After raising $15M in a pre-sale, BitClave is ramping up for its Nov 8 crowdsale, and its plans to redefine the search experience

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BitClave, a blockchain startup developing a decentralized search ecosystem, has completed a very successful private and public pre-sale token event raising almost $15 million and receiving commitments for another $24 million. BitClave is also excited to announce the start date for the highly anticipated crowdsale of their Consumer Activity Token (CAT) is November 8th, 2017. BitClave is expecting to reach $50 million during the crowdsale.

BitClave, a software company led by former LG Electronics CSO Alex Bessonov, is using blockchain to eliminate ad service middlemen and create a direct connection between businesses and customers. BitClave is building a decentralized search engine that helps its users truly find what they are looking for and get compensated every time they search privately for products and services from their favorite brands, making third-party advertising networks unnecessary and annoying ads a thing of the past.

The BitClave Active Search Ecosystem (BASE) is a unique platform where users can perform a search and then opt-in to relevant advertisements, earning CATs for each ad with which users engage. Customers have control over their own data and can choose whether to reveal their identity and personal information to retailers. Customers can decide who has access to their data and are “paid” each time businesses “use” their data to make them offers. Businesses have a direct connection with customers and can offer a uniquely targeted promotion. For example, if a user searches for a new car, that user will be presented with car offers from businesses where the user’s preferences and the business’s target audience match. Users can then engage with each offer, earning CAT tokens for their time and the data they have decided to share with each business.

“We are extremely grateful for the support of our community and to everyone who participated in the presale. Our goal as a team remains: to conduct a successful crowdsale event for our community and to deliver on a project vision with the potential to redefine how online search works by prioritizing user privacy and control,” said BitClave's founder and CEO Alex Bessonov.

BitClave recently announced the invaluable partnerships with Bancor, Qtum and Carnegie Mellon University.

To learn more about BitClave and participate in the crowdsale, please visit the website www.bitclave.com and or reach out at info@bitclave.com.

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