



Krios.io

Decentralized Affiliate & Campaign Management Platform

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ABSTRACT

It is well documented that digital advertising is plagued with several issues. The narrative began when Facebook's video metrics were found to be overestimated for two years, misleading and misinforming advertisers. Issues such as questionable metrics, brand safety, bot fraud, billing malpractices and walled data make for a digital advertising climate that is wreaking havoc on all participants in the digital marketing model.

Publishers' revenues are dropping, users are being abused through mobile advertisements which result in staggering data charges and privacy violations, and advertisers are being misinformed when it comes to assessing the effectiveness of their advertisement campaigns.



Despite all this, digital advertising expenditures are expected to increase almost 16% in 2017, reaching \$83 billion. This is because advertisers must be where the consumers are, and they are all on digital. Big companies simply cannot pull out of digital advertising in a mass-scale way after a decade-long investment, since it would negatively affect their bottom line. Corporations will continue to increase their digital advertising budgets as more individuals continue to spend more time online.

Advertising technology ("ad-tech") is inefficient as publishers continue to lose millions while fraud continues to skyrocket. This document presents a solution to problems facing the multi-billion-dollar digital advertising industry. Krios is a decentralized affiliate & campaign management platform built on modern technologies to help connect businesses seeking promotional and affiliation activities with influencers who have relevant demographics and professionals who offer relevant services.



Krios is a viable solution to problems currently facing the digital advertising industry as it offers a secure and transparent platform for conducting marketing activities, such as creating advertising content or purchasing advertisement space on a web page.



The platform focuses primarily on bringing social media influencers, consultants, ad managers, content creators, graphic designers, copywriters, etc. together to create cost-efficient advertising campaigns which promote brand awareness, increase organic business growth and encourage brand loyalty.

The Krios platform connects businesses with the right affiliates to allow business owners and marketers to directly influence and attract their target market. The power of social media networking and the use of affiliate marketing is widespread and continues to flourish as businesses consistently realize exorbitant profits through the thoughtful and efficient process of connecting with relevant influencers.



Krios' aim is to create a powerful and economical all-in-one solution that caters to diverse marketing needs, whilst maintaining simplicity and ease of use. Krios leads the disruption of a multi-billion-dollar industry by taking charge in providing responsibility and accountability, while increasing ROI for advertisers.



INDUSTRY LANDSCAPE

Marketing is the study and management of exchange relationships. The American Marketing Association has defined marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”



Marketing is one of the focal points of any business that seeks to garner interest from customers, as it includes virtually all customer-related activities; from developing products consumers will enjoy, to attracting customers, maintaining a customer base, serving the customer and ensuring they are satisfied.

The end goal of marketing is to achieve customer interest and satisfaction.

Digital marketing is the marketing of products or services through digital technologies. Since the 1990's, digital advertising expenditures have consistently increased, as more and more consumers spend time (and money) online. Digital advertising is valuable not only because it helps to garner interest for a product or service, but also because it allows for 24/7 customer support online, which improves lines of communication between the firm and the consumer and allows the firm to evaluate feedback from customers.

Along with digital advertising comes increased scrutiny, as consumers can express negative opinions about a business just as easily as they could positive. For this reason, large firms hire social media managers, personal relations managers, and other positions whose main responsibility is maintaining a positive image for the firm.



Businesses encourage feedback from customers through online sources, websites, and blogs which gives consumers a voice and lets them feel important. Ignoring digital advertising is no longer an option for businesses looking to keep up with competition.






The potential reach of channels such as Facebook, YouTube and Twitter continue to expand as worldwide adoption continues. The open lines of communication create unique opportunities that are unavailable with traditional marketing.

Information can be exchanged rapidly all around the world from peer-to-peer and business-to-peer, encouraging the target audience to voice their opinion.

Affiliate marketing is a facet of digital marketing that is largely performance-based in which a business rewards affiliates for bringing visitors to their website or for bringing in paying customers. While affiliate marketing can sometimes be overlooked in favor of more traditional marketing techniques, the power of celebrity and influencer endorsements remains a powerful tool at a business' disposal, as it allows consumers to be introduced to products or services by someone who they already relate to.

