



**THE FIRST
DECENTRALIZED
GLOBAL FINANCIAL
ECOSYSTEM FOR
STREAMERS**

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INTRODUCTION

IT MAY SOUND TRITE, BUT THE WORLD IS CONSTANTLY CHANGING, AND THE INTERNET HAS GAINED INFLUENCE ON EVERY ASPECT OF OUR LIFE.

Many of the old professions are disappearing and are being replaced by new ones: eSports athlete, streamer, blogger and so on. The gaming industry is developing dynamically, and so are streaming services. Today, being a streamer is a full-time job with various sources of income, such as advertising, subscriptions, platform promotion and, of course, donations that represent a significant part of a streamer's income.

Generally, gamers who broadcast gameplay on the internet are called streamers. Of course, the main market is games, but there are millions of non-gamers, e.g. musicians, athletes, writers, creators of ASMR, poets etc., who find an audience for their creative content through the internet and streaming. YouTube hosts a myriad of video bloggers, who post videos, broadcast games and competitions, comment, sing, dance, cook and organize lectures. It is important that a broad audience is willing to reward these vloggers for creating interesting content. One viewer from the UAE with the alias «motar2k» has already paid \$50,000 to several streamers. Some people may think that those making donations are strange,

but thanks to them, we can still believe in the good in people. In fact, a donation is a form of gratitude, a reward to streamers for their work.

Why do people support streamers? Because they excel at playing a certain game, they deliver interesting and passionate comments at tournaments and championships, they dance, sing, or read books, and sometimes simply because of their exuberant personalities. Only the imagination, the current legislation and the regulations of the platforms used can limit the actions of the streamers, which essentially means there are no boundaries.

The existing tools allow streamers to raise funds and attract an audience in various ways. However, all these tools and services are independent from each other. Each service allows them to perform strictly defined transactions. Funds are received from different sources with different interest rates, as well as different rules of depositing and withdrawal of funds. As a result, streamers have to create several accounts in different systems with various commissions. All this distracts the streamers from their main focus — creating high-quality content. When trying to reward a streamer, even the audience will be confronted with the process of transferring funds. All of the above contributes to the challenges of creating a universal financial ecosystem for the internet community.

Our vision is to develop an infrastructure project that will simplify the process of creating content, interacting with viewers and financial transactions and will become an

integral part of this market. The aim of this project is to make the lives of streamers, viewers and businesses easier with the help of a new and innovative global ecosystem. In fact, we are striving to transform this sector of economy and take it to a new level of development. Its possibilities are endless. With the help of our platform, we will be able to discover and foster new talents with various creative backgrounds, since the main problem of talented people is the lack of money for promotion.

Our project is a financial ecosystem, an add-on service to streaming sites, which will simplify the lives of streamers, will keep commissions low and will provide a convenient means of financial transactions and interactive exchange with viewers on already existing platforms.

WE ARE NOT BUILDING ANOTHER SITE FOR STREAMING, AS WE DO NOT WISH TO COMPETE WITH OTHER PLATFORMS, SUCH AS TWITCH OR YOUTUBE

ANALYSIS OF THE STREAMING MARKET

STATISTICS AND PROJECTIONS

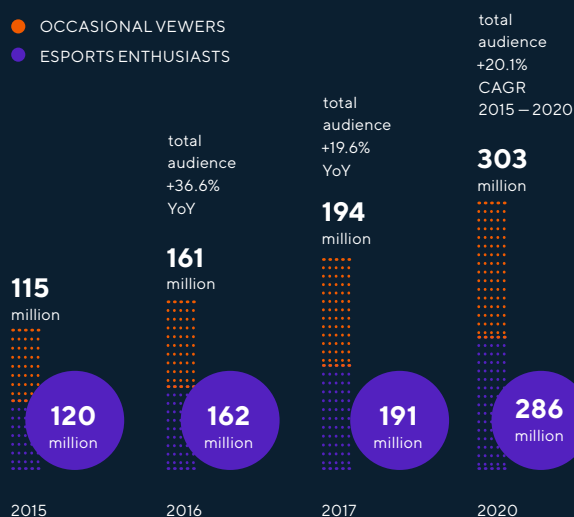
Every day, 2.2 billion people play video games using different platforms and devices. In 2016, the capitalization of the gaming industry reached \$100 billion and continues to increase to this day. About 4,000 professional gamers worldwide use their skills to profit from the games they spend time on (including streaming and accumulated game items trade). The market research company Juniper Research presented projections on the development of the eSports and streaming industry. According to their data, the industry is growing at a phenomenal rate: the total turnover of the eSports and streaming market is expected to pass \$3.5 billion by 2021, which means it would double in only 5 years (the turnover in 2016 was \$1.8 billion).

