



IF YOU WANT TO BE HEARD MAKE A STATEMENT

Leave your mark with AdRunner.



ABOUT THE PROJECT



AdRunner is your ticket into the limitless metaverse advertising industry

Advertising efforts have always migrated to where human attention was focused. At first it was the physical world - newspapers, billboards, etc. With time, our focus moved towards screens and that's where advertising headed too - social media, websites, apps. We all know where the focus of human attention is heading next - the metaverse and AR - and by the time it gets there, we want to be established as the key player in metaverse advertising.

With the proliferation of VR and sudden adoption of 5G, prior barriers to entry for the creation of a web 3.0 driven metaverse have been dramatically lowered. Our market analysis indicates that with the mass adoption of metaverse technologies, the advertising landscape will be changed drastically.

In contrast, the two tech giants, Google and Meta (formerly known as Facebook, Inc), own a considerable market share of the advertising market and use modalities that interface almost exclusively with web 2.0. Along with negative social and market sentiment around these centralized giants, they lack the decentralized infrastructure to take advantage of emerging virtual worlds that are not exclusive to themselves. Adopting decentralized protocols requires time and investment in the existing web infrastructure. Implementation won't be easy for centralized organizations, providing a unique opportunity for our decentralized community to take over. We will enable users seeking Metaverse advertising to leverage the power of a distributed network to display unique platform-built impressions to consumers in exchange for compensation paid in our own ADR tokens.

Opportunity for growth

Widespread ownership of crypto wallets has helped users adopt NFTs, coupled with the embrace of some of the utility features within social platforms like Twitter, with their release of custom features akin to the "blue checkmark" or "verified account" for the owners of specific NFTs. The AR component of Snapchat, Facebook acquiring the VR company Oculus and rebranding themselves as "Meta,"

presents that modern social media is transitioning into a fully realized metaverse media. Digital advertising is a \$350bn industry, projected to reach \$786bn by 2026, growing at a CAGR of 13.9%. We believe that an overwhelming portion of this industry will relocate to the metaverse. Metaverse media will seek scalable advertising tools across meta-real-estate and implement them rapidly.

ABOUT the PROJECT



How we do it

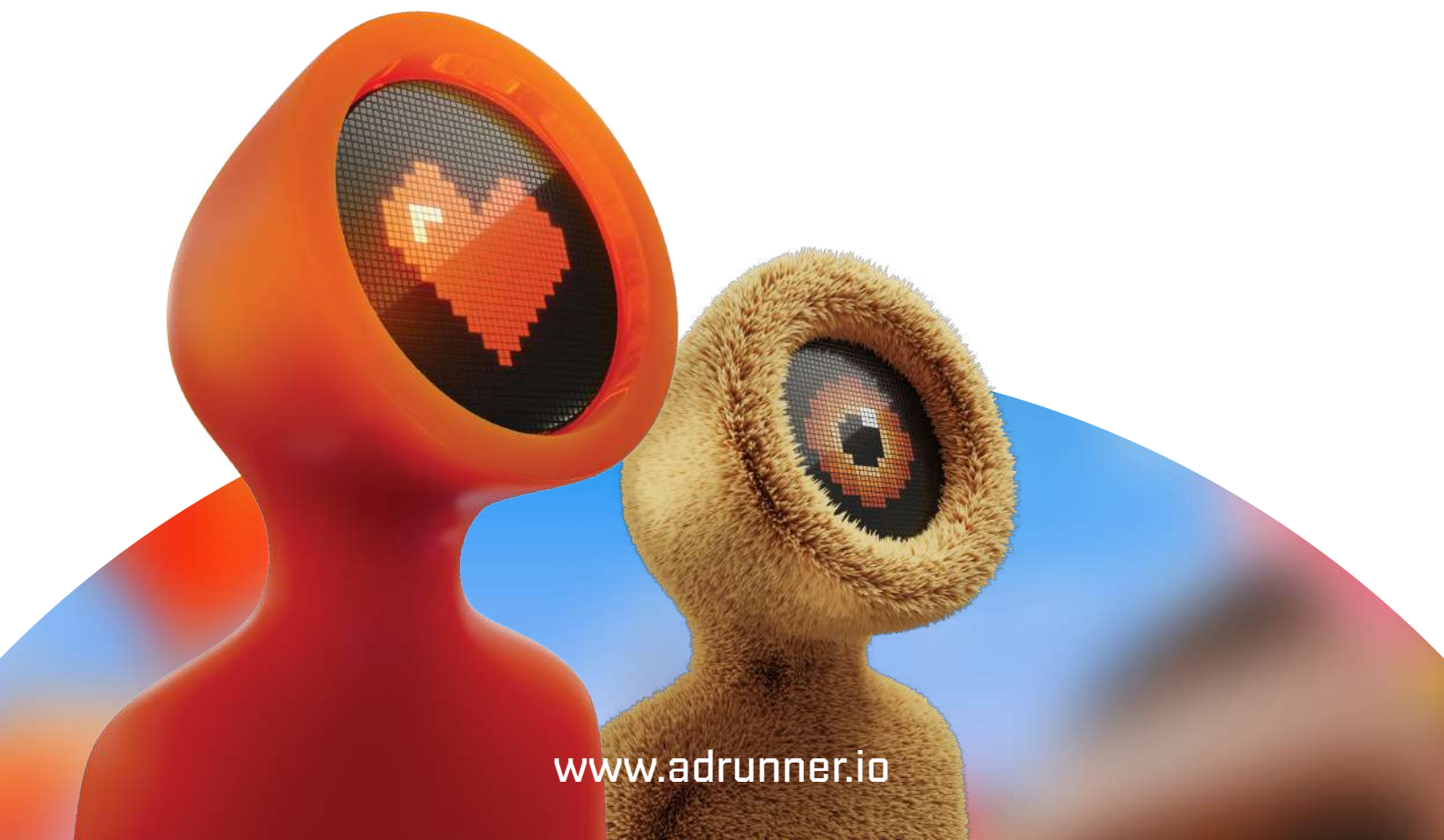
We will start our quest by creating unique pieces of digital art that best represent what we stand for. These will be in the form of NFTs and will be sold to people who believe in our project, thereby creating a community that will own and run the project.

