

# White Paper

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Briastorm Blockchain Conglomerate

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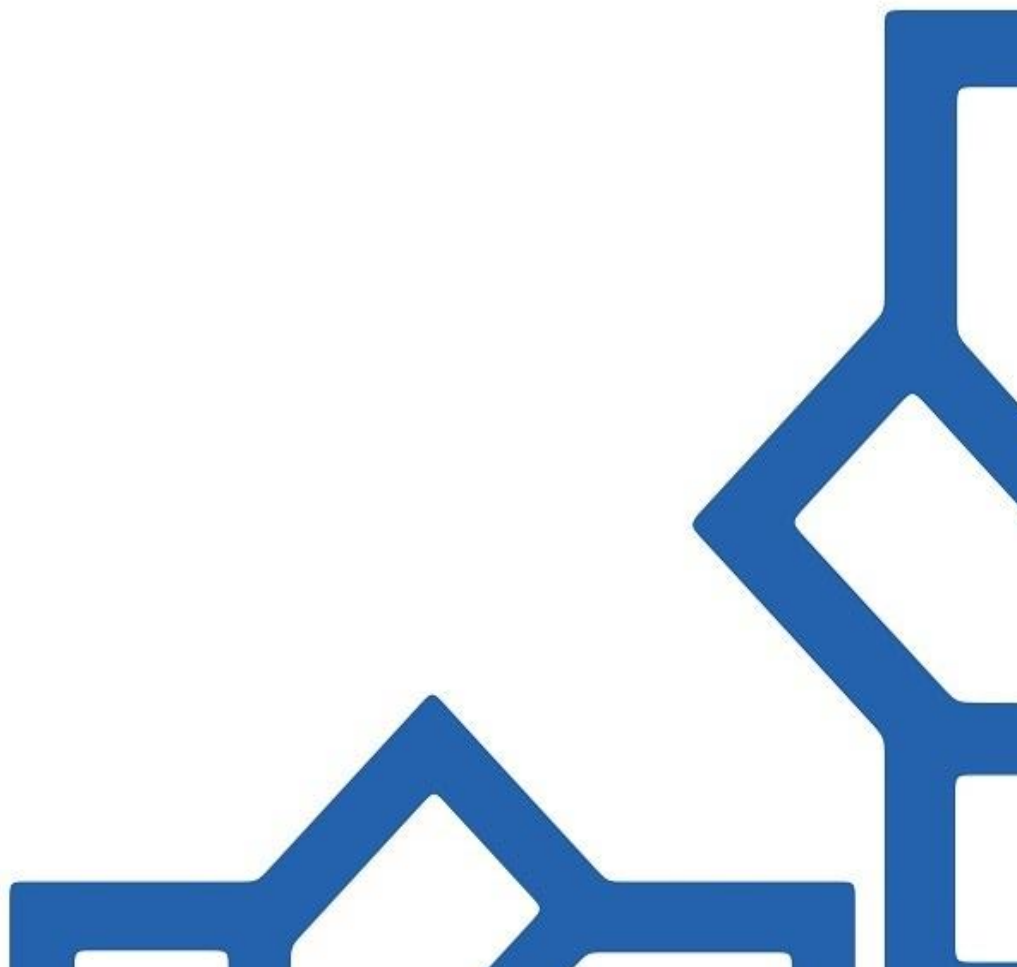
# 1. Summary

Everything changes. Nowadays machines solve many problems that humans face. This is convenient and allows reaching better results in a short period of time. It takes so much time to implement the technology, and in some spheres, the software algorithm is trusted more than a person.

The data rates in a digital epoch are extremely fast. This speed determines weak points of existing systems and calls their effectiveness into question. Implementation of modern technologies starts to be the main competitive advantage for a company.

The blockchain technology during several years of its existence proved, that it can solve many business problems. It provides solutions, which were not available for people before. We need to search for new opportunities for implementation of this technology and we have all the conditions for this. The Briastorm Company provides the creation of such solutions.

In this White Paper, one of the models of the blockchain technology implementation is described, which is already being used in the real business process. It's about online marketing, the most profitable and popular segment of advertisement.





