

# **BLINGK!**

micropayments per link

# BLINGK!

- ✓ Think of **BLINGK!** as "the paywall network" - leveraging the power of a "shared" credit account (aka "e-wallet") across a network of content providers. A premium internet.

test.blingk.net/blingk/index.php

Subscribe: 1 MONTH Unlimited: 1.99 USD 1 YEAR Unlimited: 19.99 USD

micropayments/link® powered by **BLINGK!** LOG-OUT

ACCOUNT: shea009 BALANCE: -0.06 USD CREDIT: 0.94 USD

0.01

Bloomberg the Company & Its Products | Bloomberg Anywhere Login | Bloomberg Terminal Demo Request

Menu Search Bloomberg Sign In Subscribe

EUR-USD 1.12 -0.000 -0.04% Gold Spot \$/Oz 1291.46 +1.53 +0.12% US 10-Year Bond Yield 2.499 -0.01%

Business

**Ethiopia Report Rules Out Pilot Error, Saying Boeing 737 Max Plunged on Its Own**

updated 30 minutes ago

Boeing Races Ahead With 737 Max Output as Financial Risk Deepens

Max Disaster Pits Boeing Against Ethiopia's Prized Carrier

Boeing's Grounded 737 Max: The Story So Far

Markets

**Five Things You Need to Know to Start Your Day**

Here are some things people in markets are talking about today.

Markets

**Stocks Slip After Global Rally; Treasuries**

updated 33 minutes ago

Economics

**Trump to Meet China's Liu in a Sign Trade Talks Are Reaching Final Stages**

Chinese Vice Premier Liu plans to go to the White House for a meeting with the U.S. president.

updated 3 hours ago

Hyperdrive

**Tesla Model 3 Deliveries Falter, Deepening Concern About Demand**

Shares slumped in early trading after reporting a record decline in deliveries during the first quarter.

updated 2 hours ago

shea writer 1 min ago

This clicking on this link will debit your BLINGK! Account by USD 1.00.

Reply Delete

BLINGK! reports your "E-Wallet Account" details at the top of your favorite websites...

The cost per link is displayed as you "mouse-over" each link.

## Architecture:

BLINGK's architecture resembles the open **Per fee Link Handler** (PFLH)

### 2. Architecture

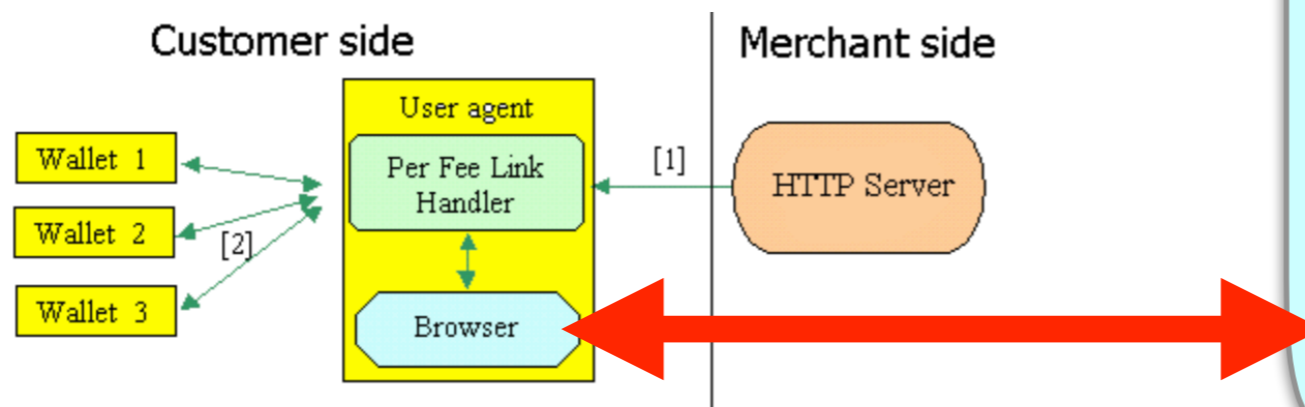
Parties involved in this specification architecture are Client and Merchant.

