

YOU



A Decentralized Tokenized Digital Advertising Platform

YOUengine.io
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V2.0

Table of Contents

| | |
|---------------------------------------|----|
| TABLE OF CONTENTS | 2 |
| 1. EXECUTIVE SUMMARY | 3 |
| 2. DIGITAL ADVERTISING PROBLEMS | 4 |
| WASTE | 4 |
| TRANSPARENCY | 4 |
| TRUST | 5 |
| INEFFICIENT AD MANAGEMENT | 5 |
| CROSS BORDER COMPLEXITY..... | 5 |
| 3. SOLUTION | 6 |
| MISSION STATEMENT | 6 |
| CORE OBJECTIVES | 7 |
| BENEFITS OF THE PLATFORM..... | 8 |
| 4. YOUENGINE TECHNOLOGY | 9 |
| YOUENGINE: A NEW ECOSYSTEM | 10 |
| 5. MARKET SUMMARY | 16 |
| 6. TOKEN SALE | 18 |
| TOKEN ALLOCATION..... | 18 |
| ALLOCATION OF FUNDS | 19 |
| TOKEN SALE RESTRICTIONS | 19 |
| LEGAL ISSUES | 19 |
| 7. ROADMAP | 21 |
| 8. TEAM | 22 |
| CORE TEAM MEMBERS | 22 |
| OTHER TEAM MEMBERS | 25 |
| 9. CONTACTS..... | 26 |

1. EXECUTIVE SUMMARY

With the growing popularity of Blockchain technology, millions of people around the world are adopting a new way of value transfer. The time to optimize advertisement business has come! Blockchain technology allows to provide monetary benefit that enables advertisers, businesses and consumers make and get payments immediately without the delays. often experienced with the chain of procedures in the conventional financial system. The major advantage of blockchain technology is that it revolves around decentralization and security, offering remarkable benefits for connecting both advertisers and businesses.

Advertising, the fuel and blood of the Internet economy, is on the verge of a blockchain revolution and the goal of businesses and advertisers is to maximize marketing effect while minimizing marketing cost. In order to reach this goal, they have to target the right audience using the right channel at the right time.

We, at YOU, have a vision to disrupt the chaotic patterns and inefficiency of digital connection in advertising and businesses by building a completely new decentralized, tokenized platform that works effectively and seamlessly to connect over 200 million advertisers and businesses with actual targeted users of above 4 billion paid to watch ads. Thus, there are some basic challenges facing digital advertising today in which YOUengine intends to provide a lasting solution to it.



2. DIGITAL ADVERTISING PROBLEMS

Nowadays, when consumers prefer purchasing everything (from clothes to food to nearly anything) online, digital advertising has started significantly overleaping traditional media. However, both sellers and buyers face substantial drawbacks of traditional digital advertising.

Waste

Today more than half of online ad spending goes directly to waste. According to a 2019 Nielsen' Measurement Breakthroughs [report](#), 56% of advertisement campaign impressions are lost due to either off-target audiences, out-of-view or SIVT (sophisticated invalid traffic) impressions leaving only 44% of ad spending on-target, in-view and non SIVT impressions. Digital advertisers are projected to lose \$6.5 billion of spend to waste according to the [Association of National Advertisers](#) (ANA) and White OPs.

Transparency

Transparency in the ad tech industry plays a very important role. Björn Karlström, a product owner at Banner flow, [once said](#), “you need to know where your banners are served. And you need to know where your money is spent in the ad tech chain.” This makes sense because if you do not know what you pay for, you lose control over the budget you allocated to the ad campaign

Publishers and advertisers are doing business, so their activities are oriented toward making money. However, such a fragmented economy makes media buyers pay a much higher price than it's really worth.



Trust

Another bothersome problem of digital advertising is trust between advertising Buyers and Sellers. Problems confronting Buyers: Buyers often waste time selecting the right advertising platform and agency. They are unable to evaluate the effectiveness and quality of advertising before buying, and cannot ensure that they will receive the ROI promised.

Problems confronting Sellers: Sellers of advertising products and services risk not being paid for the services they provide. Google, Facebook, and other advertising platforms are often unable to collect payments due to credit cards being declined or clients' accounts not having enough funds to cover transactions. This leads to having many clients with bad debts and an overall loss of revenue.

Inefficient Ad Management

Manually managing ads across different channels requires agencies to put in a lot of time, but is still ineffective. Managing ads across multiple campaigns on multiple channels is time and labor-intensive. If agencies are unable to properly control the performance of their advertising, clients may have to pay for wasted and inefficient services. An advertising agency employee may only work eight hours per weekday at an advertising agency, yet agencies must manage advertising campaigns that run 24/7. Advertising agencies are simply unable to give enough attention to every ad and advertising channel to fully make the most from an advertising budget.

Cross Border Complexity

This challenge involves attracting and retaining global customers, which requires multi-currency billing options. For example, brands and media agencies from around the world work in various currencies which constantly fluctuate. For this, you need a secure and sustainable platform that will be able to execute various multi-currency scenarios.



3. SOLUTION

YOU is a carefully designed decentralized application that enables an accurate and reliable connection between consumers and advertisers, creating an unparalleled level of security and trust available through open source code and consensus algorithms which performs critical functions in digital advertising.

