AGUA TECHNOLOGY, LLC

An interactive advertising and sales platform transforming the value of radio

Pre-Sale Opportunity White Paper

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ABSTRACT

Agua Technology is a suite of tools and "Wahwah" utility token (Ticker "WAH") created to transform the value of radio. We empower the listener with hands-free interactivity providing a robust voice-activated point-of-sale mechanism. This allows content creators and advertisers to reach their audience with immediately actionable offers and provide granular analytics in real time. This increases the agility of business to respond to user behavior, generates immediate sales, and creates true value for the user consumer.

The utility token incorporated into the platform allows all parties, speculators, consumers, advertisers and content creators to support Agua Technology, LLC and receive a reward of market valued ad space on the platform to do with what you wish, resale, trade, as the success and adoption of the technology grows so does the ad space.

Radio must innovate to thrive. Listeners cannot interact with radio content or offers in the ways they have come to expect. Advertisers and content creators want direct sales opportunities and access to user-behavior data.

Radio advertising is broken. The industry has failed to evolve as media technologies have proliferated. The top 2 American Radio stations (iHeartRadio and Cumulus) have both filed for Chapter 11 Bankruptcy.[1] Advertisers are seeing diminished returns. Perennially unable to access important metrics about their advertising such as listen time, change, or sale conversion, advertisers are straying.

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[1] iHeart, Cumulus bankruptcies cloud radio-industry future, April 5, 2018 Anthony Schoettle Indianapolis Business Journal https://www.ibj.com/articles/68255-iheart-cumulus-bankruptcies

Radio ad revenue has remained consistent in the United States at around 17 billion dollars a year, 42 billion dollars globally.[2] Yet online advertising continues to grow exponentially. Seemingly pandemic proof, even in 2020, social media advertising revenues realized 16.3% year-over-year growth.[3]

As you discover and realize the fact and reality that Agua Technology enables voice activated purchasing directly through advertisements in the automobiles infotainment system, you'll rapidly notice that our business model is centered on sharing profits earned from advertising premiums. This powerful new way to vocally purchase products goods and services through radio advertisements (and eventually all advertising) means that by creating 30-60 second long interactive capsules, made discoverable in smart cars via Agua's Advertising platform will give every business owner the same access an opportunities to instantly get their products in front of millions of consumers.

Radio is ready for a transformation. The change agent is Agua Technology

[2] 90% of Car Commuters Are Listening to the Radio, Research Brief, Jack Loechner - April 25, 2016 Media Post https://www.mediapost.com/publications/article/274139/90-of-car-commuters

https://www.statista.com/statistics/272652/radio-advertising-revenue-in-the-us/

[3] IAB Releases Internet Advertising Revenue Report for 2020
Interactive Advertising Bureau Apr. 07, 2021 https://www.iab.com/news/iab-internet-advertising-revenue/

1. Value Proposition

In America, 92% of the population still listens to radio every week, approximately 272 million people. This is ahead of the 87% that consume television on a weekly basis and far beyond the 22% who listen to podcasts weekly.[4]

The potential to purchase in your car via touchscreen or voice command creates real-time data and real time opportunities. The backend technology for Agua's utility creates an "Internet of Radio Advertising" ecosystem.

By pairing the platform with its own cryptocurrency Agua Technology allows creators, consumers and investors to have a stake in this convergence of technology and opportunity for growth.

All token owners will be the digital landlords of this 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. Auto manufacturers gain a valuable distinguishing feature in the smart car experience.

Token will be able to real-time profit pool from advertising premiums represented by the tokens.

White Label radio stations provide and they can put your brand on it, record label, software as a record label.

Automotive grade Linux GUI open source can create products and services for

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[4] Nielsen's Audio Today 2019 report, https://musicoomph.com/podcast-statistics/

mass distribution to vehicles,

2. Introduction

Agua Technology Disrupts Radio As Usual

Nine out of 10 commuters listen to am fm radio in their car. Agua Technology allows drivers to curate content and advertising radio by voice command. Through proprietary software integrated into a [car's digital infotainment audio system](#) or through a cellphone based app listeners can make notations, purchase products or services, including the songs they hear.

How many times have you been driving, heard an ad and thought "I should write that down? With Agua Tech listeners can act on what they hear immediately, translating to sales and providing metrics about listener/user activity never before available, providing a pathway for lead generation, product and music sales and granular advertising [analytics at the point of discovery](#).

Content creators and artists can interact directly with consumers. Sellers and advertisers can respond to user behavior and gain immediate conversion. Radio stations can now quantify their advertising reach and validate the value they offer, creating an increase in the revenue potential of ad space and attracting new advertising dollars, even bidding wars for limited slots.

Artists, radio stations, the auto industry, and above all, the radio listener, win. Users purchase music or products on the [platform](#) with their or by redeeming [royalties](#) they have earned. [Wahwah](#) token owners may be able to even earn royalties.

3. Radio is Dead

Both consumers and advertisers expect more.

The radio advertising landscape is troublesome. Perennial problems have been exacerbated in recent years by interactive advancements and user data available in other media.