At its core, affiliate marketing is about the relationships between three parties:

-  The Advertiser
-  The Publisher
-  The Customer



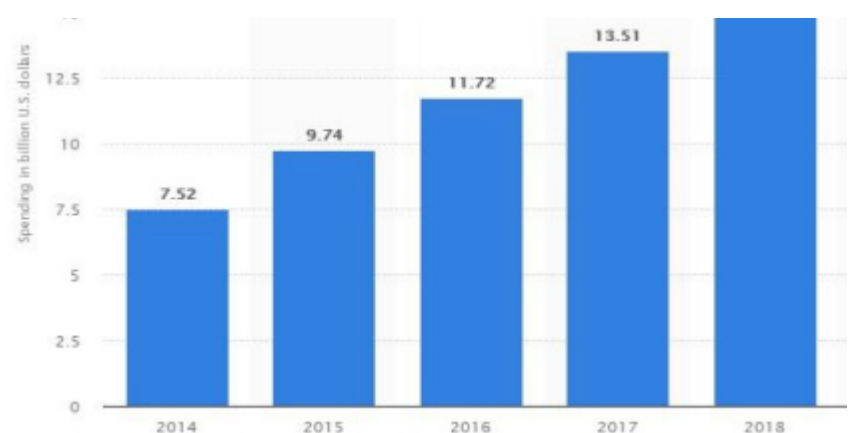
The advertiser is the company selling the products or service. They are attempting and willing to pay another party to advertise and promote their product or service for them.

The publisher is the individual or company that is advertising the product or service in exchange for commissions. The advertiser provides the publisher with some sort of content (banners, links, ads, phone numbers, promotional codes, graphics, etc) which they post on their website or social media outlets to garner attention for the company. Finally, the customer is the individual who is being called to action. They are the ones who see an advertisement and are expected to either visit the website, fill out forms to register, or purchase a product. This is known as a conversion.

Social media marketing is making use of social media platforms to promote a product or service. Besides the advantages of increased reach and instant exchange of information, social media marketing provides companies with unique access to market-related data. Unlike traditional marketing research methods such as surveys, focus groups, and data mining which are time-consuming and can be very costly, marketers can use social media to obtain real-time information about consumer behavior and viewpoints and receive instant feedback. This can be extremely useful in such a dynamic, competitive and fast-paced global marketplace.

The graph above displays the expenditures on social media marketing in the United States alone, and the projected values for 2018 and 2019.

Social Media Marketing Expenditures - United States



Social media marketing in the United States takes up a large portion of global digital advertising expenditures, as companies continue to look for cost-effective ways to reach their target demographics. Globally, social media marketing expenditures are expected to total \$36 billion in 2017, with a majority coming from North America.

PROBLEM & SOLUTION

Publishing an advertisement online is similar to investing. In the digital advertising world, companies invest large sums of money in hopes of receiving a return on investment as new customers and existing clients see the ad and convert in the form of online sales. Advertisers do this despite the fact that they lack the relevant data necessary to truly comprehend where to spend the money. Anyone who has advertised online has already encountered the complex world of measuring the return on digital advertising expenditures, in which companies attempt to derive where their individual online sales are coming from, in hopes of maximizing expenditure efficiency.



As a business looking to carry out a marketing campaign, putting together a team who work in perfect synergy can be tedious as coordination among several platforms, tasks, and contributors can greatly complicate the process.

Businesses seeking affiliates relevant to their demographic to endorse their product can be difficult and time consuming. This is due to the various channels companies must navigate to reach these affiliates and the length of time it takes for the endorser and the company to reach a mutually beneficial agreement.



Should a company wish to effectively leverage the components of their advertising campaigns, they need to deploy a team of proficient graphic designers, content managers, ad managers, influencers and more all while trying to coordinate across different platforms, time zones, banking systems and currencies.

