

FAQ SiBorg Ads

Questions:

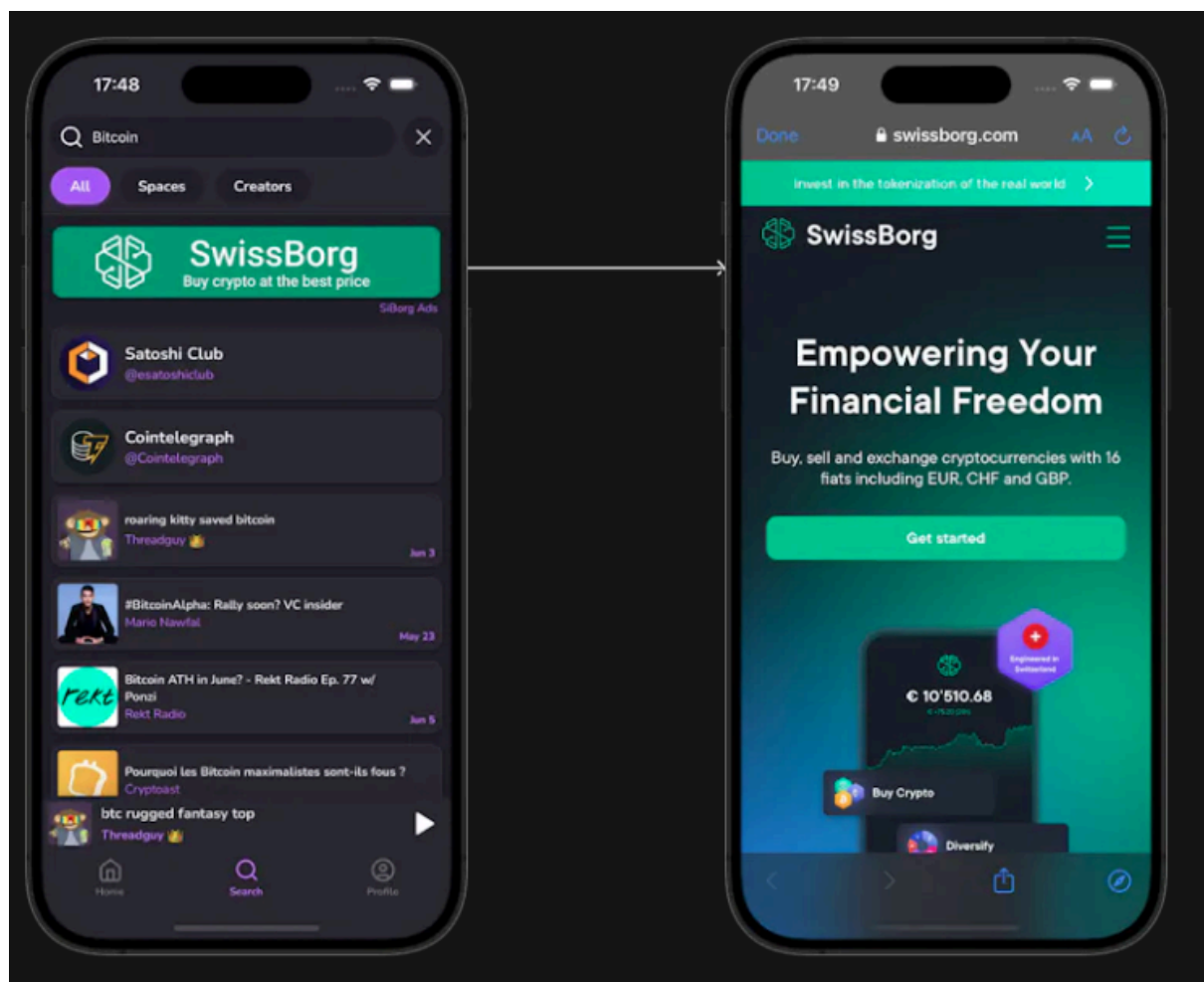
Questions:	1
What is SiBorg Ads?	2
What is an Ad Space?	2
How does the tokenization of advertising spaces work?	3
What is the sales roadmap for SiBorg Ad Spaces?	4
What is the validity period for the initial ad spaces?	4
When and How to submit an Ad?	5
Submitting and Validating Ads:	5
Do I have to add an ad to my ad space?	6
What is the "Bid-to-Earn" mechanism and how does it work with SiBorg Ads?	7
How "Bid-to-Earn" Works:	7
Benefits of "Bid-to-Earn":	7
What are Mystery Boxes?	8
What is Buy Now?	9
What is Live Auction?	9
How do I resell my ad space?	9
How does the referral system work?	10
Why use the Base blockchain and how to bridge to Base?	11
Why use the Base blockchain?	11
How to bridge to Base?	11

