EdgeX

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1. INTRODUCTION

EDGEX - EMPOWERING VISIONARY ADVERTISING WITH AN INTELLIGENT EDGE

Capable of reaching individuals or vast audiences irrespective of geographical boundaries or temporal limitations, the digital metamorphosis swept over the advertising industry. As such, advertising has been steered from conventional media platforms toward the expansive and dynamic digital environment. Over the past decades, technological innovation resonated with advertisers, enlightening them about the untapped prospects within the online medium.

EDGEX's heritage reflects the conjunction of technological advances and advertising inventiveness. We created a platform that will serve as the industry's beacon towards digital and intelligent transformation. We seek to build a global standard, a new media canvas on which the future of advertising will be depicted, rather than just a standard advertising platform.

Advertising drives robust communication channels as a lifeline connecting brands to consumers. It serves as a loudspeaker broadcasting the merits of products or services, subtly sculpting consumer buying behaviours. We envision EDGEX expanding its borders, attracting a more significant number of advertisers, and offering a suite of competitive products and services in the foreseeable future.
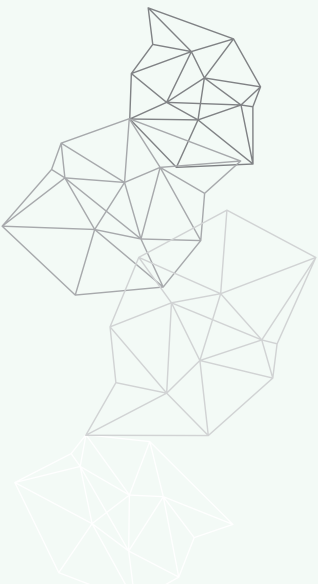
Artificial intelligence constitutes the technological pillar of EDGEX, enabling advertisers to pinpoint their desired audience precisely. AI enhances the efficacy of advertising campaigns, ensuring that advertisers' messages are not simply disseminated into the ether but are transmitted directly to the target audience.

Built on a robust, scalable infrastructure, it leverages cloud computing, load balancing, and horizontal scaling techniques to handle user traffic and data volume surges, ensuring reliable performance. EDGEX is also committed to fostering a vibrant community by enabling active user participation in platform development, initiative proposals, and voting on crucial matters through a decentralised governance mechanism.

Unlike other existing platforms, our operational blueprint is based on the principle of revenue-sharing, a model that ensures the sustainability of our platform while also providing a source of income for users who watch our videos. As such, this avenue fosters an interdependent ecosystem in which the interests of all parties are aligned, thus encouraging an environment conducive to mutual growth and benefit. So far, the beta version of the EDGEX app has successfully gathered a user base of 10,000 individuals.

Moving forward, we lead the digital and intelligent evolution of the industry, guided by our aspiration to be at the forefront of the new advertising media landscape. With each step we take, we move closer to becoming the world's foremost advertising new media platform. Through this white paper, we explore the technologies underpinning this revolution of advertising, alongside our focus on community involvement and future development plans.

2. CHALLENGES IN THE ADVERTISING INDUSTRY

Ad fraud poses significant risks to a company's bottom line, impacting its operations. So far, ad fraud's economic impact varies across sources, but even conservative estimates place the losses in the billions of dollars. Notable estimates for 2022 include $68 billion (MarTech), $81 billion (Statista), and $120 billion (The Drum).

As digital advertising investments increase, ad fraud is expected to escalate further, underscoring the importance of detecting and combating fraudulent activities for effective modern marketing strategies. Since different forms of ad fraud deplete funds without generating meaningful results, one major consequence is draining the advertising budget. Ad fraud can harm a company's reputation and deter potential customers, business partners, and investors.

Being associated with ad injection fraud might hinder the brand's image and erode trust. Lastly, the legal implications of combating ad fraud can be daunting, with lengthy investigations and expensive legal fees required to pursue legal action against fraudsters. Recovery of financial losses may prove challenging, especially when fraudsters strategically move assets offshore, making it harder to recoup funds.

Ad Buyers - Ad buyers are hindered by a lack of trust in the accuracy and reliability of data and customers' rising expectations for more effective advertising campaigns. In addition, ad purchasers struggle to use existing metrics for informed decision-making and must navigate a complex landscape of advertising strategies. Creating and maintaining meaningful connections with the intended audience is also a challenge.