YOU offers an enormous opportunity to establish an entirely new decentralized, trustworthy market for advertising and also bridge the gap between consumers and advertisers. The YOU applications operate autonomously, openly and accessible to all through the YOUapp that is available for all mobile devices. It offers a new opportunity to establish YOUengine a new decentralized platform that increases the effectiveness of the digital market and consumers reward. The platform is designed to bridge the gap between those who need to sell advertising and those who consume advertising or related services. YOUcash is designed to flow through the system constantly to ensure market liquidity.

On YOUengine, data is transparent and verifiable to enable advertisers and businesses access to information they need to make better decisions about what's best option available for them to connect effectively with their users and improve their business. This transparency helps to weed out poor performing and non-paying advertisers, ensuring that the network has high quality participants on both sides of the market.

Mission Statement

This challenge involves attracting and retaining global customers, which requires multi-currency billing options. For example, brands and media agencies from around the world work in various currencies which constantly fluctuate. For this, you need a secure and sustainable platform that will be able to execute various multi-currency scenarios.



The YOU advertising portal aims to transform the method of connecting advertisers, businesses and consumers through decentralized applications. By using the Blockchain decentralized platform, the aim is to ensure a secure, fast and easy payment solution between businesses advertisers and consumers, for the first time, rewarded for watching ads as they should be in all fairness.

YOUCash solves numerous problems in the advertising industry by making payment solutions frictionless, faster, more transparent and reliable, and also providing a better way for advertisers and businesses build reputations based on an immutable ledger of verifiable payments history.

Our mission involves building a platform that positively impacts the industry by reinstalling trust in the digital advertising industry, while simultaneously reducing transaction pain points via YOUapp using blockchain technology. YOUCash aims to be the foremost currency in the advertising industry which allows for a transformative mode of payment.

Core Objectives

The evolution of decentralization begins to transform the digital advertising industry. Our product codifies payment services directly on the blockchain technology, providing seamless and accessible app that allows businesses to engage their targeted audience without the possibility of fraud, censorship, or abuse. This technology transforms digital advertising solution between advertisers and consumers to enable a fast, secured and reliable platform.

YOUengine aims to provide the following:

- Speed of payments: Our purpose is to change the internet advertising platform to operate on the decentralized technology for fast and reliable payment transactions between the businesses, advertiser and consumer.
- Multiple interfaces: YOUapp's platform uses multiples interfaces in a single application that is users friendly and designed to ensure satisfactory experience for the users.
- Highly secured: The new technology uses the YOUengine platform premeditated to provide anti-fraud protocol that is very effective in detecting fraud protocols in place. It ensures program integrity as well as Consumer and Advertiser piece of mind when surfing and ensuring no click fraud and viewing fraud takes place. As this is a propriety piece of software, the security protocols cannot be revealed.
- Seamless mode of advert payment: YOUCash will be used to make payment to users on the YOUapp. The YOUengine portal will be an ideal portal where Advertisers and Users can integrate together.



Benefits of The Platform

Our platform is designed to support a variety of advertising and businesses digital discovery and recognition that enables business to easily reach targeted audience while the users also get rewarded for it. The main benefits include:

- **Secure and Reliable**

Advertisers can trust advertising providers to meet their agreements while businesses can trust that Clients will pay for the services provided. YOU creates an avenue for secured and reliable transaction on the YOUapp using YOUCash as the means of transaction on an arena that is ever dependable.

- **Fast Transaction**

With YOUCash, transaction only takes few seconds to initiate and get acknowledged, whereas a traditional international payment takes longer thereby affective easy payment system.

- **The YOUexperience**

YOUengine provides a remarkable experience on the platform that allows users to enjoy easy and effective payment solution thereby revolutionized the advertising industry.



4. YOUengine Technology

YOUapp is the heart of the YOU platform. A multi- interface application that is available for all mobile devices. YOUapp comes in a variety of interface ranging from YOUSocial, YOUwatch, YOUcash, YOUgo, YOUmon and YOUwallet to provide an overall seamless and enthusiastic experience for the users and provides the following:



YOUWATCH: YOUwatch allows users to monetize their data by viewing ads and branded content. Each user is rewarded with YOUcash after each video completion. The app also provides high graphical AI developed experience for users satisfaction while getting paid.

YOUGO: YOUgo is a unique game that enable users discover real locations for available money and also discover YOUcash token rewards and prizes.

YOUmon: YOUmon provides items of varied shapes and sizes that are placed in the YOUuniverse. These shapes contain countless reward, gifts and prizes with over 200 different

YOUWALLET: This platform allows for multiple payments from varied sources to be sent to a central account that are kept safe and could be instantly viewed on your YOUapp. This makes it possible for advertisers and users to keep track of payments been made and amounts available in real-time. In order words, it allows users to verify each history of payments and also manage your token.



YOUSOCIAL: YOUSocial is set to be launched with the expansion of the YOUiverse phase II development. YOUSocial will allow advertisers, brands and businesses to reach you with the most engaging content that ensures adequate satisfaction.

YOUcash is the crypto currency coin (YOUc token) that powers the ever expanding YOUiverse. From brands reaching engaged and motivated consumers to community members who love to be paid to watch ads, to the YOUgo game loaded with prizes, YOUcash coins power it all. Plus the coin is convertible to any fiat currency on an exchange that's built into the YOUapp so wherever you are in the world you can get paid fast and frictionless.

In the next paragraph, find the main workflows that allows the platform working.

