



VARANIDA, THE VERIFIED AD PROTOCOL

Powering more transparent and fair digital advertising,
through Blockchain Technology.

What is Varanida?

Varanida is a **decentralized and transparent solution**, built to clean the Internet of poorly designed advertising and intrusive scripts.

Varanida benefits all three stakeholders: Advertisers who need promotion, but are willing to respect users' privacy and experience, while **avoiding fraud**. Publishers who want to monetize their content without hurting their audience, and **earn more from ads they display**. And most importantly, **Web users who want to control** what advertising they are exposed to, and how their private data is used.

What problems does Varanida solve?

Advertising is THE currency of the Internet; but its current model is broken. In 2017, more than **\$230B was spent on digital advertising**. However, publishers and web users received less than **20% of that value**. Most of the budget is kept by different intermediaries, operating ads network, trackers, and data services. Ad blockers are now being used by over **30% of the web user** population, and growing, showing that users are tired of being targeted with poorly designed and intrusive ad campaigns.

There is also the important issue of **data privacy and ownership**, but none of the main actors are actively trying to solve this problem.

This is why Varanida is needed.

How does it work?

Varanida is a **blockchain infrastructure for the advertising and media industry**, which intends to propose fair and transparent rules.

Varanida will release the **Verified Ad Protocol**, which will provide a number of new benefits to users, publishers, and advertisers.

- Users can be rewarded for reviewing ads, new advertisers or new sites on the network through a **voting consensus**.
- Advertisers and Publishers will be able to build, within the Varanida ecosystem, **Sponsored or Decentralized Applications** to promote their products, services and content in a more engaging and better performing way than traditional advertising formats.
- A transparent and **decentralized Real-Time-Bidding system** will be running on a high throughput transactions blockchain.
- Publishers will be able to offer better experience and **data privacy** to their users by running **Master Nodes**.

The Varanida's token economy will be fueled through the VAD (*Verified Ad*)

- **Users** earn VAD for seeing ads or sharing encrypted browsing data
- **Publishers** earn VAD for displaying ads and producing premium content
- **Advertisers** buy VAD to run fraud-free advertising campaigns

More on varanida.com/technology

Varanida's founders have worked together for the past 10 years, and built doz.com, a marketplace for marketing campaigns. Today, they are working with an exceptional team of individuals to achieve Varanida's mission.

Team



Anji Ismail - CEO

DOZ, Block



Faouzi El Yagoubi - CTO

DOZ, Michelin



Thomas Schmider - COO

Atari, Infogrames, Prozone

Michael Crozes, Back-End Engineer

PA Meylet, Blockchain Engineer

Marc Vincenti, Blockchain Developer

Steve Amani, Media Specialist

+ 10 experienced and talented people

Advisors & Investors

Jean Christophe Conti: *AppNexus, Yahoo!*

Thomas Hessler: *Zanox, Globumbus*

Jonathan Levine: *Rakuten, Intermedia*

Joel Comm: *Author, Speaker, Influencer*

Frédéric Montagnon: *Legolas.Exchange, Teads*

Ben Arnon: *Blockchain investor, Google, Yahoo!*

Hen Tekle: *Blockchain investor, Alphachain*

More on varanida.com/about-team



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