

# moon ico

## Whitepaper



**A BLOCKCHAIN-BASED MARKETPLACE  
FOR DIGITAL CONTENT**

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# SUMMARY |

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The PR industry continues to benefit from increased spending on digital and social media activity, with 5% annual growth, according to a study conducted by The Holmes Report. PR, however, has become a super-centralized market with a small number of agencies regulating the whole media coverage domain. Because of this, PR services have become very expensive and only accessible to a reduced number of companies and individuals.

2

GoodNoon promotes direct communication between media specialists (journalists, influencers and PR companies with transparent pricings) and brands (businesses and individuals with an interesting story to be heard). GoodNoon empowers artificial intelligence to help stories finding the media specialist potentially more interested in the story. This, while using smart contract, making possible to initiate a collaboration between parties (media specialists and brands).

3

Bit-Pr's core strategy is to utilize blockchain technology to create a decentralized PR platform across the Internet. The goal is to make PR accessible to anyone who has an interesting story, rather than something accessible only to a few wealthy companies, as it currently is. Users will be able to improve their stories directly with the assistance of a journalist or influencer with accessible costs, thus increasing their chances of obtaining media coverage without paying huge fees and with a transparent pricing model. We want to introduce a new and fair way to promote businesses without losing the main essence of every PR agency: relationships.

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According to The Holmes Report, the global PR industry hit \$14 billion in 2016, led by 3 companies: Weber Shandwick, Edelman, and Golin. Usually, companies need to subscribe to a 6-month or 1-year retainer agreement, with no transparency on what they will get, and they pay fees ranging from \$15k to \$60k monthly. GoodNoon wants to cut this barrier in accessing to PR services, making PR services accessible to anyone that has an interesting story worth to hear.

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According to The Holmes Report, increased spending on digital and social media activity have made Edelman PR, Weber Shandwick and Golin Harris much more powerful than any other individual PR firm. Over the past few years, this has enabled them to consistently increase the fees they charge for distribution; nowadays, PR services has the highest cost among all the digital marketing activities. These companies' charges can surpass \$130,000 annually per client. According to the statistics reported by Holmes, in 2017, these companies earned \$874,968,00, \$825,000,000 and \$245,000,000. As a result of this, they have dictated the rules of the PR market, and small PR agencies had to adapt the same pricing model (with very high fees and retainer contracts) in order to be able to stay in the market. This has made the whole PR industry a service accessible only to a few wealthy companies and individuals.

6

Our platform allows enterprises to reach journalist and influencers worldwide, lowering the prices for these services while still keeping the “human relation” added value PR agencies offer. Current PR tools leverage AI for finding the publication with the highest number of social signs based around a topical search. GoodNoon technology goes further. It scans the web using an algorithm for determining the level of interest of a media specialist for that topic. GoodNoon uses factors such as the number of stories published by a certain journalist on that same topic over time, the number of mentions that a certain journalist has dedicated to a similar company, the number of readers per story with a similar topic, etc. The main goal of this technology is, of course, to determine the best publication, journalist and influencer that can feature a story.

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GoodNoon introduces a dedicated token (GDN) to empower a direct economy for media coverage. The token is used as the natural payment method within the platform and as a reward for journalists and influencers in helping business and individuals to get the right pitch for getting featured. Through the GoodNoon distributed solution, direct contact between media specialists and businesses is enabled, welcoming PR agencies with transparent pricings willing to participate in the process.

# BACKGROUND & MOTIVATION

## THE PROBLEM

Journalists and influencers are constantly looking for interesting stories to publish.

However, leading PR agencies, in order to keep their high fees, created huge barriers of access for media coverage. Very few companies have access to this; all the rest are the stories you never heard of.



### Centralization

PR services are one of the most centralized services that exist. Less than 30% of companies control the PR market with extremely high prices.

## Limited Inclusion

Building media coverage is expensive and most individuals and startups cannot afford the high fees that leading PR agencies charge. Regardless of how interesting or of public interest their story could be, current media coverage is a limitation for most companies and individuals because of the high fees associated with it. At GoodNoon, we welcome direct relationships in between media and businesses, as well as PR agencies with affordable prices and transparent results.

