ASK is the Cryptocurrency for Permission

Introduction

By creating ASK, the standard cryptocurrency for Permission, the company Permission.io foresees a world of eCommerce built on a model of permission versus legacy models of interruption and data exploitation. The first application of ASK will be the Permission Marketplace where members can search for products and services and be compensated in ASK for engaging with merchants. The highest bidding merchants will have their products displayed at the top of each product or service category. This model built upon permission and transparency leads to better ROI for merchants while building trust and transparency with their target customers.

In the future, Permission.io sees numerous applications using ASK. From dating to recruiting to gaming to email marketing, to sales of almost any kind, consumers are frustrated and actively avoid interruptions. Over 60% of millennials and younger use ad blockers which has lead to a steady decline of ROI for digital advertisers.

Beta Product

The company has had a beta product in use for over 6 months with more than 275k active ASK wallets with virtually no ad spend. We have built an ecosystem of over 700 merchants who want to participate in the Permission Marketplace and this list is growing rapidly. Since MainNet launch in May 2019 we have seen on average 19k daily transactions on the Permission blockchain. It is clear that this model of eCommerce can scale globally. Permission.io is raising funds to primarily invest in audience growth. Our goal is to achieve more than 20 million monthly active users within 2 years.

Timing

- Consumers are tired of Interruption with more than 60% of millennials and younger using ad blockers and more than 1 billion ad blockers installed globally.

- Consumers recognize that their time and data has tremendous value and are aware that it is being exploited by the largest companies in the world for their profit. The rise of blockchain technology and cryptocurrency enables consumers to get paid immediately.

- Digital advertising ROI, the cost of gaining consumer attention, has escalated by a factor of eight over the past two decades.

- Global regulations, such as GDPR continue to emerge around data control and privacy.

- Consumers have developed high expectations for rewards in commerce. In the United States alone there are 4 billion rewards accounts, more than 10 accounts per person.

Company History

Permission.io is headquartered in Austin, Texas. The Company was founded in 2004 and was formerly known as Algebraix Data Corp. The Company is rooted in deep technology and has received 9 patents from the United States Patent and Trademark Office. To date the Company has raised $49 million in capital.

Team

Charles Silver, CEO:

Charles Silver has been building companies and creating liquidity events for shareholders for nearly 30 years. In the dot com era he founded RealAge, which was the leader in using data to connect brands with consumers on a permission basis. The company was very successfully sold for 9 figures to the Hearst Corporation. Prior to RealAge, Mr. Silver founded and built the Oil Dispatch franchise in Michigan. It grew to be the largest independent quick-oil-change operator in the state and was successfully sold to Jiffy Lube.

Mr. Silver is also co-founder and serves on the Board of Reality Shares Inc. (dba Blockforce Capital) the parent company of Reality Shares Advisors, a SEC registered investment adviser with 7 publicly traded ETFs. The firm launched the first blockchain ETF (BLCN) in partnership with Nasdaq and also manages two cryptocurrency hedge funds.

Andy Shah, Chief Technology Officer:

Andy Shah is a technology executive with more than 20 years of experience in engineering, emerging technologies, product development and business strategy. Most recently he was CTO of an Austin, TX based company where he built a cloud-based advertising platform connecting consumers and advertisers.

Andy served as AVP of Software & Technology for Westell Inc (NYSE:WSTL) where he innovated and helped build the patented permission-based platform that securely protects, shares and synchronizes end users' personal data. Under his guidance, the Company completed $80M of acquisitions. Andy was Director of Engineering & Project Management for Sears Holding Corp (NYSE:SHLD) where he built and optimized an ecommerce marketplace.   At Cleversafe Inc, he was instrumental in building a platform that was later sold to IBM for $1.3 Billion. Prior to Cleversafe, he held various technical roles as a Solution Architect, Software Architect and Software Engineer at Motorola Inc (NYSE:MSI). Andy has a Masters Degree in Computer Science and Chemical Engineering from the Illinois Institute of Technology.

Matt Erhart, VP Finance & Compliance:

Matt Erhart is a seasoned regulatory compliance professional with nearly a decade of experience in highly regulated industries, including brokerage and exchange markets, asset management, banking and consumer lending. Most recently he worked for Blockforce Capital where he served as the Chief Compliance Officer for Reality Shares Advisors, an SEC registered investment advisor managing approximately $300 million in assets.

Matt began his regulatory compliance career at the Financial Industry Regulatory Authority (FINRA) which is responsible for regulating brokerage firms and exchange markets in the United States. He holds FINRA Series 7, 24, and 66 licenses. Matt graduated Summa Cum Laude from the University of Kansas where he earned his degree in Finance.

Steven Wilkinson, CISSP, CBP - Chief Information Security Officer and Data Protection Officer:

Steven Wilkinson is a certified cryptocurrency, blockchain, identity and information security professional. He brings more than 20 years of experience in technology leadership, IT and security consulting to Permission.io. While building solutions for value transfer across the Internet, Steven discovered Bitcoin in early 2011 and quickly became a miner and evangelist. Since then, he has been leading and advising on a variety of different blockchain and security projects in the digital asset space.

In 2013, Steven founded the Bitcoin consulting firm, Austin Bitcoin, which was one of the first BitPay merchant integration partners. He also serves on the Board of Directors for the Texas Bitcoin Association and is the co-founder and Vice President of the Texas Bitcoin Conference. Steven holds a Certified Information Systems Security Professional (CISSP) certification and a Certified Bitcoin Professional (CBP) certification.

Token Economics

There is a fixed supply of 100 billion tokens allocated as follows:

- 20% of the supply is budgeted for building the audience.

- 20% is budgeted to SAFT participants, employees, suppliers, and strategic partners.

- 60% is controlled by the Permission Foundation.

Disclaimer

The information described here represents a high-level plan based on assumptions and estimates and is subject to change, without prior written notice or explanation. It contains

forward looking statements, which, by their nature, are subject to significant risks and uncertainties.