What is SiBorg Ads?

SiBorg Ads is an innovative advertising solution that tokenizes the advertising spaces in the search results of the SiBorg app. Using blockchain technology, ad spaces are converted into Non-Fungible Tokens (NFTs). This allows users to buy, sell, and speculate on these spaces. Each ad space is associated with a specific keyword in the app, and sponsors (ad space owners) can propose ads that will appear when those keywords are searched.

What is an Ad Space?

An Ad Space in the context of SiBorg Ads is a specific area associated with a keyword in the SiBorg app where advertisements can be displayed. These spaces are tokenized using Non-Fungible Tokens (NFTs), which means they can be bought, sold, and traded as unique digital assets. When a user searches for a specific keyword in the SiBorg app, the ad associated with that ad space appears in the search results. This allows sponsors to target specific audiences based on search terms.



How does the tokenization of advertising spaces work?

The tokenization of ad spaces within SiBorg Ads uses blockchain technology to convert those spaces into Non-Fungible Tokens (NFTs). Here's how the process works:

1. **Creation of Ad Spaces:**
 - Advertising spaces are identified within the SiBorg application, specifically in the search results associated with certain keywords.
2. **Tokenization:**
 - Each ad space is converted into a unique NFT. An NFT is a digital token on the blockchain that represents the ownership of a unique asset, in this case, the advertising space.
3. **Selling Ad Spaces:**
 - These NFTs are sold on the SiBorg Ads marketplace. Users can purchase these spaces through standard purchase mechanisms or auctions.
 - The "Bid-to-Earn" mechanism allows bidders to receive incentives even if they do not win the final auction.
4. **Proposing Ads:**
 - Once an ad space NFT is acquired, the sponsor can propose an ad for that space. This ad will be approved by the SiBorg team to ensure its quality and relevance.
5. **Displaying Ads:**
 - Approved ads will be displayed when the keywords associated with these spaces are searched in the SiBorg app. This allows sponsors to precisely target their audience.
6. **Resale and Royalties:**
 - The advertising space NFTs can be resold on the marketplace. The seller receives the revenue from this sale, while SiBorg Ads collects fixed fees and SiBorg receives royalties on these transactions.

What is the sales roadmap for SiBorg Ad Spaces?

1. **Pre-sale:**

Start Date: Tuesday, June 25

Duration: 5 days, from June 25 to June 29

Details: Each day, 20 new premium ad spaces will be auctioned. Each auction lasts 24 hours.

2. **2nd Phase:**

Details: Adding new tickers

3. **Final Phase:**

Details: Permissionless: opening the possibility to mint ad spaces linked to any keyword.

What is the validity period for the initial ad spaces?

The validity period for the initial tokenized ad spaces on the SiBorg Ads platform is **12 months from 1st July 2024 to 30 June 2025**. This means that each purchased ad space grants the owner the right to propose and display advertisements associated with that space for a period of 1 year. After this period, the validity of the ad space expires, and it may be necessary to renew or repurchase the space to continue using it. SiBorg will inform about the renewal conditions later.

When and How to submit an Ad?

Shortly after the pre-sale, ad space owners will be able to submit an ad to be displayed on their ad space.

Submitting and Validating Ads:

1. Submit the Ad:

- Once the ad space is acquired, the sponsor can submit an ad through the SiBorg Ads interface. This ad can contain an image and a link to a website.

2. Ad Validation:

- The SiBorg team reviews and validates each submitted ad to ensure that it meets the rules and standards of the platform.
- If the ad is approved, it will be displayed when the associated keyword is searched in the SiBorg application.
- If the ad is rejected, the sponsor can submit a new proposal until it is accepted.

