

BANER

International business social network and trading platform,
complex innovative technologies, blockchain
and cryptocurrency

Whitepaper



<https://baner.su/>
Support: support@baner.su

What is the «BANER»?

BANER — fully ready commercial project, which can start earning the first money now

Functioning website, effective team and aggressive business model. We have developed a unique system for recruiting staff and reducing unnecessary costs. This will improve the economic performance and profitability of the company.

BANER — technology with economic advantage

The project helps: to advertise goods and services for free, to significantly reduce the cost of their promotion to the market, to simplify the interaction between sellers and buyers, to exclude superfluous intermediaries, minimize the cost of recruitment and the time of the search employees, simplify and accelerate the job search for job seekers or order directly services from the performers.

You can enumerate this list very long, but therein lies the scale of the market in which we can go. Our platform is free for all users. Users = traffic = success of the project and investors.

BANER — a complex of innovative technologies

The service allows to solve business tasks of users autonomously without large monetary costs. We have developed unique solutions based on technologies:

Big Data

The use of Big Data in marketing helps businessmen:

- better know their customers, attract a similar audience on the Internet;
- estimate the level of customer satisfaction;
- understand whether the service offered meets expectations and needs;
- find and implement new ways to increase customer confidence;
- create projects that are in demand.

Information is the main aspect of a successful growth forecasting and compiling a marketing strategy in the skillful hands of a marketer. Analysis of big data has long and successfully been used to determine: the target audience, interests, demand, consumer activity. Thus, Big Data is the most accurate tool for the marketer to predict the future of the company.

For example, analysis of big data allows you to display advertising (based on the known model of the RTB auction - Real Time Bidding) only to those consumers who are interested in a product or service.

Data Mining

Data mining - the process of identifying hidden patterns, the detection previously unknown raw data, nontrivial knowledge, simple to interpret and practically useful in making decisions in all areas of human life.

Data Mining technology allows to discover patterns among large amounts of data that cannot be detected by standard methods of processing information, but are objective and practically useful. Data Mining methods are based on various scientific disciplines: statistics, database theory, artificial intelligence, algorithmization, visualization and other sciences.

How to use it in practice? With the help of artificial intelligence, generalized data about users are gathered, taking into account their preferences, desires, problems, behavioral factors, etc. Make forecasts about the demand for goods and services of mass consumption. These data are sold to large companies to identify trends and make sales forecasts. Based on these data, companies plan the volume of production, size of inventory in warehouses and the number of personnel in business processes. This is relevant for bringing new products to the market, seasonal or fashionable offers.

AI (Artificial intelligence)

Artificial intelligence (hereinafter AI), which has no analogues, is one of the unique opportunities to attract millions of users. With the help of AI it is possible to create expert systems, knowledge bases and systems logical output that simulate high-level mental processes: thinking, reasoning, speech, emotions, creativity, etc. Our AI can predict the demand for certain goods and services. This allows you not to abuse advertising spam, while very accurately and at the right time to show advertise that goods or service that users really need.

BANER — unique innovative advertising mechanism

We have developed a unique algorithm targeted advertising that allows users to effectively advertise their goods and services without attracting large investments and show ads with the same importance for all users of the platform. We do not put in priority user, who will give a higher CPC to show their ads in priority above their competitors, who are trying to show their ad just such the same thematics, even exactly of the same product.

The cost of paying for targeted advertising with BNR tokens will be cheaper by 100% than by conventional money. This will stimulate the demand for tokens, and foster the stable growth of their value in the later.

BANER — traffic generator

All over the world, something is always bought and sold. All business and interpersonal relations are built on the basis of purchase and sale and mutual benefit. The company's capitalization will grow exponentially in relation to traffic. The last 20 years the number of deals on the Internet is constantly increases. The Internet advertising market, despite the

world crisis, is stable growing. Already today many companies are engaged in sales only through the Internet. Our platform is a place where anyone can start their own business, offer goods and services or recruit employees. This does not require nothing attachments and does not depend on location. Our users will be a success for us and our investors.

