



THE PREMIUM DECENTRALIZED AD MARKET PLACE

BUILD A BETTER INTERNET
Let's Start This Journey. Together

ico.thrivelabs.io

WHAT IS THRIVE

Thrive's ultimate goal is to establish the first meritocratic & community based **Premium Advertising Market Place**, where all participants become strong contributors in defining clear publisher interests, commercial benefits and self-reinforcing processes to make joining the group a no-brainer.

Thrive believes the community is the backbone of its business model, therefore all main actors who are actively contributing to the Ad Market Place development such as **Consumers, Reviewers, Advertisers and Publishers** are eligible to improve their economic performance. Earn surfing the web.



Efficiency



Accuracy



Reputation



Website Reward



User Reward

THE GLOBAL ADVERTISEMENT MARKET TODAY



200\$+ Billion Turnover

40% Avg. Market Place Fees

High Patronage

Low Market Efficiency

HOW THRIVE WORKS

Thrive is a premium decentralized adv. marketplace based on **block chain and smart contracts**. The block chain will ensure full transparency, 100% data security and safety.

Smart contracts are the bridge on the Blockchain to connect any advertiser and publisher without any third party needed, **drastically lowering Ad. Marketplace fees**.

A reliable and **meritocratic reputation management mechanism**, based on concurrent professional reviews, will ensure websites' ratings and premium advertisement placement. Brand safety and reputation won't be a problem anymore.

For the first time, both **Publishers and Consumers** that are willing to voluntarily share anonymous data, will get monetary rewards. Something that everyone today is unconsciously already doing for free.

WHY PARTICIPATE IN THRIVE



EFFICIENCY, ACCURACY & REPUTATION

Thrive will dramatically **improve** Digital marketing **efficiency**, re-targeting **accuracy** with the best DMP in the market and brand **protection**.



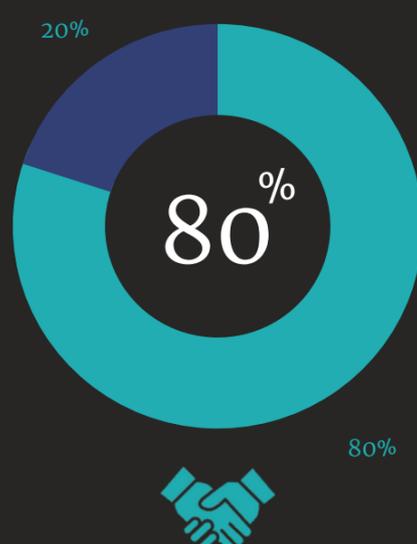
RESERVE DISTRIBUTION

The entire crowd sales **reserve** will be **redistributed** to Thrive consumers, advertisers and publishers contributing to the initial platform ramp-up phase.



FULL TRANSPARENCY

Extended Thrive **business plan** (P&L, BS, FCF, Company Evaluation) will be at full disposal of **Private Investors**.



BUILT FROM CONSENSUS

80% of interviewed advertisers, publishers, consumers **would like to join Thrive** Ad Marketplace. The community is the power of Thrive.

