

# TERNIO

A blockchain built around **speed & transparency**

## The problem

Ternio is transforming the **\$224 billion** digital advertising market, which is filled with **domain fraud**, **bot traffic**, and **lengthy payment models**. Incentives are not aligned causing both advertisers and publishers to feel they are on the losing side of the deal. The Ternio utility token provides a verifiable and decentralized asset that empowers advertisers to verify spend through each intermediary and gives publishers the vehicle to be paid on delivery. Advertisers get what they pay for and publishers don't have to wait months to collect. Ternio can be integrated with most ad technology platforms giving trustworthy partners a share of the market's success.

## The solution

- Blockchain scalability issue within digital advertising ecosystem has been resolved through our own built platform based off both Stellar and Hyperledger Fabric. **Current testnet result: 1.2 million transactions per second!**
- The Ternio blockchain system through our Lexicon blockchain utilizes smart contracts. These smart contracts can be viewed up and down the entire supply chain.
- An audit report is maintained on the blockchain showing breakdowns of pricing in the ecosystem and verifies the delivery of ads.
- The possibility exists within the Ternio blockchain to record "programmatic transaction level data - winning bid log data and metadata e.g. programmatic invoices", which the industry is demanding.

## The TERN token

**Tokens created: 1.000.000.000 (1B)**  
**Tokens for sale: 490.000.000 (490M)**  
Softcap: \$25M  
Hardcap: \$40M  
Accepted payment methods: BTC, ETH, XLM and Wire transfer  
Whitelisting\* & KYC required  
Non-accredited USA contributors are excluded

### Pre-sale: February 2nd - May 31st

TERN sold at a sliding price of \$0.06 - \$0.08 (maximum of \$25M)\*\*

### Public sale: June 1st - June 15th

Remainder sold at a fixed price of \$0.10  
Maximum individual cap: \$2M

\*Maximum whitelist capacity is 20.000 people on a first come, first serve basis  
\*\*\$0.06 and \$0.07 were only for the first \$2M of contributions

## The team



**Daniel Gouldman**  
CEO



**Ian Kane**  
CRO



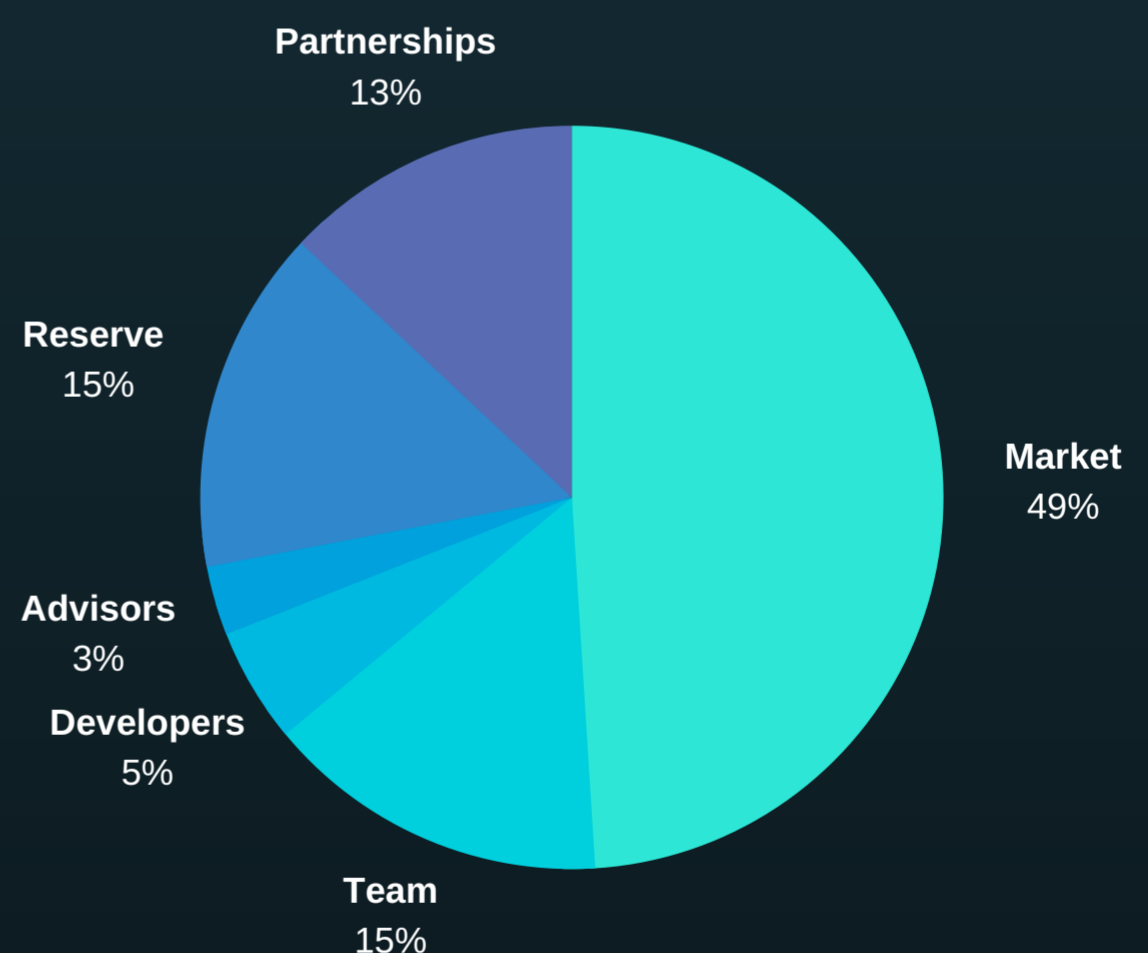
**Bryant Maroney**  
CTO

Meet the rest of our experienced team on <https://ternio.io>

## Contact us



## Token distribution



Team, developer and advisor tokens are vested over a period of 12 months with a 6 month initial freeze.

## Sale proceed allocation

