

# UPTREND

Whitepaper V1 - Beta

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# UPTREND



**UpTrend** is the future of social media influencer marketing. Our platform effortlessly connects brands with influencers to help maximize exposure. UpTrend's easy to use platform allows brands to upload social media campaigns they want promoted, providing influencers the option to post directly to their social media accounts. UpTrend tracks engagement metrics and pays out each influencer automatically. This model is changing the marketing industry as brands only pay for results. Brands earn maximum exposure while providing influencers consistent work, it's truly a win/win.

**UPTREND**

# UpTrend Coin (TREND)

**TREND** is a promote-to-earn token originally issued on the Binance Smart Chain (test network) subsequently added to the Ethereum Network. TREND is compatible with its own platform that allows users to collect token rewards by creating campaigns, and/or posting campaigns to social media.



# UpTrend (TREND) Token Utilities

## Utility 1: Earning TREND Token

There are multiple ways users will be able to earn TREND tokens.

1. Sharing campaigns
2. Earning engagement from your followers

## Utility 2: Multiplier Payouts

TREND Tokens are Reward Tokens for using the platform that have real money value. Owning a certain amount of TREND tokens will give you a different membership tier. Each membership has its benefits.

1. Users who own TREND tokens will be able to earn more tokens than the average user. You are classified as a V.I.P. member if you hold one of the following

membership tiers. Dollar amounts listed below represent the coin equivalent.

**Bronze:** Own \$100 TREND tokens - Earn 1.05x more TREND tokens

**Silver:** Own \$250 TREND tokens - Earn 1.10x more TREND tokens

**Gold:** Own \$500 TREND tokens - Earn 1.25x more TREND tokens

**Black:** Own \$1000+ TREND tokens Earn 1.5x more TREND tokens

2. V.I.P. members will receive discounts on merchandise from exclusive drops - Coming soon
3. Future member benefits to be announced

# Token Utilities Continued

## Utility 3: UpTrend Service Discounts

Owning TREND offers platform users a cost-effective experience. Users can utilize TREND tokens to cover UpTrend's fee while creating a campaign, and earn a 25% discount on that fee. Users are also offered a 25% discount when purchasing UpTrend merchandise.

## Token Allocation

50% UpTrend

25% Burned

25% Treasury

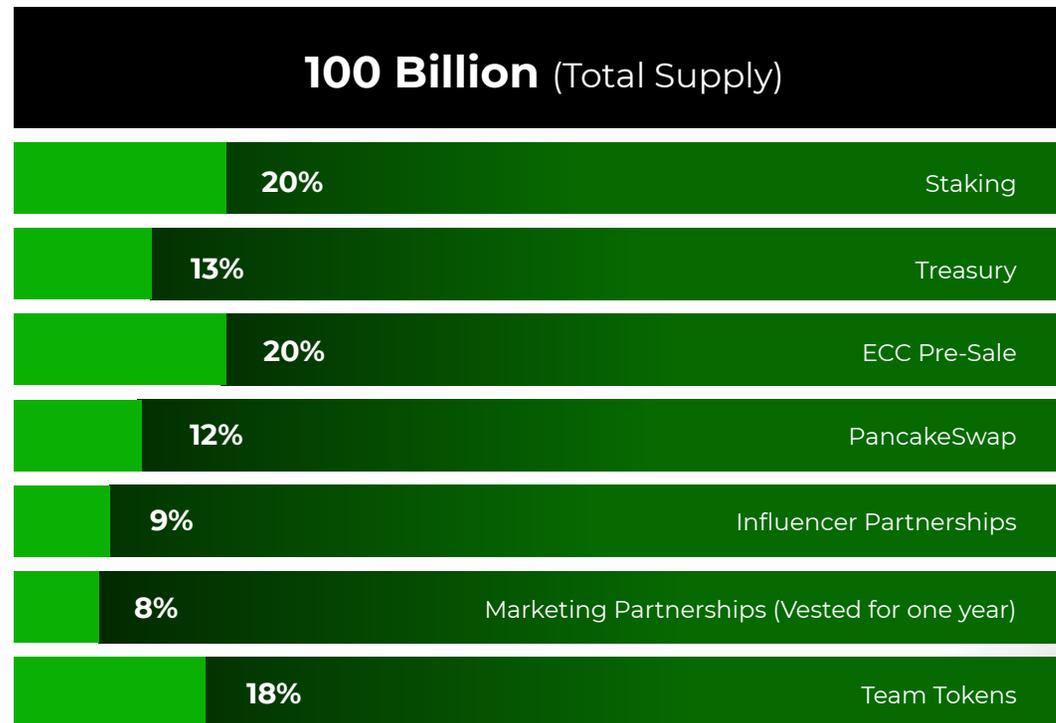
Visit page 10 for more details on how influencers can create campaigns as brands, coming V2.

