



the MASS DISTRIBUTION of CRYPTOCURRENCY

Better Bounties. Better Airdrops. Better Social Media Marketing.
All wrapped up in a Peer-to-Peer token transfer package.

COMMERCIAL PAPER v.1.1 { JUN / 2018 }

AirWire

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ABSTRACT

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This commercial paper describes AirWire, a fully built, patent-pending, user-driven, token distribution platform. By leveraging our partnership with CryptoCurve — “The Front End of Wanchain” — AirWire allows cryptocurrency to be sent directly and securely without the need for the recipient to have an existing crypto wallet. AirWire sends these tokens via mainstream channels such as social media, SMS, and email. By utilizing existing social channels and streamlining the onboarding experience, AirWire lowers the barrier to entry for new user adoption while simultaneously enhancing projects’ access to a largely untapped market.

For businesses and particularly ICOs, AirWire functions as a marketing dashboard that optimizes the process of running effective bounty programs, provides analytics to track success, and enhances customer targeting. By turning the bounty incentive model into a platform, AirWire becomes a one-stop-shop to transform token holders into product champions.

Better Bounties. Better Airdrops. Better Social Media Marketing. All wrapped up in a Peer-to-Peer token transfer package.

OVERVIEW

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User adoption and engagement is one of the largest challenges for any startup. This challenge is exacerbated for token-based (crypto) project startups, which require strong network effects and a high user distribution to give their token value and produce a stable economy. For these projects, user acquisition is twofold, as they must establish both product users and token holders.

Existing crypto companies and organizations have also discovered that because their network users are also stakeholders, they have a strong incentive to help promote the network. Therefore they developed select strategies known as **airdrops** and **bounties**, which not only help encourage token distribution and network effects, but empower the user/stakeholders to participate in the process. These strategies, although effective, are currently severely hindered by a lack of organization and ease of process.

Current Landscape of Airdrops >>

Airdrops are the process whereby a cryptocurrency enterprise distributes their tokens to the wallets of some users free of charge. This drives awareness and incentivizes a broad range of user behaviors like joining the company's Telegram community, promoting their project on social media, or purchasing more of the projects tokens.

Typically, airdrops require that an account hold a minimum balance to be eligible; this is usually 0.1 ETH. This minimum exists to reduce the risk of sending tokens to addresses that are effectively dead. The group giving out an airdrop will scan the blockchain for all addresses holding enough Ether. Then, based on the amount of Ether they hold, usually, they will give out a certain number of tokens per Ether. Other airdrops just send a fixed amount of tokens to each eligible address. For example, recently the INSP⁽¹⁾ project gave every eligible address 777 tokens each. Some examples of successful ICOs who used airdrops are: OmiseGo, Polymath, and Mainframe.

The main challenges facing projects in airdrop campaigns are a limited market size, legal concerns, and the "blind experiment" factor.

⁽¹⁾ <https://inspeer.io>

HOW AirWire REVOLUTIONIZES AIRDROPS >>

CHALLENGE 1 · Projects face a limited market size.

The first challenge is a small market size created by only being able to target users who are a) already knowledgeable about and active in the crypto space who b) have exchange accounts. Acquiring additional users is essential for the success of the majority of blockchain projects and for these networks to succeed, they must reach a “critical mass” of users. These networks must go beyond the current investors in the blockchain ecosystem today. However, these new users prove difficult to acquire due to the significant barriers involved in obtaining tokens. Inexperienced users can easily become confused and turned off by a project in a matter of seconds.

AirWire SOLUTION
AirWire attracts a market beyond those already in the crypto space.

Through AirWire, social media marketing simply piggybacks on current social media ad platforms. AirWire is able to use current ad platforms or operate without them to target and reward new potential crypto users.

CHALLENGE 2 · Projects fear potential legal concerns.

Several projects avoid airdrops due to fear of potential changes in regulation that could impact the legality of such a decision and therefore put themselves at risk. A large factor in this legal wariness is due to the fact that many of these airdrops candidates are unknown, and in numerous cases everyone may not qualify for an airdrop.

AirWire SOLUTION
AirWire provides knowledge of the end customer, allowing for greater regulatory assurance.

AirWire token recipients undergo KYC/AML, allowing airdrop distributors to target specific user wallets in order to avoid regulatory concerns. By completing the KYC/AML process, registrants are barred from creating multiple accounts to capitalize on multiple airdrop rewards. This also gives distributors access to pre-verified and whitelisted users which they may not have been able to reach before.

