessary.

\* Terms and Conditions may change or be updated. Always refer to Presiam.com for **latest details**.

## Translation and Moderation Bounty:

Earn PRSM Tokens as a reward, by translating the Presiam Project Whitepaper, Announcement Thread and Moderating and Managing the thread. Keeping that activity by Posting regular updates, news announcements from official thread, Twitter, Facebook etc.

Payment: 15% of total bounty pool will be paid to translations and moderations/managements.

- Whitepaper: 200 Stakes
- ANN Thread/Bounty Thread: 150 Stakes
- Moderation/Management: 5 Stakes per Valid Post (OP only)

To reserve a language, please send an email to [contact@presiam.com](mailto:contact@presiam.com) with your resume. (Do not translate without a confirmed reservation and approval by Presiam.)

**RESERVED TRANSLATIONS:** Download images/psds here:

[www.presiam.com/downloads/psds.zip](http://www.presiam.com/downloads/psds.zip)

After Completing your Translation submit the translation via email to [contact@presiam.com](mailto:contact@presiam.com).

**TRANSLATION BOUNTY JOIN FORM HERE:**

[https://docs.google.com/forms/d/e/1FAIpQLScfxnWAEfuEqKHMgSX6-EwMYsyfB4i\\_-uJapOwcABL\\_Pew-Q/viewform](https://docs.google.com/forms/d/e/1FAIpQLScfxnWAEfuEqKHMgSX6-EwMYsyfB4i_-uJapOwcABL_Pew-Q/viewform)

**TRANSLATION BOUNTY STATUS SPREADSHEET:**

<https://docs.google.com/spreadsheets/d/12ondo7bAr6hzhnj8lvpZatdJLpVJULUYQDJEUlcxgl4/edit?usp=sharing>

**TERMS AND CONDITIONS / RULES:**

1. Translations must be original, using any kind of tools such as Google are not allowed. If found the translator will be blacklisted.
2. ANN thread translator will be responsible for the moderation as well (we have additional rewards for moderation). The translator must keep the thread active by translation of official announcements, news, posts.

3. We do not need any Signal Post Dead Thread. If you failed to keep the thread active and up to date, your reward can be reduced to 50% of the actual payment or you could simply be disqualified.
4. Increasing the moderation post count by spam posts, posting false posts or paying other to ask questions in your thread is not allowed.
5. Newbies i.e. users with no previous experience of translation will not be accepted. Always ask before beginning translation and post your previous translation work.
6. Translation without reserving is not allowed. we are not responsible to pay to those translations which are done without asking first and approval.
7. Manager and owners reserve the rights to add rules or do any kind of reasonable changes.

\* Terms and Conditions may change or be updated. Always refer to Presiam.com for **latest details**.

### Signature and Avatar Campaign Bounty:

Spread the word by adding our Signature and Avatar in your profile and earn Presiam (PRSM) Tokens as your bounty reward.

Payment: 30% of total Bounty Budget will be Allocated for Signature. Payment will be based on weekly stakes:

- Jr Member and Member: 15 Stakes/Weeks
- Full Member: 30 Stakes/Week
- Sr Member: 50 Stakes/Week
- Hero and Legendary: 80 Stakes/Week
- Full Member and Up will be Rewarded with 5 Additional Stakes for Wearing Avatar

### TERMS AND CONDITIONS / RULES:

1. Keep the signature until the end of the Campaign. Removing a signature in the middle of campaign will disqualify you.
2. You must do a total of 100 Posts during the period of campaign.
3. Posts must be constructive and On-topic. Spamming, low quality posts, copy paste, and off topic posts will not be counted.
4. Eligible posts must be 75 Character Long. Posts shorter than 75 Character will not be counted.
5. Payment will be done once at the End of the token sale.



6. Keep your signature till spreadsheet updated with your final post count (allow at least one week to count posts) Removing a signature before post count will simply disqualify you.
7. Newbies are not allowed to Join.

\* Terms and Conditions may change or be updated. Always refer to Presiam.com for **latest details**.

