

Crowny

WHITEPAPER



The platform that connects users
to their favourite brands.

Table of contents

Table of Contents	2
1. Introduction	3
2. The Crowny Platform	4
2.1. How does it work?	5
2.2. Loyalty System	5
2.3. Advertising Portal	6
2.3.1. Campaign creation	6
2.3.2. Trigger selection	7
2.4. Consumer Application	9
2.4.1. Settings	9
2.4.2. Wallets	9
2.4.3. Rewards	9
2.4.4. Gamification	9
3. The \$CRWNY Token	10
3.1. Services	10
3.2. Providing Liquidity	10
3.2. Staking \$CRWNY	10
3.3. NFTs	10
4. Tokenomics	11
5. Growth & Roadmap	12
6. Team	13
7. Partners	14

1. Introduction

Annoying ads are something we can all relate to. You can find them everywhere when browsing the internet or scrolling through your favourite social media platforms. In most cases, they keep you from doing the thing you were aiming to do.

However, this does not mean that you would want to block every single ad. 68% of consumers have said that they are fine with consuming ads, as long as they are relevant¹. This number would be even higher if the ads would include some kind of reward. But most people can agree that, most of the time, ads are both irrelevant and worthless.

Most of the ads viewed or engaged by consumers end up as a waste of money and time. Brands are not able to target the right audiences. It is clear that ad budgets do not have sufficient results when you take all the intermediaries into account, as well as the fact that at least 50%² of ad impressions go unseen, and that, on average, 46%³ of ads are poorly targeted.

To summarize, consumers want relevant ads, and brands could benefit from better targeting and lower costs. Crowny offers a solution that will be beneficial to all parties, especially since advertisements influence 90% of consumers before making a purchase⁴. Crowny is a platform that connects users with their favourite brands, ensuring that brands reach the right target audience, while protecting user privacy. Users receive relevant content and offers based on their chosen preferences, while earning Crowny tokens (\$CRWNY) and loyalty points.

1 <https://www.vieodesign.com/blog/new-data-why-people-hate-ads>

2 <https://signal.co/blog/waste-in-advertising/>

3 <https://signal.co/blog/waste-in-advertising/>

4 <https://smallbiztrends.com/2017/12/traditional-versus-digital-advertising.html>

2. The Crowny Platform

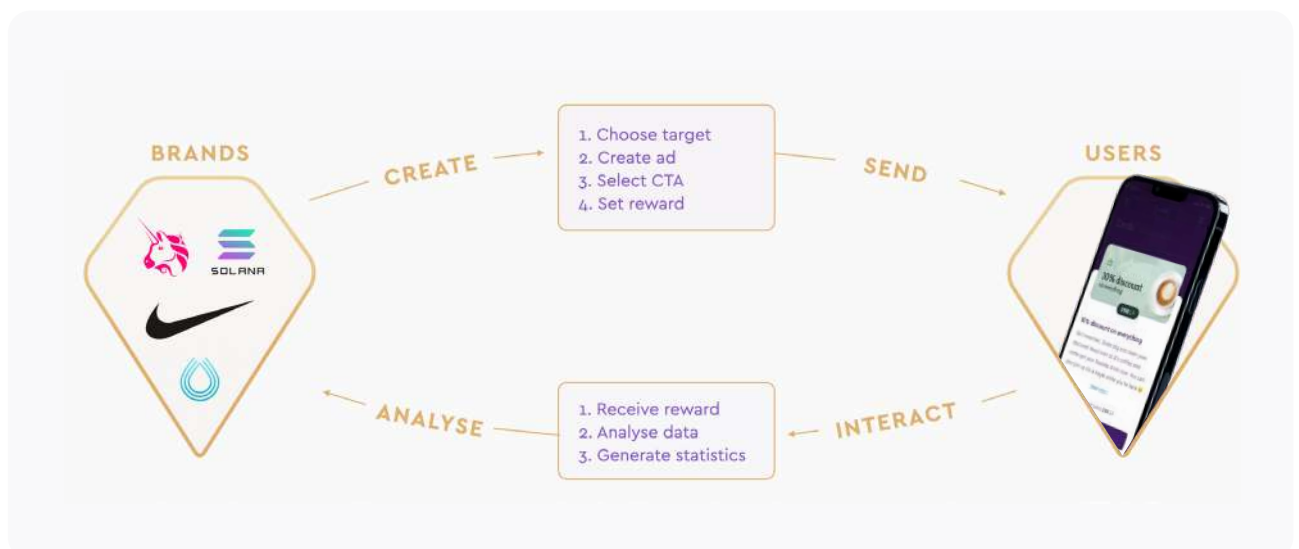
Crowny has created a new platform within the world of advertising. A platform that will allow brands to create effective campaigns in order to reach audiences who are enticed to listen to their message. Users will be able to connect to their favourite brands through a smartphone application, without the risk of privacy breaches.