## 2. Introduction

Internet-marketing is a complicated process. Its task is in the right positioning of a product, but its ultimate goal is the increase of sales. Anything can be understood as a product: intellectual property, goods, services and everything that can be sold.

There are three effectiveness indicators of advertising campaigns in online marketing:

- A number of users, who got the information
- A conversion rate: what number of users is interested in the information received
- Price of Lead: how much of budget was used for transaction

At each of these stages, there are many middlemen appear between the advertiser and the buyer. The more complicated the chain of middlemen, the more complicated the process, what provides more opportunities for fraud.

The final qualitative indicator for an advertising online marketing campaign is not always a sale. This can have a negative effect on a budget and dilute the indicators. Part of the solution is advertising CPS-models, in which the payment takes place only when a product or service has been sold. There are already CPS- platforms on the market today, but they do not exclude a big number of middlemen.

At the core of the Briastorm platform is a blockchain, which completely controls the relations between the advertiser and the webmaster, making their relations easier, secure and transparent.

CPS-platform of Briastorm:

- Has its own marketplace
- Save all agreements into a smart-contract
- Record all trade and non-trade operations into a blockchain
- Develops its own partner program

All operations between the advertiser and the webmaster will go through the system, that excludes the possibility of falsification after the fact and it will enable them to avert conflict situations.



### 3. Market participants and definitions

Internet-marketing is actions, which are aimed to promote goods and services on the Internet.

Advertiser—in our case is a person or a company, which are interested in selling their products or services.

A webmaster is a person, who drives traffic to the site of a company through any available ways (within his capabilities and knowledge).

CPA-network is a service-mediator between the advertiser and the webmaster. The webmaster accesses the CPA-network, chooses a product or service, and starts promotion of the offer; as a result, he gets his percentage from the sale.

CPS —cost per sale. The advertiser pays only for the sale of his product, not for views, clicks etc.

A smart contract is a blockchain based contract, which regulates all the relations between the advertiser and the webmaster.

Blockchain is a continuous consistent chain of blocks with information, built by certain rules. Most often, copies of each blockchain are stored by multiple peers, independently of one another.

ERC20 – (Ethereum Request for Comment) – is a technical standard used for implementing tokens on the Ethereum blockchain



## 4. Problem description

At present, the world's market for an online advertisement is expected to grow till 2019. According to ZenithOptimedia and their results of 2015, the expenses have increased by 7,9%, in 2016th - by 13,7%, in 2017 - by 24,6%. The use of an online advertising becomes a necessity in the continually increasing competitive environment.

This sector is related to technology, so it's not regulated well, it looks complicated and often lacks credibility.