## The small PR agencies integration

The PR market is saturated with a handful of big players that have set the market rules. Small PR agencies, as a result, are forced to adapt the same rules dictated by big players and forced to increase their prices and adopt a monthly retainer payment formula. As per the words of Roberto Liccardo, GoodNoon founder, "when we launched our own PR agency GoodNoon, our objective was to open PR services to anyone, thus no retainer fees, and guaranteed results. A few months after we almost went bankrupt, and our only choice in order to compete with leader PR firms was to introduce their same price structure."

# The Distributed Platform

## OUR SOLUTION

Only a small fraction of stories receive interest and public attention.

GOODNOON ALLOWS **THESE STORIES**  
TO BE HEARD **WITHOUT**  
THE NEED TO PAY HUGE FEES.



GOODNOON'S DISTRIBUTED  
APPROACH FOR  
PR SERVICES IS BASED  
ON A FEW **PRINCIPLES.**

### Direct communication between stories and media specialist

GoodNoon builds direct connections between media specialists (editors, influencers and PR companies with transparent pricing) and brands (businesses and individuals with innovative projects to be proclaimed). The GoodNoon platform commissions AI technology for finding the media specialist that will be more interested in the story, as well as smart contracts for immediate settlement of content professionals.

### Engagements of media specialist cutting off expensive retainer fees

Users will be able to enhance their stories and reach media coverage through the expert labor of affordable journalists and influencers; this without paying the ridiculous fees current PR leading companies are charging. Influencers and journalists get better remuneration for their services: leading PR agencies now charge them up to 85% of their profits, even though they produce no content themselves.

## **Enables non-leading PR firms to stay on the market without the need for increasing their prices**

The PR market is strongly influenced by big players controlling the game. Small PR agencies are forced to hardly operate under regulations dictated by a few; as a result, they need to raise their prices and adopt monthly fee programs.

## **Referral programs helps creators and marketplaces reach broader audiences**

The community will be rewarded for sharing content and growing the number of users and adoption of distributed content marketplaces.

# BITPR PROTOCOL

The underlying protocol is a set of smart contracts, developed to empower a distributed exchange of digital content. The protocol replaces the core responsibilities of today's PR marketplaces:

- **LONG TERM RETAINER CONTRACTS** • \*
- **CUTTED FEES TO MEDIA SPECIALIST** •
- **VERY HIGH FEES** • \*

## Immutable distribution agreements

BitPR's Immutable distribution agreements allow stories and media specialist to collaborate in the platform in a way that works for both parties. Each agreement includes a price range for the story revision, the distribution fee to be paid to the influencers, and the percentage of each sale to be paid for referrals. Once electronically signed, the contract and its terms will be deployed on the blockchain. The blockchain ledger is publicly-owned, immutable and secure. Once deployed, neither party can change, delete or deny the terms of the agreement. The only way to change the terms of the agreement is by getting the consent of all the relevant parties. Unlike traditional agreements, smart distribution agreements enforce themselves. Smart agreements (powered by Ethereum smart contracts) can receive payments, issue licenses and automatically distribute revenue.

## Automatic Payment Distribution

In addition to traditional marketplaces being a content aggregator, they also facilitate payments. This means they have full control of how, when and under what conditions money flows between all parties. By employing cryptocurrency (GNT), media specialist are paid according to a series of pre-set rules which are not controlled by the marketplace. A set of blockchain-based smart contracts automatically distributes payments to the parties involved under the unchangeable terms that were originally agreed upon by all. In this manner, the usury "middleman" is eliminated and replaced by an automatic, unbiased entity working in the best interests of all parties. This generates both trust and transparency which are vital attributes in any value exchange system.

The terms offered by marketplaces to new creators may change from time to time, but the terms of existing distribution agreements, once electronically signed, cannot be changed without the creator's prior consent. With automatic payment processing and distribution, the Wemark protocol allows for multiple parties to be rewarded for each sale without involving any intermediaries.

## **AI: the right media specialist for the right story**

Artificial Intelligence browses the network by applying a compound of several elements to determine the best publication, journalist, and influencer that can feature your story. I.e., the number of stories broadcasted by a particular journalist on that same topic over time, volume of mentions that a particular writer has committed to related businesses, the estimate of readers per story with a similar subject matter, etc.