What Crowny offers:

- A smartphone app which enables users to specify their areas of interest and allows them to follow their favourite brands. This gives them control over the type of content and deals they wish to see, and when they want to see it.
- A secure and private experience via the anonymization of user data.
- The possibility to reach out to consumers in several ways, including push notifications, geofencing and QR codes. The supplied content also includes interactions and gamification elements. Consumers will be more engaged than ever, which in turn will improve the consumer-brand relationship.
- Users will always be rewarded. Not only through the offers they receive, but also for consuming content; paid with \$CRWNY tokens and brand loyalty points.

The biggest challenges of the advertising world include reduced exposure, increasing costs, and elusive audiences. We are solving these challenges with our platform.

Crowny offers a free loyalty system to small business owners, but the most interesting part is the \$CRWNY token. These rewards play a key role in the Crowny platform. Tokens can eventually be converted to (fiat) currencies, used to purchase products, or set aside as can be held in a wallet.



2.1. How does it work?

To use Crowny, companies will have to make an account on the platform. After completing the registration process, they are ready to make use of the loyalty system and/or start their first advertising campaign.

Our main priority is ease of use, and by using the loyalty system, one can find a very good example of this philosophy. The company can use the account they created to log in on a web app specifically made for the loyalty system. This app can be used to gift and redeem loyalty points via QR codes. This will be described in more detail in the next section.

Companies can log in into our 'Advertising Portal' to create an advertising campaign. Here, they will find all the features needed to create and launch a successful campaign. These features include (but are not limited to) real-time campaign overviews, data analysis tools, and preset campaigns based on the type of company/business. Just like the loyalty system, the 'Portal' is wrapped in an interface meant to be easy to use for even the least tech-savvy person. Section 2.3 will give an overview of the 'Portal' and the mechanisms involved.

2.2. Loyalty System

The loyalty system Crowny offers to registered companies serves as a stepping stone for our advertising portal, but is nonetheless valuable for both companies and consumers. It provides companies a very easy way to incorporate a loyalty system into their business, completely free of charge.

The system is built on Solana and offers registered companies their own token program. These tokens will not have any value. The figure shown on the right shows our current development build of the loyalty system). We are working on extra features to create even more synergy with the rest of our platform, to be announced in the future.

Crowny works by using encrypted QR codes to perform the operations needed on the program. E.g. when a company wants to reward points to one of their customers, they fill the amount of tokens they want to mint, which in turn produces a QR code. This QR code can then be scanned with the mobile application.



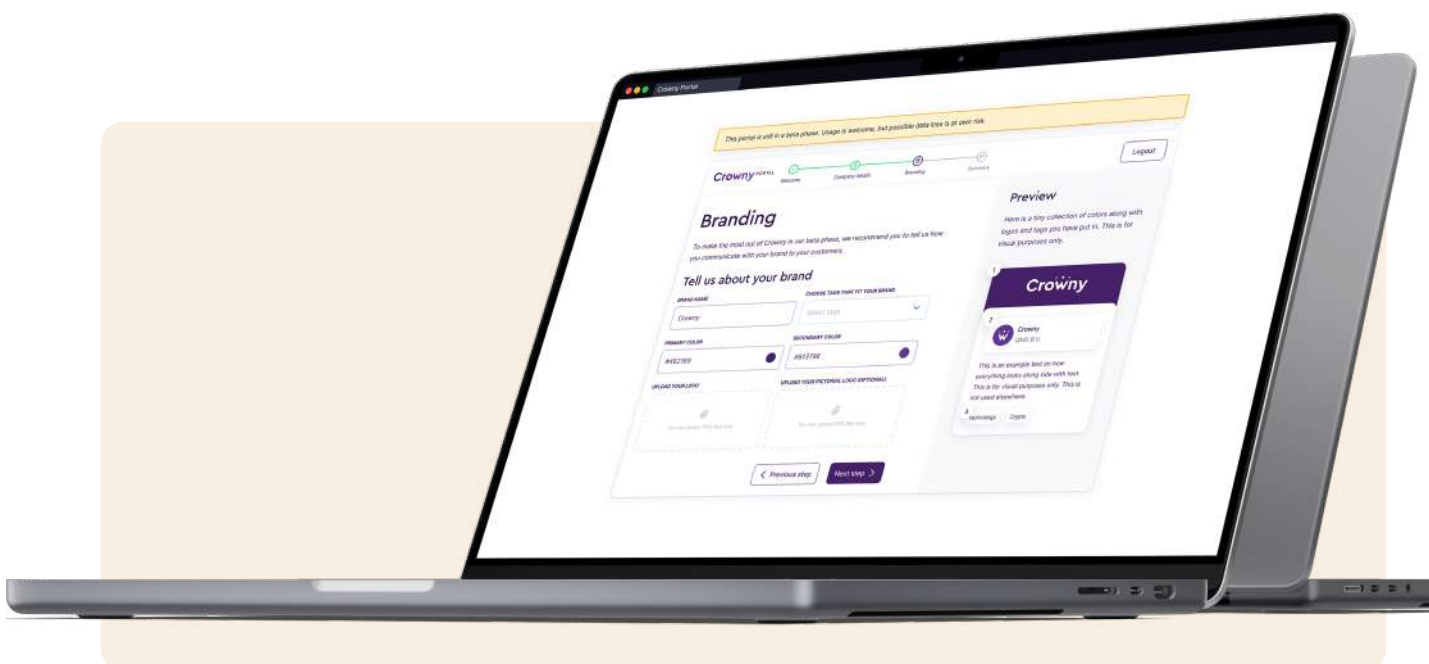
Accepting points from a company through scanning will automatically create a token account for their token program. From that moment on, it will be shown in the loyalty section of the customers mobile application.