Next, we will go to the existing metaverse platforms and start buying land plots, and establishing partnerships with meta-real-estate owners to set up our first digital advertising screens that we call AdBoxes. This will allow us to demonstrate the product and prove the concept to the companies interested in advertising to metaverse users.

Once AdBoxes are deployed, well tested and growing in popularity, we will launch our platform that will automate the process of sourcing surfaces for displaying AdBoxes and also provide a comfortable interface for companies

wishing to place their advertisements. Through the online platform, meta-real-estate owners will be able to offer their virtual buildings, walls, land plots and landscapes for setting up our AdBoxes in return for rewards.

In order to reward parties involved in the platform, we will create our own ADR tokens. Companies will pay for advertising using ADR coins, which will then be partly distributed to our community of AdRunner NFT holders and partly used to incentivise meta-real-estate owners to offer their spaces for setting up AdBoxes.



ABOUT the PROJECT



How we do it

AdRunner aims to leverage web 3.0 technologies and functional DApps already available to create a fully actualized infrastructure for companies to advertise their brands and products within the metaverse, while the owners of AdRunner NFTs benefit continuously from their digital assets. AdRunner's digitally controlled electronic boards, billboards, posters and remote-controlled experiences ("AdBoxes") provide an opportunity to meta-real-estate owners to lease their surfaces, landscapes, and 3D projected spaces through the AdRunner platform.

AdRunner offers early adopters unique web 3.0 architecture to benefit from the promising future that metaverse advertising provides. Companies engage uniquely with their active and potential users in a retroactive way through one or many touchpoints that dynamically facilitate better customer matching and help to optimize click-through rates (CTR).

Moreover, the AdRunner core team collaborates with mid to large-cap advertising agencies to create the most attractive interfaces for companies wishing to advertise within the Metaverse platforms while easing the pursue process. With the proliferation of 5G technology, we observe that introduction of 1-millisecond ping avoids barriers to entry for VR companies and wireless 3D experiences. Apple's massive investment in Lidar and their recent release ARKit, made us realize and anticipate rapid VR adoption and even AR peripherals. We foresee a user shift from mobile to meta in a much smoother way than the transition of web platforms to mobile in 2008 through the adoption of smartphones.



About the Project



AdRunner NFTs

AdRunner NFTs are a collection of 10,000 Non-Fungible Tokens with distinguishably unique designs by award winning artists and minted through the Ethereum (ERC-721) blockchain.

