

# ASIMI

---

Token economy v 0.1

## Abstract

"Technological hurdles have held a lot of people back from participating in, and benefiting from, the incredible shift cryptocurrency has brought to our monetary system. We have gone to great lengths to make this as simple as possible.

Experience has told us that crypto currency is here to stay. It has changed the way we use, move and earn money. We also see the increasing numbers of people that are looking online for ways to make money from home and in a marketplace filled with choice, it can be difficult to know what works.

The Asimi token provides two solutions: acting as a freely exchanged utility token for use within the online advertising industry, while offering a unique method of minting that allows anyone to earn it from home. This symbiotic relationship brings two of the largest and most exciting online markets together: Cryptocurrency and Online Advertising.

Thank you for taking the time to review what we believe to be a revolutionary product and system within the cryptocurrency space.

Billions of dollars are spent, traded and earned in both of these sectors every year. The information below explains the simple and powerful way Asimi is earned and used."

# Table of Contents

<b>Abstract</b>	<b>1</b>
<b>Table of contents</b>	<b>2</b>
<b>Overview</b>	<b>2</b>
<b>Value propositions</b>	<b>3</b>
<b>Token minting schedule &amp; pre-mine</b>	<b>5</b>
<b>Token valuation long-term</b>	<b>8</b>
Circulating tokens	9
Token velocity	10
Company revenue	12
Valuation	13
<b>Token valuation short-term</b>	<b>14</b>
Company growth	14
ASIMI Circulation	16
ASIMI Value	18
Rewards per view	18
<b>Disclaimer</b>	<b>20</b>

# Overview

Advertising is a \$558 bn industry\*. ASIMI aims to leverage on its huge capitalization, by introducing an innovative approach which enables participants to both earn money by watching advertisements while doing advertising of their own.

Each user in the system is entitled to watch a certain number of free ads daily. All users that watch ads during the day, share among them the daily minting payout in ASIMI. If the user wants to watch additional ads above their limit they can obtain a **minting package(s)**, which enables them to watch additional ads. Those packages are essentially free; however, they serve an important role in the system. In order to obtain the package, the user needs to lock away his ASIMI for a certain period of time. All the coins are given back to the user gradually over time.

Advertisers who wish to participate in the system can purchase **ad block packages** or **ad minting packages**. Both entitle them to certain number of ads being watched and impressions on banners, with the difference being that the minting package also allows them to watch ads themselves in order to earn back some of the ASIMI spent on advertising.

Reference: <https://www.statista.com/topics/990/global-advertising-market/>

## About the author

Hristo Piyankov has over 10 years experience in analytics, data science, machine learning, big data and AI. He was Analytics Director for one of the largest consumer finance companies within the largest consumer market in the world (China). During this time, he led several complex international projects to fruition. He has extensive experience in financial modelling and forecasting.

Hristo now works with various Blockchain start-ups, helping them asses, develop and model their token economies and data needs. Hristo has developed the token economies for multiple ICOs (10+) and is passionate about ensuring that the token economy not only leads to a successful ICO, but also a successful long-term project based on sound economic principals.

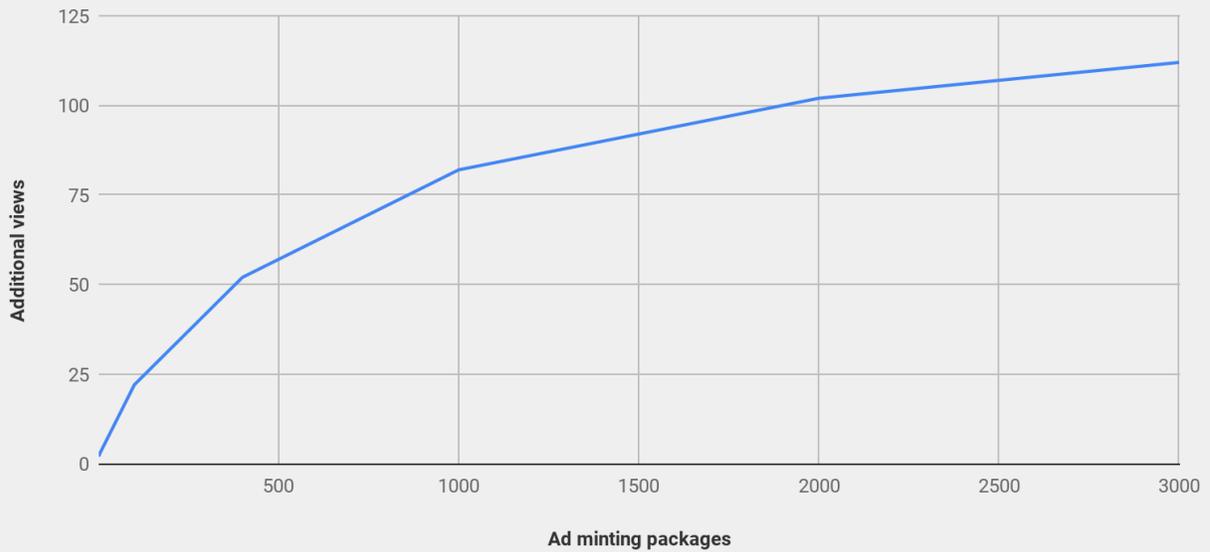
**Disclaimer:** The token economy in the following document is built under the assumptions of a rational market and that the company (ASIMI LLC) achieves the sales figures provided by them. It is also based on a number of requirements provided by ASIMI LLC as-is. It is fully expected that the token value and usage will not be as smooth as outlined in this document, however it is intended to serve as a reference point for the fair valuation of the token.

# Value Propositions

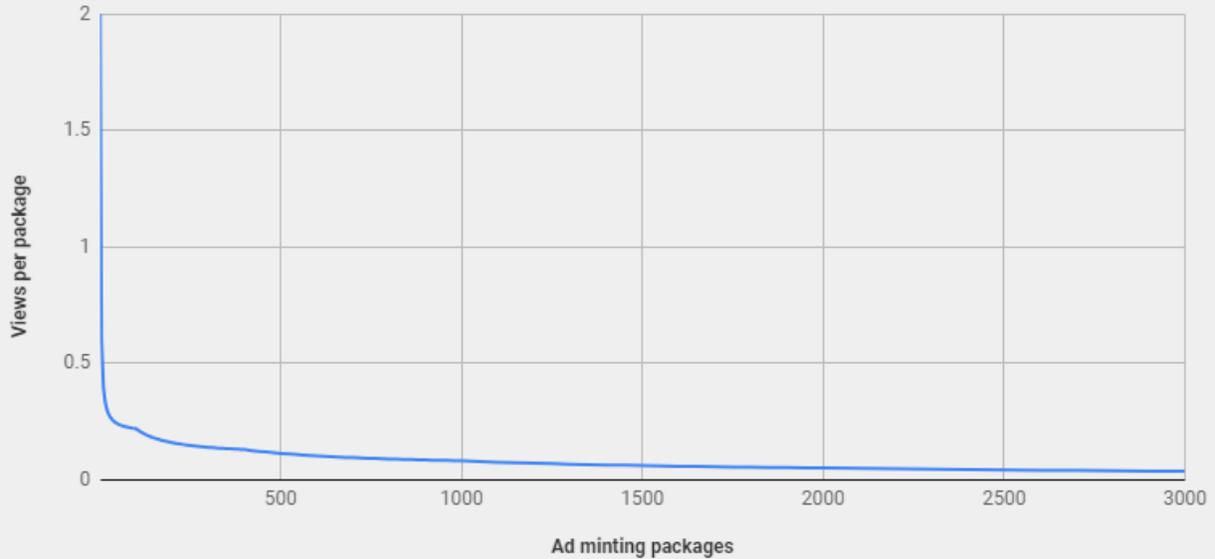
ASIMI aims to achieve its goal by offering unique value propositions to all the participants in the system. Those come in the form of packages, specifically designed for each kind of participant in the system:

