

The Belacam White Paper

Belacam Overview

What we do

[Belacam.com](https://belacam.com) is a social media site, founded in 2016, where 200,000+ people earn money online in a fun, social setting. The centerpiece of the platform is a familiar content sharing system. Belacam is used just like Instagram — users post their own photos and videos, follow each other, and give likes. However, each like is a microdonation of the Bela token given from the liker to the liked user. Each photo 'like' conveys one Bela (about \$.02), which the receiver can withdraw or use to like another person's photo.

Mission

We are building a platform for people to earn a meaningful amount of money in a simple and legitimate way without having to be taught new skills.

Belacam, originally intended to be the "Instagram of Cryptocurrency," has become an earning platform for impoverished communities, cryptocurrency enthusiasts, and everyday smartphone users.

Dedicated users can earn about a dollar per photo, and the top users are already earning as much as \$5 - \$15 per post. To Americans, that's some nice extra change, but for people in impoverished countries, this can be life-changing.




We see students in rural Brazil photograph their school day to earn what most kids get with their weekly allowances. There's an entire group of farmers in Vietnam and Indonesia who post pictures of their crops to supplement their harvest income. When a Venezuelan is on Belacam, their country's hyperinflation and strict monetary controls can't touch their earnings.

With Belacam, people are able to take their passion and creativity and pursue it on a level playing field. This is how Belacam helps people around the world access economic opportunity, become internet entrepreneurs, and reach their full potential.

The Bela Community

We have 200,000+ users from all around the world. 75% of Belacam users are male while 25% are female. 60% of users are younger than 35 years old. According to Google Analytics, our users' largest interests are in finance and investing, followed by business and entrepreneurship, and finally, online entertainment. The one thing that our users all have in common is their ambition for earning online. They're go-getters, and they love adopting new tech or startups before the mainstream masses.



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1050	\$1,573.14	Unfollow
Posts	Earnings	

This is the profile of Sergey, a Belacam user and BELA holder. He has earned over \$1,500 in Bela via likes on his content on Belacam.

THE BELA TOKEN

History

The Bela cryptocurrency was initially launched as a fork of Litecoin in January, 2014 by a serial coin developer in New Jersey. Soon after, Bela was listed on the Poloniex crypto exchange. In 2016, the developer passed leadership of Bela over to our current team, and we began to develop Belacam: Bela's first real use case.

On Poloniex, Bela quickly gained a reputation as a fun coin to trade. Being a small market-cap coin, the markets were more volatile and exciting than many of the large market-cap coins. Bela was relatable as well — average traders could easily understand and



evaluate our social-media product, which is rare in cryptocurrency markets. In the 18 months following our takeover of Bela, the coin saw \$125 million in trading volume.

Despite the trading success, Bela's blockchain was lagging far behind industry standards. Operating with much of our 2014 code, the blockchain would occasionally get "stuck," and transactions could take as long as 72 hours to process. We recognized that this tech could not scale to fulfill our mission, so we set out to overhaul Bela's entire codebase.

Throughout April and May of 2018, we updated Bela's source code from a Litecoin fork blockchain to an ERC-20 token. The new Bela integrates seamlessly into other ERC-20-supporting products, like Binance's Trust wallet for the iPhone. Unfortunately, Poloniex did not update their deposit and withdrawal system to support the new Bela, and Bela trading on Poloniex was discontinued.

Bela now trades on other exchanges: Mercatox.com, OOObtc.com, and Coinexchange.io. Our team regularly seeks new and larger exchange listings, and we are confident that they will come as Belacam continues to grow.

Technical Specs

Bela is an ERC-20 token that piggybacks on Ethereum's blockchain. Whenever Ethereum blocks are mined, Bela transactions are processed as well by the same miners. When the world-class developers of Ethereum update its code, Bela benefits from the same upgrades.

Here is the only information that is needed to integrate Bela into any ERC-20 compatible wallets and infrastructure, like MyEtherWallet, Parity, etc.:

Ticker Symbol: BELA

Contract Address: 0x2e98a6804e4b6c832ed0ca876a943abd3400b224

Decimals: 18

Staking

The current supply of Bela is around 50 million, and about 5.6 million new Bela are minted every year. 4 million are distributed to Bela holders and 1.6 million go to our company for operating and promotional expenses.



The 4 million Bela distributed to Bela holders are created through a unique staking process that mimics proof-of-stake. Users “lock up” some Bela in a smart contract for 30 days and earn 3 - 4% interest on it after the month-long maturation period, like a bank CD. We developed this feature from scratch, and Bela remains one of the only ERC-20 tokens to offer staking. An iPhone staking app in the coming months will make Bela one of the most accessible interest-bearing cryptocurrencies in existence.

BELACAM IN DETAIL

Growth

After more than a year of beta testing with 3,500 users, the final-release of Belacam.com was launched on July 20th, 2018. In the next few months, we found our stride, and strong traction took hold in January of 2019. Each month this year, we have nearly doubled our web traffic and user engagement from the month prior.