AdRunner NFTs will be minted with an arbitrary rarity baked in, determined by a randomization algorithm. They will establish the initial phase of the project and determine the owners' long-term profit-sharing and governance model of the advertising platform. The first phase envisages minting 10,000 NFTs. At a later stage 5,000 AdRunner Gen 2 NFTs will be minted and the process of breeding extra 5,000 Gen 2 NFTs will commence.

Companies wishing to advertise will need to purchase our native ADR tokens to pay for the advertisements, thereby increasing the value of ADRs. AdRunner NFT owners will have an opportunity to stake their NFTs and yield the daily share of ADR tokens downstream, generated by advertisement impressions placed. Benefits from each serviced impression are split into two parts: 55% will flow to AdRunner NFT holders, while 45% will be allocated to the maintenance and expansion of the platform. This includes rewarding meta-real-estate owners whose spaces will be used for placing AdBoxes as well

as maintaining and expanding the platform's virtual presence and creating unique experiences that more completely leverage 3D elements in VR and the AR space.

AdRunner community will be formed by AdRunner NFT holders. As our project grows, a Decentralized Autonomous Organization (DAO) will be activated, giving owners governance rights through voting. At this stage the owners will decide on key governance issues, including the above-mentioned profit-sharing mechanism. Despite us being passionate about the unique design and artistic value of the NFT, these features are secondary to its utility. Ownership of an AdRunner NFT provides users partial ownership in a virtual advertising entity that focuses on revolutionizing the VR advertising experience.

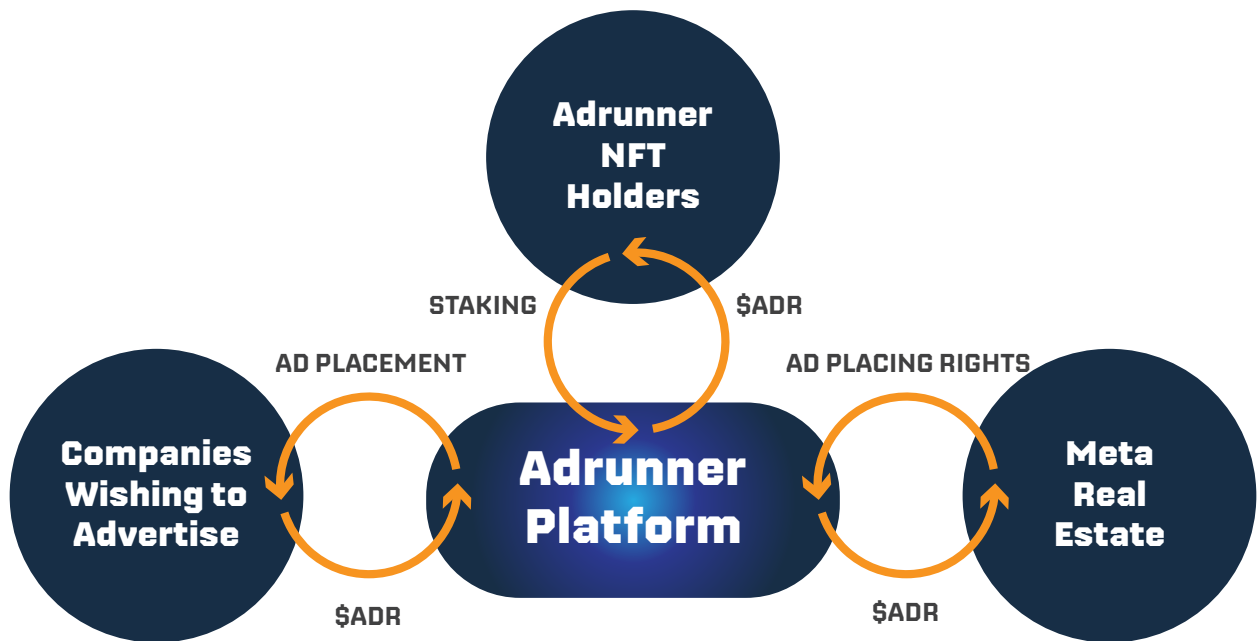
Using DAO & governance tools, owners of AdRunner NFTs will possess the ability to vote within the infrastructure on subject like changes to advertising policy, nature of upgrades to the platform, meta-real-estate reward algorithm, profit sharing mechanism, and future staking rates. In this way, early adopters are assured of their ability to shape the future of advertising within the metaverse.



