Abstract

Joint Ventures brings a much-needed change to the current digital content landscape. Our aim is to create an economy that rewards every participant of the network, including publishers, authors, commenters, advertisers, and moderators, while minimizing third-party commissions.

Joint Ventures plans to create a community-centered content economy. We discuss the implementation of a transparent advertising revenue model in our ecosystem, which will allow publishers to monitor real-time engagements with their content as well as helping advertisers to get the maximum value out of their advertising budget.

Our first product is projected as a commenting solution, envisioned for the benefits of both publishers and commenters. It is designed to increase user interaction with publishers and will be available on websites along with mobile applications. That functional and unique user interface will attract users and publishers, leading to increased user engagements. Joint commenting solution will run on websites with millions of monthly visitors, enabling a new token economy where publishers will be gaining Joint tokens based on the quality of the content and commenters will be rewarded in regard to their contribution to the ecosystem.

On a typical commenting solution, on the other hand, the commenters are not rewarded fairly for their contributions. Regarding money stream, the money flows from advertisers to publishers, but not before the commenting system takes its own cut. Blockchain allows Joint to easily calculate the value of individual contributions and distribute the rewards fairly and transparently.

This will be followed with our other in-line product, Ad Exchange, to bring advertisers in to the system. Content Discovery on the other hand, will enable publishers to acquire new visitors from other Joint publishers, and Affiliate Platform, which will make it possible for publishers to earn more revenue with referrals. All of these products will run on Joint token which is an erc-20 based token that will be tradeable on multiple cryptocurrency exchanges.

Joint Ventures offers additional tools to publishers to create, reward, and grow their community. Publishers will receive the major share of the advertising revenue. For advertisers, our platform offers a competitive pricing strategy and an option to advertise at specific ad placements for different time slots. Joint splits publishers' rewards with commenters, depending on the commenters' level of interaction and value addition to the network.

Joint Ventures addresses the major fraud and middlemen commissions concerns of the advertising industry by using blockchain technology. Blockchain technology promotes transparency and creates a secure network for engagement. All the information about the content economy will be accessible through blockchain explorers.

Table of Contents

1.0 Introduction

The Internet is growing exponentially: with every passing day, users generate up to [2.5 quintillion](#) bytes of data. In simple terms, as much as 90% of all online content has been generated in the past two years. With rapidly growing Internet adoption and affordable smart devices, content creation will only continue to grow in the coming years.

However, the current content landscape is primarily dominated by a few major players, with little to no transparency for the end-user. These middlemen make money from both publishers and advertisers. According to data shared by [Google](#), the company shares with publishers up to 68% of the revenue generated by ads displayed alongside content that uses Google's Adsense service. This percentage drops down to 51% for the revenue-sharing structure used in Adsense Search. Facebook has even less transparency than Google: Facebook's Audience Network does not provide revenue-sharing figures with publishers or the public in general. A close inspection of all the major ad display networks makes it evident that these networks take a considerable share of publisher earnings.

Joint is here to end the monopoly of the middlemen within the content monetization industry. The content economy created by Joint splits revenue with every participant who adds value to the network. Its operating principles are similar to that of Google and Facebook, in the sense that it allows ads to be displayed on a publisher's website, but Joint differs from the rest by sharing maximum revenue with publishers as well as commenters. Unlike other platforms, Joint is not just a platform that generates revenue, but also protects users' personal data from being collected by advertisers, through cookies or similar techniques.

Joint will use blockchain technology to maintain transparency within its ecosystem. Additionally Joint will handle all operations and ensure a high ad-fill rate for its network websites. The differentiating feature of Joint is that it will take less than 1% of the entire advertising revenue for its operations, distributing the rest to our publishers and our network.

Our goal is to create a content economy that serves the network first.

1.1 Industry Overview

The past couple of years have witnessed an unprecedented growth in the content industry. A growing user base and internet connectivity have contributed to the creation of hundreds of thousands of content pieces every single day. In order to understand the size of the current content industry, here are a few [facts](#):

- Publishers upload more than 4 million hours of content to YouTube every day.
- Users watch 5.97 billion hours of videos daily on YouTube.
- More than 67.3 million posts are added to the Instagram platform on a daily basis.
- Users post more than 4.3 billion messages on Facebook every day.

- 22 billion texts are sent globally on any given day.
- Facebook has a daily active user base of 1.32 billion people, as of June 2017.

Internet users generate a massive 2.5 quintillion bytes of data every single day. It's important to note that internet adoption rates are on the rise, with nearly 46% of the global population having internet access, a statistic that will only increase in the coming years.

While the exponential adoption of the internet and the vast amount of data created every single day is overwhelming, it's even more surprising that a major share of the entire content landscape is under the control of only a few companies. According to the available ad revenue [data](#):

- Google has a 41% share in the global digital ad market.
- Facebook comes second, with a digital ad market share of 16.6%.
- Microsoft, Yahoo, and Twitter are other players, each having, respectively, 3.8%, 3.1%, and 1.9% of market share.