This process ensures that ads are relevant and of high quality, while allowing sponsors to maximize their visibility and engagement with SiBorg app users.

Do I have to add an ad to my ad space?

No, you are not required to add an ad to your ad space immediately upon purchase. Once you acquire an ad space as an NFT, you have the flexibility to decide when and how you want to use it. Here are your options:

1. Advertisement Proposal:

- After acquiring the ad space, you can propose an ad at any time. This ad must be approved by the SiBorg team to ensure its quality and relevance.
- You have the option to change the proposed ad as many times as needed, following the same submission and approval process.

2. Reselling the Ad Space:

- You can choose to resell your ad space on the marketplace without having added an ad. Potential buyers can then decide to buy the space as is and propose their own ads.

3. Usage Flexibility:

- You can also hold onto the ad space as an investment, and speculate on its future value without immediately adding an ad. This approach can be beneficial if you believe the value of the space will increase over time.

In summary, while you have the option to add an ad to your ad space, you are not required to do so immediately and can manage your space according to your preferences and strategies.

Please note that the validity of these first ad spaces is set to 1 year from the start date of the listing.

What is the "Bid-to-Earn" mechanism and how does it work with SiBorg Ads?

The "Bid-to-Earn" mechanism is an innovative auction method used by SiBorg Ads to sell tokenized ad space. This system allows bidders not only to try to acquire ad space but also to receive rewards even if they do not win the auction. Here's how it works in detail:

How "Bid-to-Earn" Works:

1. **Participation in the Auction:**
 - Users interested in purchasing a tokenized ad space participate in an auction by placing a bid.
 - Each bid placed is recorded, and the amount is deducted from the user's wallet.
2. **Calculating Incentives:**
 - Once a user places a bid, a system calculates the incentives they will receive if they are outbid by another participant.
 - These incentives are designed to encourage participation and to compensate those who do not win the final auction.
3. **Outbidding:**
 - If another user places a higher bid, the original bidder receives a full refund of the original bid, plus the calculated incentives.
 - This process continues until the auction ends.
4. **Auction Closing:**
 - At the end of the auction, the ad space (in the form of an NFT) is awarded to the highest bidder.
 - The final amount, minus the incentives paid to other bidders, is transferred to SiBorg Ads.
5. **Additional Rewards:**
 - In addition to receiving the ad space, the auction winner may also receive "mystery boxes," containing various additional rewards.
 - The number of these mystery boxes is proportional to the value of the winning bid.

Benefits of "Bid-to-Earn":

- **Increased Engagement:** This mechanism encourages more people to participate in auctions, increasing engagement and activity on the platform.
- **Compensation for Non-Winners:** Bidders who do not win the auction are rewarded for their participation, which reduces perceived risk and encourages users to bid.
- **Transparency and Fairness:** The auction process is transparent and fair, with clearly defined incentives for all participants.

In summary, the SiBorg Ads "Bid-to-Earn" mechanism is designed to maximize user participation and engagement, while providing rewards even for those who do not win the final auction. This helps create a dynamic and fair ecosystem for selling tokenized ad space.

What are Mystery Boxes?

Mystery Boxes are a new type of incentive introduced to the SiBorg ecosystem. They can be earned in several ways:

1. **Auctions:** If the user wins the auction on the SiBorg Ads marketplace, they will receive additional Mystery Boxes.
2. **Direct Purchase:** Users can also earn Mystery Boxes by directly purchasing ad space on the SiBorg Ads marketplace.
3. **Resale:** Users can earn Mystery Boxes by reselling ad space on the marketplace.
4. **Referrer:** Users can position themselves as a referrer of the sale. When they refer a buyer who wins an auction or purchases an ad space, the referrer will also receive Mystery Boxes.

⇒ The number of Mystery Boxes received is proportional to the purchase or sale value of the ad space.

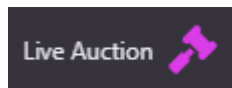
Mystery Boxes contain various rewards, the content of which will be revealed later. The higher the bid or transaction, the more Mystery Boxes you will receive.

