



## Donamin Whitepaper v0.1 - Draft

This article explains the problem of the advertisement driven internet ecosystem and introduces a *solution for a jamming free internet*.

*"If you are not paying for it, you're not the customer; you're the product being sold."*  
- Andrew Lewis -

While the marketing consumption remains required and obligatory we speak about time theft and slavery. If it is conscious and willing then it is pursuit and work. The man becomes a product due to adverts just as a slave because of forced work.

# 1 Overview

## 1.1 Market

Online marketing has an increasing amount of issues with the expansion of adblock services (currently UBlock) causing damages and harm to the creators, advertisers and the customers as well.

Online marketing is really changing now. The adblocker services popularity is growing from month by month while remarkably decreasing the income of content creators. The superior websites are already banning for customers to use these services to prevent profit loss. As a result the customers must provide their data and keep tolerating the declining quality of the content consumption.

### Global Ad Blocking Growth

Blocking ads continues to build on the strong growth rates seen during 2013 and 2014.

#### The findings

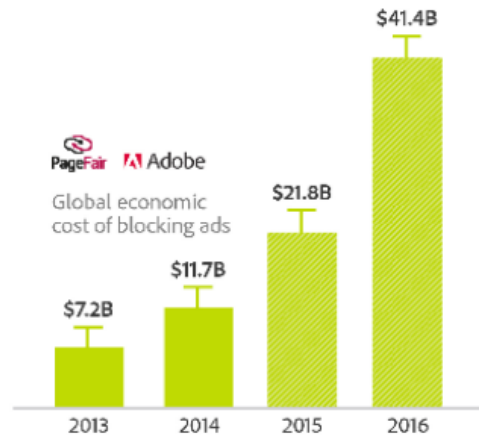
- Globally, usage of ad blockers grew by **41% YoY** (Q2 2014 - Q2 2015).
- As of June 2015, there were **198 million** monthly active users for the major browser extensions that block ads.



PAGE/FAR AND ADDBE | 2015 Ad Blocking Report

PageFair Adobe

The adblock service users count are growing continuously. Soon the modern web browsers will integrate it as a native function which can cause the end of the internet's relative gratuity. If the adblocking rate keeps the trend then sites with lower traffic and bloggers with less subscription will be unable to gain income.



### 1.1.1 Metrics

The final measurable goal of the banner based online marketing is to generate leads or to sale. There are numerous sites to analyze the landing page visitors which can improve the marketing strategy. We can reach those who facilitate the banner advertisements and accept them with having a real interest in the advertised product and count on them but in fact this is just a second hand analysis of the customers.

They are only a small part of the players involved. Not to speak about those who clicked by mistake, gave a donation to the content creator without real interest but most of all the customers who misunderstood the message and expected a different product instead. Besides the subjective judgement there is no other option to measure the banners relevance and quality.

As a result if the subject of the analysis is not measurable just presumable then the final analysis can not be correct. We would fail to determine the customers behaviour who shows real interest if we do not know our possible target audience and the people who have seen our advertisement .

The actual interactors count per view depends on the traction value of the banner advertisement. Although traction can not generate leads in its own neither can sale. With traditional banners if we increase traction then the click through rate goes up with the cost together due to the payment per interest structure. So traditional campaigns are less likely to be efficiently measurable and have a smaller chance of analysis than we thought at first sight.

### 1.1.2 ClickFraud

Further problem is the eliminating of robot made clicks. The AIs at Google are continuously searching for leads generated by robots however just monumental campaigns can be effective like that. The campaigns of little budget companies can be easily influenced to make them expensive or to ruin them for good. <http://www.bloomberg.com/features/2015-click-fraud/>

## 1.2 Opportunity

If we could managed to find a solution to the above problems then the free internet would be sustainable and usable for everyone.

### Donamin

- **For customers** it creates a viable alternative for a jamming free internet. With the joy of giving in a community where your data is secured without any annoying advertisements while you browse the web.