## Utility 4: Refer a Friend

Refer friends to the platform with your own custom link and earn TREND tokens. Earn \$10 worth of TREND tokens when a referee uses your link to sign up and buys \$25 worth of Trend Tokens on the website. If your referee purchases \$25 worth of Trend Tokens when they sign up they will receive an additional \$25 worth of Trend Tokens.

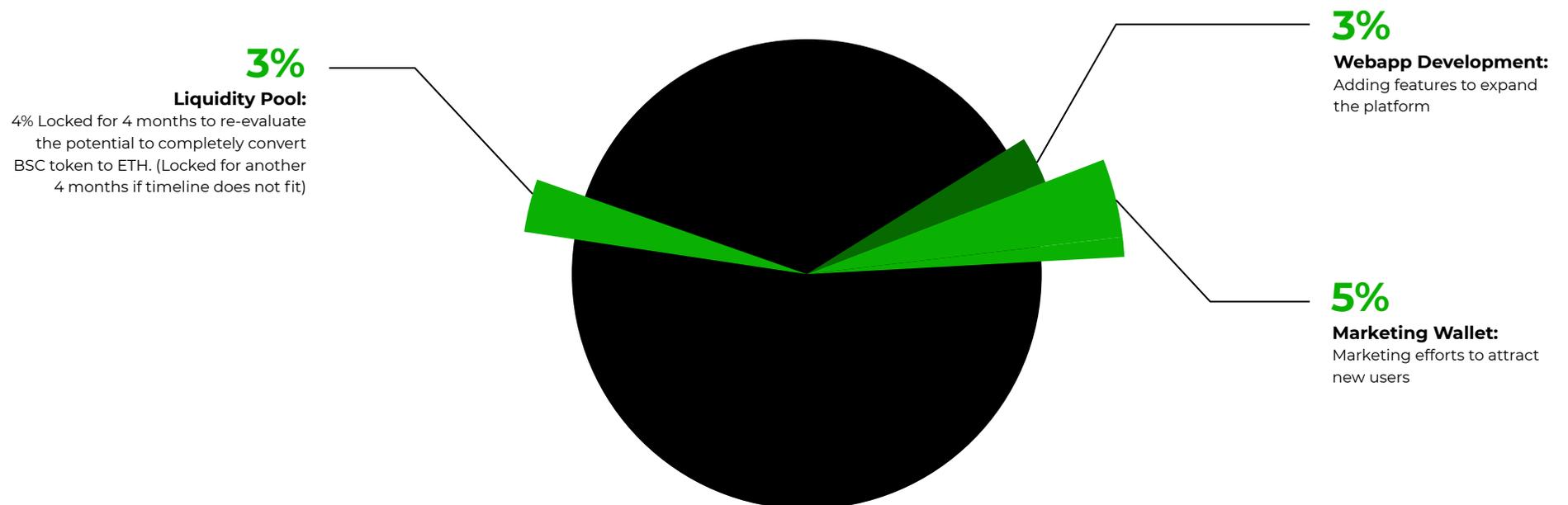
**Utility 5:** Future NFT to be announced.

# Tokenomics



[Vesting Schedule >](#)

