



bigbom
com

THE AUTO-MARKETING PLATFORM

Whitepaper

CATEGORY

1. Introduction	1
2. Market Overview	2
3. Issues Of The Market	4
4. BIGBOM ECO - Decentralized Advertising Ecosystem	6
5. Ecosystem	7
6. BBO Conversion Via Pre-coded Payment	8
7. Technology	9
8. Marketplace	11
9. BIGBOM - Ad Managent Platform	12
10. Benefits Of Participating In Bigbom And Paying Using BBO	16
11. How Will Bigbom Ensure Bbo Increases In Value Over Time?	17
12. Core Team	19
13. Adviors	21
14. Roadmap	23
15. Token Launch	24
16. Budget Allocation & Token Allocation	26
17. BIGBOM FAQs	27
18. Reference	32

1. Introduction

Bigbom Eco serves as a decentralized advertising ecosystem for all parties involved in online advertising, inclusive of advertisers, service providers, content publishers, advertising channels, platforms and more. Bigbom Eco is developed with DApps technology in mind, using the ERC-20 standard of the Ethereum platform. We are proud to say that all data linked through Bigbom Eco is transparent, accurate, automated and immutable. Bigbom is part of the Bigbom Eco ecosystem.

Bigbom utilizes an auto-optimized advertising system on an array of channels, such as Facebook, Google, Instagram, or Twitter. This system has been developed with Machine Learning and AI technology to facilitate the automatic optimization of advertisements, thus removing intermediaries in the decision-making process. Bigbom will automatically deactivate the ads that exhibit low conversion rates or incur higher cost prices than expected. Advertisers will be able to manage ad campaigns according to KPIs, and the system will then automatically allocate the budget towards efficient ads, campaigns and channels. This helps advertisers conserve 80% of the campaign implementation effort while saving 20% of the cost. It also helps increase revenue and return on investment (ROI).

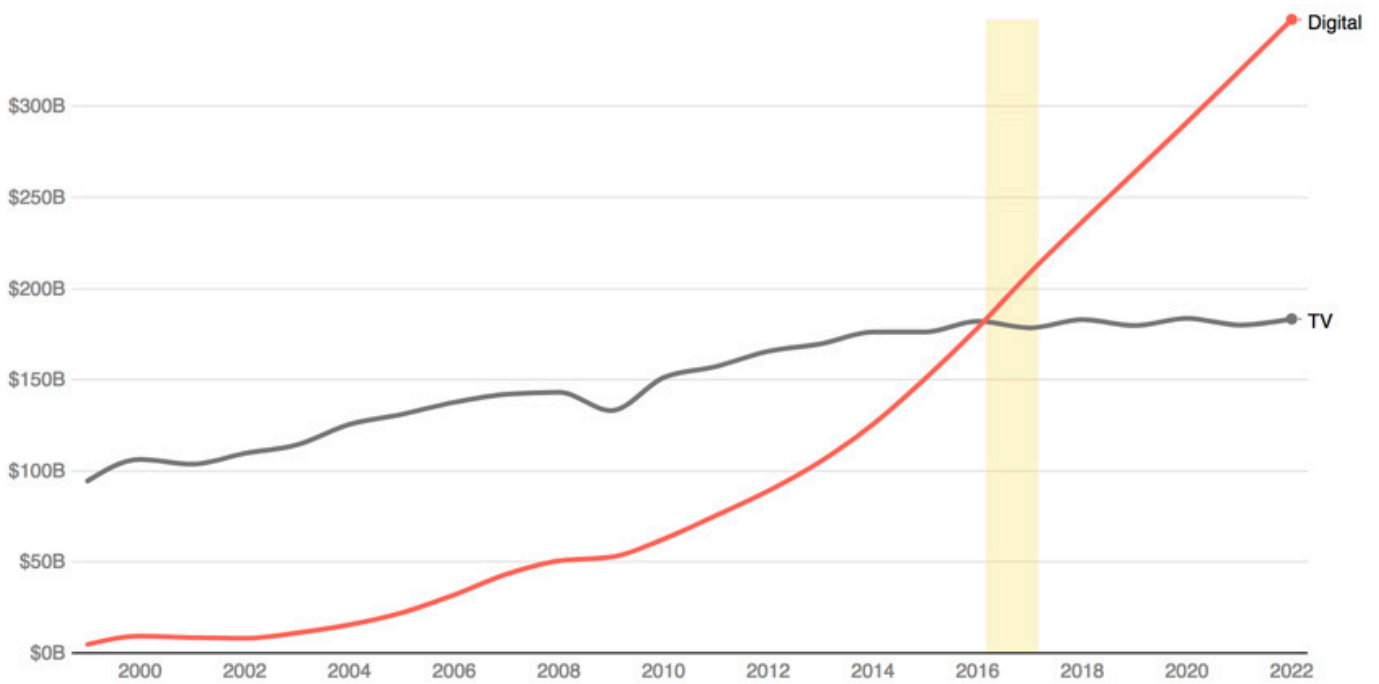
The goal of companies and advertisers is to maximize marketing effect while minimizing marketing cost. In order to reach this goal, they have to target the right audience using the right channel at the right time.

2. Market Overview

Every year, about 50 million new businesses are established around the world (Dr. Paul D. Reynolds, Research Institute confirmed this by email, n.d.). In order to compete in an increasingly saturated market, companies turn to marketing and advertising. Online advertising has dramatically evolved in recent years, introducing innovations such as targeted advertising, accurate measurement, and the ability to run highly efficient campaigns. These advances have made the cost of digital advertising more competitive than traditional advertising. Consequently, revenue from desktop and mobile online advertising continues to grow rapidly. Global spending on online advertising, already significant, continues to grow as businesses around the world increasingly utilize online advertising.