What is Buy Now?



Buy Now is a mechanism offered by SiBorg Ads that allows users to instantly purchase tokenized ad space at a fixed price.

What is Live Auction?



SiBorg Ads uses an auction system to sell ad space. Auctions allow users to bid on ad space for a certain period of time. The highest bidder at the end of the period wins the ad space. The "Bid-to-Earn" mechanism also rewards non-winning bidders with incentives. Users can directly buy the ad space when a target price is reached. This mechanism allows buyers to immediately purchase the ad space without waiting for an auction to end.

How do I resell my ad space?

In your Profile Interface, on the Owned Ad Space tab, you can select the ad space you want to resell and create a listing.

You have two options for relisting your ad space:

- **Direct Listing:** Set a fixed sale price for your ad space. Buyers can purchase it immediately at that price.
- **Auction Listing:** Put your ad space up for auction. You can set a starting price, and a buy-it-now price, which is the price that a buyer must pay to buy the ad space immediately.

You need to specify the auction duration, and the cryptocurrency you wish to receive as payment. (currently only WETH)

You can cancel the listing at any time, as long as the ad space is not sold.

How does the referral system work?

The SiBorg Ads referral system allows users to earn rewards by sharing a unique referral link with others. Here's how it works in detail:

1. **Get the Referral Link:**
 - Once logged into the SiBorg Ads marketplace, you will have a unique referral link associated with your wallet.
2. **Share the Referral Link:**
 - Share this link with others who may be interested in purchasing ad space on SiBorg Ads.
3. **Using the Referral Link:**
 - When someone uses the referral link to sign up and purchase or bid on an ad space, the system tracks this action.
4. **Rewards for the Referrer:**
 - The referrer (the person who shared the link) earns Mystery Boxes as rewards.
 - These rewards are earned when the referee wins an auction or buys an ad space via direct purchase.

Note: Currently, there are no specific rewards for the referee (the person using the referral link).

In summary, the SiBorg Ads referral system encourages users to promote the platform by offering attractive rewards to referrers, thereby stimulating adoption and engagement on the SiBorg Ads marketplace.

Why use the Base blockchain and how to bridge to Base?

SiBorg Ads has chosen to use the Base blockchain for several key reasons, and here's how you can bridge to Base:

Why use the Base blockchain?

1. **Scalability:** Base offers a highly scalable infrastructure that allows for the processing of a large number of transactions at reduced costs and with fast confirmation times. This is crucial for the smooth operation of frequent transactions and auctions on SiBorg Ads.
2. **Security:** Base benefits from the robust security of the Ethereum blockchain while offering more economical transactions due to its Layer 2 architecture. This ensures that transactions remain secure and user assets are protected.
3. **Compatibility:** Base is compatible with Ethereum blockchain standards, including ERC-20 and ERC-721, making it easy to integrate with other decentralized applications (dApps) and marketplaces.
4. **Active Ecosystem:** As part of the Ethereum ecosystem, Base provides access to a large community of developers, tools, and resources, fostering continued growth and innovation for SiBorg Ads.

How to bridge to Base?

1. **Select a Bridge Service:**
 - Use a bridge service that is compatible with Base, such as [Superbridge](#) or [Brid.gg](#). These services allow you to transfer assets between Ethereum and Base. You can find other popular bridges for transfers between other blockchains on [defillama](#).
2. **Connect Your Wallet:**
 - Connect your wallet to the bridge service. Make sure your wallet has the assets you want to transfer and that you are connected to the source blockchain.
3. **Choose Assets to Transfer:**
 - Select the assets (ETH, USDC, or other tokens) you wish to transfer to Base. Specify the amount to transfer.
4. **Confirm the Transaction:**
 - Follow the instructions to confirm the transaction in your wallet. The Bridge service will transfer your assets from the selected blockchain to Base.
5. **Verify the Transfer:**
 - Once the transaction is confirmed, verify that the assets have arrived on Base by checking your wallet on the Base blockchain. You can use a [blockchain explorer](#) to track the transaction and confirm its completion.

By using the Base blockchain, SiBorg Ads ensures fast, secure, and low-cost transactions while benefiting from broad compatibility and a growing ecosystem.