# Tax Breakdown



# Influencer

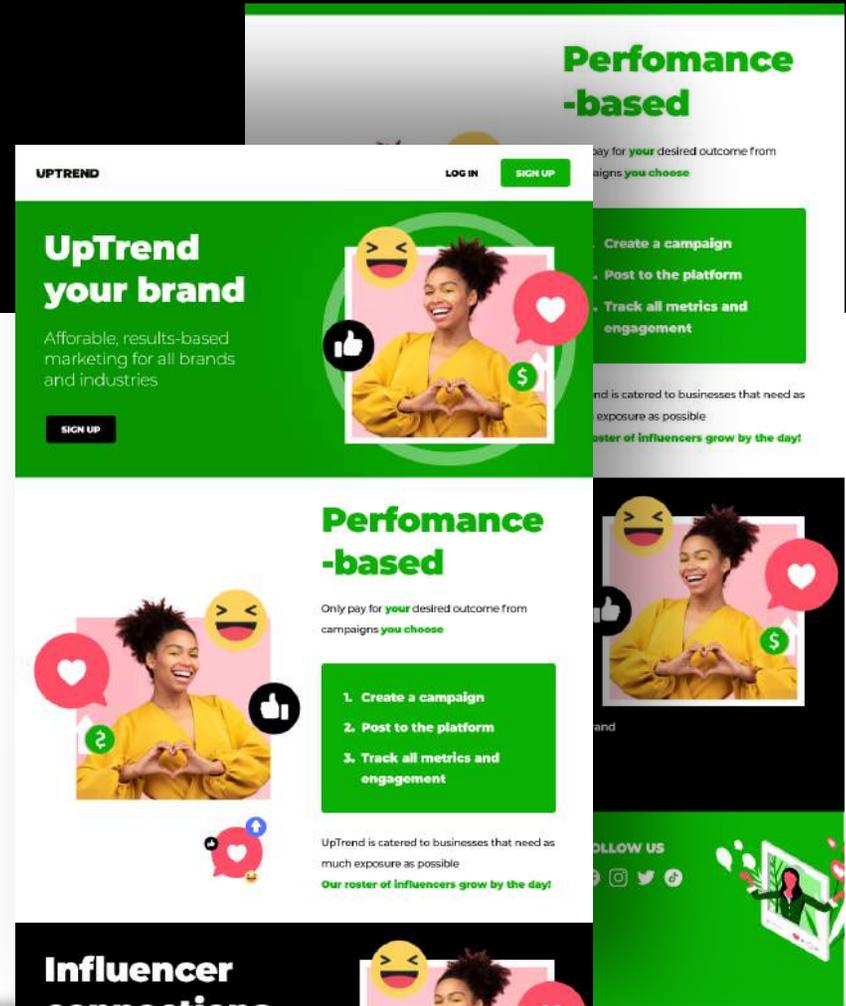
Sign up, connect your social media accounts, start sharing and earning. UpTrend tracks your engagement on each posted campaign. Influencers earn from engagements, it's that simple.



The image shows a landing page for UpTrend's Influencer program. The page features a green and white color scheme. At the top, there is a navigation bar with 'UPTREND' on the left, 'LOG IN' in the center, and 'SIGN UP' on the right. The main heading is 'Become an UpTrend Influencer' in a large, bold font. Below this, a sub-headline reads 'Turning any social media user into paid influencers'. A prominent 'SIGN UP' button is located below the sub-headline. To the right of the text is an illustration of a woman in a blue jacket and pink pants holding a red megaphone. Below the main heading, there is a section titled 'Simple Marketing' with the text 'Eliminate the hassle of finding partnerships —choose who you want to work with'. This section includes a list of three benefits: 'Connect your socials', 'Choose a campaign', and 'Share & earn!'. The bottom of the page features a 'FOLLOW US' section with icons for Instagram, Twitter, and Facebook, and a small graphic of a hand holding a smartphone.

# Brand

Sign up as a brand and watch your content reach the masses. Influencers share your content while brands pay for real, earned engagement, thus eliminating the guesswork if it's worth it to pay an influencer. Upload your campaign, add a budget and watch your post earn maximum organic growth.