Currently, companies looking for endorsers must contact a third-party management firm chosen by the influencer, and that firm will need to contact the celebrity to ask them if they are interested in advertising a product. The celebrity or affiliate might not be interested in endorsing, resulting in wasted time and effort on all parts. Additionally, businesses must go through the tedious process of identifying which endorsers are available to contact for promotional activities.

These endorsers could take days to respond, and the business has virtually no idea how interested the endorser would be in their products and services, how much they charge, how they work, when they can endorse, etc. The process is currently inefficient. If you are an influencer attempting to monetize your social media outlets such as YouTube or Twitter, how do you go about informing your audience that you are available for endorsements? When you do, how do the businesses looking for affiliates find and contact you?



If they don't know you exist, it is difficult to get the word out and discover these opportunities. The back and forth involved in finding the endorser, and discussing the product, price and terms make for an inefficient process that costs the business owners and the endorsers time and money.



As content providers for marketing campaigns, specifically freelance workers in the graphic or ad design space world, finding consistent work that fits your personal qualifications and objectives can be impossible unless you are well connected on social media or have an extensive track record of previous works. Currently, all parties involved in digital advertising must push forward through an inefficient process.

Currently, a business attempting to leverage the power of social media and affiliate marketing can run into various problems, namely:



#1

Advertising with a large corporation such as Facebook or Twitter, where common enterprisers are just another number in Facebook's ledger, and the return on investment for expenditures are extremely unclear. Unless the company is enormous, they would not receive any special attention or personalized service from Facebook.





#2

Paying huge fees or salaries to social media managers, or needing to create a job in their own marketing department to build up a social media presence for their new company. Currently, building up large marketing departments is usually only feasible for larger companies, so relatively new companies looking to advertise their product/service will usually attempt to manage their marketing content themselves.

#3

Paying exponential mark-ups of 10-30% for access to influencers through agencies or third-party platforms. Currently, the only way to reach influencers is through their agents, a third-party platform or attempting to contact them through social media; all of which do not guarantee a response.



#4

Potential customers hiding behind a paywall. Many services are now being offered ad-free in the form of a “premium” product. Even companies such as Google and SoundCloud, whose primary revenue stream is through advertisements which allow them to grow exponentially, are now testing services such as YouTube Red and SoundCloud Go. These premium services are offered to consumers for a small fee and present the service without advertisements. Advertising companies do not have access to those users who hide behind a paywall.



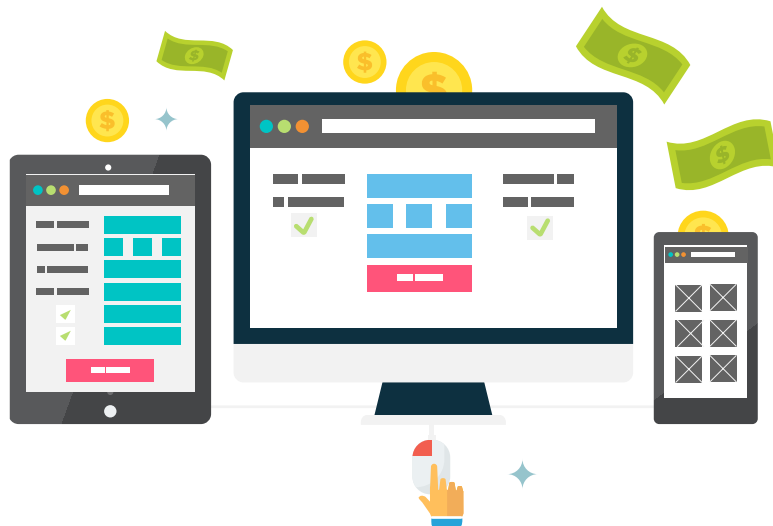
#5

Having to deal with influencers from all around the world implies that businesses must hold or have access to several different currencies, depending on the influencer’s location. This leads to even more transaction fees as companies must exchange their fiat into another fiat.



THE SOLUTION

The **Krios Platform** is the future of digital marketing. It alleviates the aforementioned problems by providing companies with access to a network of talented professionals who provide value and synergies in all aspects of a company's marketing campaigns. A platform where businesses of any size can create a full-scale marketing team specific to their project, and then manage and coordinate the campaign, all at a fraction of the ordinary cost.