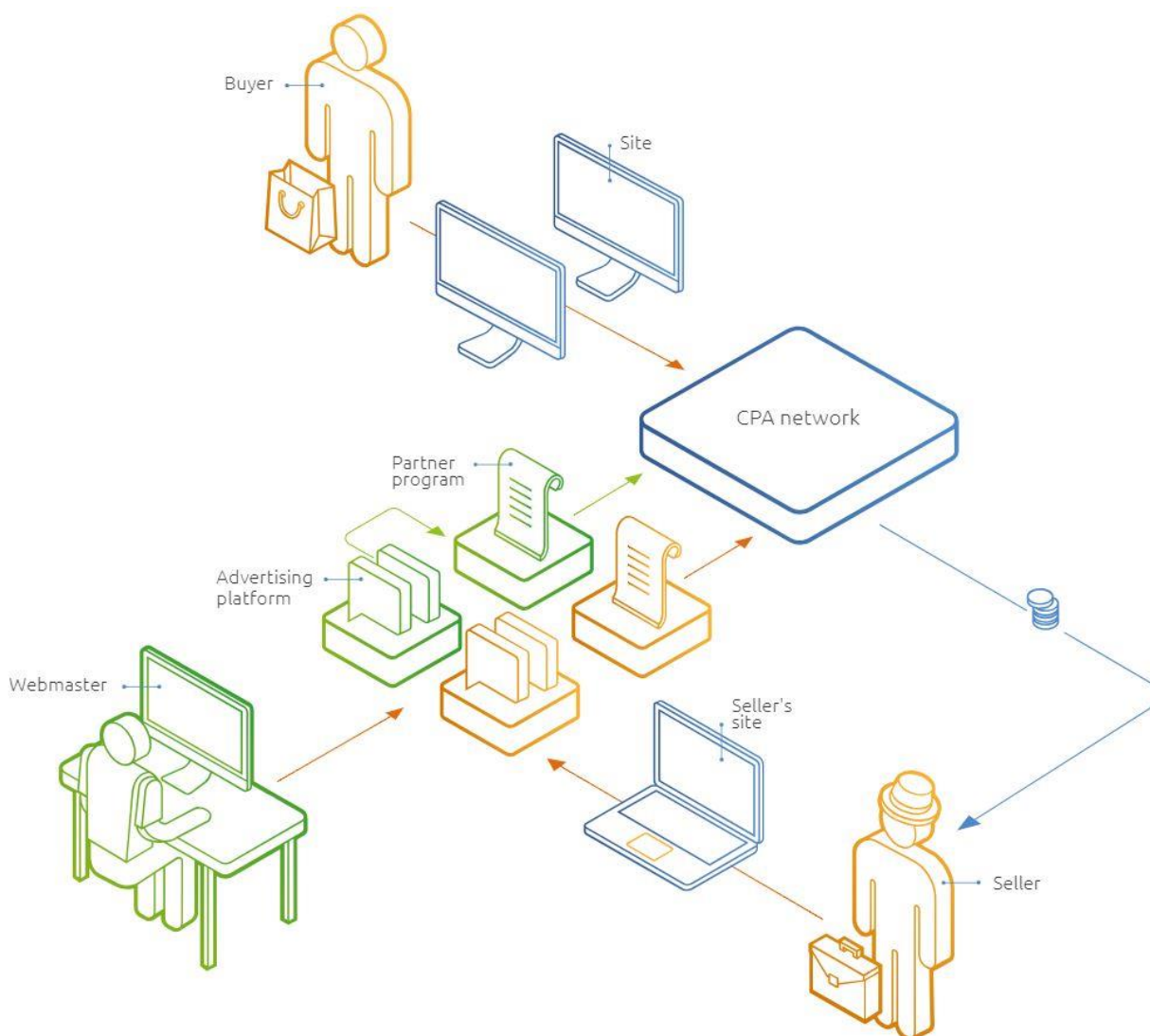
Fraud techniques are improving. Specialists in this field intentionally cheat with ad impressions, create bots that confuse the indicators and advertisers spend their budgets for nothing, but honest webmasters don't earn and waste their time.

Despite this, well-organized work with the online marketing continues to generate a billion profits. If by this year the value of the advertising market will reach 914 billion dollars, so by the next year it will be 985 billion.

The increase in spending on online marketing is an inevitable process. And along with this, the industry becomes more complicated and more fraud techniques are developed. In order to change the situation, there is a need for fundamental reforms, we need a unified, transparent regulating system which is created on the basis of modern technologies. We offer to use a blockchain technology, which is going to solve these problems. CPS-platform of Briastorm will be the ideal solution to this problem.



*How CPA-platforms work without a blockchain:*



**Here are just some of the existing problems:**

***Long and complicated launching procedure.***

You must send an offer to the CPA-network e-mail, come to the office, discuss the conditions, sign the contract and attachments, and go through a complex scheme for determining the parameters, conditions, forbidden types of traffic, allowed advertising formats.

***CPA networks are not interested in small and medium business***



If you are not a bank with a credit product, you are not interested in most of the CPA networks; it's hard to make money on you. What should an entrepreneur do with the promotion of his services if he has only 10 goods? What to do with the promotion of his services and complex products?

***A limited amount of the types of offers.***

There are several types of offers on the market: loans, finance, applications, some product categories and standard advertisement tools. What to do if your site doesn't have financial theme traffic or you don't know how to work with a traffic arbitrage?