**UPTREND**

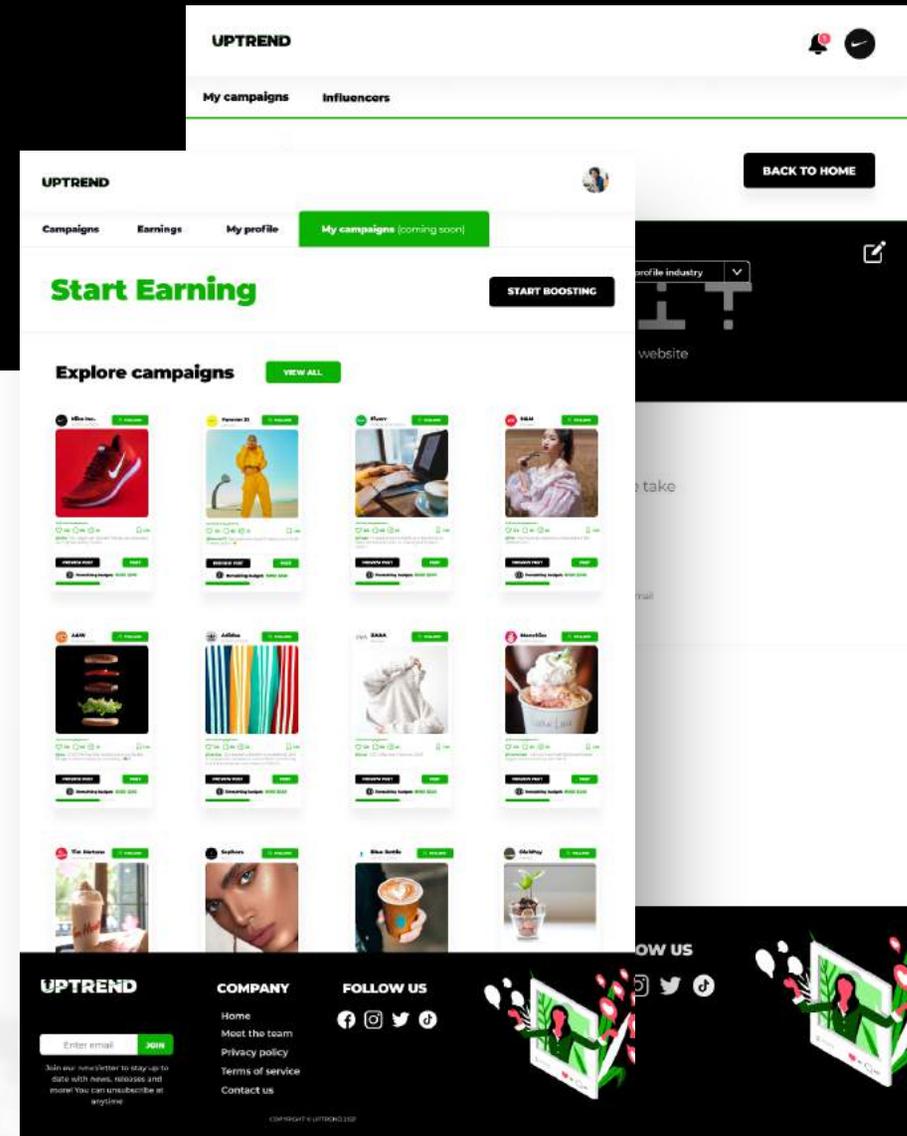
# Staking Contract

**Coming Soon!**



# Campaigns Dashboard

UpTrend provides influencers a list of campaigns by category that are created by brands. Influencers will be able to choose from the campaign category list, connect their social media accounts, and start earning from engagement metrics.



# Multiplier Campaigns

Campaigns created by Influencers or Brands that are reaching the end of their duration or budget, provide influencers a multiplier payout. Influencers will earn more TREND tokens per engagement metric, while giving the campaign more exposure.

**UPTREND**

Campaigns **Earnings** My profile My campaigns (coming soon)

**My earnings** [BACK TO HOME](#)

**Total earnings** **Total Earned: \$358.90**

**Campaign: Forever 21** [BACK TO EARNINGS](#)

**New co-ord color collection for Spring 2022**

**Forever 21 FASHION**  
@forever21

**Caption:**  
Because who doesn't need a co-ord set in every color 🍌

Platform	Metric	Earnings
Instagram	Like	\$3.00
	Share	\$1.50
	Followers	\$0.50
	Profile visits	\$3.00
Twitter	Like	\$3.00
	Retweet	\$3.50
	Followers	\$3.00
	Profile visits	\$3.00
<b>TOTAL</b>	<b>Total</b>	<b>\$3.00</b>

