



**A DECENTRALIZED  
PLATFORM  
FOR MARKETING  
AUTOMATION**

[www.triggmine.io](http://www.triggmine.io)

# PROBLEM

Today every business strives for one-button solutions. Why? To save resources and improve efficiency. To get rid of routine and focus on growth, not maintenance. This is what marketing automation aims to address. But there is a problem, especially for SMB:



Efficient solutions for marketing automation are too expensive;



Available solutions for marketing automation are inefficient.



**That is why we in Triggmine believe that it is time to revolutionize marketing automation.**

# MISSION

We believe that the new generation of marketing automation has to be:



Much more smarter inside (no manual settings, Big Data and Machine Learning for analysis, free data exchange between market participants);



Much more easier to setup and use (one-button smart solution just like Siri and Google Assistant);



More efficient (payment for real value not for monthly subscription);



Decentralized, as a new global economic trend (today big companies gather user data for free, sell it, and aim to monopolise the market in different ways).



**Our mission is to start a new era of marketing automation by democratizing market with decentralization.**

# SOLUTION

Triggmine builds the first of its kind decentralized platform for marketing automation with:



## **Built-in smart assistant**

to help eCommerce business get optimal marketing stack;



## **Economic incentivisation**

to attract new market participants providing the highest level of trust;



## **Payment for real value**

to eliminate the need for monthly subscription with dubious benefit;



## **Peer-to-peer market**

to get rid of the necessity of being controlled by principal party once and for all.

# WHY TRIGGMINE?



## **WE HAVE A PRODUCT**

Triggmine already has the ready-made service for email marketing automation that will become the market driver of the platform to attract first participants.



## **WE HAVE EXPERTISE**

Our team has a previous success story of creating Unisender, the number one solution for email marketing in CIS, thus we perfectly understand both the needs and pain points of businesses.



## **WE HAVE A MARKET TO CONQUER**

Marketing automation definitely requires changes. Democratization is a new black of XXI century, so the competition and inequity in marketing automation must be overcome.

# TECHNOLOGY



In Triggmine, blockchain technology acts as the tool for decentralization and creating an economic incentive.

Original network consensus will be implemented in form of smart-contracts on top of EVM-powered public blockchain like:



**Ethereum,**



**Rootstock**



- for decentralized storage of large data (like personal and user behavior data);



- for building open decentralised markets of marketing models/algorithms, marketing agencies, and analytics services.

For decentralised computing we plan to use existing third-party network like:



**SONM**

golem

or other, which will prove to be the most robust in production-operating mode before the time of the system launch.

At the second stage we plan to encode the consensus mechanics ensuring network rewards and security in a separate public blockchain protocol based on a proved architecture (for instance, as a parachain in Polkadot network, or as a part of Cosmos network).

# ECONOMIC MODEL

Triggmine platform includes strong economic incentivisation model, where each participant receives reward for the contribution to the network. Economic incentives within the Triggmine decentralized platform for marketing automation relate to the following:



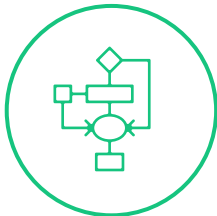
1

eCommerce providers pay only for new sales appearing from marketing activities and are rewarded by the increased sales.



2

Personal data providers are paid for each use of the data, either provided for marketing algorithms or model development, or marketing campaign.



3

AI Developers are rewarded by eCommerce providers paying for usage of their models and algorithms.



4

Marketing Channels Providers are rewarded for each delivered message and receive extra-bonus reward for the successful sales happening because of their message.

# TRIGGMINE TOKEN



Triggmine Token (TRG) is a means to create economic incentives to reward Triggmine platform participants.

Technically, Triggmine token represents usage rights within the public decentralised network. There are three main ways of using TRG:



TRG is a means of all payments between participants of the decentralised networks. These payments recorded as a transactions in the underlying blockchain;



TRG is used for all rewards paid within the system;



TRG is used as a stake deposit, which is required for some kinds of network nodes to ensure network security and locked in time manner for the lifetime of these nodes.

