



leviar

LEVIAR PLATFORM WHITE PAPER



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Introduction

The Leviar Platform is a new platform designed by Leviar.

We set the goal of changing the way in which companies and developers make money from their web and mobile applications.

Today we are used to see advertisements in all forms while we surf the web and use free applications.

This white paper is a study for a project made of libraries and scripts (Android, iOS, Javascript) that allow developers to easily integrate a mining system into their software. In this study, we also want to explore the forms of revenue of developers (freemium applications) and what means for users to view advertising banners and videos while using free applications and websites.

Methodology

During our research we studied the current world of advertising and mining.

Advertising allows advertisers and publishers to find a meeting point through centralized platforms managed by third-party agencies. Publishers get revenues through the meeting point between supply and demand with advertisers. We have studied their earnings and the users' feelings during the use of the final product.

Mining allows miners to maintain decentralization of a blockchain and get rewards for each block that is found. Usually this operation has an onerous expenditure in terms of energy and management of the necessary infrastructure (mining farm).

We have studied the impact of these operations and the associated costs to start with this practice.

Advertising

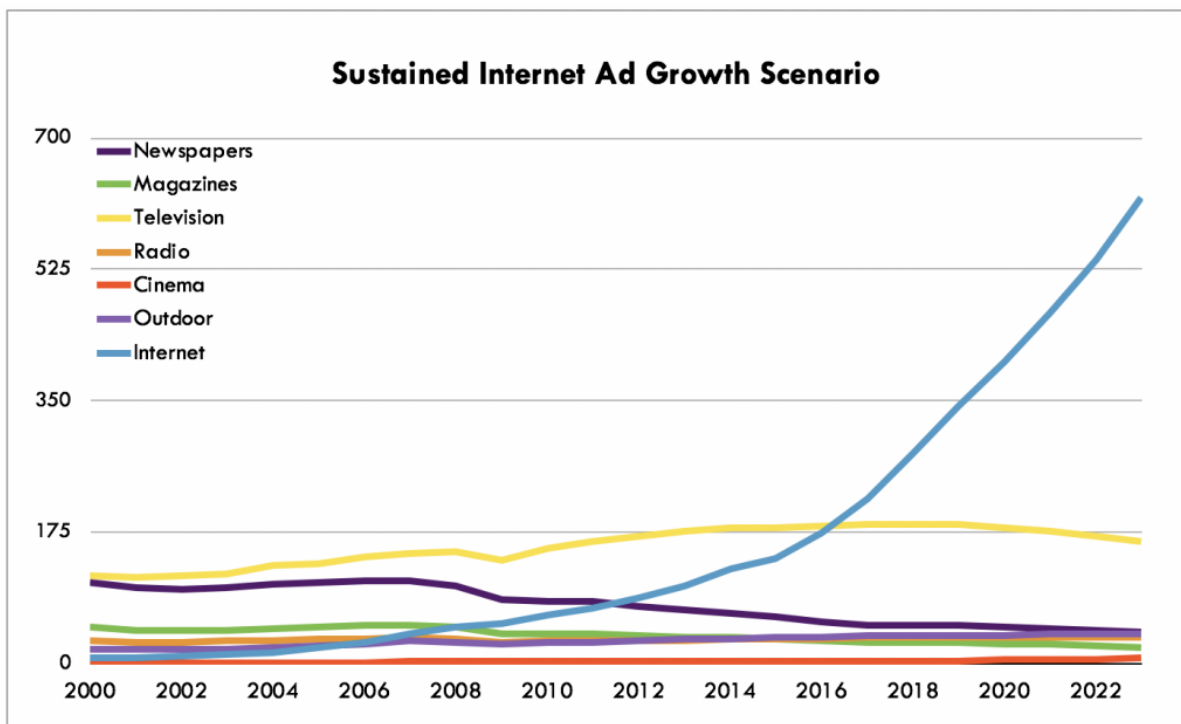
Advertising is a mean of communication with users who use a product or service. These direct messages to users expect a price to be paid for a view or interaction from the user. To date, the distribution channels of advertising forms are the most disparate:



television, press, radio, direct sales, mail, contests, clothes and many others, including internet. Although advertising is a fairly general term, we will focus on the internet channel.

Growth of online advertising over the years

As we can see from this chart, from year to year the internet is being saturated by advertising forms.