***Manual management and reconciliation of data of advertising campaigns.***

In fact, 98% of advertising campaigns are checked manually 1-2 times per month using e-mails and xls. tables.

***Deliberate reduction of conversion rates to the advertiser.***

There are numerous cases of deliberate reduction of conversion rates to the advertiser and the number of useful actions for the advertiser.

***No guarantee of payment for every participant in the chain.***

Payments are done on the network account, with once a month billing procedure and annexes on a particular offer. A webmaster has to wait and an advertiser might refuse to pay.

All of these problems related to almost all of the existing CPS platforms on the market. Our long experience in the sphere of advertising shows that all of them can be solved. As a solution, we decided to adopt an integrated approach and to make this service simple and more understandable for all participants in the advertising process

In the next section, you can find methods and solutions we have been using.





## 5. Project description

Briastorm Blockchain Conglomerate integrates a blockchain technology into ready business-processes.

A team of the project for over 10 years has been developing, testing and launching different internet-services. In 2008 we released one of the first contextual advertising services—ID5; took part in the development of a special service for promoting and popularizing sites—Alfainetnet. We are authors of a site, business and information management system—StalinCMS, and a service for sales of digital goods—Oplata.biz.

### 5.1 Mission of the project

*The mission of the project is to make the promotion of products and services available for everybody and to guarantee payments for all participants of our ecosystem.*

### 5.2. Target auditory of the project

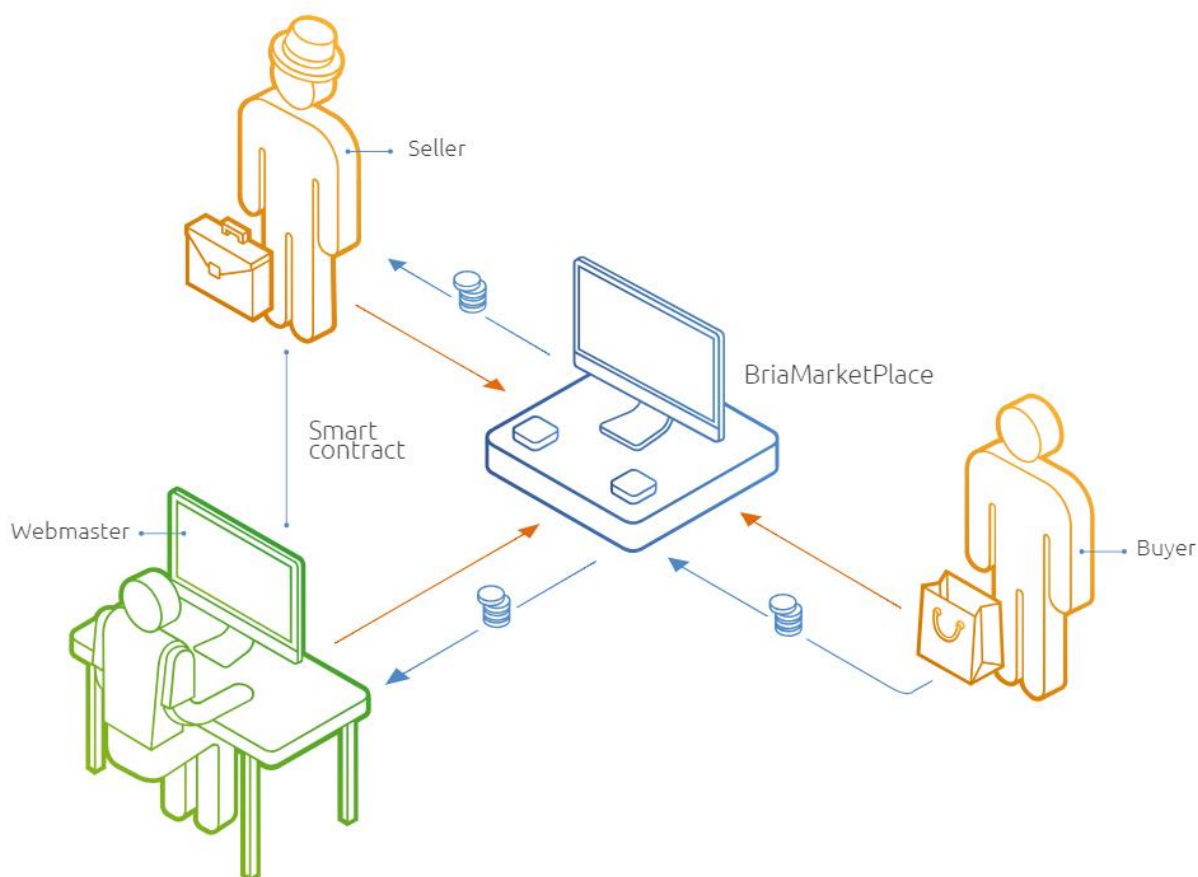
- Sellers
- Webmasters
- Participants of the partner network

