

2Key Network \$2KEY Review



TGH SUMMARY

2Key is a social economy that uses the Blockchain to offer people an economic model to share content online. 2Key aims to harness and fully utilize the most effective technology available. This enables people and businesses to find their ideal target audiences using an open, decentralized collaborative network all running on the Blockchain. The projects mission is to create the tools needed to on-board Web 3.0 without tarnishing the convenient user experience of Web 2.0. Basically what this means it the technology that 2Key is creating allows everyone to earn a portion of the wealth that the internet generates going about the normal daily life, simply sharing content and links as per usual. Individuals and businesses are incentivized to build reputation and earn money by sending referrals anywhere online with the aim to empower users with desired results, incentivizing online sharing in respect to the business results generated from each link referral.

2KEY PPC SMART LINKS - <http://www.2key.network/ppc-smartlinks>

The product responsible for achieving the above and boasting centre stage is known as Smart Links and as you guessed it, this tech is designed to automatically reward people for sharing links! But there's much more to it and the benefits of using SmartLinks are numerous! Let us show you how you can benefit from simply using smart links!

First of all every referrer has a vested interest in targeting relevant audiences to increase CTR, boost viral sharing and avoid spamming! Secondly you don't have to look for the perfect keyword, People share your link based on their circles interests! Each referrer is also in a referral chain which is -rewarded for clicks down their chain, plus theirs no coding or integration required, you can simply copy paste your content URL

The best part is once you launch SmartLinks all the above is happening automatically in the background with no added stress but added dollars and reputation is being constantly built as your chain of referrals grows! Here are some more features and case studies to give you a better example of what SmartLinks is capable of!

SMARTLINKS TO DATE	1,169 CREATED	386,352 VIEWED	4,745 REFERRED	72,658 CLICKS
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Get to know PPC SmartLinks



Case Studies

	Content Promotion Reach more people	\$0.04 CPC	18.2K VIEWS	252 REFERRERS	1,052 Clicks
	Product Launch Introduce new product awareness	\$0.10 CPC	68.4K VIEWS	1,409 REFERRERS	2,978 Clicks
	Sign Ups Acquire new users	\$0.07 CPC	64.1K VIEWS	1,190 REFERRERS	1,528 Clicks
	Registrations Sell more tokens	\$0.12 CPC	11.3K VIEWS	2,395 REFERRERS	1,417 Clicks

Many more uses
SmartLinks helps you boost



How it Works

Create

Paste your URL, define your target audience and set the reward per click



Launch

Share your SmartLink with your core audience and on 2key Explore page.



Track

Enjoy seeing your SmartLink distribution spread out as people share it further and wider



SMART LINKS INTRO VIDEO:

https://www.youtube.com/watch?v=qNByw0voRo0&feature=emb_logo&ab_channel=2keyNetwork

Token Utility and economy

Token Distribution Table

Item	Number of Tokens	Size	Vesting Schedule
Token Sale	126M	21%	Fully vested after 15m
Social Minging	6M	1%	Fully vested after 12-36 months
Liquidation supply & Market Making	36M	6%	Liquidity depth for DEXs, Market maker and 2key exchange contract
Team	96M	16%	1 year lockup. 2Y vesting thereafter
Team Growth Fund	24M	4%	2 year lockup
Advisors, partners & early contributors	36M	6%	Vesting up to 24 months
Ecosystem Growth & R&D Fund	96M	16%	Dedicated for future R&D, locked for 2-6 years
Network Reputation Remuneration	120M	20%	Distributed over 10 years
MPSN Mining	60M	10%	Distributed over the network lifetime starting 24-36 months following TDE
Total	600M	100%	

To summarize in a user matrix:

Participant	Token Usage	Incentives
Contractor	<ul style="list-style-type: none"> ❖ Pay for referrers to retrieve converters. ❖ Pay penalty for canceling campaign after engaging referrers. ❖ Pay for moderator services. ❖ Pay network tariffs. ❖ Earn 2KEY as a part of payment. ❖ Stake 2KEY to initiate a contract. 	<ul style="list-style-type: none"> ❖ Receive tokens and lower tariffs with increased reputation. ❖ For receiving 2KEY as a payment method the contract will receive subsidies in the form of lower tariffs. ❖ Staking (dis-incentive for network abuse)
Referrer	<ul style="list-style-type: none"> ❖ Earn for retrieving converters- receive a higher % for better targeting. ❖ Stake 2KEY for professional use. 	<ul style="list-style-type: none"> ❖ A staking mechanism for limiting spam. ❖ Reputation and monetary incentives for improving targeted sharing and for sharing quality goods. ❖ Pay penalties for abusing the network, guaranteed by the reputation system and/or staking.

Converter	<ul style="list-style-type: none"> ❖ Earn 2KEY by completing a variety of tasks such as reading or watching. ❖ Pay 2KEY for goods and services. 	<ul style="list-style-type: none"> ❖ Contribute time and efforts for the network and receive discounts and be able to pay with tokens earned.
Integrator	<ul style="list-style-type: none"> ❖ Earn 2KEY for providing network services. ❖ Pay 2KEY for using the network to recruit additional clients or executing business models ❖ Stake tokens for joining the network. ❖ Trade 2KEY in the open market, which will establish constant liquidity providers for the token. 	<ul style="list-style-type: none"> ❖ Behave according to the rules of the network or lose staked tokens. ❖ Moderators can also be penalized for wrongful behaviour and banned for low ratings.