According to Magna (n.d., cited in Kafka P. and Molla R., 2017), worldwide digital advertising spending reached \$209 billion in 2017, which is 41% of the total advertising market. This surpasses spending on other traditional advertising channels, such as TV ads (\$178 billion, about 35% of market share). The trend towards spending more on digital advertising and less on traditional advertising clearly shows that companies are seeing a better ROI through online advertising. Given the current growth rate, Magna (n.d., cited in Kafka P. and Molla R., 2017) expects digital advertising spending to grow by 13% to reach \$237 billion in 2018, and \$300 billion by 2020.

Another source, Statista (n.d.) estimates that digital advertising spending will reach \$269 billion in 2018 and \$335 billion by 2020.



Source: MAGNA | Data for 2017 and beyond are forecasts • Created with Datawrapper

Figure 1: Data for 2017 and beyond are forecasts

From the examples above, we can see that advertisers are shifting budgets from the traditional advertising market to the digital advertising market, and the level of spending on digital advertising keeps rising.

According to global statistics, Google and Facebook are the leading providers of online advertising worldwide. In 2016, their revenues were \$79.4 billions and \$26.9 billions, respectively (The Guardian). Google and Facebook account for nearly 20% of global online advertising revenue, and are the top channels for advertisers. Other channels such as Twitter (\$2.61 billions in 2016) are predicted to grow quickly in coming years (Statista, 2016).

3.Issues Of The Market

Issue 1: Trust between advertising Buyers and Sellers.

Problems Buyers Face: Buyers often waste time selecting the right advertising platform and agency. They are unable to evaluate the effectiveness and quality of advertising before buying, and cannot ensure that they will receive the KPIs promised.

Problems Sellers Face: Sellers of advertising products and services risk not being paid for the services they provide. Google, Facebook, and other advertising platforms are often unable to collect payments due to credit cards being declined or clients' accounts not having enough funds to cover transactions. This leads to having many clients with bad debts and an overall loss of revenue.

Issue 2: Manually managing ads across different channels requires agencies to put in a lot of time, but is still ineffective.

Managing ads across multiple campaigns on multiple channels is time and labor-intensive. In as little as ten minutes, the ads of Facebook, Google or Twitter clients can gain thousands of impressions. If agencies are unable to properly control the performance of their advertising, clients may have to pay for wasted and inefficient services. An advertising agency employee may only work eight hours per weekday at an advertising agency, yet agencies must manage advertising campaigns that run 24/7. Advertising agencies are simply unable to give enough attention to every ad and advertising channel to fully make the most from an advertising budget.

Issue 3: Advertising ROI is not optimal

Advertisers typically measure results by channel or audience averages. This does not guarantee that the budget is fully optimized. For example, when agencies and clients review the average results from their Facebook campaigns, there may be many individual campaigns, ad groups, or ads that were run ineffectively. Even though the average results may reach the client's goals, there may be lots of room for optimization.

This leads to the following questions:

- How is the advertising budget optimized?
- How are the budgets among the different ad channels optimized?

Issue 4: Simultaneously managing multiple accounts

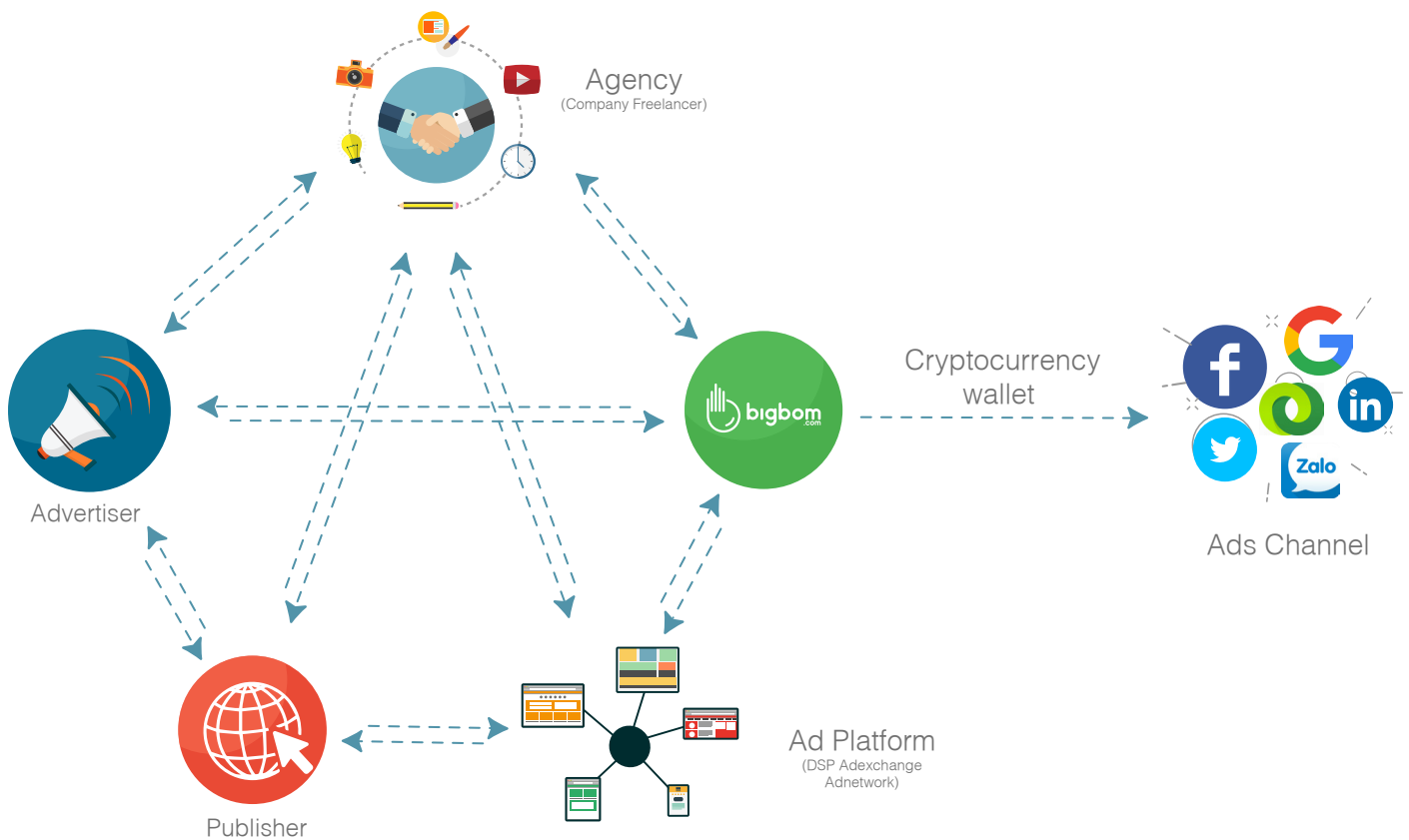
Companies will have at least one account for each advertising channel. For instance, if a company wants to run Google, Facebook, Twitter, and Bing ads, the company needs at least four accounts. They will then receive four reports from each channel. Compiling and comparing the different reports in order to select the optimal channel takes a lot of time, yet companies need real time data to make the best decision.