Ad Publishers - Publishers encounter difficulties due to the lack of reliable and transparent metrics to measure advertising performance accurately. In addition to working to enhance the overall customer experience and contentment, they must contend with the credibility loss that may result from unreliable metrics and measurement practices. Likewise, publishers must manage the risk of compromising data integrity and security during advertising operations, which can be costly, time-consuming, and labour-intensive.

Consumers - As the critical element in this dynamic, consumers must deal with a subpar customer experience characterised by a lack of control over personal data usage. Their difficulties are exacerbated by a lack of confidence in the advertising ecosystem and its practices. When consumers are confronted with irrelevant or intrusive advertisements that do not meet their requirements, they experience annoyance. Consumers are confused and uncertain due to their limited education and cognisance of advertising practices.

2.1 How EDGEX Solves These Problems

EDGEX emerges as the all-encompassing solution to these issues. Through its comprehensive blockchain infrastructure, EDGEX addresses ad buyers' lack of trust in data accuracy and dependability, thereby ensuring secure and transparent transactions. EDGEX optimises advertising campaigns with the help of AI and ML algorithms, meeting increasing consumer expectations and facilitating data-driven decisions. Proof of View technology revolutionises digital advertising for publishers by providing them with reliable and transparent metrics.

In all pursuits, EDGEX prioritises consumer privacy and control over personal data, thereby enhancing the customer experience by eliminating irrelevant advertisements. EDGEX re-establishes consumer confidence and improves advertising practices education by employing transparent and dependable business practices.

3. UNIQUE VALUE PROPOSITION

EDGEX distinguishes itself from existing platforms and traditional advertising methods through its revolutionary convergence of blockchain technology, artificial intelligence, and captivating short videos. By adopting a decentralized and user-centric approach, EDGEX eliminates intermediaries, establishing direct connections between advertisers and traffic sources for fair compensation and precise targeting. The platform's innovative Proof of View technology verifies actual ad viewability, ensuring transparency and accurate analytics for advertisers. EDGEX provides users a rewarding video-watching experience, earning rewards or income through ad interactions. Advertisers benefit from precise targeting capabilities, driving effective campaigns with personalized advertisements. EDGEX's global accessibility fosters financial inclusion and empowerment, while its blockchain-based platform ensures participant transparency and security. Overall, EDGEX's unique features and benefits position it as a game-changer in the advertising industry, promoting fairness and embracing the transformative potential of digital currencies.

4. REVENUE MODEL & TOKEN ECONOMY

EDGEX generates revenue through a unique revenue-sharing model, where a portion of advertising revenue is distributed among users who actively engage with and watch videos. This approach incentivizes user participation, benefiting advertisers, users, and the platform. The revenue distribution is based on the user's level of engagement and activity on the platform, with higher engagement resulting in greater rewards. Users receive these rewards through the platform's native cryptocurrency, the EDX coin, providing an additional incentive for active participation. Aside from sharing advertising revenue, EDGEX generates revenue through various means, including advertising fees for premium services, strategic partnerships, and exclusive ad placements. These diversified revenue streams ensure the platform's financial sustainability while offering users a stable and rewarding experience. The EDX coin is central to the platform's ecosystem, serving as the native utility token. Users can earn EDX coins by engaging with ads, watching videos, and participating in other platform activities. The EDX coin is a reward mechanism, incentivizing users to participate and creating an engaged community actively. It is also used for advertising transactions, enabling advertisers to pay for ad placements on the platform securely and decentralized.

Additionally, the EDX coin may be used to access premium features or services within the platform, and users can stake their coins to earn staking rewards while contributing to platform stability. EDX coin holders may also have governance and voting rights, allowing them to participate in shaping the platform's future. By integrating the EDX coin into the platform's ecosystem, EDGEX creates a seamless and rewarding user experience while fostering a decentralized and transparent advertising ecosystem that benefits all participants. The EDX coin's versatility and utility contribute to the platform's growth and success, solidifying EDGEX's position as an innovative force in the digital advertising industry.