Google and Facebook together capture $0.60 of every single dollar spent on digital advertising today. What's even more surprising is that Facebook is growing its ad share at an exponential rate, with its ad revenue growing over 45% in the third quarter of 2016 in comparison to the previous years' same quarter. The two of these digital giants have put traditional media houses to shame in terms of their online ad revenue.

For a world that relies heavily on the internet, the dominance of Google and Facebook isn't exactly good news. The internet, as an advertising option, has witnessed massive growth in the past couple of years, and it has taken a very short time to overtake television as the favored ad display channel. According to a report released by Magna, the research unit of IPG Media brands, digital ad spending in 2017 generated an ad revenue of $204 billion against $178 billion generated by the television industry globally. Considering the growing size of the online advertisement market, firms such as Google and Facebook will only gain further digital prowess in the future.

1.2 Future of Content Economy

Considering the current scale of content creation, the overall content economy is only in its nascent stage. We'll witness a growth in every single aspect of the content industry over the next couple of years, especially with the growth of the Internet of Things (IoT). It is expected that by the year [2025](#), more than 80 billion devices will connect to the Internet, producing massive chunks of data, up to 180 zettabytes.

The amount of content generated online will grow exponentially. A few interesting facts associated with online content generation:

- Facebook users post up to 3.3 million [content pieces](#) (posts) every minute.
- Yelp users post up to 26,380 reviews every single minute.
- Over 5 million [blog posts](#) are published online every single day, as of January 2018.

We can only expect these numbers to grow in the future. Considering the huge amount of content published every day, current online advertising revenue structures will witness a gradual change in the coming years.

The online advertising industry will grow in proportion to the online content market. In 2018 itself, online and mobile advertising revenues are expected to grow up to 13% to reach $237 billion, with mobile being the primary driver of this growth. In terms of the digital ad market share, Google and Facebook (together, often referred to as a "duopoly") will continue to dominate the global digital media landscape.

- Google will control up to 80%, or $36.6 billion in revenue, of the total search ad business in 2019, according to eMarketer.
- Facebook will control up to 43.7%, or $23.9 billion in revenue, of the display market business in 2019.

In the future, we can expect more revenue sharing services to show up globally. The transition has already started, with major players such as Amazon.com Inc.'s [Twitch](#) following a revenue sharing approach. Facebook has its Audience Network, and Google has been sharing ad revenue with YouTube publishers for a long time. With these programs opening up for more members in the coming years, the important question will be their choice of revenue sharing model: What percentage of their ad revenues will these companies share? Inevitably, a content economy that incentivizes users will become the norm.

1.3 Primary Challenges

A growing monopoly of the major advertising platforms has created unique challenges for content curators (publishers). At the top is the current ad revenue division between advertising platforms and publishers. Publishers have to share up to 50% of their advertising revenue with advertising platforms, such as Facebook and Google. Some individual [studies](#) have shown that the publisher's share could even plummet to 40% in some cases.

Another major challenge faced by content publishers is the low CPM (cost per thousand impressions) or CPC (cost per click) rate offered by advertising platforms. Out of a group of five [publishers](#), one reported that the average CPM for Facebook video ads stood at $0.15. Another publisher reported CPM of $0.75 for mid-roll ads, which are displayed 20 seconds after the video starts playing. Similar earning reports are reported by huge groups of publishers, with one of them making only $500 out of 20 million video views.

A lower revenue isn't the only challenge in front of publishers. Some publishers have reported irrelevant ads being played in between their videos, leading to a poor viewer experience. Publishers have approached ad platforms with proposals to allow them to sell ad slots, but these platforms are hesitant to give away their monetization control.

Adding to the list of problems is the poor quality insights offered by some major advertising platforms. While most of these platforms allow publishers to track their daily, weekly, or monthly earnings, they do not provide details about the percentage of views or impressions that were considered eligible for payment. Some market experts even consider the lack of insights to be part of the shady revenue practices followed by advertising platforms.

A growth in the adoption rate of ad blockers is another pressing concern among small publishers. Ad blockers could lead to a [decline](#) of up to 16% of overall traffic received by small publishers. It's important to [note](#) that around 26% of internet users have ad blockers installed on their systems, whereas only 10% of mobile viewers use ad blockers at the moment. These figures are likely to increase in the coming years, creating more problems for medium or small-scale publishers in the process.

1.4 Joint Content Economy

Joint is a content economy that goes beyond the current revenue structure of the online publisher. We aim to create an ecosystem where every single contribution is valued, whether it is the content created by publishers or active participation from commenters. At the same time, we offer new revenue streams for publishers and their communities.

Blockchain technology has seen a massive adoption in the past couple of years, and it only makes sense to create a system in line with the latest technology. Joint content economy is leveraging the power of blockchain technology to create a transparent and secure ecosystem.

We understand that commenters play a crucial role with online publishers by actively participating in the discussion and spreading content on the internet. Until now, very few platforms reward them for their contribution, which seems unfair. Joint is ready to fill this gap with its commenting solution that rewards network participants for their valuable contributions. We have created an algorithm that calculates a commenter's contribution using multiple factors and then splits the rewards between publishers and commenters accordingly.

