



THE FIRST DECENTRALIZED GLOBAL FINANCIAL ECOSYSTEM FOR STREAMERS

MISSION



- **SIMPLIFY LIFE FOR STREAMERS AND VIEWERS**
- **GIVE A SIMPLE TOOL FOR DONATIONS**
- **HELP TO IMPROVE THE INTERACTIVE WITH THE AUDIENCE**
- **INCREASE REVENUE BY REDUCING COMMIS-SIONS**
- **GIVE ADVERTIS-ERS GUARANTEES THROUGH THE USE OF SMART-CONTRACTS**
- **INCREASE ROI OF AD-VERTISING CAMPAIGNS BY DIVERSIFYING BUDGETS**

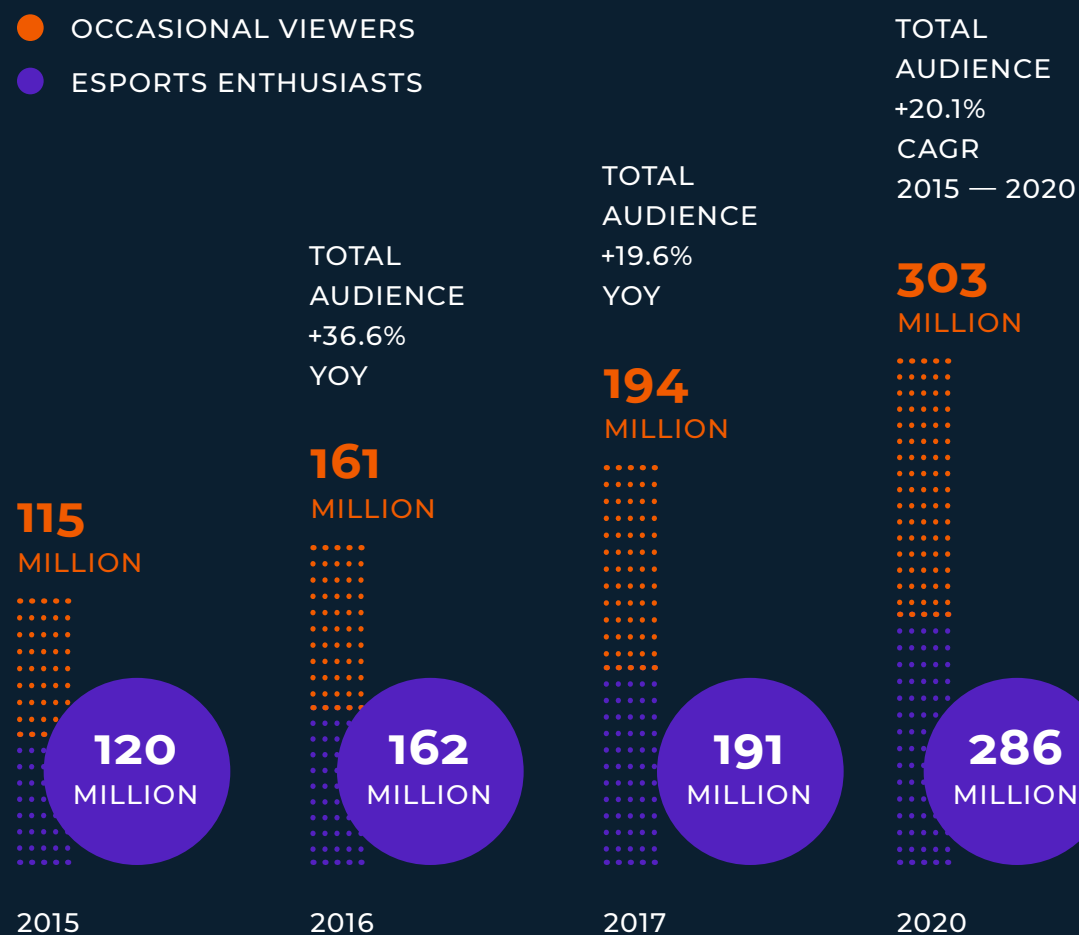
MARKET

ESPORTS AUDIENCE GROWTH

GLOBAL | FOR 2015, 2016, 2017, 2020 | Q1 2017



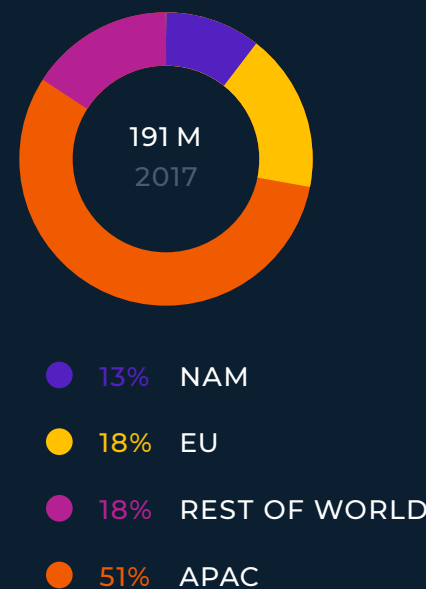
- OCCASIONAL VIEWERS
- ESPORTS ENTHUSIASTS



ASIA-PACIFIC ACCOUNTED FOR

51%

OF ESPORTS ENTHUSIASTS IN 2017



Every day, 2.2 billion people play games using different platforms and devices. In 2016, the capitalization of the gaming industry reached \$100 billion and continues to increase. About 4,000 professional gamers profit from the games they spend time on (including streaming and in-game items trade).