YOUengine: A New Ecosystem

Actors

This challenge involves attracting and retaining global customers, which requires multi-currency billing options. For example, brands and media agencies from around the world work in various currencies which constantly fluctuate. For this, you need a secure and sustainable platform that will be able to execute various multi-currency scenarios.

- Advertising Consumers (Users)
- Advertising Brands/Media Agencies/Companies (Clients)
- YOUengine Ecosystem (Ecosystem)



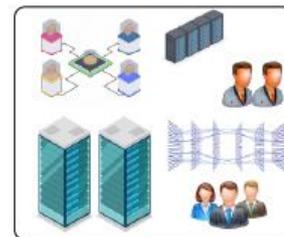
Advertising Consumers

(individual users, anyone).



Advertising Clients

(brands, media agency, companies)



YOUengine Ecosystem

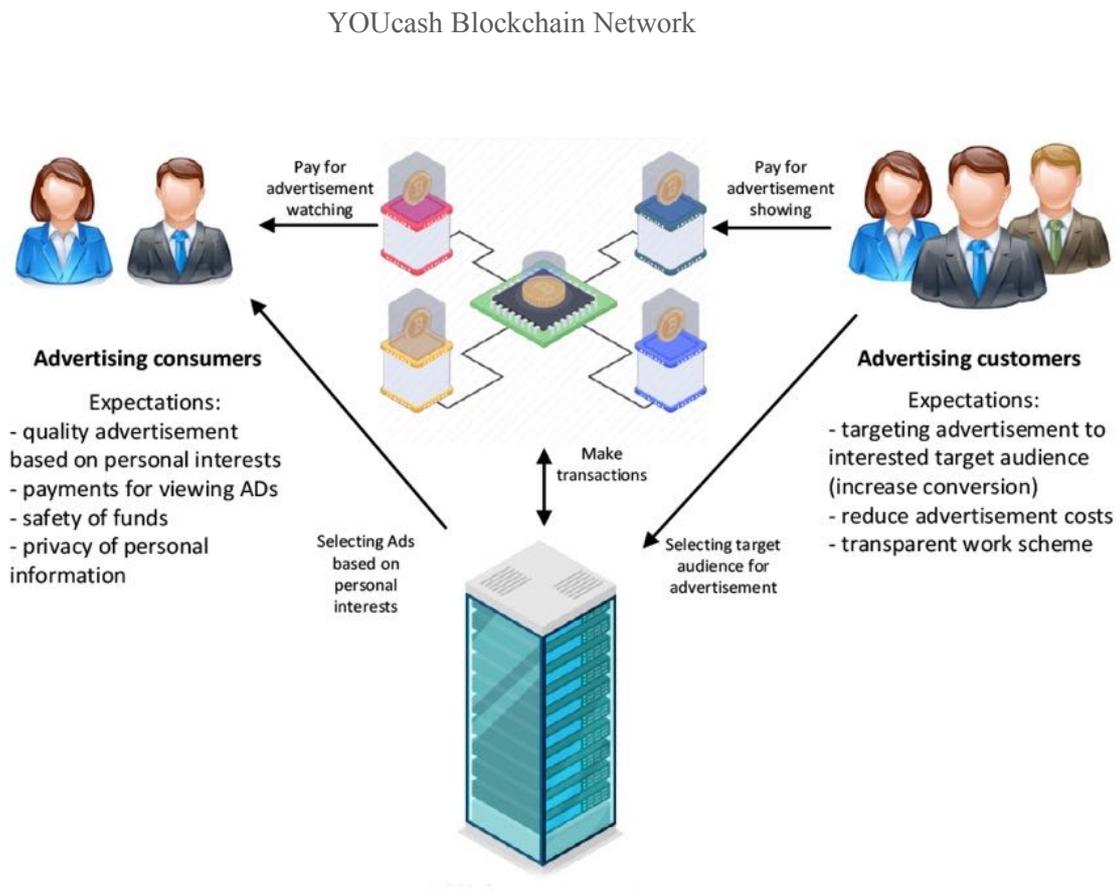
Business Workflow

Users view video content/ads based on their preferences and receive instant payment for



content consumption. This payment is expressed with YOUcash tokens. The payment is determined by the Client, the User knows how much payment they will receive before consuming the content.

