



USTT TEDR Whitepaper

Universal Digital Stablecoin with an Advertising Platform

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Abstract

Problem: Companies operating in the global market face three critical challenges: the complexity of international payments due to currency barriers, the high cost of traditional advertising with low conversion rates, and the lack of effective tools to create personalized content based on audience data.

Solution: USTT TEDR is a universal digital stablecoin fully backed by USDT, integrated with the innovative advertising platform TEDR.ad and AI-powered content creation services. The platform combines blockchain technology, artificial intelligence, and a reward system to build a comprehensive digital advertising ecosystem.

For Whom:

Merchants & Advertisers: Gain access to low-cost, effective advertising with AI-optimized content

Bloggers & Content Creators: Monetize their audience through ready-made ad posts with automated payouts

Social Media Users: Earn USTT for regular activities (likes, shares, comments)

Exchanges & Traders: Use USTT for fast, zero-fee transactions.

Unique Advantages:

Zero Fees: Seamless exchange between stablecoins without any loss

AI-Powered Feedback Analysis: Creation of ideal content based on social media data

Automated Payouts: Instant rewards via smart contracts

Full Backing: Every USTT is backed by an equivalent amount of USDT

Global Accessibility: Works with any currency in any country.

Outcome: USTT TEDR creates an ecosystem where all participants benefit: merchants get effective advertising, bloggers earn passive income, users get rewarded for their activity, and AI continuously improves content quality based on real-world data.

Introduction

In today's interconnected world, companies operating on a global scale face both exciting opportunities and significant challenges. As they promote their ideas and products for export, they must navigate a landscape of diverse currencies, regulatory frameworks, and market conditions.

Why USTT? USTT allows holders to perform exchanges using USTT as an intermediary, effectively eliminating transaction fees. The token will leverage liquidity pools to ensure a seamless trading experience.

Technology Stack

USTT is designed to maintain a stable 1:1 value with USDT, making it a reliable option for users who want a stable way to exchange and store value in the ever-changing cryptocurrency market.

Key Features

Standard: ERC-20 on Ethereum

Peg: 1 USTT = 1 USDT = 1 USD

Backing: 100% USDT held in a smart contract

Security: Transparent and secure transactions

The Smart Contract

USTT operates on an advanced smart contract on the Ethereum blockchain, which helps ensure security and trust. The smart contract automatically executes specific rules and transactions, meaning there is no need for intermediaries.

USTTProxy

At the core of the infrastructure is the USTTProxy contract, which acts as a vital intermediary layer, facilitating communication and interaction between users and the underlying ERC-20 contracts.

```
contract USTTProxy {  
  
    function mint(uint256 amount) external; // Mints USTT  
  
    function burn(uint256 amount) external; // Burns USTT  
  
    function transfer(address to, uint256 amount) external; // Transfers USTT
```

```
    function lockUSDT(uint256 amount) external; // Locks USDT as collateral  
  
    function unlockUSDT(uint256 amount) external; // Unlocks USDT  
}
```

Flow of Funds

One of the key advantages of the USTT token is its application within advertising platforms. These platforms are designed to help businesses promote their products and services and increase sales.

System Workflow Example

Merchant Deposits \$100: 100 USDT is locked in the smart contract, and 100 USTT is minted

Merchant Sets Up an Ad: 0.5 USTT per share, 0.2 USTT per view

Users Perform Actions: Receive USTT for their activity

Users Spend USTT: Exchange for goods or other currencies

Store Receives Funds: An equivalent amount of USDT is unlocked

Tokenomics

Minting Mechanism

Deposit USDT: A user sends USDT to a designated address

Lock USDT: The USDT is locked in the smart contract as collateral

Mint USTT: An equivalent amount of USTT is created

Distribution: The new USTT is credited to the user's wallet

Burning Mechanism

Use in Advertising: USTT is spent on advertising services

Lock Tokens: The spent USTT is locked by the smart contract

Unlock USDT: An equivalent amount of USDT collateral is released

Burn USTT: The locked USTT tokens are permanently destroyed

Core Use Cases

For Merchants

Through advertising services, merchants gain significant benefits by driving user engagement. By rewarding users for specific actions, merchants can attract and retain customers, increase sales, and build brand loyalty.