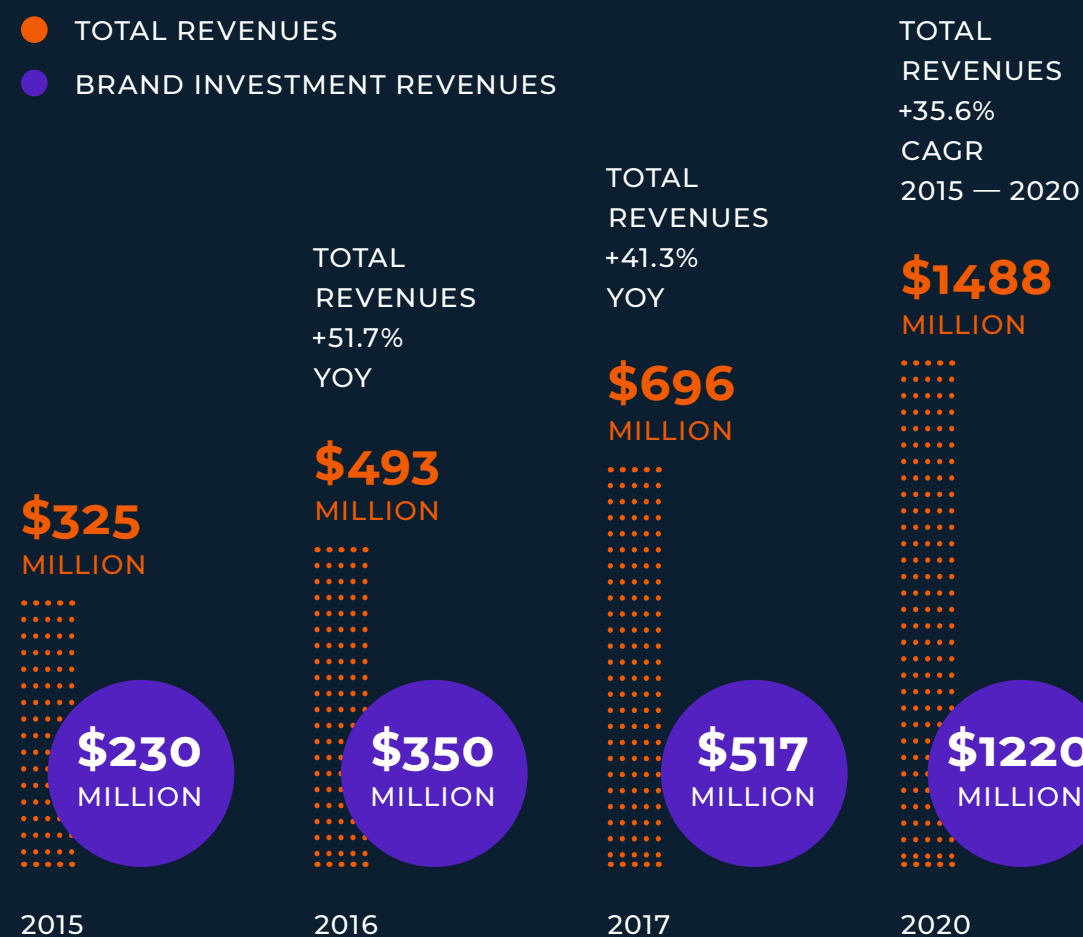
ACCORDING TO THE REPORT ISSUED BY NEWZOO, 2.2 BILLION GAMERS GENERATED AN INCOME OF \$109 BILLION FOR THE VIDEO GAME INDUSTRY IN 2017.