**HOW TO JOIN:** Add Signature and Avatars of Your Profile rank and fill the form below:

**SIGNATURE AND AVATAR CAMPAIGN JOIN FORM HERE:**

<https://docs.google.com/forms/d/e/1FAIpQLSe5040cHDTybBOARwJsxsDVtruTIZao7qFsdmmJja6CmaDxNw/viewform>

**SIGNATURE AND AVATAR CAMPAIGN STATUS SPREADSHEET:**

<https://docs.google.com/spreadsheets/d/12ondo7bAr6hzhnj8lvpZatdJLpVJULUYQDjEULcxql4/edit?usp=sharing>

## 5. Email Marketing

There continues to be value in properly executed email campaigns, but with a slightly different approach. Older 'spam-blast' models have been made effectively useless today, with the many spam blockers actively running across nearly every major email engine. Presiam has moved to an 'invitation' model, where we attract through the evangelical marketing approach, combined with the opt-in and more viral driven methodologies we've shared.

The Presiam email campaigns are more update-driven than awareness or introduction driven. The key exception to this point being those emails collected from the fan base of organic, passion-driven self-marketers that promote Presiam out of their own personal passion for the Presiam solution. Those emails are response requested or response driven in nature and have message specific content to that audience.

## 6. Cause Marketing

The Presiam cause marketing strategy places focus on Presiam as a solution to resolve the larger corporate integrity issue, which many have already discovered within the current social media landscape. Many articles, news pieces, investment details and corporate profiles, have highlighted the gross misuse of data mining, scalping, scraping and sale of personal information, content and connections (friend data) with zero profit sharing to the users of these various commonplace, older model social media sites and outlets.

A final note on our “Cause” – There have already been guerilla marketing campaigns utilizing data from older (abandoned) user accounts of legacy social media sites, in an effort to entice former subscribers to come back and rekindle their relationships with these outdated social media channels.

This is a fundamental reason Presiam will succeed in its mission to be a disruptive force in this corrupted segment of the digital world. No users data should be preserved to later be used against them in any business model. It's just grotesque and inexcusable.

## Retention Strategy

Expansion models built into the current revenue share model, including the aforementioned 5% referral bonuses – Combined with additional levels that grow beyond 5%, based upon total success of ‘New’ members gained by the referral users efforts.

Increased interest – One that promotes and fosters a ‘future state of value’ or incentive, to go beyond the inner circle of friends and family, like co-workers, trade groups, teams, or other expanded social settings or contacts.

## Selling Strategy – Why Presiam for Advertisers?

Presiam delivers an already targeted market, with narrow scope, defined interests, and even better – a predetermined interest in your product lines and services. This advertising solution is combined with a fair and equitable compensation model for the content owner/creator. This compensation model rewards the individuals for allowing advertisers to ‘know’ about their interests, their likes and most importantly, dislikes.

Advertisers know they are competing for identical, loosely defined potential ad space on ordinary social media channels. When combined with the multitude of other distractions competing for the attention of their prospects, it becomes clear that only a focused, targeted, ‘opt-in’ prospect solution is the way to go - And Presiam delivers that refined approach as our standard service offering.

## Launch Strategy

- Social media channels
- Public driven/self-inspired viral videos
- Promoted viral videos

## Airdrop

Presiam is going to use an initial Airdrop to rapidly grow project awareness and accelerate conversion from user to consumer. This will also assist with growth and expansion later in the project lifecycle.

Deeper within the App, incentives provided by merchants and retailers through the ad campaigns, solidify the circular benefits on earning and redeeming PRSM tokens. This becomes both a loyalty and rewards system that benefits everyone.

With PRSM designed primarily as a utility token to serve in a similar capacity as the 'points' program offered in the many credit card and hotel rewards programs found in the market today – It can also serve as a powerful conversion tool, when appropriate market levers and incentives are applied.

## Purpose of the Crowdsale and intended use of funds

- iOS and Android focused App Developers are a key investment and lead the Crowdsale requirement.
- Marketing and promotion will require the next significant amount of capital.
- blockchain engineers and similar emerging technologists represent the next block.
- Token allocation is well thought out and commitments are defined in this document.
- Operational support of the impressive infrastructure required for a global push.
- Commitment to the communities that drive and support the success of this project.

## Crowdsale

### Crowdsale Details

Our Crowdsale phase will run on the ETH blockchain. The ERC20 tokens you'll receive are placeholder tokens that will be swapped out for permanent PRSM tokens once the Crowdsale completes and the Presiam blockchain is fully developed.