BANER — a project that automatically scales

Thanks to bonus programs and modern technologies, every new user will directly or indirectly participate in attracting other people to our site. Very much is being done to ensure that as many visitors as possible become permanent users. We believe that at our site has this, and time and statistics this confirms. High conversion level and increase efficiency and volume of advertising campaigns will be provide a constant increase in traffic. In the future will also need to constantly remind about yourself with the help of advertising. Even the world leaders of the Internet services market and the largest social networks do not stop advertising, so as not to lose leadership and get new users. In this world there is a constant war for patents, technologies and the humans heads. Today's students, clerks and beginning entrepreneurs will become tomorrow specialists, managers of companies and business owners. For them, our service will be a significant support on the way of becoming, and they will not forget this.

BANER — decentralized blockchain platform

Another innovation of our project will be the complete decentralization of user data and content. It's safe, transparent, reliable. What does this give in practice? User requests faster processed and higher site speed. Completely excludes the risk of data loss, interception of transactions or hacking. Decentralizing allows you to be invulnerable to 99.9% of information attacks. Significantly reduces the cost of servers rental and construction of data centers. All this for the better will affect user loyalty and increase the profitability of the company.

BANER — high-liquid cryptocurrency BANER (BNR)

Anyone who wishes can acquire a cryptocurrency by getting in return a BNR token size 20% of the profits company according to their investments during the ICO campaign. Thus, we grant the right to participate in the profits of the company. The percentage of the company's profits will be distributed among all owners of the sold tokens, in proportion to the size of their investments following the results of the ICO. The cost and liquidity of the cryptocurrency will be supported by working IT platform. Replenishment of balance and payment of targeted advertising with BNR tokens at a 30% discount will stimulate additional demand for tokens.

«BANER STREAM» — remote deal

This is the opportunity to do business and remotely to make deal, the basis of which is personal contact between users through the Internet without the need for personal meetings. Now you do not have to go to another city or country to make a deal, for example, about the sale of real estate. It is enough to confirm your identity on the «Baner Stream» service with the help of a short procedure and you will have the opportunity to complete any deal through

the Internet, without involving a third party, a lawyer or a notary. «BANER STREAM» fix the deal and will give the right at electronic signature. All information is encrypted and is not available to third parties. You will be able to use this information to resolve conflicts and confirm the deal. All this is reliably protected and works on Blockchain technology.

BANER — social project

Minimizing advertising costs, intermediary services, recruitment and personal meetings with counterparties, allows you to optimize the costs of existing companies and reduce the cost of goods and services.

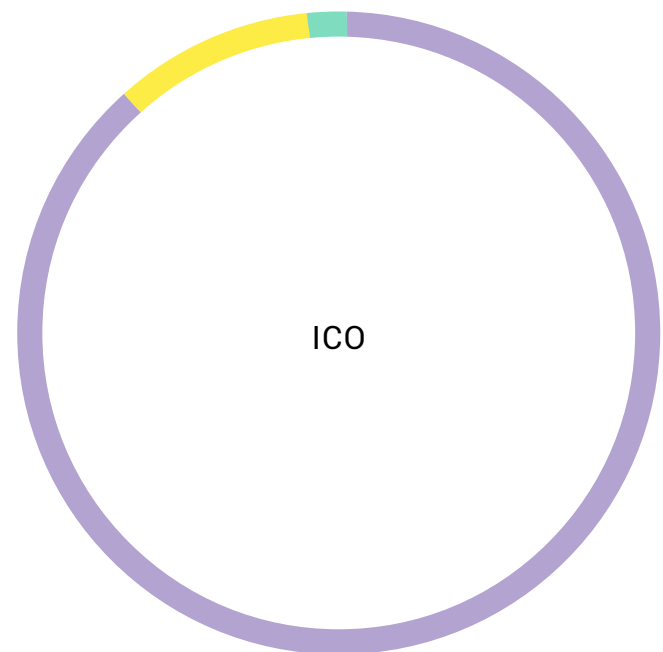
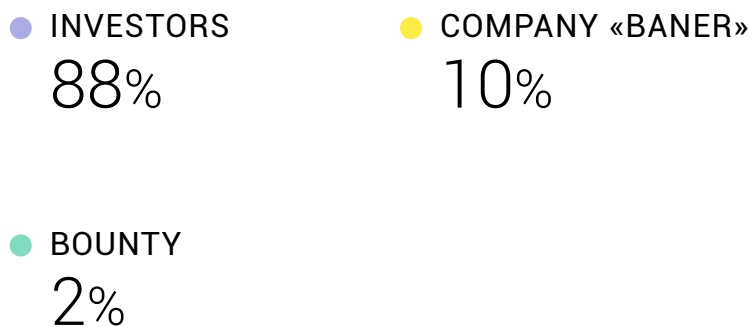
On our website, anyone can start their own business, offer goods and services or recruit employees without making any investments. The increase in the number of small businesses will enhance competition.