5. MARKET ANALYSIS

The digital advertising industry has experienced remarkable growth due to expanding digital platforms and increasing internet penetration worldwide. In 2023, global digital advertising spending is projected to reach $459.4 billion, with social media giants like Facebook and Google dominating the market. Mobile advertising constitutes a significant portion of the expenditure, accounting for approximately 62.5% of total digital ad spending in 2022. Programmatic advertising has also gained momentum, representing 42.1% of total digital ad spending in the same year. EDGEX sets itself apart in this competitive landscape with its unique value proposition. EDGEX challenges the dominance of traditional players like Google and Facebook by leveraging blockchain technology, artificial intelligence, and decentralized transactions. Unlike conventional methods, EDGEX allows users to earn rewards or income by watching short videos, creating an interactive and rewarding advertising ecosystem.

EDGEX's innovative Proof of View technology provides verifiable ad viewability and mitigates ad fraud, appealing to advertisers seeking reliable performance metrics. With its global accessibility and commitment to financial inclusion, EDGEX positions itself as a contender in the digital advertising space. By integrating cryptocurrency and captivating videos, EDGEX aims to revolutionize the advertising landscape, fostering a more user-centric ecosystem. With its vision, advanced technology, and unique features, EDGEX is poised to disrupt the status quo and drive the future of advertising, providing an innovative platform for businesses and users alike.

6. EDGEX TECHNOLOGICAL PILLARS

6.1 Blockchain Technology & Decentralised Identity Solutions

EDGEX is built on a robust blockchain infrastructure, enabling secure, transparent, and decentralised transactions. The immutability, trust, and tamper-proof record-keeping capabilities of the blockchain enhance the platform's reliability.

Complementing the blockchain's security is the integration of decentralised identity solutions. We aim to protect user privacy and enhance safety by allowing users to control their identities, ensuring secure authentication and authorisation for accessing platform features.

6.2 AI, ML & Proof of View (PoV) Technology

AI and ML algorithms guide EDGEX's innovative approach. AI algorithms analyse user behaviour and preferences to deliver targeted advertisements. Simultaneously, ML algorithms contribute to continuously improving campaign performance and user interactions.

EDGEX introduces the innovative Proof of View technology to optimise digital advertising further. PoV verifies ads' actual viewability, ensuring fair compensation for advertisers and traffic sources. This technological advancement mitigates ad fraud, enhances transparency, and provides accurate analytics.

6.3 Infrastructure & Accessibility

EDGEX is not only innovative but also user-friendly. The platform provides a mobile application that offers users a seamless experience. This application allows users to access content, engage with advertisements, and participate in the platform's ecosystem wherever they are.

Moving forward, to ensure smooth performance and accommodate growth, EDGEX is built on a scalable infrastructure that can handle increasing user traffic and data volumes. Through cloud computing services, load balancing, and horizontal scaling techniques, EDGEX ensures optimal performance and reliability.

To further enhance accessibility and efficiency, EDGEX integrates WEB3 technologies. These technologies improve content distribution, enable decentralised storage, and ensure global access to information, fostering a borderless and connected environment.

6.4 Encryption & Two-Factor Authentication (2FA)

EDGEX data is encrypted using complex algorithms to create unreadable cypher text. By encrypting sensitive data, this security feature protects conversations, transactions, and user data. Varonis's report on the world in data breaches indicates that seven million unencrypted data records are compromised daily. Using encryption, only authorised parties may decrypt it. Thus, data integrity and confidentiality are improved by protecting data against eavesdropping and unauthorised access.

Representing a vital access control layer, 2FA requires dual authentication to safeguard user accounts on EDGEX. Thus, the user must supply two pieces of identification: a regular password plus a dynamic element like an SMS code, an authenticator app code, or a biometrically confirmed physical property. Grand View Research estimates that 100% of automated programmes, 96% of phishing attacks, and 76% of targeted attacks can be blocked with 2FA.

6.5 Secure & Multi-Signature Wallets

Secure wallets safeguard users' funds and digital assets on EDGEX. Wallets are either hot or cold depending on their cyber security. Though online, hot wallets are protected by encryption and private keys, making transactions safe and easy. Conversely, cold storage wallets cannot be hacked since they are offline.

