**TrafficBee**

# A New Way to Partner NFT creators, IDOs and dApps to Promoters. Scale Fast and Risk Free

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With our Decentralized & Trustless Affiliate Network

# Disclaimer

**IMPORTANT: YOU MUST READ THE FOLLOWING DISCLAIMER AND THE SECTION ENTITLED "IMPORTANT INFORMATION" IN FULL AND AGREE FULLY TO THE TERMS AND RESTRICTIONS THEREIN BEFORE CONTINUING**

The information on the TrafficBee project (the "Project"), sale of the TrafficBee Token ("TBEE") (the "Token Sale"), and the referral platform of TrafficBee to be developed by Traffic Bandits LTD, a company incorporated in Israel and/or its affiliate(s) (collectively, the "Project Group") as detailed in this White Paper is only intended for, made to or directed at, persons who are not Excluded Persons (as defined herein), and may be acted upon only by such persons. This White Paper is not intended to be and should not be construed to be, a prospectus or offer document of any sort and is not intended to and should not be construed to constitute an offer of shares or securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment, or a solicitation for any form of investment in any jurisdiction. No regulatory authority has examined or approved of any of the information set out in this White Paper. This White Paper has not been and will not be registered with any regulatory authority in any jurisdiction.
The focus of this White Paper is on the Project and the Token Sale. You may have received, be in possession of, or perused, this White Paper together with the following documents:

document entitled "The Decentralized & Trustless Affiliate Network (Deck)" accessible at [https://www.trafficbee.io/] (the "Deck"); and
such other documents as may be published by the Project team in relation to the Project.

Which contain additional important (related) information about the Project, including TrafficBee, the TBEE, and their functions. This White Paper, the Deck, and such other documents as may be published by the Project Team in relation to the Project, each as may be amended, modified, or supplemented from time to time (hereinafter collectively referred to as the "Project Documents") are intended to be read in conjunction with one another for the purpose of any proposed purchase of TBEE. For the avoidance of doubt, the Project Documents are subject to all disclaimers, restrictions, notices, and legal provisions contained in this White Paper.
By accessing and/or accepting possession of any information in this White Paper or such part thereof (as the case may be), you represent and warrant to the token vendor of the Token Sale (the "Token Vendor") that:
1. you are not an Excluded Person (as defined herein);
2. you have read the entirety of this White Paper and understand the risks entailed in your
purchase of TBEE;
3. you agree to be bound by the limitations and restrictions described herein; and
4. you acknowledge that this White Paper has been prepared for delivery to you to assist
you in deciding as to whether to purchase TBEE.

## Abbreviations & Terminology

| | |
|---|---|
| Promoter | A company or individual promoting the product. Affiliate, publisher or influencer |
| Seller | A brand or individual looking to advertise their web 3 product such as NFTs, dApps and IDO's |
| Buyer | Person that buys an NFT using the referral link |
| Referral Link | Link to a product that directs to a specific promoter |
| API | Application Programming Interface |
| P2P | Peer-to-peer |
| UGC | User Generated Content |
| NFT | Non-Fungible Token |
| DAO | Decentralized Autonomous Organization |
| RT | Referral token. A unique token between seller, promoter and buyer. Minted when a promoter signs up for a seller offer. |
| LTV | Lifetime Value |
| Conversion Rate (CR) | The ratio between the number of clicks and the number of conversions from the clicks. Ie; 10 conversions of 100 clicks are 10% CR |
| Minting | The process of turning a digital file into a crypto collectible or digital asset |
| Vesting | Give or earn a right to a future payment, asset, or benefit. |
| Stakeholder | A party that has an interest in a company and can either affect or be affected by the business |
| Liquidity Mining | A process in which crypto holders lend assets to a decentralized exchange in return for rewards |
| Staking rewards | A type of reward you can earn while holding a certain cryptocurrency |

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# Executive Summary

TrafficBee is a web3 traffic marketplace focusing on disrupting online referrals for the blockchain industry. Our innovative business model implements tokenized rewards to optimize the selling of NFTs, IDO tokens and dApps userbase by providing higher transparency, immediate crypto-to-crypto payments and eliminating 3rd parties from the process.