Free advertising helps some people get rid of things that are no longer needed and return part of them value, and other people, limited in financial resources, buy the necessary things with a big discount.

All this will develop competition and will affect the cost of goods and services for end consumers.

Structure ICO

100% tokens guarantee receive 20% of the profits of the online service «BANER»



Details ICO

What is a «BANER» token:

The «BANER» token, which is also a share in a blockchain «BANER», grants the right to receive a share from the company's profits. All holders of tokens have the right to receive a share of profit in accordance with the size of the investment. At the end of each quarter (every 3 months) 20% of the company's profits will be apportioned among all holders of tokens.

Procedure of payment:

According to the terms of the ICO campaign, according to the results of each quarter (every 3 months), 20% of the profit will be transferred to the Waves wallet, from which it will be distributed to the holders of the «BANER» token holders according to the terms of the smart-contract.

Abbreviation:

BNR

Limit the number of tokens:

The maximum number of 20,000,000 (twenty million) tokens. By results of the ICO, all unsold tokens will be destroyed.

Adjustable:

Yes, since the aggregate volume of the offer is not fixed, we should be able to withdraw an unsold number of tokens.

Primary course:

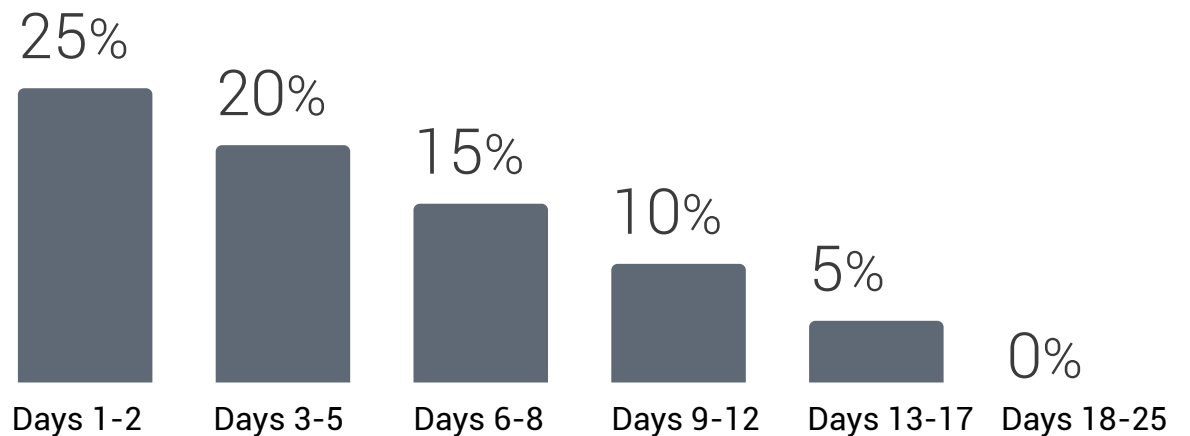
The fixed cost of one token – 10\$.