CHALLENGE 3 · Airdrops are currently blind experiments.

Currently, projects have no insight about the ultimate recipients of the airdropped tokens. This leads to tokens that are immediately sold or sit in dormant wallets indefinitely. Projects are unable to collect data on how airdropped campaigns are performing, and therefore unable to conduct better airdrops in the future or target specific wallets in any way to be more effective, such as sending to “power users” or users who will be personally interested in a project. These challenges make it difficult for companies to allocate and optimize their fund usage effectively for airdrop marketing.

**AirWire
SOLUTION**
Provides
the ability to
measure and
optimize the
success of
an airdrop.

As AirWire continues to optimize airdropping, projects will be able to track the precise effectiveness of each airdrop. Using the examples above, a company can leverage the data collected in airdrops to more precisely target future users. Projects will be able to target optimal and “power” users, defined as users who demonstrate the ability to push their allocation to new users. This will provide further awareness. By extracting data from exchanges and social media, airdrops can be personalized.

CURRENT LANDSCAPE OF BOUNTIES >>

Bounties are incentivized reward mechanisms offered by companies to individuals for performing a number of tasks that promote or grow the project. Some bounty-incentivized tasks include social media campaigns, content creation, translation campaigns, bug-reporting, website design, community management, merchandise design and test-net through main-net participation.

Some examples of successful ICOs who used bounty programs are: Kyber Network, Bancor, Quantstamp, and Wanchain.

However, 3 major pain points currently stand in the way of running a successful bounty campaign. These include measuring campaign effectiveness; bounty hunter/provider assurance, confidence, and security; and the amount of resources spent on each campaign.

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HOW AirWire REVOLUTIONIZES BOUNTY CAMPAIGNS >>

CHALLENGE 1 · Measuring campaign effectiveness is difficult, with no effective ways to track analytics.

For example, when Quantstamp rolled out their “Proof of Care” bounty campaign they had trouble identifying, confirming, and quantifying the contributions. Teams also struggle to learn and implement changes from previous bounty campaigns.

AirWire SOLUTION
Accurate measurements for campaign effectiveness.

By tracking which user groups, mediums and market segments are most effective, the AirWire system allows for more refined bounty campaigns, and allows teams to isolate which bounties perform best.

CHALLENGE 2 · Assurance, confidence, and security for bounty hunters and providers.

In numerous bounty campaigns, it's hard to verify when someone should be rewarded and it's hard for those who pursue the bounty to have confidence and security that they will indeed receive their due reward.

AirWire SOLUTION
Allow for verification and assurance for both parties when bounties are completed successfully.

If a user completes a bounty campaign in the AirWire ecosystem, he or she knows the bounty will actually be fulfilled since the coins are promised and put into escrow in the beginning of the process. Since the ecosystem can track success of the bounties, the teams know they should be rewarding the right person.

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CHALLENGE 3 · Significant resources are necessary to manage each campaign.

Managing a bounty initiative is extremely labor intensive, as the project team must arduously verify that the self-reported information is correct. For the individual, it is cumbersome and inconvenient to manually submit documentation that proves the completion of the bounty. Ironically, the process of empowering others to work for them actually puts more work on the team!

AirWire
SOLUTION
Requires
fewer re-
sources to
manage a
campaign.

The AirWire process centralizes the bounty structure into one dashboard for the team. Instead of an internal team that needs to manage that flow and process, with AirWire the bounty is centralized into one place in order to easily track activity. Also, AirWire has a network of users incentivized to refer bounties and review them, and in this way, lowers bandwidth required by the project team.

The AirWire platform also allows for users to refer other users to be rewarded. By using AirWire's network, teams can drastically reduce the amount of time they spend filtering through bounty content and instead spend that time building their product.

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This is an example of what current form submissions look like for bounties:

New Proof of Caring

Tell us about your **Proof of Caring**.

Full Name
Tristan Tomas

Telegram Handle
@tristanQSP

Email
tristan@quantstamp.com


Location
United States

ETH Address
0x99ea4dB9EE77ACD40B119BD1dC4E33e1C070

Description
Links for PoC, Telegram, Twitter, FB, Youtube, & other sources that will increase your PoC status!