Source: ARK Investment Management LLC, 2018 | ark-invest.com; Zenith

Mining

[\[An extract from Bitcoin Wiki\]](#)

Mining is the process of adding transaction records to Bitcoin's public ledger of past transactions (and a "mining rig" is a colloquial metaphor for a single computer system that performs the necessary computations for "mining". This ledger of past transactions is called the block chain as it is a chain of blocks. The blockchain serves to confirm transactions to the rest of the network as having taken place. Bitcoin nodes use the blockchain to distinguish legitimate Bitcoin transactions from attempts to re-spend coins that have already been spent elsewhere.



Mining in pools began when the difficulty for mining increased to the point where it could take a lot of time for slower miners to generate a block.

A mining pool is the pooling of resources by miners, who share their processing power over a network, to split the reward equally, according to the amount of work they contributed to the probability of finding a block.

Mining/Ads with Leviar Platform

The integration of Leviar Platform for developers is very simple and consists of 3 libraries (Javascript, Android, iOS).

Once integrated into the application, at the very first open, the library will show the users a popup that allows them to decide whether to display advertisements or to start the mining process.

In the early stages, the project will rely on third party pools.

In a second phase, native scripts will be created to do the mining on our proprietary software and consequently the revenue % will increase.

The estimated speed of Mining obtained through our tests varied between 10h/s and 80h/s depending on the device used, without using all the cores available and at a maximum speed per core of 50%.

In cases where the user chooses to "enjoy" the application with banner ads, the experience will be the same as the current one. The computing power for mining is not used. Agreements through third-party networks will allow a faster start of the dual mode of the Platform.

We mentioned mining pools, because Leviar Platform will act exactly like a pool. All users who choose to do mining in place of display advertisements will start mining in the same mining pool, so as to increase computing power and make the Platform's large machines to find as many blocks as possible.



Read the Revenue system sections to better understand how this helps optimize earnings.

Every “transaction” made on Leviar Platform is recorded on the Ethereum blockchain and the whole system will be as decentralised as possible thanks to open source nodes.

Plus, using an ERC 223 token (Leviar Platform Tokens), exchangeable on the platform with XLC coins at the rate of 1:1, users and advertisers can buy additional services and receive their earnings with a lower fee.

Drive-By Mining

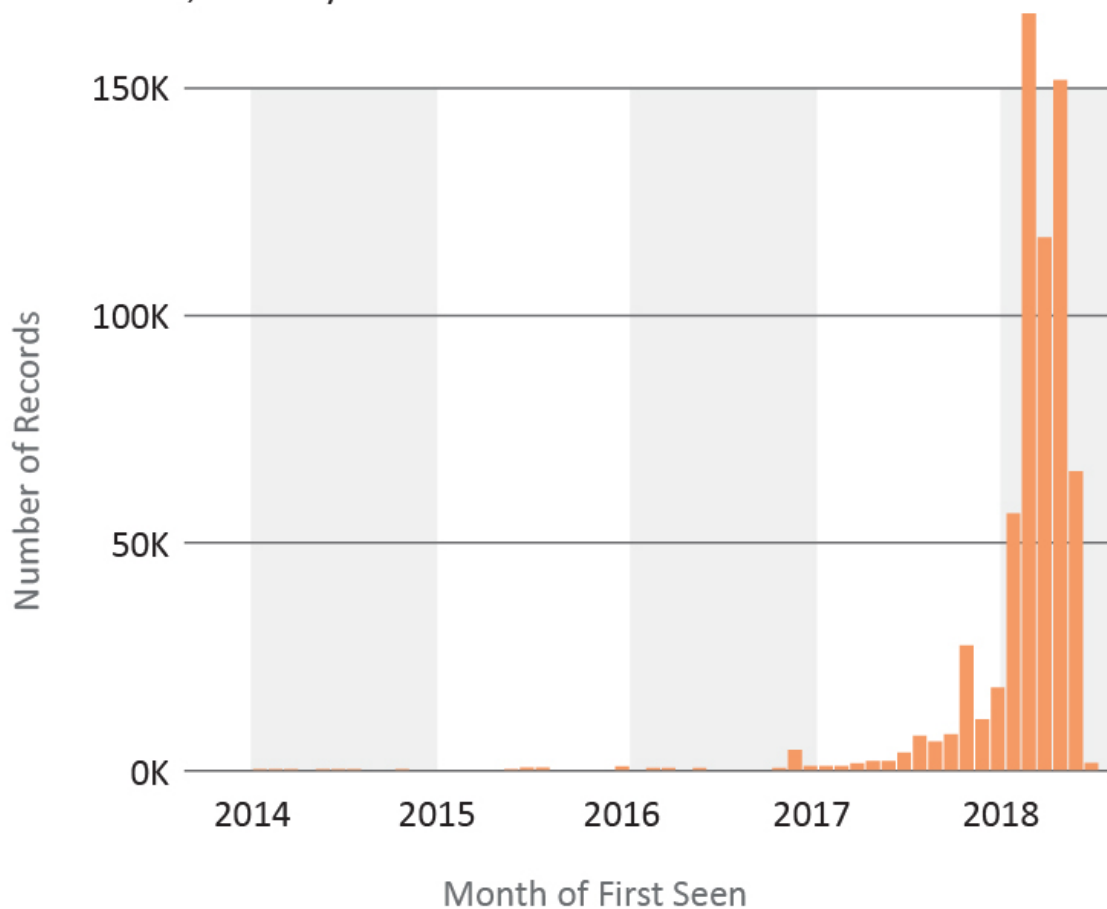
[An extract from Malware-Bytes White Paper](#)