How to make money on this?

Resale of tokens. After a completion of the ICO, you will be able to sell a tokens on a market and receive instant profit due to a growth of quotations. Save a tokens and receive a profit. Token guarantees a share in the company's profits.

Bounty during the ICO

ICO will be held in three stages at 25 days. To the extent that, how will the reduced time to complete each stage of the ICO, will decrease bonus percentage of a tokens.



1 stage — from September 6, 2017 to September 30, 2017, will be sold 30% of the tokens at a price 10 USD

- +25% bonus-tokens — Days 1-2
- +20% bonus-tokens — Days 3-5
- +15% bonus-tokens — Days 6-8
- +10% bonus-tokens — Days 9-12
- +5% bonus-tokens — Days 13-17
- +0% bonus-tokens — Days 18-25

2 stage — from November 1, 2017 to November 25, 2017, will be sold 35% of the tokens and unsold in the first stage of the tokens at a price 15 USD for 1 token

- +25% bonus-tokens — Days 1-2
- +20% bonus-tokens — Days 3-5
- +15% bonus-tokens — Days 6-8
- +10% bonus-tokens — Days 9-12
- +5% bonus-tokens — Days 13-17
- +0% bonus-tokens — Days 18-25

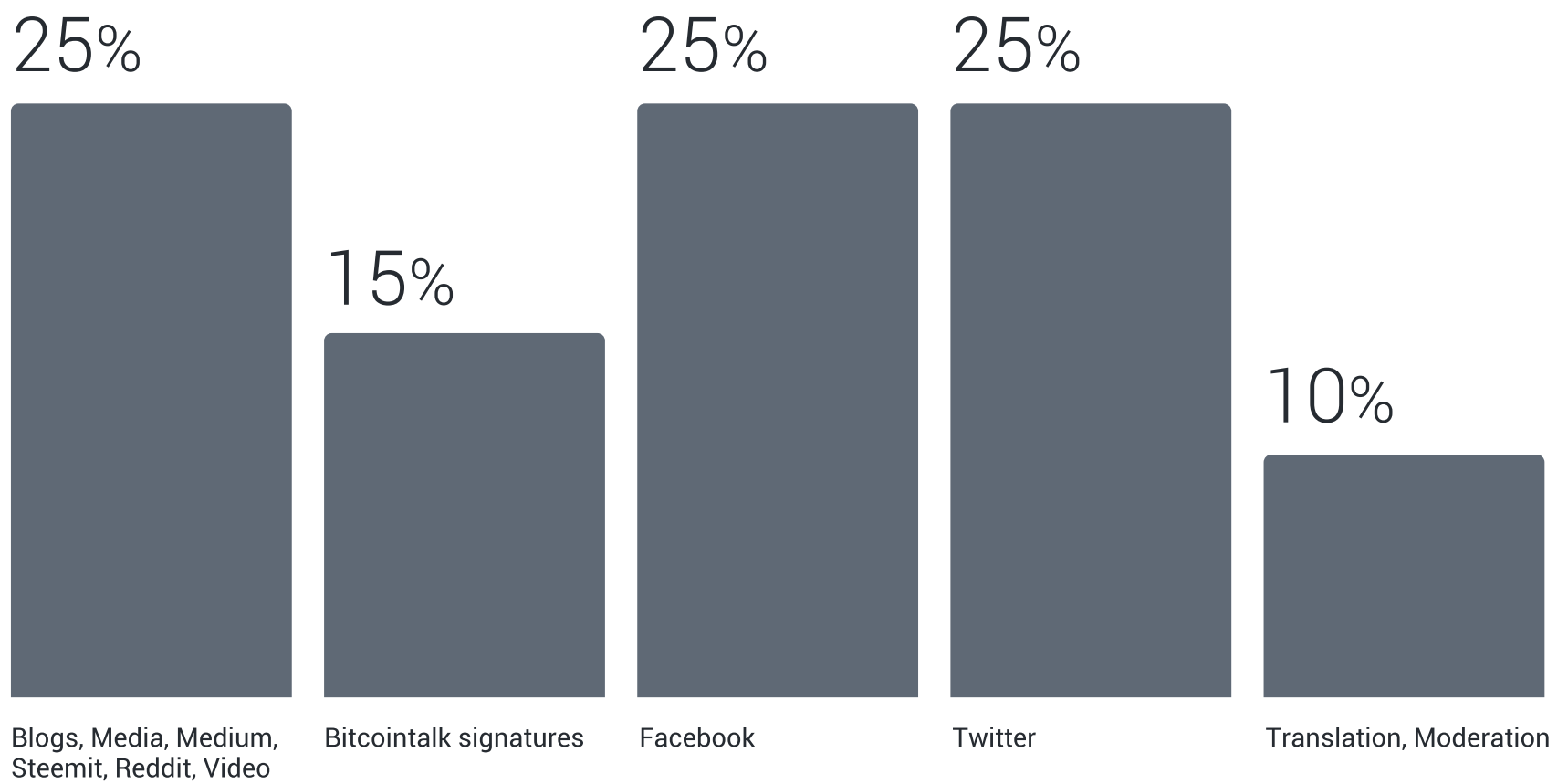
3 stage — from June 1, 2018 to June 25, 2018, will be sold 35% of the tokens and unsold in the previous stages of the tokens at a price 20 USD for 1 token