The Presiam Crowdsale and the corresponding token creation process will be governed by the Presiam Smart Contract that structures the Presiam Token (PRSM). Participants interested in supporting the development of the Presiam Project can do so by sending Ethereum Tokens to the designated address on the Presiam.com website.

Presiam Tokens (PRSM) will be available at the rate of 5200 PRSM per 1 ETH – This figure will be finalized at time of Crowdsale, based on current market rates of ETH.

### Rules:

- The accepted currency during the Crowdsale is Ethereum (ETH).
- Do not send ETH from an Exchange - You must send from an ERC20 compatible wallet.
- Minimum contribution is 1.0 ETH.
- The amounts noted are subject to change before the Token creation event.
- The Token Crowdsale period will last 31 days, unless the Hard Cap is reached sooner.
- If the Hard Cap is reached before the end of 31 days, additional contributions will be accepted for 72 hours to allow contributors that may have missed the very short window for PRSM creation, to participate.
- Once a Presiam (PRSM) is purchased the purchaser will be issued their PRSM token immediately via our smart contract, thus eliminating the need, fees and costs of an escrow service.

## Token Allocation

Token distribution will be managed and protected as part of the Presiam Smart Contract

### Crowdsale Participants (65%)

65% of all tokens will be distributed during the Crowdsale. Resources raised in these distributions will be locked and become transferable monthly or to be traded (if needed) to cover Presiam expenses for the initial year of development and expansion, possibly more.

### Advisory (10%)

10% of the tokens are allocated for strategic Partners and Advisors.

### Airdrop & Bounties (10%)

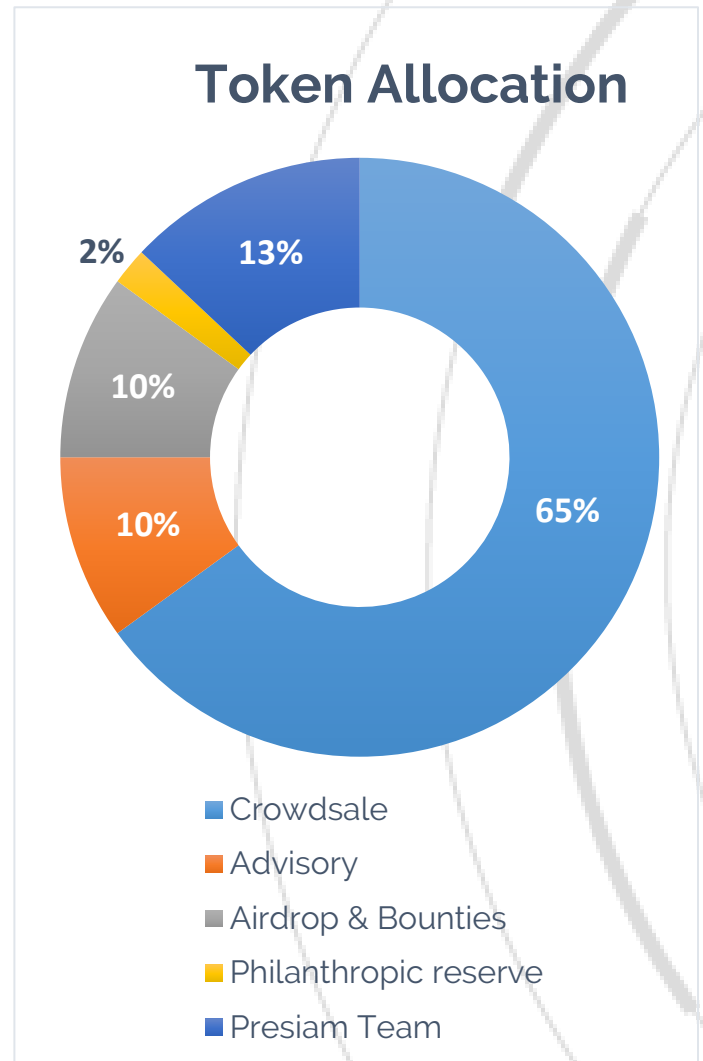
10% of the tokens are allocated for Bounties and an Airdrop to introduce the token into the marketplace and prompt its utility.

### Core Team (13%)

13% of Presiam tokens created will be allocated to the Presiam Core Team, comprised of: Founders, early backers and the Development team reserved for long-term alignment of interests and growth of Presiam.

