



# JEXOS

CONFIDENTIAL

*AN OPEN SOURCE PROJECT*

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# WORLD'S FASTEST & MOST SECURE BLOCKCHAIN PROTOCOL FOR THE DIGITAL AD INDUSTRY

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**DEVELOPED BY**  
HYPERBIDDER ENGINEERS &  
GLOBAL BLOCKCHAIN DEVELOPMENT  
COMMUNITY

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# Abstract

JEXOS is an Open Source Project being developed by Hyperbidder; a Global Ad Exchange Network, and an Open Source Development Community with Blockchain Developers from all around the world. JEXOS is not a Decentralized Application (DApp) that will run on a Blockchain. JEXOS is a core Blockchain that is built for the Digital Advertising Industry (USD 230 Billion). Other Blockchain companies either build DApps, or build Blockchains that are neither decentralized (Private Blockchains) or are focused on trying to figure out a way to increase the transactions per minute. We, on the other hand, are building the World's most flexible and sustainable Public (Decentralized) Blockchain for all stake holders to use it for free. We aim to make JEXOS the standardized Blockchain for the Digital Advertising Industry. While we are working on building the Mainnet, we also focus on certain solutions to those that cannot be on chain but rather off chain. Through both co-founders' vast experience, we

know Enterprise Software Architecture and Digital Advertising Industry. We will build the JEXOS Blockchain in just a way that will be acceptable by all stake holders. JEXOS will be faster, cheaper, better, and most importantly more secure (100%).

- JEXOS currently have more than 20 part time employees who only get paid JEXOS (our native tokens)
- JEXOS is building its own utility token from scratch (NOT Ethereum based)
- JEXOS just finished building its own custom ITO Dashboard for its native token JEXO
- JEXOS is holding a Private Sale at the moment. For details and discounts, go to [jexos.org/tokensales](https://jexos.org/tokensales)
- JEXOS recently started its Open Source Project and is in planning and documentation stage. We are putting together a strong Blockchain Dev Team.

# Vision

## DEMOCRATIZING ADVERTISING

*By solving all Industry Inefficiencies*

### JEXOS PUBLIC CHAIN:

- Fair Playing Field
- Transparency
- Trust
- Anti-Fraud
- Secure
- Instant Payment
- Ad Validation
- Peer to Peer
- Peer to xM to Peer