The Client initiates the micropayment when requesting information from the server.

#### 2.1 Basic architecture

The basic architecture consists of:

- On the Client side:
  - a Browser,
  - a module called Per Fee Link Handler (PFLH),
  - one or more electronic micropayment wallets.
- On the Merchant side:
  - an HTTP server



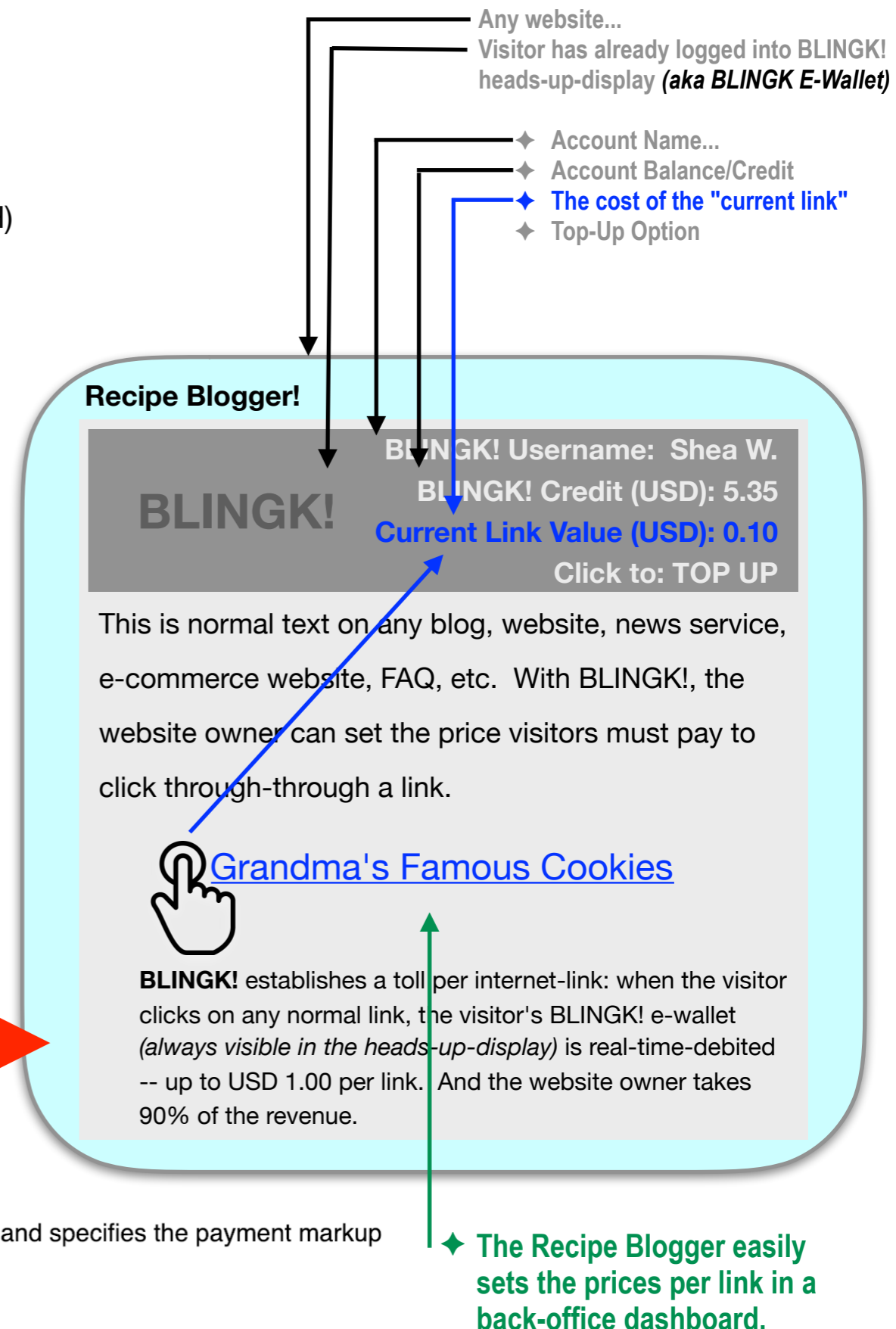
[1] Merchant HTTP Server to Per Fee Link Handler flow