Did you participate in the Quantstamp token sale in November 2017?
 Yes No

ETH Address used for KYC in token sale
0x99ea4dB9EE77ACD40B119BD1dC4E33e1C070

I'm not a robot 

KEY TAKEAWAYS >>

AirWire

- + Enhances cost-effective user adoption and engagement through its patent-pending wallet creation mechanism.
- + Increases social reach for businesses and ICOs in a streamlined and targeted way.
- + Aggregates data through exchanges and on social media to enhance targeted airdropping campaigns making them both more shareable and quantifiable.
- + Increases the potential user base by expanding the number of users who qualify for an airdrop or bounty.

AirWire's EDGE

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PATENT-PENDING TECHNOLOGY >>

AirWire has teamed up with some of the greatest patent legal teams in the world to hold the patent on the procedure for its unique method in sending cryptocurrency via various mainstream mediums.

PARTNERSHIPS LEVERAGING SECURITY AND ADOPTION >>

Through our partnership with CryptoCurve — “The Front End of Wanchain” — AirWire gets access to an amazing front-end user experience for its users. The strength of this partnership is that it allows AirWire to have excellent security (CryptoCurve holds the private keys, for example) while sticking to our core focus: creating a world-class, user-powered crypto ecosystem.

MARKET TIMING >>

AirWire has appeared at the optimal time in the crypto market cycle. Numerous dApp projects are about to launch their main nets and are hungry to grow their networks quickly. On top of this, many existing companies are now becoming “tokenized” (for example Kik and Telegram) and will need an appropriate distribution mechanism. Bounties and airdrops have become a customary procedure for tokenized systems, whose inefficiencies are well known. On top of this, we are reaching a point in which a significant amount of the world is aware of the existence of cryptocurrency, with awareness growing at a rapid rate.

MAJOR PARTNERSHIPS

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We are excited to announce a partnership with CryptoCurve, one of the most anticipated projects and wallets of the year.

Through our partnership with CryptoCurve — “The Front End of Wanchain” — AirWire gets access to an amazing front-end user experience for its users. We believe that CryptoCurve’s UI/UX and security are the best in the wallet landscape and are extremely excited to have them as a foundational partner.



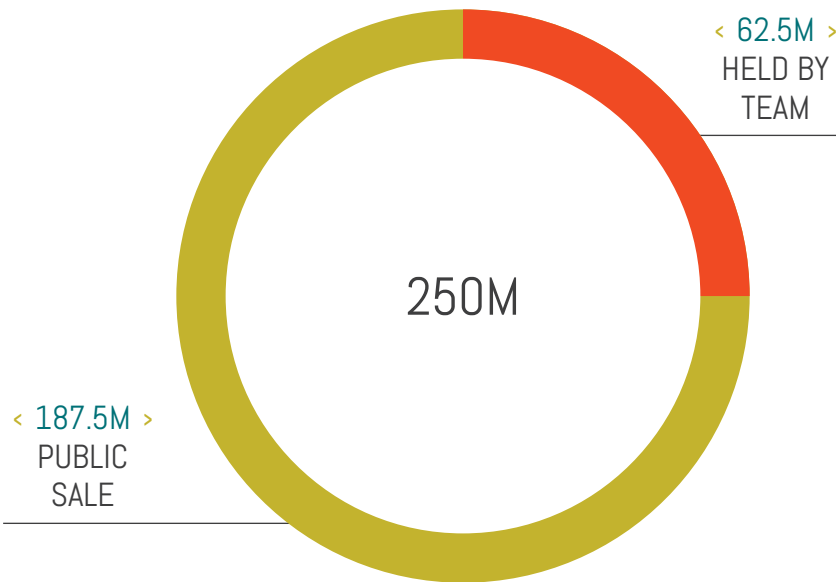
We are also thrilled to announce partnerships with 4New, Showhand, AMCHART, Social Spaces, and our other foundational members. We believe that these partners will also serve as valuable additions to the AirWire ecosystem and are incredibly excited to be working with them in the future.



TOKEN SALE STRUCTURE / TOKEN USAGE

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AirWire uses masternodes to secure the network. By staking 35,000 WIRE as collateral, masternode owners can earn token rewards.