Introduction of the Triggmine token allows creating an economic system with the Nash Equilibrium to solve the following problems in the marketing industry:



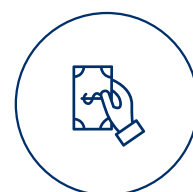
Data ownership and  
GDPR compliance



Data privacy: non-disclosure  
of private data to public  
network or its nodes



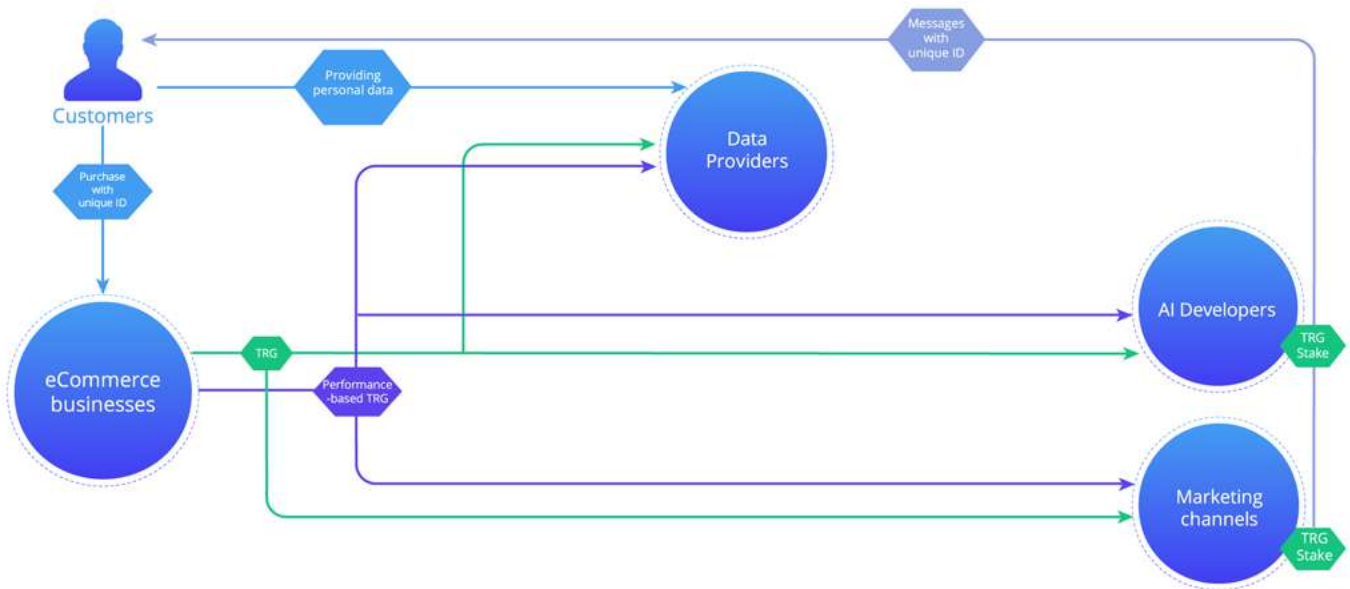
Rewards paid to parties  
without counterparty risks



'Pay per proved user action'  
business model ensured  
by Consensus protocol

# ECOSYSTEM

Participants of the Triggmine platform interact with each other within a global ecosystem. Triggmine Token (TRG) is a means of creating economic incentives to reward platform members. TRG acts as the main component enabling Triggmine Consensus between participants.