ESPORTS REVENUE GROWTH

GLOBAL | FOR 2015, 2016, 2017, 2020 | Q1 2017



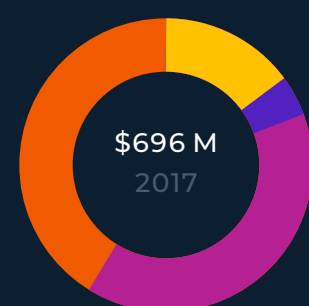
- TOTAL REVENUES
- BRAND INVESTMENT REVENUES



CHINA AND NORTH AMERICA GENERATED

\$362M

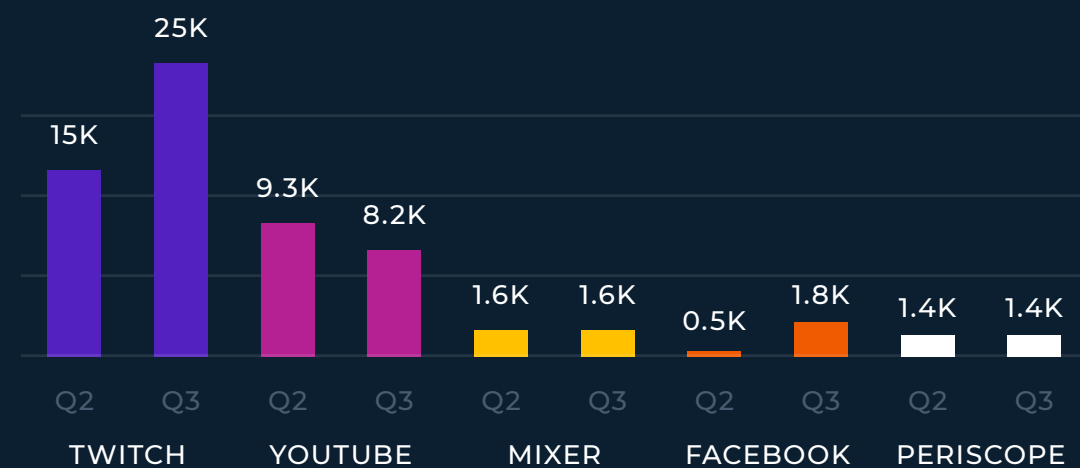
IN 2017, OR 52% OF ALL GLOBAL ESPORTS REVENUES



- 7% S. KOREA
- 15% CHINA
- 37% NAM
- 41% REST OF WORLD

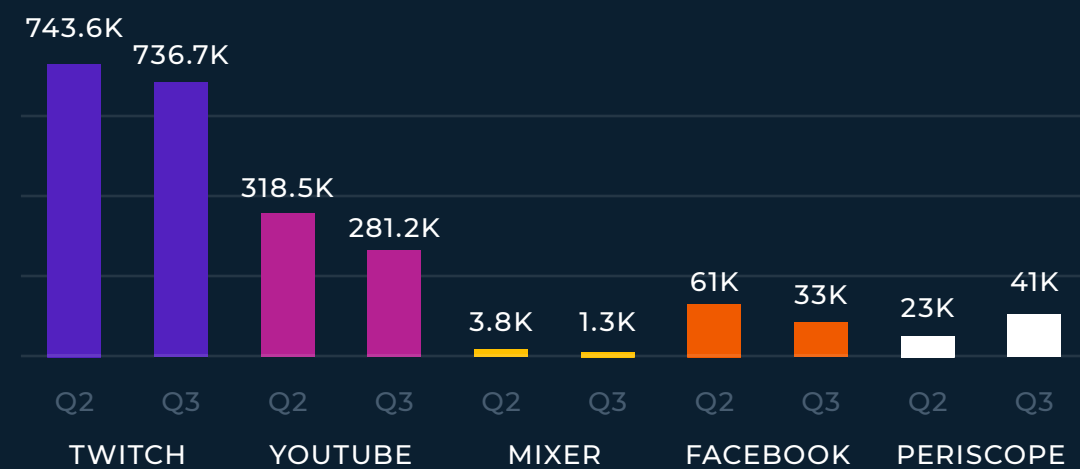
This is 7.8% more than in 2016. PC and console platforms have reached a turnover of \$29.4 billion and \$33.5 billion respectively. At the same time, the mobile segment is increasing at 19% per year and currently accounts for 42% of the global games market. This figure will exceed 50% in 2020. The average annual revenue growth rate is currently 6.2% and is expected to exceed \$128 billion by 2020.

CONCURRENT STREAMERS BY PLATFORM



*STREAMLABS IS NOT SUPPORTED BY PERISCOPE

CONCURRENT VIEWERS BY PLATFORM



*STREAMLABS IS NOT SUPPORTED BY PERISCOPE

The audience of streaming services is growing by at least 10% quarterly. At the same time, the number of streamers on streaming resources is also growing. Streaming is a full-fledged profession. In this case, the sources of income can be different, ranging from advertising, subscriptions, promotion of the platform, and of course, donations, which are an essential part of a streamer's revenue.