# BLOCKCHAIN AS THE NEW MIDDLEMAN

The blockchain and the new possibilities it provides (immutable ledger, smart contract, cryptocurrency) introduce an opportunity to replace the traditional distribution channels of media coverage. While current PR distribution methods might help stories reach a large and global audience, a very few of them have access to it due to the high fees requested.

Stories and Media Specialist will always need assistance and facilitation in finding and transacting with each other. The blockchain enables a new era, in which the core functionalities of media coverage are integrated as part of a blockchain-based protocol:

- Accepting payments
- Contracting influencers campaigns and journalist revisions
- Providing access to the content
- Rewarding media specialist and referrals for promoting the content
- Rewarding media specialist.

Ultimately, the blockchain becomes the middleman in direct transactions between stories and media specialist.

## Ethereum blockchain & future plans

The BitPR protocol will be powered by the Ethereum blockchain, the most established blockchain-based distributed computing platform which supports smart contracts and digital tokens. As part of its progress towards decentralization, BitPT will constantly review all the relevant alternatives and will choose the best infrastructure for its community and for supporting the digital content economy.

## The right match through AI

Through this innovative resources, users will have access to a quantified AI analysis on the potential target, impressions, and responses to similar stories as well as determine the ideal strategy and content creator for the brand.

- **BitPR's Advantages for Stories**
- **BitPR's Advantages for Media specialist**
- **BitPR's Strategy for Acquiring Customers**

## **The media specialist community**

Our community of media specialist (journalists, influencers and PR agencies with transparent prices) when participating in the platform, is also brand ambassing our platform and actively promoting it. This because BitPR is more than a platform, it's a concept.

### **Flexibility**

No more expiring credits and unused subscriptions - customers own their tokens, use them as they like, and sell them if they want.

### **Better prices**

By cutting the middleman, or keeping PR agencies as such but only with transparent pricings, we believe media coverage prices will decrease by 60% or more, while paying media specialist more per revising or promoting stories.

### **Community support**

At BitPR, creators are stakeholders of the ecosystem and the interests of the entire community are aligned. This incentivizes the entire community to assist in spreading the word and attracting new customers.

# TRANSPARENCY PRIVACY

The data of all transactions, creators, customers and content items will be registered on the public blockchain ledger. This will create a new level of transparency in digital content distribution.

Transparency has both value, and a price. Full transparency is clearly needed for some part of the Wemark marketplace's data, including value, time and revenue distribution for each transaction. The value of transparency in these areas surpasses the privacy needs of each participant and serves the interests of the entire community. Other areas, like the personal details of creators and customers, add little value to the network, and exposing those details creates serious issues for participants who want to protect their privacy. For that reason, some of the data registered on the blockchain ledger will be encrypted. This data, in its encrypted form, will be accessible by all, but only users with the proper access can decrypt it and actually use it. We don't expect to get the exact balance between transparency and privacy exactly right from the beginning. We'll constantly learn the needs of the community and make changes accordingly. At the same time, we'll try to be transparent as possible about our insights on this issue and our efforts to solve it. Feedback from the community will be one of the major factors in determining whether we're doing it right.

# MARKET OVERVIEW

According to a recent study **“The Global Top 250”** published by The Holmes Report, the global PR industry that has hit \$14bn in 2016, its led by a few leader company, with the world’s Top 10 PR firms account for \$4.9bn. This is led by strong performances from BlueFocus (which cracks the Top 10 for the first time), Weber Shandwick, Edelman and Golin.



The Global Top 250 is part of the 2016 Global Communications Report, which provides the clearest picture available of the global PR industry, based on submissions from more than 400 PR firms across the world, and a landmark survey of more than 1,000 senior industry executives. The research reveals that the Top 250 PR firms reported fee income of around \$10.7bn in 2015, compared to \$10.4bn for last year’s Top 250 ranking.

Accounting for the numerous firms that reported outside of the Top 250, along with the vast number of smaller firms that do not provide revenue figures, the Holmes Report now estimates the size of the global PR agency industry at \$14.2bn, up from \$13.5bn in 2014. Meanwhile, Global Communications Report research finds that the industry is expected to reach \$20bn by 2020.