Krios offers a simple, streamlined process by which a company sends a request containing information about their product, budget, needs and timeline. Krios then matches the business with approved and registered professionals within the network who will be chosen by the company to complete the tasks given. One of Krios' main value propositions is the improvement of the channels of communication between the three parties in the advertising model. The Krios Affiliate Network also opens a direct line of communication between the company and a desirable influencer chosen specifically to fit the needs of the business.

Companies can manage and have full autonomy over their marketing efforts directly on the Krios platform through the “Build Your Campaign” feature. Krios saves all parties involved time and money as it connects users looking to sell their endorsement services or other professional capabilities with the businesses looking for them. Business-owners will only be matched with individuals who fit their target demographic, budget, and requirements allowing all parties involved to save time on extensive due diligence.



THE KRIOS PLATFORM

Krios is a web and mobile application designed especially for companies looking to run efficient, successful, and cost-effective digital marketing campaign.



The future of online advertising, Krios offers companies a database of talented professionals and resources which provide value and synergies in all aspects of a company's marketing campaigns and promotional efforts. It connects professionals looking to sell their services with the businesses looking for them.

Companies fill out forms and profiles on the platform, containing details about their product or service, budget, needs and timeline. **Krios** then presents the firm with several professional candidates who fit the requirements of the request. It connects professionals in the digital advertising industry looking to sell their services with the businesses looking for them.

Companies fill out forms and profiles on the platform, containing details about their product or service, budget, needs and timeline. Requests are analyzed instantly, as Krios presents the firm with several professional candidates or companies who fit the requirements of the request. Firms will have the opportunity to communicate with candidates and select those who will be tasked with creating and publishing the advertising campaign. Once parties are in agreement, a smart contract is formed on Krios utilizing KRI.



BUILD YOUR CAMPAIGN

Companies can manage and have full control over their marketing campaign directly on the Krios platform through the “Build Your Campaign” feature.

Monitoring the progress of the campaign is made simple through Krios’ user-friendly interface which allows the business to communicate directly with their hired professionals and pay them with KriosCoin through the application.

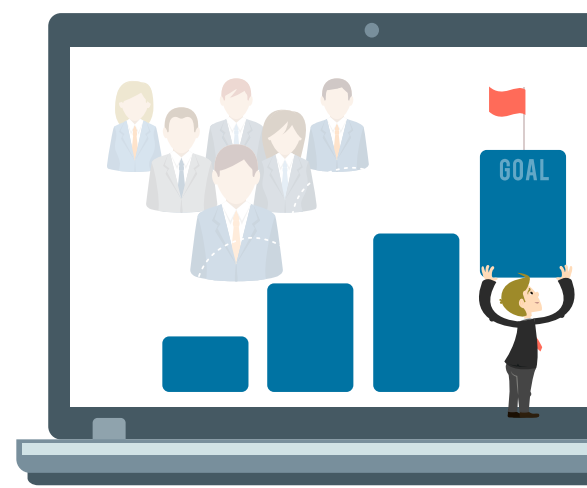


Campaigns will have their own pages where business-owners can track the work, progress and payments of every contributor as well as have direct lines of communication with every participant in the project. Krios aims to create a platform whereby small businesses and start-ups can create the same digital marketing opportunities as large multinational corporations.

Businesses will either send a request whereby Krios will match them with relevant professionals that fit their budget, or they can hand-pick the professionals themselves by manually going through profiles in the network.



The first step in building a campaign is selecting which professionals are required.



Examples of professionals who will be on the network include, but are not limited to: content managers, social media managers, advertisement managers, graphic designers, copywriters, marketing managers, vloggers, influencers, marketing analysts and more.



Content Manager: A content manager is someone who oversees the content presented on websites and blogs, and may also be responsible for creating, editing, posting, updating, and occasionally cleaning up outdated content.



Social Media Manager: A social media manager is someone who manages social media marketing campaigns and day-to-day activities including: Develop relevant content topics to reach the company's target customers. Create, curate, and manage all published content (images, video and written). Their focus is primarily related to Facebook, Twitter and Instagram.



