Portoken

White paper

First In-Game Ads Token On
Blockchain

GO AL

To be among the top 100 coins by creating its own ecosystem and to reach the goal of 1 billion USD

Abstract

While the number of people with digital assets is increasing day by day, the digital game industry has become a major focus of attention for people. Por is the platform of new investors and those who foresee the future, which we created to market the in-game advertising spaces of game companies which have gained a great momentum on a global scale.

With Por, we will create a platform where people can advertise using blockchain technology and create value for all brands by strengthening the in-game advertising network. The in-game advertising industry that we have mobilized will provide significant opportunities for both game producers and brands looking for new market places. Not only brands, but also game enthusiasts will have great advantages thanks to the Por. If you own Por, you will also have the convenience of in-game payment. Game users will be able to purchase Por and increase their earnings in exchange for increative actions they will make with these ads.

www.portoken.com | info@portoken.com

Contents

What is
Por?

Pors are the tokens that investors who trust and believe in the Portuma Project in order to contribute to the project. With all advertisements and promotions for the Portuma Project, the usage rate will be increased, and works shall be conducted for investors with a significant amount of tokens to acquire a significant earning. While all these activities will accelerate the in-game advertising industry, they will both add value to the brands and profit investors who rely on the Portuma Project.

The system of the law we have determined with smart contracts, will give the investors and supporters the chance to present the results of the project with its transparent, fast and reliable structure that everyone can control. In this way, all doubts of those who support the Portuma Project will disappear.

This is the Portuma Project!

The 5 Rootsteps Of
The Por Ecosystem

With the inclusion of mobile games in the last 10 years, the game industry, which appeals to a wide audience, consists of 2.7 billion players and achieves an annual growth of 5.3% according to the 2020 research report. Device based break down is as follows;21% comprises to the computer games with USD 33.9 billion and 6.7% annual grewth; 28% comprises the console games with USD 45.2 billion and 6.8% annual growth rate, 40% comprises the mobile games on smart-phones with 63.6 billion USD and 15.8% annual growth rate, 9% comprises the games played on tablets with USD 13.7 billion and 2.7% annual growth rate. This, if we evaluate mobile games with smart phones and tablets, it constitutes the most significant portion of the gaming industry with 49%.

Token Economy

Mobile Game Producers,
Computer Game
Producers and Gaming Console Compaines

Game Fans, in- Game Shoppers
Digital Game Players

**All Brands That Want to
Advertise in the Digital World**

**Crypto Currency Exchange
Market and Wallets**

What is **PORTUMA?**

THE NEW ERA OF IN-GAME ADVERTISING

Portuma's goal is to introduce fun, creative and adapted in-game ads to video games without damaging the gameplay.

A platform where all the game developers in the world can join the ecosystem, and in which advertisers can meet the ad zones through the innovating real time-bidding technology.

Obligatory full screen ads are intrusive, annoying, disruptive and produce universal frustration and outrage. This not only damages the gaming experience, but also the perception of advertising. Portuma's aim is to create an in-game ad which lets gamers play freely without damaging the gameplay.

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PLAY/WATCH AND EARN

We offer the new solution of crypto and advertising world with the system of Play, Watch and Earn. You can build user loyalty by integration of Portoken to your game system. In this way, you can take place in the direction of the new world.
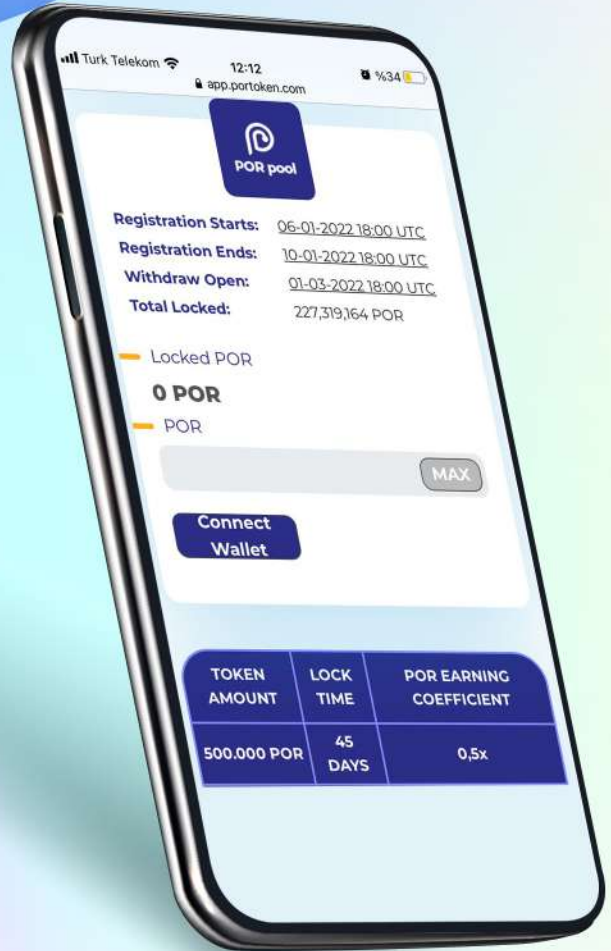
TOKEN
E C O N O M Y