However, there are concerns about revenue per capita. This year’s Rankings reveals a decline in revenue per capita for those firms reporting both fee income and headcount to an average of around \$151,000, compared to \$158,000 last year. “The decline in revenue per head is perhaps the most troubling aspect of our survey this year,” said Holmes Report CEO Paul Holmes. “It’s easy to point the finger at procurement, but the fact is that these numbers suggest PR is still seen by many clients as a commodity rather than as a value-added service.”

## Global Top 250 Growth

Once again, currency volatility softened overall growth, as the Global 250 is calculated in US\$. So, while US firms are unaffected, firms reporting in GBP and Euros firms drag the overall USD growth rate down to 3.8%. Yet, even accounting for that, constant currency growth was only around 5%, based on a like-for-like comparison of those firms reporting fee income for 2015 and 2014.

“At a time when engagement, authenticity, transparency, credibility—the things that PR is good at—are increasingly critical to successful brand-building, it is disturbing to see industry growth slowing, and indeed underperforming growth in the ad industry,” said Holmes. “That suggests PR firms are either not adapting to the new multichannel communications landscape, or they have not yet convinced clients that they can deliver all of those things.”

The Global 250 also reveals the following:

- For PR firms reporting in GBP (accounting for around \$890m), growth was flat in reported (USD) terms, but +5.5% in constant currency terms.
- For PR firms reporting in Euros (\$800m), growth declined -3.9% in reported (USD) terms, but +6.7% in constant currency terms.
- For all PR firms reporting in USD (\$9bn), growth was 4.7%

## Public vs Independent

While independently-held PR agencies have been outperforming their publicly-owned peers in recent years, the gap narrowed considerably in 2015. Both groups grew at around 5% in constant currency terms, with all publicly-owned firms reporting fee income of \$5.85bn, accounting for 42% of the overall market.

That may be because numerous publicly-held agencies are performing well, particularly the more entrepreneurial firms owned by such holding groups as MDC Partners and Next 15. The divide between independent and public PR agencies is more clearly seen when analyzing the performance of the ‘Big 4’ holding groups, whose PR operations grew by 2.5% to \$4.7bn, led by the performance

## More analysis reveals:

- The Big 4 holding groups (Omnicom, IPG, WPP, Publicis) account for around 34% of the overall global PR market, at \$4.7bn (+2.5%)
- The Big 7 PR holding groups (Omnicom, IPG, WPP, Publicis, Havas, Huntsworth, Next 15), grew 3% to \$5.1bn on a constant currency basis, accounting for 36% of the total market compared to 39% one year ago
- Independent PR firms reported fee income of \$5bn, outstripping the PR operations of the Big 4 holding groups for the first time.

“While the revenue growth at independent firms declined to the point that they are now almost in the same boat as the big, publicly-traded agencies, independents continue to take market share—despite the fact that many of the biggest and best have become acquisition targets,” pointed out Holmes. “This suggests that if large agencies are counting on consolidation—clients looking to unify their PR globally with a single entity—they may be disappointed.”

## Facts

**96%** OF B2B BUYERS WANT CONTENT WITH **MORE INPUT**  
FROM INDUSTRY THOUGHT LEADERS

### Demand Gen Report

Customers want to hear from you! From thoughts on current events to industry changes, there are many thought-pieces executives can write for third-party publications. This adds an element of trust for buyers, who can then recognize your expertise.

**80%** of business decision-makers prefer to get company information in a series of articles versus an advertisement.

### Content Marketing Institute

Advertisements can be too pushy, but articles in renowned third-party publications can be trusted more.

**70%** of consumers prefer getting to know a company via articles rather than ads.

### Content Marketing Institute

Customers want to know the people behind the brand, and their thoughts and opinions on industry issues. Customers prefer this over the ad experience.

# GOODNOON TOKENS **GDN**

As a part of fundraising for the project development, we have created a company based on ICO. Payments are done by means of a token realizing a local financial system, that doesn't depend on external currencies and quotations. The volume and allocation of tokens are regulated by a smart contract, which condition of operating is opened to any potential investor. For the project development, we launch GDN based on the technology of smart contract of ERC20 standard.

Purchased tokens may be used for payments inside the system or to convert them to get profits. The number of tokens is limited to 347 000 000 without a possibility of further emissions.