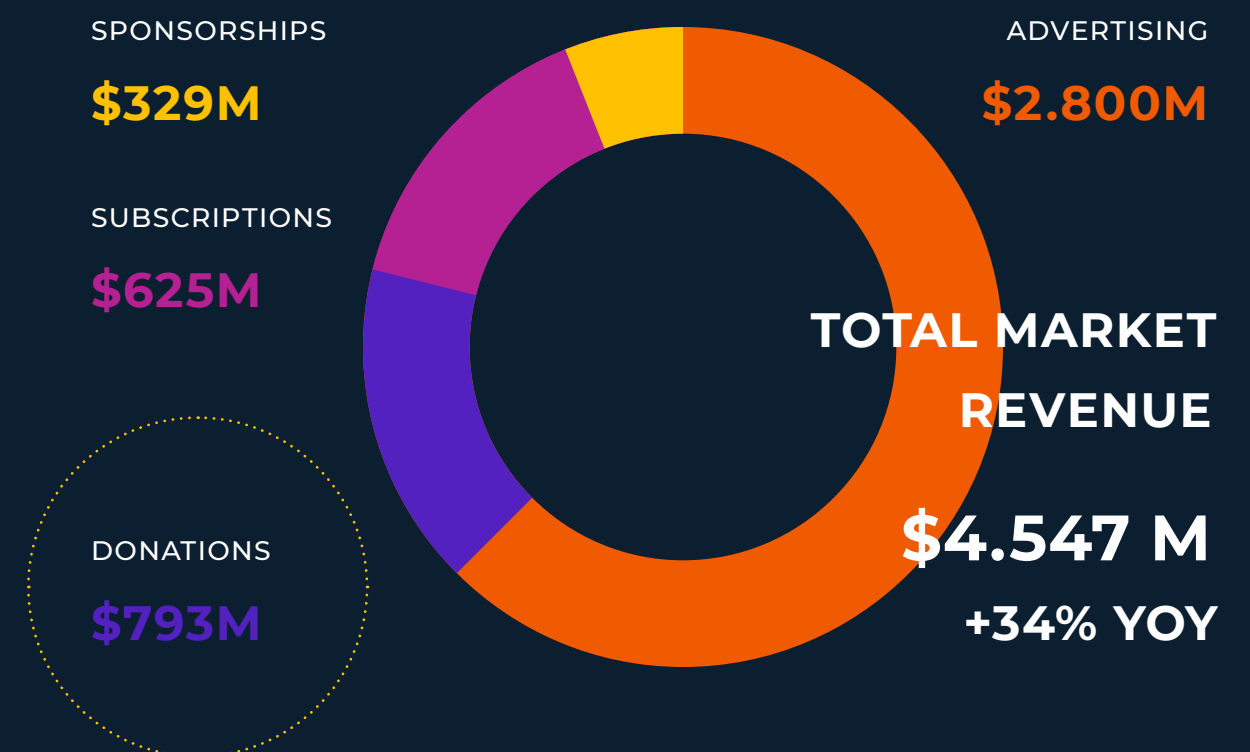
DONATIONS MARKET

Given the increase of the popularity of streaming and gaming, projections from Asian agencies stated that the turnover of the market exceeded \$5 billion in 2017. The streaming market in China increased by 250% in the period from 2016 to 2017 and is expected to grow by 56% in 2018.

THE VOLUME OF DONATIONS IN THE WORLD IN 2017 AMOUNTED TO ABOUT \$800 MILLION AND THIS FIGURE IS GROWING FROM YEAR TO YEAR

GAMING VIDEO CONTENT (GVC) MARKET REVENUE WORLDWIDE IN 2017 BY SEGMENT

IN MILLION U.S. DOLLARS



SOURCE: SUPERDATA RESEARCH

PROBLEM



TODAY, THERE IS NO SINGLE FINANCIAL AND UTILITARIAN ECOSYSTEM FOR STREAMING RESOURCES, WHERE YOU CAN PERFORM THE FULL RANGE OF ACTIVITIES NECESSARY FOR STREAMERS AND VIEWERS.

Streamers are forced to have many wallets and accounts to conveniently receive donations from their viewers. All this leads to great losses on payment system commissions.

WEAKNESSES OF THE CURRENT SYSTEM



- HIGH INTEREST RATES ON PAYMENTS
- IT IS NECESSARY TO SUPPORT MULTIPLE PAYMENT GATEWAYS TO HAVE MAXIMUM EFFECT
- MANY DIFFERENT RULES AND RESTRICTIONS
- INSECURITY OF PAYMENTS
- COMPLEXITY OF FUNDS CONSOLIDATION
- CHARGEBACKS
- IT IS ALMOST IMPOSSIBLE FOR STREAMERS WHO ARE NOT IN THE TOP LEAGUES TO OBTAIN ORDERS FROM ADVERTISERS
- THE ABSENCE OF CLEAR CONTRACTUAL RELATIONS BETWEEN THE VIEWER AND THE STREAMER (THE STREAMER'S SERVICE DOES NOT ALWAYS REACH THE CUSTOMER AND THERE IS NO SINGLE TOOL FOR DESIGNING MECHANISMS)



DESTREAM IS THE SOLUTIONS



We are establishing an innovative platform that will be the ecosystem for streamers. The use of blockchain technology will allow to reduce transaction fees by more than twofold.

Decentralization will allow us to exclude payment systems from the process and reduce transaction costs. Thus, we will improve the quality of the content and streamers will be allowed to focus on content creation instead of operational activities. Nowadays, commissions on streaming platforms can reach up to 10%.


**OUR AIM IS
TO REDUCE THAT
NUMBER TO 0.77% AND
THEREBY INCREASE
STREAMERS'**



A SINGLE GATEWAY FOR ACCEPTING ANY CRYPTOCURRENCIES, AS WELL AS THE USE OF THE BANCOR PROTOCOL WILL SIMPLIFY THE CONVERSION IN ANY AVAILABLE CURRENCY

There will be uniform rules of making deposits and withdrawing with the same commission, regardless of the currency or the way of making the deposits. The platform will not establish any restrictions. The smart contracts will ensure the implementation of transaction terms.