- **Minting packages** are specifically designed for people who wish to earn money by watching ads on the system. Each minting package purchased (one user can purchase multiple) enables the following:
  - **Duration of the package:** 365 days
  - **Additional ads available per day:** 1
  - **Price of the package:** 100 USD equivalence paid in ASIMI
  - **“Cashback”:** 100% of the package cost is reimbursed to the customer, over the course of 365 days, in equal payouts. In other words, the user receives 0.27% of the amount paid each day for 365 days or 0.27 USD equivalence paid out in ASIMI.
- **Adblock packages** are specifically designed for people who wish their advertising to reach a maximum audience, as a service (without any additional actions on their behalf). Each ad block package enables the following:
  - **Average 500 ad impressions (based on product purchased)**
  - **Delivery:** depends on the current user base of the system, but generally delivered within a month
  - **Ad duration:** 7 seconds
  - **Cost:** 20 USD payable in both ASIMI / FIAT / BTC
- **Ad minting packages** are created for users who really want to engage with the system. They enable users to both list their own ads and the users themselves to watch more ads. Each ad minting package enables:
  - 200 ad impressions
  - **Delivery:** depends on the current user base of the system, but generally delivered within a month
  - **Ad duration:** 7 seconds
  - **Cost:** 25 USD payable in ASIMI
  - **Additional ads available per day, for the duration:** the additional adds depends on the total number of packages purchased as shown by the two charts below:

**Ads views per day, based on Ad minting packages owned**



**Ads views per package, based on total packages owned**



- **Duration:** 365 days

People who do not wish to invest any money into packages, will still be eligible to watch on advertising per day and participate in the daily ASIMI payout.

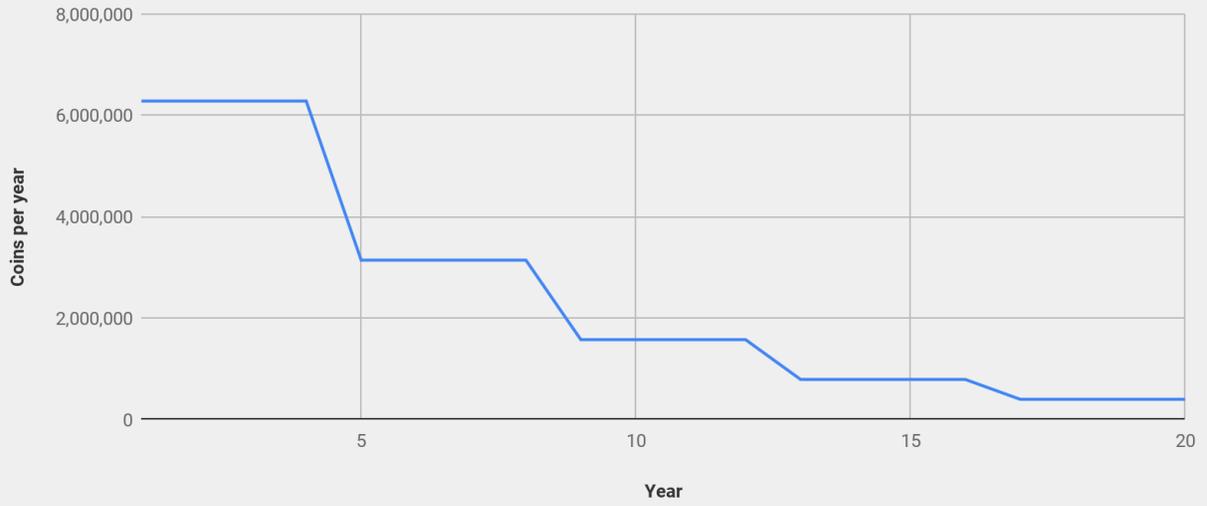
Please note that all of the above settings are valid for the launch of the system, however all of them are subject to change upon the need to keep the operating and economy of the system stable.

# Token Minting Schedule & Pre-mint

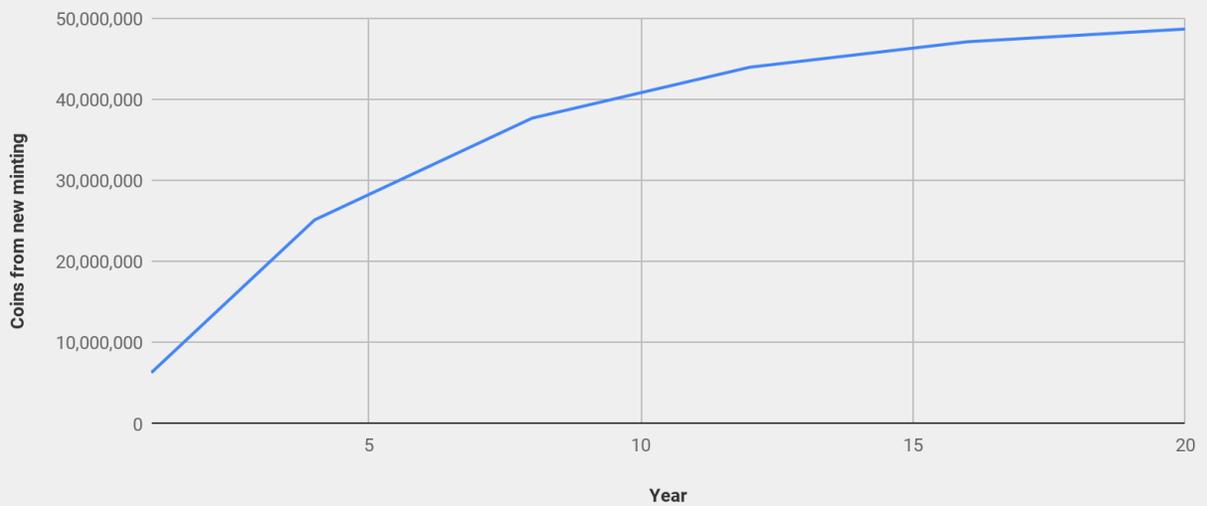
In order to facilitate the ASIMI payouts, each day new tokens will be minted following a predefined pattern (very closing resembling the one of Bitcoin) with the rewards being awarded halving each four years:

Year	Coins per day	Coins per year	Cumulative
1	17,348	6,332,020	6,332,020
2	17,348	6,332,020	12,664,040
3	17,348	6,332,020	18,996,060
4	17,348	6,332,020	25,328,080
5	8,674	3,166,010	28,494,090
6	8,674	3,166,010	31,660,100
7	8,674	3,166,010	34,826,110
8	8,674	3,166,010	37,992,120
9	4,337	1,583,005	39,575,125
10	4,337	1,583,005	41,158,130
11	4,337	1,583,005	42,741,135
12	4,337	1,583,005	44,324,140
13	2,169	791,503	45,115,643
14	2,169	791,503	45,907,145
15	2,169	791,503	46,698,648
16	2,169	791,503	47,490,150
17	1,085	395,751	47,885,901
18	1,085	395,751	48,281,653
19	1,085	395,751	48,677,404
20	1,085	395,751	49,073,155

