

Zoidcoin is a decentralized advertising network built on top of a blockchain-based marketplace.

The problem:

Inefficient advertising is rising the costs of goods and services for the end consumer.

1. Our privacy is being breached.

The Facebook pixel tracks you wherever you go.

2. Our data is being sold to middlemen.

A low return on ad-spend has a negative impact on both users and businesses. Too many middlemen clog the ad industry.

3. The users are not rewarded for their data.

One way to solve the cookie crisis is to reward users in exchange for an insight into their buyer needs and desires.

The solution:

Our goal is to create an advertising platform that combines search marketing with demand generation.

By making use of **game theory**, and of **supply and demand mechanisms**, the platform creates an environment that is **fair** to both buyer and seller.



The user is rewarded for:

- Allowing us to access his personal data
- Interacting with the platform
- Completing a final conversion

Proof of concept:

The Zoidcoin Network is the natural evolution of our proof of concept project, **Mobzoid.**

Our microeconomic system is up and running since **October 2015**.

Since then we have tested many scenarios and the system has seen many changes thanks to a great communication process with our partners.

We can safely say that our microeconomic system is **well balanced**.

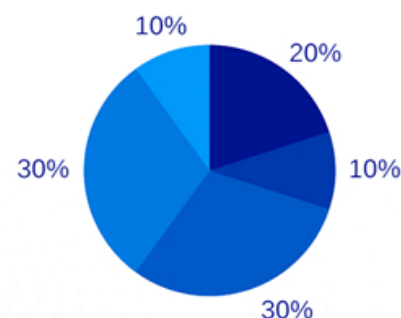
Token Structure

Sale supply: 420,000,000 tokens
- Private supply: 70,000,000 ZCN
- Public sale supply: 300,000,000 ZCN
- Bounty supply: 50,000,000 ZCN
Nominal price: 1 ZCN = 0.00004299 ETH
Soft cap: \$2.1M USD
Hard cap: \$17.85M USD
Token format: ERC-20 Standard

Token Sale

Begins in Q2 2018

Use of Funds



20% Campaign and Marketing Costs
10% **Team & Founders**
30% **Offline Reward Development**
30% **Platform Development & Scaling**
10% **Operational Expenses**

Additional information

For more information about the **Zoidcoin ICO**, visit zoidcoin.network.

Whitepaper: zoidcoin.network
Twitter: [@ZoidCoinNetwork](https://twitter.com/ZoidCoinNetwork)
Telegram: <https://t.me/zoidcoin>
Telegram News: <https://t.me/zoidcoinann>
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Zoidcoin partners