Belacam.com Web Traffic and Engagements

	Unique Site Visitors	Site Pageviews
January	9,500	210,000
February	24,750 (+160%)	400,000 (+90%)
March	59,000 (+ 138%)	850,000 (+112%)
April	67,500 (+14%)	1,320,000 (+55%)
May	134,500 (+99%)	2,890,000 (+119%)

In the next few months, we are releasing the Belacam iPhone app. This should spur a dramatic increase in our growth numbers, especially in western countries. We’ve brought hundreds of thousands of people to our platform with only a website, and a mobile app will open the floodgates for millions to come.



Team

Tyler Marx (CEO): Tyler is a rising 4th-year student at the University of Virginia majoring in economics and minoring in entrepreneurship. At UVA, he is a venture partner with Contrary Capital (a VC firm that invests in university founders) and previously worked with Cav Angels (the angel investing network for UVA alumni). In 2016, he was named one of the Top 100 Young Entrepreneurs in the nation by the NFIB. Before Belacam, Tyler founded Broad Bay Boards, which sold officially licensed collegiate-logo skateboards for schools like Alabama and Florida State. Tyler taught himself to code when he was 17 and is fascinated with the ability of the internet to provide income for people around the world.

Tanner Roughton (COO): Tanner attended Virginia Commonwealth University for a year before departing school to build Belacam. With years of experience in hospitality, Tanner is a charismatic motivator who has mobilized thousands of Belacam supporters to promote the site around the world. Tanner has been involved in the cryptocurrency space since 2014.

Mark Galant (Investor): Mark is the founder of Forex.com / GAIN Capital and grew his company to a valuation of over \$1 billion with an IPO on the New York Stock Exchange. In 2018, Forex.com handled nearly \$3 trillion of retail foreign exchange volume. Mark provided a seed investment of \$150,000.

Doni Jurabayev (Lead Developer): Doni helped write the Django programming language, which forms the base code that powers sites like Belacam and Instagram. Doni lives and works remotely from Germany and is an equity-holding team member of Belacam.

Rob Masri (Advisor): Rob is a professor at the University of Virginia School of Law and previously raised over \$5 million as the founder of Cardigan Networks, a mobile loyalty and advertising startup.

Belacam Revenue Model

A by-product of creating a site with motivated earners who are familiar with cryptocurrencies is that our audience is extremely valuable to advertisers. Ads that target cryptocurrency users can pay as high as \$10 per 1,000 impressions/views, which is nearly 4x the average fee for 1,000 Google AdSense impressions (\$2.80 per 1,000). Our focus this summer is on



building out our native ad platform and taking inspiration from the admin panel and advertiser tools that Facebook offers to businesses.

Our ads are proving to be extremely effective at sending traffic that converts into users. Here are some highlights of our promotional successes so far:

Mercatox.com Crypto Exchange: Gained 2,750 registered users. Of the past 10,000 users to register for Mercatox, 750 of them came from Belacam. Mercatox lists over 600 coins including Bela, and we directly refer the most traders out of all of their listed cryptocurrencies.

Presearch Search Engine: Gained 1,350 registered users

Amplify Exchange: Gained over 800 pre-registrations before the exchange launch

Brave Browser: Gained over 750 browser downloads

Belacam Growth over the Next Year

The Mobile App

We see a Belacam mobile app for iPhones and Androids as the key to our expansion throughout Europe and the United States and a significant factor in user retention for international users. The Belacam mobile app is currently in development with an expected release before the end of the summer.

Increasing Revenue and Profit

We continue to develop our advertising platform, allowing companies to tap into the Belacam crypto community. Advertisements will improve on three fronts:

The Users' Ad Experience: Ads need to be relevant to our users' interests and languages. Ads should also rotate so users don't get bored from seeing the same ad excessively.

Valuable Ad Campaigns: We will continue to build out an analytical report for ad campaigns. A strong ad report should help our advertisers better understand who interacts with their ads, which ads work best, and offer suggestions for increasing the effectiveness of future ad campaigns.

The Ad Sales Cycle: We intend to move the majority of our ad sales from outbound offers to inbound sales interests. Building an advertisement dashboard where



companies can purchase, track, and alter active ad campaigns in a similar manner to Facebook ads is crucial for solidifying Belacam as the best website for crypto marketing and promotions.

Improving the Belacam User Experience

As Belacam grows to become the #1 cryptocurrency social media site, we need to improve its features to offer the best experience possible for our users. We break down Belacam into separate components (photo-posting, notifications, etc.) and strive for perfection on each piece, one at a time. This leads to tangible improvements on a weekly basis, as evidenced by increasing user engagement, traffic, and retention.

More Bela Exchange Listings

As Belacam grows, our user base demands a variety of exchange options for trading Bela. Our team is working to secure more exchange listings for Bela with a focus on both Bitcoin and fiat markets.

More Info

Belacam Info

Belacam Website: <https://Belacam.com>

General Mail: mail@belacam.com

Telegram: <https://t.me/letslivebela>

Twitter: <https://twitter.com/BelacamOfficial>

The Team's Contact

Tyler Marx (CEO): tyler@ambiafund.com

Tanner Roughton (COO): tanner@ambiafund.com

Bela Info

The Bela Token Website: <https://LiveBela.com>