- +25% bonus-tokens — Days 1-2
- +20% bonus-tokens — Days 3-5
- +15% bonus-tokens — Days 6-8
- +10% bonus-tokens — Days 9-12
- +5% bonus-tokens — Days 13-17
- +0% bonus-tokens — Days 18-25

At on the results of the three stages, all unsold tokens will be destroyed.

Bounty during the ICO

Bounty - this is the percentage of the allocated 2% of the total number of tokens. Bounty can be received by anyone who supports activity in project communities and thematic venues. For more information, please contact the support team at: support@baner.su



Exclusive support is considered individually, please contact: info@baner.su

Project plan

Service «BANER» will develop in stages, investing capital as the client base expands and to focusing on a maximizing ratio investment to the income.

1 STAGE

\$ 1'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	750 000	2 582 000	4 611 000
EBITDA (USD)	0	600 000	2 300 000
Capitalization (USD)	18 260 000	53 232 000	113 868 000
Profit for token holders (USD)	0	120 000	460 000
Total profit for tokens holders (USD)	0	120 000	580 000

- 4 500 000 registered users.
- Audience coverage – 200 000 000 Russian-speaking Internet users around the world.
- Advertising campaigns that allow you to attract one registered user to 0.2 USD.
- Development of services: auto and moto, spare parts, maintenance of automotive equipment.
- Development of a mobile application for Android, iOS и Windows 10 Mobile.
- Launch of a unique mechanism of targeted advertising based on machine learning.
- Buying a more prestigious domain.

The market of Internet advertising in the Russian Federation, despite the crisis, is growing by 15% per year.

2 STAGE

\$ 2'500'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	1 640 000	5 180 000	9 470 000
EBITDA (USD)	0	1 280 000	4 920 000
Capitalization (USD)	42 360 000	113 620 000	242 950 000
Profit for token holders (USD)	0	256 000	984 000
Total profit for tokens holders (USD)	0	256 000	1 240 000

- 10 000 000 registered users.
- Audience coverage – 200 000 000 Russian-speaking Internet users around the world.
- Advertising campaigns that allow you to attract one registered user to 0.4 USD.
- Development of service on selling of food and beverages.
- Development of service «BANER STREAM» – a remote deal.

In 2016, the Russian Internet market exceeded 1 trillion rubles.