According to a report published by Newzoo Company, 2.2 billion gamers will generate a profit of \$109 billion for the video games industry in 2017. This is a 7.8% increase compared to 2016. PC and console-based platforms will reach turnovers of \$29.4 billion and \$33.5 billion respectively. At the same time, the mobile segment is increasing at 19% per year and constitutes 42% of the global games market now. This figure will exceed 50% by 2020. The average annual growth rate is 6.2% now and it is expected that revenue will exceed \$128 billion by 2020.

ESPORTS AUDIENCE GROWTH

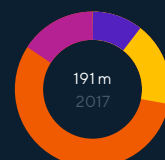
GLOBAL | FOR 2015, 2016, 2017, 2020 | Q1 2017

- OCCASIONAL VIEWERS
- ESPORTS ENTHUSIASTS



Asia-Pacific will account for

51%
of Esports Enthusiasts in 2017

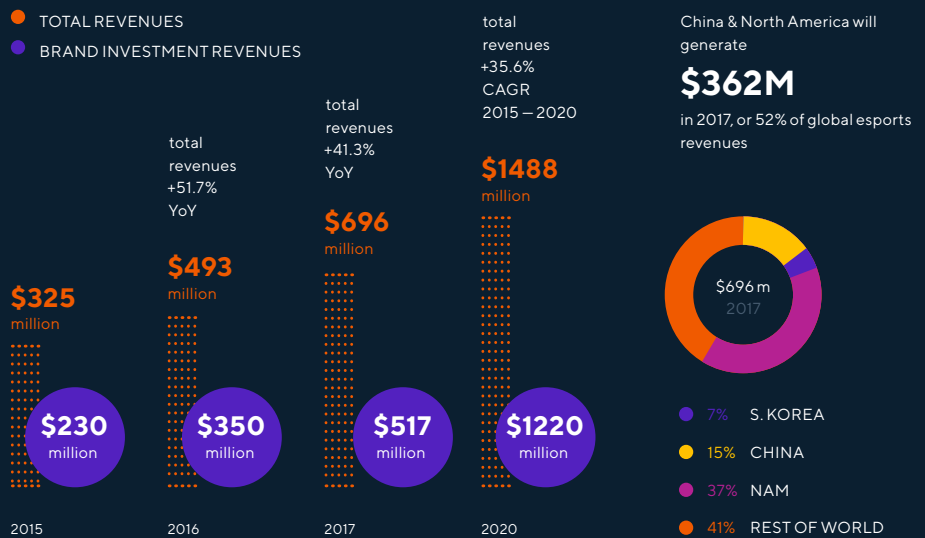


- 13% NAM
- 18% EU
- 18% REST OF WORLD
- 51% APAC

In terms of geographical distribution of income, Asia and the Pacific (47 percent) account for the biggest turnover, followed by North America (25 percent), EMEA (Europe, the Middle East and Africa with 24 percent) and Latin America (with the highest growth rates at 4 percent).

ESPORTS REVENUE GROWTH

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



According to the research of DoteSport (<https://dotesports.com/general/news/twitchaudience-hbo-netflix-18122>), the number of gaming content viewers reached 666 million globally, twice the number of the US population.

325M

Population of the US

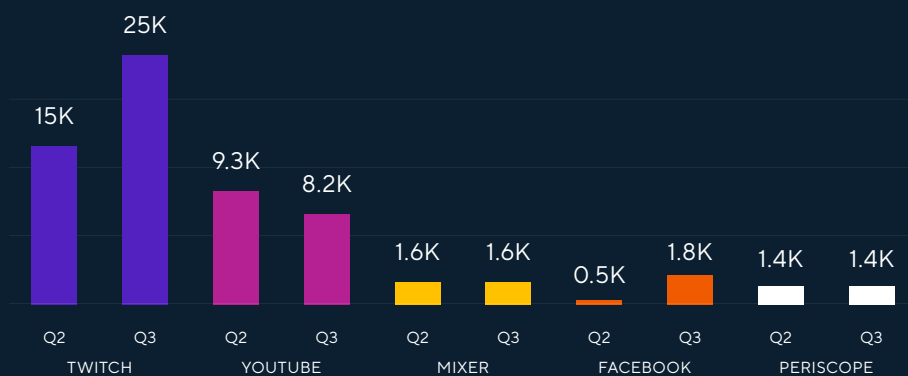


666M*

Worldwide gaming video content viewers (2017)

The audience of streaming services is increasing by at least 10% each quarter.

