

# Promotion Chain

Counter difficulties facing traditional promotion industry  
by creating a decentralized promotion system





# Preface

Promotion chain has come to counter difficulties facing traditional promotion industry. It is developed with the support of block chain technology. Through decentralizing Promotion Circle, promoters' community and task-based credit accumulation system, it can achieve win-win results for customers and promoters, redefine the industry of promotion, develop a layout of worldwide promotional strategy and make a difference with promotion.



Contents sub title



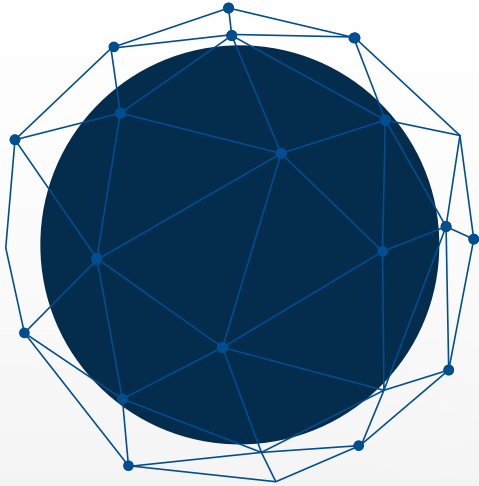
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# Status-quo and Problems of Promotion

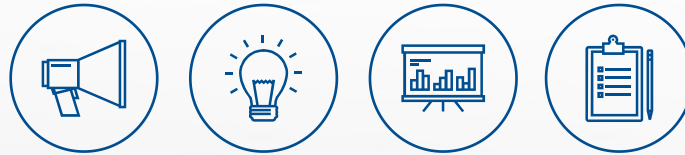


# Status-quo and Problems of Promotion



**Promotion** is an inevitable topic in today' s commodity economy system.

Especially in an era of internet economy featuring information explosion, the promotion and exposure of products are the foundation for effective brand promotion and the rise of brand awareness. They are as well a must for businesses to make profit.



Conventional promotion relations cannot match with advanced promotion capacity and profitability of the intermediate link depends on monopoly, so users and promoters cannot acquire their due return, which considerably contains the development of the macro-economy.



# Status-quo and Problems of Promotion

## Promotion has become the bottle neck of economic development

### Complex promotion procedure with low efficiency

Tradition promotion industry lacks universal norms and is loose in structure and poorly organized. Different promotion distributors have different docking cycle and rules and standards. There are too many links between agents at different levels. These problems have lengthened the promotion cycle and waste of resources.

### Tedious reconciliation process and severe data contamination

The reconciliation and settlement processes in current promotion industry are fairly complex, resulting in the fact that the settlement is not finished in time and huge amount of bad debt is caused. Data and capital are kept long in stock, which contribute to low efficiency of information and fund flow.

### Lack of market analysis ability and deviation from promotional objectives

Under a diversified economic structure, any product has its targeted customers. Yet, promoters are usually not good at market analysis of product, so targeted customers are not met, the group with demand is not fully covered and the customer conversion rate falls.