**Campaign budget** \$5,650 [SAVE BUDGET](#)

**Timeline** 1 week remaining

**Total earned:** \$490.00  
Uptrend fee: \$3.50  
**Your payout: \$446.50**

**UPTREND**

COMPANY

Home  
Meet the team  
Privacy policy  
Terms of service  
Contact us

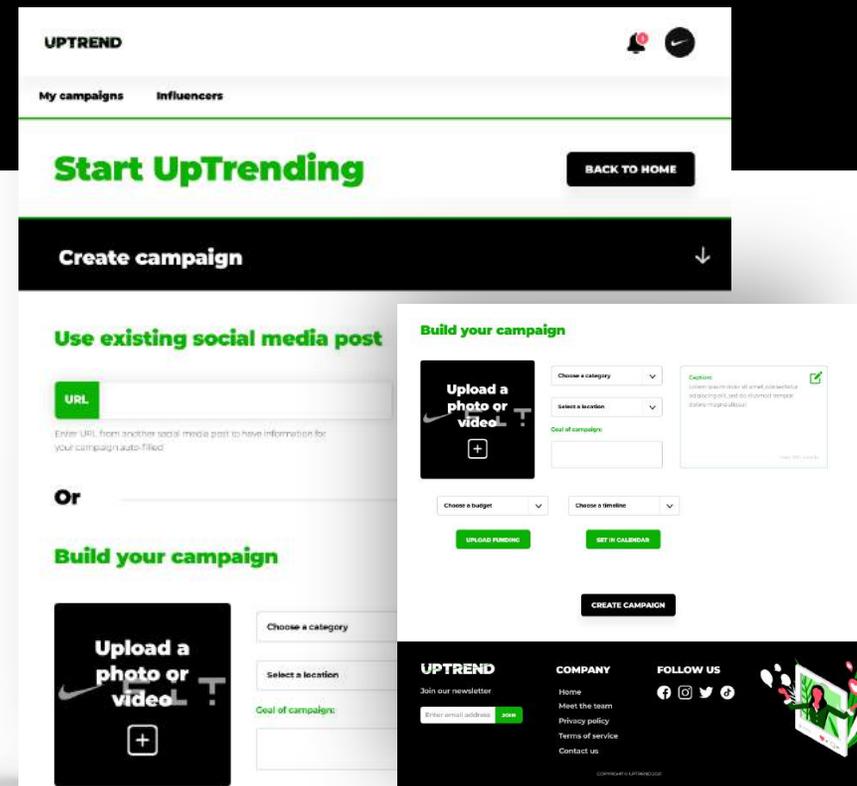
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**10x**

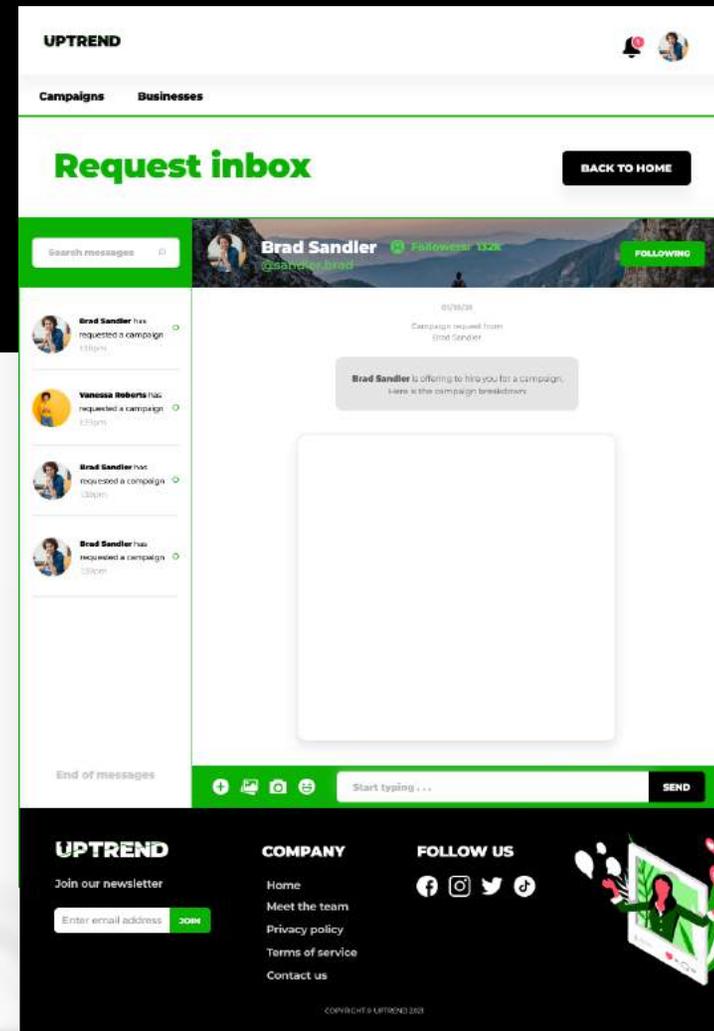
# Create a Campaign

Campaign creation allows Influencers and Brands to create unique campaigns by choosing their desired category, location, goal of the campaign, timeline, budget, and more. Users can also input an existing social media post that they want to promote by pasting the campaign's URL.



# Requested Campaigns

Looking for a specific influencer to post your campaign? This function allows brands to simply find an influencer and request them to post a campaign. Influencers are given the option to accept or deny requested campaigns. A fantastic method for brands to reach their desired target audience (Coming V1).