[2] Per Fee Link Handler to Wallet and Wallet to Per Fee Link Handler flows

This document focuses on the Merchant server to Per Fee Link Handler-Browser flow and specifies the payment markup information.

This document does not address:

- Per Fee Link Handler to electronic Wallet and Wallet to Per Fee Link Handler flows,
- Per Fee Link Handler requirements.



## We've Made It Easy:

- There is a simple KYC/AML registration; then
- Just one line of code activates the BLINGK! Network on any web page:

```
<script type="text/javascript" src="https://blingk.net/blingk.js?  
h=xxxxx_your_blink_account_id_xxxxx&rnd=6"></script>
```

## The Market for Micropayments per Link:

- Bloggers
  - Online News Agencies
  - Ad Networks
  - Online Video Networks
  - Search Engines
  - Universities
  - Research Papers
  - Journalists
  - Content Producers
  - Government
  - Education
  - Informational Resources
- 
- ✓ Easy for visitors to register;
  - ✓ Easy for everyone to navigate;
  - ✓ **Keeps record of and helps organize paid links history;**
  - ✓ Establishes BLINGK! as a global services e-wallet, to rival PayPal, Uber, Grab, or BitCoin.
- 
- ✓ Monetizes billions and billions of internet links.

# A Viable Alternative to AdSense™

- ✓ **Click-based Revenue:** In terms of easily leveraging that "per click" revenue model, there is *currently* only one viable option: online banner advertising (e.g., Google AdSense):

*A staggering \$24.1 billion of Google's \$27.77 billion revenue for Q3 2018 was from advertising -- which is 32% of the gross advertising revenue (i.e., publishers keep 68% of the gross advertising revenue).*

- ✓ **BLINGK!** is the first to offer a truly intuitive, pay-per-click model.
- **Within 24 months, projecting 0.1% of AdSense customers will "add" or "switch" to the BLINGK! (micropayments / click) Network - representing USD 24mm in revenues per quarter (USD ~100mm / year).**

A premium internet!™

**BLINGK!**



[Partner / Business Experience](#)



[Customer Experience](#)

# Time Table:

- **Month 1 - 6:**

- ✓ Prepare BLINGK! Platform
- ✓ Integrate with Merchant Bank

- **Month 7:**

- ✓ Grow market share to 1,000 pay-per-clicks per minute

- **Month 12:**

- ✓ Grow market share to 100,000 pay-per-clicks per minute

- **Month 18:**

- ✓ Grow market share to 100,000,000 pay-per-clicks per minute

# Projections:

We are projecting the following KPI's within 6 months of live service:

- ✓ 1,000 "pay-per-clicks" per minute
  - Average value per click: USD 0.50
  - Projected Payment Volume: USD 5,000 per minute
  - Projected Revenue: USD 500 per minute
- ✓ 100,000 active Customer Accounts (visitors);
- ✓ 10,000 active Reseller Partners (website owners)