3 STAGE

\$ 5'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	3 620 000	10 890 000	20 320 000
EBITDA (USD)	0	2 805 000	10 840 000
Capitalization (USD)	91 300 000	246 350 000	533 650 000
Profit for token holders (USD)	0	561 000	2 168 000
Total profit for tokens holders (USD)	0	561 000	2 729 000

- 20 000 000 registered users.
- Translation of the site into European languages.
- Exit to the EU countries.
- The covered territory is increased by 400 000 000 Internet users from the EU.
- Development of service on selling and rent of branded things and accessories.
- Partial input of the functionality of paid services for users.

4 STAGE

\$ 10'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	6 640 000	23 420 000	41 160 000
EBITDA (USD)	0	5 865 000	22 632 000
Capitalization (USD)	164 300 000	515 980 000	1 147 450 000
Profit for token holders (USD)	0	1 173 000	4 526 400
Total profit for tokens holders (USD)	0	1 173 000	5 699 400

- 40 000 000 registered users.
- Exit to the countries of the Middle East, North Africa and Central Asia. In these regions there are more than 200 000 000 Internet users.
- Advertising campaigns that allow you to attract one registered user to 0.7 USD.
- Translation into Arabic and other languages.
- Development of service on world tourism.

Now in the world about 1.2 billion tourists, according to forecasts to 2030 will be about 1.8 billion. Thanks to tourism, 10% from everything world's GDP is created.

5 STAGE

\$ 20'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	12 540 000	49 260 000	90 160 000
EBITDA (USD)	0	13 376 000	47 232 000
Capitalization (USD)	353 600 000	1 152 960 000	2 341 200 000
Profit for token holders (USD)	0	2 675 200	9 446 400
Total profit for tokens holders (USD)	0	2 675 200	12 121 600

- 80 000 000 registered users.
- Translation into Asian languages.
- Exit to the countries of southeast Asia.
- Coverage of more than 1 500 000 000 Internet users.
- Increase in the number of paid services.
- Large research using technology Data Mining.

That gives Data Mining? With the help of artificial intelligence, generalized data about users are collected, taking into account their preferences, desires, problems, behavioral factors, etc. To make forecasts about demand for goods and services of mass consumption. These data are sold to large companies to identify trends and make sales forecasts. And they plan volumes of production, the sizes of the commodity at warehouses and quantity of the personnel in business processes. This is especially true for bringing new products to the market, seasonal or fashionable offers.

6 STAGE

\$ 30'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	18 360 000	69 785 000	126 024 000
EBITDA (USD)	0	21 136 500	72 826 000
Capitalization (USD)	476 000 000	1 806 625 000	3 317 209 600
Profit for token holders (USD)	0	4 227 300	14 565 200
Total profit for tokens holders (USD)	0	4 227 300	18 792 500

- 100 000 000 registered users.
- Adding sources of advertising, where it is impossible to calculate the cost of 1 user.
- Translation into other languages.
- Exit to the countries of America, Africa, Australia and others. This is more than 800 000 000 Internet users.
- Increase in prices for paid services.
- Development a platform for startups and conducting an ICO.

In which industries did business in the United States grow and who became more wealthy?

The majority are Americans from the IT industry and Internet business, including Bill Gates (stock growth Microsoft in 2016 year – 12%), Jeff Bezos (Amazon – 11%), Mark Zuckerberg (Facebook – 10%).

Our business model is built on the basis of three key indicators

1. The amount of traffic and the cost of one site visitor

For 2 years we tested more than 50 different advertising channels. Thanks to this, we have an understanding of how much one visitor costs and is from which he source, the ability to adjust the number of visitors from advertising daily and plan these costs for a long time ahead, so that traffic is uniform. The very most effective advertising platforms are chosen.

2. Conversion is the correlation of site visitors to those who registered and became a user

At first we advertised only the service for selling and renting real estate. The conversion was then 5%. Out of 100 visitors 5 people became registered users of the site and served ads. To date, launched 4 services: real estate, work, services, sales and all elements of the social network: chats, people, companies and groups. Achieved the level of conversion in 10%, because nobody refuses use free advertise. Most trading platforms paid, and some are very expensive. Our service is interesting because each person can advertise something for free, communicate on business topics and any other topics in chat rooms and communities our social network. Several more services are planned, which are not available on other popular classifieds sites. This will affect very broad segments of the population, significantly increase conversion and traffic. With the help of marketing trick, new services and additional site functions, we plan to raise the conversion to 12-18%. Thanks to bonus programs and modern technologies, every new user will directly or indirectly participate in attracting other people to our site.