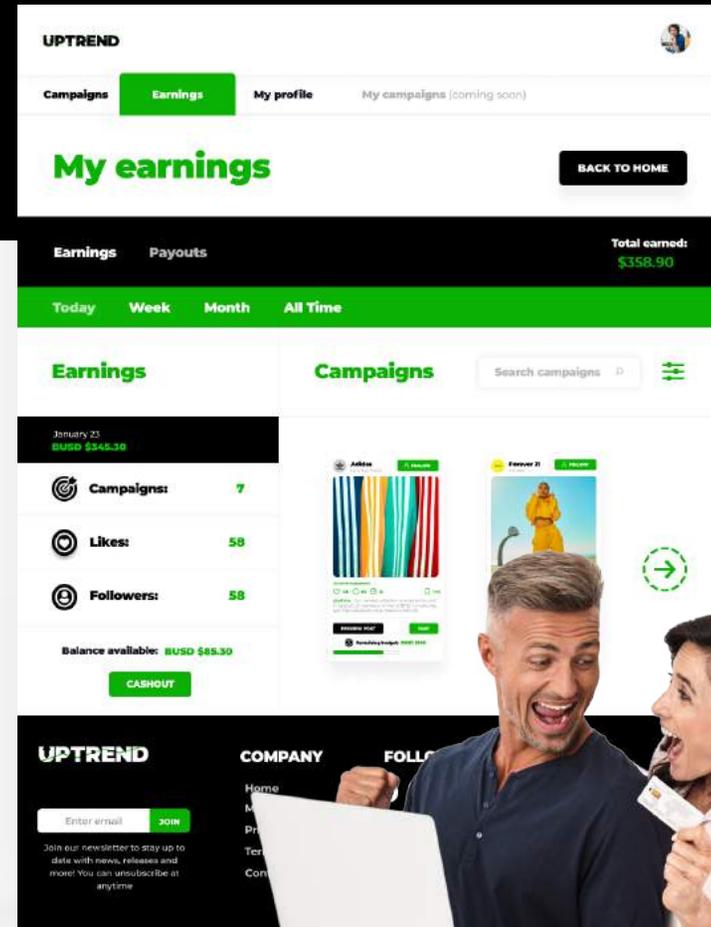
# My Campaigns

Brands and influencers can check here to see the progress of their campaigns, and edit if needed. A great way to compare and store all of your work in one place.



# My Earnings

Influencers can view their earnings live in the 'My Earnings' tab. This will show the performance of your promotions across all platforms and how much you have earned, giving you the ability to cash out in fiat or cryptocurrency.



# Influencer & Brand Spotlight

The Influencer tab will show a list of all influencers on the UpTrend platform showing their stats. You can search by who's trending and recently added.

The Brands tab will show a list of all brands on the UpTrend platform. Influencers can get a better idea of which brand they would like to work with, also giving them the option to connect (Coming V2).



# Road Map

## Phase 1

- ➔ TREND Presale
- ➔ Token/Beta launch - Paid platform testing
- ➔ Smart contract to Influencer payouts
- ➔ Token rewards system
- ➔ Transak implementation to beta
- ➔ Token marketing partnerships

## Phase 4

- ➔ iOS/Android release of UpTrend
- ➔ UpTrend Platform Version 3
  - Video streaming service sharing

## Phase 2

- ➔ ETH bridge
- ➔ Platform marketing partnerships
- ➔ NFT sale for membership rewards
- ➔ UpTrend platform Version 1
  - Signup flow open to non-crypto users
  - Campaign creation for influencers/brands
  - Multiplier campaigns
  - Request a campaign (brands)
  - Data analytics for insight on earned engagement

## Phase 3

- ➔ UpTrend platform Version 2
  - Chat feature for brand/influencer connections/campaign creation
  - Coupon code generation and sharing
  - Affiliate marketing
  - 'Pay for Likes' - Algorithmic processing
- ➔ ETH relaunch eliminating tax
- ➔ TREND Staking
- ➔ Ecommerce extension - UpTrend merchandise



# Conclusion

**UPTREND**

UpTrend is innovating the social media marketing space with its win/win model. It is designed to help brands promote campaigns, build their brand, and reach a wider demographic, while providing influencers an additional strategy to social media growth. Given its multiple use cases, TREND is an integral part of the UpTrend platform providing investors compatibility with the token, rewards, and staking contract.