That's why Bigbom was created. We have run over a thousand campaigns each year for many large companies, including Baskin Robbins, Jockey, Lazada and VNG. Most companies and agencies face difficulties in running ad campaigns in a manual manner like the one described above. Although managing the campaigns takes a tremendous amount of the team's time and efforts, it is not optimal and therefore does not yield the best results possible from the advertising budget.

5. Ecosystem

- Buyer: the party who wants to advertise their products or services
- Seller: the party who charges for advertising services, whether they are an advertising agency or an advertising provider

Any platform, service or product related to online advertising around the world can participate in the Bigbom Eco ecosystem. có thể là Advertising, Ads Platforms, Agencies, Publishers,...



The ecosystem is composed of two-way transactions between those who need to buy advertising and those who can sell advertising or related services. BBO tokens are designed to flow through the ecosystem continuously to ensure market liquidity. The more the ecosystem grows, the more BBO tokens will increase in value.

6. BBO Conversion Via Pre-coded Payment



- Bigbom Eco will link BBO tokens with pre-coded prepaid cards to help advertisers immediately convert USD, EUR, and other currencies into BBO tokens. This will enable advertisers who have fiat currencies to quickly and easily use the services and products of the ecosystem.

- The advertiser can also use BBO tokens to pay for Facebook, Google, Twitter, and other ads directly through the Bigbom platform. If the advertising channels do not accept BBO tokens, Bigbom will pay for the advertising channels by automatically converting BBO tokens to USD using prepaid cards.

- Sellers can quickly convert BBO tokens to USD, EUR, and other currencies. Sellers can also sell BBO tokens to their new customers via affiliate wallets, sell BBO tokens on exchanges, and use BBO to pay partners. Sellers can also choose to hold BBO long term. These options will make BBO tokens increasingly powerful.

7. Technology

Why Ethereum?

The Ethereum network provides distributed ecosystems and smart contracts that have been proven and widely used by many companies, including JP Morgan, IBM, Santander Bank, Microsoft, and Toyota. Ethereum's transaction processing speed is faster than most other platforms and will continue to improve. Ether (ETH), the Ethereum token has become popular in recent years. Ethereum has the second largest market capitalization, just after Bitcoin.

Additionally, Bigbom Eco uses a blockchain ledger that is able to handle more complex transactions rather than just sending and receiving. Ethereum also enables DApps (decentralized applications), which help connect and process complex data and models such as Bigbom Eco. Therefore, Ethereum has the most potential for BBO's development and widespread application.

Smart contract

Bigbom uses a DApp on the Ethereum platform to create smart contracts. The smart contract is created according to the advertiser's needs and the advertiser's agreement with the advertising provider. The smart contract is created in a common written language and is multilingual. Once the smart contract is created, BBO will automatically switch it into the programmed language and post it on the blockchain.

When a client requires an advertising project from an agency or advertising provider, the two parties will agree on the price and KPIs and then commit to the agreement by signing the smart contract.



- **Step 1:** Once the smart contract is signed, Bigbom Eco secures the necessary BBO tokens from the Buyer to activate the smart contract. Any transaction transferred to Bigbom Eco without a smart contract on the platform will be refunded.

- **Step 2:** Bigbom Eco automatically notifies the Seller to begin implementing advertising and related services.

- **Step 3:** The Seller provides the services as indicated in the smart contract. Advertising reports are sent automatically to Bigbom Eco via an API. Bigbom Eco posts the reports to the public blockchain in an encrypted format.

- **Step 4:** The report is sent to the Buyer automatically. Buyers can use their Individual Key to decode the report and view it in plain text. This enables the transaction data to be stored publicly on the blockchain while also keeping it private.

- **Step 5:** Bigbom Eco automatically evaluates each transaction by comparing the original commitments to the actual results. The Buyer can rate the Seller in order to receive a certain amount of BBO tokens from the bonus fund.