Redeeming points is effectively a burn instruction. This also produces a QR code that can be scanned. Because of the mint and burn mechanism of the system, the total supply of tokens/points reflect the amount of points in circulation.

Earlier we mentioned that the loyalty system serves as a stepping stone to our advertising portal. This becomes apparent when a company wants to send out a message to customers that they can get a certain product with a 50% discount if they redeem a certain amount of loyalty points. This message is only relevant for the people actually holding some loyalty tokens, meaning that the message will only be relevant for users on the Crowny platform. That is why a company using the loyalty system will be able to send messages to people holding their loyalty points.

2.3. Advertising Portal

The main function of the portal is creating advertising campaigns and loyalty programs. To make everyone's lives easier, currencies are shown in both fiat and \$CRWNY.



2.3.1. Campaign Creation

If a company decides to create a campaign, they start out by depositing money into their account. The company pays fiat which is used to buy \$CRWNY from the supply market. Note that our own reserves can be used to let brands try our platform by giving them \$CRWNY to start a campaign.

Campaign creation itself is very straightforward. Companies first set their target audience by selecting options such as gender, age range, and the preference categories they want to target. After finishing target audience selection, they will have to choose a starting date and how much \$CRWNY they want to allocate to this campaign. When everything is set, the company can check the campaign they have just created and attach one or more 'triggers'. These triggers include notifications, GPS fences, and QR codes and are the mechanisms that will actually interact with the consumer.

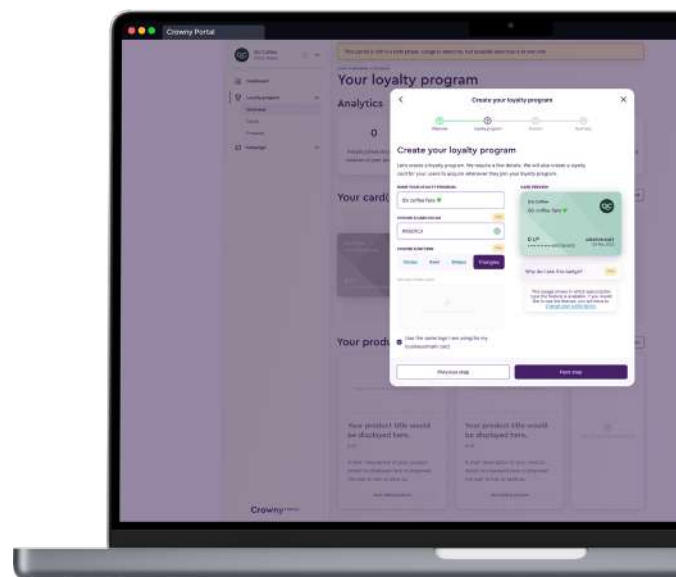
2.3.2. Trigger Selection

Initially, there will be 3 different triggers. Even though they are different in functionality, the process of attaching each trigger to a campaign will be identical. The figure below shows an example of someone who has chosen the notification type trigger.

Notification and GPS triggers have extra values that have to be set. Because both the notification and GPS triggers will be communicated through a push notification, the message shown in the push notification will have to be supplied. The GPS type also requires to set up a geofence via a map interface.