### New coins per year



### Cumulative minted new coins



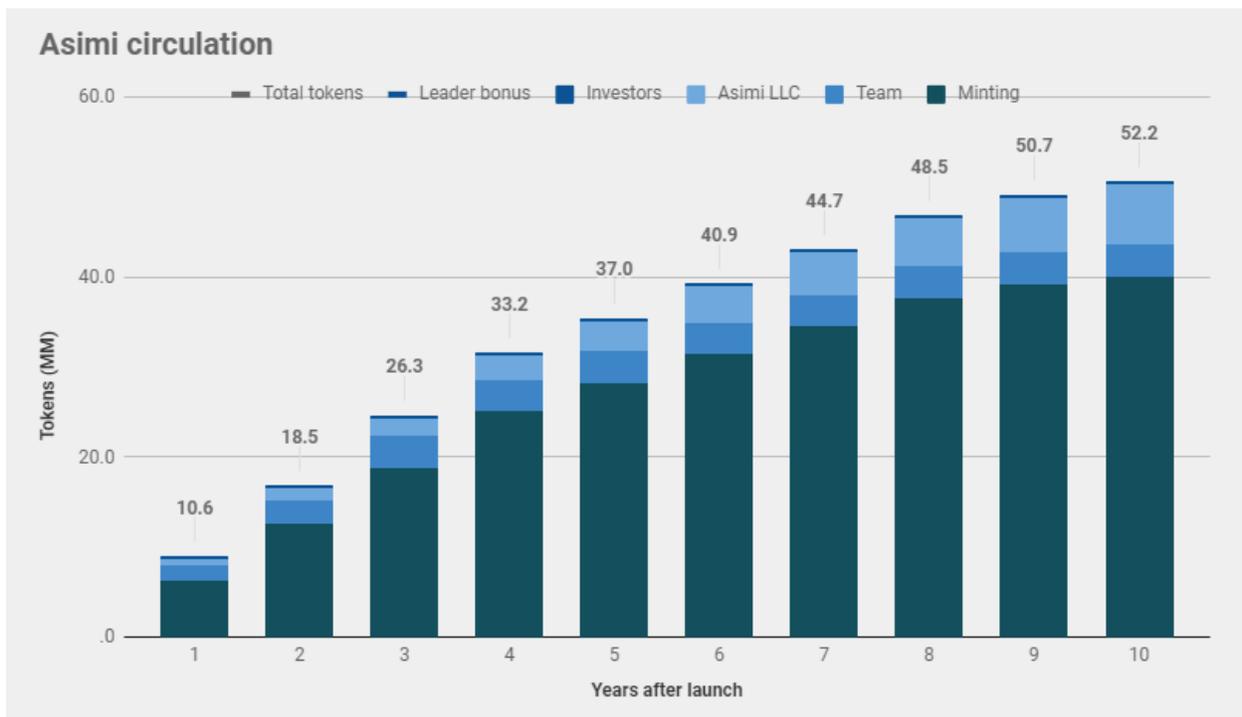
The newly minted coins will be distributed in the following fashion:

- **95% to users watching ads.** Distributed prorated based on the number of ads watched.
- **5% to ASIMI LLC** to cover staffing expenses

Apart from the minting, there will be a small pre-mint of coins before the system launches, in order to accommodate the launch itself and the remuneration of the team behind the project, as follows:

- 3.51 MM ASIMI for the team, paid out as follows:
  - 1.71 MM in the first year
  - 0.88 MM in the second and third year
  - 335 000 ASIMI issued as a private pre-purchase to cover initial setup expenses.
  - 1.61 MM ASIMI for the founders
- 6.7 MM ASIMI for ASIMI LLC's operational expenses, released over 10 years at 0.67 MM per year.

Overall this brings the total ASIMI in circulation, over the course of the first 10 years to:



As can be seen within the chart, the majority of ASIMI will be obtained via watching of ads and the pre-mint is only a small part of the total token allocation.

# Token Valuation Long-Term

---

For evaluating the expected price of the ASIMI token over time, we have taken the, commonly used and accepted in the crypto space, [quantity theory of money](#) approach, governed by the [equation of exchange](#).

$$M \times V = P \times T$$

Where:

- $M$  is the total ASIMI in circulation
- $V$  is the velocity of exchange - how often ASIMI changes hands
- $P$  is the price at which goods are purchased in the system
- $T$  are the transactions in the system

It is important to realize in this point that  $P \times T$  is essentially the “GDP” of the system, or all sales of packages, be it minting and minting or ad block, which bring external money to the system. It is also important to realize that said “GDP” is denominated in USD (all packages are priced in USD and revenue projections are also in USD), while the left-hand side of the equation is denominated in ASIMI. To remedy this situation, we can introduce a new variable as follows:

$$M \times E_{ASIMI/USD} \times V = P \times T$$

Where  $E_{ASIMI/USD}$  is the price or exchange rate of ASIMI vs USD. This means, that we can estimate the value of one ASIMI, by solving for it as:

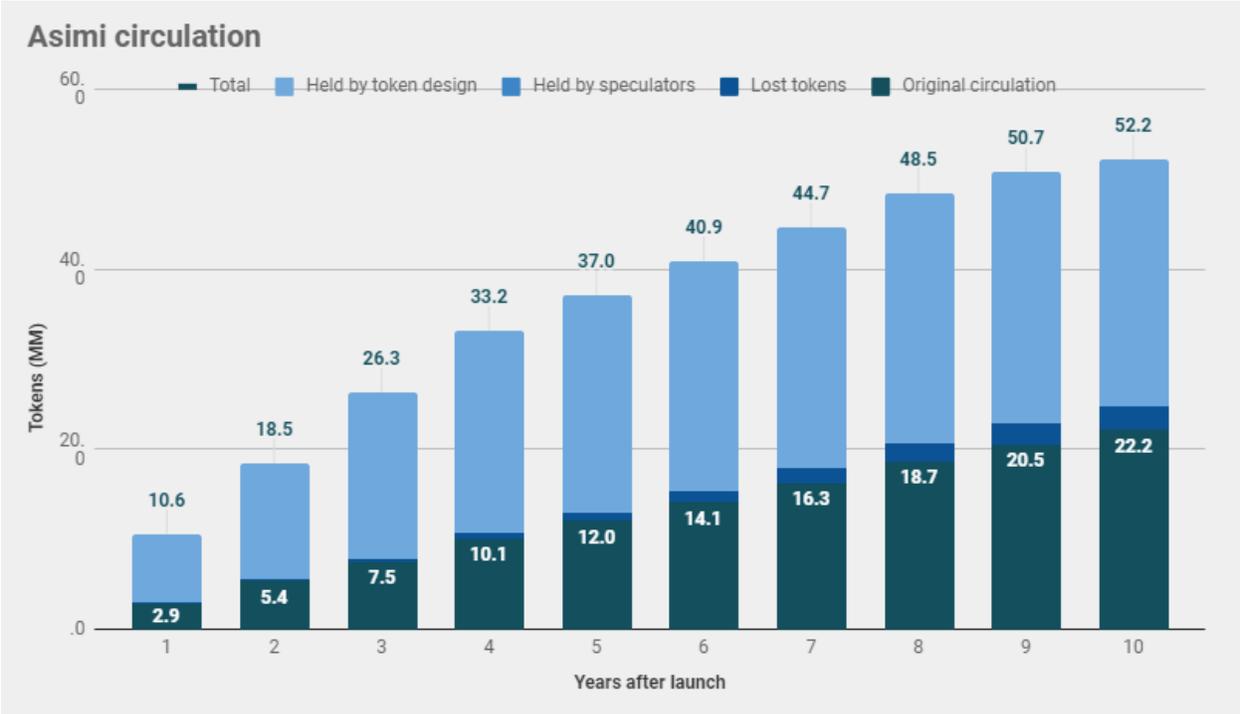
$$E_{ASIMI/USD} = \frac{P \times T}{M \times V}$$

Essentially, we need to figure out the expected revenue of the company, the expected velocity of exchange and the expected circulating supply, in order to solve for the price.

# Circulating Tokens

As mentioned in the previous sections, ASIMI offers great incentives for people to purchase minting packages and thus lock away significant amount of the total token supply.