### 5.3. Principles of work of the platform

- Seller buys a contract on the Briastorm advertising platform. Type of contract defines the duration of usage of the platform and amount of products which he can add → Advertiser add his product to the marketplace → After receiving the information about a sale, he ships the products.
- Webmaster accesses our platform, take a link to the product he is interested in and shares it through their own channels → when the product is sold, the webmaster gets his percentage from the product sold.
- Partner program. Everybody has a possibility to become a partner of the Briastorm advertising platform. To do that, you must buy a contract → Get a partner link → Invite people to the platform → Get percentage from the sale of contracts and goods



## Scheme of work of Briastorm's CPS



It is worth mentioning here, that in our case, anybody who has potential clients can be a webmaster. He can be a professional webmaster or a blogger beginner, an owner of a website or an administrator of a group on the Facebook.

Our own marketplace provides the same conditions for all products and prevents the need of searching for third-party platforms for placing their products online. There are no any CPA networks like this.

### 5.4. Work of a smart-contract

All interactions between participants of the network are regulated by a smart contract. The contract's algorithm is written in the Briacoin blockchain and all information about its interactions is saved in the distributed network. Distribution happens through keeping the data in independent nodes of the Briacoin network.

There are all possible variants of interactions between all interested parties and their terms of work are recorded in the algorithm. If conditions are met—everything



happens automatically. So, all parties of a contract will get their benefits. Thus, a human being does not interfere in the relations between a webmaster and an advertiser until that time when it is impossible to perform the contract. In case of non-compliance, a Briastorm's assistant solves the situation in private. For example, the product has not been shipped in time or an advertiser didn't ship it at all. In this case, a webmaster will get his reward anyway for the job he's done, and this amount will be charged from the account of the advertiser.

Each advertiser, who registered in the network and paid for a contract will have a possibility to manage his sales and processes through the internal CRM-system. CRM is directly related with all business processes of a user and it's an instrument for automation of any user's activity.



## 6. Briastorm Token (BST)

### 6.1. General description

At the moment (by mid-2018) almost all the products are available in a beta version. You can check our Roadmap here ([link](#)). The first stage of testing and processing of the primary data of the network is finished. The Briacoin blockchain is launched and several hundred of distributed nodes are operating successfully. For the further successful development and scaling up this project, it has been decided to do Briastorm token crowdsale, based on ERC20 standard (BST thereafter).

This event serves a number of purposes:

1. Create conditions for the creation and development of a unified community of participants in the advertising market all over the world.
2. Open opportunity for investments for a wide range of people into the developing and technically innovative product.
3. Get all the necessary funding for finalization and a product's promotion to all concerned markets.

To achieve these targets we have generated 1billion of ERC20 standard tokens, which will be sold within tokensale for 4 months after the start. All unsold tokens (if there will be any) after the end of the tokensale will be destroyed by distribution to nonexistent addresses (burnt) in order to prevent further speculation.

BST token will give to its owner the right to exchange it to any asset of the Briastorm Company, whether it is shares of the company, cryptocurrency ZHcash or its derived tokens. The exchange is available through a personal account of the investor or through an external wallet. Each investor during the project development will decide by his own what to do with this token, there is an ability to sell it at any moment on the exchange after the tokensale end.