# Financial Model:

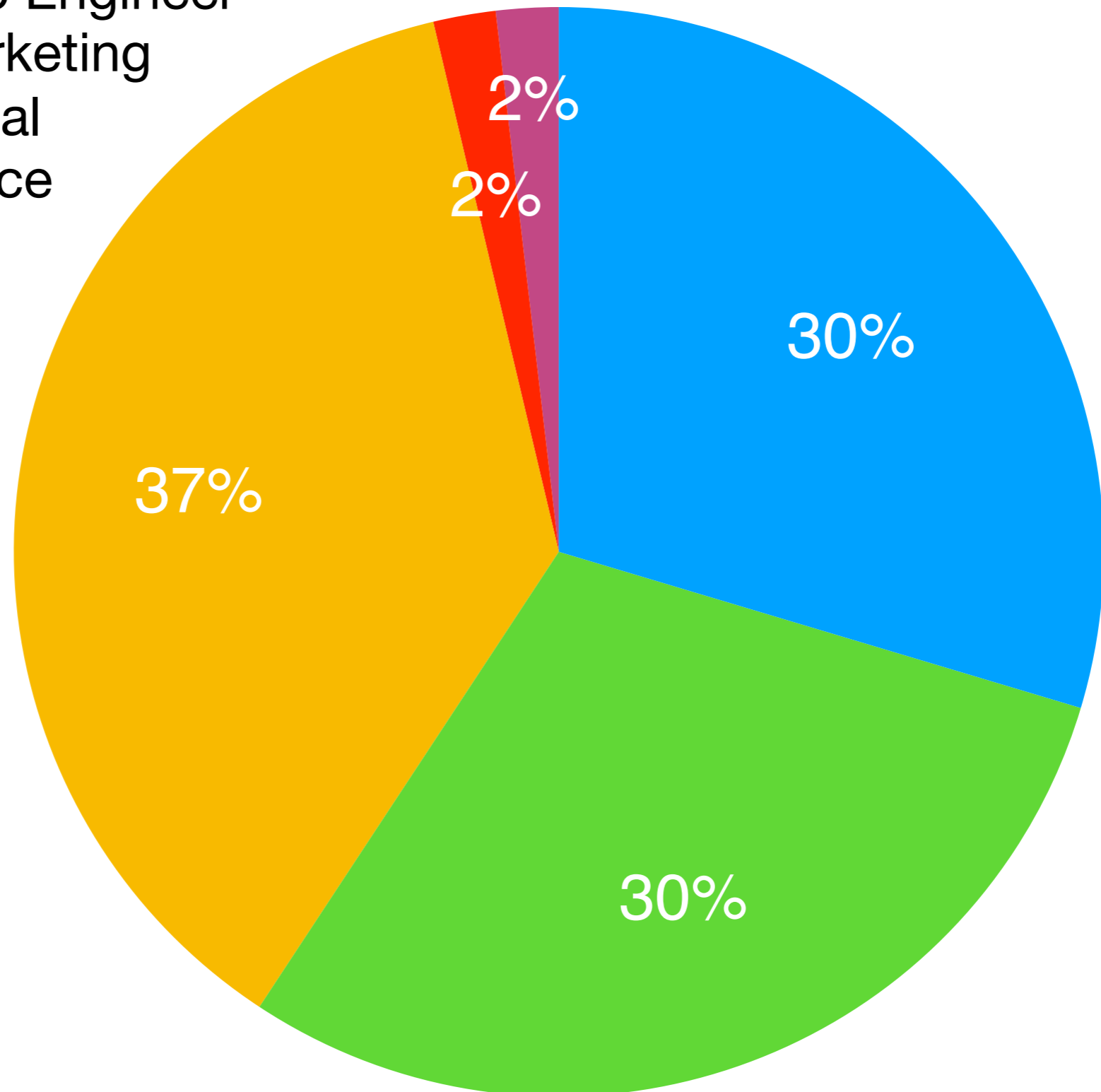
# BLINGK!