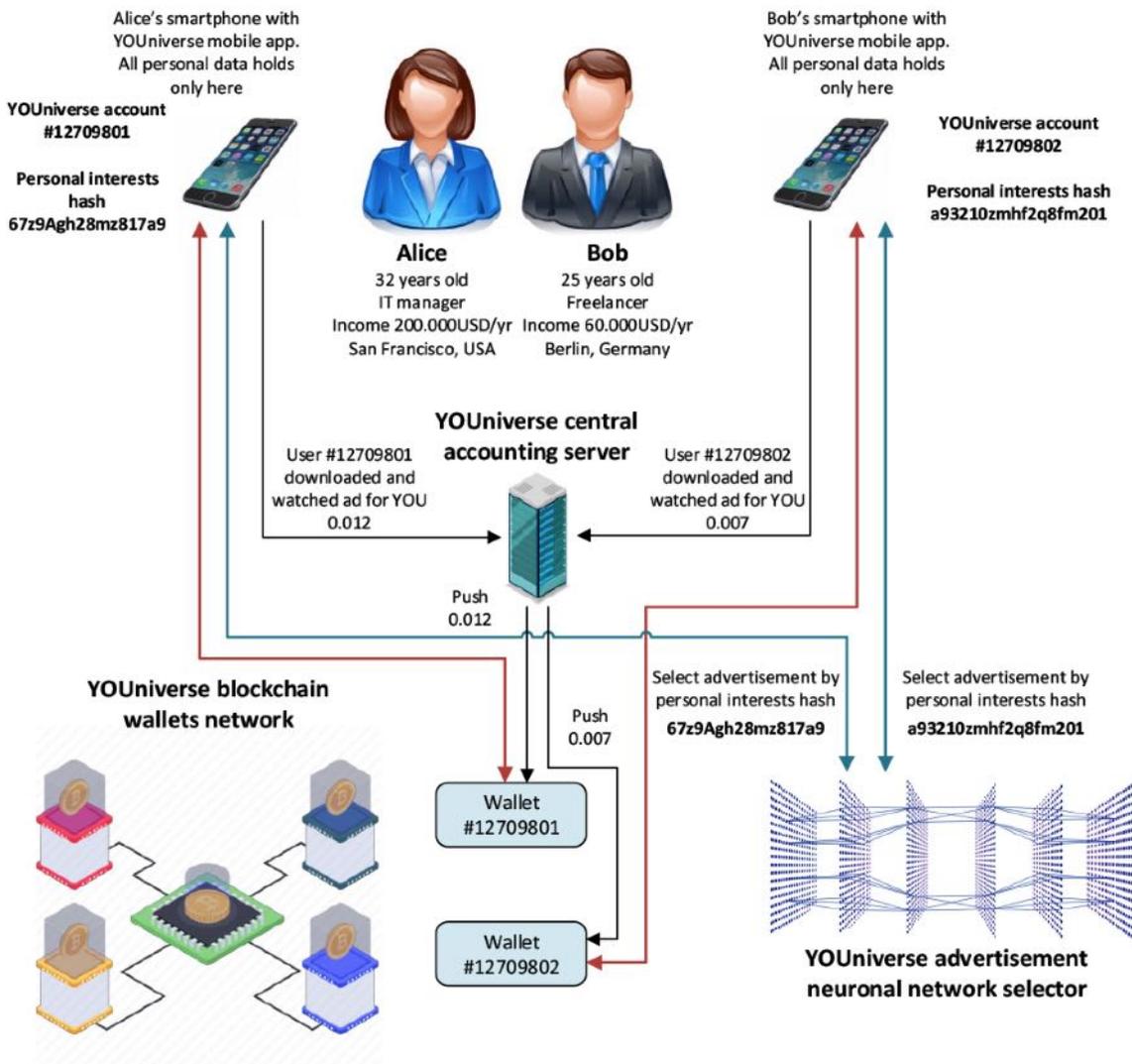
The Client uploads video content/ads, selects target demographics, reach and the number of impressions or views they are looking to attain and pay the associated funds necessary to activate the session. The Ecosystem stores the seller’s funds in the form of YOUcash tokens. The ecosystem transfers the Client funds to the User for consuming the video content/ads in the application, the transaction is frictionless. The Ecosystem receives part of the cash in the form of a commission.



Detailed Workflow

The Client creates a video clip with advertising content and selects a set of attributes that define the desired target audience. A set of attributes is taken into account by YOUengine, the internal search engine, when determining the target audience of an advertising product.

The User voluntarily gives personal data when opening an account. There are 3 levels of data. The User receives the highest payment when all 3 levels of data entry are completed. Based on this personal data, search queries are generated for the search engine, selecting video content/ads that align to the User's demographic data and personal interests, individual personal interests hash code is formed. This hash code is used to search for targeted commercials. A hash code is needed to impersonate the user for the system.



Note: The business model does not take into account conversion following exposure to advertising (the ratio of goods sold/conversions to the purchase of goods to the number of views).