Advertising Manager: An advertising manager is someone who plans and directs the promotional and advertising campaigns of companies in order to generate interest in a product or service.



Marketing Manager: A marketing manager is responsible for developing, implementing and executing strategic marketing plans for an entire organization (or lines of business and brands within an organization) in order to attract potential customers and retain existing ones.





Marketing Analyst: An individual who studies information to help their employer or client make informed decisions about their market. They help decide things such as what markets to launch a product in and what price to charge.



Graphic Designer : Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.



Vlogger: Someone who posts a blog that contains video content to various channels to garner interest on the subject matter they are discussing or their life.



Influencer: Someone who is a real, relatable person who has attracted a loyal and relatively large audience. An influencer has influence over their loyal following and can impact how they dress, what they purchase and what they watch.



When a business has decided what professional services their advertising campaign requires, and deals have been struck between participants, a campaign page will be opened. Only the hired professionals and the business have access to this page, and the contents of this page are secured as privacy is of campaign details is of the utmost importance. The participants decide upon payment arrangements, and the business deposits KRI to be transferred to the professional upon completion of the project, according to the smart contract created.

The Campaign pages are designed with efficiency in mind; it will contain several components which will help all those involved to complete the project. Files can be exchanged and viewed instantly, messages can be sent, payments for services can be made, all allowing businesses and participants to efficiently manage the campaign and execute the strategy.

Completed projects will be moved to an archive where they can be used as references for both the business and the professionals who worked on them. Information such as the participants involved, beginning and end dates of the project, and payment status will be included. Businesses will be able to rate each participant in the project on 5 stars and provide feedback. This feedback will serve as a reference and proof of completed work, allowing top-ranked affiliates and professionals in the network to gain exposure and improve their credibility on the platform.



KRIOSCOIN

KriosCoin ('KRI') is an ERC20 standard token based on the Ethereum technology and blockchain. Tokens in the Ethereum ecosystem can represent any fungible tradable good: coins, loyalty points, gold certificates, IOUs, in game items, etc.

KRI grants users access to the Krios Network ecosystem and allows for a secure, private and decentralized method of confirming and conducting all transactions within the network. KRI is a utility token that can be utilized as a unit of account between advertisers, publishers, content creators and businesses in a new blockchain-based, digital advertising and services platform.

KriosCoin will be held both by professionals on the Krios Platform and by businesses to pay for services acquired on the platform. The Krios platform manages an internal ledger with the balances of each user's KriosCoins. Outside of the platform, Krios provides a publicly accessible smart contract for each token, implementing the Ethereum ERC20 token standard (external token contract). This allows for KriosCoins to be available for trade on digital asset exchanges.

Users will be able to place their KriosCoin into their Krios Wallet on the platform, which is connected to their registered account. Professionals and businesses decide upon the terms and conditions for the services provided through the platform. Businesses will be able to pay for services in a safe and efficient manner, without the need to concern themselves of differing currencies, exchange rates, and method of payment. Users and businesses will be able to view their Krios Wallets at any time and can verify their balance, history and transaction status directly on Krios.

Using blockchain technology, KriosCoins used as a means of payment for services provided on the Krios platform are logged and confirmed with Krios' internal ledger.



Professionals who wish to provide their services are vetted and Krios determines whether they have the necessary skills and are trustworthy. Professionals on Krios are monitored bi-annually and must provide verification to prevent fraud or dishonesty. Companies can rest assured that they need not deal with the potential of bots or companies misrepresenting their reach or numbers, as participants in the Krios Network must go through a full, detailed background check and legitimacy confirmation. KriosCoins serve as a unit of account for these services, and all KriosCoins will have a transaction history that are easily verifiable.



KriosCoins are also used to reward participants in the network and holders of KRI. 10% of all fees collected from transactions in the network will be proportionally redistributed to users with KRI. This allows for the network to continue to flourish, as professionals earning KRI, businesses purchasing KRI to make transactions, and holders of KRI on the Krios platform, will earn extra KriosCoins, further increasing ROI for all participants.