Multi-signature wallets elevate and improve digital asset transaction management and security. Multiple digital signatures are needed to verify and execute transactions using this technique. Distributing authority among many parties minimises the risk of unauthorised access, theft, or fraud, improving the platform's security.
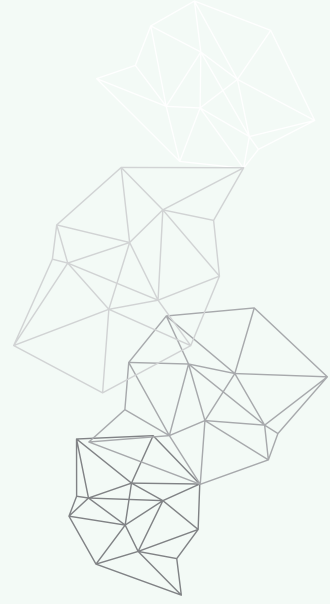
6.6 Regular Audits and Penetration Testing, Distributed Denial of Service (DDoS) Protection & Security Incident Response

In 2023, the global annual cost of cybercrime is projected to reach $8 trillion, according to Cybersecurity Ventures. Routine audits and penetration testing are key to proactive security management as they reveal system vulnerabilities and weak spots by simulating cyber assaults and investigating system defences. Hence, EDGEX can quickly take remedial actions, improving security resilience against emerging threats.

In 2022, a greater number of DDoS attacks were registered than in prior years, in line with statistics from SecureList. Besides, the duration of attacks is increasing as well. In Q2 of 2021, the average DDoS attack lasted 30 minutes; a year later, it lasted 50 hours. EDGEX integrates powerful DDoS protection systems to defend against large-scale cyberattacks. These advanced solutions recognise, absorb, and divert enormous quantities of traffic that might cripple a network, assuring continued system uptime, optimum performance, and user experience even during a cyber assault.

Implementing a solid security incident response allows teams to quickly detect, contain, and mitigate security problems. While Kroll indicates that more than 90% of respondents lack confidence in their organisation's ability to identify the primary cause of a cyber attack, EDGEX speeds up system recovery and restores regular operations by minimising disturbance.

7. USER ACQUISITION & RETENTION STRATEGIES

EDGEX implements comprehensive marketing and awareness campaigns to acquire and retain users, showcasing its unique value proposition compared to traditional advertising platforms. Key strategies include digital marketing through various channels, influencer partnerships, content creation, strategic partnerships, and community engagement.

EDGEX offers attractive incentives and rewards to encourage user engagement and retention. Users earn EDX coins for activities like watching videos and engaging with ads, creating strong incentives for continued participation. Exclusive access, referral rewards, staking opportunities, and early benefits motivate users to remain engaged.

EDGEX prioritizes a user-friendly onboarding process and seamless user experience. Intuitive registration, user education, clear navigation, responsive customer support, and regular platform updates contribute to a positive user experience. Through these efforts, EDGEX aims to build an engaged community of users who contribute to its growth and success, providing a rewarding and compelling environment for all participants.

8. OUR SOLUTIONS

8.1 AI Advertising

As noted in a report issued by <u>Precedence Research</u>, this segment accounted for an impressive 22% of the global AI market, outperforming all other sectors. Despite predictions of the healthcare sector supplanting advertising and media at the apex, the continued integration of AI in sales and marketing is projected to secure a significant portion of the global AI market for the latter.

In line with Drift's <u>"2022 State of Marketing and Sales AI Report"</u> findings, approximately 74% anticipate that more than a quarter of their tasks will be automated within the next five years.

Further supporting this trend are findings from a study by Forbes Insights and Quantcast titled "<u>Lessons of 21st-Century Brands Modern Brands & AI Report</u>." AI is significantly enhancing marketers' ability to increase sales (52%), improve customer retention (51%), and ensure the success of new product launches (49%). Furthermore, AI substantially enhances lead quality, persona development, segmentation, pricing, and service.

AI redefines marketing and advertising through numerous applications, significantly transforming business-customer interactions:

Predictive Analytics - Through machine learning, predictive analytics analyses customer data to forecast future behaviours, such as purchasing preferences or engagement channels, aiding in optimising marketing campaigns and enhancing customer engagement and retention.

Personalisation - Tailoring marketing and advertising to individuals' interests, preferences, and behaviours, AI-powered tools such as machine learning and natural language processing (NLP) enable effective targeting and messaging by analysing vast customer data.

Chatbots - Chatbots are increasingly deployed for round-the-clock customer service and sales by simulating human-like conversations, eliminating the need for continuous human presence.