Circulation Supply	10%
Stake & Rewards	11%
Team Token (6 Months Locked)	9%
Private Sale(Vesting)	10%
Development Wallet	5%
Marketing	9,72%
Airdrop	0,28%
in Game Ads Token	30%
Strategic Partnership	15%

TOKEN
E C O N O M Y

Maximum Supply	10.000.000.000	100%
Total Supply	10.000.000.000	100%
Circulation Supply	888.888.000	8,89%
Stake & Rewards	1.092.408.083,03	11%
Private Sale(Vesting)	979.720.522	10%
Development Wallet	23.917.769,47	0,24%
in Game Ads Token	3.002.913.217,91	30,03%
Marketing	971.613.202,01	9,72%
Team Token	1.000.000.000,00	10,00%
Exchange Listing Costs	500.000.000,00	5,00%
Portoken Project Dev.	500.000.000,00	5,00%
Liquid	1.000.000.000,00	10,00%
Air & Rain Drop	15.000.000,00	0,15%

Selling Fee	5%
Marketing	2%
Liquid Pool	2%
Staking Rewards	1%

Extra Token

Generation	No
Team Token	6 Months Locked

TOKEN
ECONOMY

Circulation Supply; %10

Stake&Rewards; %11

Private Sale(Vesting); %10

Development Wallet; %5

In Game Ads Token; %30

Airdrop; %0,28

Marketing; %9,72

Team Token; %9

Strategic Partnership; %15
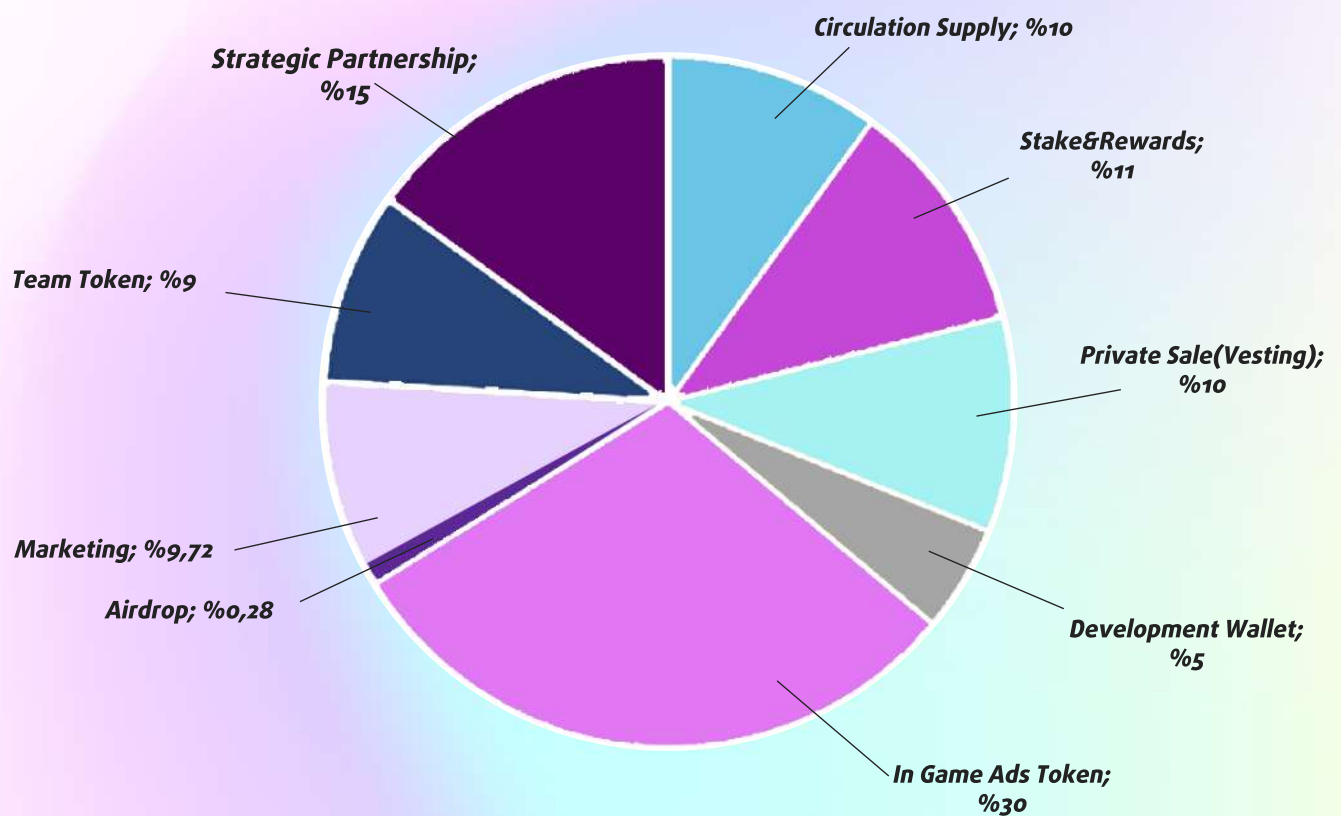
TARGET
AUDIENCE AND
WHY POR?