The goal of the redistribution properties is to incentivize transactions on the application and further lower the fees, increasing ROI and making the digital advertising industry more efficient. KRI do not represent or confer any ownership rights or stake, share or security or equivalent rights, or any right to receive future revenue shares. The tokens are not intended to be a digital currency, security, commodity, or any other kind of financial instrument.





INITIAL COIN OFFERING DETAILS

Name: KriosCoin

Platform: Ethereum

Ticker: KRI

Creation: KriosCoins ('KRI') will be created during a single token creation event and will be distributed during two phases. After both rounds of the coin offering, no subsequent KriosCoins will be created. 650,000,000 KRI will be pre-mined during the token creation event. All tokens that remain unsold after round 2 will be burned.

Total Token Supply: 650,000,000 KRI

Hard Cap: 500,000,000 KRI will be available to the public throughout both rounds of the initial coin offering.

Reserve: 150,000,000 KRI have been reserved for the Team, Developers, Founders, Angel Investors & Bounty Campaign participants.

Accepted Contributions: ETH, BTC & USD

Minimum Transaction Amount: 0.04 ETH



ISSUANCE PERIODS

ROUND 1 PRE-SALE:

KriosCoins will be available for purchase on November 17th, 2017 and will continue to be credited until November 30th, 2017 or when the pre-sale hard cap of \$500,000 USD is reached, whichever occurs first.