- **Step 6:** The BBO tokens are released to the Seller or refunded to the Buyer depending on whether the terms of the initial agreement were met.

8. Marketplace

The Marketplace ranks service providers fairly and transparently. Buyers and advertisers can use ratings and reviews on the marketplace to evaluate service providers.

When the contract ends, advertisers are encouraged to rate and review the service providers. Advertisers who give reviews are rewarded a certain amount of BBO tokens from the bonus fund. Only those who use a service provider can give them a rating, which makes the ratings far more accurate than other review platforms.

New ad Buyers can see ratings and reviews on the Ratings page. The Buyers can compare between ratings left by other Buyers and ratings that are automatically generated by the system. The thorough and unbiased rating information helps Buyers select better quality service providers.

The higher the Seller is ranked, the higher they will appear on the Ratings page. Being listed higher helps the Seller attract more customers and motivates the Seller to improve service quality and advertising effectiveness.

Bonus Fund: Bigbom Eco will charge a relatively low fee for each smart contract. The system will deduct 10-20% of the fee and allocate it to the bonus fund. The bonus fund will be used to reward ecosystem participants in exchange for providing feedback.

9. BIGBOM - AD Management Platforms

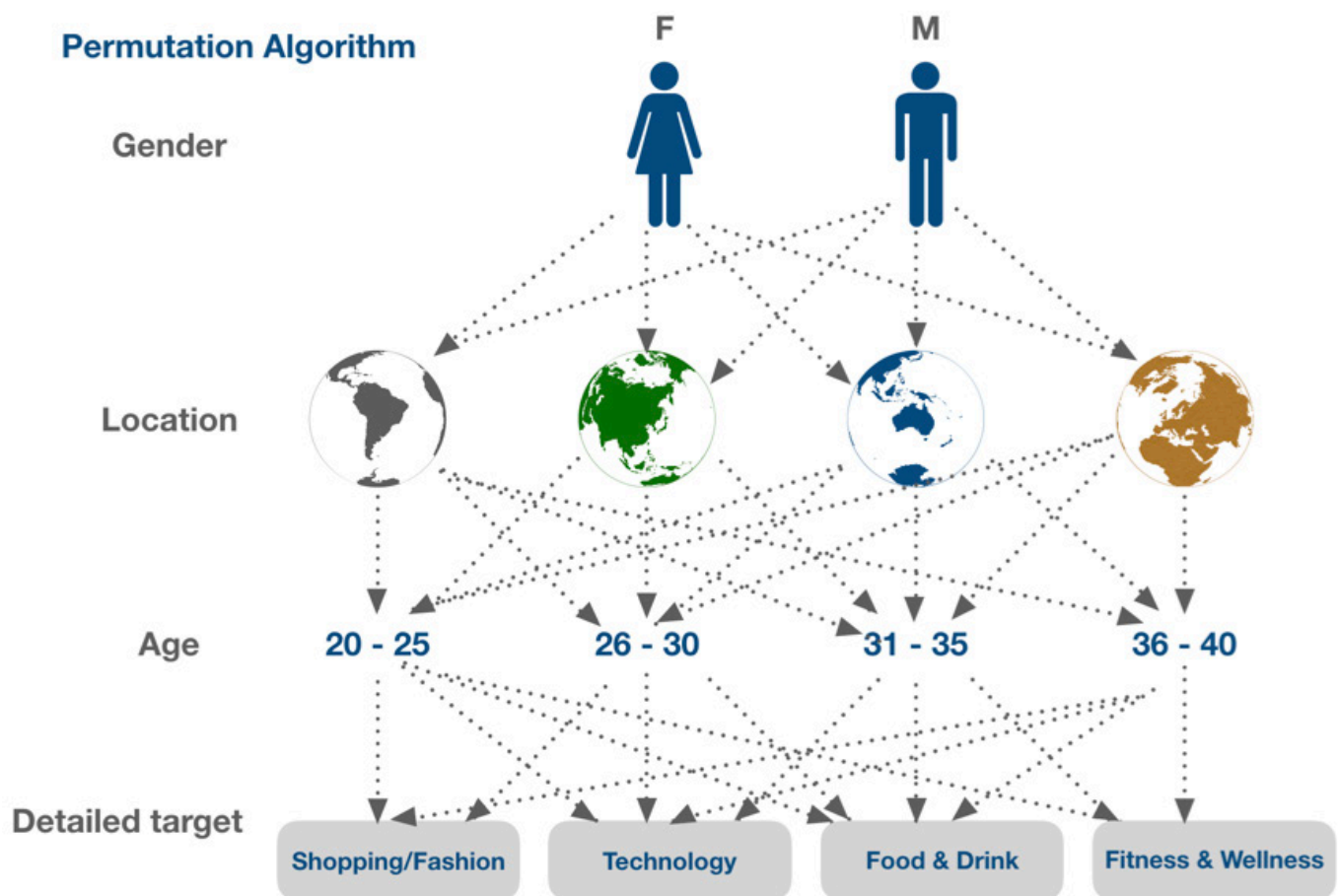
Bigbom solves a variety of challenges in one platform.