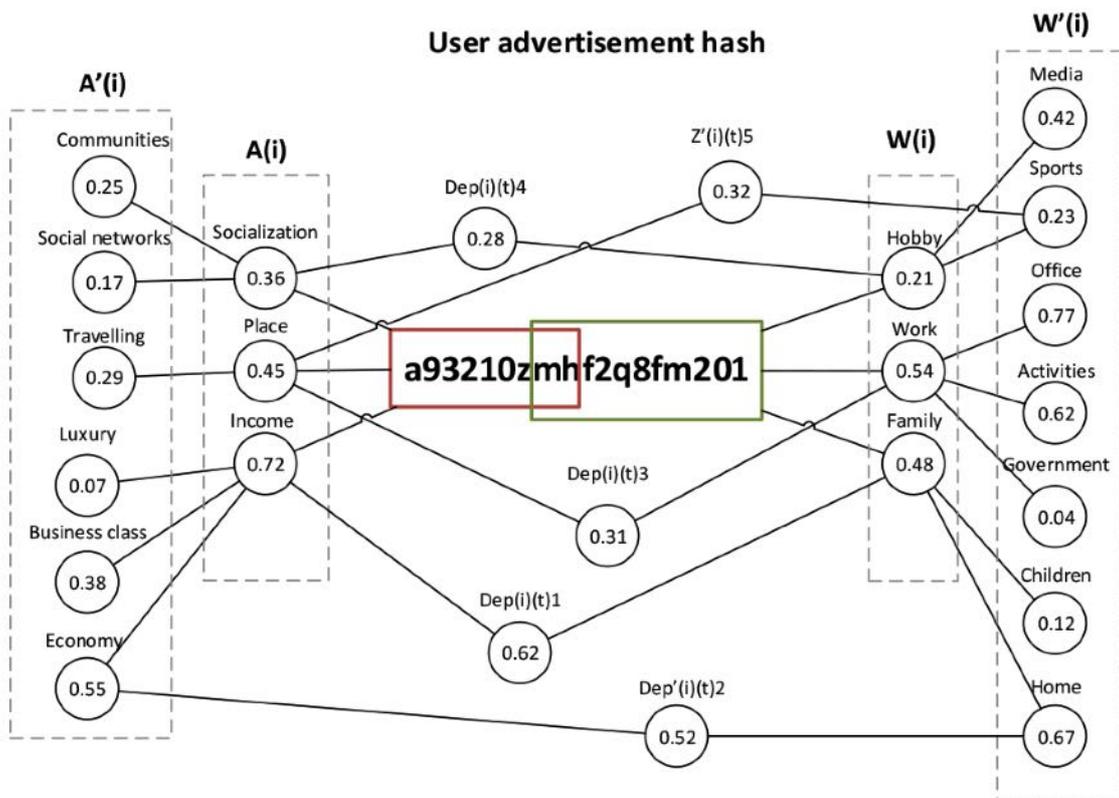
Search Engine

The main goal of the project is to create a concept, develop a unique search engine that can determine the target audience of a video based on sets of attributes (characteristics). The algorithms are based on artificial intelligence and neural networks. A feature of the engine is the impersonation of a specific User (personal information is not transmitted to the server and is not stored on it). This becomes possible when developing an algorithmic solution based on a multicriteria utility theory, with the sub-task of developing a hashing algorithm for advertising interests of users based on personal information and stated preferences.

To develop a mathematical model, it is proposed to use the mathematical method MAUT <https://doi.org/10.1016/j.orp.2016.04.001>

The subtask of calculating the hash of advertising preferences is seen as a set of rules that form dynamic criteria. Based on the user's personal information collected, weights are assigned to these criteria.

Example: the user's geographical location is known (for example, Italy, the city of Milan), age (21 years), some financial information, etc. Based on these data, criteria are constructed according to certain filters (hobbies, eating habits, hotels, literature, feature films, etc.). For example, the user's location lowers his interest in winter sports, but increases the weight of interest in football, age and financial information lowers the interest in medical services, but increases the interest in youth goods of certain categories, etc.



Accounts

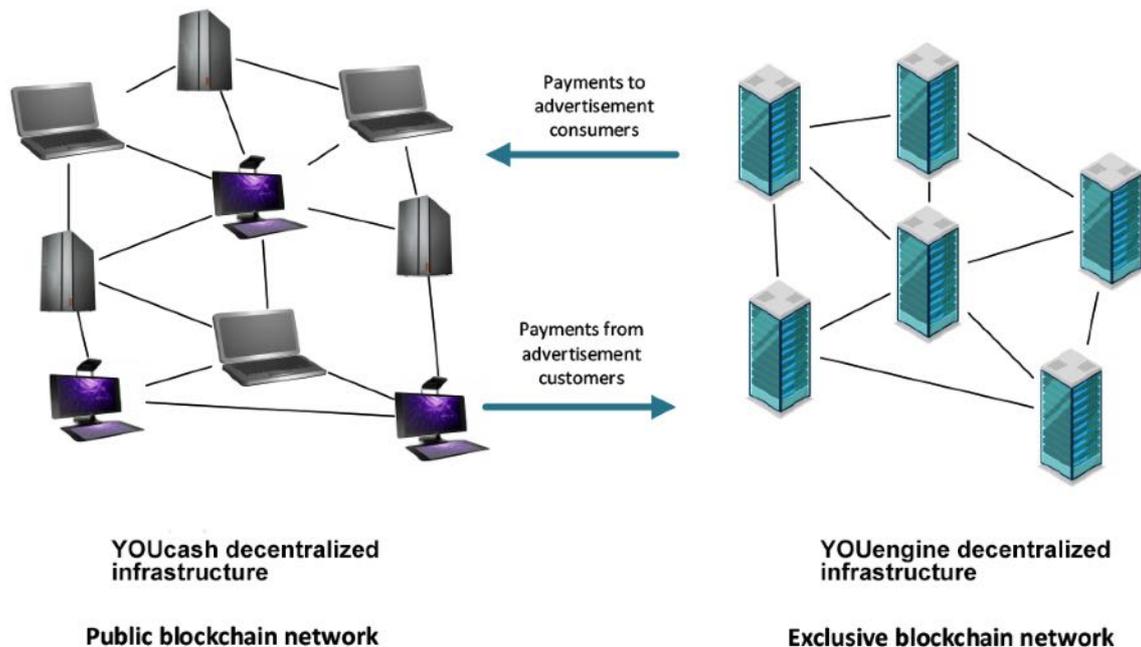
Account includes

- Role (User or Client). One account cannot be both a User and Client
- Wallet
- Identifier
- The current value of the hash of advertising preferences, calculated on the basis of personal data on a mobile device