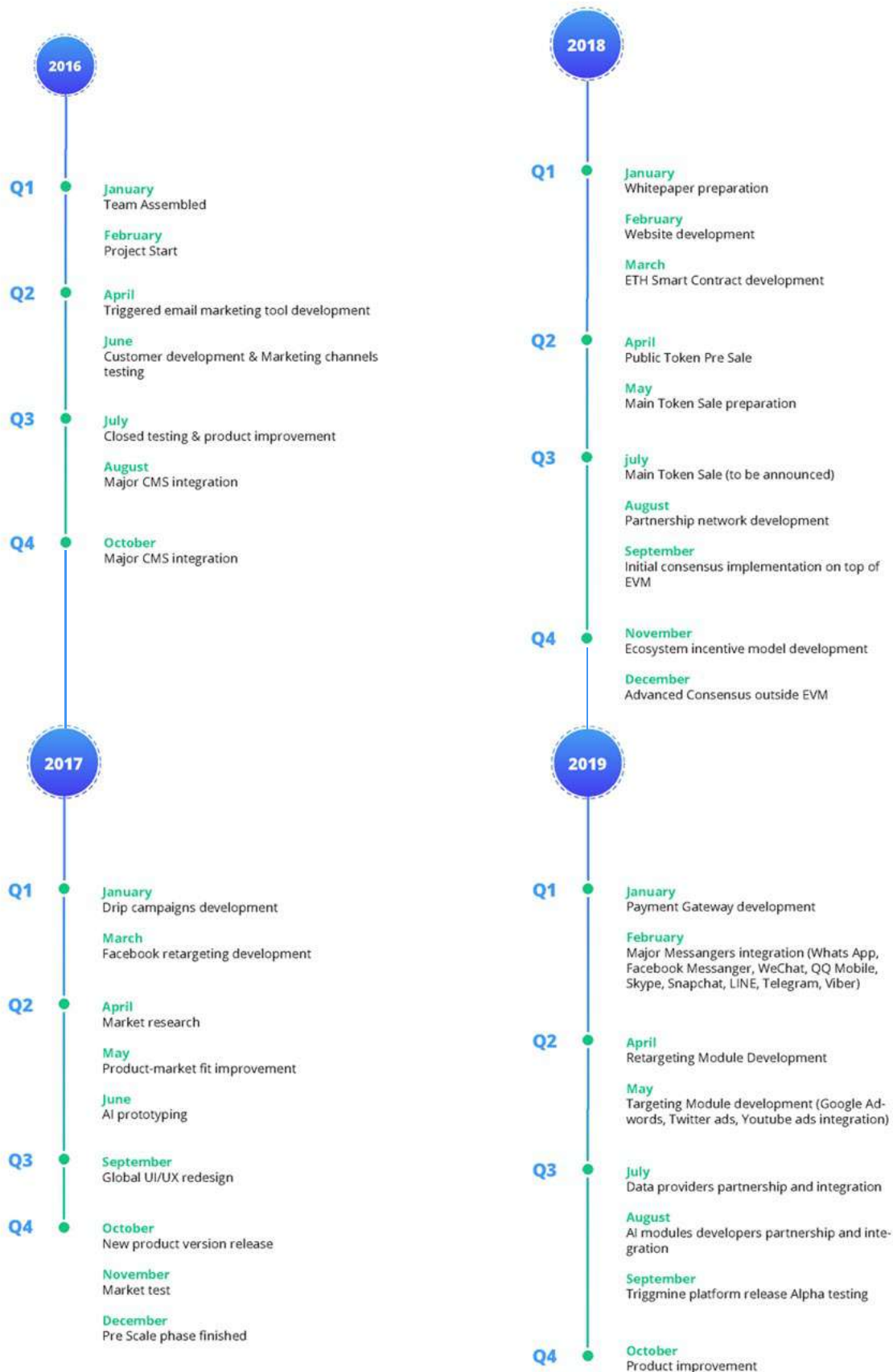


- 1 Users (eCommerce SMB)** get a personalized marketing automation stack paying only for proven results and units of efficient actions instead of monthly subscription. Users can get any tools to upgrade the efficiency of their marketing activities: AI modules, analytical modules, advertising services, retargeting, messenger addons and so on.
- 2 Data providers** give the necessary data for further enrichment and improvement of the quality services provided to shape the end-users preferences, personal interests, behavior and many more. The data sets will be used by AI developers for machine learning, which allow the creation of AI-based algorithms/services and selling them in the platform.
- 3 AI Developers** create new algorithms and neural networks, selling them on the open market. They use data sets to empower their modules and create a self-sustained AI products.
- 4 Marketing Channels Providers** relate to all the services responsible for the transfer of marketing communications with retargeting, messenger, push, voice assistants, and many more.