Using AI technology, Bigbom works 24/7 to:

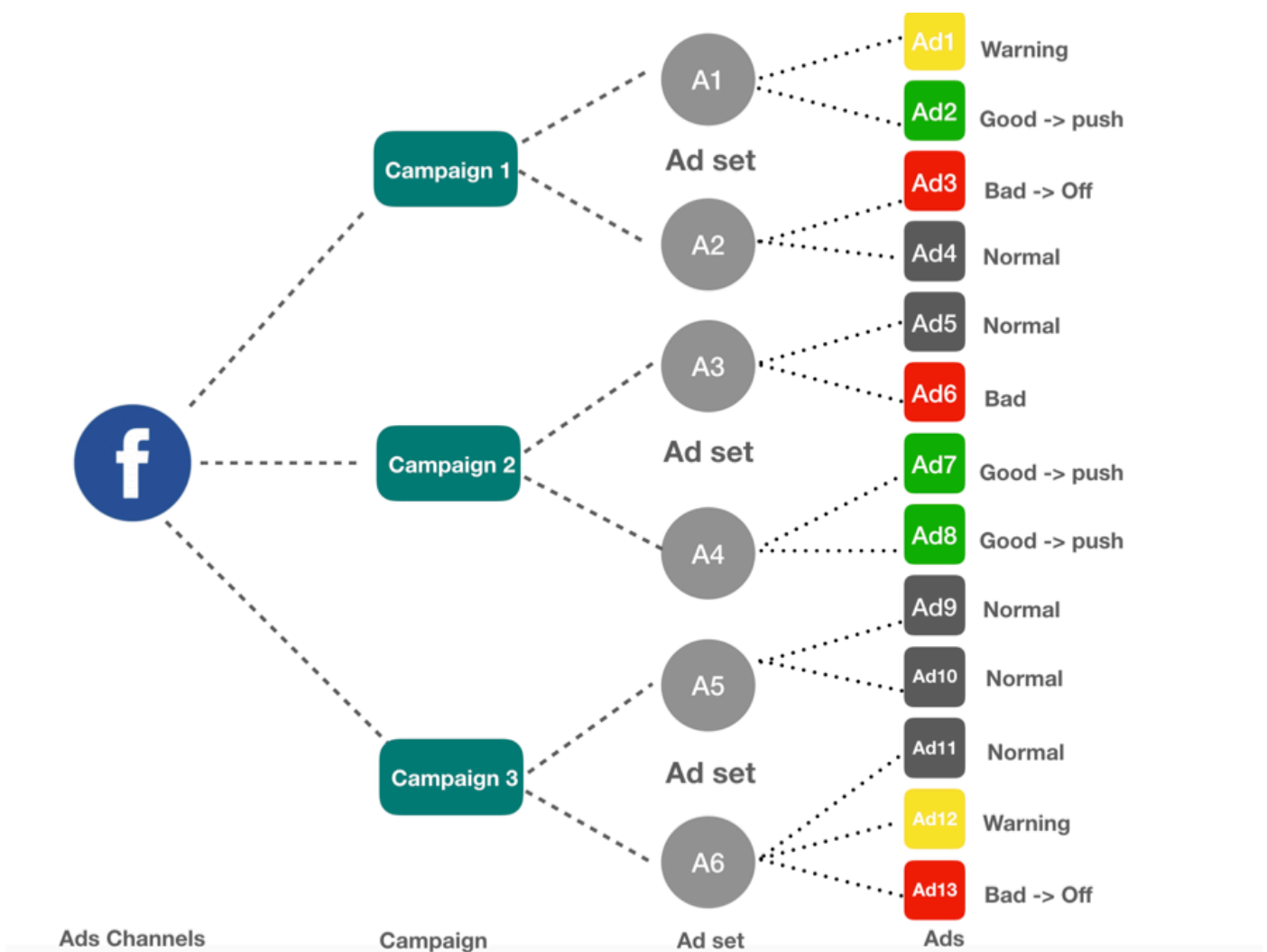
- ✓ Manage campaigns according to KPIs
- ✓ Scan thousands of ads in each account every 15-30 minutes and automatically adjust them in real time
- ✓ Automatically raise and lower bids on ad channels
- ✓ Automatically turn off ads that are not performing well or have a low conversion rate
- ✓ Automatically allocate budget between channels in real time based on campaign performance
- ✓ Tailor ad audience suggestions
- ✓ Automatically A/B test hundreds of ads to find the best ads, landing pages, and ad objectives.
- ✓ Make it easy for advertisers to manage and compare multi-channel data by providing synchronized, real-time reporting on all channels
- ✓ Manage thousands of advertising accounts on a single Bigbom account
- ✓ Create hundreds of campaigns across multiple accounts under one umbrella Bigbom campaign

How does Bigbom reduce 80% of HR costs and save 20% on advertising costs?

- Other systems on the market rely on manual “If, then” rules to optimize ads. With Bigbom, advertisers only need to enter their desired bid and Bigbom will automatically optimize campaigns using clever and sophisticated algorithms.
- Bigbom creates multiple ad placements at the same time, reducing ad creation time by 80%.



- Bigbom uses a series of smart algorithms to make the most cost-effective and optimal bids for each ad.
- A/B testing helps advertisers find the right audience for each ad. Then the system automatically allocates the ad budget for the best audience.
- The system automatically creates or cancels ads based on each ad's effectiveness. Ads are evaluated against the advertiser's KPIs. This helps advertising agencies spend less time monitoring ads.



How can Bigbom thrive if it has to compete with Facebook or Google?

- Both Facebook and Google have policies that encourage third parties like Bigbom to create solutions that optimize advertising effectiveness.

- Most advertisers run ads on a variety of advertising channels. Advertisers can create a multi-channel campaign right on Bigbom for centralized management. Bigbom can automatically transfer budgets between channels to maximize the campaign's overall effectiveness. This is an advantage that Facebook and Google do not provide.

What if Facebook or Google stop providing their advertising APIs or change ad delivery algorithms?