The launch of the system with smart contracts will allow the viewer to be sure that the donation will reach the addressee, and that the order accompanied by the donation will be fulfilled by the streamer, if this service is available in the service catalog. In turn, the smart contract will focus on the service catalog in the blockchain. Thus, we will achieve transparency of the process, as a targeted action expected by the viewer and offered by the streamer will not have dual interpretation and will be guaranteed to be performed.



USE CASES




**FROM THE USER'S
POINT OF VIEW, THE
TECHNOLOGY IS AS
FOLLOWS**

THE VIEWER SELECTS THE SERVICE FROM THE SERVICE CATALOG WHICH IS CONNECTED TO THE STREAMER AND PAYS THE DONATION IN ANY WAY POSSIBLE. AT THE SAME TIME, THE VIEWER RECEIVES INFORMATION WHETHER THE SERVICE CAN BE PERFORMED DURING THIS GAME-PLAY OR IT WILL BE SHIFTED TO THE NEXT STREAM (IF THE STREAMER CANNOT FULFILL THE ORDER).

In the future, we are going to issue a debit card in partnership with one of the existing projects. Using this card, users will be allowed to pay in stores or withdraw money at ATMs. This will make the management of funds convenient for the streamer.

The platform will implement a range of tools for interaction of the streamer with his viewers. The tools will be developed with the help of professional streamers, visionaries and psychologists. Streamers will be able to perform various activities to maintain viewers' interest and increase their incomes.





The top streamers will be able to use the visual designer of smart contracts to develop absolutely any smart contract with non-standard algorithms.

For example, the streamer will be able to conduct a survey before the gameplay to select the game, while the viewers will be able to vote by tokens. This is another mechanism that will help increase the income of the streamer and the viewers' engagement, and improve interactivity, because each viewer will become a participant of the events.

**THE POWERFUL
DESIGNER OF SMART
CONTRACTS WILL ALLOW
USERS TO IMPLEMENT
ALMOST ANY IDEA**

**THE PLATFORM WILL
PROVIDE A WIDE RANGE
OF STANDARD SMART
CONTRACTS FOR MOST
SCENARIOS**

						
A single access point for a streamer / viewer	+	+	+	-	-	-
The support of smart contracts	+	-	-	-	-	-
Possibility for a streamer/viewer to complete some quests	+	-	-	-	-	-
Voting	+	-	+	+	-	+
Fundraising	+	+	+	+	-	+
Messages	+	+	+	+	+	+
Challenges without reference to a platform	+	-	-	-	-	-
Media messages	+	+	+	-	-	-
Skin settings	+	-	-	-	+	-
Overlay settings	+	+	+	+	+	+
Marketplace of skins/overlays/stickers etc.	+	-	-	-	+	-
Mobile apps	+	+	+	-	-	-
Possibility of receiving advertising tasks	+	-	-	-	-	-
Possibility of using a service catalogue built into the blockchain	+	-	-	-	-	-
Consolidated chat	+	-	+	-	-	-
Personalized subscriptions	+	-	-	-	-	-
Integrated market	+	-	-	-	-	-

TOKEN



WE HEDGE 20% OF THE COLLECTED FUNDS FOR QUICK WITHDRAWAL OF TOKENS TO FIAT AND THE SECURITY OF OUR TOKEN.

In fact, during the withdrawal, we issue fiat to the user and take Tokens in return. Then we convert the Tokens at the exchange and return fiat to the Fund. Such a mechanism is used by banks when they sell currencies to their clients.

Moreover, we will implement some mechanisms of the banking system to retain funds inside our economy. We are sure that it will add credibility to the project and streamers will not withdraw Tokens to fiat overnight, thus reducing the capitalization of the Token.

One cryptographic token will be issued on the basis of a fork of Stratis blockchain with a modified consensus protocol. This will be a single token for turnover inside the platform, sale on exchanges, or for P2P operations. The goal is to increase the intra-platform turnover of tokens, which will lead to an increase in token capitalization. All unsold tokens will be reserved for Mining Rewards according to the consensus.

WHAT CAN DST TOKENS BE USED FOR?



- TO MAKE A DONATION
- TO PAY PLATFORM COMMISSIONS FOR EXECUTING TRANSACTIONS
- TO BUY DIGITAL GOODS
- TO GET A REWARD FROM THE ADVERTISER
- TO PURCHASE ANY GOODS IN AFFILIATE SHOPS
- TO GAIN ACCESS TO BIG DATA ANALYTICS
- TO PAY FOR THE SERVICES OF THE PLATFORM (MARKETING, MAKING THE STREAMS MORE ATTRACTIVE, ETC.)