The next addition to our content economy will be a platform that puts both publishers and advertisers on the same page. It will allow publishers to monetize their online content inside the commenting areas. For advertisers, our platform will allow them to choose their placements and time periods for which the ad is to be shown.

We'll add an Ad Exchange feature to our content ecosystem, facilitating simple advertising management. The Ad Exchange will show a list of available ad locations, depending on the

keywords and audience segments. The advertisers will have an option to book specific placements for different time slots, ranging from a single day to a week or even longer. Joint platform will use a dynamic pricing structure for these ad locations, taking into account historical pricing data. Unlike other advertising platforms, advertisers will only pay for advertisements that are viewed by visitors. All the transactions carried out on our platform will require Joint tokens, which will be available during our crowdsale.

Joint will offer better control to network publishers. We'll introduce a publisher pool, which will act as an escrow containing Joint tokens. Publishers will receive payouts at the end of every campaign. The calculation of payouts will be available on the public blockchain, allowing publishers to see all payouts in the network.

Our goal is to evolve with the changing trends of the content industry so we'll keep adding features that benefit our content economy and its participants.

1.5 Vision and Mission of Joint

We understand that platform users are the ones who create the content that populates social media and individual websites, and any single company shouldn't control their earning potential just because they control the advertising infrastructure. At the same time, we understand the value added to the network by participants and commenters, simply by commenting on or sharing the content.

Joint aims to create a fair advertising platform that puts the entire community at its center and benefits every participant in the network. In our content economy, the publisher takes away the major portion of overall revenue, with the rest being split among other participants. In addition to the advertising revenue, we plan to introduce features that will allow publishers to monetize their visitor data in future. Joint will provide self-service tools, allowing publishers to monetize their content and understand viewer engagement better.

Our goal is to create a content ecosystem that values every participant of the network and aims to reward them for their contributions.

2.0 Joint Platform

Joint is built around the principle that anyone adding a meaningful contribution to the network should be rewarded. We hold community at the center of our entire ecosystem. Our structure promotes a fair reward-sharing environment within its content economy. Unlike the traditional advertising platforms, we have realigned the economic incentives associated with content publishing and curation.

There are three primary components of the Joint platform:

1. Commenting System
2. Reward System
3. Ad Exchange

Commenting System

Our Commenting System is one of the first in our line of products. It is designed to promote user engagement while offering extensive moderation control to publishers. Publishers can install our commenting system by simply adding a Javascript. For mobile applications, we will release the SDK, allowing seamless integration with mobile applications.

The Joint Commenting System comes with extensive features. We have included cross-site notifications and multiple sign-in options in our Commenting System, offering a refined user experience. Publishers can understand their audience's engagement better with our detailed analytics and reporting dashboard. We'll add a monetization system in short order to our platform, helping publishers grow their income.

Commenters will be able to use our mobile app to hold conversations. In addition to the app, they will be able to leave comments on any online content piece throughout the web, even if the websites are not a part of the Joint ecosystem.

Reward System

Our Reward System is how Joint separates itself from other commenting solutions. We have created a system that rewards publishers for adding valuable content to the network, and at the same time, it rewards commenters for active participation. The rewards are distributed among publishers and commenters. In order to ensure a fair reward distribution among publishers and commenters, we have introduced the concept of commenter and publisher profile scores.

The profile score is based on multiple parameters including active comment count, approved comment count, rejected comment count, received reply count, upvote count, and ban count. Every comment carries a value based on different factors such as read count, upvote count, and reply count. The Joint Reward System focuses on the quality of contribution and uniqueness of user activity, which helps it prevent fraudulent activities and block any get-rich-quick schemes. Joint is responsible for the calculation and distribution of these rewards.

All of these calculations will be available publicly in our blockchain explorer.

Ad Exchange

Ad Exchange is part of the Joint content economy. It brings advertisers and publishers on a single platform, with advertisers getting an option to display relevant ads on our publisher network. We'll launch Ad Exchange within 9 months of the beta launch of our platform.

Ad Exchange will work similarly to the other advertising platforms in terms of the allocation of ad placements through bidding. Advertisers will bid for placements targeting specific niches/keywords/demographics. Auctions will be automated, choosing the highest bid for a particular placement. Ad Exchange will maintain historical price data for placements to provide competitive pricing for advertisers. Furthermore, in order to maximize publisher earnings and offer a reliable advertising income, ad placements will be sold for specific time periods instead of using pay per click or pay per view matrices. Advertisers will have an option to reserve a placement for a specific time slot in the future.

The advertisers will require Joint tokens to advertise on our network. They can purchase Joint tokens with fiat money with an acceptable exchange rate. Purchased Joint tokens will not be transferable to cryptocurrency exchanges, which means that advertisers will not be able to manipulate Joint's token price on exchanges.