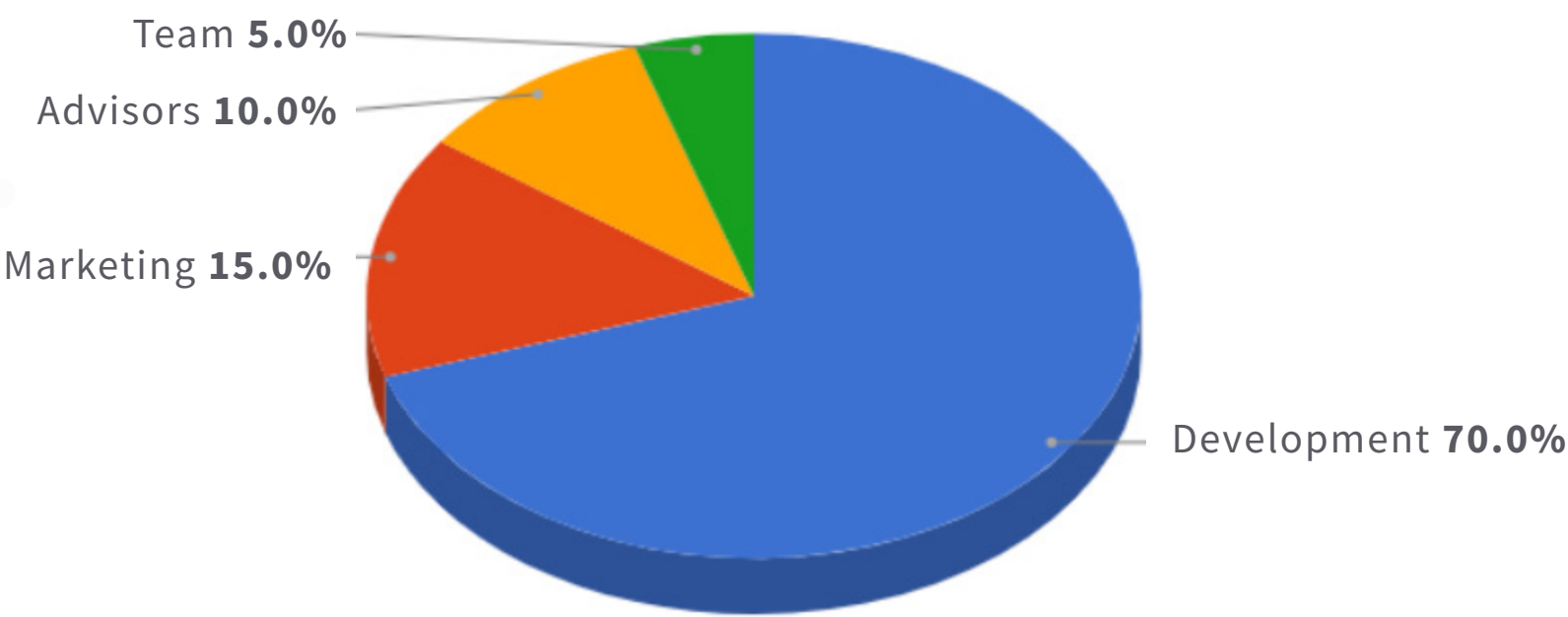
Price: 1 ETH = 4150 KRI

ROUND 2 ICO:

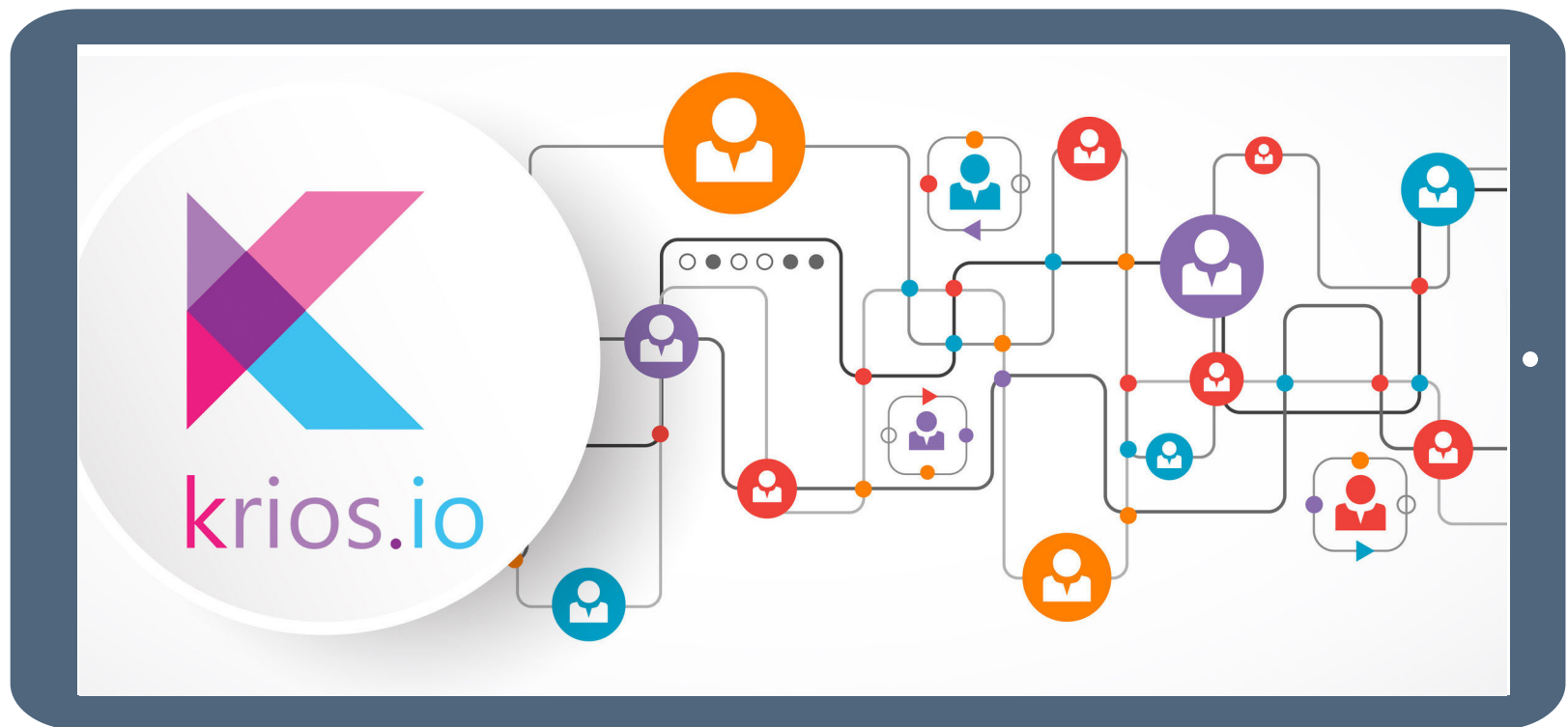
KriosCoins will be available for purchase on December 4th, 2017 and will continue to be credited until December 31st, 2017 or when the ICO hard cap of 650,000,000 distributed KRI is reached, whichever occurs first.