MONTH #:	0	1	2	3	4	5	6
	July (2019)	August	September	October	November	December	January (2020)
<b>CAPITAL (CASH):</b>	\$ 25,000	\$ 24,000	\$ 20,000	\$ 16,000	\$ 9,000	\$ 3,750	\$ 1,250
					<i>public beta launch</i>	<i>additional financing (Series A): USD 1mm+</i>	
<b>Cloud Database Engineer</b>	\$ 0	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (1,000)	\$ (1,000)
<b>App Engineer</b>	\$ 0	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (1,000)	\$ (1,000)
<b>Marketing</b>	\$ 0	\$ 0	\$ 0	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
<b>Legal</b>	\$ 0	\$ 0	\$ 0	\$ (1,000)	\$ 0	\$ 0	\$ 0
<b>Office</b>	\$ (1,000)	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
<b>PROJECTIONS:</b>							
<b># of CLIENTS:</b>	0	0	0	0	10	20	50
<b># of CUSTOMERS:</b>	0	0	0	0	10,000	20,000	50,000
<b>GROSS PROCESSING VOLUME:</b>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 10,000	\$ 20,000	\$ 50,000
<b>GROSS INCOME:</b>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 750	\$ 1,500	\$ 3,750
							<i>break-even</i>
<b>WORKING TOTAL:</b>	\$ 24,000	\$ 20,000	\$ 16,000	\$ 9,000	\$3,750	\$1,250	\$ 1,000
<i># of Customers Per Client</i>	1000						
<i>Total Sales per Client</i>	1000						
<i>BLINGK! Processing Fee:</i>	0.075						

# Use of Funds:

**BLINGK!**

- Cloud Database Engineer
- App Engineer
- Marketing
- Legal
- Office

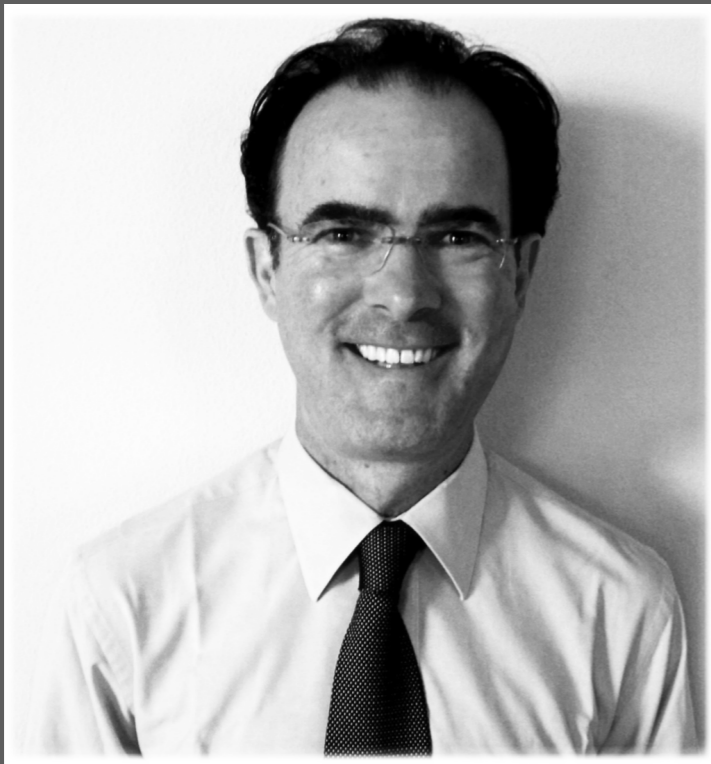


# BLINGK! NETWORK LIMITED *(FOUNDERS)*



## MALLARAS, PANAGIOTIS

- **MYER** (PROFIT PROTECTION ADVISOR)
- **INTELITRUTH LLC** (CO-FOUNDER)
- SUCCESSFUL ANGEL INVESTOR



## WRITER, SHEA

- **WORLD ECONOMIC FORUM** (Partnering Against Corruption Initiative) "FOUNDING INNOVATOR"
- **CITI GROUP** "TECH FOR INTEGRITY" FINALIST (2017)
- REMOTE IDENTITY VERIFICATION PATENT-HOLDER
- EXTENSIVE START-UP EXPERIENCE

<https://www.blingk.net>

# **BLINGK!**

monetizing billions of valuable links