TECHNOLOGY

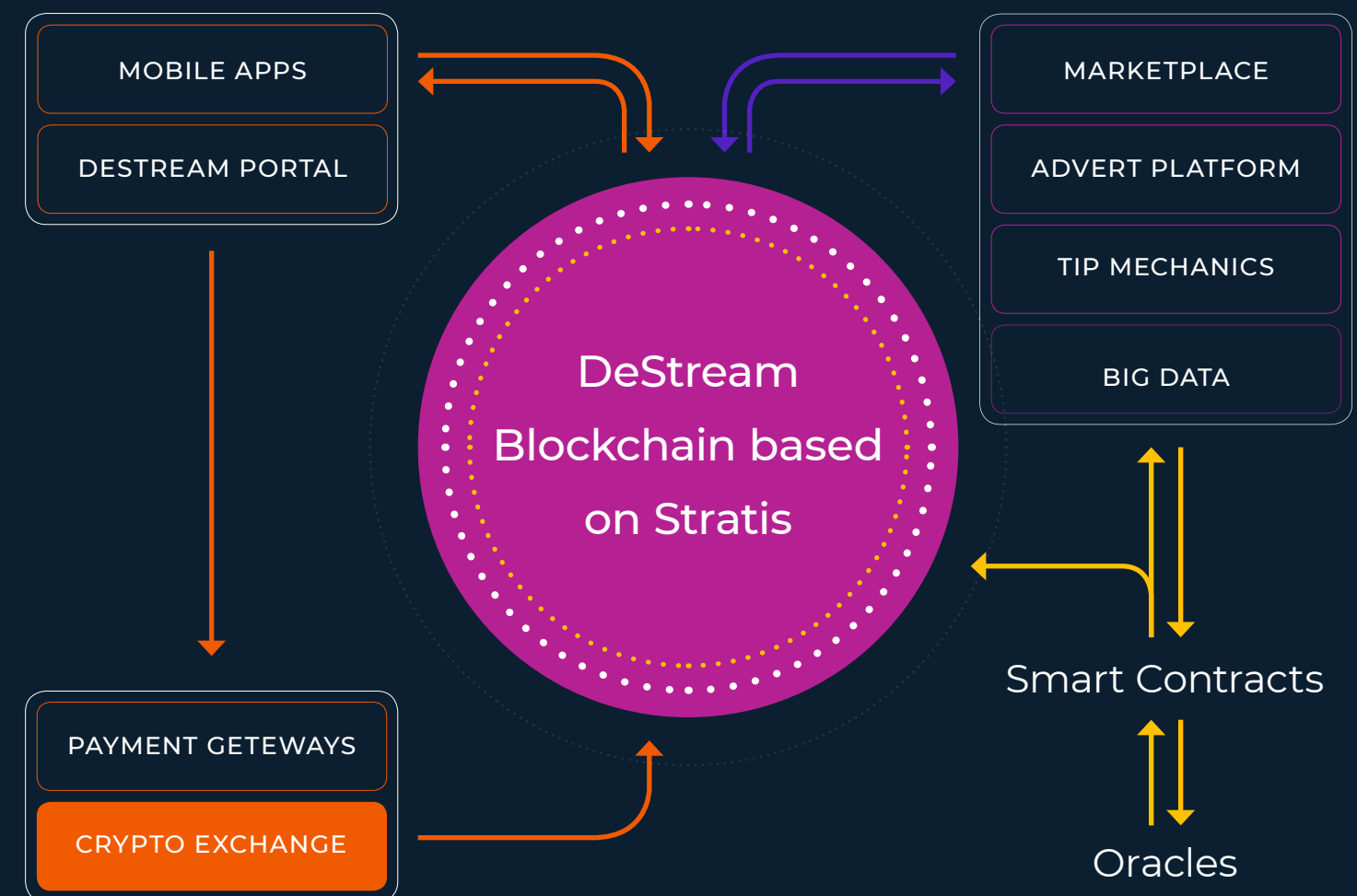


As a technological and infrastructure partner, we have chosen the Stratis platform for our project, which will allow us to develop and scale the system, while remaining at the forefront of technological development.

Of course, at the first stages of the launch of the DeStream ecosystem, we plan to use a hybrid infrastructure model.

All transactions of DST tokens will indeed take place on the live public Stratis blockchain.

While the infrastructure is being developed, the smart contracts will be executed in a centralized environment and by oracles.



ROADMAP



1 — 2ND QUARTER 2018

Design concept
development

Mobile applications
design concept
development

Platform prototype
development

Start of portal
development

3 — 4TH QUARTER 2018

Finalizing the
consensus for the
blockchain

Cryptographic Token
pre-mining

Token sale

Distribution of the
cryptographic Token
in accordance with the
results of the Token
sale