We're aiming to enhance the existing marketing of web3 products owners like NFT creators, DeFi operators, general dApps with immediate payments, real time conversions report, a crypto wallet registration with no KYC required, blockchain-based profile risk score, profiles as NFTs, our own token that reward users for participation, voting rights and many more great features.

## Why Blockchain?

Safe: Funds are never transferred to any third party or generally subject to counterparty risk (i.e. trusting your assets with a custodian) because both parties are trading directly from their own wallets.

Global and permissionless: There is no concept of borders, or restrictions on who can trade. Anyone with a smartphone and an internet connection can participate.

Ease of use and pseudonymous: No account signup or personal details are required.

## Key Differentiators

TrafficBee network architecture presents a solution that uses public databases to create a network of peer-2-peer independent collaborations between a seller of a blockchain-based product, a promoter with online traffic and exposure, and the buyer of the product, while still benefiting from the combined network effect of the platform. This allows for a win-win-win stakeholder design that was not possible before blockchain added public databases capabilities to the internet.

# Our Vision

Our vision is to create an easy to use, smart contract driven platform without a central authority and 3$^{rd}$ party intervention, that will eventually be led by the community (DAO), and constantly evolves by the industry to meet the market requirements.

## For Promoters

We aim to provide every promoter with the tools to monetize from their traffic to promoting the web3 industry, and lower the entry barrier for an even easier start which will in turn help grow the web3 industry if we address those 4 problems:

- Long payment cycles create a cashflow problems and withhold scaling.
- Centralized control over affiliate networks means less innovations and higher profit margins on the expenses of the Seller and publisher.
- Tempering and "fixing" conversions report to lower the seller expense.

## For Sellers

For NFT creators, DeFi protocols and general dApps, we introduce the power of affiliate marketing, which is a great, risk-free, and scalable solution in a way that they didn't have before.

Affiliate marketing can boost Sellers' revenues **by more than 30%!**

# Why Now?

The web3 market is growing fast and with a whole world of opportunities to change the world, new creators and companies are joining the market every day in an effort to disrupt existing industries.

Today, a lot of the marketing efforts are done with building communities and attracting users and buyers with storytelling to applications like Discord, Reddit and Twitter. Which can be an amazing thing, and very profitable, but also is very hard work, pre-paid and not everyone knows how to grow and maintain a community.

To have a constant source of revenue, growth and to scale, or in other words, to get to mass adoption, it is much better to use the power of performance-based marketing. When you control the reach, and can scale with the click of the mouse, more potential customers/users will be exposed to your product, and with the right strategy, become paying users.

One of the best ways to boost your performance by more than 30%, risk-free, is affiliate marketing, as it's the only a risk-free, pay for success marketing vertical,

Although in traditional products there are a lot of affiliate networks, the biggest of which is Amazon partners, but also CJ, Clickbank etc., in web3 products there is a lack of such networks. Whoever builds a decent web3 dedicated affiliate network today, will enjoy the fruits of the market growth, a blue ocean, and might take the lead.

# Current Market

In the current affiliate market, there are 2 main ways that Sellers and promoters can meet and connect;

1. <u>Lack of Web3 Oriented Affiliate Network</u> – As of today, there is one other platform dedicated for web3 product that has raised funds in mid 2021 and developing a solution. Although we consider them to be our competition, we also consider them to be a helpful factor in opening the market to platform like ours, and as they just started, they still didn't start the real marketing effort.

2. <u>Centralized Networks</u> – At the moment, centralized networks don't even offer partnering with web3 products, and when they'll do, they require a registration process with KYC, pay with conventional payment methods that required further KYC (like PayPal or Checks), controlled by a centralized management with no transparency, and charge a hefty fee for every transaction.