Our Ad Exchange will prohibit the collection of user's personal data such as email, phone number, age, or device IDs. We are adtech veterans, and we know how to protect user data.

2.1 Value Proposition

Joint aims to create a content ecosystem that serves every participant fairly. In line with our aim, we have created a content economy that rewards publishers for creating valuable information. At the same time, we realize the value of active participation from community members and split rewards in proportion to their value addition.

Publishers

- **Reward for content creation:** Joint works on a fair reward system, which means that publishers are rewarded for adding content to the network.
- **Reliable source of income:** Our Ad Exchange system offers ad placement for specific periods such as one day, one week, or even longer. Advertisers bid for different ad placements for specific time slots instead of providing a CPC or CPM rate, thereby providing publishers with a reliable source of income. Furthermore, we understand the value of creating an excellent user experience, which is why we will show only native ads on a publisher's website.
- **Advanced engagement tracking:** Unlike existing advertising platforms, we offer in-depth details of user engagement. It will allow publishers to track user behavior such as their preferred content type, engagement on different types of post, and similar matrices. Publishers can then create content that will generate more rewards.
- **Maximum revenue sharing:** Ad Exchange takes away only 1% of the publisher's revenue, allowing them to receive maximum rewards for their work. This fee is used to cover adserver costs and to pay for third-party fraud tracking solutions.

Commenters

A community is active only when commenters participate in discussions or comment on articles/videos. It's only fair to reward them for their contribution, and that's exactly what we have done. Commenters will be rewarded for their contribution, with their rewards being calculated at the end of every payout period. We have created a profile score algorithm for commenters, which will evaluate their contributions. While the publishers will have the authority to moderate comments, we'll handle the reward payouts, ensuring that commenters receive their fair share of rewards.

Advertisers

- **Pay for qualified views only:** Advertisement fraud is a major concern for advertisers. In 2016 alone, bot fraud was believed to reach $7.2 billion globally. We have taken that under consideration, and our Ad Exchange platform will ensure that advertisers will pay only for qualified views. For example, if an ad placement is located at the bottom of the page, it will count as a qualified impression only when the user scrolls down to the bottom. Advertisers will receive a higher return on investment (ROI) for every dollar spent on marketing.
- **Dedicated ad placements:** Advertising in the right niche is the key to marketing success, and as adtech experts, we understand that very well. With Ad Exchange, advertisers will have an opportunity to bid on their favored ad placements for an extended period of time.
- **Across the network visibility:** In order to provide maximum visibility, Joint will display advertisements throughout its network, allowing advertisers to market their products/service websites to a wider audience base.

2.2 Team Members

The team behind Joint has a long history of working in the adtech industry. Their experience in the online advertising industry has allowed them to understand the primary challenges faced by both publishers as well as advertisers. Joint's team has an impressive list of past clients, with brands like Coca Cola, Mercedes, Fiat, Vodafone, Turkcell, Ford, GoDaddy, Unilever, P&G, Hyundai, Opel, ING Bank, HSBC, and Microsoft. The core team comprises 6 in-house developers working day and night in the same office, focusing on every single aspect of the Joint platform. The company behind Joint Ventures is registered to Turkey, and the office is located in Izmir.

Ahmet ARSLAN - Founder, CEO
Prior to Joint Ventures, Ahmet has been working in the adtech industry for the last 7 years. Ahmet is the founder of Turkey's first programmatic adtech company ADNBOOST, which builds niche advertising solutions for leading media agencies and brands.

Latif ÇAKIROĞLU - Founder, CTO
Latif run a software company that delivered cloud based highly-scalable SaaS softwares. Before that, he worked for Sberbank's European banking software projects and R&D department of a high-tech speech software company. He held B.Sc. in Telecommunication Engineering and MBA degrees, currently attending PhD programme in Business Administration.

Zeki KAVRAZLI - Founder, Publisher Acquisition
Zeki was the Director of Digital Media at BPN, leading publisher relations. He has extensive experience in the digital advertising industry, especially in managing relationships with publishers.

A. Cevdet SÜER - Founder, Management
Prior to Joint Ventures, Cevdet launched several companies in Turkey and has an extensive background in finance. His current company @WRK employs over 300 people in Turkey. Cevdet is also the first investor and shareholder of ADNBOOST.

Gülseren ARSLAN - Founder, Advertiser Acquisition
Gulseren worked in global media agencies and managed multi-million dollars of budgets for global brands. Prior to Joint Ventures, she founded ADNBOOST with Cevdet and Ahmet. She has over 14 years of experience in the digital media buying industry

Umut Can YURT - Head of Growth
Umut has led a number of finance and cryptocurrency websites with monthly visitors numbering in the millions. Before Joint Ventures, he worked for Doviz.com as SEO & Content Manager and founded Kriptokoin.in

Cem YALÇINKAYA - Marketing Specialist
Cem was the Manager of Digital Media at BPN and managed multi-million performance marketing budgets for leading brands in various industries.

Emre CEYLAN - Lead Developer
Emre worked as an ERP Project Consultant for 5 years. Emre has extensive business experience working with a variety of systems and platforms.