After choosing the type of trigger, the WYSIWYG (what you see is what you get) editor can be used to create the message that will be presented to the users of the mobile app. The company is then required to set the reward, with a set minimum (in development, we have been working with a \$0.20 minimum). Note that this minimum is set in fiat at the moment of creation.

The number of tokens rewarded for consuming the message will be calculated and will not change after creation. In case of an increase in value, the reward (in fiat) will be higher than initially set by the creator.



The last part is attaching a follow-up interaction to the trigger. The options are visiting a website, watching a video, or navigation to a certain location (like the nearest store). Because completing this interaction will also be rewarded with tokens, setting a reward is also required.

All the tokens used for the triggers will be subtracted from the campaign's budget. Creating a trigger means that a part of the campaign's budget will be set as reserved, effectively locking the tokens until the trigger is either cancelled or expired. Crownny will also explore the option of letting brands create NFTs that will be rewarded to one of the users receiving their message.

2.4. Consumer Application

Like companies, users start by creating an account. During the account creation process, users will be presented with the list of preferences they can choose from. After completing all of the steps, they are ready to start using Crownny.

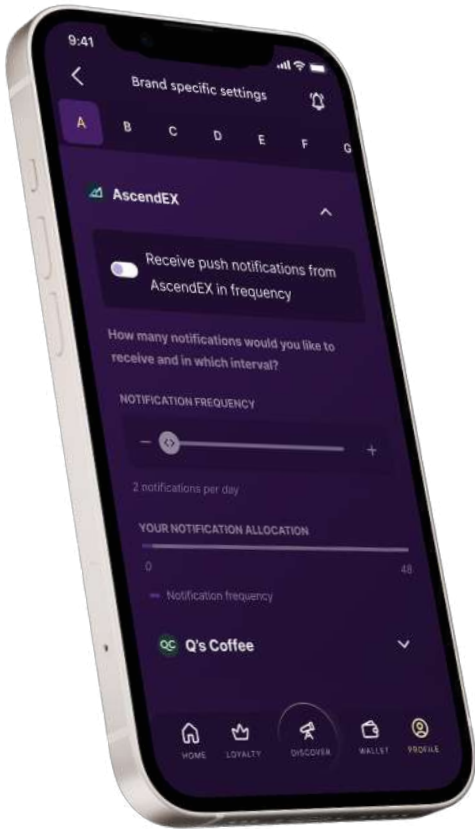


2.4.1. Settings

Crowny has implemented features to give the users total control over what messages they will receive and the frequency those messages are sent with. One of these features is the ability to modify the frequency of each trigger type, including the possibility to turn them off completely. Users are also able to follow and/or block a single company, block a single advert from ever being repeated, and change their preferences at any time.

2.4.2. Wallets

The app includes a wallet for \$CRWNY and the loyalty points the user has earned. Users will be able to swap \$CRWNY to fiat from within the app.



2.4.3. Rewards

Whenever a user receives a message or completes a follow up, they will be presented with a reward in \$CRWNY and loyalty points.

2.4.4. Gamification

By using GPS triggers (geofences) and QR codes, brands are able to create fun interactions for their community. We are developing features that will introduce more gamification elements into our platform. These features will be focused around gaining NFTs that will benefit a \$CRWNY holder and/or platform user. Details regarding these features will be released during a later stage.

3. The \$CRWNY Token

The \$CRWNY token was originally launched on the Ethereum blockchain as an ERC-20 token but has been migrated to the Solana blockchain. The fast block times and low transaction costs of Solana make it very suitable for our platform. Crownny has developed the following token structure to serve both the platform users and the crypto community.

3.1. Services

As stated in the previous chapter, the \$CRWNY token will be used by companies to pay for all the services they use on the platform. \$CRWNY can also be used to buy NFTs, coupons or other products in marketplaces, depending on the ongoing partnerships. These products will include products from companies active on our platform.

3.2. Providing Liquidity

Liquidity will be crucial for the Crownny platform. Traditional companies will pay in fiat to get \$CRWNY and users will be able to swap their \$CRWNY to fiat. These mechanisms create a high demand for liquidity.

\$CRWNY holders are able to provide liquidity for CRWNY-RAY and CRWNY-USDC. They can then stake the received LP tokens for additional rewards. These rewards include \$CRWNY and RAY.

To keep liquidity healthy, we will make sure there will be continued incentivization of participating in liquidity provision mechanisms

3.2. Staking \$CRWNY

The majority of our future user base will likely not have had any experience with crypto before. The staking of \$CRWNY will be something that is relatively easy to understand and will be available through our mobile application. The rewards gained for staking \$CRWNY will be similar to providing liquidity, but are vested over time.