**BALANCING**

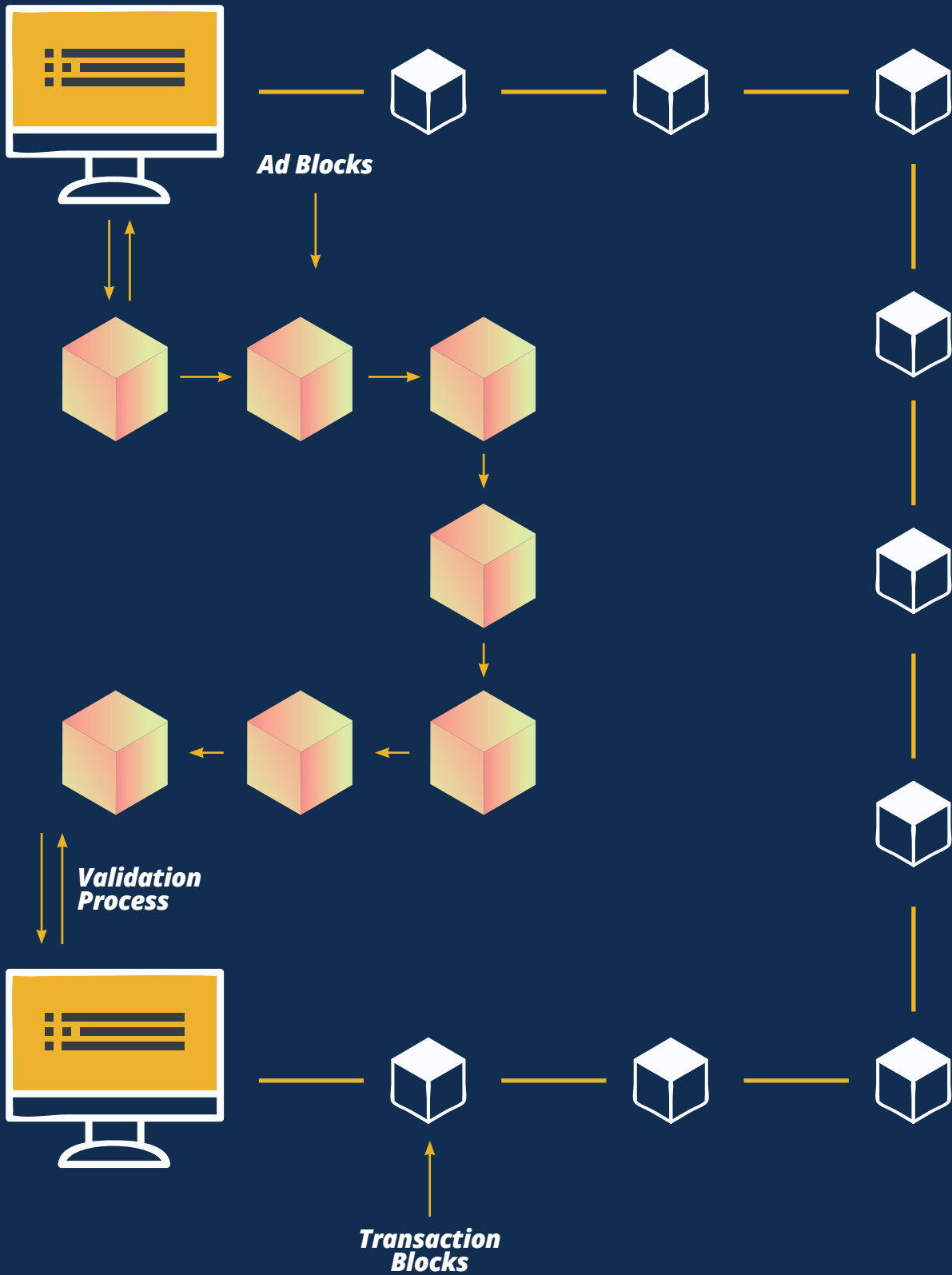
**EQUILIBRIUM**

Due to these inefficiencies, Google & Facebook are a Duopoly with more than 90% market share

The right Public Chain, such as JEXOS, will put an end to this

### TRANSPARENCY

No new JEXO node or block is created until verified by a smart contract in JEXO Block Claim protocol. Only validated JEXOS nodes or blocks ensure the qualification of a successful ad, and added to the Chain triggering accompanying transactions.



# Market Overview

By building a standardized core Blockchain for the Digital Advertising Industry that solves all inefficiencies and add practicality while saving resources to all stake holders, we manage to not only lead the Blockchain Revolution by disrupting the whole industry but we rescue a dire industry by making it more secure, transparent, faster, and better.

# Market Overview

*Current environment of Digital Advertisement Industry lacks quite a bit of essential conditions necessary to run and grow itself to levels where it deserves to be. Digital Advertising is a US \$230 Billion Industry with an average of 7% growth year over year. This Industry can grow even larger if it has all its necessary elements run even more efficiently. There are quite a few problems this Industry faces within the current Advertising Landscape.*

## **INDUSTRY PROBLEMS**

### **Existing systematic fraud (industry challenge 1)**

There has been quite a bit of fraudulent activity that takes place on Digital Advertising. Some publishers or individuals set up fake Ad Farms that hosts multiple machines; computers, servers, and mobile phones that can duplicate ads served to create fake impressions or click throughs to receive payments on ads that were really in reality were wasted ads. Mobile ad fraud is in the midst of a period of rampant innovation. That was the takeaway of a recent report from app marketing firm Adjust, which found that the rate of fake app-installs, clicks, attributions

and other mobile scams doubled in the past year alone. The company said around 7.3 percent of the 3.4 billion app-installs and 350 billion interactions it monitored in the first quarter of the year showed evidence of fraud. 2017 was the year of innovation and evolution for fraudsters. Much of that innovation involves a method of faking app installs called SDK spoofing, in which hackers are able to make it appear as if a download has taken place by breaking into the communication line between developer-side analytics tools and back-end servers. This type of fraud is harder to spot than conventional methods of faking installs because it traces back to real users rather than imaginary ones.



According to Adjust, SDK spoofing made up about 37 percent of the fraud it found, while click injection accounted for 27 percent, other fake installs 20 percent and click spam 16 percent. In some cases, SDK spoofing ate up as much as 80 percent of a single campaign's budget. The app categories hardest hit by SDK spoofing are gaming (29 percent), e-commerce (27 percent) and food and drink (17 percent).

Meanwhile, the ever-growing rate of fraud may be starting to take a toll on the industry's overall growth, according to Maor Sadra, CRO at mobile marketing firm AppLift.