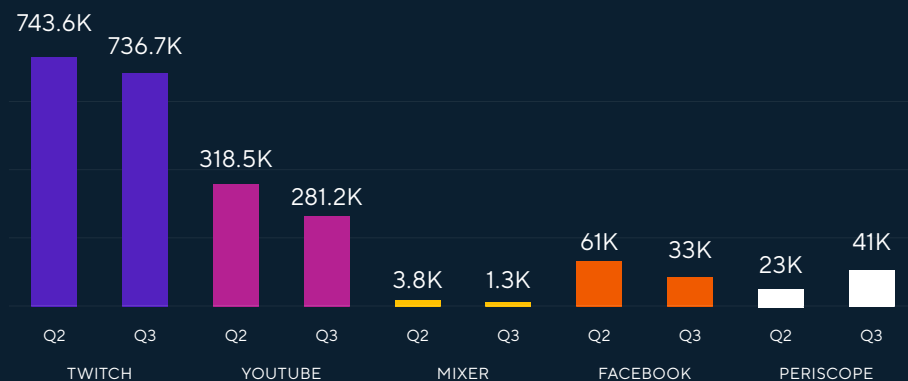
CONCURRENT STREAMER BY PLATFORM



*Streamlabs is not supported by Periscope

At the same time, the number of streamers on streaming resources is also increasing.

CONCURRENT VIEWER BY PLATFORM



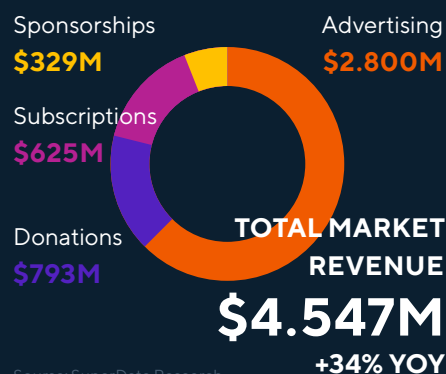
*Streamlabs is not supported by Periscope

In 2016, the amount of donations in the streaming market exceeded \$3 billion. Given the increase in popularity of streaming, including the streaming of gameplay, projections forecast an increase of turnover in the Asian market of more than \$5 billion by the end of 2017. The streaming market in China experienced a growth of 250% in the period from 2016 to 2017, and is expected to increase by another 56% in 2018.

In 2017, the global volume of donations amounted to about \$800 million and this figure keeps growing every year.

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

IN MILLION U.S. DOLLARS



Source: SuperData Research

Let us not forget about the rapid growth of virtual and augmented reality (VR and AR) markets. According to a report on the capitalization of the VR/AR market published by Digi-Capital for the third quarter of 2017, it is expected that the revenues in this segment of the gaming market will reach \$122 billion by 2021. Projections for the next five years estimate that revenues will reach the \$200 billion mark. Many companies, such as Microsoft Corp., Nintendo Co. Ltd and Sony Corp. are launching their own VR-compatible consoles. Such competition accelerates the development of the industry.

IMPROVE- MENTS OUR PROJECT CAN DELIVER TO STREAMING RESOURCES

Let us take a look at how our project can contribute to the development of the streaming market by creating new models of interaction between streamers and viewers, ensuring safety, establishing relationships between all members of the ecosystem utilizing smart contracts, and significantly decreasing transaction costs.

WHAT DOES OUR PRODUCT OFFER TO THE EXISTING STREAMING PLATFORM?