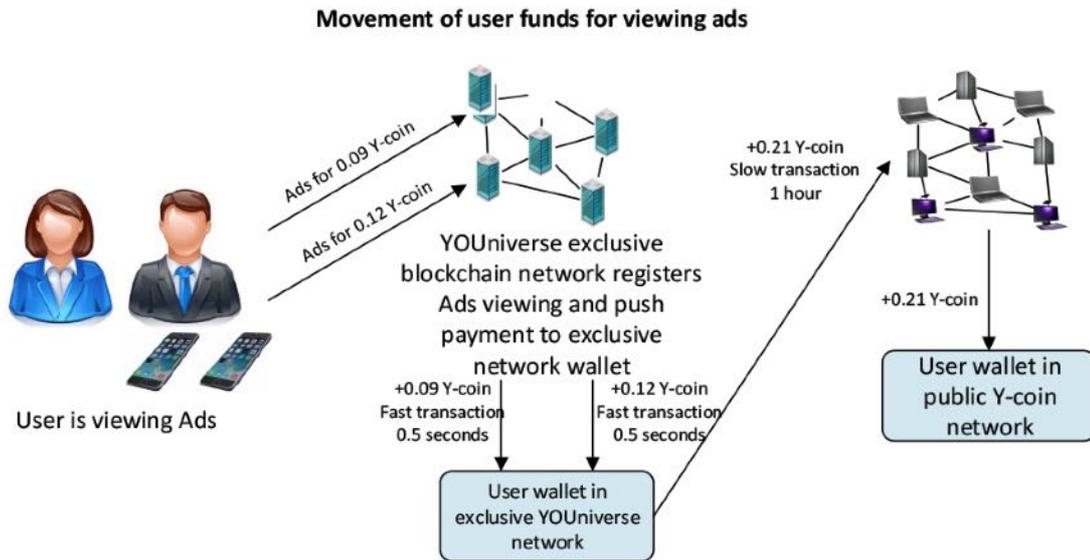
The User ID is a unique ID on the system. By this ID, the user can activate his account from another device. A feature is the need to enter personal data each time on a new device and calculate the hash of advertising preferences. Y-coin and payment services architecture

YOUengine is based on a hybrid type of distributed blockchain networks: public and exclusive.

YOUcash wallets are stored in a distributed transactional decentralized open database based on a public type blockchain. Any user can take part in the formation of the network at any level: maintain the operation of the node, perform mining for a fee, trade tokens or record new data. The selected type of network provides its protection and data immutability. Each transaction on the public network confirms all the previous blocks, which ensures its immutability. Public mining keeps the network up to date. The public network reliably protects user funds due to its openness and distribution of roles between participants, however, it cannot provide a comfortable transaction speed for YOUengine services, therefore, an exclusive blockchain network is used in parallel with it.



From the point of view of cryptocurrency architecture, the exclusive network is a regular service in the YOUcash open blockchain network, and is necessary for accumulating funds when viewing ads and periodically crediting them to public Y-coin wallets of users.



Since the YOUcash public network is fully supported by users, funds on wallets are not available to the YOUengine ecosystem. In the hypothetical case of a complete failure of the infrastructure of the exclusive YOUengine network, the user will not lose his public funds, and risks only the funds received in the last hour of viewing ads. Based on the public open YOUcash network, users can create their own payment services with exclusive blockchain networks, like YOUengine, without any restrictions.



5. Market Summary

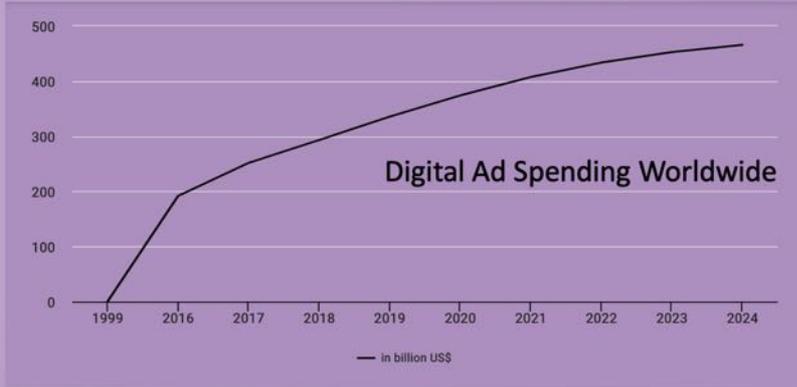
There are increasing numbers of businesses daily with nearly 50 million new businesses established around the world. In order to compete in an increasingly saturated market, companies turn to marketing and advertising. Online advertising has dramatically evolved in recent years, introducing innovations such as targeted advertising, accurate measurement, and the ability to run highly efficient campaigns. These advances have made the cost of digital advertising more competitive than traditional advertising. Consequently, revenue from desktop and mobile online advertising continues to grow rapidly. Global spending on online advertising, already significant, continues to grow as businesses around the world increasingly utilize online advertising. According to the [Statista](#), worldwide digital advertising spending reached \$333.25 billion in 2019, which is about 50% of the total Advertising market. This surpasses spending on other traditional advertising channels, such as TV ads (\$178 billion, about 35% of market share). The trend towards spending more on digital advertising and less on traditional advertising clearly shows that companies are seeing a better ROI through online advertising.



Given the current growth rate, experts [expects](#) digital advertising spending will reach \$480-518 billion in 2023.