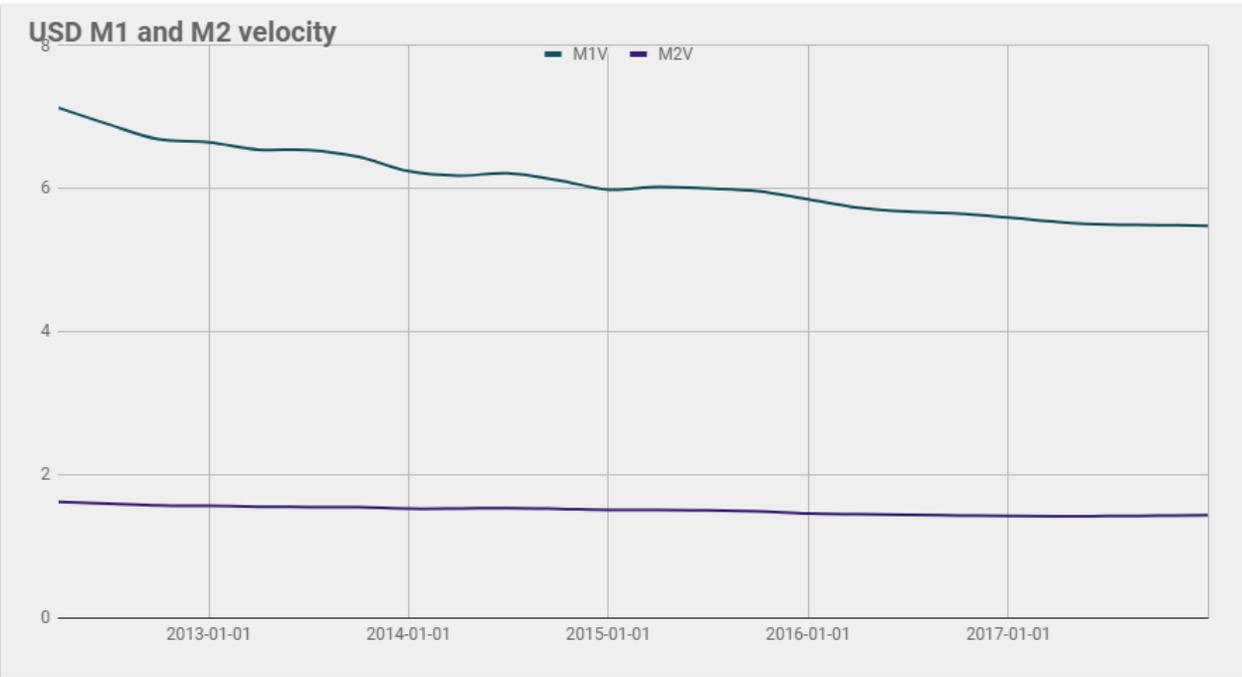
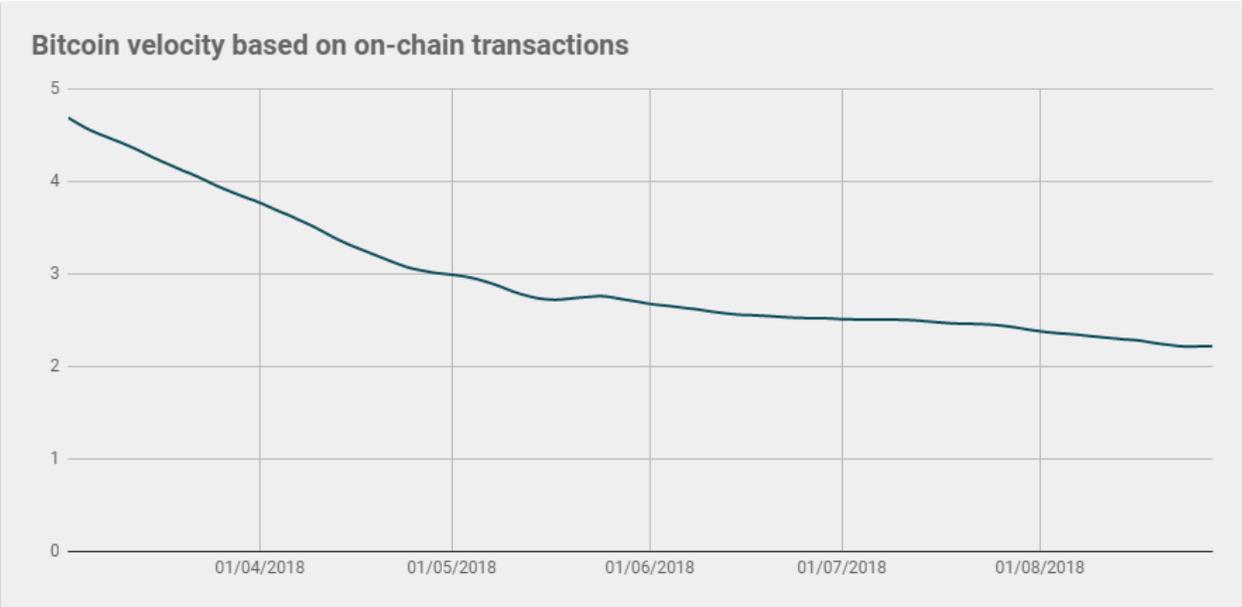
It is our estimate that at the very early stages of the system, at least 70% of all tokens will be locked up in minting packages (we will show further down this document, why this is a realistic figure). On top of this, there will be certain proportion of tokens held by speculators (we have kept this number small at 2%) and as with every other cryptocurrency - certain number of tokens lost each year (estimated at 0.5% per year). This brings the total tokens in circulation over the period to:



22.2 MM circulating ASIMI by year 10.

# Token Velocity

Figuring out the token velocity is a common problem when it comes to coin valuations using the equation of exchange. We have used Bitcoin's on-chain velocity as a proxy for our estimation.

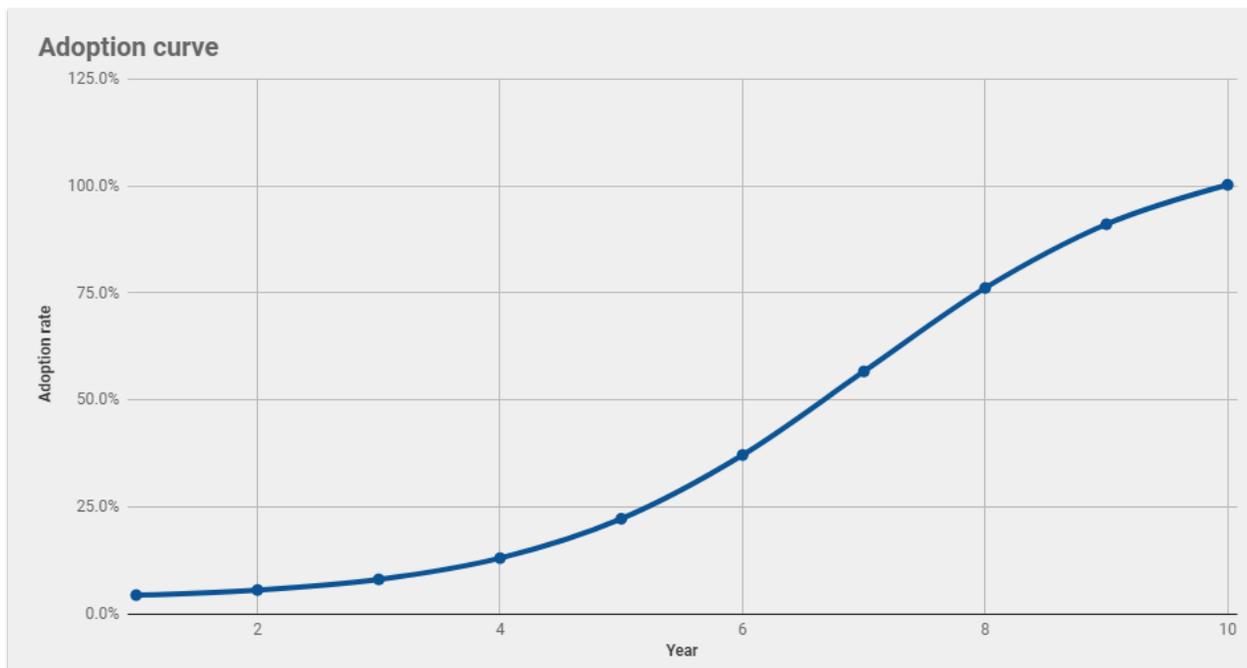


As can be seen, the peak velocity of all those assets is between 5 and 6.