1 — 2ND QUARTER 2019

Running the alpha
version of the platform

Integration of platform
payments into a public
blockchain

Beginning of OBS
fork development
for integration of
DeStream services

Integration of payment
gateways

Development of the
DeStream portal

Streamer portal
release

1 — 2ND QUARTER 2019

The development of
mechanics based on
centralized solutions

Development of voting
system based on the
blockchain

Alpha version of
mobile app

Integration with XSplit

Cloud storage of
overlays

3 — 4TH QUARTER 2019

Open Beta

Annual DeStream Fest

Testing mechanics on
smart contracts

Beta version of
Marketplace

Overlay editor release

3 — 4TH QUARTER 2019

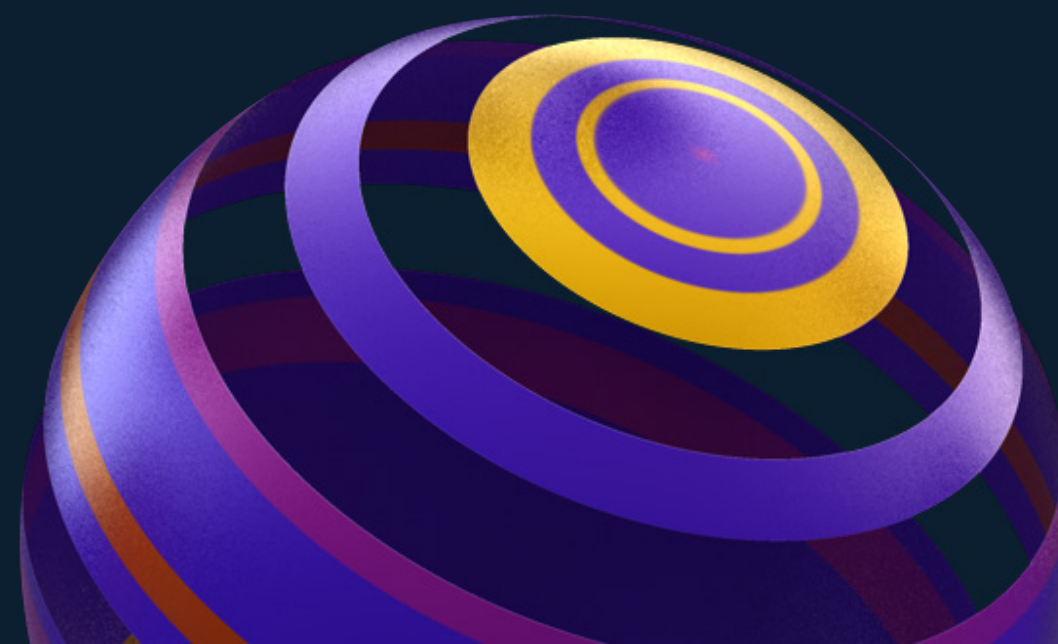
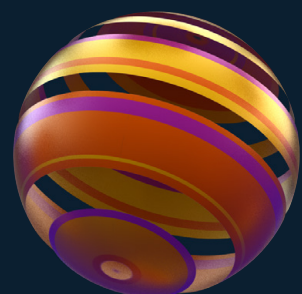
Release of OBS's own
module

The first release of
mobile applications

Development of the
market for digital
assets

Module for creating
challenges

Development of a
Portal for Advertisers



ROADMAP



1 — 2ND QUARTER 2020

Designing smart
mechanisms for
streamers

Development
of personalized
subscriptions

Ability to create a
service catalog

Release of Marketplace
for products

Transfer of all
mechanics to smart
contracts

1 — 2ND QUARTER 2020

A full-fledged smart
contract editor

Release of Portal for
Advertisers

Big data analytics for
advertisers

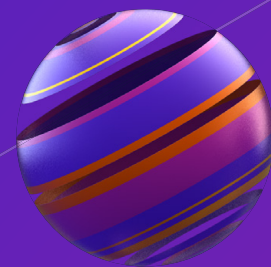
Integration with
service providers

3 — 4TH QUARTER 2020

Platform development

VR support

ICO



A total of 6,000,000,000 DST will be issued.
3,600,000,000 DST will be allocated for the Token Sale.



TARGETS

SOFT CAP

\$5,500,000

TARGET CAP

\$9,000,000

HARD CAP

\$12,000,000

CLOSED PRESALE
JUN 15 — JUL 15

SALES FOR STRATIS
HOLDERS ONLY
JUL 15 — AUG 1

TOKEN SALE
AUG 1 — SEP 30

50% BONUS FOR
STRATIS HOLDERS
JUL 15 — AUG 1

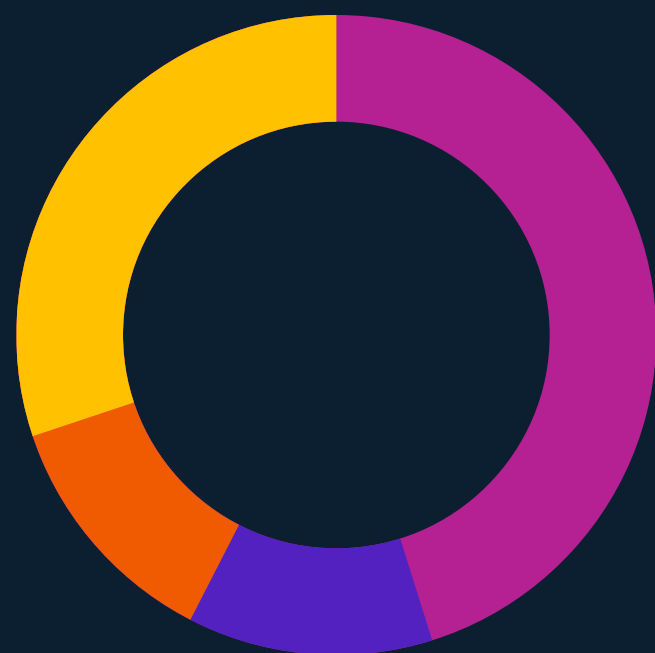
BONUSES

- +25%** Aug 1 — 15
- +20%** Aug 15 — 29
- +15%** Aug 29 — Sep 5
- +10%** Sep 5 — Sep 12
- +5%** Sep 12 — Sep 19
- 0%** Sep 19 — Sep 30

Permanent +5% Bonus for Stratis
Holders from August 1 until the end
of the Token Sale.