ABOUT THE PROJECT



The Platform



Companies wishing to advertise in the metaverse place their ads through the platform in exchange for ADRs.



Meta-estate-owners offer their surfaces for AdBox placement in exchange for ADRs.



AdRunner NFT holders receive ADRs in exchange for staking their NFTs.

Holder Benefits



- **Holder rewards and staking**
- **Increase in value**
- **Breeding**
- **Make a statement!**

Holder rewards and staking

ADR is an AdRunner community ERC-20 token combining utility and rewarding tools. Advertising on community owned AdBoxes will be denominated in ADRs; therefore, companies willing to advertise through our platform will create demand for the tokens, thus increasing its value. On the other hand, NFT holders who stake their NFTs are rewarded with daily ADR tokens. The rarer the staked NFT, the more ADR tokens are distributed to the owner. Using the ADR tokens, our community will also have voting power once DAO and governance tools are live in Phase 4.

Increase in value

As we scale up and more advertisers acquire ADR tokens to place their ads, we expect the value of ADRs and the AdRunner NFTs to soar. At initial stages (before our platform becomes fully automated and self-sufficient) we also intend to actively acquire high value meta-real-estate (land plots) to showcase our products – AdBoxes. We will use these assets to deploy our first AdBoxes and allow both the companies and meta-real-estate owners to test out our product. Customized 2D and 3D impressions will be developed for these AdBoxes and will best illustrate the lack of limitations found in the meta space.

Thanks to this initial stage and the transparent and distributive nature of NFT ownership, AdRunner holders will themselves become indirect owners of meta-real-estate, capturing the enormous price appreciation of these assets that is already evident on the market and projected to continue.



ABOUT THE PROJECT



Breeding

AdRunner NFT holders can breed their NFTs to create new Gen Z NFTs. It's an opportunity given to genesis owners just for holding AdRunner NFTs. The Gen Z NFT comes with the same utility and features as its predecessor. To breed your NFTs, you must stake two random AdRunner NFTs for at least 70 days.

To ensure the rarity of our NFTs, there will be only 5,000 Gen Z NFTs minted and 5,000 bred.

Make a Statement in the Metaverse

In addition to a solid commercial side, the project carries one more unique trait. AdRunner is not just about commerce. We don't want metaverse advertising to just be a jungle of corporate ads. We also want to bring a human touch to it, and we want the voices of individuals from our community to be heard. AdRunner NFTs will come with a complimentary, non-commercial usage time of AdBoxes which can be used to make a statement. Through this feature the owners can spread ideas and let the metaverse know what they stand for.



ROADMAP



Phase 1 - AdRunner NFT Minting

Q1 2022

Mint 10,000 NFTs to create the community that will own the project.

Phase 2 - Prototype showcasing

Q2 2022

We will be showcasing our prototype product by acquiring high-value meta-real-estate and setting up AdBoxes including a customized type of 3D impression that best utilizes the lack of limitations found in VR space. We will also approach individual meta-real-estate holders to lease parts of their estate (walls, landscapes, etc.) to be used for placing our AdBoxes.

Phase 3 - AdRunner Gen 2 NFT - minting and breeding

Q2 2022

Only 5,000 AdRunner Gen 2 NFTs will be minted, and 5,000 created through breeding. Breeding will allow first generation AdRunner holders to benefit from the release of new Gen 2 NFTs.

Phase 4- DAO, governance tools, and partnership reveal

Q4 2022

Implementation of DAO and governance tools followed by major announcements and collaboration reveals.

Phase 5 - Launching the platform

Q1 2023

The rollout of a platform will enable companies to run ads against community owned AdBoxes. The platform will allow the owners of the NFTs to stake and receive rewards in ADR tokens.

Phase 6 - Platform scale-up

Happy ever after

45% of turnover will be spent on motivating meta-estate owners to engage and on upgrading and scaling up the platform. The community will make sure the AdRunner platform is compatible with any new and promising metaverse platforms that will inevitably emerge in the future.

Core Team



AdRunners' experienced team with diverse backgrounds combines award winning artists, Stanford entrepreneurs and gurus of blockchain, decentralized applications, and private equity investments.



Skywalker – Product Owner



Popika – Art Director



Girts – Blockchain expert



Avidthinking – CMO