- Advertising platforms including Facebook and Google will not stop providing advertising APIs because there are hundreds of major advertising companies using them. Additionally, Facebook and Google have policies that encourage third parties' participation.

- Bigbom does not interfere with the ad delivery process on Facebook, Google, and other ad platforms. If the advertising channels update their distribution algorithm, it will not affect Bigbom.

10. Benefits Of Participating In Bigbom And Paying Using BBO

- ✓ **SECURE AND RELIABLE:** Advertisers can trust advertising providers to meet their KPIs. Sellers can trust that customers will pay for the services provided.
- ✓ **FAST SPEED:** International payment using BBO tokens takes only 30 seconds to 15 minutes, whereas traditional international payments may take between 1 and 5 business days.
- ✓ **SAVINGS ON TRANSACTION COSTS:** BBO transaction fees are only 0.1 - 3%, which is less than Visa, PayPal, and other online payment gateways. On Bigbom, the greater the transaction amount is, the cheaper the fees will be in BBO.
- ✓ **THE BIGBOM EXPERIENCE:** Bigbom is an optimization platform that allows you to run your ads freely and more efficiently.



11. How Will Bigbom Ensure BBO Increases In Value Over Time?

Short term:

- Instead of selling all 1,000,000,000 BBO tokens at once, Bigbom will only sell 40% of the tokens during the ICO. The remaining 60% will be sold during the following 365 days. This will help to limit the amount of BBO tokens in circulation.

- The remaining 60%, or 600,000,000 BBO tokens, will be sold during the next 365 days following the ICO's completion. The maximum amount released each day is 1,643,835 BBO. The minimum price will be $(0.00075 * (1+n\%))$ ETH, in which n is the number of the day out of 365 days and the value of n will increase daily from 1 to 365. The maximum price will be equal to the total number of Buyers within a day divided by 1,643,835 BBO.

- Investors owning BBO tokens and holding them for more than 30 days will be rewarded with a certain amount of BBO tokens issued from BBO funds. The reward will be paid on the 15th of every month. This encourages investors to hold BBO tokens for longer periods of time.

- We will select investors who desire to hold BBO tokens for the medium to long term, as opposed to investors who only want to hold tokens to earn profits by selling them as soon as BBO is listed on an exchange.

- Each contributor is only allowed to purchase a limited amount of BBO tokens during the ICO. This will maintain the price of BBO by preventing contributors from selling large quantities after the ICO's completion.

- Awarded tokens will be paid gradually over a period of time. This will help reduce the number of participants who purchase tokens to purposely sell for

profit as soon as BBO tokens are listed on an exchange. We do all this to increase the value of BBO tokens over time.

Long term:

- In the long term, Bigbom will contribute to the appreciation of BBO tokens by focusing on the development of Bigbom Eco and Bigbom. Bigbom will focus on the marketing and participation to attract a large number of partners and customers in the ecosystem. The more people use Bigbom's smart contract, the more BBO tokens will be traded. As a result, BBO will become increasingly more valuable.

- The total amount of BBO tokens is fixed over time, so BBO tokens will become more valuable because of their scarcity.



12. Core Team



MR. NGUYEN VAN VUNG

Founder & CEO

Mr. Vung Nguyen is the Founder & CEO of Bigbom. He has 11 years of technology start-up experience and 8 years' experience in digital advertising. He is the Founder of Adtop, an online advertising company established in 2011. Adtop has steadily increased its revenue and now generates millions of dollars of revenue per year. Starting in 2013, Mr. Vung and his partners developed an advertising solution that displays over 3 billion impressions per month. In 2015, Mr. Vung Nguyen graduated from the Silicon Valley Founder Institute, a startup training program involving people from over 50 countries.



MR. CO LE QUOC TUAN

Co-founder & CTO

Mr. Tuan is an experienced engineer with over ten years' experience in high-tech businesses. He has worked for large enterprises such as VNG and Lazada. He has designed and developed many scalable, high-performance systems which serve millions of users. He is also a blockchain enthusiast and active investor.



MR. NGUYEN THANH QUOC HUNG

Lead Engineer & CoFounder

With seven years of experience in the field of technology and systems development, Mr. Hung has successfully built advertising systems that serve up to a billion impressions per month.



MS. HUYNH THI HOANG ANH

Co-founder & CMO

Ms. Huynh graduated from RMIT University's business and marketing program. She has worked for Nguyen Kim, Vietnamworks, and Adtop Agency. She is currently responsible for all of Bigbom's marketing plans, including building Bigbom's worldwide community of potential stakeholders.



13. ADVISOR



DR. DAVID NGUYEN VU

Strategic Advisor

Dr. David is the President of the Vietnam Chamber of Commerce in Singapore (VietCham Singapore), where he advises various Vietnamese and international enterprises on their local and global business expansion. He is also Chairman of Regulus Investment and Capital Holdings, a Singaporean private equity firm managing USD 50M in funds, and Vice President of the Vietnamese Association in Singapore. David has helped over 120 Vietnamese SMEs and startups expand into the global market through the Singapore gateway.

His extensive professional experience and management skill set has dramatically helped clients streamline operations, increase efficiencies, and improve services.

A stealth leader, strategist and synergist, he connects downwards, upwards, and across to design business models and systems that maximize value. Maximizing “management by walking around”, he champions, energizes, and unifies all stakeholders. His strength is delivering the highest possible ROI, banking on the best cost basis.

David holds a PhD from the Université du Maine – France, and a double MBA in Marketing and Strategy from Nanyang Business School – Nanyang Technological University, Singapore.



