Blockster —
The networking platform for crypto

blockster
[blok-ster]
noun

A crypto-centric individual or business using the Blockster platform to connect, create, learn, and earn
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What is Blockster.com?

Blockster is the networking platform for cryptocurrency professionals, investors, traders and enthusiasts. Essentially, it is a marketing tool for crypto-centric businesses and individuals. Not only does the platform allow users to network and market themselves within the platform, but it also provides the latest industry news, coin tracking for the entire cryptocurrency market, as well as, a realtime messaging application for P2P and group chatting.

Blockster will eventually become a staple platform for the cryptocurrency industry, where every business, investor, trader and enthusiast will have their profile set up within Blockster. Businesses will all have the Blockster social icon listed on their website, meaning that they are “crypto-centric” and that they accept payment in crypto.
Problem statement

Today, the world is more interconnected than ever, with networking and collaboration at the heart of every thriving business and every major breakthrough. This is especially true for crypto: one of the world’s youngest industries, which is developing at an incredible speed. Here connection and visibility make up a big part of success – and that's where crypto businesses meet with a number of problems, as the existing social media landscape fails to keep up with the pace set by them.

First, major technological companies like Facebook and Google placed a blanket ban on crypto ads as far back as 2017 and 2018, resulting in new projects having few outlets to reach a quality audience, and hindering the adoption of cryptocurrencies in general. What’s more, the recent ban by TikTok and limitations introduced by the UK made this problem even more urgent.

Secondly, the industry itself is divided, for the lack of a single space that would unite all the professionals, and provide the most in-demand services within the same platform. Up until recently, users would go to Coinmarketcap or Coingecko to track the performance of their favourite tokens; they would check out new projects on websites like Bitcointalk, and then go to discuss new crypto trends on Reddit. Medium was where experts would share their knowledge, LinkedIn connected jobseekers and hiring managers, while cryptocurrency video guides were almost exclusively found on Youtube.

Blockster aims to solve both of these problems by giving its users a full crypto experience: offering high-quality content, an opportunity to freely promote their ideas, network and collaborate, share their knowledge, learn and earn: together.
Blockster Roadmap

Stage 1 of Roadmap – In Progress

- Testnet platform launch
- Onboarding of 400k+ waitlist
- Blockwatch – Cryptocurrency price tracking, powered by Chainlink
- Blockdesk – In-house publication
- Blockchat – Real-time messaging application
- Home page
- News page
- Coin pages
- Business pages
- Group
- User profile
- Advanced search
- Blockademy – Cryptocurrency knowledge base
- Refer a friend system

Stage 2 of Roadmap – Q4 2021

- Blockster Wallet – Deposit, withdraw & send crypto
- Blockster Ads – Self-serve advertising system
- Blockster App – Mobile app (iOS & Android)
- P2P crypto transactions
- Portfolio tracking

Stage 3 of Roadmap – TBA 2022

- Mirror trading system
- Games marketplace
- NFT marketplace
- Business marketplace
- Token launch platform
- Advanced algorithms
The Blockster (BXR) Token

Blockster will operate its own utility token, called the Blockster (BXR) token, in which all advertising on the platform is conducted. The only currency accepted on Blockster’s self-serve ads platform is the BXR token. As the user base grows, so will demand for BXR from advertisers who are keen to reach this audience. At the same time, demand for BXR from stakers who want to earn a share of the platform’s advertising revenue will also increase. And every month, 5% of all BXR spent on advertising will be burned.

The tokenomics of the BXR token are built on strong fundamentals that are directly linked to a growing user base and an ever decreasing supply.

**Advertising payments**

BXR is the only accepted currency for purchasing advertising on the platform. Promote your company or yourself to a large, targeted audience of cryptocurrency users around the world.

**Revenue Sharing**

Stake BXR to receive a share of advertising revenues. Every month, Blockster redistributes 20% of total advertising revenues to BXR stakers.

**Token Burning**

Every month, Blockster will burn 5% of all BXR that was spent on advertising in that month.

**BXR Token Supply and Distribution**

<table>
<thead>
<tr>
<th>Total Token Supply</th>
<th>100,000,000 BXR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Sale Allocation</td>
<td>2,000,000 BXR (2% of Total Token Supply)</td>
</tr>
<tr>
<td>Main Sale Allocation</td>
<td>3,000,000 BXR (3% of Total Token Supply)</td>
</tr>
<tr>
<td>Initial Circulating Supply</td>
<td>8,000,000 BXR (8% of Total Token Supply)</td>
</tr>
<tr>
<td>Token Type</td>
<td>ERC20</td>
</tr>
</tbody>
</table>
Blockster will mint an initial supply of 100 million BXR tokens. This will represent the market cap for the lifetime of the project – no more BXR tokens can be minted. This supply will be distributed as follows:

- **43% Treasury reserve** (5% no lockup; 5% unlocks every 6 months afterwards)
- **20% Partnerships & Marketing** (5% no lockup; 5% unlocks every 3 months afterwards)
- **15% Team** (3 month lockup; 1% unlocks every 3 months afterwards)
- **10% Exchange Listings & Liquidity** (no lockup)
- **5% Advisors** (3 month lockup)
- **3% Main Token Sale** (no lockup)
- **2% Pre-Sale** (3 month lockup)
- **2% Friend Referral** (paid after public launch of platform)

### BXR Token Circulation Schedule

**Months Since Token Distribution Date**

- **43% Treasury reserve**
- **20% Partnerships & Marketing**
- **15% Team**
- **10% Exchange Listing & Liquidity**
- **5% Advisors**
- **3% Main Token Sale**
- **2% Pre-Sale**
- **2% Friend Referral**
BXR Revenue Sharing Program

Blockster will share 20% of all advertising revenues generated by the platform with people who stake their BXR in the Blockster Revenue Sharing Staking Program.

Increasing user numbers, and thus advertising revenue, will increase the staking rewards paid out to BXR stakers over time. This will increase demand for BXR from stakers seeking the increased rewards. In this manner, advertisers and stakers will constantly be competing against each other for BXR.
**BXR Token Burning**

5% of all BXR spent on ads will be burned. In this way 5% of all ad spend is effectively shared with all BXR holders because the value of the burned tokens is instantly and proportionately redistributed to all remaining BXR tokens.

Token burning means that the more the token is utilized by businesses to connect with our high quality audience of crypto professionals and investors, the more tokens are burned each month.

**BXR Token Smart Contract Audit**

Read the full [BXR Smart Contract Security Audit](#) by Coinspect.
Target Audience

Blockster will target almost every group within the cryptocurrency and blockchain segment, this includes:

- Influencers
- Investors
- Developers
- Entrepreneurs
- Businesses
- Exchanges
- Writers
- Jobseekers
- Educators
- Miners
- Events
- Cryptocurrencies
- Traders
Summary

With Blockster, we’ve built a platform we ourselves were looking forward to having. With easy access to hot news, project reviews, expert outtakes, and more, it’s a space where both crypto pros and lovers can directly communicate, freely promote their ideas, learn and earn: together.

Every day, we make new partnerships in our quest to bring together media outlets and freelance journalists, industry experts and event organizers, prominent projects and disruptive startups, coins and exchanges, influencers and crypto lovers.

But that’s not it: our plans for the future are big. In the upcoming months, we are expecting more great partnerships, more influencers to join our platform, more profile events for us to take an active part in and cover on Blockster.

As the crypto industry is joining Blockster, we are proud to say we are becoming the official space for crypto and blockchain, and that’s exactly what we are set to achieve. So tap into the power of being connected – we are providing the power line.