“Drive-by download” is a term often used to describe web-based threats when a computer becomes infected by simply visiting a website, without any other interaction required.

In their heyday, exploit kits ruled the world of drive-by downloads and were feared by many, especially as they sometimes used zero-day vulnerabilities that caught software vendors by surprise, allowing them to infect even the most up-to-date systems. But as exploit kit activity dwindled, malware authors moved on to other distribution methods, which meant using more social engineering tricks.

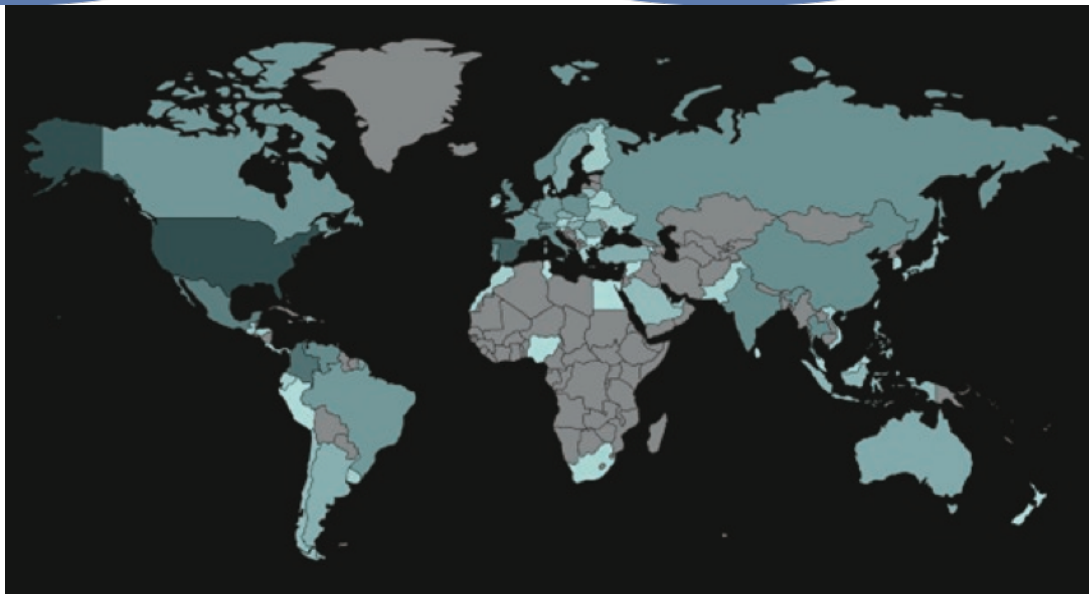


Figure 1. Cryptocurrency Mining Malware Detections from 2014-2018, courtesy of several CTA members



Source: McAfee Blogs

Unlike drive-by downloads that push malware, driveby mining focuses on utilizing the processing power of visitors' computers to mine cryptocurrency. While both are automatic and silent processes, the early implementation of the Coinhive API allowed for abuse by running the code full throttle, therefore maxing out the users' CPU.



Geo-location of clients who accessed mining websites. Source : zscaler.com

Our approach – The differences

The difference in our approach is that although the integration of the Leviar Platform is simple for developers, end users will be left with the final decision to view advertisements or take advantage of a small portion of the device's resources and enjoy the product for free, such as if he had bought it.