MR. VICTOR TRAN

CoFounder of Kyber.Network

Victor is a Co-Founder of Kyber.Network, a decentralized exchange with more than 500 millions US dollars market cap. He is a senior backend engineer and Linux system administrator. He has experience in developing large-scale infrastructures for multiple social marketing platforms and advertising networks. He is interested in building high performance multi-platform applications. Victor has been involved in blockchain and cryptocurrency development since early 2016 and is a lead engineer at the SmartPool project.



14. ROAD MAP

Bigbom is a Facebook partner and plans to partner with Google. Here is the development schedule for Bigbom and Bigbom Eco:



15. Token Launch

• Hard cap		20.000 ETH = 400.000.000 BBO
• Total Token		2.000.000.000 BBO
• Token Sale Price		1 BBO = 0.00005 ETH
• Total Token Sale Price		1.000.000.000 BBO
• Private Sales		100.000.000 BBO
• Public Sales	• ICO & Pre-ICO	300.000.000 BBO
		600.000.000 BBO, will be sold on website within 365 days, right at the end of ICO and exchanges
		average 1.643.835 BBO / date
	• Post-ICO	<ul style="list-style-type: none"> - Minimum price and slowly increase of 1 BBO = $(0.000075 * (1+n\%))$ ETH - Maximum price of 1 BBO = total ETH purchased / 1.643.835 BBO - BBO price increases at least 1% every day - n is the number of day withing 365 days, n has incremental value from 1-365.

• Require KYC		✓
• ERC20 Token		✓
Timeline	• Private Sale	January 2018
	• Public Sale	March 2018
	• Trading	April 2018 or at the end of ICO launch
Hardcap: Private Sale and Public Sales ICO at Vietnam		
Maximum 5.000ETH		

• We do not guarantee that all investors will be able to purchase BBO tokens during the ICO period. To ensure legality, investors need to provide personal information (KYC) to be included in the whitelist. We reserve the right to refuse investment from citizens from certain countries that have laws prohibiting ICOs or have other relevant regulations. By carefully following legal processes, we will make it easier for BBO tokens to be listed on major international exchanges.

16. Budget Allocation & Token Allocation

Risk provision:

is budgeted to cover unforeseen costs

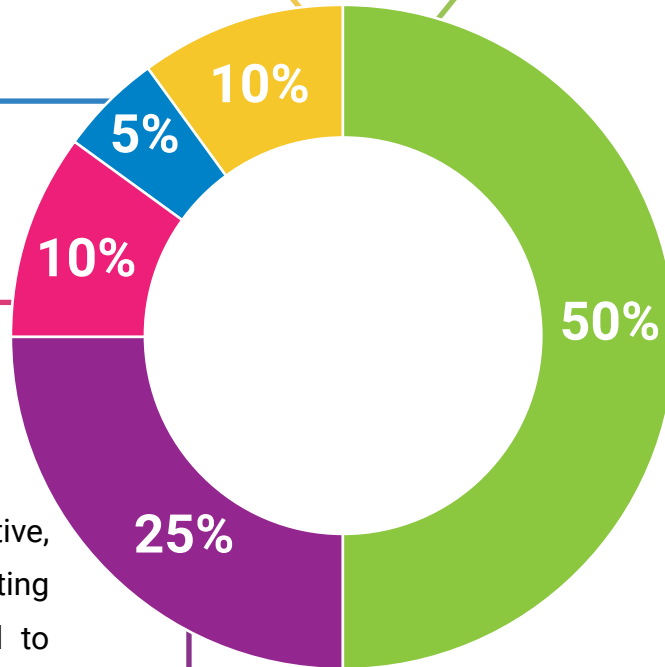
Product & employee development:

This includes expanding the recruitment of talented personnel and investing in technological infrastructure.

Advisor/teams

Administration:

This includes administrative, legal, security, accounting and other costs related to operating the system.



Marketing:

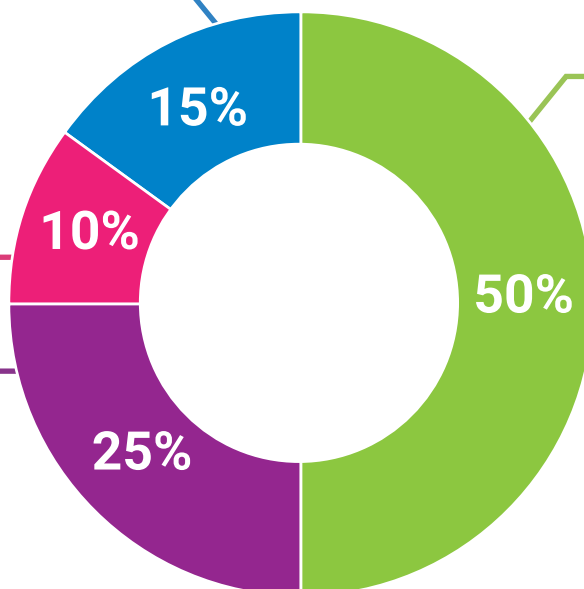
This includes advertising to increase brand and program awareness and executing strategies to attract partners and users to the ecosystem. This also includes spending on media, press, PR, and events.

Bounty/Marketing

Advisors/Contributors

Company

Token Sale



17. BIGBOM FAQ

1. Many companies do not want to publicly publish their transactions, so how can the reports of all transactions through smart contracts be transparent?

All reports will be posted on the blockchain in an encrypted format. For each smart contract, Bigbom Eco will provide a private key to both the Buyer and the Seller, which will enable them to view the details in plain script. This makes the transaction clearly viewable on the blockchain while ensuring data privacy. Advertiser ratings will be reported automatically by comparing advertising metrics against the original contract.

