



The One Sphera Value Chain Advertising System

We've developed an exciting method to **share** financial rewards with customers by building an engaged community that explicitly tracks their precise interests in real time. At the same time, we create a delivery system for high-quality, opt-in, and laser-targeted advertising that radically improves effectiveness and efficiency, leading to increased conversion rates and lower costs.

Our patent-pending Value Chain Advertising System is literally a multi-dimensional, transactional combining of...

- **Sharing advertising dollars via trusted referrals (gossip for good),**
- **A dynamic multi-layered reward system,**
- **Loyalty program that actually works,**
- **Building engaged communities,**

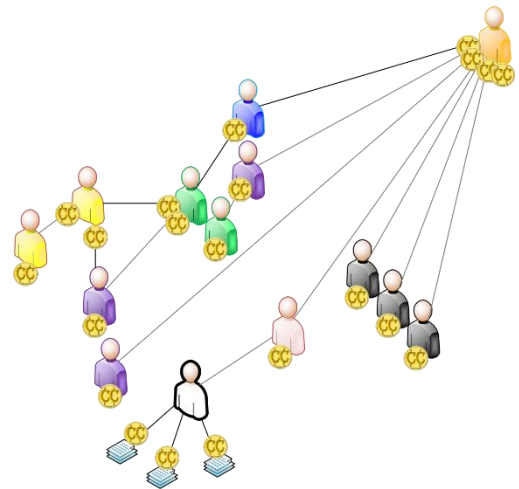
...all in a constellation of shared interests, needs and offers, and collaborative projects.

Our approach is a game changer because it turns the global economy “upside down” with the advent of our disruptive multi-dimensional model. At its heart is our secret sauce: **Community Engagement**. We promote and engage communities using two primary measurements:

Proof of Community Cooperation (PoCC) and Proof of Community Influence (PoCI).

Proof of Community Cooperation (PoCC) is the core measurement that The Community Platform uses to determine proper **cooperative** activity within a community. PoCC occurs within a wide range of activities, from passive to incredibly dynamic. Anything that helps a collaborative network expand, grow, and thrive in a positive way could be considered PoCC.

Proof of Community Influence (PoCI) is the measurement that The Community Platform uses to determine that a specific activity is having a positive influence on the community. When a member of a collaborative network **supports** another member with **information, time** or **resources**, they are often having a positive influence on their community.



Example: Value Chain Advertising for a Concert

In the following example, we have created an advertising Campaign for a band that has launched a new album, is on tour, and is coming to a town where they will use Value Chain Advertising (VCA) to increase interest and participation. Because they know they have a fan base and even a Fan Club in the destination town they are willing to reward them based on the fan's level of participation and influence.



Concert Campaign Rules

1. Who can participate, when, and how?

- a. Anyone can participate.
- b. The Campaign start and end dates are 8:00am ___/___ to midnight ___/___.

2. What is the offering, Rules and Rewards?

- a. *Buy a ticket, enjoy the show, and earn your money back!*
- b. A pool of \$10,000 to \$100,000 USD is anticipated for this Campaign.
- c. Players that are both PoCC and PoCI-verified contributors to the Campaign will receive a distribution of CommunityCoin or cash at the end of the Campaign.
- d. They will need to be a member of The Community Platform to receive a reward.

3. What is the measure for a Qualifying Activity? (PoCC)

Proof of Community Cooperation (PoCC) can be accomplished in two ways:

- **Players must either attend the concert in person or pay for the live-streaming.**

Unlimited additional PoCC points can be earned by purchasing album or band merchandise.

4. What is the measure and reward for Influencing activity? (PoCI)

Proof of Community Influence (PoCI) can be earned for influencing others.

