



# The Smart Contract SaTT

will change the transaction between advertisers and content editors!

The SaTT is an ERC20 token created to facilitate advertising transactions with a smart contract. Instant transactions, safe and functional. No more late payments or expensive banking services. A decentralized system to quantify the results of a campaign thanks to third-party applications and its smartcontract.

## The Problem

The business model of traditional and centralized advertising agencies is based on a prohibitive cost of entry and monthly billing for services provided and affiliated commission payments can take several months, lead to significant transfer fees and be blocked in case billing minimum not met.

In the case of a technical failure on a centralized platform, all ad campaigns stop working until the incident is resolved and if a centralized network is hacked, hackers can access all accounts in the system.



**Fee saturation**



**Centralized platform**



**Payment over several months**



**Lack of transparency**

## The Solution

Thanks to the Smart Contract SaTT, ads and transactions are governed by modules of autonomous beings secured by the Ethereum blockchain. In the event of a malfunction of a module or oracle, the integrity of other advertisers' ads is preserved.



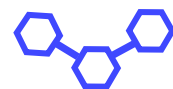
**Reduced cost**

The transaction cost is divided between encryption and oracle modules according to the needs of use. There is no minimum monthly billing. The competition between oracle modules guarantees a high level of service and competitive rates, creating a saving for the whole advertising industry...



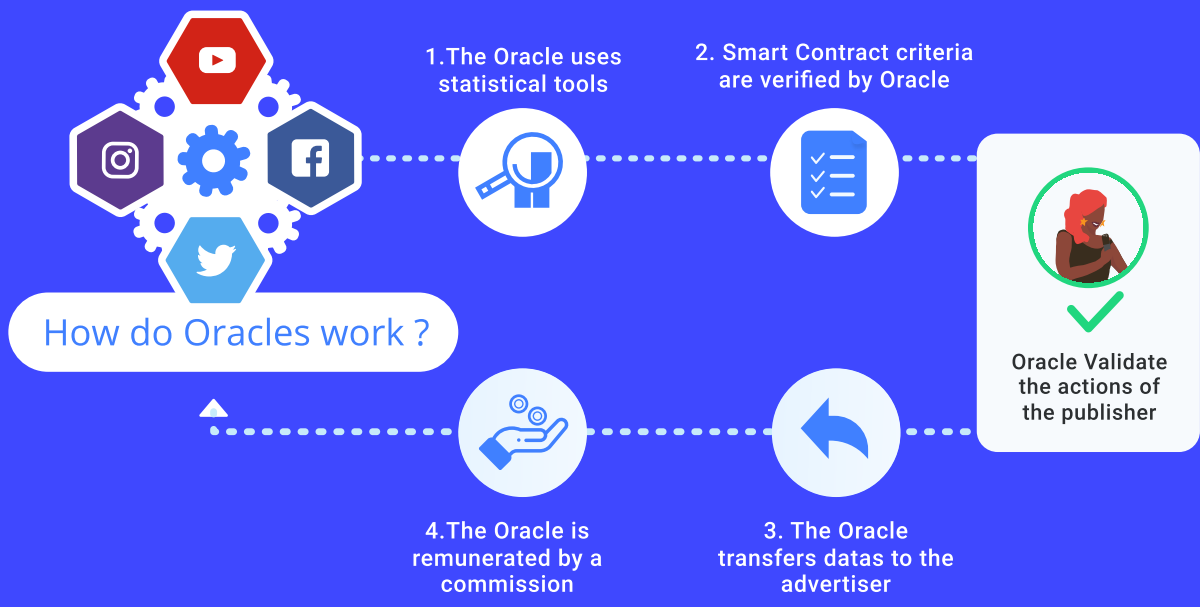
**Immediate payment**

By using SaTTs, payments are immediate as soon as the success criteria are met. Payments are not subject to transfer fees or currency conversion fees.



**Blockchain**

The blockchain is a decentralized and distributed database that guarantees the integrity of data and transactions. Thanks to the blockchain, advertisers and their campaigns are not connected to each other. Thus, they are not all affected by hacking or malfunctioning.



# Blockchain and Tokenized Economy

The Smart Contract SaTT works in a decentralized and distributed way. The blockchain will include all current offers allowing any API or platform to perform operations whether it is the creation as part of an adbuilder, the display to make an ad directory, or in Oracle for example by providing the statistics needed to validate and quantify the transaction.