Batuhan GÜNGÖR - Software Development Specialist
Batuhan was lead developer of many ecommerce projects, and he worked for Accenture as Software Engineering Analyst. Batuhan also managed projects for a number of large insurance companies.

Ali ÇAVDAR - Full Stack Developer
Ali is a brilliant full-stack developer who loves exploring new technologies.

Eyüp Can KAYADARÇIN - Software Development Specialist
Eyup is a talented electronic engineer and is focused on developing backend applications for the Joint platform.

2.3 Advisors

Koray Gultekin Bahar

CEO at Foriba

Koray is the CEO and Managing Partner of Foriba, the leading e-Transformation solution company in Turkey. It has a broad solution portfolio, ranging from large enterprises to micro-sized companies.

Sencan Ozen

Founder, ReklamStore

Sencan excels in the online marketing industry. He is an expert in online advertising, display advertising, and advertising networks. His first enterprise ReklamStore was found at 2006 and it continued to lead digital advertising since then with its innovative data-centric performance solutions for advertisers and publishers.

Sami Can Tandoğdu

Mentor

Samican is a professional with an entrepreneurial mindset with over 8 years of professional experience in fundraising for financial and operational management. He has experience in deep tech, adtech, and SaaS.

For the last 2 years he has worked with Apsiyon, a fast-growing SaaS company; today, it is the largest property management software company in Turkey. As the COO of Apsiyon, he directly reported to the CEO, leading CRM, business development, operations and account management functions as well as supervising sales, finance, and HR departments. He helped Apsiyon raise $2.5M from Earlybird in September 2016.

Alper Mat

Brainstormer

Alper is a professional with 12+ years of entrepreneurship, management and consulting experience globally. He has direct entrepreneurial experience in gaming (social and mobile) and e-commerce.

He is the co-founder at Vivense, the largest hard furniture e-commerce player in Turkey. More to that, for the last one and a half years, he has been consulting Italian Government's Ministry of

Economic Development for attracting investment from Turkey (mostly industrial investments), coordinating an investment pipeline close to EUR 1B from Turkey to Italy.

2.4 Market Comparison

We have a firm belief that our content ecosystem will gain mass adoption in the coming years.

Disqus is one of our primary competitors in the commenting solution segment. It has gained vast popularity over the past couple of years, reporting over 50 million monthly comments as of January 2018. Disqus allows monetization of content through native ads for publishers. It works on 260,000 different sites according to Datanyze, with a current market share of 35.56%, behind Facebook Comments (61.47%) only.

Joint is built to promote simplicity and transparency in its operating structure. We provide every single detail related to the revenue generation on our blockchain, which isn't the case with Disqus. Publishers can generate consistent income with our advertising component, and at the same time, monitor payout distributions on the blockchain. Similarly, advertisers can access detailed reports of their advertising spending, with information drilled down to a single ad placement level.

On top of it, our model rewards commenters for their valuable contributions, something unique to Joint only. It not only rewards the commenters for participation but makes it easier for publishers to build a community. Commenters can get access to exclusive content by spending Joint tokens earned on the network.

Our experience in the adtech industry has allowed Joint to address all the problems faced by every active participant of a content ecosystem.

3.0 Technical Overview

One of the primary challenges faced by the advertising industry is ad fraud. According to some estimates, ad fraud is likely to reach $50 billion by 2025, even on a conservative basis, and without competent countermeasures, it may even reach $150 billion in the same period. The current online advertising industry is shifting towards programmatic advertising, and it is expected that by 2019, 83.6% of US display ad dollars will transact programmatically. However, it is important to note that programmatic advertising is susceptible to fraud, and YouTube's ad controversy is a clear example of that.

A report conducted on behalf of the ANA points out that the US media ad buying ecosystem is full of non-transparent business practices such as providing cash rebates to media agencies. The advertisers have little to no control over their advertising campaigns, which in turn, affects their ability to advertise their services to the target audience.

Having a team of adtech professionals has helped Joint understand these technological gaps, and our platform comes with countermeasures. We have created a transparent monitoring system, which allows every network participant to monitor everything happening on our platform.

Use of Blockchain Technology to Improve Transparency

Advertisers

On Joint's platform, advertisers will have complete control of their advertising spending, starting with choosing ad placements and monitoring the publishers where their advertisements are served. Joint will introduce a blockchain explorer for advertisers, which will allow them to see their ad placements, visit statistics for publishers, and even see the ad spending on any given placement. Furthermore, with Joint's blockchain explorer for publishers, advertisers will be able to see publisher payouts and other relevant data.

Publishers

We'll launch a blockchain explorer for publishers, giving them access to their revenue payout details and other channel reports. Joint will provide a detailed engagement analysis report, allowing publishers to understand visitor engagement better. In addition to the total number of views on their content, publishers will have access to commenters' activity, including upvotes, total comments, rejected comments, and approved comments. With detailed engagement info, publishers can improve their community interaction and start publishing content as per their community's preference.