#### **BST exchange course to the company's assets**

**5000 BST = 1 share of the company**

**40 BST = 1 ZH**

The ZHcash platform was developed by our team and it's a universal blockchain platform for the creation of any cryptocurrency and any other digital assets based on p2p 2nd generation networks. ZH cryptocurrency is a digital unit which is needed for the creation of any crypto asset or token, also for payment for all kinds of transactions made in the newly established Zero Hour Cash networks. Thus all investors are going to get guaranteed income from all transactions in the network after token ERC20 exchange to ZH cryptocurrency. All details about the work of the Zero Hour Cash platform you can learn from our official website [zh.cash](http://zh.cash)



## 6.2. Token economics

The economics of token has a deflationary model. The number of tokens emitted is 1 000 000 000 units of the ERC20 standard. There will be no further increase in the emission under no circumstances. Also, there are elements of a stagnant economic model because the token will be connected to the real share of the company and also to the digital assets of the company.

There is a relevant question: why don't we create tokens on our platform? And there are several answers to this:

1. There is more trust to an ERC20 token from the side of investor, as it already has been used in more than 1000 projects
2. It's easy to create and also easy to create a primary software for it.
3. An ERC20 token is acceptable for listing on all cryptocurrency exchanges.
4. Exchange of it to other assets can be automated.
5. During its use, our platform will pass all the stages of testing and will be completed

You can get BST tokens in four ways:

**A first way** to get tokens is through buying the company's contracts. This way is going in the indefinite regime and available through our main site **briastorm.com** All owners of the contracts get a certain number of tokens, depends on their contract. (Check a table 1)

Table 1

Contract cost	Number of tokens
10\$	50 BST
50\$	250 BST
100\$	500 BST
500\$	2500 BST
2000\$	10000 BST
5000\$	25000 BST
10000\$	50000 BST

**A second way** will be held in two stages

On a *first stage*, there will be a token sale during a pre-sale for the direct investors through a personal account. This stage will last from 27th of June till 31 of August. At this stage, it will be possible to buy tokens with 50% discount from their face value. It is planned



to sell 10% of the total emission, i.e. 100 000 000 tokens. If this amount of tokens will be sold earlier, the second stage of the tokensale is going to start.

Second and the main stage of tokensale is going to take place during 5 months after a presale. A planned date of its end is 31st of January 2019. Most of BST tokens will be sold on this stage, and there are 72 000 000 units. Tokens will be available with 40% discount from the total emission and the discount will be reduced during the process of fund-raising. On the last 5<sup>th</sup> stage the discount will be reduced to 0%

A third way—you can earn tokens in our affiliate program. For this you must sign up an investor account. Purchase not less than 10\$ value tokens, after this there will a unique link for other users' registration appear in your account. You will get 5% from each token sold by your link. So in this way you can get many tokens by investing only 10\$

**A forth way** of getting tokens is a bounty campaign. A campaign requires completion of different tasks for fast development and promotion of the advertising campaign of the tokensale. The specially designed system will allow users in semi-automatic regime complete their tasks and get a reward in tokens for it. There are 2% of the total token emission dedicated for it, which are 20 000 000 units. For the task completion, the participants of bounty-campaign are going to get special stakes. After tokensale ends, a total number of stakes will be counted and according to it, there will be a token distribution among users who took part in the campaign.

## 6.3. Distribution of tokens and revenue

### **Tokens distribution**

The token is meant for mass promotion of the idea of the project and it will be held for 6 months. For the early investors, there are better conditions for investment prepared. Price calculation and time frames are shown in table 2.

Each stage, including a presale, might end earlier than scheduled if the amount of revenue has already been raised. In such a case a new stage starts with a new price. But in case if planned revenue hasn't been raised, the next stage starts from the time which is mentioned in the table.

During the sales, there will be 820 000 000 tokens ERC20 standard sold. Our goal is to attract investments from 8 000 000 up to 12 000 000 US dollars for the further development of the Project and scaling up of business.