2. How can advertisers and investors purchase BBO tokens?

- BBO tokens can be purchased during the Private Sale, Pre-ICO, and ICO. BBO tokens may also be purchased on an exchange after the ICO closes.
- Bigbom Eco will link directly to cryptocurrency wallets such as Monaco, TenX, etc. We will support advertisers and service providers to quickly convert BBO to USD, and vice versa, through these payment methods.

3. How will Bigbom increase the value of BBO tokens over time?

Short term:

- Instead of selling all 1,000,000,000 BBO tokens at once, we will only sell 40% of the tokens during the ICO. The remaining 60% will be sold during the following 365 days. This will limit the amount of BBO tokens in circulation.
- The remaining 60%, or 600,000,000 BBO, will be sold in the 365 days

following the close of the ICO. Daily sales will be at most 1,643,835 BBO tokens. The minimum price will be $(0.00075 * (1+n\%))$ ETH, in which n is the number of day in 365 days and the value of n increases daily from 1 to 365. The maximum price will be equal to the total number of Buyers within a day divided by 1,643,835 BBO.

- Investors owning BBO tokens and holding them for more than 30 days will be rewarded with a certain amount of BBO tokens issued from BBO funds. The reward will be paid on the 15th every month. This encourages investors to hold BBO tokens for longer periods of time.

- We will select investors who desire to hold BBOs for the medium to long term, as opposed to investors who only want to hold tokens to earn profits by selling them as soon as BBO is listed on an exchange.

- Each contributor is only allowed to purchase a limited amount of BBO tokens during the ICO. This will maintain BBO's price by preventing contributors from selling large quantities after the ICO's completion.

- Awarded tokens will not be entirely paid immediately, but paid gradually over a period of time. This will help reduce the number of participants who purchase tokens to purposely sell for profit as soon as BBO tokens are listed on an exchange. We do all this to increase the value of BBO tokens over time. This will be fair for every party.

Long term:

- In the long term, Bigbom will contribute to the appreciation of BBO tokens by focusing on the development of Bigbom Eco and Bigbom. Additionally, Bigbom will focus on the marketing and participation to attract a large number

of partners and customers in the ecosystem. The more people use the smart contract, the more BBO will be traded. As a result, BBO will become increasingly more valuable.

- The total supply of BBOs is fixed and does not change over time, allowing the BBO token value to increase due to scarcity.

4. How much does each smart contract transaction cost?

- The fees are expected to start at 0.1%. The fees will be calculated for each transaction.

5. When will the payment be processed?

- The payment period is based entirely on the agreement of the two parties. They may choose to pay on a daily, weekly or monthly basis, or according to the range of results they have deployed or at the end of the contract.

6. The value of BBO can change during a contract's duration. How will Bigbom reduce risk for the Seller?

- This is a common problem for the whole cryptocurrency market. When a person accepts payment through Bitcoin or Ethereum, they accept that the value of these coins changes over time. What is important is the future value of the coin. As long as investors or partners recognize the potential of the BBO token, they should be able to hold BBO indefinitely. However, we also link Bigbom Eco with cryptocurrency converters so that investors and partners can quickly convert BBO tokens to USD or other fiat currencies.

7. What is the report based on and what is its accuracy?

- Bigbom Eco does not interfere with the reporting of service providers. Prior to signing the smart contract, the two parties will agree on using a third-party service provider such as Google Analytic, AppsFlyer, etc. Bigbom Eco will support

a variety of reporting formats, which connect to the ecosystem.

8. Do all countries share the same problems between Buyers and Sellers in the online advertising industry? What benefits does the Seller receive by participating in Bigbom Eco?

- Depending on the country, the proportion of unpaid customer accounts is around 4 to 8%. This is a huge loss of revenue compared to the 0.1% charge of Bigbom Eco (2.5 to 5% compared to total loss). Therefore, Sellers can use Bigbom Eco for significant revenue gains. In addition, as the community of BBO advertisers grows, Sellers will have more opportunities to acquire new customers through the Bigbom Marketplace.

9. Why should Buyers choose Sellers on the Bigbom Eco Ecosystem? What are the benefits?

- First, Bigbom Eco will use a smart contract to guarantee maximum benefits for the Buyer. The ecosystem's marketplace allows Buyers to easily search for and select service providers. Buyers can make informed decisions by reviewing the service providers' ratings. The ratings are provided by the Bigbom system and other advertisers, and are transparent, objective and accurate.

- Second, once Bigbom Eco is fully developed and used widely, it will become a common platform for all parties in the field of online advertising. Being a part of this ecosystem will be an advantage for all advertisers, agencies, and platforms who seek new customers, partners, service providers, etc.

10. Is Bigbom similar to BAT and ADEX?

- No, Bigbom is different from these two models. BAT is an ad exchange opt-in advertising system based in the browser and mobile app webview, while ADEX is an ad exchange. ADEX and BAT can participate as advertising platforms in

the Bigbom Eco ecosystem. Thus, Bigbom Eco will be the most comprehensive platform for the online advertising industry.

11. Where is Bigbom based?

- Singapore

12. Vietnam prohibits cryptocurrency used as payment instruments. Does participating in Bigbom's ICO violate Vietnam's regulations?

- No, because Bigbom is a legal entity incorporated in Singapore. Vietnam has yet to accept digital money as a payment. However, BBO tokens are considered a commodity and allowed to be bought, sold, kept, and invested. Bigbom's product is geared towards the global marketplace, where digital currencies have been accepted in many countries..



18. Reference

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