

MKDrop.io

THE EMERGENCE OF INITIAL COIN OFFERINGS (ICOS) AROUND 2010-11 BROUGHT THE CHALLENGE OF EFFECTIVELY DISTRIBUTING AIRDROPS AND REWARDS FOR VARIOUS ACTIVITIES. TRADITIONALLY, THIS PROCESS HAS BEEN MANUAL, OFTEN MANAGED BY COMMUNITY MANAGERS, WITH THE ASSOCIATED TRANSACTION FEES BORNE BY THE CRYPTOCURRENCY PROJECTS THEMSELVES.

Airdrops have become a crucial marketing strategy in the crypto industry, attracting enthusiasts from within the crypto world and those unfamiliar with it.

Cryptocurrency projects frequently resort to gamification strategies to engage and expand their communities. They organize various activities - from intricate quests to promotional airdrops - to sustain engagement and generate buzz around their projects.

What issues does the project solve?

- **Automated Token Flow:** We provide a straightforward tool that automates the distribution of tokens. This automation allows crypto projects to focus more on community development rather than being bogged down by the complexities of managing token flow.
- **Enhanced Security:** Our platform ensures the verification of real users while upholding the essential anonymity of the crypto world. This balance of security and privacy significantly reduces fraud risks and the creation of fake accounts in airdrop campaigns.

What do we want to build?

We aim to create an efficient platform for managing and participating in airdrop campaigns. This platform simplifies the airdrop process for crypto projects, reducing the focus on technicalities and transaction costs, and enhancing community engagement.

A unique feature of our platform is advertising new airdrops and ensure fight fraud, which is often encountered in the crypto project community, while maintaining the classic anonymity of the crypto project.

The project ensures anonymity by using the device's biometric thumbprint (from a smartphone or watch, etc.) to authorize the device owner's operations with claim token. This method does not disclose the owner's identity and prevents multiple ownership.

The claim token is a unique digital signature linked to the device's thumbprint. It acts as an anonymized digital ID used for future digital asset transactions or direct asset transfers to user wallets.

How does the project work?

1. Airdrop Setup by Project Managers:

- Managers create the airdrop campaign, specifying details like token volume, participant limits, conditions for receiving the airdrop, and campaign duration.

2. Distribution of Advertising Link:

- Upon campaign setup, managers receive a unique advertising link.
- This link can be used for promotional activities across various channels, including direct publication on our platform.

3. User Participation and Authorization:

- Users view and join the campaign through the platform or via the advertising link.
- Participation requires authorization through an authenticator app, generating a personal, anonymous token.

4. Token Reservation and Airdrop Distribution:

- The generated token reserves the airdrop in the user's account.
- Users can link this token to their wallet for the airdrop transfer.

Why will it work?

The platform addresses several needs among roughly 1,500 crypto startups valued at around 15 billion US\$ [1].

- **Authentic Community Growth:** Ensures genuine user engagement, boosting investor confidence by minimizing fake accounts and fraud.
- **Operational Efficiency:** Automates token distribution, significantly reducing costs and enhancing the perception of projects as reliable and efficient.
- **Regular Engagement:** Simplifies the management of frequent community activities like raffles and rewards.
- **Broad Market Reach:** Appeals to both traditional and crypto-specific audiences, supporting various monetization models for effective resource accumulation

Prices and Details

We offer our services to startups with a flexible pricing structure based on user distribution tiers. The pricing is as follows:

Resource (per campaign)	Grade	Price \$/unit
Adverted users for a small campaign	1,000-10,000	0.3
Adverted users for a medium campaign	10,000-250,000	0.15
Adverted users for a big campaign	250,000-750,000	0.10