3. The capitalization of a company is the market value of a company

In calculations, we were based on the market value of the largest social networks, known trading platforms and the most popular classifieds sites, taking into account the number of registered users and the terms of these sites. We have carried out an in-depth analysis of many commercially successful websites and clearly understand what is needed in order for our company to gain good turnovers within 3 years.

Why do we conduct ICO and how do investors earn money on it?

To give the project a world-wide scale and to assemble a large audience, need start-up capital and the ability to competently manage it. A good idea and a team of enthusiasts is just part of the success. We need to conduct a large-scale advertising campaign to attract people's attention to our product and constantly maintain interest in it. The main goal now is to form a client base and beat competitors. And then it will be possible to raise prices for paid services and increase their number. Dominate on the market tomorrow is more important than making a profit today. The connection of new services, flexible pricing policy and the opportunities for deep modernization of the site will help us to always be in a trend.

We collect funds using a very simple, convenient and most importantly transparent tool - ICO, which makes it possible to issue and start selling tokens.

After the completion of the ICO, investors who purchased tokens can will be able to benefit from 20% of the company's profits, sell tokens on crypto-exchange exchanges and profit from the increase in the cost of tokens.

The mechanism for the payment of profits and distribution of shares will be prescribed in the company's Charter, and the distribution will be performed through a smart-contract for Waves.

- Most of the collected funds will be used to promote the project around the world through various advertising models.
- Part of the funds will be used for maintenance, improvement and development of the project by the most highly qualified developers from the areas of Big Data, Data Mining, AI, etc.
- Part of the funds will be spent on in-depth market research and identifying new trends in order to achieve the highest possible capitalization.

Prehistory

Social networks. To date, the Global Network, there are n-number of social networks of all kinds of activities: entertainment, business, auto, information technology, games and others. This activity is limited only by human imagination. The main goal of social networks is to interest users with their idea, to attract as many users (further traffic) to their project, and in return to provide functionality, as a solution to problems of all kinds that users use to achieve their personal goals, whether it is searching for certain business contacts, Sale of goods or finding a partner to learn a new language. The ultimate goal of all this is the capitalization of the project.

Marketplace. To date, there are not many high-quality and efficient marketplace. Usually it is 1-5 projects per country, of which only 1 is a monopolist in their country. The purpose of the marketplace, the same as that of social networks, the provision of a unique functionality with the help that users can achieve their goals, that is, sell your product or service. But also important is traffic and capitalization. Traffic is always a success for any business on the Internet.

Problems of existing social business networks and trading platforms

There are free and paid social networks and trading platforms. Paid mostly take a commission for business functionality, these amounts are not always affordable for beginners and small businesses. For mid-level companies, these costs are also significant. The fee is taken for access to writing messages to specific people, adding resume, vacancies, placing goods and services. There are hidden commissions with aggressive marketing. At every step, users impose their own policy, trying in any way to get money out of their pocket. In most cases, the board renders a waste of money, the declared functionality does not meet the expectations of users.

You can argue that this is a business and nothing personal. But aggressive marketing has already passed all reasonable moral standards, being a cynical tool for the delicate manipulation of mankind. He dictates and tries to impose and impose his views, forcing him to buy. Only after the purchase, you realize that you did not need it.

«We buy things that we do not need,
for money, which we do not have, to impress
people which we do not like»
Chuck Palahniuk - Fight Club

How we solve these problems

We refused aggressive marketing. Our service will not push you to buy any product or service. We do not exclude the possibility to offer you paid tools to achieve your goals, but we do not impose them. The tools created by our developers combine efficiency without aggressive marketing. Users do not have to close unnecessary pop-up windows with annoying ads or crouch a few pages of intrusive advertising that will push you to buy a particular service in order to sell you a tool that supposedly solves your problem. We will not take hidden commissions from users for transactions between users and their potential customers. We completely disclaim any disrespect to the users. We make BANER service accessible for People like ourselves, honestly working for the benefit of the community. Our goal is to offer effective tools for achieving the goals of users without aggressive imposition. The choice is always yours.