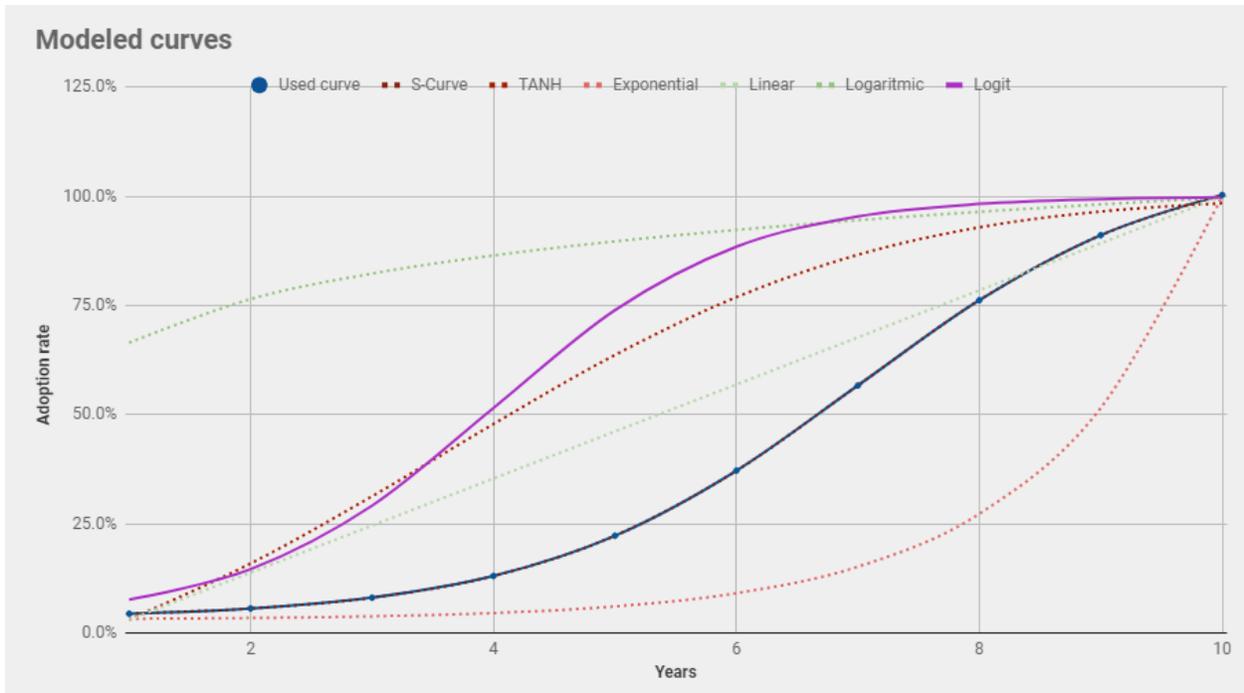
At ASIMI, **we have taken a very conservative approach and used a velocity of 12** (higher velocity = lower valuation).

## Company Revenue

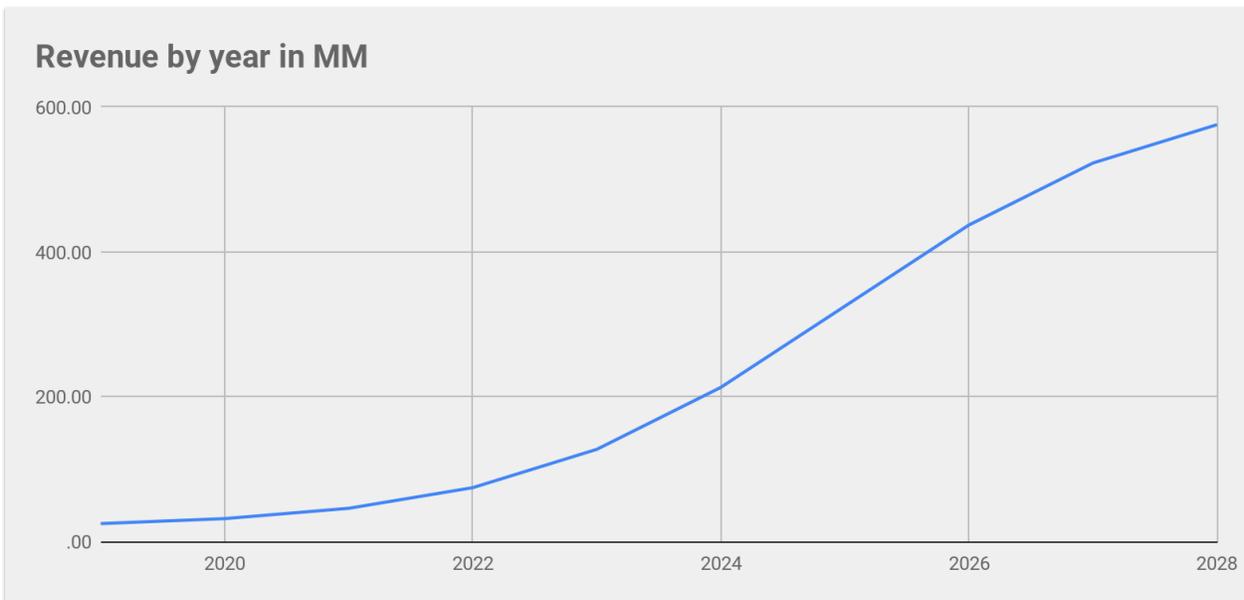
The advertising industry is a \$557 bn dollar market. ASIMI's goal is to capture less than 0.1% of the market over the course of 10 years, or in other words to reach yearly revenue of 574 MM by year 10 (by then the capitalization of the whole industry is expected to be higher than 574 bn). We have modelled the company growth, using an S-curve estimate:



This model was chosen, after trying different estimations (shown on the chart below) and arriving at the conclusion that the S-curve is most natural and expected one.

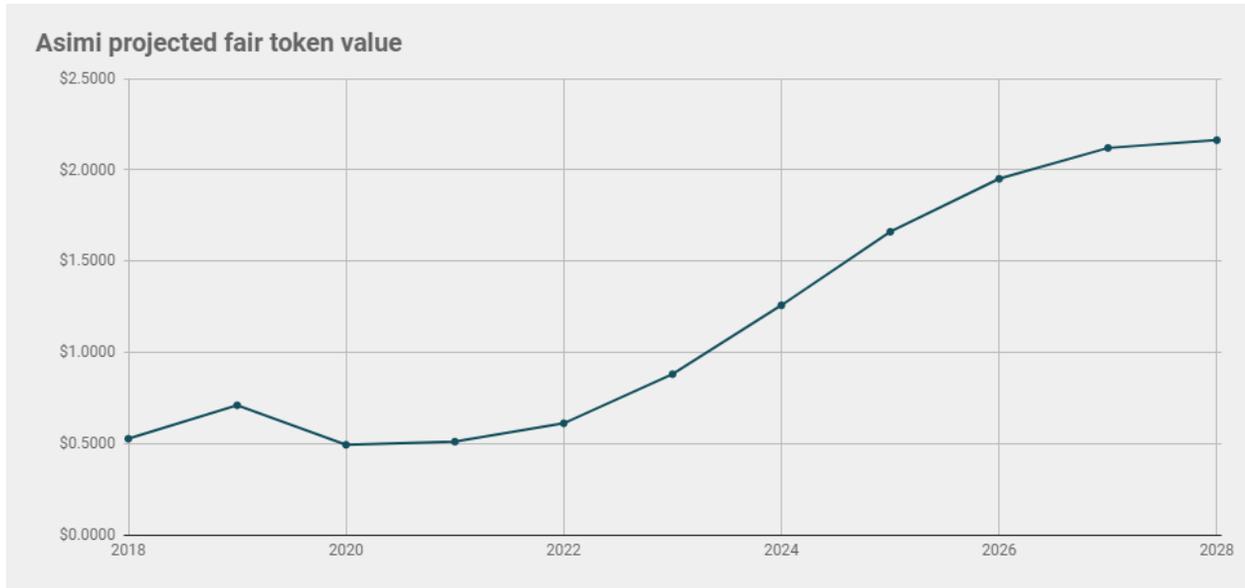


This translates into the following revenue estimations year by year, which will be used for the ASIMI price estimation.