3. <u>Direct Approach</u> - The other way for companies that don't want to pay the hefty fees or go through the KYC process (like in the CBD, Gambling, CFD verticals etc.) is the direct approach and conferences. So, an affiliate manager either scouts' users online and send them a DM, or they meet in conferences. This is a time-consuming process that requires a lot of knowledge on how to look for new partners, negotiation skills and trust. In this method, Sellers usually use professionals like affiliate managers, and promoters use either contacts or brand managers.

Two first ways produce high entry barriers, trust issues and waste of time. That in turn decrease scaling opportunities, and result in the loss of potential revenues from both sides.

# The Platform

At its core, the TrafficBee network is a community for Web3 enthusiastic that sees Web3 products as the future of many industries and want to make a business out of them.

## Creating An Account and Signing In

To create an account, or login to an existing one, one first need to connect the crypto wallet.

This crypto wallet will be the one that controls the flow of information, group all active offers the user signed up for, collect information for reports and build collect the information for the profile risk score. It will also handle payments in the platform.

On top of the above, a profile will be an NFT, meaning that every profile will be transferable, and saleable. Amongst the use cases in which one will use it, is:

- Sell an active account with a good profile risk score.
- Sell a part of the account for future revenues and risk score, for instance, for an angel investor.

Essentially, the holder of the wallet is the holder of the profile as there is no KYC information.

## Dashboard

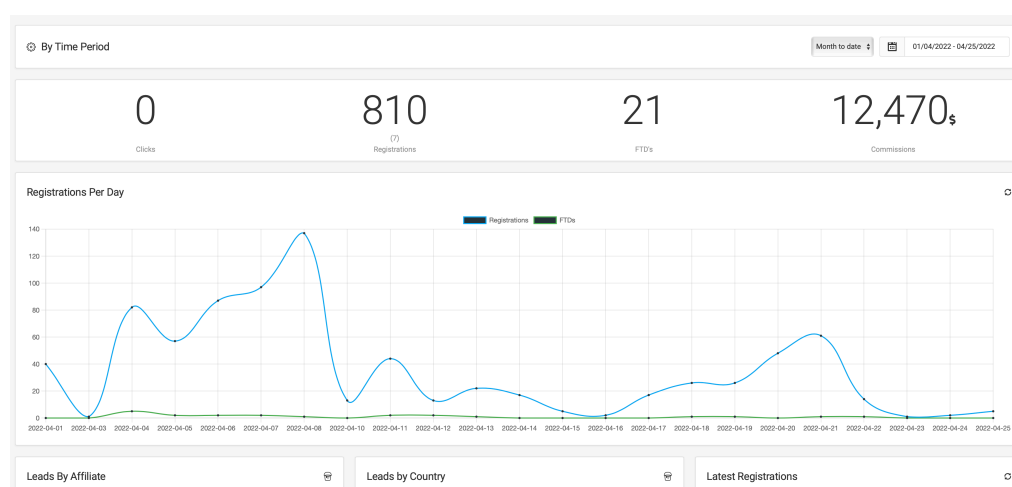Shows only after connecting the wallet, and with private data that is connected to the wallet.

Will show:
- Date picker – default for month-to-date

- Main statistics –
  - o Clicks
  - o Conversions
  - o Revenue from conversions
  - o Staked funds
  - o Revenue from staking
- Chart
- Key metrics

Example of a dashboard:



## Referral Tokens

Referral tokens (RT) are the heart of the platform. It's the token that enables us to connect promoters, buyers and Sellers with a smart contract, thus eliminating the need for a trusted 3$^{rd}$ party. It also tracks conversions on the blockchain and reports them back.

Each token is a non-fungible token (NFT) that holds the information and the smart contract that creates the referral URL, track the clicks and conversions, report them and transfer payment after a confirmed conversion. Also, the RT is saleable, thus users can sell good earning campaign. For example, a campaign that has a link in an article of a very well positioned page on a blog, with a lot of traffic, that provides a good number of conversions.