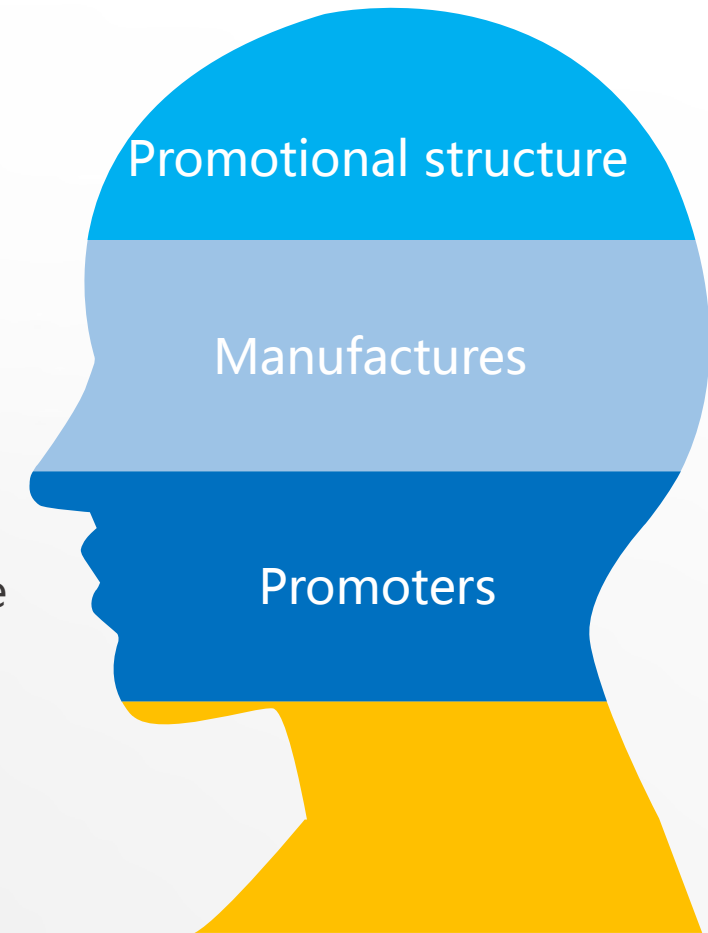
### Low industry transparency resulting in difficulty in standard

Under the current system, there is information isolation between manufacturers, promoters and users. Transparency is lacked in promotion, setting up obstacles for supervision and management. As a result, it can be frequently seen that manufacturers give short of quantity and are in arrears with fees and promoters counterfeit the quantity. Effective promotional behaviors are hard to be protected.

# Status-quo and Problems of Promotion

Traditional promotional structure has led to many limitations for manufacturers and promoters. Manufacturers cannot acquire authentic feedback in a timely manner and promotion effects are not guaranteed, which has given rise to unbalanced input-output ratios. Promoters are underpaid due to the exploitation of intermediate agents and have little decision-making power over product promotion. Tasks are highly complicated and risky. The weakest link defines the strength of a chain. A revolution is urgently needed in the promotion industry!

**A revolution is urgently needed in the promotion industry!**





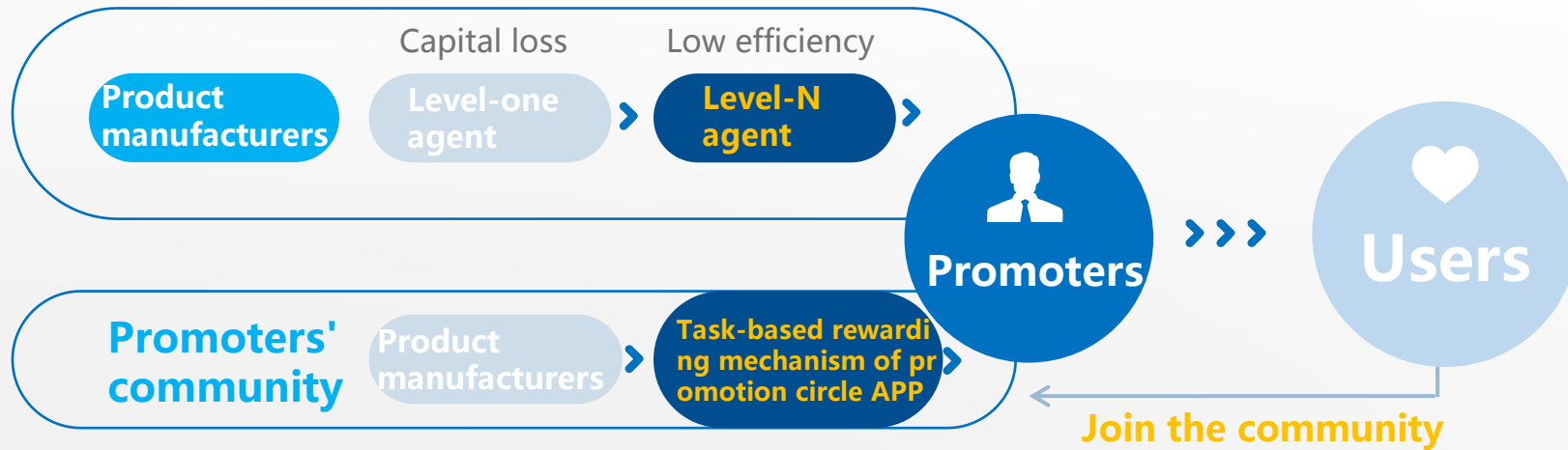
# Promotion Chain Solutions





# Promotion Chain Solutions

Promotion Chain applies block chain technology in the promotion industry. It develops a very simple structure of “product--customer” through decentralizing the structure of this industry, thus creating a global promotion ecosystem featuring win-win results for users and promoters in the block chain era.