This ensures a controlled supply and will act as a consistent incentivization for non-withdrawal and locking \$CRWNY in the platform. This will also increase the use of both our platform and mobile application, resulting in a larger user base by capitalizing on the time spent in the application.

3.3. NFTs

Within the Crownny platform, NFTs will offer several functionality, including access to products from partners, increased yields, and collectibles. The exact details will be determined in the near future.

4. Tokenomics

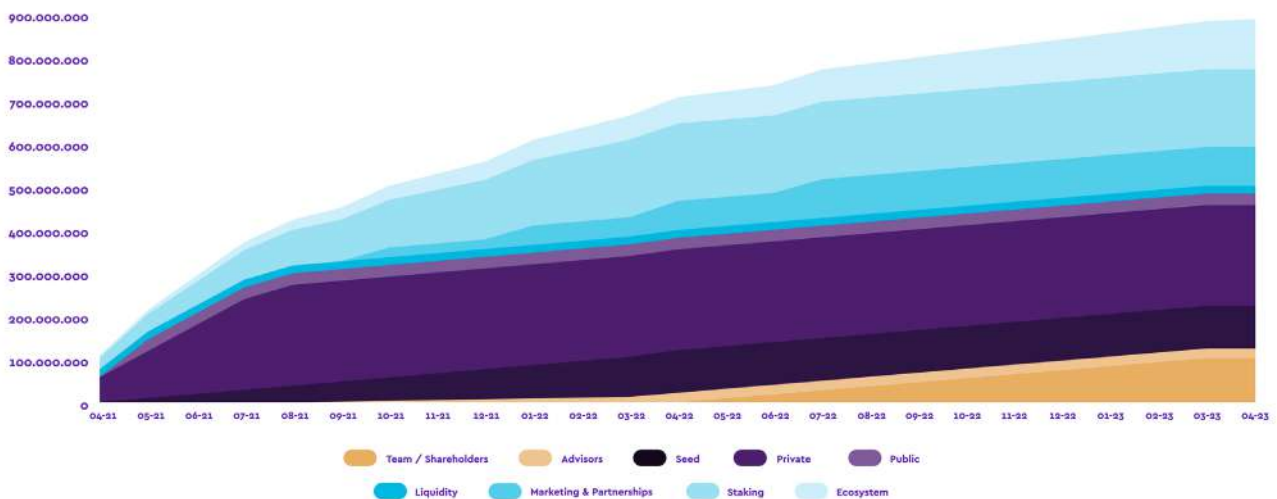
Token model



Token release schedule

Token model

Release schedule



5. Roadmap

Crowny roadmap

Q1

Migration from ERC-20 to Solana

- ✔ On-chain wallet holders
- ✔ AscendEX

App development

- ✔ Wallet functionalities for loyalty partners
- ✔ Wallet functionalities to earn \$CRWNY
- ✔ Discover functionalities for users to find brands

Portal development

- ✔ Beta trials with the first partners and clients

Q2

App

- ✔ Launch wallet functionalities
- Official launch Crowny App in Google Play and App Store
- Launch discover functionalities for finding brands

Portal

- Official launch **Crowny Portal**
- Launch subscription packages
- Onboard the first B2B clients
- Start development white label format

Website

- ✔ Launch new Crowny website for B2B and B2C

Q3

App

- Focus on adoption of the **Crowny App**
- Improvement of current functionalities with a focus on UI/UX
- Adopting more crypto functionalities and payment solutions

Portal

- Accelerating growth of B2B clients
- Improvement of functionalities and fine-tuning subscription packages
- New features such as e-commerce plugins, analytical tools and optimised dashboard

6. Team



Quincy Dagelet

Chief Executive Officer

Co-founder of Stagemarkt, the biggest internship application in the Netherlands. Did online marketing for several companies and invested in MrFriendly. Also an early cryptocurrency adopter and public speaker.



Mark Vlems

Chief Operations Officer

30+ years experience in IT. Created the interactive media platform of TwinSight Media and held senior positions or functioned as CTO for multiple companies..



Stephano Hondeveld

Chief Technology Officer

Full stack developer. Built several applications and platforms with focus on tools and interactive software systems within the advertising industry.



Jasper Rynders

Chief Commercial Officer

Commercial manager with years of experience in IT and Telecom. Holds various supervisory directorships at companies related to crypto, blockchain, IT sales and innovation.



Djilano Smit
Lead Front-end
Developer



Ahmed Aarbaj
Lead Designer



Dave Dragt
Designer



Inna Halahuz
Marketeer & BD



Eric Liefting
Online
Marketeer

7. Partners



Crowny

THANK YOU!



crowny.io