FOLLOW THE MONEY

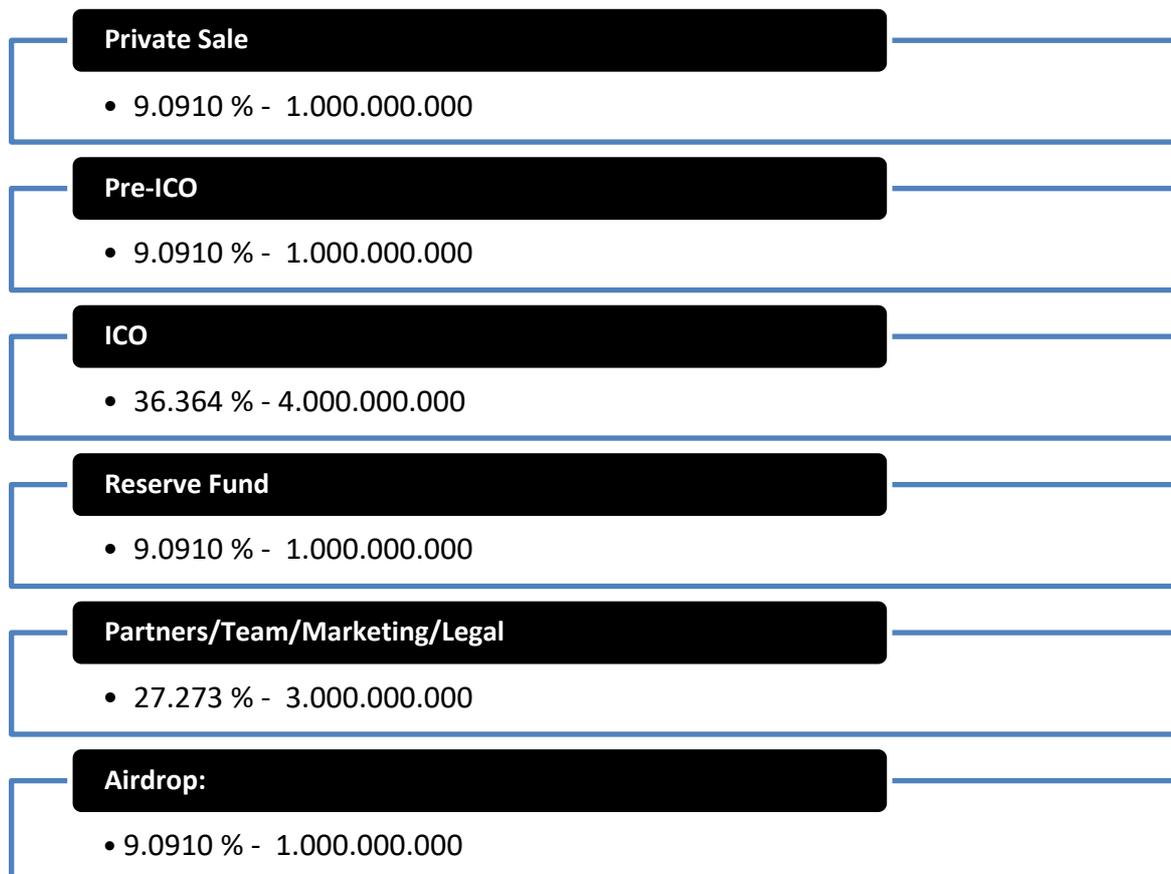


6. Token sale

The total supply of YOUCash is (11,000,000,000 / 11 billion). The token sale began on 2019 with the Private Sale Stage of 9.0910 % (1.000.000.000 / 1 billion), and continue in 2020 with the Pre-ICO Stage of 9.0910 % (1.000.000.000 / 1 billion), and the main ICO Stage of 36.364% (4.000.000.000 YOUCash / 4 billion) and will end 2020 with a base price of 1 YOUC = US \$ 0.10. To uplift token sale campaign and speed up token's appearing on CoinMarketCap, YOUengine will also run several IEOs on different cryptocurrency exchanges.

Token Allocation

Below is detailed breakdown of the token information. Percentage Token Distribution shown below.



Allocation of Funds

The raised funds will be aequally llocated to marketing (50%) and development of YOUengine platform (50%).

Token Sale Restrictions

Restricted Persons. The sale of YOUcash tokens is not directed at, and each purchaser of YOUcash Tokens will be required to represent, among other things, that they are not: (a) a citizen, resident (tax or otherwise) of, a person located or domiciled in, or any entity organized in or owned by certain persons in (i) the United States (including any U.S. Person pursuant to the U.S. Securities Act of 1933 (as amended)), (ii) Canada, (iii) any jurisdiction listed by the Financial Action Task Force as high-risk or with strategic deficiencies; (iv) Cuba, Democratic People’s Republic of Korea (North Korea), Iran, Pakistan, Syria, Libya, Sudan, Somalia, Yemen, the Government of Venezuela or Crimea

Each YOUengine token sale participant has to be verified in order to take part in the YOUC token sale. If you have questions feel free to contact our support team: info@youengine.io

Legal Issues

Legal structure. The YOUengine platform described in this Whitepaper is being developed and managed by Para.ventures Inc., the Company no.: 197123, Incorporated on August 16, 2017 with Headquarters located in Global Gateway No. 8, Rue De La Perle, Providence, Mahe, Seychelles in accordance with the International Business Companies Act: Act 15 of 2016. Also, the company has office in Switzerland: Langenhagstrasse 1, 4147 Aesch, Switzerland.