Commenters

Joint will introduce a blockchain explorer for commenters as well. Commenters will be able to view their reward payouts, besides how the rewards are shared with publishers. Some other details available on the explorer will include total comments made, rejected or approved comments, and any upvotes or mentions from other community members.

All three of the network participants (advertisers, commenters, and publishers) will have access to each other's data, allowing them to keep track of the entire network.

3.1 Joint Token and Blockchain Platform

Joint token is based on ERC20 protocol, the Ethereum platform. Ethereum is an open source, blockchain-based, distributed computing platform, using smart contracts to process different tasks.

The Ethereum platform has gained popularity over the past couple of years because of its support for smart contracts, ability to create decentralized autonomous organizations, and even create other crypto assets using the platform. Some of the most popular cryptocurrencies built on Ethereum are Golem, Gnosis, and BAT (Basic Asset Token).

Here are but a few of the primary features of Ethereum that have propelled its adoption:

- Smart Contracts: Smart contracts are computer programs that govern the transfer of cryptocurrencies between two or more parties on the successful fulfilment of one or more conditions. Ethereum allows programmers to run their custom smart contracts, and it's one of the primary reasons behind the rise of Ethereum as a platform for crypto assets.
- Ethereum Virtual Machine (EVM): EVM, again, is a software that allows developers to run a program on the Ethereum platform irrespective of the choice of coding language. It makes Ethereum highly flexible, saving the trouble of learning or implementing a single language.
- Zero Downtime & Protection from DDoS Attacks: The decentralised nature of Ethereum guarantees zero downtime, which is crucial for a consistent user experience. Ethereum runs on a network of nodes (miners), which ensures round-the-clock access to network services. Furthermore, the decentralised nature of Ethereum keeps it protected from dedicated denial of service attacks (DDoS).

Joint's Hybrid Blockchain Structure

Joint is using the Ethereum platform for its ability to execute smart contracts. We'll use smart contracts to distribute rewards between publishers and commenters. In order to boost Ethereum's security further, we'll use oracles to execute smart contracts. Oracles allow blockchains to access data outside their ecosystem, giving them the flexibility lacking in their default structure.

3.2 In Terms of Decentralisation

Joint token and its transfers will be recorded and processed on the Ethereum mainnet. Nevertheless, due to the centralised nature of the the existing internet servers, our commenting solution will be partly running on centralised servers. To be specific, the comment widget that will be provided for publishers will be cached by services for scalability. That is a front-end project which communicates with comments storage by cloud services and API's. This solution will be getting and sending data and can be regarded as a medium for data exchange services and end-users.

Our publisher web app, not to mention, will also be a centralised web-app which can only run on web-servers. This will only be used by publishers to manage their user authorizations,

widget preferences, community and comment moderating purposes. Actions taken from these related screens will affect the data storage.

Regarding the user wallet and rewarding system; user wallet addresses will be presented from mainnet addresses, user's public account address and could be explored by any block-explorer type application, like etherscan for instance. Rewarding system, on the other hand, is respectively centralised in terms of calculation, yet decentralised when reward distribution is the main concern. Meaning all the transaction can be monitored with the help of block explorers, by pool transactions of token contract and if there will be a pool account, who get how much amount and when.

ICO and Token contracts are also will be available to public on both operating mainnet and Github.

Concerning the storage of the comments data into private nodes, our process is a little different from similar comment or content projects. We provide a system to publishers for their usage and our backbone will be used not only by publishers but their users as well. Adding a publisher means thousands and hopefully millions of concurrent users that emit data for every page load (by asking page's comments), writing comments, giving upvotes and replies etc. Everyday those publishers will create new contents, get new user's attentions in addition to current ones, finally sum of whole publishers the views, comments, upvotes, replies will hit our infrastructure.

Handling these asymmetric data flow from different locations, diverse range of view and writing habits will give us many technical problems to solve within the infrastructure. Due to the need for high input and output dataflow performance, this part heavily depends on distributed content delivery networks and temporary memory pools for inserts that runs on cloud services. Due to high transaction fees and limited transaction size, data can also be written into private nodes. As a first phase of our product, we will write data directly into the database. Afterwards, intermediate services will write data into temporary memory cloud service for high input, then emit it by a new service and write into database in time.

3.3 Token Usage

Joint token is the operating currency of our platform. Every transaction in our content economy requires Joint token. For advertisers, they require Joint token to run their advertisements and to participate in placement bidding. Publishers, on the other hand, receive payouts in the form of Joint tokens. We have plans to list our token on a couple of token exchanges, allowing publishers to exchange Joint tokens for other cryptocurrencies. In addition, we'll integrate third-party token exchange service in our platform for instant swap.

Use Cases of Joint Tokens

- Launch advertising campaigns across Joint network publishers
- Boost your comments to get more visibility
- Send tips and donations to publishers and authors
- Acquire new visitors for your contents
- Unlock paid subscriptions to exclusive contents

In order to avoid currency speculation, we have set a limit on the number of tokens that commenters must have before initiating transfer/exchange by requests, currently set at a minimum of 100 tokens. However, commenters will be free to use these tokens within our content economy even without reaching the minimum threshold limit.