- A single access point for streamers/viewers/advertisers;
- A significant decrease of transaction costs (up to 0.77%);
- The possibility of paying for streaming platform services directly through DeStream;
- The use of a single overlay hub (a single overlay setup for all platforms that support an overlay, as well as the possibility to access platforms that don't support an overlay, through mobile apps);
- About a hundred pre-configured smart contracts for interaction between ecosystem participants;
- The possibility of creating individual smart contracts with unique algorithms for advanced users;
- Simplicity of creation of smart contracts (without programming skills or technical background);

- Management of relationships between advertisers and streamers through smart contracts;
- Maintaining the balance between the revenues of streaming platforms and a huge number of integrated services;
- A built-in escrow service on the platform;
- The possibility of using DeStream Tokens to purchase food, household appliances and other goods;
- The possibility of trading virtual items in the domestic marketplace and on affiliate platforms

As such, DeStream is an ecosystem that provides enormous opportunities for the integration of streaming platforms, their development and extension of their functionality, and caters to most of the professional needs of a streamer, including a quick profit. This service offers viewers a new level of communication and interaction with the streamers, as well as an effective advertising channel with powerful analytical tools to advertisers.

Simply put, DeStream is a superstructure built over existing streaming services, adding new interactivity with viewers and a financial tool for donations and payments for services within the ecosystem.

COMPARISON WITH SOME POPULAR DONATION SERVICES

						
A single access point for streamers/viewers	+	+	+	-	-	-
Support of smart contracts	+	-	-	-	-	-
Possibility for streamers/viewers to complete quests	+	-	-	-	-	-
Voting	+	-	+	+	-	+
Fundraising	+	+	+	+	-	+
Messaging	+	+	+	+	+	+
Challenges without reference to a platform	+	-	-	-	-	-
Media messages	+	+	+	-	-	-
Skin settings	+	-	-	-	+	-
Overlay settings	+	+	+	+	+	+
Marketplace of skins/overlays/stickers etc.	+	-	-	-	+	-
Mobile apps	+	+	+	-	-	-
Possibility of receiving advertising requests	+	-	-	-	-	-
Possibility of using service catalogue built into the blockchain	+	-	-	-	-	-
Consolidated chat	+	-	+	-	-	-
Personalized subscriptions	+	-	-	-	-	-
Integrated marketplace	+	-	-	-	-	-

THE MAIN PROBLEMS OF STREAMING SYSTEMS

Unfortunately, there is currently no single financial and practical ecosystem for streaming resources, which allows streamers and viewers to perform a full range of eligible actions.

WEAKNESSES OF THE CURRENT SYSTEMS.

HIGH INTEREST RATES ON PAYMENTS

Currently, the commission fee for transfers to electronic payment systems, PayPal or bank accounts can reach up to 10%.

IT IS NECESSARY TO SUPPORT MULTIPLE PAYMENT GATEWAYS IN ORDER TO HAVE MAXIMUM EFFECT

Viewers who are ready to support streamers financially, are offered various wallets in different payment systems, since a viewer from the US might prefer PayPal, whereas a viewer from Russia would opt for Yandex.Money or webmoney

MANY DIFFERENT RULES AND RESTRICTIONS

Some systems do not allow withdrawing funds at once, and people are forced to wait 1 to 6 months. There are several restrictions regarding the minimum withdrawal amount, the maximum amount of donations etc.

NO GUARANTEES OF PAYMENTS

Unfortunately, there are cases of systems failing to pay streamers, or freezing their funds for various reasons.

COMPLEXITY OF CONSOLIDATION OF FUNDS

Funds cannot be used for purchases without converting them to fiat money first, which incurs a commission fee — in some cases twice.

PROBLEMS WITH CHARGEBACKS

Streamers are regularly confronted with the problem of chargebacks from unscrupulous viewers.

THE ABSENCE OF A CLEAR CONTRACTUAL RELATIONSHIP BETWEEN THE VIEWER AND THE STREAMER (THE STREAMING SERVICE DOES NOT ALWAYS REACH THE CUSTOMER)

THERE IS NO SINGLE TOOL FOR DESIGNING PERSONAL MECHANISMS

All existing services of streaming and fund-raising have only basic tools, and at times streamers have to come up with complicated ways to conduct a simple survey.

IT IS ALMOST IMPOS- SIBLE FOR LOWER RANKED STREAMERS TO GET ADVERTISING JOBS

Only the top streamers earn money, but there are increasingly popular streamers who could help advertisers reach a wider audience at lower costs.

DESTREAM IS THE SOLUTION

GOALS AND OPPORTUNITIES

The main aim of project DeStream is to establish a decentralized global platform for the streaming market, which will allow streamers to maximize their productivity, diversify their activities and secure start-up capital.