- **Poor Data on Reach:** Radio advertising metrics are a gray area at best. Measuring the effectiveness of a radio ad is more theory and estimation then anything concrete or reliable contrasting starkly with the big data available in Internet-based media.[5]

- **Negative Image of Radio Ads or "Spots":** Radio spots are seen as an interruption, and notorious for repetitive or annoying stylistic elements to burn them into listener memory. The consumer often sees no value in radio advertising acting only to turn it down, turn it off or change the station.

- **The Debt:** The debt facing radio conglomerates such as iHeartRadio and Cumulus is insurmountable. They both have filed for chapter 11 bankruptcy and those are the success stories. In the years prior to those filings, other radio stations were swallowed up in acquisition, forced to sell for pennies on the dollar or to close their doors altogether.

The costs of running a radio station are numerous including real estate, permits, staff, royalties, paid content, and a lot more.

There is only one way for commercial radio stations to earn revenue: **advertisers.**

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[5] Why Nielsen Comes Up Short in Radio Measurement Dec 12, 2016 Inside Radio
http://www.insideradio.com/why-nielsen-comes-up-short-in-radio-measurement/article_5136c95e-c002-11e6-a72a-675bf13ae312.html

That's it.

Some might include concert revenue for some radio stations, but they are almost 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. It's a labyrinth of cronyism and relationships. Through 30 sec and interact artists in a new way, company anyone has access,

Enter AGUA radio stations are deprecated this is a disruptive technology, aggregator of content and create radio stations and unlimited amount of advertising can be sold. 10 minutes of advertising and hour, content, new artists, selecting content by behavior like Netflix or Advertising, audio book, Old fashioned like Lake Wobegon Days algorithms serve relevant content that is why people won't see the ads as ads. So specifically targeted that consumer will find them useful

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 or based on a historical formula. 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 backend technology powering Agua Technology's utility token ("Wahwah") will create opportunities for advertisers to generate leads and sales upon consumers discovering their ads. The leads are tallied through the bookmarking protocol. Sales are also converted while the ad is playing so therefore the price of advertising on radio is set to dramatically increase. The premiums reflect the increase in value of the in-car advertising experience. 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. Users will soon be able to access their digital wallets while driving to pay for parking, bridge tolls, drive-through restaurants, gas, and more.

With Agua Technology they can buy or stream music or any goods or services advertised on that station while listening.

This allows people to exchange their Wahwah tokens on the music, goods and services they want.

This enables advertisers to receive royalties across all applicable and the accepted digital platforms. Advertisers, Content Creators, Investors, and Artists can buy coins.

5. Token Technology:

Wahwah tokens are secure, supported by industry best practices and are poised to increase in value exponentially.

Wahwah is an Ethereum -based utility token securing investment in Agua Technology interactive Ad Space on the platform. 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. As the value of Agua Technology increases, so too does the value of tokens.

Tokens can be redeemed on Agua Technology's platform by artists and sellers to pay for advertising/airtime.

The Contract uses source code that allows several 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 and are only distributed by Agua Technology via the Ethereum Network to increase the security and value appreciation of each individual token. Wahwah