FAST

With Por, where you can perform transactions 24/7 without interruption, you will be able to transfer instantly at low fees.

RELIABLE

Your information will be extremely secured with blockchain technology that does not need any centralization or authority.

ADDING VALUE AND CREATING VALUE

With your contribution to the digital game world, you will be able to add value to brands and create new values in the digital world.

TRANSPARENT

You will be able to monitor your assets in real time and able to control the details of the project.

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INTRODUCTION OF
THE
POR

Influencer
Strategic cooperation with known social media platforms, especially Telegram, Discord, Twitter, will be established; high visibility will be ensured within adapted target groups and the number of accesses will be increased. The chosen influencers will be selected people related to the gaming industry, so the target audience will be pinpointed.

Social media
As Por; we will actively use social media channels to interact with users and potential customers and to increase brand awareness.

Metaverse
Legendary Turks

2021-12-29

portumatoken

Launching
As Portuma; we will launch our project and introduce our token to a wide audience and share it with the players who are interested in the digital world and the industry leaders who are looking for new marketplaces for their brand and aim to advertise.

OXO GAMES AND PORTUMA
PARTNERSHIP!

Search Engine Optimization
We will aim to reach our investors directly with our website, thanks to our search engine optimization that will inform our expert digital media managers about the developments taking place in Portoken.

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ROAD MAP

3RD Q 2022

- Connection with main DSPs & Ad Exchanges.
- 3 advertiser & media buying agency deals.
- 2 million daily ad request receive.
- Including 3 game studios in the Portuma ecosystem.

4TH Q 2022

- Connection with 50 main DSPs & Ad Exchanges.
- Bid floor optimization system.
- Supporting 20k QPS.
- 1B Daily ad request receive.
- Demand selection algorithm which analyzes margin factors and forecasting CPM.

1ST Q 2023

- Connection with 75 DSPs & Ad Exchanges.
- Supporting 50k QPS.
- 2B Daily ad request receive.
- Dynamic yield optimization structure.

2ND Q 2023

- Connection with 100 DSPs & Ad Exchanges.
- Supporting 100k QPS.
- 3B Daily ad request receive.
- Advanced statistical analysis system that discovers ad selling trends.

3RD Q 2023

- Connection with 150 DSPs & Ad Exchanges.
- Supporting 200k QPS.
- 5B Daily ad request receive.

4TH Q 2023

- Connection with 200 DSPs & Ad Exchanges.
- Supporting 300k QPS.
- 10B Daily ad request receive.