# Asimi 10 Year Valuation Chart

Using all of the figures detailed above, and solving for the equation of exchange, we arrive at the following projected token price over the first 10 years:



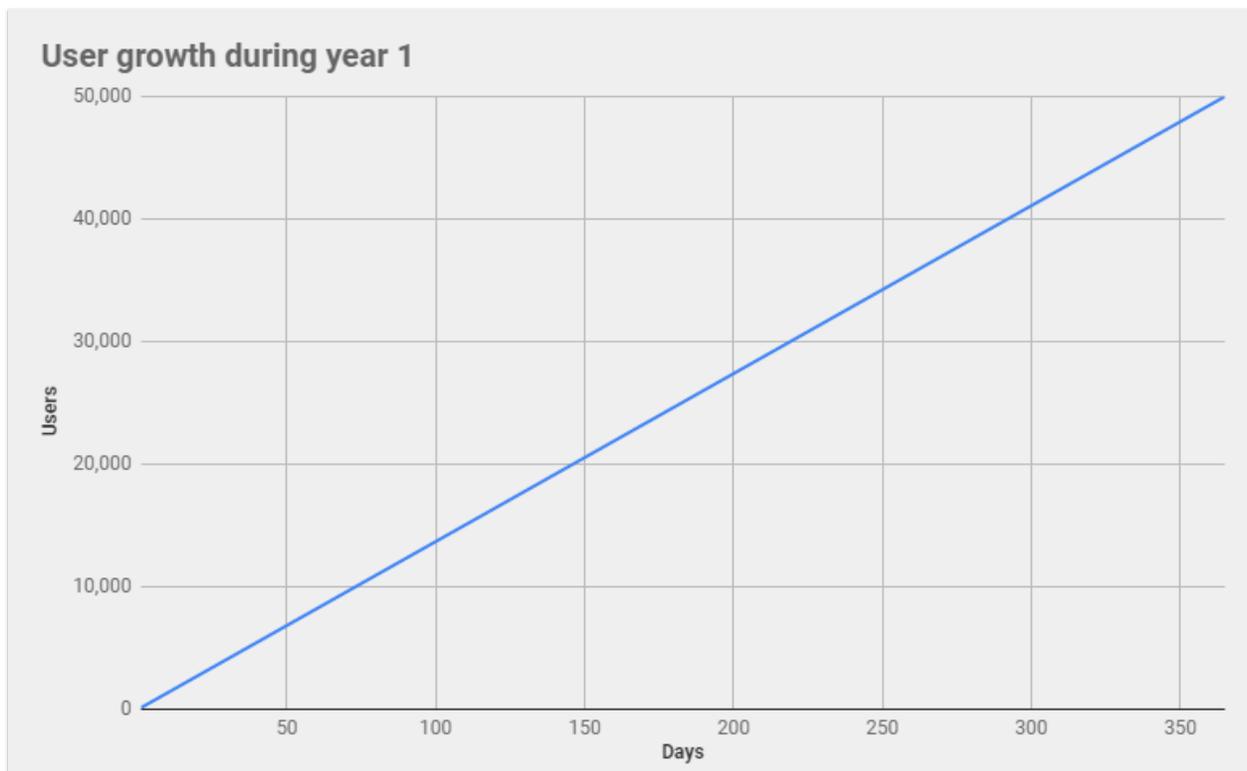
# Token Valuation Short-Term

---

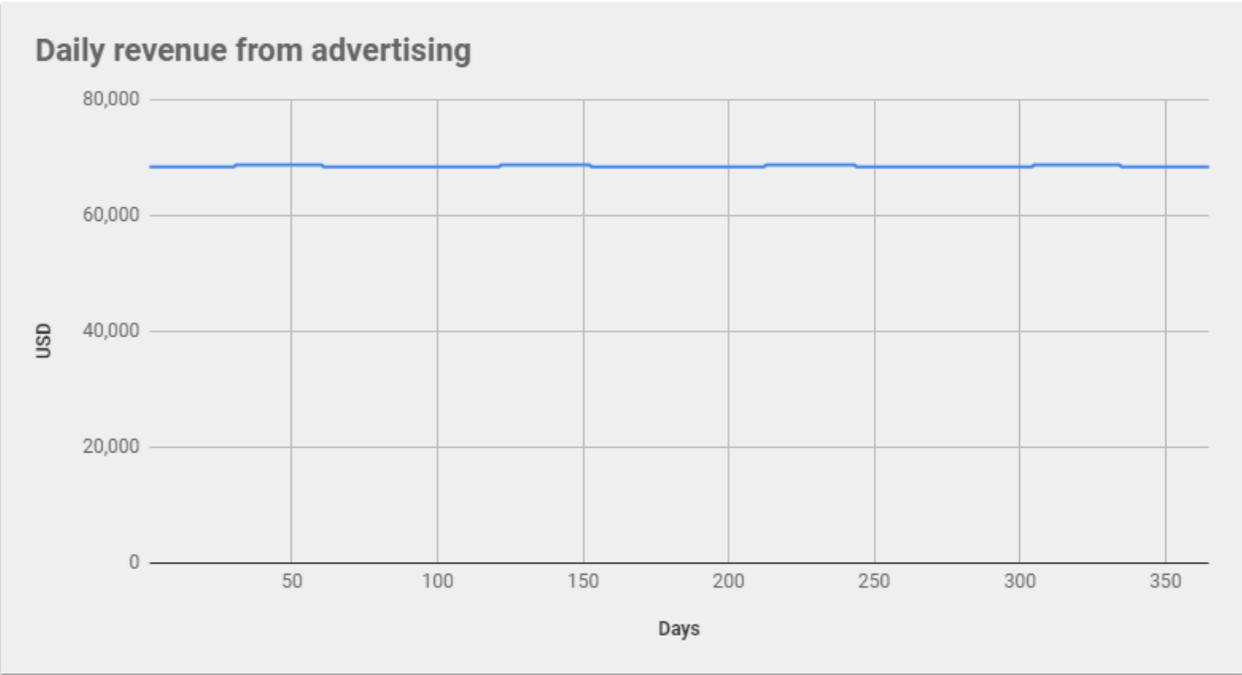
In this section, we would like to take a deep dive in ASIMI's economy in year one, in order to go to finer detail on what is need and expected and in order to achieve the projected figures.

## Company growth

During year one, the company is expected to grow at a steady rate of active users reaching a conservative number of 50 000 active users by the end of year 1.

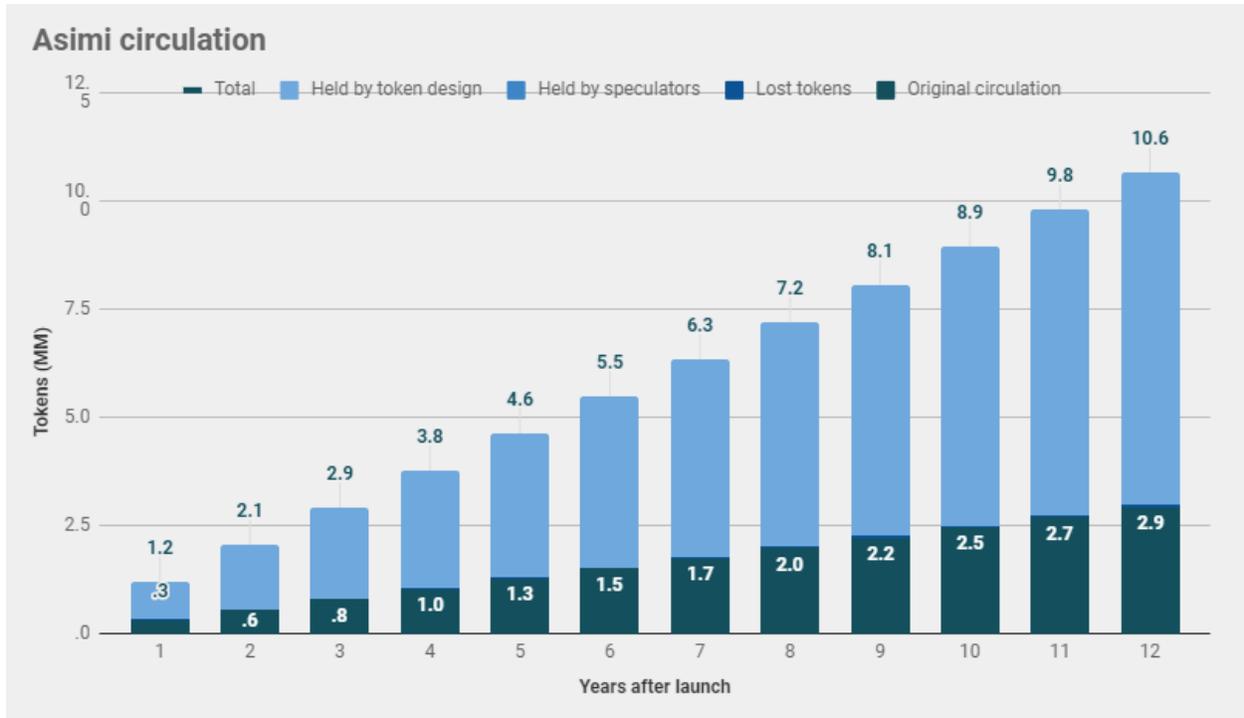


On the other hand, since advertising is spread out over several days/weeks and due to the fact that early on, there might be certain delay in airing the ads (due to a lower number of users), we expect a uniform distribution of advertising purchased throughout the year