8.2 Web3 & Advertising

Web 1.0 set the foundational pillars for the advent of the Internet, while Web 2.0 signalled the internet's assimilation into our everyday routines. Regarded as the second generation of the internet, Web 2.0 is marked by distinctive traits such as social networking, user-generated content, and cloud computing. Often referred to as the "Social Web," its early stages were spurred by interactivity and collaboration and for most users, Web 2.0 is the social infrastructure of the contemporary internet.
Yet, a growing contingent believes that the potential of the internet extends beyond the realms of social media. This sentiment paves the way for the emergence of Web 3.0. Rather than simply being a direct successor, Web 3.0 aims to redress some of the perceived deficiencies of Web 2.0. As the latter has grown increasingly commoditised, a handful of corporate giants wield disproportionate power.

Compared to this centralised structure, Web 3.0 envisages a more accessible and egalitarian future. The promise of Web 3.0 lies in its potential to decentralise control, thereby fostering an internet environment that is more open and democratic and less governed by a select few industry titans.

According to a study by MarketsandMarkets, the Web3 marketing sector is projected to reach a valuation of $100 billion by 2030. Blockchain technology and decentralised apps usher in a transparent, secure online ecosystem for consumers and businesses, with the following potential implications:

Trust Amplification - Decentralised platforms can boost user trust by utilising blockchain for secure data storage, affording users more control over their data. As such, Web 3 redefines the advertising model by lessening the reliance on intermediaries like ad agencies and media buyers. Blockchain technology fosters a direct relationship between brands and customers, potentially lowering brand costs.

Microtransactions & Tokenized Advertising - Web3, through blockchain technology, facilitates the use of microtransactions and tokenised advertising, potentially creating new revenue avenues and rewarding customers for their engagement, resulting in a more equitable, transparent advertising system benefiting both brands and customers.

Enhanced Ad Targeting & Better ROI - Decentralised systems may refine business audience targeting using blockchain-based advertising platforms and smart contracts. Driven by user data for accurate ad metrics and reducing transaction fees via removing certain intermediaries, decentralised technology can enhance ad cost efficiency and ROI.

8.3 Blockchain Technology & Proof of View Concept

EDGEX introduces innovative Proof of View technology, revolutionising digital advertising. PoV verifies the actual viewability of ads, ensuring fair compensation for advertisers and traffic sources to mitigate ad fraud, enhance transparency, and provide accurate analytics.

Global spending on blockchain solutions surged from $4.5 billion to $6.6 billion in 2021, according to Statista. This trend is expected to continue, with blockchain spending projected to reach approximately $19 billion by 2024.

Even more, the potential of blockchain extends beyond profits - PwC's "Time for Trust" report indicates that this technology might enhance global GDP by an average of $1.76 trillion by 2030, equivalent to 1.4% of today's global GDP. Analysts at Gartner highlight the transformative impact of blockchain on enterprise value, predicted at approximately $176 billion by 2025, up to an impressive $3.1 trillion by 2030.

Decentralised Ledger - Blockchain's underlying technology is a decentralised digital add-only ledger that stores and shares data among its users. Incorporating smart contracts, which automate and orchestrate various transactions, facilitates the decentralised framework.

Immutability of Data Blocks - Once authenticated, blockchain's immutable records are displayed in granular dashboards that may be seen only by those granted access, protecting the confidentiality and authenticity of the data.

Transparency & Confidentiality - Blockchain's data and transaction flow is quick and mostly automated. It allows privacy to be maintained by cryptographic means while providing transparency when required. Customers, businesses, and other stakeholders may trust this system due to the focus on both transparency and confidentiality.

8.4 Introducing Proof of View (PoV)

Amidst the risks associated with ad fraud, leveraging solutions such as Proof of View blockchain technology becomes crucial in mitigating ad fraud and protecting a company's financial well-being.

8.5 Verification & Transparency with PoV

The PoV technology guarantees that content and advertisements displayed on content players integrated with PoV are delivered to genuine viewers. In this case, the views can be verified on the blockchain and permanently recorded using specialised distributed ledger technology.

8.6 Uncovering the Mechanism of PoV

Representing a trailblazing blockchain development for the field of advertising, the Proof of View feature empowers advertisers to reduce their wasted ad expenditure on bots and fake viewers while enabling publishers to receive quicker payment for ads served, thanks to transparent viewership metrics.