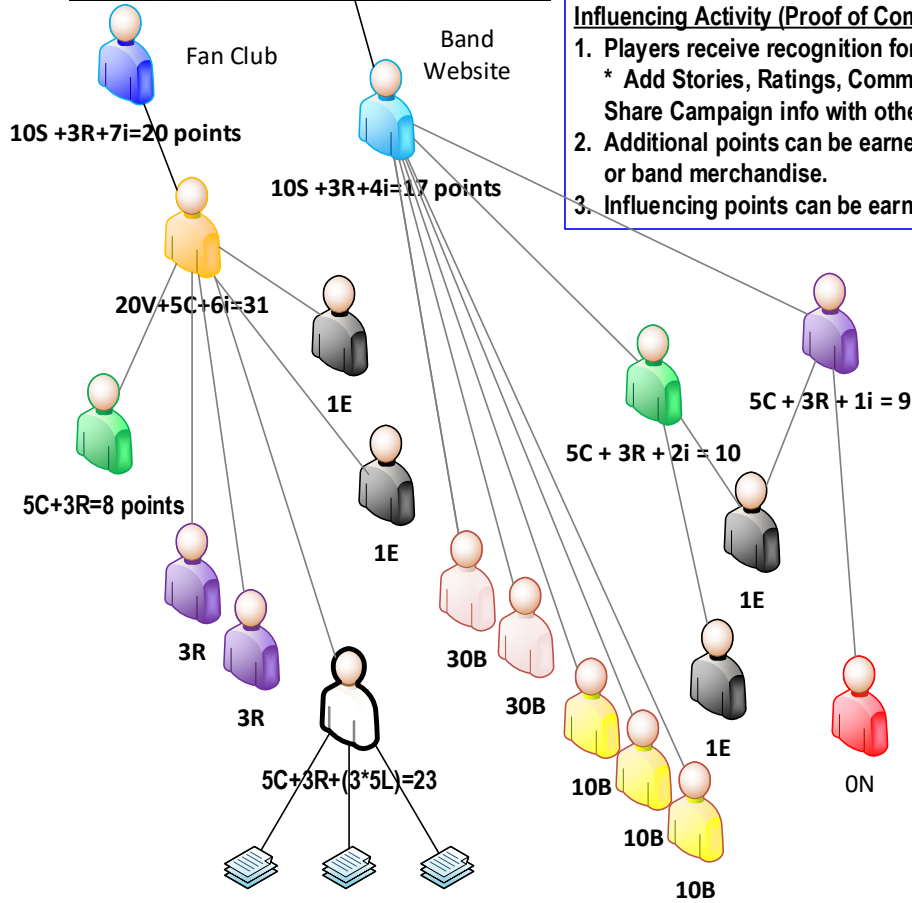
- a. Add stories, ratings, comments, emojis, videos, and pictures.
- b. Share Campaign info with others to earn points.
- c. Limit of 3 videos, 2 stories, 4 comments, 2 ratings, 5 pictures, 10 emojis, and 100 links.
- d. Additional **Influencing** points can be earned by Fan Clubs or websites for posting and sharing links.
- e. Point Distribution:

Point Distribution		
Buy Album (B)	[Pink]	+30
Buy Band Merchandise	[Yellow]	10%
(Can also choose \$1=1point)		
Story (S)	[Blue]	+10
Rating (R)	[Purple]	+3
Comment (C)	[Green]	+5
Video (V)	[Gold]	+20
Forward Link (L)	[B+W]	+5
Emoji (E)	[Black]	+1
No Purchase (N)	[Red]	0
Influencer (i)		+1



Value Chain Advertising for Concerts

**Advertise Music Concert for a New Album
60-Day Campaign**



Total Rewards Pool for this Campaign: Estimated at 10-100k USD/CC (Campaign Owner adds \$1 USD/CC per attendee plus 10% of merchandise sales to the total Pool)

- Rules:**
1. Anyone can participate
 2. Players will need to join the Campaign to get Rewards and Wallet
 3. Players that are both PoCC and POCI verified contributors to the Campaign will receive Rewards upon its completion.
 4. Limit of 2 Videos, 2 Stories, 4 Comments, 2 Ratings, 10 Emojis, 5 Shares, etc.