RISKS AND UNCERTAINTIES

The purchase of Por involves significant risks. Anyone who purchases Por can lose his/ her entire portfolio due to market conditions. There are no promises of income, gain or earning related to Por. This project that develops in Por and its surroundings is subject to various risks and uncertainties, including, but not limited to the risks included in this White Paper. These risks and uncertainties may adversely affect the business, financial status, results of operations and expectations of the Company and its business partners, and this may seriously affect the value of Por. Participants should carefully consider these risks and uncertainties and make this investment decision, taking into account that they may lose up to the full value of Por.

The company expressly disclaims any and all liability for any direct or indirect loss or damage arising directly or indirectly from the following issues:

    i. Relying on any information contained in this White Paper or contract,
    ii. Any mistakes (unintentional), omissions or inaccuracies in such information,
    iii. Any transaction resulting from them; or
    iv. the use or acquisition of services offered through business partners.

The participant agrees and declares that he/ she does not buy Por for investment, speculation, as a form of arbitrage strategy, for resale or other financial purposes.

HOW TO BUY?

Download MetaMask or use an existing wallet.

Go to metamask.io and download their wallet to your phone or chrome/firefox browser.

Go to PancakeSwap(pancake.swap).

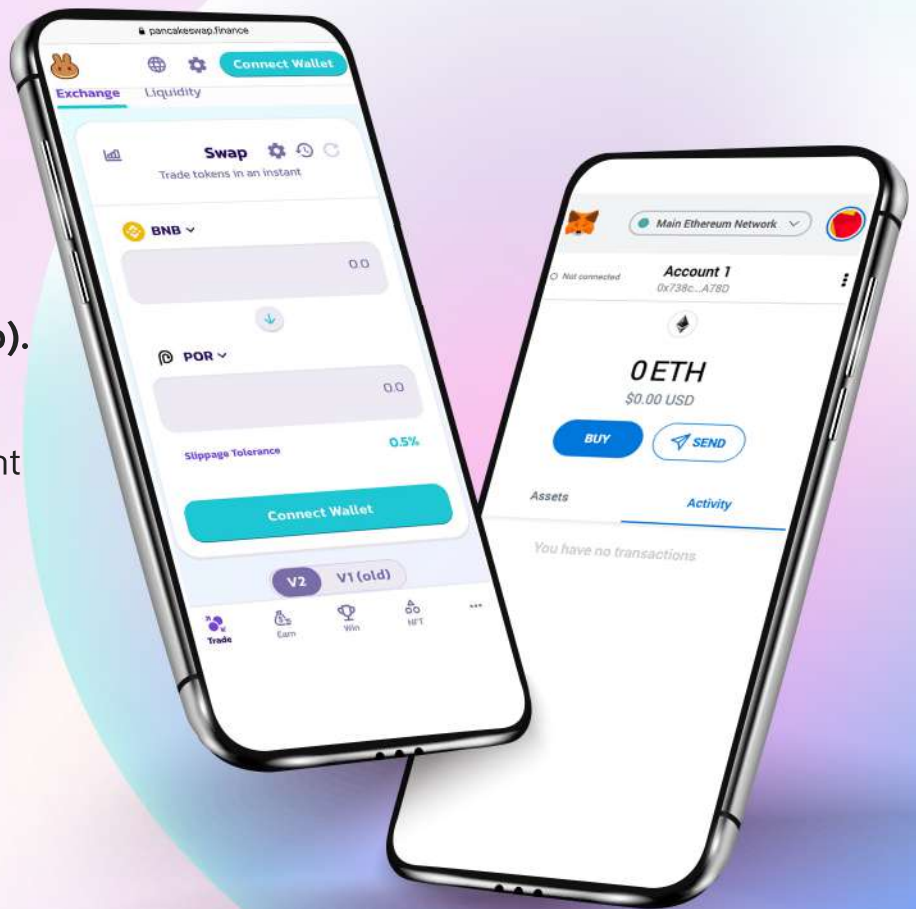PancakeSwap is where you'll be performing the swap of your current tokens to portoken.

Get to trade screen.

Click ''Connect'' at the top right of the screen, and then navigate to ''Trade'' on the left sidebar.

Select the Por mobile token.

Click on the ''Select a Currency'' button, and enter the portoken token contract:
0x9000cac49c3841926baac5b2e13c87d43e51b6a4

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COMMUNITY

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