When signing up to an offer, the promoter is minting a referral token, thus capturing all the necessary information to the RT (NFT token ID, referral URL, promoters' wallet, Seller wallet and more).

With Referral tokens, seller can choose different rules depending on the promoters' profile score. Rules such as different offers and higher cashbacks for his buyers.

## Profile Risk Score

One major aspect of partnering is the ability to reduce friction and risk. We've discussed the process of reducing risk with RT and blockchain based conversion verifier. However, there is a way that the blockchain help us make decisions even before partnering. Here comes Profile Risk Score.

Every user profile has a risk score that measures the quality of the profile, thus enabling the prospective partners to have a set of pre-determined rules that will affect the partnering even before minting the referral token.

As mentioned above, better profile risk score can have benefits for the user in different forms, thus encouraging the profile owners to become a better contributor to the network.

This is how we measure profile risk score:
- Profile time
- Conversion rate
- Activity rate – minimum number of active RT's per week

** formula TBD

## Reports

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Reports will allow the more professional promoters and Sellers to make informative decisions by analyzing the data from their traffic and conversion.

Reports will have a table that depicts different data, each report for a different use case. For example:

- Clicks report – will show clicks and data from the clicks, i.e. OS, device, browser etc.)
- Conversions report – Will show only converted sales with their data, such as payment per sale.
- Country report – will show country and the number of clicks and conversion from that country, along other collected data
- Etc.

An example of a report:



## Notifications

### In App Notifications

In App notifications will help the user track important information such as a conversion, campaign ending, payment made, low balance in the wallet, etc.

### Email Notifications

For users who choose to add their emails and get notified by email.

# The Team

Our team consists of affiliate marketers with years of hands on and team management experience, experts in the field of traffic creation, affiliate network management, deals negotiation, product management and entrepreneurship.

We started working together in 2019, establishing our performance marketing company, Traffic Bandits LTD, located in Israel.

As a team, we've overcame challenges, ups and downs, hired personal in Israel and abroad and basically faced every challenge that an entrepreneur encounters and raised pre-seed funds.

We've also developed a CRM to run the company's traffic through, which is still running all our traffic, so we have the experience in product management and development as a company and a team of founders.

### Efi Minzer

CEO of Traffic Bandits LTD, has 12 years of product/project management and online marketing experience. Most in the affiliate marketing industry.

### Assaf Stein

COO of Traffic Bandits LTD and a former search engine marketing (SEM) team leaderin Webpals and Click Logiq. Most in the affiliate marketing industry.

### Moran Milshtein

CMO of Traffic Bandits LTD and a former Social Media Marketing (SMM) team leader in Webpals and Moonshot. Most in the affiliate marketing industry.

# The TBEE Token

The TrafficBee network utilizes an ERC-20 token – TBEE. The TBEE token is used as a native currency of the TrafficBee network, flowing between promoters, Sellers and buyers. TBEE token also enables the holder to participate in network governance via voting.

- Sellers, promoters and buyers use TBEE tokens to pay for conversions and receive cash backs.
- Royalties from revenues are paid to TrafficBee owners in TBEE tokens.
- TBEE token holders can vote on governance proposals concerning:
  - Beneficiaries of newly issued TBEE as well as TBEE burning policies
  - Network upgrades and project funding
- TrafficBee holders can choose to lock their tokens for up to multiple years in order to:
  - Boost their voting rights
  - Earn fees from trades on liquidity pool
  - Earn staking rewards, boosted by longer lockup periods

## TBEE Token Distribution

The TBEE tokens are distributed as follows:
- 45% - Engagement mining* – vesting is traction based
- 15% - Initial capital providers – 6 months locked and 12 months vesting
- 20% - Founding Team - 6 months locked and 12 months vesting
- 10% - Staking Rewards and Liquidity Mining - vesting is traction based
- 10% - Long Term Development and Operations Budget – No vesting

(*) Engagement Mining – the process of earning TBEE tokens for actions that will increase engagement and growth to the network. For example, getting paid for conversions and cashbacks for commissions paid.