3.4 Token Launch/Sale

We'll organize a token sale in order to raise funds for creating a fair content economy. Joint will issue token after the completion of its launch sale. Token buyers will be able to transfer ETH to Joint's wallet. A detailed list of token sale instructions will be provided prior to the token launch.

- **Hard Cap for Token Sale:** 12,500 ETH
- **Token Wallet Address:** TBD
- **Launch Date & Time**: April 7, 2018
- **Token Sale Period:** 30 Days
- **Token Launch Completion**: Token launch will end when the maximum number of ETH are raised.

Joint will be seeking to raise a maximum of 12,500 ETH in its token sale and has received a legal analysis that concludes that it should not be classified as a security, according to the Howey Test.

Unsold tokens will be added to the reward pool.

3.5 Token Distribution

616 million tokens will be issued in total and 100 million of them will be available within ICO period. Here is a brief summary of token distribution:

- **Reward Pool**: 500 million Joint.
- **ICO Investors:** 100 million Joint.

- **Early Adopters**: 5 million Joint.
- **Launch Partners**: 5 million Joint.
- **Joint team**: 5 million Joint.
- **Marketing & Development**: 1 million Joint.

Early Adopters

Joint will allocate 5 million tokens for its early adopters, incentivizing users who are ready to be a part of our content economy. The maximum reward for a user is fixed at 10 Joint tokens, and these tokens can be used within our ecosystem only.

After the first 9 months, any unused tokens will be transferred to the Reward Pool for new members. Joint will not create new tokens once the fund is exhausted.

Launch Partners

In order to grow our user base, we'll partner with leading publishers from around the world. A total of 5 million Joint tokens will be distributed among launch partners. We'll implement smart contracts for the distribution of tokens to these partner publishers, with the condition of at least half of these tokens to be shared with their communities. The launch partners can claim Joint tokens, only if they keep using our commenting solution.

Joint will not create new tokens once the fund is exhausted.

Joint Team

We have set apart 5 million Joint tokens for the team behind Joint. Out of the allotted 5 million tokens, 75% will be locked for the next 5 years, and the remaining will be distributed among team members and developers at the end of every quarter.

Joint will not create new tokens once the fund is exhausted.

Reward Pool

In order to show our commitment towards creating a fair content economy, we have allotted 500 million Joint tokens for the reward pool. These tokens will be used for publisher payouts and ecosystem rewards.

Marketing and Development

In the current cryptocurrency landscape, a well-thought-out marketing strategy is critical to the success of any project. Joint will work with marketing experts and agencies that specialize in

token sales and cryptocurrency projects. We have allocated 1 million Joint tokens for our marketing and future development. Joint will send unused tokens to the Reward Pool.

Joint will not create new tokens once the fund is exhausted.

4.0 Fund Allocation

Joint will use the proceeds of token sale for project development, administration, marketing and publisher acquisition, third-party services, and to build a market making fund.

Product Development: 42% Fund Allocation

We'll dedicate 42% of the sales proceed to project development. Our project team is composed of engineers, developers and marketers that number is planned to reach 30 during the development phase . Our plan is to launch a series of related products for your content ecosystem.

Administration: 12% Fund Allocation

Nearly 12% of the token sale proceeds will be used for administration purposes, involving expenses such as legal, accounting, security, and similar administration costs.

Marketing & Publisher Acquisition: 28% Fund Allocation

Marketing and publisher acquisition is the key to the success of our content economy. We'll get some of the most popular publishers onboard, which will help us in creating brand awareness. Furthermore, we'll use these funds for the growth and maintenance of our community.

Third Party Services: 13% Fund Allocation

We will set apart 13% of the sales proceeds for third-party services. In order to grow our platform, we'll hire and partner with 3rd party companies for marketing & development tasks.

Market Making: 5% Fund Allocation

It's important to plan for market making. We will keep 5% of the raised funds to address any market making process in the future.

4.1 Joint Roadmap

Our goal is to use the proceeds of token sales for creating a global content ecosystem that follows the principle of collective growth. In line with this goal, here is a roadmap we will follow:

Joint Commenting System

Our Commenting System is a ready product, and we'll start onboarding publishers immediately after the token sale.

- **April 2018:** The first group of publishers will join our platform in April 2018. We have done the background work to ensure the onboarding of popular publishers.
- **August 2018:** Finishing backend transformation into cloud-based microservices to handle growth.
- **September 2018:** We'll release our WordPress plugin for testing and mass implementation. Our plan is to release a beta version and improve it per user feedback.
- **November 2018**: We'll release our block explorer apps for listing reward-related transactions and contents.
- **December 2018:** By December 2018, we will launch our own mobile apps.
- **February 2019**: We'll introduce another feature, Content Recommendations, which will show relevant content recommendations from the website accessed by commenters.
- **March 2019**: We'll add a subscription option for commenters, allowing them to subscribe to exclusive content from our network.