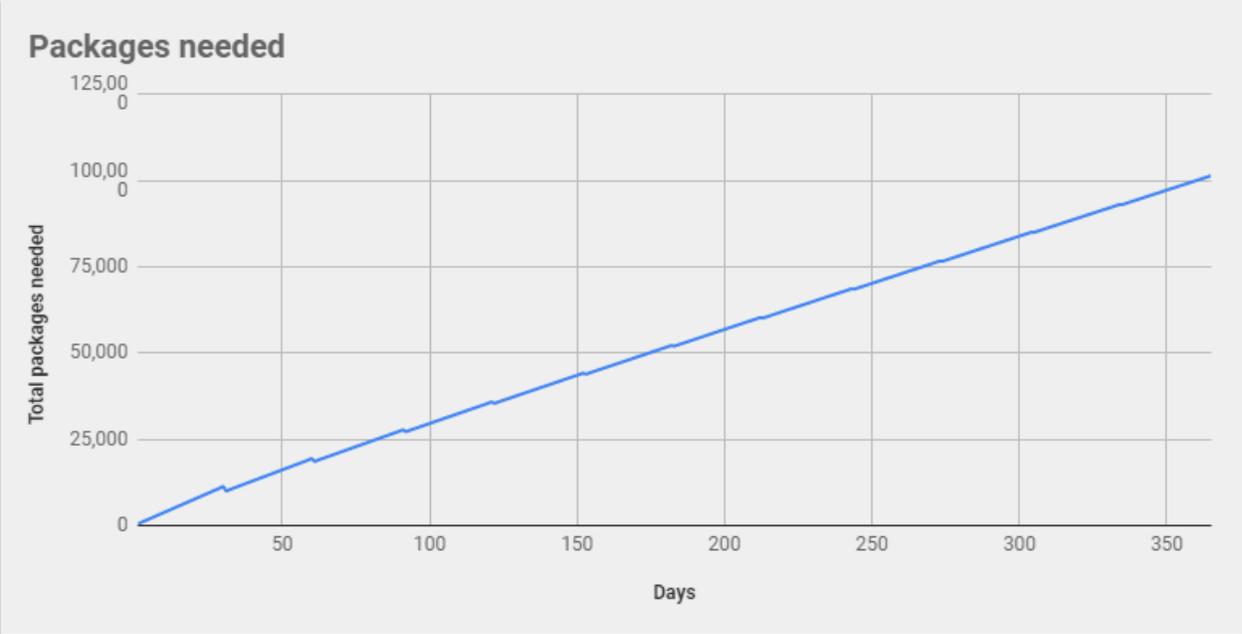


# Asimi Circulation

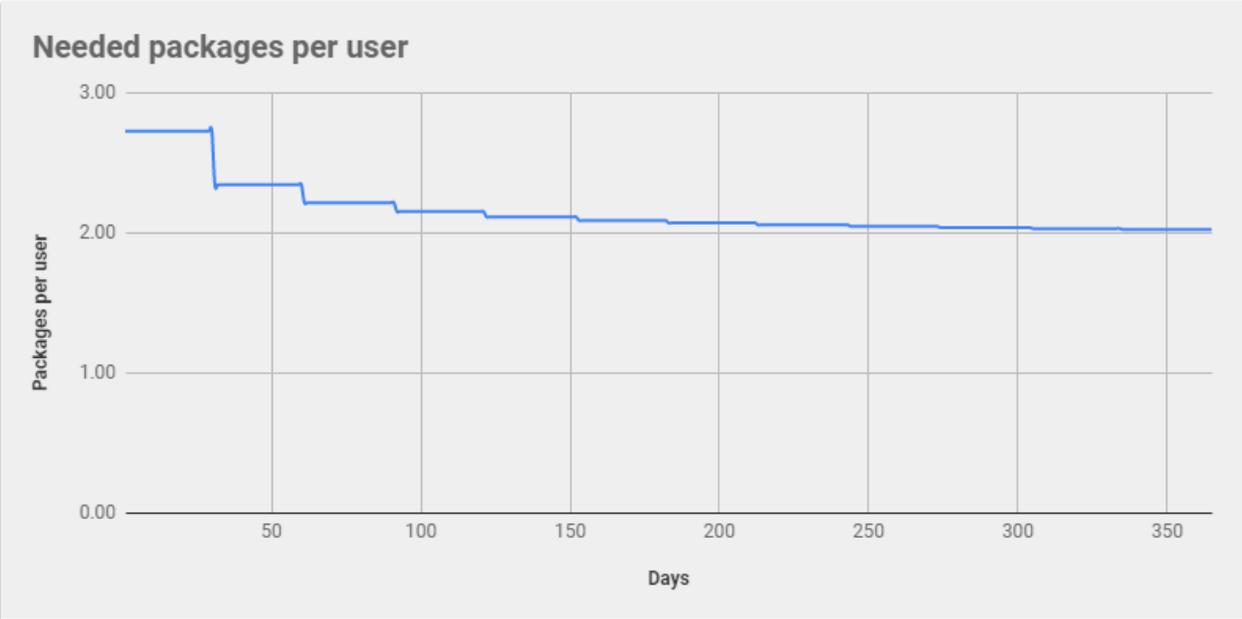
According to ASIMI's minting schedule and the expected amount locked in minting packages, we get the total ASIMI in circulation:



Based on the expectations for ASIMI locked, we can also estimate the number minting packages that have to be purchased:



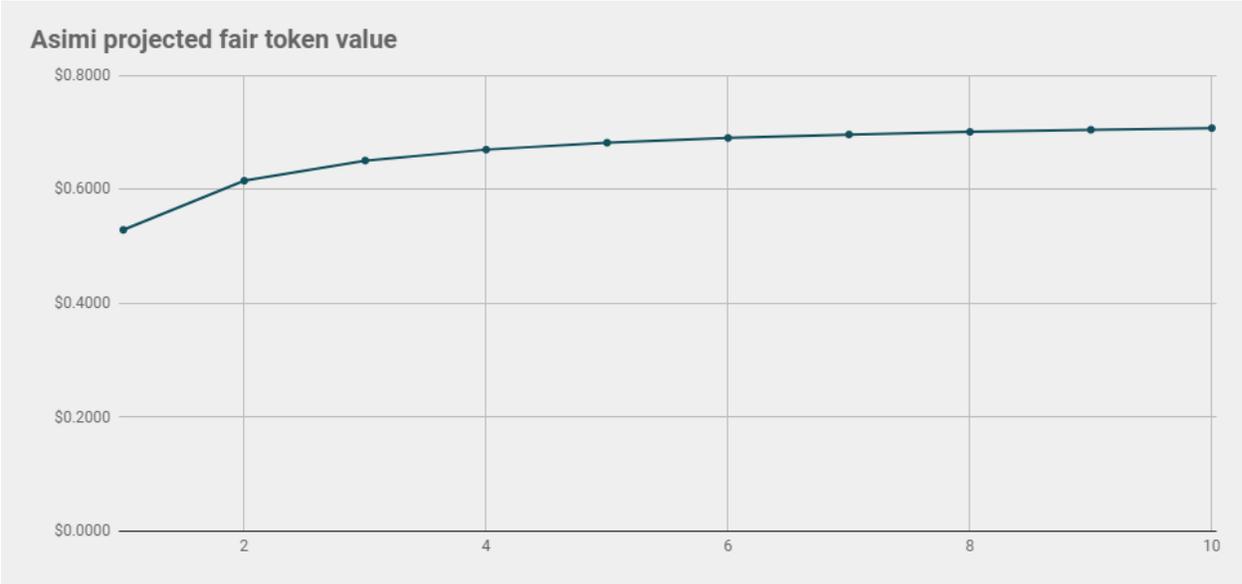
And more importantly the needed number of packages per active user of the system:



As can be seen from the chart above, just 2 packages per active user are enough to satisfy the assumption of 70% of ASIMI being locked in minting packages.