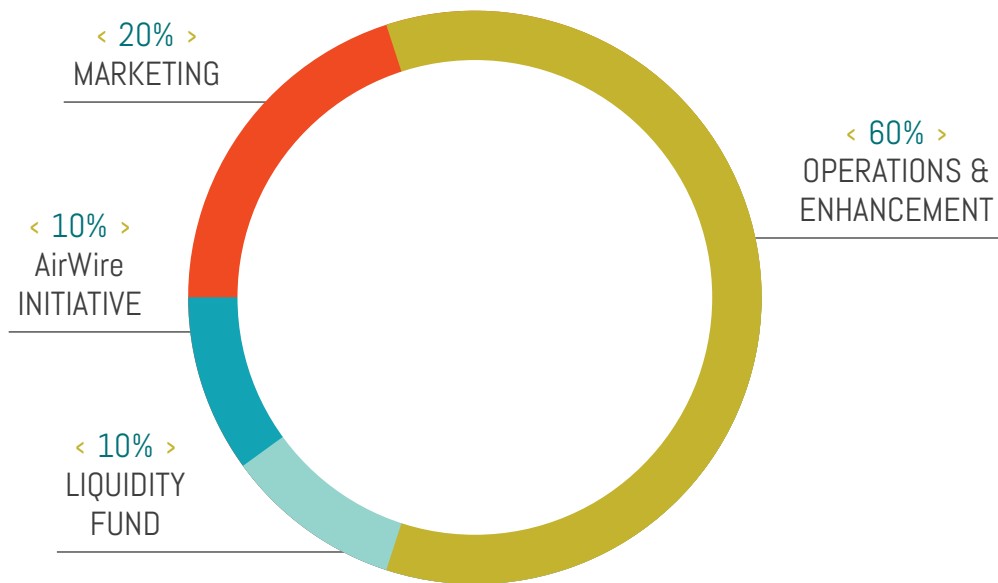


Total Token Supply @ \$0.15	100%	250,000,000	Hard Cap
Tokens Sold @ \$0.15	75%	187,500,000	\$28,125,000
Tokens Held by Team	25%	62,500,000	

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TOKEN SALE FUND ALLOCATION >>



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TEAM FUND ALLOCATION >>

Founders	12.5%	31,250,000
Research & Operations	5%	12,500,000
Lead Developer	2.5%	6,250,000
Advisors	2.5%	6,250,000
Airdrop	1%	2,500,000
Bounty	1%	2,500,000
Legal	0.5%	1,250,000
	25%	62,500,000

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PURPOSE AND USAGE OF THE WIRE TOKEN >>

The goal of AirWire is to build an economy of aligned incentives where token distributors can empower and reward various users/stakeholders to distribute their tokens and grow their network. The WIRE token exists as a payment and reward mechanism to help align incentives in this ecosystem.

As users perform actions that help grow and maintain the AirWire network, they will receive AirWire as a reward, this will get paid out from the AirWire bounty pool. As distributors want to utilize AirWire to grow their networks, they will use wire as a payment, which would contribute to the bounty pool. The bounty pool will act as a treasury to pay out network contributors (bounty hunters) and be utilized for token swaps. AirWire utilizes both masternode and staking mechanisms to benefit the network during this process. Masternodes will confirm and validate transactions involving the bounty pool, staking will allow for greater float with the pool when necessary. Based on supply and demand, the release rate and rewards of the pool will fluctuate.

VISION

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The future of AirWire is a massive user base acquired from its own customer outreach and the marketing efforts of its partners. Our airdrops, bounties, advertising, and peer to peer capabilities will all funnel users into AirWire's ecosystem.

The power of a giant, engaged user base is unlimited. A passionate user base will fuel future partnerships that in turn continue to increase the need for Wire to enhance their business models. This virtuous cycle will drive our platform forward while expanding our reach into new and exciting arenas.

TEAM

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LUKE SHEPARD < co-founder >

Luke Shepard is a full stack developer who has created software being used by companies like British Telecom and Vodafone. A monitoring platform which he helped to develop is currently being used in over 100 companies. He is also responsible for the patent-pending technology that drives AirWire.

DAVID HUNTER < co-founder >

David Hunter has managed several multimillion-dollar projects for Fortune 500 companies like General Electric. He is also an investor in multiple verticals, including real estate and cryptocurrency.

KEN DiCROSS < co-founder >

Ken DiCross is a veteran trader in commodities and bonds and has also worked as development manager creating programs on the Steemit platform, including SteemVoter, SteemSports, and MinnowBooster.

AirWire

THANK YOU