9. EDX COIN

EDX represents the core financial unit of the EDGEX ecosystem, as it primarily offers rewards and incentives for engagement. These can include earning EDX coins, obtaining exclusive access to premium features, securing early access to new releases, and availing of special promotions.

9.1 Incentivising Engagement

EDX coin arises as the primary mechanism for rewarding user engagement on EDGEX. Through platform activities, users may acquire these currencies. This gamified engagement promotes user activity and gives community members a feeling of success and satisfaction, creating a more dynamic and involved platform experience.

9.2 Access to Premium Features

EDX coins provide platform users unique access to premium features, which might provide enhanced features, unique content, or customised services that improve the user experience. Users may maximise participation and profit from the site with this enticing feature.

9.3 Early Access to New Releases

Acknowledging their contributions, EDX holders may have early access to new features, services, or upgrades to sustain user interest and anticipation. This privilege encourages using EDX currencies and rewards active and contributing platform users.

9.4 Special Promotions

Under certain circumstances, EDGEX offers special promotions using EDX coins. These may include discounts, special deals, or exclusive events or services. These promotions make the site fun and encourage users to earn and spend EDX coins.

10. EDGEX BUSINESS MODEL

EDGEX – CONVERGING THE ADVERTISING INDUSTRY INNOVATION THROUGH AI AND VERIFIED TRANSACTIONS

10.1 Unrestricted Temporal Access & Worldwide Accessibility

In all instances, the 24/7 availability of the EDGEX platform allows users to respond to adverts at any time that is convenient for them, redefining the user experience by giving customers more control over their time. Since EDGEX can be accessed from anywhere globally, it provides users worldwide with the same opportunities to view advertisements and exploit this earning potential to a global user base.
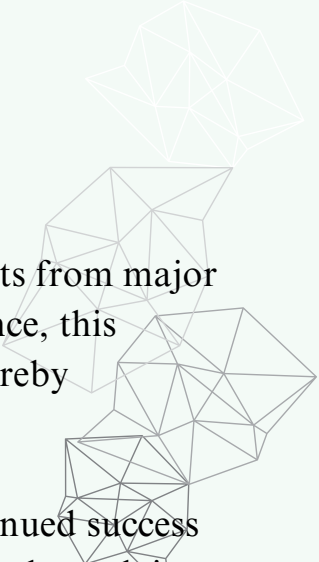
10.2 Improving Advertising Processes & Rewards

EDGEX's precise targeting tools allow advertisers to ensure that their advertisements reach the right audiences. As such, campaigns may be optimised for maximum efficiency and provide higher conversion rates. All payments on EDGEX are straightforward due to the platform's focus on streamlining the advertising transaction process and removing any potential friction points for advertisers.

Even more, at EDGEX, the incentive to work together and achieve goals is fostered by the commission-based reward structure. Our approach motivates higher output, which in turn encourages a culture of continual development and top-notch service provision.

EDGEX enables users to acquire monetary rewards just by participating with the video material accessible on the platform, turning the often passive consumption of video content into an avenue for financial incentives.
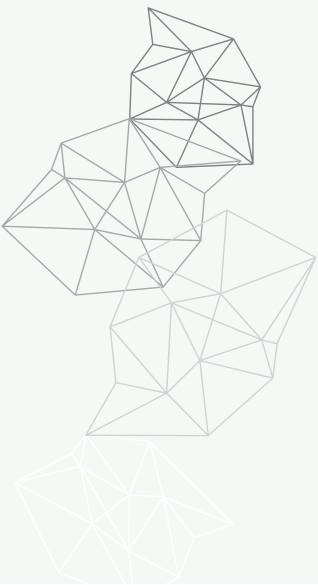
10.3 Robust Financial Resources & Endorsements from Major App Stores

Sustained by considerable capital resources, EDGEX possesses the capability to embark on strategic growth initiatives, thereby realising its expansion vision and consolidating its market position.

EDGEX's credibility and market reputation are reinforced by endorsements from major app platforms, including the Google Play Store and Apple App Store. Hence, this acknowledgement improves the platform's credibility and accessibility, thereby expanding its user base.

EDGEX nurtures a culture of innovation that assures the company's continued success in delivering exceptional services and maintaining a competitive advantage through its highly skilled and diverse team.