To make the SaTT more liquid, we installed the PayBySaTT function on our 50,000 Store Facebook application and offer an SDK for third party developers so that many products and exclusive events are payable in SaTT.



## Advantages For Advertisers

- ✓ Very low fees
- ✓ International creators
- ✓ No middleman
- ✓ Relevant statistics
- ✓ Automatic Payment

## Advantages For Creators

- ✓ Exclusive products
- ✓ Surety of payment
- ✓ Instant Payment
- ✓ Easy Token Exchange
- ✓ Relevant Statistics



# Blockchain and Tokenized Economy

APRIL 2018

> Pre ICO Launch

Q.2 2018

- > Crowdsale debut
- > SaTT Wallet Launch ERC20/ERC223
- > Atayen, Inc applications payable in SaTT
- > Emailing Invoiced in SaTT

Completed

Q.3 2018

- > Store compatible for clients
- > Pay by SaTT API
- > 1st version SDK : SaTT connect v0.9

Completed

Q.4 2018

- > Unity ICO game "When Moon ?"
- > "3xchange" system completed
- > SaTT Connect v1.0 : ORACLES (Google Analytics, Instagram Analytics, Youtube)

Completed

Q.1 2019

- > Release of Youtube, Facebook & Instagram oracles
- > Beta version Smartcontract

Completed

Q.2 2019

- > Wallet IHave Android
- > SmartContact V1.0
- > SaTT dApp live
- > First 10 Youtube ad campaign complete

Completed

Q.3 2019

- > 3xchange.io Advanced Trading mode activated
- > When Moon V2

Completed

Q.1 2020

- > Interface half centralised (reduced gas consumption)
- > Campaign UX V2
- > SaTT smartcontract

Completed

Q.2 2020

- > SaTT working with dai, USDT, BAT
- > Smartcontract audit passed
- > Legal opinion validated
- > Classed.io V0.1

Completed

# On The Road To Open Source (2020~2021)

24TH SEPTEMBER 2020  
> Listing on 3 main exchanges

Completed

OCTOBER 2020

> Centralised version with SaTTv  
> Lost password insurance

Completed

NOVEMBER 2020

> Proof of concept BC association  
> "IHave" mobile wallet in App Store

In progress

DECEMBER 2020

> Wallet "Buy & Sell SaTT" API  
> When Moon Challenge  
> IHave code becomes OPEN SOURCE

In progress

JANUARY 2021

> Influencer's Onboarding in SaTT Wallet  
> Oracles' code becomes OPEN SOURCE  
> Oracle Bounty Challenge

In progress

FEBRUARY 2021

> IHave 1.2  
> UX campaign upgrade

In progress

MARCH 2021

> IHave v2.0: adding new crypto to wallet  
> Metamask connect into SaTT Wallet  
> Two factor authentication with Google Authenticator  
> Facebook Store App V2

In progress

APRIL 2021

> Wallet API v2.0  
> Metamask connect to log in SaTT Wallet  
> Classed.io v1.0  
> New app dedicated to publishers

In progress

JANUARY 2021

> 3Xchange liquidity pool  
> PayBySaTT modules for e-commerce CMS

In progress

JUNE 2021

BACKEND OPENSOURCE

# ATAYEN, INC

## Developing awesome apps since 2011

2011



Gauthier Bros & Stephanie Clement start to develop multiple apps for Facebook pages.



Release of IFrame App & Contact Form

2015



> Kima Venture & The DOT become shareholders.

> Launch of IFrame Apps Suite : 9 Apps for \$19.

2018

> Start Ethereum Development



**\$600,000**  
of annual revenues



2014

**ATAYEN, Inc. is born.**  
> 6 operating apps  
> More than 500,000 users



Release of Store App

2017

**1 million users**  
> Solly Azar become shareholder.  
> **\$500,000** generated



Release of Automatic Newsletter

2019

### OUR NEW CHALLENGE :

Develop an ad exchange platform for our users.

### AN IDEA :

Create a smartcontract to rule advertising transactions & create a token for value sharing.

## SaTT is Born!

## A strong, motivated team



Gauthier BROS  
CEO



Stéphanie CLÉMENT  
CTO



Samir KSIBI  
Associate partner



Geoffrey MOYA  
Blockchain expert



Caroline MURACCIOLI  
Chief design / UX guru

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## THE ADVISORS



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