# Promotion Chain Solutions



① To promote tokens and credits



② To decentralize Promotion Circle APP

To decentralize Promotion Circle APP

Message broadcast

Reward for promotion

PC management

Product exchange

Task release  
Task claiming

Credit changes  
Community incentives



# Promotion Chain Solutions



Promoters' community

Community reward





# Decentralized Promotion Ecosystem

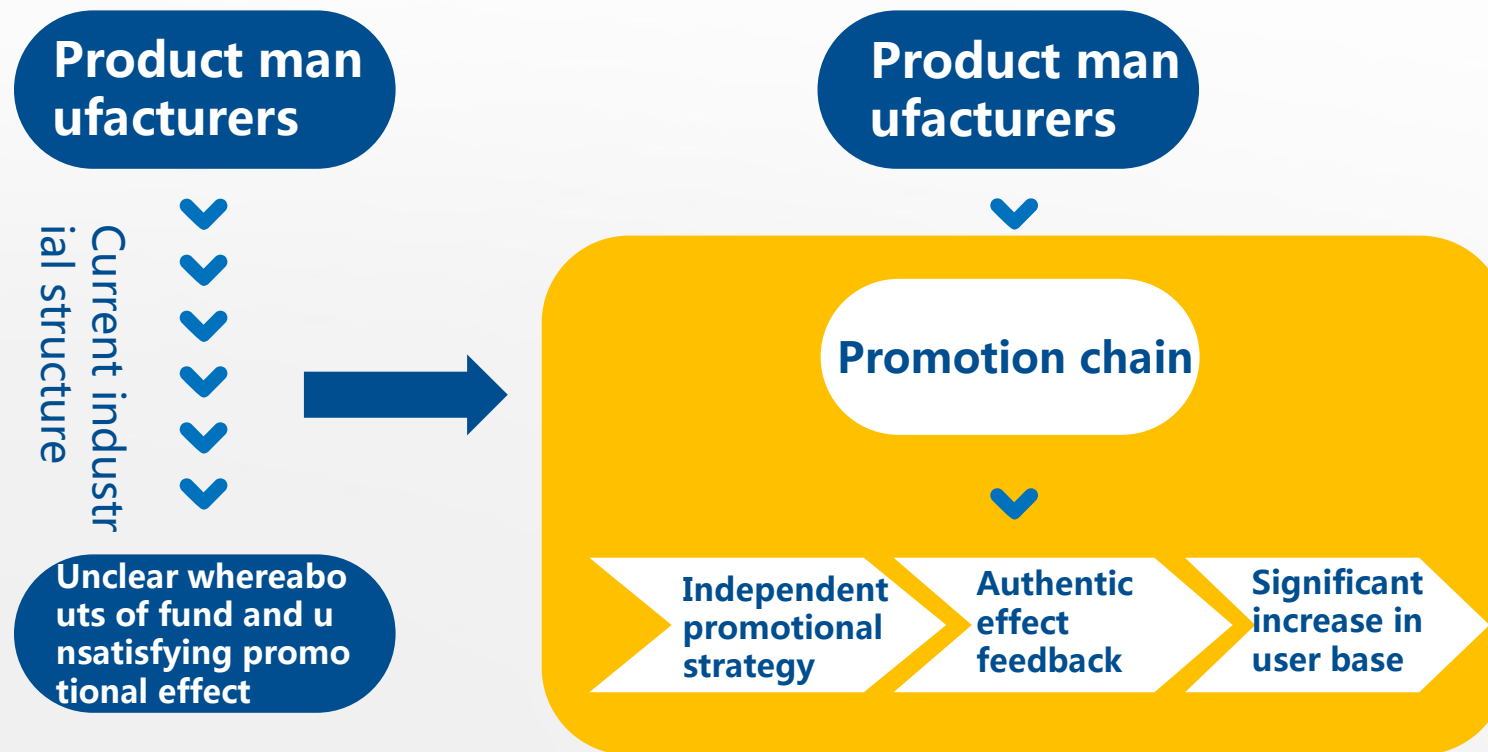




# Decentralized Promotion Ecosystem

## Reshaping of the identity of manufacturers

Under existing industrial structure, product