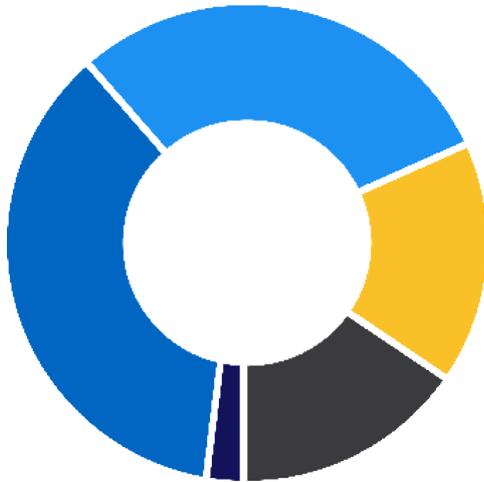
Each GDN Token is set to 0.01 ETH, once listed on an exchange, the value will be valued at the current market rate. When a user will purchase anything inside the GoodNoon platform, the platform will automatically form a request for buying GDN at the current market rate. For a user, this process will be invisible, bought coins will be transferred to the wallet in proportion to the amount of transfer. Thus, the system will automatically buy tokens from investors, distributing them to users inside the system.

The process of buying doesn't require special attention. Investors' profits will grow proportionally to the increase of participants' number in the system. The system globalization will bring profits to investors compared to the all rapidly growing cryptocurrencies, such as Bitcoin or Ether. An investor can sell tokens to new users. To do that, it's enough to send a request to sell tokens on cryptocurrency market and the system will automatically buy tokens. Investors will see in real time how the invested advertising money is used.

## Private Crowd Sale (Updated on October 16th, 2018)

Private crowd sale has been conducted during the month of October 2018, raising over \$600.000 in funds.

## The Tokens Allocation



For Sale during the Token Sale

35%

Company Reserve

30%

Team and Advisors

18%

Partnerships

15%

Bounty Program

2%

GoodNoon Private Token Sale: 35% of the total supply will be distributed through a crowd sale.

Company reserve: 30% of all tokens will be allocated to BitPr founders and members.

Advisors: 18% of all tokens will be allocated to BitPr advisors.

Partnerships: 20% of the total supply will be used in marketing campaigns and growth hacking efforts.

## Development Stages

### GoodNoon ICO Formation - 08-09.2018

We start brainstorming about the possibility of combining our decentralized PR principle with blockchain. The result of this is GoodNoon ICO project.

### Private Sale Event - 10.2018

We have held a private token sale event, reaching over \$600.000 in less than a month. We have shared our project to press, with publications such as Forbes supporting our project “The result is that larger, better-funded companies cannot easily push other organizations out by dominating the media”.

### Exchange Listings - 11-12.2018

We aim to get GDN listed in at least better-funded authoritative exchanges. This while running our own marketing campaigns, as we have done with over 30 ICOs that have bought our services in the past. Our goal during this stage is to reach high trading volumes while getting the interest of as many people as possible.

### **Beta Launch**

We will be launching the Beta version of our GoodNoon platform. Everyone that has contributed to our project will receive free media exposure.

# REVENUE MODEL |



## From **10%** Membership

Premium membership will allow businesses to pitch their stories to premium publications without the need of participating to the bidding auctions.

## From **10%** Bidding system

In the case of premium publications or influencers, businesses will bid to get their stories reviewed by journalists or published by influencers.

## **15%** Commissions from **all transactions** within the **GoodNoon platform.**

BitPR will provide with customer an Escrow system to make sure businesses and journalists transactions are performed smoothly.

# TEAM

## Roberto Liccardo



### Marketing & Business Development

Roberto proudly wears his 12 years of direct and managerial experience in intensive Digital Marketing and Analytics, which also includes consultancies on Growth Hacking for leading Silicon Valley companies. He was the founder of a Digital Marketing Agency (IRL Solutions), which was composed of over 130 employees and successfully sold.

LinkedIn: <https://www.linkedin.com/in/robertoliccardo>

## Jose Villanueva- IT



JOSE wears his 15 years of experience in programming, hacking and bots creation, including leading big programming teams in Europe and Asia. He was the founder of a software agency London based successfully sold.