"This is—I think correctly—definitely the number one high-profile topic, which is probably, maybe, slowing down the progression of the industry," Sadra said. "If I were a triple-A brand, I would be hesitant to go into mobile advertising right now."

Source: Adweek

## **Lack of transparency (industry challenge 2)**

In recent years, a major pain point for brands and advertisers has been the lack of transparency and accountability in being able to ascertain how their ad dollars have been spent. Digital advertising is complex, because ensuring that the media that was purchased was actually delivered as it was intended, is non-trivial today. Ad fraud is pervasive, and costs marketers and publishers a significant amount of money. Forrester reports that as much as 56% of all display ad dollars were lost to fraudulent inventory in 2016. And the cost of ad fraud globally is expected to increase to \$50 billion over the next decade.





A recent study into the state of programmatic advertising revealed that 79% of advertisers surveyed expressed worries about transparency, with over a third regarding the lack of visibility on third parties as one of their key concerns. It's why we are increasingly hearing that major brands like P&G have cut their ad budgets, because their media agencies failed to give them the transparency they needed.

### **Missing trust between stakeholders (industry challenge 3)**

Currently, we have an ecosystem with multiple competing online distributors, platforms, DSPs, DMPs, exchanges (I could go on), all of which collect their own data on performance. To a

point, this is great, or at least it should be, but not when they all mean different things and are each individually being used to claim the effectiveness of a distribution, platform or media, often contradicting each other. It is hard to know what the truth is any more.

The world's top advertisers are calling for the industry to come together to reform the digital ad ecosystem to make it safer, more transparent and more consumer friendly, and are threatening to stop working with any company that doesn't comply.

# Jexos Solution

HyperBidder engineers and our Open Source Blockchain Global Development Community is building a core Blockchain for all the stake holders of Digital Advertising Industry, which will lead to a fundamental change of current online advertising market structures. JEXOS Blockchain will level the playing field for the entire Ad Industry. The reason Google and Facebook are a duopoly with over 80% of the online advertising market share is due to all these inefficiencies that exist in the current advertising industry. Blockchain is with no doubt will be the last resource and the best solution that will solve all these inefficiencies the industry has today. So hence, there will be no reason for brands or ad agencies to choose only these two companies (Google and Facebook) to advertise on. There will be a wider and more democratized distribution to all ad serving companies, ad exchanges or direct Publishers as Blockchain will bring along the trust, transparency, security, and efficiency that the industry needs.

Better market transparency (through better protocols and tracking along the value chain/ no fraud), higher market efficiency through JEXO Block Claim Protocol and JEXOS Blockchain between AdAgencies, Ad Networks, Publishers will ensure bringing back the badly needed trust with 100% ad validation and security. JEXOS will also be a cheaper solution as intermediaries are crossed-out with easy and simple standard solution for the advertisers/stakeholders. JEXOS will be an industry standard with easy to integrate Blockchain that will be offered for free.

As an industry, we cannot drive growth without real transparency, and we can not have real transparency without checks and balances. The best way to offer checks and balances is through Blockchain. Our aim is to build and make JEXOS Blockchain an Industry standard for the Digital Advertising Market by utilizing our Block Claim protocol along with smart contracts that enables transparency, trust, payment accuracy and speed while avoiding fraud.

# Jexos Team



**Giorgio Talegon**  
*FOUNDER & CEO*

An industry veteran with over 20 years experience in online advertising. Prior to JEXOS, he founded Hyperbidder, an online advertising exchange network with JEXOS co-founder Kishor Patil. He is the inventor of a proprietary bidding system for online advertising.



**KISHOR PATIL**  
*CO-FOUNDER & CTO*

Kishor Patil built many of the Fortune 100 Companies Infrastructures as one of the best Enterprise Software Architects in the world. He is also the co-founder of Hyperbidder, an online ad exchange network, which he co-founded with Giorgio Talegon.



**ROGER WALTER**  
*COO*

Roger Walter has a proven track record of Senior Leadership and strong Management capabilities with a wide range of experiences in the area of performance management, finance & management accounting, as well as IT development/ implementation in the Retail/ Private Banking, Asset Management and Investment Banking sector. He was previously a Director at Deloitte, an Executive Director at EY, a Senior Director at Accenture.



**EVELYN HOFSTETTER**  
*LEGAL COUNCIL*

Evelyn Hofstetter is a Swiss qualified lawyer and a partner of Badertscher Attorneys-at-law with offices in Zug (Crypto Valley) and Zurich. She advises various interesting Blockchain projects in different sectors with regard to corporate and regulatory matters. She joined JEXOS in April, 2018.



**JEXOS**