- Qualifying Activity (Proof of Community Cooperation)**
1. Players must either attend the concert in person or paid streaming
- Influencing Activity (Proof of Community Influence)**
1. Players receive recognition for influencing others
* Add Stories, Ratings, Comments, Emoji's, Video and Share Campaign info with others to earn points
 2. Additional points can be earned by purchasing album or band merchandise.
 3. Influencing points can be earned by Fan Clubs or Websites

Point Distribution

Buy Album (B)	[Pink]	+30
Buy Band Merch	[Yellow]	10%
(Can also choose \$1=1point)		
Story (S)	[Blue]	+10
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Comment (C)	[Green]	+5
Video (V)	[Gold]	+20
Forward Link (L)	[B+W]	+5
Emoji (E)	[Black]	+1
No Purchase (N)	[Red]	0
Influencer (i)		+1

Activity is tracked in a Secure Ledger or Blockchain. At the end of the Campaign the points are added and the total rewards are distributed based on a percentage of the final pool. Participation is based on Qualifying and Influencing activities (PoCC/I).

This example is a segment of a VCAS Campaign where 19 Members are participating (out of potentially thousands). On close and confirmation of the Campaign, the Platform will calculate and divide the Total Campaign Rewards. The Reward Amount will be deposited in the Member's Digital Wallet.

Patent Pending James, Flyer, Melton, ©2017. 2018, Diagram 1

Advertise Music Concert for a New Album 60-Day Campaign

Value Chain Advertising System



★★★★★ I have been waiting for this!
The wait is over! Cool Sound is coming to town!
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate..



10S + 3R + 7i = 20 points

- Cool Sound Band launches their 60-Day Campaign for a Concert at a physical location and Online Streaming

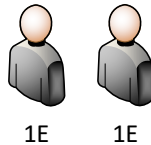
- Suzy, president of a local "Cool Sound" Fan Club posts a story and reaches out to all the club members about the upcoming event.
- She posts a link on her Club Page with options to buy tickets and Band merchandise
- After she buys a ticket to the concert she qualifies to earn her influencing points:
- 10 for the Story, 3 for Rating. (Eventually 7 influencing points)

I won't be in town, but will attend via streaming!!!
Here's a Video of Cool Sound from last year!
OMG – So Excited!



20V + 5C + 6i = 31 points

- Elaine reads Suzy's **Story** and **Rating**
- Responds with a **Comment** and a Video from last year
- Elaine buys an Online Streaming ticket as she will be out of town
- 20 for the Video, 5 for the Comment. (6 influencing points)



1E 1E

- Jane & Tom watch Elaine's video
- They both respond with an **Emoji**
- Jane & Tom both buy tickets to the Concert, earning 1 point each

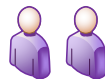
★★★★☆ I love Cool Sound! But they need a better venue – it was sold out and people had to walk 20 minutes away! So happy I streamed it!



5C + 3R = 8 points

- Billy looks at all the reviews but does not initially click on any of them.
- He buys an Online Streaming Ticket
- During the Event he adds a **Review** and **Comment** that the Band was great but heard the parking was horrible and glad he streamed.
- 5 for the Comment, 3 for the Rating.

★★★★★



3R 3R

- Two people watch the Video and add Ratings
- Each earn 3 points

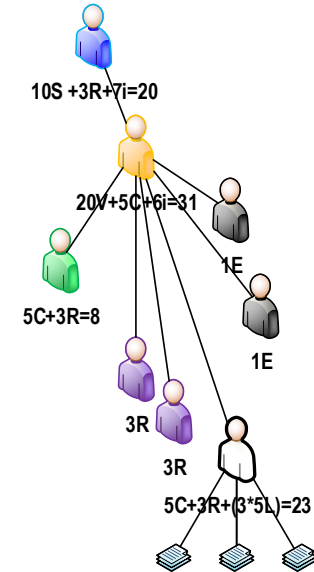
★★★★★

THIS IS A MUST SEE and MUST ATTEND! JOIN US!



5C + 3R + (3*5L) = 23 points

- A very excited Fan Club Member, Randall, adds a rating and forwards his comments and a link to the Club Page to three other people outside of the Fan Club.
- After buying a ticket, he earns
- 5 for the comment, 3 for the rating, and 15 forwarding points



At the end of the Campaign, the Campaign Ledger is reviewed and additional points are given to the Value Chain Influencers, as they have demonstrated PoCI.