manufacturers have almost no controlling power over promotional behaviors. Promotion only relies on previous experience, money input and luck. Therefore, promotional effects cannot be guaranteed.

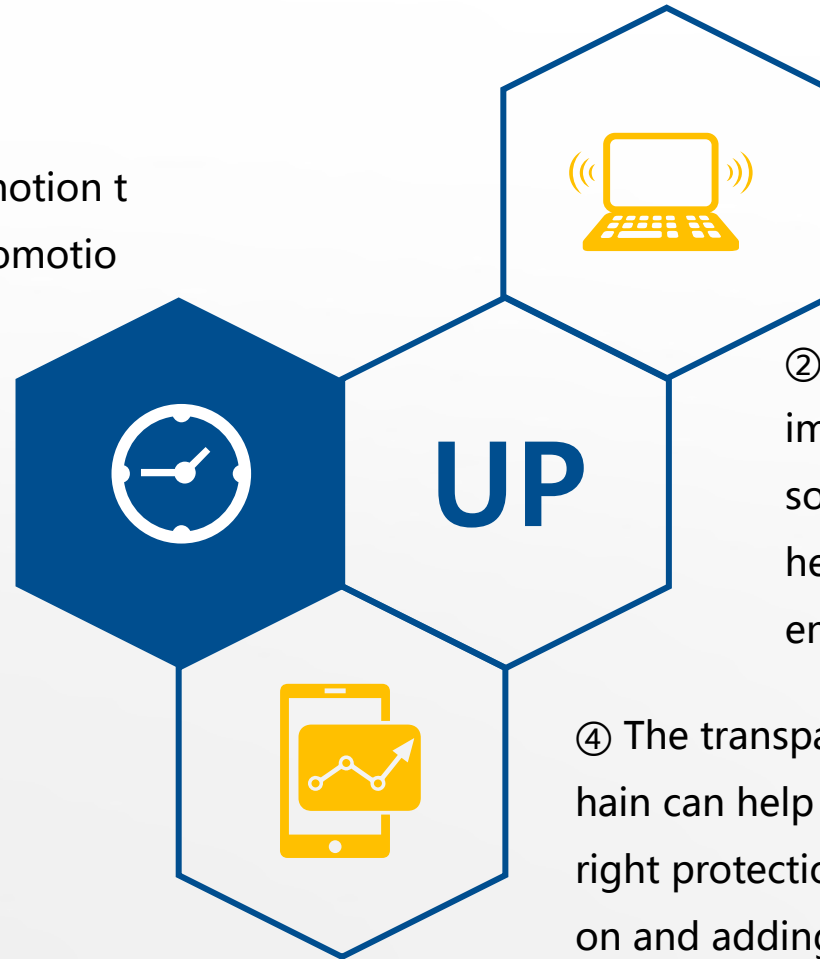


# Decentralized Promotion Ecosystem

## Manufacturer's identity is reshaped under promotion chain system:

① Manufacturers can draw up promotion tasks and rules on their own with Promotion Circle APP.

③ Promotion Circle APP broadcast can increase product exposure and the number of users in promoters' community, thus achieving added value.