Joint AdExchange - Q2 2019

We will launch AdExchange platform within the second quarter of 2019. It will allow advertisers to secure ad placements throughout our network.

Content Discovery - Q3 2019

Content Discovery is another project that we'll add to our content ecosystem. Its main function is to allow users to discover new content throughout our network. It will show suggestions depending on users' reading habits and preferences. For publishers, our Content Discovery feature will offer an opportunity to gain more visitors from Joint's network. Publishers will be able to market their content on our platform by spending Joint tokens. Our Content Discovery platform will be live by the third quarter of 2019.

Joint Affiliates - Q4 2019

Joint Affiliate is a program targeted towards the expansion of our network. We'll introduce an affiliate platform, allowing publishers to earn commissions for generating sales and leads for advertisers.

4.2 Future Forecast

Our goal is to become a content ecosystem that grows with the needs of our community. It is our belief that if we create a solution that addresses all the real world issues faced by publishers, advertisers, and network participants, we will be able to expand our user base manifold.

As of now, our focus is to launch our Commenting System in the immediate future, allowing the entire network to be rewarded for their efforts. Our next goal is to onboard at least 10,000 publishers in 2019. In the long term, we will continue to build other blockchain platforms for publishers.

Our approach to reward every participant in a content ecosystem will allow us to gain mass acceptance in the future.

FAQs

What do Joint Tokens represent?
Joints are utility tokens that work on Joint decentralized apps. They are neither refundable nor are they securities for speculation. There is no promise of future performance. There is no suggestion or promise that Joint has or will hold a particular value. Joints give no rights in the company and do not represent participation in the company. Joints are sold as a functional good. Any value received by the company may be spent without conditions.

What amount is being raised? How many tokens will be available during public launch?
We are targeting to raise x million USD with a cap of 100 million tokens for the ICO. We do not have plans to organize another ICO.

What currencies are accepted in the ICO?
ETH

What is the price of Joint token in the ICO period?
1 ETH = 8000 Joint tokens

How will Joint use raised currencies during token launch?
The ETH received in the crowdsale will be used by the Joint team to develop blockchain-based apps for publishers.

How will Joint store collected funds?
Joint will use the standard multisig wallets to store collected funds.

Are Joint tokens transferable?

Crowdsale tokens are immediately transferable. Tokens used in the Commenting System may only be donated or used to pay publishers for premium content or for other services.

Disclaimer

This whitepaper is a public draft and it will be improved and updated every month.

Joint Ventures' vision depends upon many factors and is subject to many risks, including, without limitation, advances in technology and changes in applicable law; this whitepaper is subject to the disclaimers contained herein, and Joint Ventures reserves the right to change, modify, add, or remove portions of this document at any time before, during, and after the sale of Joint tokens.

The Joint tokens are designed as functional utility tokens and are not intended to constitute securities in any jurisdiction. This document or any part of it does not constitute a prospectus or offer document of any type or nature and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction.

This document does not constitute legal, tax, regulatory, financial, accounting, or other advice, and this document is not intended to provide the sole basis for any evaluation of Joint, Joint tokens, the Joint ecosystem, or the Joint platform. Before acquiring Joint tokens, a prospective purchaser should consult legal, investment, tax, accounting, and other advisors to determine the potential benefits, burdens, and other consequences of such transactions, Joint Ventures, Joint tokens, the Joint ecosystem, and the Joint platform.

Bibliography

1. https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=WRL12345USEN
2. https://support.google.com/adsense/answer/180195?hl=en
3. https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/
4. http://www.visualcapitalist.com/dominance-google-and-facebook-one-chart/
5. https://www.forbes.com/sites/michaelkanellos/2016/03/03/152000-smart-devices-every-minute-in-2025-idc-outlines-the-future-of-smart-things/#413252824b63
6. https://www.smartinsights.com/internet-marketing-statistics/happens-online-60-seconds/
7. http://www.worldometers.info/blogs/
8. https://www.wsj.com/articles/twitch-entices-video-creators-with-more-revenue-sharing-1492791567
9. http://www.ryangovindan.com/2015/10/04/programmatic-out-of-site-is-money-out-of-you-pocket/
10. https://digiday.com/media/facebooks-ad-breaks-are-not-bringing-in-a-lot-of-money-for-publishers/
11. https://pagefair.com/blog/2017/traffic-whitepaper/
12. https://www.iab.com/insights/ad-blocking-blocks-ads-win-back/
13. http://www.ana.net/content/show/id/botfraud-2017
14. https://www.wfanet.org/app/uploads/2017/04/WFA_Compendium_Of_Ad_Fraud_Knowledge.pdf
15. https://www.emarketer.com/Article/eMarketer-Releases-New-US-Programmatic-Ad-Spending-Figures/1016698
16. https://www.theguardian.com/technology/2017/mar/25/google-youtube-advertising-extremist-content-att-verizon
17. http://www.ana.net/content/show/id/industry-initiative-recommendations-k2