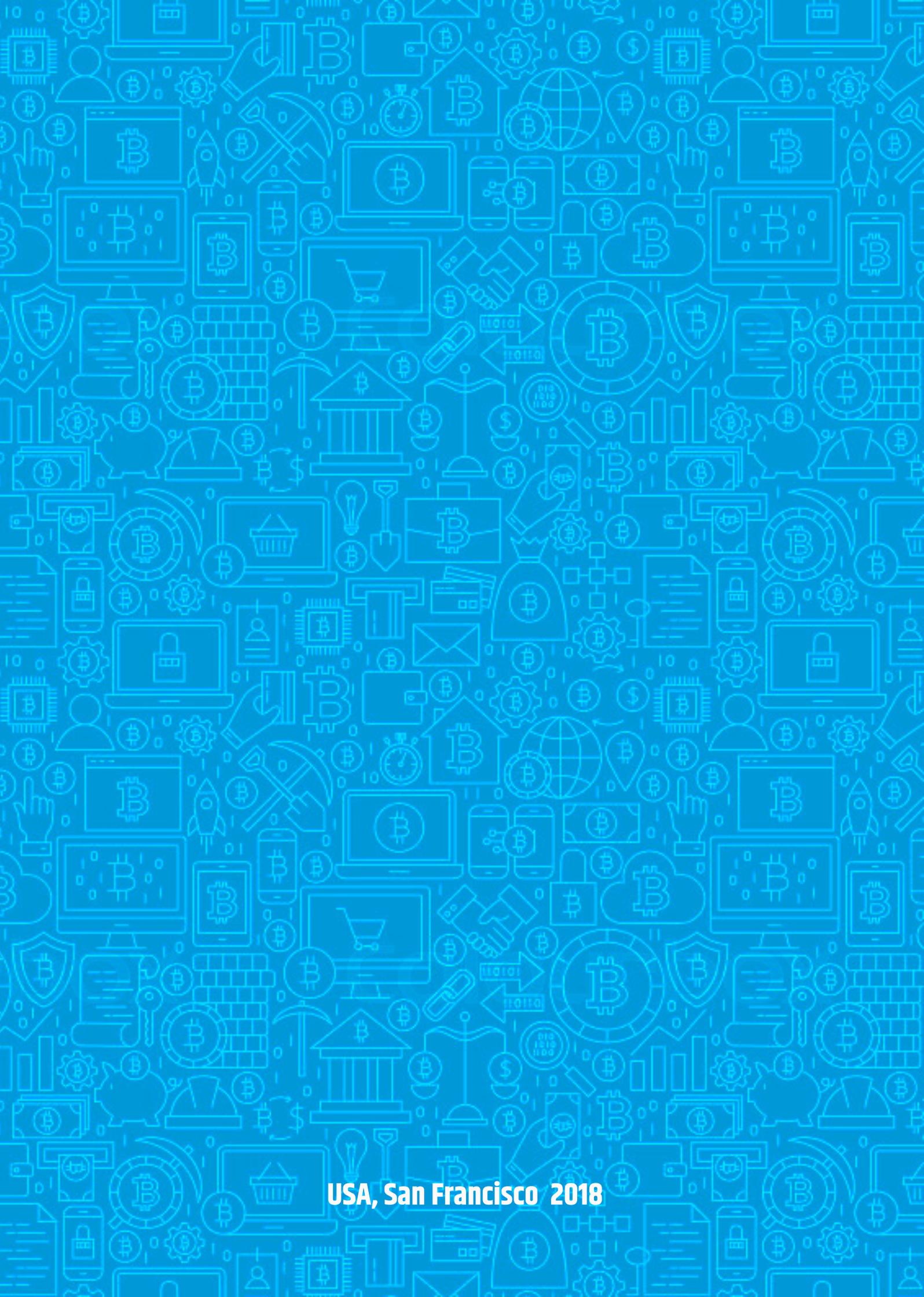
LinkedIn: <https://www.facebook.com/josegonzalezvillanueva293>

## Jackeline Martin - PR



More than 10 years experience in PR. Editor or contributor for over 100 publications, including premium ones such as HuffingtonPost, Forbes, New York Times and so on. Connected with over 5000 among the most influential people over LinkedIn.

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**USA, San Francisco 2018**