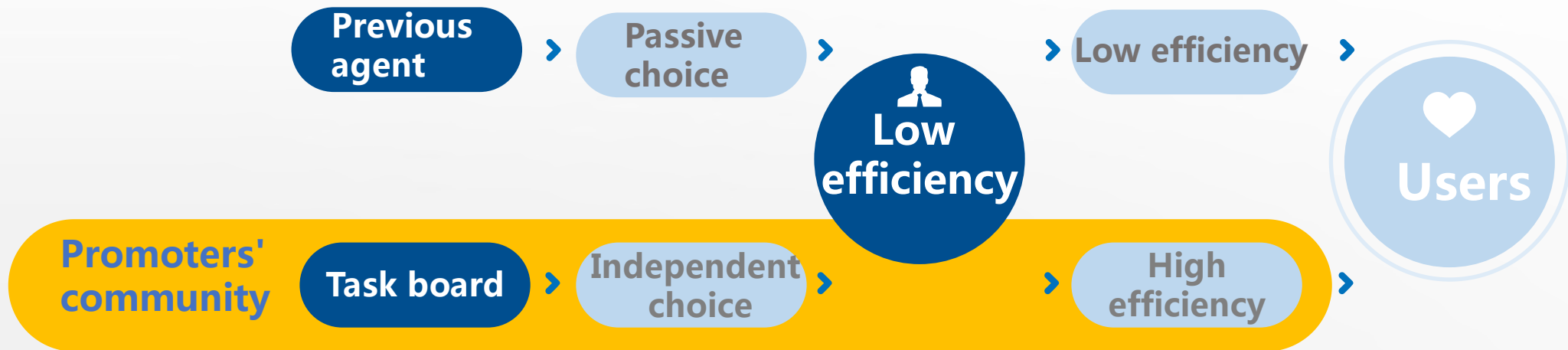
② Promotion task mechanism has time-stamp and tamper-resistance, so that promotional results are authentic, costs are lowered and efficiency is raised.

④ The transparency of promotion chain can help achieve product copyright protection, brand value creation and adding and wider influence.

# Decentralized Promotion Ecosystem

## Raised value of promoters

Under existing promotion model, promoters are restrained by intermediate links, so they have no say on products and can not make any decision. They are faced with not only low returns but also arrears or cut payment.



# Decentralized Promotion Ecosystem

In promotion chain, promoters will exert more influence on products and create more value:



- ◆ Credits wall is available to the whole network. Smart contract, credits accumulation, and PC can facilitate effective promotion and quick settlement, protect promoter rights and diversify profitability means.
- ◆ Promotion task board can provide the most up-to-dated and comprehensive task information. Promoters can select appropriate projects to promote, so the promotion process is more targeted and less complex.
- ◆ The PC deposit rules of promoters' community can effectively increase product reliability of manufacturers and guarantee stable income for promoters.
- ◆ The promotion of tokens has value-adding as its nature, so promoters will acquire decent revenues as the community keeps expanding.





# World-class Platform and Promotion of Block Chain Projects



# World-class Platform and Promotion of Block Chain Projects

As globalization further deepens, “strengthening cooperation in a fractured world” proposed at the annual meeting of Davos in 2018 has become a new topic in the area of economy. Promotion in the block chain era also calls for world-class landscape and long-term oriented insight.

The team of promotion chain have ten years of global promotion experience with considerable cooperation resources including overseas media we media and social networks such as Facebook, Twitter, Google+ and YouTube. The team provides promotion services of multiple dimensions for products globally based on big data analysis and targeted launch, which is a solid foundation of world-class decentralized promotion platform.



Facebook



Twitter



Google+



YouTube



## Global brand incubation plan

High-quality promotion is a prerequisite for the forming of a brand. Decentralized promotion platform can bring significant rise in brand value for manufacturers. And more manufacturers settling can in turn help this platform with its global enlargement, which can facilitate the formation of a decentralized global brand incubation pool.

## "Promoters' planet" conception

Promoters are the foundation of the promotion industry. Promoters' community is the utopia set up for promoters. With the globalization of promoters' community will come a "promoters' planet" on which everyone promotes and everyone gains.