The 2KEY token is a utility token designed to work on and empower all activity on the platform. The use-cases of the token come in abundance and are as follows:

Contract Operation - Used to pay referrer in 2KEY, the amount can be set and changed by the user and includes an incentive mode which has 3 tiers!

Means of payment - Used as an alternative means of payment, The contractor is incentivised to use 2KEY to offer better prices through network incentives, increase reputation or obtain the needed balance to execute contract orders.

Integrator fees- Moderator services will be priced and paid in 2KEY.

Network Tariff- Transactions executed on the network involve tariffs that make up a small % of the transaction. Tariffs are implemented according to, Non-Moderated Contracts and Moderator Tariff(you can find more info on how they work from the whitepaper, which we have linked later on)

Campaign level service payments - Those who bring the best campaign results will be rewarded in 2Key

Network level service payments – Rewards participants who bring value to the network.

POS Mining - In the full protocol version, participants will be able to mine 2KEY in POS manner by enabling their browsers to be utilised for validating and syncing state in campaigns which they're not participating in.

Staking models - Users can commit a certain amount of tokens into smart contracts and acquire rewards. (More on this in the whitepaper)

The network economy was designed regarding both the network requirements and valuation mechanisms, with the goal of creating a cohesive economy that supports and complements the intended functionality of the network. The amount of actual use cases are phenomenal and we can only look in complete awe at the investor incentives to hold and utilize 2KEY have laid out above.

The Team

The 2key team has stated they are committed to building technology that will bring about social change. They comment on how they live and breathe to create an entirely new innovative experience of link sharing, and we have the perfect team for the task.

2key team members are based in seven countries spread over three continents and bring together leading talents from the fields of blockchain, cryptography and algorithms, finance, big data, machine learning, smart contracts, and game theory. Together, they're building the technology for a new future of sharing, one that incentivizes collaboration, honesty, and trust for the benefit of all.

Team



Erez Ben Kiki
Founder, CEO



eiTan LaVi
Founder, CTO



Udi Ben-Reuven
Chief Scientist



Andrii Pindiura
Director of Engineering



Nikola Madjarevic
Director of Blockchain R&D



Idan Portal
Back-End Engineer



Aleksei Tcelishchev
Back-End Engineer



Ma Lourdes Viado
Senior QA Engineer



Jun Carlo Limoran
Senior QA Automation



Lorraine Ilagan
QA & Support Engineer



Mark Anthony Mercado
QA & Support Engineer



Erika Liongo
QA & Support Engineer



Ziv Oz
Marketing Manager



Patricia de Hemricourt
Content Manager



Nataniel Elkaim
CRM Manager



Nadav Mizrahi
Graphic Designer

2key Roadmap

2021 / Q1

- Completing POC of MPSN Step2 - Browser mining, Browser validation
- Deploying the 2key protocol on Dapps
- Twitter Follower Campaigns V1
- Lead Generation Campaigns V1
- Completing HR Campaigns product
- Completing Web2.0 conversion Campaigns - POC (SDK)

2021 / Q2

- Completing POC of MPSN Step3 - Full Fractal Consensus - POC
- Deploying 2key API/SDK for integration
- Completing 2key chrome extension
- Completing Lead Generation Campaigns product

2021 / Q3 And Beyond

- GP MPSN - Production
- Scaling-up and increasing 2key adoption within the digital marketing industry
- Deploying new verticals- SignUps, Subscriptions, Installs, HR, etc.
- Creating 2key extensions for different services- Shopify, Wordpress, Wix, and more
- Integrating with token-to-stable coins pegging solutions
- Deploying 2key network in more languages
- Expanding the 2key second layer capabilities by 2key Labs
- Exploring protocol integration with other Blockchains
- Fully decentralizing the 2key network
- Position 2key as a Scaling solution for Ethereum
- Reach Moon!

Resources

Ticker: 2KEY

Total Supply – 599,020,418

Circulating Supply – 37,565.034

Website - <https://www.2key.network>

Medium - <https://medium.com/2key>

Resources - <https://www.2key.network/tech#docs>

Github - <https://github.com/2key>

Tokenomics - [https://uploads-ssl.webflow.com/5bbb310bdcca691b17a7ee14/5dcdb557adc0ed25534dcd9d_2key%20Tokenomics%20V1.2.1%20-%20November%202019%20\(1\).pdf](https://uploads-ssl.webflow.com/5bbb310bdcca691b17a7ee14/5dcdb557adc0ed25534dcd9d_2key%20Tokenomics%20V1.2.1%20-%20November%202019%20(1).pdf)

Twitter - <https://twitter.com/2keyNetwork>

Telegram - https://t.me/twokey_official

Youtube Intro - https://www.youtube.com/watch?v=imzSnQnHFHQ&ab_channel=2keyNetwork

Contract address - 0xe48972fcd82a274411c01834e2f031d4377fa2c0

Decimals - 18

Catalysts

- New feature: Place a short code in your website and incentivize your community to share your content. Increase your engagement rate, reach and tracking capabilities with zero added costs
- Completing POC of MPSN Step2 - Browser mining, Browser validation
- Deploying the 2key protocol on Dapps DeFi in regards to regulation.
- Full marketing campaign
- Completing Web2.0 conversion Campaigns - POC (SDK)
- Completing POC of MPSN Step3 - Full Fractal Consensus - POC
- Deploying 2key API/SDK for integration
- Completing 2key chrome extension
- Completing Lead Generation Campaigns product
- Scaling-up and increasing 2key adoption within the digital marketing industry
- Creating 2key extensions for different services- Shopify, Wordpress & Wix