We want to develop world trade in products, services and any physical objects, access to which will be for everyone, anywhere in the world where there is Internet access. Nowadays there are ways to digitize any physically tangible objects - securities, books, money and such complex objects as real estate, precious metals, art objects. This information is probably difficult to perceive, imagining the digitization of a skyscraper is difficult, but such are modern technologies. 30 years ago, humanity would don't believed that sometime in the future they can pay for goods with plastic cards, simply by place them to a small device (PayPass).

A lot of time is occupied by the sale of real estate, lawyers prepare documents, potential buyers check these documents for legality. Real estate agents are engaged in advertising campaigns in order to attract a profitable buyer. All this takes a lot of time and money. Third parties are involved in contracting and conflict resolution. BANER will allow you to buy or sell any physical object and any service, without the involvement of a third party. Now you do not need to certify the documents from the notary and resort to legal assistance.

We offer for users

- Accrual of remuneration, issued by the site itself for high-quality content and user activity
- Word of mouth - accrual money for recommendations
- Rejection of aggressive marketing
- Refusal from annoying advertising and spam
- Fully free functionality of the main service tools
- A unique advertising technology that allows you to significantly reduce the cost of promoting products and services
- Social Business Network
- A trading platform for any goods and services
- A unique mechanism for conducting secure transactions on Blockchain technology, for which we do not take commission
- BANER STREAM - a remote deal. The function of a trusted intermediary in cases where control and execution of operations requiring agreement of the parties are required
- Openness of the system
- Cryptographic encryption of all data and a reliable mechanism for the identification and authorization of individuals or companies
- Decentralized data storage

Blockchain BANER

What is Blockchain?

Technology Blockchain (with the English chain of blocks) allows you to change the order of the usual things. The subject area of the chain of blocks is very complicated. There are countless start-ups, alternative crypto-currencies, ideologies and surrounding smart words, and it can be very difficult to understand all this. Blockchain is a database with a large-scale replication of all transactions in the «BANER» network. The block chain uses a consensus mechanism with the name «proof-of-work», which prevents the double-spending problem on the Web, which has been pursuing cryptologists for decades. At double costs, the problem is that when a fraudster can again demand payment, denying the success of the first transaction.

Blockchain is a way of storing data or a digital register of transactions, deal, contracts. All that needs a separate independent record and, if necessary, verification. In the blockchain you

can store data on loans issued, property rights, traffic violations, marriages. That is, almost everything. Its main difference and undeniable advantage is that this registry is not stored in any one place. It is distributed among several hundreds and even thousands of computers all over the world. Any user of this network can have free access to the current version of the registry, which makes it transparent to all participants.

How does Blockchain work?

Digital records are combined into «blocks», which are then linked cryptographically and chronologically into a «chain» using complex mathematical algorithms. Each block is associated with the previous one and contains in self a set of records. New blocks are always added strictly to the end of the chain.

The encryption process, known as hashing, is performed by a large number of different computers running on the same network. If, as a result of their calculations, they all receive the same result, the block is assigned a unique digital signature (signature). Once the registry is updated and a new block is formed, it can no longer be changed. Thus, it is impossible to forge it. You can only add new entries to it. It is important to take into account that the registry is updated on all computers on the network at the same time.

What is special about Blockchain technology?

The distributed nature of Blockchain databases makes it almost impossible for hackers to be hacked, because for this they need to simultaneously access database copies on all computers on the network. Technology also allows you to secure personal data, since the process of hashing is irreversible. If even the original document or transaction is later changed, they will receive a different digital signature as a result, which signals a mismatch in the system.