### Philanthropic (2%)

2% of the tokens are reserved for charitable causes.



## Token Distribution

PRSM Created Per Smart Contract	<b>600,000,000 PRSM</b>
Hard Cap	<b>75,000 ETH</b>
Soft Cap	<b>15,000 ETH</b>
Maximum Number of Tokens Generated	<b>600,000,000</b>
% of Tokens Generated to Presiam Team	<b>13%</b>
% of Tokens Generated for Airdrop & Bounties	<b>10%</b>
% of Tokens Generated to Advisors	<b>10%</b>
% of Tokens Generated to Crowdsale Participants	<b>65%</b>
% of Tokens Reserved for Philanthropy	<b>2%</b>
Date of Crowdsale Start	<b>7/15/18</b>
Date of Crowdsale End	<b>8/15/18 or when hard cap is reached.</b>
Additional Time If Hard Cap Is Reached	<b>72h</b>

## Airdrop

Presiam is only allowing 30,000 people to participate in the Airdrop. The first PRSM Airdrop is scheduled for April 1<sup>st</sup>, followed by a second Airdrop occurring on April 29<sup>th</sup>.

Rules for the Presiam Airdrop:

1. Fill out the Airdrop Registration form found on [Presiam.com/airdrop](https://presiam.com/airdrop).
2. Join our Telegram Channel: <https://t.me/joinchat/IOm-1gzGFYUh8PqAWHzRzQ>
3. Visit our website <https://www.presiam.com> and subscribe to our newsletter.
4. Follow us on Twitter: <https://twitter.com/presiamapp> Retweet our Pinned Post.
5. Follow us at Facebook: <https://www.facebook.com/presiamapp>

Presiam  
Airdrop



Make sure your wallet is ERC20 compatible. Presiam will not be responsible for lost tokens due to adding non-ERC20 wallet or exchange address like Coinbase.

Additional Rules: Absolutely no spamming. Unlike other crypto projects that have users go out and spam other Telegram channels, Presiam will NOT tolerate this. Anyone caught spamming will be removed from the program and will not be able to swap out Ethereum Presiam tokens for the real Presiam tokens.

IMPORTANT: At the end of the campaign, all recipients will be verified to have followed all the rules. Users that merely get the airdrop and don't follow the 6 above rules will be dropped from the campaign and you will not be able to swap your PRSM tokens out for the new Presiam blockchain Tokens (PRSM).

Also know that these are placeholder tokens (PRSM-D) and will be swapped out for the final PRSM tokens once our blockchain is complete. If you sell them or remove them from the wallet address we sent them to then they are voided. You must keep these PRSM-D tokens in the wallet that they were sent to.

## CONCLUSION

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### Let's do this

We're going to ask you again what we asked you at the beginning of this White Paper.

**"Do you think you should be paid for your time, privacy and personal moments?"**

We thought you'd say that!

We will help champion for the little guy and shift the power from the few to the many.

And we believe in the power of good intentions and we know they will help drive us to lasting change in how people share, connect and experience life. Everyone's life story is worth something. And publishers know this.

#### REMEMBER....

YOU take control of your network.

YOU choose the ads displayed in your network.

YOU own your data.

YOU collect while mining transactions as your device charges – when you choose.

YOU get paid 50% revenue share for ads that YOU choose for your network.

YOU see a bonus for Ad revenues generated from new members you invite.

All placed automatically into your Presiam wallet...

### How to Get Involved

- Signing up for Airdrop (<https://www.presiam.com/airdrop>)
- Telling the world about this
- Joining our team
- Investing in our mission, talent and passion

For inquiries and questions contact:

[contact@presiam.com](mailto:contact@presiam.com)



## SOURCES:

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Declines in Facebook popularity:

<https://www.afp.com/en/news/15/less-cool-facebook-losing-youth-fast-pace-survey-doc-zj6ii1>

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

Lack of users 'Right to delete data':

<https://finance.yahoo.com/news/facebook-apos-latest-privacy-debacle-014016820.html>

Security importance:

<https://it.slashdot.org/story/18/02/12/2048256/consumers-prefer-security-over-convenience-for-the-first-time-ever-ibm-security-report-finds>

Guerilla Marketing: <http://www.techtimes.com/articles/7895/20140602/myspace-launches-unique-marketing-strategy-lure-back-members.htm>