### World-class Platform and Promotion of Blockchain Projects

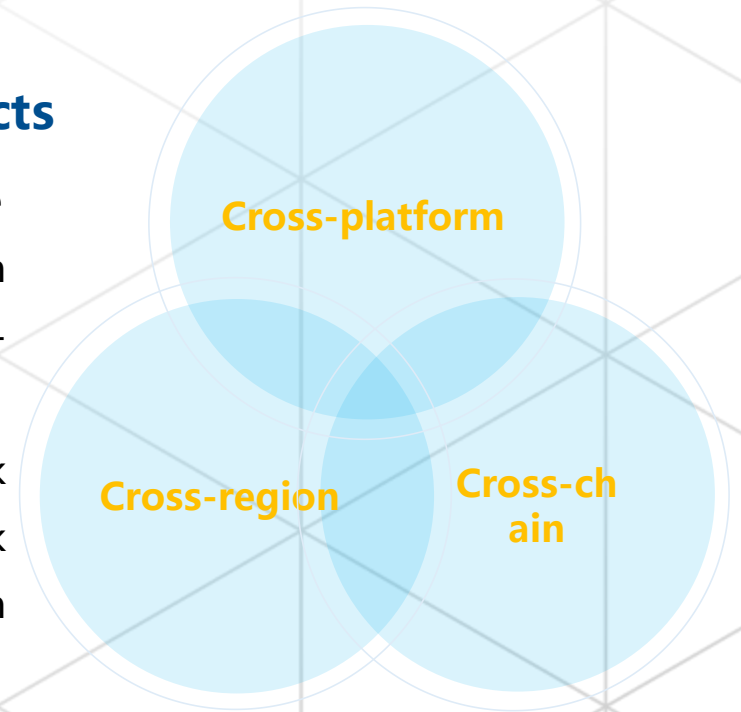
The promotion chain is aimed at developing a world-class platform, building a bridge of win-win and mutual benefit for manufacturers and promoters, and creating a decentralized global promotion system that is free of threshold and resistance.



## Expansion of promotion chain: promotion of block chain projects

The year of 2018 is a critical year for the development of block chain. More and more teams have joined this industry. However, current block chain projects have such problems as limited audience and promotion ways, leading to difficulty for high-quality projects to attract users.

The Promotion chain first brought up the idea of driving the development of block chain with block chain technology, creating an ecosystem for the promotion of block chain projects. The aim is to tackle difficulties in promotion for more block chain teams.



- ① Attraction of users in promoters' community. There are lots of block chain users in the promoters' community, which is an innate advantage in the promotion of block chain projects.
- ② Ethereum packet is built in the Promotion Circle App. Functions including user profiles and candy distribution in the promotion of block chain projects can be completed with smart contract.
- ③ PC is cross-platform, cross-region and cross-chain. It can be seamlessly docked with other block chain projects, lowering conversion cost for users.