Price: 1 ETH = 3000 KRI

CROWDFUNDING DISTRIBUTION



BREAKDOWN OF CROWDFUNDING DISTRIBUTION



Team – Although the team already includes several members capable of taking the Krios Network to the market, team expansion is a priority as Krios looks to expand its development, userbase, and affiliate base.

Advisors – Advisors are essential to any blockchain company looking to navigate the cutthroat and complex world of cryptocurrencies and blockchain technology. Krios are fortunate enough to have a team of experienced advisors who will continue to guide the business in the right direction as they proceed through the coin offering stages into the network deployment stages.

Marketing – As has been outlined in this document, marketing is an essential business activity which promotes business growth, brand loyalty and expands awareness. A portion of the crowdfunding will go directly to efficient marketing channels which will promote the Krios Network and KriosCoin to the correct demographic.

Development – This includes development of the website, the coin, and the platform. The majority of the crowdfunding budget is reserved for development (and maintenance) of the core components of the business.



ROAD MAP

- ✓ **Q1 2018** – The Krios Network is fully launched, including all major features and social media outlets. Development of mobile application. KriosCoins will be listed on at least one exchange. Optimize Krios' matching algorithms which connects businesses to influencers and marketing professionals.
- ✓ **Q2 2018** – Krios Loyalty Program established to save repeat advertisers even more money. “Build Your Campaign” fully optimized and released as an all-in-one solution for advertisers looking to build effective marketing campaigns. Measure customer satisfaction for each individual providing service on Krios, and allow for businesses to leave feedback for other businesses to view publicly regarding performance.
- ✓ **Q3 2018** – Growth of userbase and endorsement base allows Krios to offer multiple levels of affiliation/endorsement options. Allow Krios professionals who have worked on projects together to form groups where they can offer their combined services at a discount from the sum of the individual costs. No third-party development companies will be authorized, and users must have past experience in projects on the Krios platform together in order to form a team.
- ✓ **Q4 2018** – Integrate capacity for Krios users to purchase advertising space on third-party applications and websites, allowing business-owners to not only create promotional content through Krios, but also find space to advertise, while all being paid for with KRI.



LEGALITIES & DISCLAIMERS

— Trademarks

KriosCoin is registered trademark of Krios Corp. All other trademarks or registered trademarks are the property of their respective owners.

— Disclaimer

The information provided in this document is provided “as is” without warranty of any kind. Krios disclaims all warranties, either express or implied, including the warranties of merchantability and fitness for a purpose. In no event shall Krios be liable for any damages whatsoever including direct, indirect, incidental, consequential, loss of business profits or special damages, even if Krios have been advised of the possibility of such damages.

— Document Lifetime

Krios may occasionally update online documentation between releases of the related software. Consequently, if this document was not downloaded recently, it may not contain the most up-to-date information. Please refer to www.krios.io for the most up-to-date information.

From the website, you may also download and refresh this document if it has been updated, as indicated by a change in this date: October 24th, 2017.

— Where to get help

Krios support, product, and licensing information can be obtained as follows..

— Product information

For documentation, release notes, software updates, or for information about Krios products, licensing, and service, go to the Krios website at: www.krios.io

— Technical support

For technical support, go to www.krios.io and select Contact Us.

Your comments Your suggestions will help us continue to improve the accuracy, organization, and overall quality of the user publications. Please send your opinion of this document to: Documentation@Krios.xxx

If you have issues, comments, or questions about specific information or procedures, please include the title and, if available, the part number, the revision, the page numbers, and any other details that will help us locate the subject that you are addressing.



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This document defines the whitepaper to be used for Krios projects