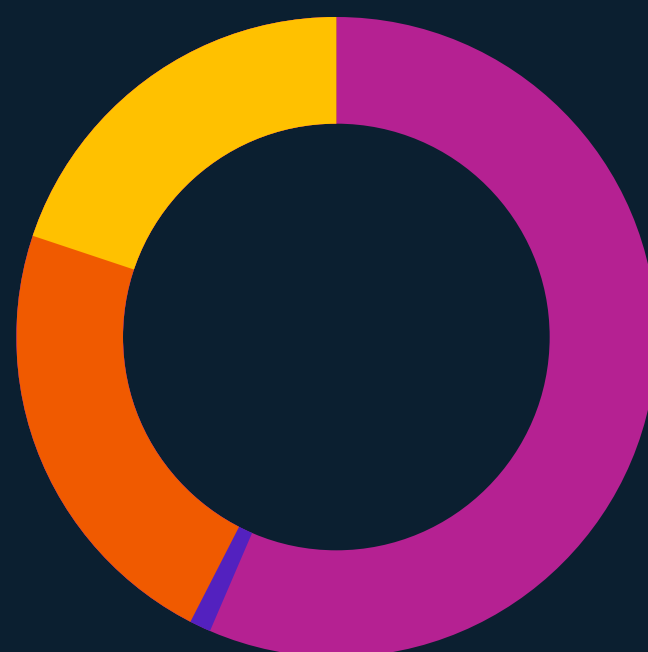


ALLOCATION OF FUNDS

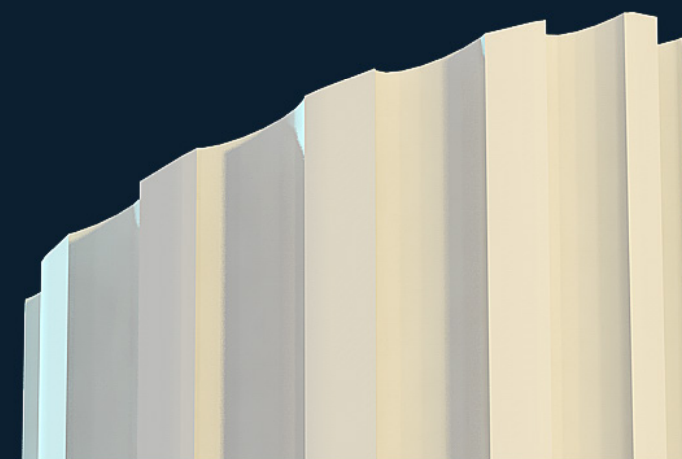


- 41% Marketing
- 30% Operating expenses
- 17% Development /support
- 12% Events/Trips

ALLOCATION OF TOKENS



- 60% Sale
- 20% Fund
- 19% Team/advisors
- 1% Bounty



TEAM



**ANAR
MEKHTIEV**
**FOUNDER
& CEO**



**TACHAT
IGITYAN**
**FOUNDER
& CFO**



**ALEXEY
KHOVOSTENKO**
**FOUNDER
& CTO**



**RAFAEL
MANVELYAN**
**FOUNDER
& COO**



**MARC
BELL**
**BUSINESS
DEVELOPMENT
DIRECTOR**



**DMITRY
ZORKIN**
**HEAD OF
COMMUNITY**



**RICK
K. DONG**
**KOREA BUSINESS
MANAGER**



**VERONIKA
GOLAVSKAYA**
**ECOM PARTNERSHIP
DIRECTOR**

TEAM



**PAVEL
SHYNKARENKO**
LEGAL
ADVISOR



**SANDER
KLAVER**
COMMUNITY
MANAGER



**ALEX
WILD**
CIRO



**LEYLA
GAZIEVA**
CBO



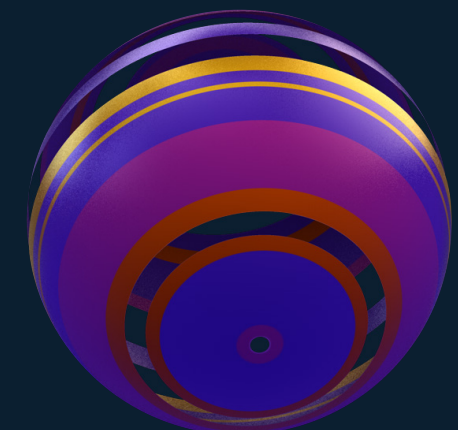
**CHRISTINA
IVA**
CBO



**KIRILL
GOTOVTSEV**
MARKETING
ADVISOR



**DR. PARK
KI SIK**
ADVISOR



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