For Users

For users, the advertising services offer compelling benefits, including the ability to earn rewards for their engagement and participation. By completing targeted actions set by merchants, users can earn USTT.

For Exchanges

USTT tokens provide a superior alternative to traditional banking. With zero fees and rapid transactions, USTT is an attractive option for traders.

Key Services

Advertising System

A purpose-built advertising system allows merchants to reward users for their activity. Merchants receive API credentials to connect their store to the system after registration. This gives them the ability to configure campaign budgets, set a Cost Per Action (CPA), and monitor their balance. The system also provides detailed statistics, offering a transparent view of all transactions, including who was rewarded, for which actions, and the exact amounts paid.

TEDR.ad

This service enables any user to promote products or social media accounts independently, without the involvement of expensive ad platforms. The principle is simple: an advertiser creates an ad and rewards users directly with USTT for their actions.

Transfers

USTT provides a convenient and efficient means of transferring value globally, bypassing the limitations and delays associated with traditional banking systems.

Payments

USTT can be used as a payment method by merchants and service providers across various industries, including e-commerce, gaming, and online services.

TEDR.ad Platform

Platform Overview

TEDR.ad is an innovative advertising platform that revolutionizes how goods and services are promoted. The platform integrates powerful AI technologies, a reward system, and a blockchain infrastructure to create a unique digital advertising ecosystem.

Key Features

Reward System for ads:

- **Views:** Starting from 0.01 USTT per view
- **Shares:** Starting from 0.01 USTT per share
- **Referrals:** Additional bonuses for inviting friends

Reward System for another content:

- **Views:** Starting from 0.01 USTT per view
- **Shares:** Starting from 0.01 USTT per share
- **Likes:** Starting from 0.01 USTT per like
- **Comments:** Starting from 0.01 USTT per comment
- **Reposts:** Starting from 0.01 USTT per repost or quote
- **Subscriptions:** Starting from 0.01 USTT per subscription
- **Referrals:** Additional bonuses for inviting friends

Targeting & Analytics:

- **AI Targeting:** Automatic audience selection
- **Real-Time Analytics:** Detailed campaign statistics
- **A/B Testing:** Comparison of different ad versions
- **Optimization:** Automated improvement recommendations

AI Content Creation Based on Analytics:

- **Social Media Analysis:** AI studies trends, popular formats, and audience activity
- **Personalized Content Creation:** Generates posts tailored to specific audiences
- **Publication Time Optimization:** Identifies peak activity times for maximum reach
- **Format Adaptation:** Selects the optimal content type (video, image, text)
- **Emotional Tuning:** Adjusts tone and style to match audience sentiment
- **Continuous Learning:** AI improves content quality based on feedback

Benefits for Advertisers

Efficiency

- **Low Cost:** Significantly cheaper than traditional advertising
- **High Conversion:** Motivated users are more active
- **Precise Targeting:** AI selects the ideal audience
- **Transparency:** Full visibility of expenses and results

Innovation

- **Gamification:** Users enjoy the participation process
- **Social Distribution:** Organic growth through sharing
- **Instant Payouts:** Automated rewards
- **Global Reach:** Access to an international audience

Control panel

- **Dashboard:** Track indicators and manage your ad campaign
- **Financial settings:** Set up budgets, set a price per action, track balance
- **Detailed statistics:** Track who and how much was credited and for what actions

Benefits for Users

Earnings

Passive Income: Earn rewards for everyday actions

Flexibility: Choose campaigns that interest you

Instant Payouts: Receive USTT immediately after an action

Security: Guaranteed payouts via smart contracts

Convenience

Simplicity: Minimal actions required to earn

Mobile App: Convenient access from any device

Personalization: Recommendations based on user interests

Benefits for Bloggers

Simple Integration Process

- **Select a Post:** A blogger chooses a ready-made ad post from the TEDR.ad catalog
- **Publish:** The post is published on their social media channels (Instagram, TikTok, YouTube, Telegram)
- **Automated Tracking:** The system automatically tracks audience activity
- **Receive Rewards:** Instant USTT payouts for each interaction

