

[Agua Technology](#)

Updated 7/12/21

Abstract

Radio Advertising is broken. The top 2 owners of American Radio stations (iHeartRadio and Cumulus) have both filed for chapter 11 bankruptcy¹. Advertisers are seeing diminished returns and are unable to access any metrics about their ad for example: Time listened to, whether the station changed, or an item was purchased. Radio listeners have no way of interacting with the ad other than adjusting the volume, changing the station, or turning the radio off completely. As a gestalt, the turmoil facing the radio broadcasting industry will continue to gain momentum.

Despite this ecosystem of dissonance, Radio Ad Revenue has remained consistent domestically at around 17 billion dollars a year and globally around 42 billion dollars².

The solution to the radio's problem is Agua Technology. Because the vast majority of people listen to the radio while driving, our technology allows drivers to interact with the radio in ways never before imagined (9 out of 10 commuters listen to am-fm radio). For example through Agua Technology you could listen to and directly purchase a song or products, goods and services playing on your radio. How many times have you been driving, heard an ad and thought "I should write that down"?

Agua Technology our Utility Token "Wah Wah" (Ticker "WAH") will be both a big opportunity and solution to these issues. The Wah token will enable you to use our utility and eventually earn a royalty on ad space. This utility functions from lead generation through the adspace to the radio listener. This dynamic advancement of radio technology will result in premiums on ad space pertaining to different data packages, accompanied by a parade of new advertisers who will now feel compelled to advertise on the radio due to the business implications of such an advancement. You could expect to see actual bidding wars for ad space. Which only increases the overall value of your token. Our goal is to add value to the whole ecosystem of music, radio, advertising, and the smart car experience. Cryptocurrency allows retail enthusiasts and investors to participate in this next technological breakthrough from its infancy. Agua Technology enables everyone to join in as radio becomes the epicenter of the internet of things.

¹ <https://www.ibj.com/articles/68255-iheart-cumulus-bankruptcies-cloud-radio-industry-future>

² <https://www.mediapost.com/publications/article/274139/90-of-car-commuters-are-listening-to-the-radio.html>
<https://www.statista.com/statistics/272652/radio-advertising-revenue-in-the-us/>

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1 Value Proposition

Agua Technology's Utility Token (WAH) is a chance for music consumers to become participants in the evolution of radio advertising. You will be able to purchase music on the platform through your Wahwah coin or eventually earn a royalty through its proliferation. Through Agua Technology's utility artists will be able to sell music directly to consumers straight from the radio at the point of the consumer's engagement on the radio. Purchasing at the point of discovery benefits the artist, the radio station, the auto industry, and above all else the radio listener.

2 Introduction

Agua Technology's Solution addresses open wounds currently afflicting the Radio Broadcasting Industry. The potential to purchase in your car via touchscreen command or vocal command creates real time data for real time opportunities. The backend technology for Agua's Utility creates an "Internet of Radio Advertising" ecosystem. All token owners will be the digital landlords of said ecosystem. Advertisers will effectively be leasing digital real estate from the token holders. "Wahwah" owners will include radio stations, the auto industry, retail and real estate and more. This white paper and coming revisions will establish a roadmap for Wahwah Token and technology deployment. This white paper and coming revisions will also detail the dynamic solution for the problematic issues plaguing radio.

3. The troublesome landscape of Radio Advertising

- **Poor data on semblance of reach:**

The way that advertising metrics are measured is a gray area at best. The more you research the more you find that measuring the effectiveness of a radio ad is more theory and estimation than anything concrete or reliable³.

- **Negative image of Radio Ads or “spots”**

If you were to think about the term “commercial free radio” and how it’s used as its own form of advertising, the lack of advertising as a benefit, then you very quickly begin to see how the industry wide cognitive dissonance is hurting any chance at significant growth. This image of disdain for radio spots is because the consumer sees no value in the ad even though we as consumers need that information.

- **The debt:**

The debt facing Radio conglomerates such as iHeartRadio and Cumulus is insurmountable. They both have filed for chapter 11 bankruptcy. Those unfortunately are the success stories. In the years prior to those filings, other radio station owners got swallowed up by the big guys or forced to close their doors and sell for pennies on the dollar.

Here are just a few costs of running a Radio station. Real estate, permits, staff, royalties paid for content played on air. And a lot more. Here is the list of how many ways radio stations earn revenue.