In this way, the user gets two benefits:

- Use the application / website without advertising banners/videos
- Avoid being profiled through cookies / other forms of profiling

Furthermore, thanks to our domain / application ownership verification system, we will have the certainty that our miner cannot be injected into systems that do not have full control and therefore cannot be exploited as a malware.

The main challenge in this concept (Mining on devices) is technical, hitting the right balance for the right amount of power dedicated to mining on the user's device to allow the user a good experience and earn enough cryptocurrency to make it profitable for the publisher.

The second challenge is to conceive a mining challenge that is mobile friendly and ASIC resistant, as power consumption and heating are the most problematic side effect of mobile mining.



Developers could monetize their application using Leviar mining SDK.

The mining code will be embedded into the application and run natively on mobile apps and into the browser in the case of web apps.

If the user opt-out of the mining experience he will automatically be accepting the displaying of ads on the app. Those ads will be pulled from Leviar's Advertising network partners and a system will be advised to figure the payment structure between the network and developer without creating another middleman.

Revenue System

There are two different types of earnings:

1. Earnings from the display of advertising banners and video advertising in the app.
2. Earnings from mining by its users.

Usually a media company shares with its customers a figure that varies between 40-60% of their earnings from advertisers.

The fee applied by the Leviar Platform is extremely low, 20% The customer will earn 80% of the price paid by the advertisers and 90% of the total obtained through the mining operations.

Since the earnings can be collected in BTC and ETH, a small fee will be applied (to be decided yet) for each withdrawal. Because of this, we thought of a system to remove this additional fee, using Leviar Platform Tokens on the Ethereum network. As a result, only the network fee (mandatory for each transaction) will be applied.



Platform Tokens total supply

On 31th December 2019 a snapshot of the current Leviar blockchain will be done. The total supply of the new Platform Tokens will be calculated at the time of snapshot. Blocks generated after the total supply is calculated will not be considered valid for the conversion XLC to Leviar Platform Tokens.

Technical informations

The platform for integration and management is developed with the latest web technologies, ensuring an high level of security.

A part of the backend will be managed directly on the blockchain, in order to decentralize all the exchange operations. By using a metamask wallet, it will be possible to conclude transactions in a very simple way.

A piece of information relating to users and their payment status is made private and saved with end-to-end encryption on a relational database.

On the mining side, we will make all the libraries that interface with our miner open-source.

At the moment the technical part concerning the miner remains general, as functions will be implemented to mine different blockchains and due to its closed-source component.

The miner will be the fundamental part that will make the libraries work. It will provide clients with the problem to solve to find the block.

Each client will work on a part of the problem and send its response to the servers, which will try to find the block. Basically the miner will work exactly like a pool.



The client that finds a block is reported to the platform, which once a day will determine how many blocks have been found by each "developer / app" and decide how much Leviar platform token to distribute.



Roadmap

November 2019

- ◇ Testnet Smart Contract release

December 2019

- ◇ Mainnet Smart Contract release
- ◇ XLC to Leviar Platform Token Exchange available on Platform website
- ◇ XLC to Platform Tokens transition start

Q1 2020

- ◇ Leviar Platform listing on exchanges
- ◇ Pre-subscriptions open for Developers
- ◇ JS Library open beta for Developers

June 2020

- ◇ XLC to Platform Tokens transition end

Q4 2020

- ◇ Proprietary pool mining script
- ◇ Android/iOS Library
- ◇ New JS Library

Q1 2021

- ◇ Stable launch



Conclusions

Our core business is to free the internet and our smartphones from wild advertising

Our development methods will allow developers to choose. In addition to advertising, they will be able to make money through a sustainable mining system.

Not harming devices, the mining process will not harm devices.

The very nature of library development will make it possible to avoid damaging the devices, as the computing power will be balanced. It will not be excessive and will not slow down the devices.

A throttling system will ensure that the library will never use all available and used cores, they will not be used at 100%



Thank You

Connect with Us:

Official Website: <https://leviar.io>

Documentation: <https://docs.leviar.io/>

Medium: https://medium.com/@leviarcoin_fdn

Discord: <https://discord.gg/RdQzqk2>

Twitter: https://twitter.com/leviarcoin_fdn

Facebook: <https://www.facebook.com/Leviarcoin-1693633777611417>

Official News channel: <https://t.me/Leviarofficialnews>

Official English telegram: <https://t.me/leviarcoinofficial>

Russia telegram: <https://t.me/Leviarofficialru>

Spanish telegram: <https://t.me/Leviarofficialspa>

Mining Telegram: <https://t.me/Leviarminingofficial>