# Allocation of Tokens

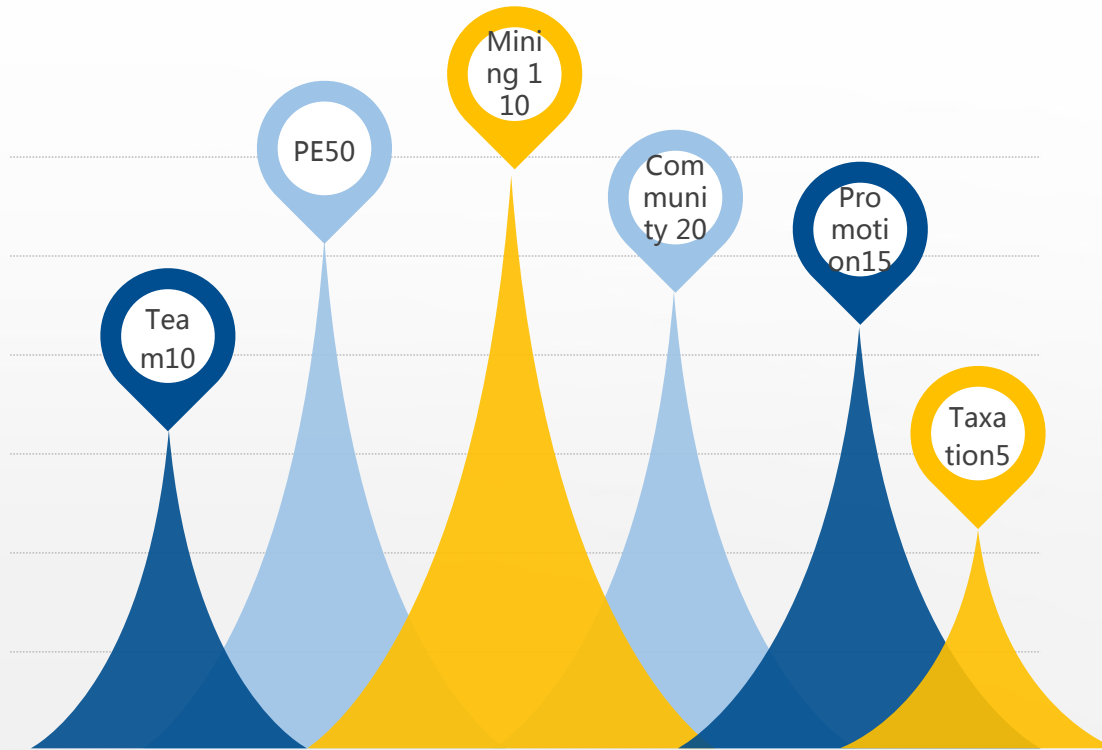


# Allocation of Tokens

Name of token: PC ( PromotionChainToken )

Total volume of tokens: 21 billion

Token unit: pro, 1PC=1000000pro



21 billion PCs

①**Mining:** 11 billion PCs. The yield comes from effective promotion of product by users. The rule is 50% for the first year, 25% for the second, halving year by year.

②**PE:** 5 billion PCs. Part of PCs are used in PE for the infrastructure construction and early-stage operation of promotion chain

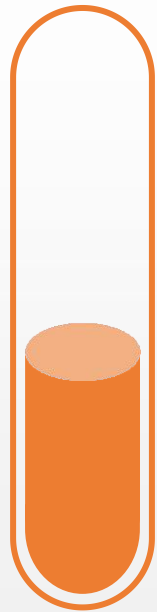
③**Team:** 1 billion PCs. It is used in sharing out bonus with partners and in paying for employee salary. It will be distributed respectively in two years.

④**Promotion:** 1.5 billion PCs. 50% will be distributed in the first year, 25% in the second, 15% in the third and 10% in the fourth respectively. It will be used in the global promotion of the promotion chain including roadshows, exhibitions and cooperation with media.

⑤**Community:** 2 billion PCs. This is a reward for manufacturers and users for their promotion.

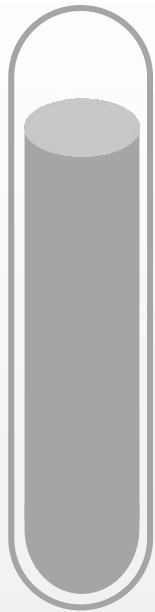
⑥**axation and legal affairs:** 500 million PCs.

# Token Allocation Plan and Lock Address



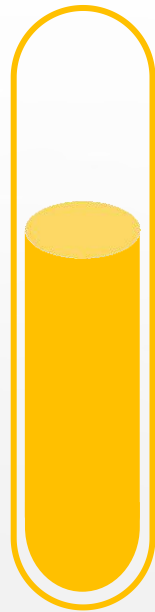
**Promotion**

750,000,000PC



**Community  
Reward**

2,000,000,200PC



**Team/ Legal**

1,000,000,200PC

## Community Reward

0xd6d77f768d99ff96bb70205d309379b296d23b54

**One-time Unlock**

**2000000000 PC has been released in 2018**

## Team/ Legal

0xbe0d4f9b74f6af114ea513e19fc24ba007a3bcc8

**Tax and legal share will be one-time unlocked**

**500,000,000PC has been released in 2018 ;**

**Team share will be unlocked in two years**

**500,000,000PC has been released in 2018 ;**

**500,000,000PC will be released in 2019 ;**

## Promotion

0xe6588e17547e650611f3833fdfa8e48162bd37f4

**Promotion share will be unlocked in four years**

**750,000,000PC has been released in 2018 ;**

**375,000,000PC will be released in 2019;**

**225,000,000PC will be released in 2020 ;**

**150,000,000PC will be released in 2021 ;**



# Thank You

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P r o m o t i o n C h a i n

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