Table 2

Stage	Number of tokens	Token price	Revenue in \$	Schedule	Discount
Pre ico	100000000	0,01	1000000	27.06.18-31.08.18	50%
1-й ico	200000000	0,012	2400000	01.09.18-30.09.18	40%
2-й ico	200000000	0,014	2800000	01.10.18-31.10.18	30%
3-й ico	120000000	0,016	1920000	01.11.18-30.11.18	20%
4-й ico	100000000	0,018	1800000	01.12.18-31.12.18	10%
5-й ico	100000000	0,02	2000000	01.01.19-31.01.19	0%
<b>Итого</b>	<b>820000000</b>		<b>11920000</b>		

#### Token distribution:

100 000 000 (10%) – private token sale on presale with the maximum benefit

720 000 000 (72%) – open sale within the general

120 000 000 (12%) – reserved for the team, frozen. Tokens will be frozen with the ability of withdrawal not more than 25% per quarter after the end of a tokensale.

20 000 000 (2%) – tokens, reserved for the bounty-campaign

40 000 000 (4%) – tokens, reserved for advisers and consultants

#### **Revenue distribution**

All revenue received, the team will direct to the development of the project. The most expensive part is further developments. That would take about 40% of the raised funds, i.e. about 4mln dollars.

In order to reach a large number of interested audiences, there will be effective marketing strategies used. And it will take about 15% of revenue, which is 1.5 mln dollars.

For further system servicing, staff, responsible for security and stability of work 15% of revenue allocated.

Also, the team reserves 13% of the revenue for tokens buy-back, only to exclude a negative speculation effect when the token will be listed on exchanges. It will allow us on the early stages keep the stable market demand and an increase of the token's price.



10% of funds will be reserved and will be used if needed for remuneration of staff, internal events, and also as payment for advisers and experts.

The rest of 7% or around 700 thousand dollars will be spent for development of international relations, tools creation for development of a community, taking part in specific events all around the world.

### 6.3. Team

Roman Goldenberg—Founder of the Briastorm Company. Manager of the development division. Cryptography, IT architect, blockchain engineer, programmer (C++,Java,Ajax,Python,Ruby). Co-founder Briastorm Pvt. Ltd.

Dmitry Bogomolov— Regional Chief Operating Officer at Ulmart. Business Development Expert. Present managing director and top-manager of Ulmart. Has a successful experience in shaping and achieving strategic targets in the company. Since 2008 he is responsible for the administration of the whole regions and development of a retail network. He is responsible for strategic development in the company. Co-founder of Briastorm.

Alena Iurtaeva(Telegram: @alenaiurtaeva) —Director of marketing

Aleksey Romanov— Network development manager. Professional inventor. More than 8 years in active sales and partner networks development. He is responsible for partner network, the opening of offices, promoting of goods and products of the advertising Briastorm platform.

Natalia Konstantinova(Telegram: @briastorm\_support) — Customer Support Specialist

Batyrbek Umarov (Telegram: @batyrbek\_umarov) —Managing Partner. Responsible for the company's development in Asian region. Crypto investor. Motivation speaker. Founder of developers and users of blockchain technology association. BlockchainKZ 2000+ members

Bolatbek Zhanaomir—Head of Regional Development at BlockchainKZ Responsible for partner network development in the countries of Central Asia.

Ivan Livinsky (Telegram: @ilivinskiy) — Director of sales. Co-founder. Sales specialist in IT and High-tech sphere, professional trainer and coach. From 2015 he is an entrepreneur. He is responsible for communications and sales in the company, conducts negotiations with key investors and partners, does trainings about the product.

Nikolay Valyaev (Telegram: @nikola77777) —system administrator,communications with mining and exchanges.





Aleksey Lebedev (Telegram: @QuasarPro) —director of development, ICO coordinator. Specialist in the field of corporate management. For more than 12 years was working as a manager at leading Russian broker companies. Investment expert. Responsible for communications with clients. He builds relations with outstuff and partners.

Maksat Serikuly — Partners coordinator, Asia. Director of the Development Department of POWmining. Association of developers and users of blocking technology.

Mike German— Cryptography, blockchain and IT engineer, programmer (C++,Java,Ajax,Python, Ruby). Co-founder Briastorm Pvt. Ltd.