Convenience

- **Passive Income:** Earn without additional effort
- **Ready-Made Content:** Professional posts from brands
- **Automation:** No need to create ads yourself
- **Flexibility:** Choose posts that fit your audience
- **Transparency:** Full statistics on your earnings
- **Instant Payouts:** Receive USTT immediately after user activity
- **Personalization:** Recommendations based on user interests

AI Feedback Analytics

Data Collection and Analysis

The TEDR.ad AI system collects and analyzes a vast amount of data on audience interaction with ad content:

Like” Analysis: The AI studies “like” patterns, activity times, and demographics

Comment Analysis: Natural Language Processing is used to understand sentiment

Share Analysis: Studying the viral potential of content

Time Analysis: Determining the optimal publication time

Audience Analysis: Segmentation by interests, age, and location

Benefits for Advertisers

High Conversion: Content is created based on real data

Precise Targeting: Automatic selection of suitable bloggers

Time Savings: No need to study the audience manually

Scalability: Automatic content creation for different audiences

Continuous Improvement: The AI learns from every campaign

Technical Features

API Integration

- **Social Media Connection:** Automatic activity tracking
- **Data Security:** Encryption and protection of personal information
- **Instant Synchronization:** Real-time statistics updates
- **Cross-Platform Compatibility:** Works with Instagram, TikTok, YouTube, Telegram

Analytical Tools

- **Blogger Dashboard:** Detailed statistics on earnings and activity
- **Audience Analytics:** Demographic data and interests
- **Forecasting:** Prediction of potential earnings
- **Recommendations:** Tips for increasing income

AI Services

AI Capabilities Overview

TEDR.ad offers comprehensive AI services for content generation, data analysis, and ad campaign optimization. These services help advertisers create effective content and maximize the ROI of their advertising investments.

Free Trial Period

Duration: 30 days for new users

Daily Limits:

- 10 text generations
- 5 image generations
- 2 video generations
- 3 analytical reports

Paid AI Services

- **Text Content:** 5-20 USTT per generation
- **Visual Content:** 15-50 USTT per generation
- **Video Content:** 30-100 USTT per generation
- **Audio Content:** 10-30 USTT per generation

Analytics and Optimization

- **Audience Analysis:** 5-15 USTT per report
- **A/B Testing:** 10-25 USTT per test
- **Campaign Optimization:** 20-50 USTT per optimization
- **Content Personalization:** 5-20 USTT per personalization

AI Services Pricing Plans

Plan	Cost (USTT/Month)	Text Generations	Image Generations	Analytical Reports	Support
Basic	50	100	50	10	Basic
Standard	150	500	200	50	Priority
Premium	500	Unlimited	Unlimited	Unlimited	Dedicated

Technical AI Features

Technologies Used: GPT-4, DALL-E 3, Stable Diffusion, TensorFlow, PyTorch

Security: Data encryption, anonymization, and GDPR compliance

Performance: Fast generation (30-60 sec), high quality, and scalability

Reliability: 99.9% service uptime

Conclusion

The enhancement and expansion of our ecosystem are of paramount importance. We offer extensive functionality for both individuals and businesses. We adhere to a meticulously planned schedule of ecosystem updates, ensuring a seamless and progressive evolution.

Currently, our development efforts are focused on two primary fronts: first, the widespread distribution of our token to facilitate an unrestricted trading experience for users, and second, the support for additional major blockchains, broadening the scope of compatibility and accessibility of our ecosystem.

The TEDR.ad platform and its AI services represent the next stage in the evolution of digital advertising, combining the power of artificial intelligence with the transparency of blockchain technology. The free trial period allows users to evaluate the quality of our services, while the flexible pricing system ensures accessibility for companies of all sizes.

Contact Information

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