Disclaimer. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW AND EXCEPT AS OTHERWISE SPECIFIED IN WRITING BY US, (A) YOUENGINE TOKENS (YOUC) ARE SOLD ON AN — “AS IS” AND — “AS AVAILABLE” BASIS WITHOUT WARRANTIES OF ANY KIND, AND WE EXPRESSLY DISCLAIM ALL IMPLIED WARRANTIES AS TO YOUcash TOKENS (YOUC), INCLUDING, WITHOUT LIMITATION, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT; (B) WE DO NOT REPRESENT OR WARRANT THAT YOUcash TOKENS (YOUC) ARE RELIABLE, CURRENT OR ERROR-FREE, MEET YOUR REQUIREMENTS, OR THAT DEFECTS IN YOUcash TOKENS (YOUC) WILL BE CORRECTED; AND (C) WE CANNOT AND DO NOT REPRESENT OR WARRANT THAT YOUcash TOKENS (YOUC) OR THE DELIVERY



MECHANISM FOR THEM ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS.

You must comply with all laws and regulations that apply to you in any place in which you purchase, offer or sell any YOUcash tokens (YOUc). You must also obtain any consents, permissions or approvals that you need in order to purchase, offer or sell any YOUcash tokens (YOUc) under the laws and regulations in force in any jurisdiction to which you are subject or in which you make such purchases, offers or sales. We are not responsible for your compliance with these legal requirements. We are not making any representation to you regarding the legality of your investment in the YOUcash tokens (YOUc) under any legal investment or similar law or regulation in any jurisdiction.



7. Roadmap

- 01 Jul 2019: Start Website Development
- 15 Jul 2019: Start YOUapp development
- 01 Sep 2019: Beta 1.0 Website
- 15 Nov 2019: Website 1.1 Launch
- 15 Jan 2020: Launch YOUengine Marketing Dept
- 30 Mar 2020: Website 2.0
- 29 Apr 2020: Private Sale Closed
- 30 Apr 2020: Limited IEO starts
- 01 Jun 2020: Launch YOUengine Labs (R&D)
- 15 Aug 2020: Beta Agency YOUengine Launch
- 01 Sep 2020: Beta YOUapp to 15K Micro-Influencers
- 14 Sep 2020: Limited IEO Sale Closed
- 15 Sep 2020: First three Listings
- 01 Oct 2020: Consumer Marketing Campaign Launch
- 12 Dec 2020: Two additional Listings
- February 2021: Launch YOUapp YOUengine



8. Team

YOUengine team consists of only experienced professionals. The founders are the top-level executives from marketing, IT, and software development fields of practice.

CORE TEAM MEMBERS

Michael Muenzing

Founder



Michael is a multi-award winning, multi-platinum music producer who has been creating hit music since the mid 80's, his music sold more than 100 million records. He has created several successful companies that include entertainment properties like 'The Ministry of Sound' and various enterprises in and out of the music and film industries. An early Bitcoin investor and digital Asset Advisor, Michael spends most of his time in NYC but is a global nomad at heart.

LinkedIn: <https://www.linkedin.com/in/michael-muenzing-aa104b57/>



Konstantin Chernov

Founder



Entrepreneur with 25 years of experience in media, marketing and investments. Konstantin has started his carrier in the mid 90's as a member of Polygram International team. Konstantin was the co-founder of several media and hi-tech projects in Russia, Germany and Switzerland. He served as a CEO and marketing executive at a number of companies including the leading Russian media holding - Publishing house "Kommersant" and private equity fund, which specialised on international media and digital projects. Honing his marketing skills and leadership abilities over the years, Konstantin has come to understand the power of digital connectivity and the ability to resonate a message with audiences around the world.

LinkedIn: <https://www.linkedin.com/in/konstantin-c-2481a717/>

Alexander Bobryshev

CTO



Experienced System Architect & Product Manager with a demonstrated history of working in the computer software industry. Skilled in Business applications management and development, Software architect, C/C++, C# .NET, Java, Hardware development. Strong research professional graduated from Sevastopol State Technical University

LinkedIn: <https://www.linkedin.com/in/alexbobryshev/>



Pavel Rysin

Advisor



Founder and partner of Sunbay BV company. The Company has been providing global customers with IT services for on-demand software development, maintenance and re-engineering for more than 20 years. They have perfected a seamless process of integration with their custom in-house IT teams to minimize friction and optimize the advantages of 24-hour development and support services. Pavel has implemented over 100 IT projects sized from 3 to 50 developers across sectors ranging from technology to e-commerce and services.

LinkedIn: <https://www.linkedin.com/in/pavel-rysin-9b45332/>

Alexander Gorshenev

Technical Advisor



Alexander is a full stack developer with 10 years of experience, founder of VistaComputers, Laborato and Reflexit. Specializes in automation software, web solutions, ERPs, CRMs. More than 2 years of experience developing blockchain applications and smart contracts for many ICO projects. Leading a team of 53 developers since 2008.

LinkedIn: <https://www.linkedin.com/in/gorshenev/>



Other Team Members

Ismet Khayali

Team Leader

Andrew Ponomarev

Project Manager

Evgeniy Shirokonosov

Back-End Developer

Alex Lagutin

Mobile Developer

Ali Asanov

Front-End Developer

Gleb Sinani

Front-End Developer

Maxim Yelisyeyev

Front-end Lead

Refat Ametov

Technical Lead

Victoria Zhadko

UI Designer



9. Contacts

To contribute to the token sale or know more about YOUengine, visit:

<https://youengine.io/>