- **For creators** it would be a measurable and predictable source of income. Which is not blockable and yet considers the demands and privacy of customers without disturbing them for anytime.

- **For advertisers** a relevant, simple, and well measurable advertisement solution which gives an opportunity to a sophisticated bidding. This creates a more direct connection with the customers and gets rid of the ClickFraud damages.

## 1.3 Solution

Donamin is platform which eliminates the direct cashflow as a micropayment and donation system which converts the users time and attention into real value. A platform where users consciously use their time and focused attention to fund goals and products without the bothering effects of ads/pop-ups.

## 2 Donamin platform

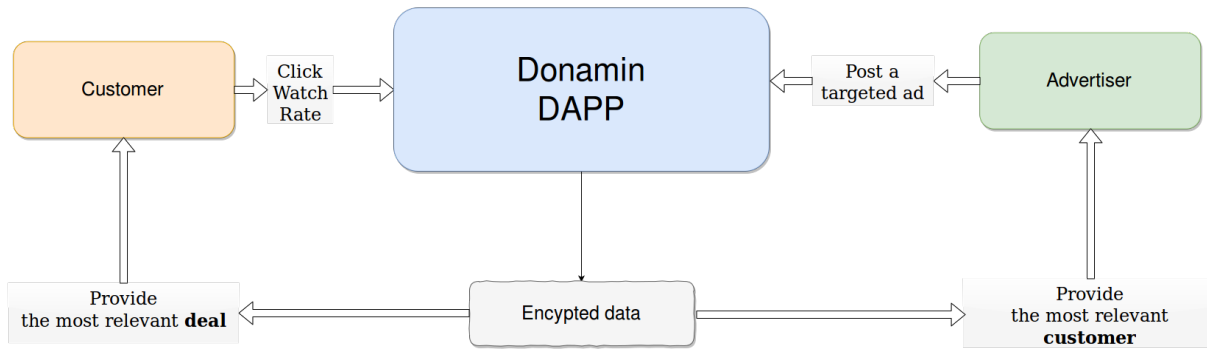
The Donamin Platform is an ideology of a conscious dealmarket. The Smart Contracts make it possible for the customers and advertisers to interact without the involvement of any third party. This creates the opportunity to develop a **zero-knowledge proof** platform of encrypted customer data processing.

Encryption plays a main role in the system as it is the key for the customers trust. With that in hand customers would be able to securly share their private data for the system to process and show the best offer it can find.

Donamin platform works with full-size advertisement landing pages which the customer would browse for a predefined amount of time. It ensures a better clean user experience and a precisely measurable advertisement platform.

### 2.1 Donamin Ecosystem

Each transaction which comes from the advertiser (per view) will be subjected to a fee. The gained funds will be shared between the creator and the token holders. The income of the creator depends on the quality of her site and the willingness of her visitors to donate money or time (CTR%).



### 3 Technical details

#### 3.1 Concept

During the arhitecture design phase our main goal was to form the Donamin platform into a trustless system where noone needs to fear about sharing their personal data or depositing money.

As user experience is also really important for us we could not forgot about scalability and maintainability. Easily adopting to increased user activity as well as flexibly implementing functional changes for new customer requirements is essential for us to keep evolving and meet our long term milestones.

With this end in view we decided to use decentralized blockchain technology for handling the sensitive parts of the application and wide spread web technologies for the rest of the functionalities.

#### 3.2 Ethereum

The backbone of the crucial features such as payments or private data handling is based on Ethereum and it's ecosystem. Smart contracts and ETH are ideal for handling money transfers as the transaction happens directly between our contract and our customer without involing a third party. This not only reduces the security issues but the transaction costs as well so it becomes eligible for micro payments.

#### 3.3 Security and privacy

Unfortunately there is no such thing as an almighty security. Until its being invented we have to use the currently available best technologies and practices provided by the Ethereum community and the platform itself, the Solidity language specification and also by the more commonly used technologies.