Farid Chekaev —Kazakhstan Adviser. The official representative of Briastorm. Crypto investor, crypto enthusiast, investments business trainer, analytic.

Vladimir Dyadichenko— Specialist in public relations and business communications.

Nursultan Kosherbaev— Learning development of marketing in Asia. Association of developers and users of blockchain technology BlockchainKZ.

Denis Vilyalkin—IT specialist, network leader and partner of the company. Coacher. The founder of Briastorm Profit Group (Yekaterinburg, Russia).

Ivan Abrosimov—IT specialist, CPA and traffic arbitrage, certified advertising specialist of Yandex.

Yevgeny Bogachev —Chief Financial Officer

John Loran —Coordination of the main programmers' team, USA. Co-founder Briastorm Pvt. Ltd.



## 7. Roadmap

### **Fundamental stage**

- Research work — 2011 - 2013
- System architecture and 2nd generation blockchain development — 2014 - 2015
- Work on building and fine-tuning of the Briacoin blockchain network — 2015 - 2016
- Work on the establishment of a partner and new generation CPA network's architecture — 2016

### **1st Phase of development**

- Launching of the Briacoin blockchain for forming a Letter of Intent (smart contract) — December 2016
- Premine distribution of Briacoin among users and nodes creation — January 2017
- Mobile app development for a social business network with pay per action for Android OS — march – May 2017
- Development of a mobile BriaCoin wallet for Android OS — June 2017
- The release of a server version of the BriaCoin wallet for a solo mining on the scrypt (outside a pool) algorithm and a first mining pool launching — July 2017
- Launching and testing of a partner network and a market for the CPS platform — May - June 2017
- Development of a private chat messenger inside the Briacoin wallet — July – September 2017
- Briacoin listing on cryptocurrency exchanges — July 2017 - August 2018
- Development and the first release of the Broker's first version — October-December 2017
- Development and testing of CRM-system— September 2107 - May 2018

### **2nd Phase of development**

- The release of the second version of the Briacoin wallets for Mac OS / PC Windows / Android / Unix / Linux — February - March 2018
- Development and testing of the platform for cryptocurrency and tokens creation in “two clicks”—Zero Hour Cash — January - May 2018
- Launching of Zero Hour Cash — June 2018
- Launching of the second version of Broker on the base of Zero Hour Cash — May 2018
- Development of a mobile BriaCoin wallet for Android OS — June 2017
- The release of a server version of the BriaCoin wallet for a solo mining on the scrypt (outside a pool) algorithm and a first mining pool launching — July 2017



- Launching and testing of a partner network and market for the CPS platform — May - June 2017
- Development of a private chat messenger inside the Briacoin wallet — July – September 2017
- Development of a mobile BriaCoin wallet for Android OS — June 2017
- The release of a server version of the BriaCoin wallet for a solo mining on the script (outside a pool) algorithm and a first mining pool launching — July 2017

### **Scaling up phase**

- Launching and testing the partner program of the Briastorm's network of goods - august - December 2017
- Preparation for the ICO Briastorm — January - May 2018
- An attraction of the first publishers and advertisers to the platform — May - August 2018
- Conducting of ICO — June - October 2018
- Results testing of the CPS platform's work — August - October 2018
- Opening branches of the company in India, UAE, Kazakhstan, Russia and other countries — January - August 2018
- Production and allocation our own branded production on the Briastorm's marketplace — second half of 2018
- Launching a network of the data-centers for mining — 2019-2020
- Building the smart houses and the multifunctional technoparks (Moscow, Astana) — 2020 – 2025



## 8. Conclusion

When working with innovations, it is very important to understand the market's willingness to your product. Moreover, it's always extremely expensive and requires human resource.

Our team is focused on making the strategy of the project's development as transparent as possible. We seek to offer new ready and tested solutions to a market at the earliest time possible. The number one task for the user is to show simplicity and ease of profit-making. Make the work with financial assets transparent and understandable for an investor.

We plan to build a reliable worldwide service company in several years. Where each partner will be given an individual opportunity to create a business on the basis of our high-tech platform.

# Shaping the future today!



**briastorm**  
blockchain for business

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