11. MEET THE TEAM

Olivia Anderson - Chief Executive Officer (CEO): leads the cryptocurrency project, overseeing the overall vision, strategy, and operations. She provides guidance to the team, establishes partnerships, and ensures the project's success.

Damien Wong - Chief Technology Officer (CTO): responsible for the technical aspects of the cryptocurrency project. He leads the development and implementation of blockchain solutions, manages the technological infrastructure, and drives innovation within the project. Seasoned strategist with prior experience at Google.

Elysia Everhart - Chief Financial Officer (CFO): handles the financial aspects of the cryptocurrency project. She manages budgeting, financial planning, and investor relations, ensuring the project's financial stability and sustainability. Previous roles at Trello include financial analyst positions at leading financial institutions. Skilled in market analysis, brand management, and campaign optimization.

Elara Chang - Chief Marketing Officer (CMO): oversees the marketing and branding efforts of the cryptocurrency project. She develops marketing strategies, builds the project's brand image, and drives user acquisition and engagement.

Dhruvin Malhotra - Chief Security Officer (CSO): responsible for the security of the cryptocurrency project. He develops and implements robust security measures, conducts risk assessments, and safeguards the project from potential threats and attacks.

Leander Sterling - Head of Business Development: focuses on expanding partnerships and collaborations for the cryptocurrency project. She identifies new business opportunities, negotiates contracts, and fosters strategic alliances to drive growth and adoption.

12. OUR COMMUNITY

CULTIVATING A THRIVING ECOSYSTEM THROUGH DYNAMIC COMMUNITY ENGAGEMENT AND DECENTRALISED GOVERNANCE

12.1 Community Interaction & Decentralised Decision-Making

EDGEX prioritises community interaction and decentralised decision-making to create a dynamic and inclusive ecology. EDGEX encourages users to collaborate, ideate, and voice their opinions on important subjects in a space unrestrained by conventional norms and barriers.

12.2 Governance through Transparency

Transparency and democracy are prioritised in the governance system. Community members get ownership by voting on important issues, and our inclusive strategy promotes long-term cooperation and platform sustainability.

12.3 Integrating Web 3 Technologies

Blockchain, decentralised WEB3 technologies EDGEX is at the vanguard of digital interface growth, embracing the future. EDGEX's creative integration of WEB3 technologies into its platform pushes digital frontiers. In this manner, EDGEX creates a new age of connection, efficiency, and transformation.

12.4 Advanced Content Distribution and Decentralised Storage

Advanced content distribution and decentralised storage increase platform accessibility and reach. EDGEX helps enterprises create a seamless, linked global landscape with efficient content access through decentralised protocols and distributed file systems like IPFS.

12.5 User Education and Awareness & Compliance with Regulations

As part of a comprehensive security strategy, user education and awareness programmes teach users how to avoid common cyber hazards. Platforms reinforce their first line of defence—users—by offering extensive training materials and guidance on possible dangers, including phishing and social engineering assaults.

EDGEX rigorously follows appropriate legal and regulatory frameworks to preserve trust and legal duties. Compliance with strict security and privacy requirements, data protection legislation, and anti-money laundering rules is required. Platforms may fulfil industry standards, retain user confidence, and establish trust by adhering to such standards.

13. ROADMAP

Our objectives are meant to represent the ambitious estimates that have been made about the development of the EDGEX project as well as the acceptance of it by users within the allotted periods.

Phase 1: App Development and Community Building

July 2023: Beta Release of the EDGEX App
August 2023: Successful Launch of the EDGEX App
December 2023: Target of 500,000 VIP Members and License Registration for AppStore and Playstore Upload
Setting up the EDGEX Community and Assigning Managers for Each Small Community

Phase 2: Expansion and Innovation

February 2024: Listing of EDGEX Coin on OKEX or Equivalent Exchange Center
March 2024: EDGEX Enters the Era of DAO (Decentralized Autonomous Organization)
April 2024: Live Broadcast with E-commerce Unleashed
May 2024: The Dawn of EDGEX NFT
June 2024: Targeting 3 Million VIP Members

Phase 3: Growth and Advancements

July 2024: Ascending the Ranks - Top 1000 Coin
August 2024: EDGEX Enters the World of Game-Fi
September 2024: Synergy Unleashed - Game-Fi & NFT
December 2024: Establishing 200 Worldwide Advertising Training Business Schools

Expansion Phases

Status Quo – July 2023 – 10,000 Users

As of July 2023, the beta version of the EDGEX app has successfully attracted a sizeable number of users equalling 10,000. This has been achieved through technological breakthroughs, strategic partnerships, and preliminary user acquisition strategies.