Privacy on the other hand gives us more choice in terms of how much data we want to know about. Our main principal regarding the privacy questions is that every user has to be in control of their own data. They all will possess a private key and only the smart contracts can resolve the actual reference between the users and their data. In case of any personal information that needs to be stored we encrypt the entries with the latest available cryptographic tools.

#### 3.4 Storage

Although we got to work with a lot of confidential information in order to provide the best service quality, we are not necessarily need to keep these at our servers. We only want these to be easily accessible from the smart contracts.

That is where Swarm comes into question which is a new distributed storage platform tightly coupled to the Ethereum community.

If Swarm fails to become the platform as it meant to be we are planning to use IPFS. IPFS also has the advantage of being a fully decentralized peer-to-peer file transfer system which meets our set of criteria.

### 3.5 Other technologies

Beside the Ethereum based core functionalities there are many back- and frontend features of the system (Donamin button, website integrations, advertisement platform, admin modules, etc) which do not need to be handled by the blockchain so common frameworks and APIs can be used to develop the most suitable solutions for these tasks.

We use web technologies such as HTML5, CSS and various JavaScript libraries arm-in-arm with modern server side tools as Netty, Scala, Java and Play Framework. As performance is more scalable with these tools we try to unburden the blockchain features heading to a highly modular (currently monolithic) system which is convertible into microservices on a relatively painless way (if ever needed).

## 4 Funding plan

### 4.1 Donamin Basic

**Decentralized marketing platform with full customer anonymity (500k-1M)** As a start for Donamin platform we will develop a DAPP which will create an encrypted connection between our customers and partners. It consists of our major features. Such as automatic encryption and simple category system. With the button and UI/UX tools for customers and creators.

### 4.2 Donamin Efficiency

**Dealmarket with accurate targeting (1M-2M)** An advanced category system with high efficiency targeting. At this stage the platform will be fully functionable for partners to create high quality campaigns.

### 4.3 Donamin Swift

**Market with advanced trained AI (2M-3M)** Due to the collected data and feedback from earlier stages our AI will be able to calculate predictions about future customer interests.

### 4.4 Donamin Singularity

**Advanced tool for research and corporate usage (3M-5M)** Our BigData creates an opportunity to analyze various types of connections in human interests with a precision never seen before.

## 5 Future vision

A vast amount of new products, services and contents are being released day-by-day and they have to reach out to the appropriate customers. Targeting is a way to achieve this goal but in its current form it's not very effective.

Let's imagine that we find a customer who wants to buy a new computer so we show him some random computers. What are the chances that we picked the right one? What if the customer doesn't even know what type is suitable for him? These questions will be answered by the next generation of targeting systems. Donamin wants to go even further. What if the customer doesn't even know that he needs a new computer yet? Can we find out the needs and desires of people? Well, with the right amount of data we can.

Data science is one of the hottest topics nowadays. An incredible quantity of data is being produced and stored every single day. Accessing and analyzing it with the right tools and methods can give us answers to questions that haven't been asked yet. The great potential of this field is clearly indicated by experiments and proof on concept projects from all over the world. Even the financial sector has attempts such as how to provide fully customized loans based on geolocation, social network data and banking data.

One of the main steps of the data science workflow is collecting the actual source data. It is not as easy as it seems but Donamin features are deliberately designed to be able to collect these data in the future. We want to build our database based on the followings:

- feedbacks collected by directly asking our users
- monitoring user activity and habits automatically
- coworking with both our advertisers and publishers
- relevant information collected from public sources such as social networks

For model building and analyzing Donamin will use the latest AI methods such as machine learning. It is also tightly coupled with the data collection phase as we plan to use neural networks at that layer. With the help of these technologies Donamin can bring a new era of targeting systems.

So far it sounds good but having access to all of this data is dangerous. No one shall have control over this amount of information. Luckily Donamin works with Ethereum and blockchain technologies thus we can provide full anonymity to all of our users so even the Donamin team won't have access to personal data as explained in the previous chapters.

Briefly what we want is get the data, come to conclusions that weren't possible before without any security concerns. And don't forget:

*"Data is the new bacon"*