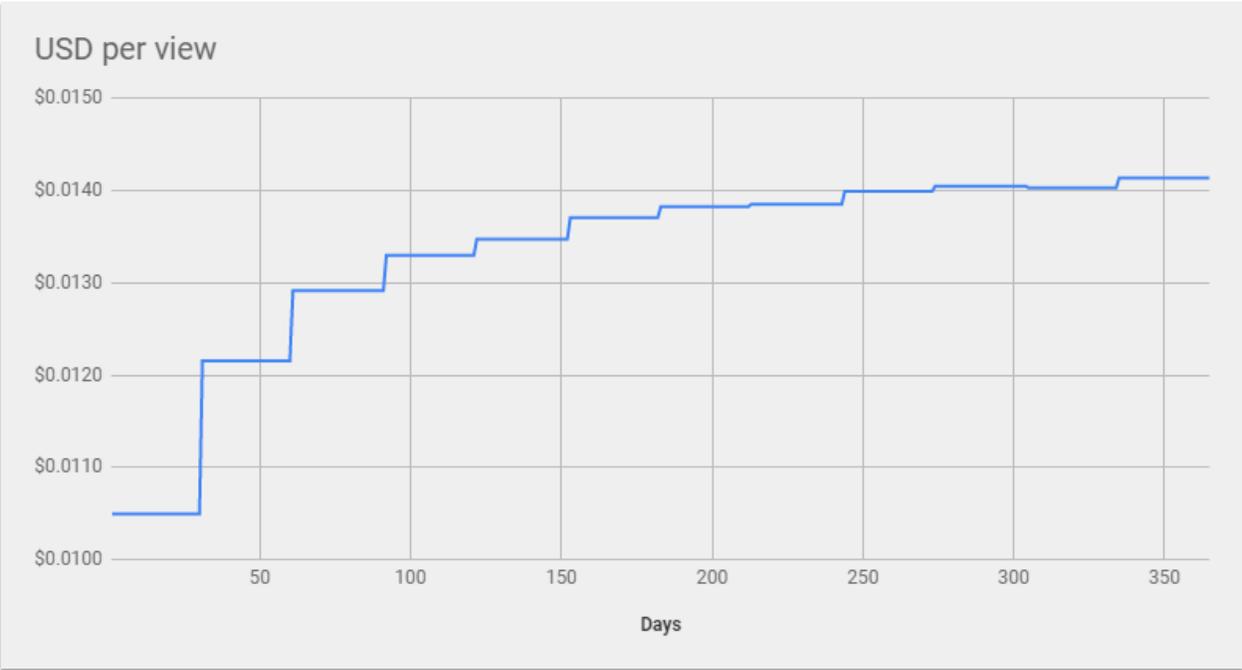
# Asimi 1 Year Valuation Chart

Knowing the advertising, the circulation and the velocity we can again estimate the price per ASIMI during year 1:

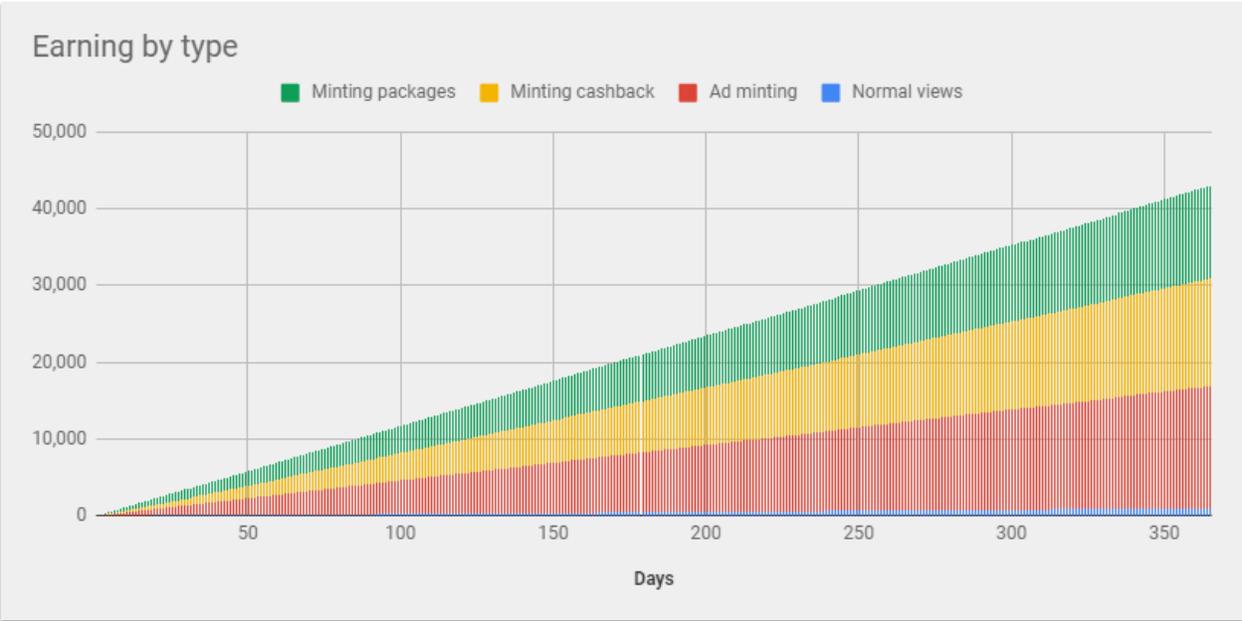


# Rewards Per View

Having the price of ASIMI and knowing the number of users and advertising in the system, we can also estimate the rewards which users stand to make per view:



Which brings us to the expected sources of payout and payout amount in the system:



# Disclaimer

Please read this section of the document carefully. Consult legal, financial, tax or other professional advisor(s), if you are in any doubt as to the action you should take. The information in this document may not be exhaustive and does not imply any elements of a contractual relationship or obligations. While we make every effort to ensure that any material in this document is accurate and up to date, however such material in no way constitutes the provision of professional advice. We do not guarantee nor accept any legal liability whatsoever arising from the accuracy, reliability, currency or completeness of any material contained in this document. No part of this document is legally binding or enforceable, nor is it meant to be.

None of the information or analyses in this document are intended to provide a basis for an investment decision and no specific investment recommendation is made. This document does not constitute investment advice or an invitation to invest in any security or financial instrument. No regulatory authority has examined or approved any of the information set out in this document. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. You acknowledge and agree that you are not using the information in this document for purposes of investment, speculation, as some type of arbitrage strategy, for immediate resale or other financial purposes.

Some of the statements in the document include forward-looking statements that reflect our current views with respect to execution roadmap, financial performance, business strategy and future plans. All forward-looking statements address such matters that involve risks and uncertainties do not constitute a guarantee that these results will be achieved and may lead the actual results to differ materially from those indicated in these statements. No statement in this document is intended as a profit forecast.

Given that the “regulations” for cryptocurrency in most countries, at best, are highly ambiguous, or completely non-existent, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of cryptocurrency and tokens according to their nationality and place of residence.