- **Advertisers.** That’s it. I would include concert revenue for some radio stations but they are most always a money drain. Radio stations never make the money back after paying the Artists renting the venue and occupying ad space on in house promotions as opposed to a paying customer utilizing that same space for a profit.
- And perhaps the biggest problem facing the radio broadcasting industry is **politics**. Only one question is needed to demonstrate this perfectly. How do you get your song played on the radio? Nobody really knows. That content makes the air-waves through organic relationships cultivated in the community for all to see. In the commercial radio platforms it’s different. Nobody truly knows how to secure Radio Play or rotation. Yet we hear music on the radio every single day and night.

³ http://www.insideradio.com/why-nielsen-comes-up-short-in-radio-measurement/article_5136c95e-c002-11e6-a72a-675bf13ae312.html

4. Radio operating expenses vs Limited sources of revenue:

Radio advertising generates roughly 17 billion dollars annually.

Companies usually purchase radio ad space out of inertia. In other words so much of the advertising budget goes to print ads, billboards, radio spots, all the way up to pay per click. The trouble with radio advertising is the businesses doing the advertising never knows which part of the ad is working. They also won't know if the ad is ineffective until the campaign is over and done with. The back end technology powering Agua Technology's Utility Token ("Wahwah") will create opportunities for advertisers to generate leads and sales upon consumers discovering the ad! The leads are tallied through the book marking protocol. Sales are also converted while the ad is playing so this is why the price of advertising on radio is set to dramatically increase. The premiums reflect the increase in value of the in-car advertising experience. So as token holders are literally creating new ad space. Ad space that is dynamic, productive, and valuable as it improves the bottom line of businesses in real time. The real question is if the radio industry has been generating on average 17 billion dollars yearly, then how much can we expect that figure to increase with the new premiums in place?

Radio Advertising and doing business on the Blockchain.

The flexibility of digital wallets, interacting with in-car advertisements is a very promising opportunity for all. Because you will be able to access your digital wallet in your car to pay for parking, bridge fare, drive through restaurants, gas, etc You also will be able to buy or stream music or any goods or services advertised on that station you're listening to while driving. This allows people to exchange their Wahwah tokens on the music/goods or services they want. That enables advertisers to receive royalties across all applicable and the accepted digital platforms.

5. Token Technology

Wahwah is an Ethereum based Utility Token. Wahwah Tokens on the Ethereum blockchain represent spendable, appreciable currency that can be redeemed on Agua's software platform. Wahwah Tokens are compatible with Ethereum wallets and any other client or contract that uses the same standards.

The Wahwah Contract uses source code that allows a number of advanced functions to enhance use of the utility:

Contract-oriented, high-level language for implementing smart contracts.

Wahwah Tokens operate using the ERC20 standard on the Ethereum platform.

ERC20 is a technical standard used for smart contracts on the Ethereum blockchain for implementing tokens. ERC stands for Ethereum Request for Comment, and 20 is the number that was assigned to this request. The clear majority of tokens issued on the Ethereum blockchain are ERC20 compliant.

Wahwah Tokens rely on Ethereum’s well established infrastructure that includes:

- Security
- Solidity
- Official Ethereum Client Support
- Transparent, industry standard currency transfer functionality

Components

The Agua Token “Wahwah” is an integrated closed system comprising multiple seamless components (see figure 3.2.1.0).