Each party will run special type of network node with appropriate software developed by Triggmine and interested third parties.



# ROADMAP





# TEAM

**Igor Solovyov**

Founder



17 years of experience in business development, marketing, project management, and product development strategy. 5 years as a CEO in UniSender.

**Max Solovyov**

Founder



22 years of experience across business development, sales and strategy in eCommerce. 5 years as a Head of Sales Department in UniSender.

**Den Chikalov**

Chief Operating Officer



13 years in marketing, project management, business & product development. 8 years in C-level executive Positions, 5 years in startups, 4 years in eCommerce.

**Alexander Glushchenko**

Chief Technical Officer



Software architect with 10 years of experience. Proficient in building client-server, web and desktop applications at enterprise-scale.

**Serhii Myrko**

Business Analyst



10+ years of Business / Functional Analysis experience in retail & software product companies. 5 years of project management experience.

**Roman Krutko**

Data Scientist



Over 10 years of experience in project amangement and business analysis.

**Tonya Makarenko**

Chief Content Officer



Over 3 years of experience in project management, marketing and communications.

**Igor Stavytsky**

Senior Software Engineer



5+ years as senior software engineer. Proficient in building client-server, web and desktop applications at enterprise-scale

**Stas Havryliuk**

Chief Partnership & Customer Officer



4 years as Head of Customer Service and Sales Department in business and customer development, project management, customer service management.

**Alex Kagan**

Head of Performance Marketing



Digital marketing manager with 3 years of experience in PPC marketing, project management and eCommerce.

# ADVISORY BOARD

**Ed  
Wiley**



Stanford-trained PhD Statistician and Data Scientist, former McKinsey management consultant. 20+ years experience in Big Data & Analytics consulting.

**Denis  
Dovgopoliy**



Managing partner of GrowthUP Group, co-founder and president of the GrowthUP Accelerator. Executive committee member of iForum, Silicon Valley Open Doors, IDCEE, Startup Crash Test, SVOD

**Pavel  
Hilman**



Over a decade of experience in the financial industry and private venture investments, one of the leading accredited investors in various high-technology projects across the globe.

**Alex  
Momot**



Over 10 years IT-experience, working in blockchain space since 2013, founded REMME Company, ran BitX. The Board Member of the Bitcoin Foundation Ukraine.

**Andrey  
Khavryuchenko**



4 years in crypto and 26 years in software development as blockchain architect, 20 years in distributed teams management. Developer of DASH cryptocurrency.

# STRATEGIC PARTNERS



**PrestaShop** - freemium open source eCommerce platform, currently used by 250,000 shops worldwide and is available in 60 different languages. Triggmine and PrestaShop have signed a partnership agreement in April 2017.



**PandoraBoxChain** - aims to create world decentralized artificial intelligence the same way Bitcoin has created world decentralized payments and Ethereum – world decentralized computer. We are working with PandoraBoxChain since April 2018.



**REMME** - distributed public key infrastructure protocol and access management DApps. They have successfully completed ICO in February and collected approximately 20 millions USD. Everything started in February 2018, when we have invited Alex Momot CEO and founder of REMME project to join our team as an cybersecurity and ICO advisor. In March 2018 we have joined REMME pilot program.

# Join the marketing automation revolution with Triggmine

[www.triggmine.io](http://www.triggmine.io)

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