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

wahwah (wah) Token Tracker | Etherscan

Components

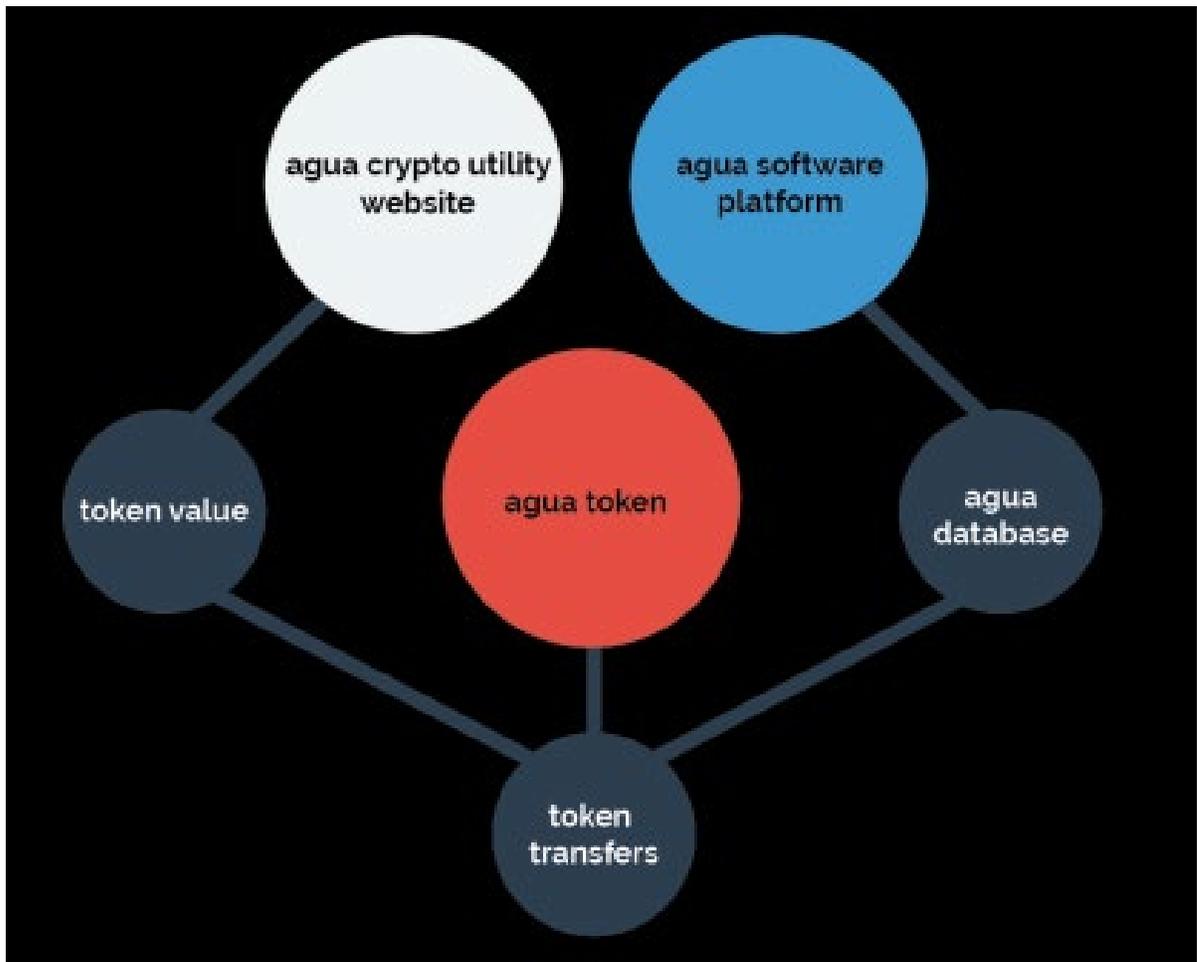The Agua Token "Wahwah" is an integrated closed system comprising multiple seamless components (see figure 1).

Figure 1

The Agua Technology website displays the current token price as $2.49 USD as of 17 August, 2021.

Purchasers utilize the Agua Technology software platform on iOS, Android, Mac OS, Windows 10 compatible to request investment transactions such as...

M.O.D. (Method of Distribution)

Our coin distribution method includes empowering the auto industry, the Music Industry, and the badio broadcasting as early adopters and evangelists for the platform, as well as enabling them to earn royalties on their tokens.

6. Roadmap to Market

Our priority is 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. 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. Five Platforms for Product Rollout -- Message to Market pipeline

Agua Technology adds essential unlimited value to industries with well-established marketing capacities that can be utilized to build our brand.

These aligned industry marketing channels include established publications, web presence, social media, that come with the need for cutting-edge content.

Collaborating with the industries that stand to gain the most will enable Agua

Technology to rapidly raise product awareness on a multitude of marketing channels maximizing brand visibility, consumer adoption of our platform, and purchase of the Wahwah token.

The Auto Industry

By partnering with Agua Technology, the auto industry stands to gain a royalty in perpetuity from all sales generated from the use of Agua Technology installed in their fleets.

The Music Industry

Artists and musicians can streamline album sales, track user engagement, and enable concert merchandise and ticket sales. 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 the demand for radio and increased advertising fees.

Fin-Tech/Blockchain/Crypto

Agua Technology creates a huge shift in consumer consciousness and facility with cryptocurrency and vastly extends the landscape of where cryptocurrency is used by acting as a point of sale accepting verified currencies for in-car purchases for an almost unlimited array of products and services.

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. Agua Technology Enables New Players and Broadens Revenue Streams

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 allowing them to quantify their audience, radically increasing their marketability for 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 spot . However you can't sell any goods or services from the ad. You can't easily gather convertible leads from the ad.[6] With Agua Technology you are

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[6] https://fitsmallbusiness.com/radio-advertising/

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.

Innovation, creativity,

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

Key Team Members

- Will Aubrey, Linkedin Linkedin.com/in/will-cunningham-9248aabb

- Asher Underwood, Linkedin Linkedin.com/in/asherunderwood

- Leila Steinberg, Linkedin Linkedin.com/in/leila-steinberg-6a8017b

- Augustine Wong, Linkedin Linkedin.com/in/augustinus-wong-11621b

- Ron Weisberg, Linkedin Linkedin.com/in/ron-weisberg-3a464620

Advisors:

- Tyler Smith, Linkedin.com/in/tylersmith

- Joe Pollaro, Linkedin.com/in/joepollaro

Development Team:

- Kiwi Technology Kiwitech.com

Token Developer:

- Josh Combs Linkedin.com/in/joshua-combs-16655310b/3

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

• Launch date and time: TBD

Website: Agua.Technology

Facebook: Facebook.com/Agua.Technology

Instagram: Instagram.com/Agua.Technology

YouTube: Youtube.com/channel/UCKYkN9AWS-4OQWh2So16jYA