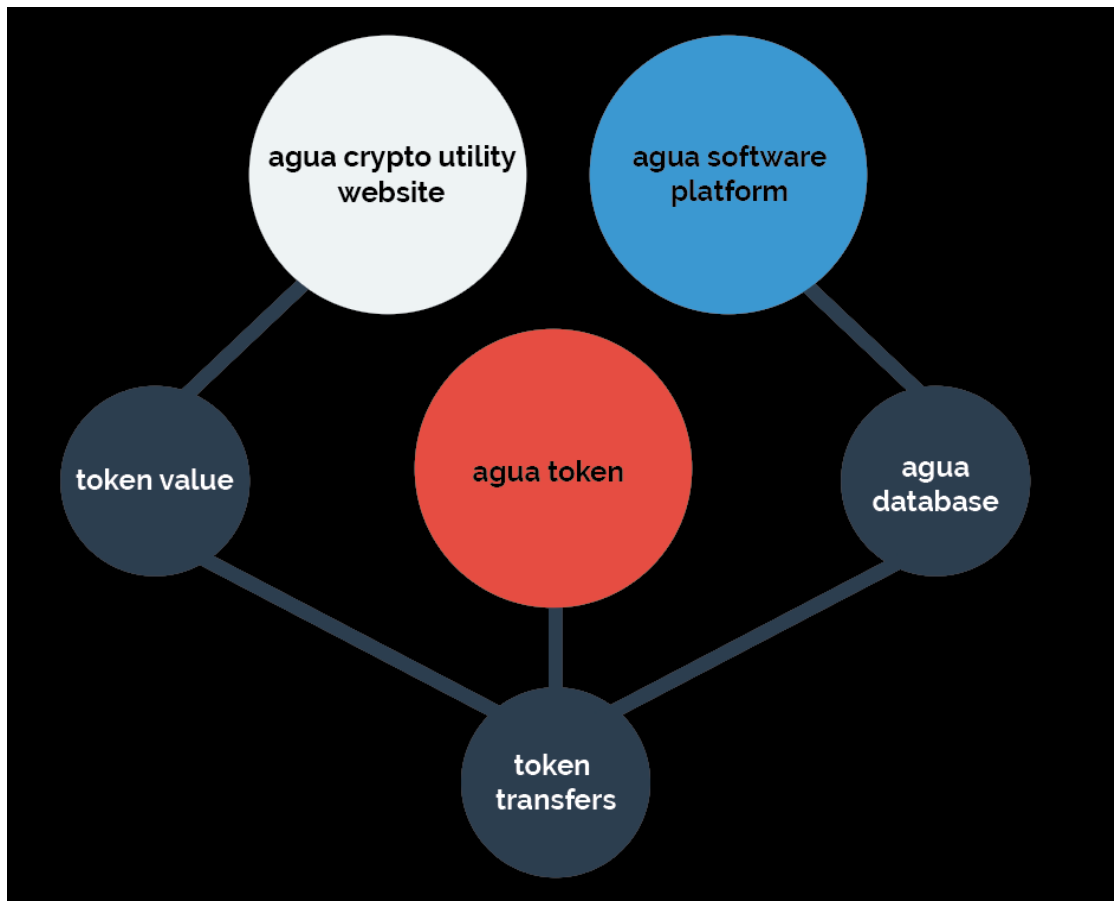


Figure 3.2.1.0

Wahwah Tokens are only distributed by Agua Technology to increase the security and value appreciation of each individual token.

The Agua Technology website displays the current token price as \$2.49 USD

Agua Technology will distribute Wahwah Tokens directly via the Ethereum network. Purchasers will utilize the Agua Technology software platform on iOS, Android, Mac OS, Windows 10 compatible to request investment transactions.

M.O.D. (method of distribution)

Our method of Coin distribution includes empowering the Auto industry, the Music Industry, and the Radio Broadcasting industry with these tokens. The goal is turning them into early evangelists for the platform, as well as enable them to eventually earn royalties on their tokens.

6. Roadmap to market.

The more we focus on getting our utility based coin to market the better chance we have at overall success with the platform.

The path to market is as follows:

1. Road to Fundraising
2. Accelerated hiring process
3. Product Demonstration
4. Beta test (which will be a profitable beta due to advertising revenue)
5. and finally to the marketplace.

The marketplace in this example consists:

- Auto industry
- Internet of money
- Internet of advertising
- Cloud based storage and App Stores
- Music industry

This section in particular will continue to be revised. Please continue to check our website for updates to this white paper.

7. Agua Technology “Wahwah” Competition

The competition facing Agua Technology is virtually nonexistent for two reasons:

On the Utility Token side of competition there are a lot of cryptocurrencies out there today. No doubt about that. However, because of the elasticity of our utility, all legally verifiable coins will be accepted on the platform.

The second reason we face no real competition is because of the state of affairs in radio. Due to the downtrend in radio, there is no competition in the market. Nobody in radio is promised tomorrow. Also, every radio station will benefit from this technology. So there is no room in the frame for competition. The frame only entails revenue growth. Oftentimes radio advertisers will take out radio spots on all the stations they can.