3 Months Objective – 200,000 Users

Moving forward, the expansion strategies for the app are far more ambitious. The EDGEX team aims to reach 200,000 users over the next three months, and they want to do this by significantly growing the user base. To realise this, EDGEX explores strategic partnerships in new markets, continuously investing in research and development for technological advancements. Regulatory compliance will be particularly crucial during this phase to instil trust in a rapidly growing user base.

6 Months Objective – 500,000 Users

Further down the road, in a time span of six months, EDGEX plans to reach an even more massive milestone by gathering half a million users. The team plans to strengthen community empowerment, pursue global expansion, and forge more strategic partnerships to unlock this milestone.

1 Year Objective – 3,000,0000 Users

Looking forward one year from now, their ultimate goal is to grow their user base to an impressive 3 million people. In this pursuit, EDGEX will maintain a firm focus on innovation, regulatory compliance, and technology to sustain this exponential growth.

14. CONCLUSION

EDGEX is poised to revolutionize digital advertising by seamlessly integrating cryptocurrency with captivating short videos. Our vision is to create a future where financial inclusion is paramount and individuals have easy access to the world of cryptocurrencies. Through blockchain technology, artificial intelligence, and decentralized finance, we empower users to engage with cryptocurrency in a user friendly and rewarding manner. EDGEX's unique value proposition lies in its precise advertising, verifiable ad views, and rewarding ecosystem where users earn EDX coins by watching ads. As we progress, EDGEX invites potential users, investors, and partners to join us on this transformative journey, shaping a brighter and more inclusive financial landscape for all.

Join EDGEX today and join a dynamic community that values transparency, innovation, and collaboration. Whether you are an advertiser seeking targeted campaigns or an individual eager to explore the potential of cryptocurrencies, EDGEX offers a user-centric and rewarding experience. Together, let's create a future where everyone can embrace the transformative power of digital currencies, fostering financial freedom and empowerment worldwide. The EDGEX community looks forward to welcoming you as we embark on this exciting journey toward a more inclusive and decentralized financial ecosystem.

15. LEGAL DISCLAIMER

Investment Risks: Investing in cryptocurrencies and participating in blockchain projects, including EDGEX, carries inherent risks. The cryptocurrency market is highly volatile, and prices can fluctuate significantly within short periods. Potential investors should carefully consider their risk tolerance and conduct thorough research before making investment decisions. EDGEX does not guarantee returns, and investments in the project are subject to market risks.

Regulatory Compliance: The regulatory landscape surrounding cryptocurrencies and blockchain projects varies across jurisdictions. Potential investors must know their respective countries' legal implications and regulatory requirements. EDGEX aims to comply with applicable laws and regulations, but changes in regulatory environments could impact the project's operations or token utility.

Not Financial Advice: The information in this white paper and related materials should not be construed as financial advice or a recommendation to invest. Investors should consult with qualified financial advisors or legal experts before making financial decisions.

Token Utility: The EDX coin is essential to the EDGEX platform and its ecosystem. It may serve various purposes, such as accessing premium features, earning rewards, and participating in governance (if applicable). The utility of the EDX coin is subject to the terms and conditions outlined in the project's documentation.

Intellectual Property: All intellectual property rights, including copyrights, trademarks, and patents, associated with the EDGEX platform and its assets, are the sole property of the project. Unauthorized use, reproduction, or distribution of the project's intellectual property is strictly prohibited.

Platform Terms of Use: Users and participants in the EDGEX platform must adhere to the platform's terms of use, privacy policy, and any other applicable policies. Users agree to comply with these terms and conditions by accessing and using the platform.

Geographic Restrictions: The availability of the EDGEX platform and its services may be subject to geographic restrictions. It is the responsibility of users to ensure that their use of the platform complies with local laws and regulations.

Changes and Updates: EDGEX reserves the right to modify, update, or amend the information presented in this white paper and related documents. Any changes will be communicated through official channels, and users are encouraged to stay informed about updates.