8. 5 platforms for product rollout. (Message to market pipeline)

The Agua Technology Value Ad impacts industries that already have established marketing platforms.

- **The Auto Industry-**
By partnering with Agua Technology, The Auto Industry stands to gain a royalty in perpetuity from all sales generated from their fleets.
- **The Music industry**
Artists and Musicians can streamline album sales, user engagement, concert ticket sales etc. Record labels can increase overall revenues by not only selling and streaming songs directly from Radio at the point of discovery but also as coin owners who lease radio advertising
- **The Radio Broadcasting Industry-**
The Radio Broadcasting Industry can expect to see significant increases in profits not just from selling content directly to consumers but also from an increase in Radio advertising costs.
- **Fin-Tech/Blockchain/Crypto**
Agua Technology is projected to add value across most of the Cryptocurrency ecosystem, by accepting verified currencies for in-car purchases. The thought here being we extend the landscape of where cryptocurrency is accepted.

The message to the market pipeline is key in our approach to the market. Due to the fact that all of the above mentioned industries have established publications, web presence, and a need for cutting edge content, means we can rapidly raise product awareness on a multitude of marketing channels. The goal here is to maximize and expand our visibility/reach.

9. Easy on-boarding process.

Agua Technology is being built with the declaration of easy on-boarding. Easy on-boarding for investors, connectors, radio stations and the auto industry. A well lubricated on-boarding process is a key component to our speed to market approach to product development.

10. Parade of new advertisers

The most intriguing part about the Wahwah token (and it's backend technology) is the "parade of new advertisers" that are set to invade the radio advertising space. 99% of musicians and recording artists who stream music from any of the big streaming sites don't earn enough to support their own careers. In other words, streaming music for revenue is simply not sustainable for the great bulk of artists. Until now.

Artists now can take out ads on radio and convert all passive listens to active streams. We can then give these artists data on those streams. And that will radically increase their chances of getting booked on big festivals. The more festivals these artists play the more merchandise they sell. This will be a real jumping off point for any artist's career, especially independent ones.

The average spot for a commercial ad cost anywhere from \$200-450 dollars for a radio spot⁴. However you can't sell any goods or services from the ad. You can't gather easily convertible leads from the ad. With Agua Technology you are enabled to sell and tally leads from all in-car radio interactions, in real time. Also, because we have the above mentioned capabilities we can expect a parade of new advertisers to invade the new ecosystem of advertising driving the price of advertising up significantly.

Here is where the parade of new advertisers come in to make things interesting. Any artists who can't sustain themselves by streaming their music on the big sites can most definitely afford to take out ad space and gain hundreds of thousands of views in seconds. So, the 99% of artists that can't sustain a career from streaming on the big sites, can now take out ad space and generate enough streams to get booked on festivals or to start booking their own shows for more profit. The average independent artist is paying for his or her career out of pocket.

They also don't have millions of dollars in disposable income and the right political

⁴ <https://fitsmallbusiness.com/radio-advertising/>

connections to get AirPlay. Using Agua Technology, they have the ability to earn more than double that number in one spot. There will be a parade of new advertisers. That is pretty much guaranteed. The price of advertising is going up. Which will be adjusted to the value of the new advertising standard.

11. Key Team Members

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- Asher Underwood, LinkedIn [Linkedin.com/in/asherunderwood](https://www.linkedin.com/in/asherunderwood)
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Key Advisors:

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Development Team:

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Token Developer:

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12. Token Launch

Our goal is to expedite our speed to market.

We have created a pool of 9 billion Wahwah tokens with an opening price of \$2.49 USD

- Maximum financing: TBD
- Minimum financing: TBD
- Exchange rate: TBD
- Token contract address: [0x0445174b6FA65dF016AC975967148d257598ee9f](https://www.etherbase.net/etherbase-token/contract/0x0445174b6FA65dF016AC975967148d257598ee9f)

Website: [Agua.Technology](https://www.Agua.Technology)

Facebook: [Facebook.com/Agua.Technology](https://www.facebook.com/Agua.Technology)

Instagram: [Instagram.com/Agua.Technology](https://www.instagram.com/Agua.Technology)

YouTube: [Youtube.com/channel/UCKYkN9AWS-4OQWh2So16jYA](https://www.youtube.com/channel/UCKYkN9AWS-4OQWh2So16jYA)