We are establishing an innovative platform to serve as a new ecosystem for streamers. The use of blockchain technology will allow us to cut transaction fees in half. Due to decentralization, we will exclude payment systems from the process and reduce numerous costs of transactions. Thus, we will improve the quality of content, and streamers will be allowed to focus on creating content, instead of operational activities.

Nowadays, the commission fee on streaming-platforms can reach 10%. Our aim is to reduce this number to 0.77% and thereby increase streamers' income. A single gateway for accepting any cryp-

tocurrency will simplify the conversion to any available currency.

There will be uniform rules for depositing and withdrawing money, with the same commission rate, regardless of the currency or the way of making deposits. The platform will not set any restrictions.

Smart contracts will ensure the implementation of the terms of transactions. The launch of a system with smart contracts will assure viewers that their donation will in fact reach its 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. This will allow for transparency of procedures, since the targeted action, which is expected by the viewer and offered by the streamer, cannot have dual interpretation and its performance will be guaranteed.

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

The viewer selects the service from the service catalog, which is assigned to the streamer, and pays the donation through one of the available payment channels. At the same time, the viewer will be informed whether the service can be performed during the current stream or will be scheduled for the next stream (in case the streamer cannot fulfill the order currently).

In the future, we are going to issue a debit card in partnership with an existing provider. The card holder will be able to pay

in stores or withdraw money at ATMs. This will make management of funds convenient for the streamer.

For interaction between streamers and their audience, the platform will implement a range of tools, which were developed with the help of professional streamers, visionaries and psychologists. Streamers will be able to perform various activities to maintain viewers' interest and increase funds. The powerful smart contract editor will allow the implementation of almost any idea.

The platform will provide a wide range of standard smart contracts suitable for most events. The top streamers will be able to use the visual editor for smart contracts, which will allow them 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 using Tokens. This is another mechanism that will help increase the income of the streamer and the engagement of the viewer, and will improve interactivity, as each viewer will become an active participant of the event.

Thanks to the large number of design options and a special editor, the streamers will be able to give their channel its own individual identity and a unique design.

An increasing number of platform partners will create special conditions through mutual agreement. This will al-

low streamers to purchase games and equipment using platform Tokens, which yields greater financial benefits without the need to withdraw funds in fiat.

Streamers with a positive history of activity on the platform will be given the opportunity to pay for internet and various other services in installments, to make purchases and to lease equipment. Refunds will be paid in Tokens funded partly through donations from the viewers. The percentage will be calculated automatically by the scoring system, which will be performed by the smart contract, taking into account the rating of the streamer.

The platform will actively support young, promising streamers. All streamers will benefit from the use of the platform regardless of the nature of their activities.

Each streamer will be provided with a personal marketplace for the sale of goods (digital, clothing, various merchandise for his subscribers, such as mugs, t-shirts, etc.), while the production and delivery of goods will be provided for by the platform and its partners.

Payment of internal rewards for the number and volume of transactions will be automatically performed by the smart contract.

The use of analytics and big data tools will allow advertisers to automatically select a streamer for advertising, taking into account the most suitable topics of the stream, as well as the target audience. The profit of the platform will be generated by charging commissions for deposits and withdrawals of funds, or for performance of internal operations.

A PLATFORM FOR STREAM- ERS, VIEWERS, ADVERTISERS AND ENTRE- PRENEURS

DeStream will be integrated into all existing popular streaming platforms. DeStream will be connected to Twitch or any other platform in just a few clicks.

Users will not have to worry about connecting payment systems, as all funds will be stored in a single wallet.

Thanks to the internal marketplace and integration with external projects, users will be able to use DeStream Tokens to buy digital items such as skins or in-game goods.

Based on the analysis of the audience and its activities, streamers will be offered certain mechanisms of interaction to engage with the viewers and increase their earnings.

On the domestic market, the streamers will be able to offer their channels as a platform for advertising and inform advertisers about their terms of cooperation, and the platform will provide analytical information to simplify targeting.

We will create a mechanism that will allow the distribution of advertiser funds among ten, twenty or more streamers with an active audience based on big data analysis. Funds will be distributed in proportion to specific streamer indicators.

Such an approach will allow advertisers to reach a broader audience and to maximize the results of advertising, and at the same time, streamers will be able to earn more.

The relationship of streamers and advertisers will be regulated by internal smart contracts, which will protect each party from non-compliance with obligations by the partner, while an advertiser will also be able to use the smart contract editor.

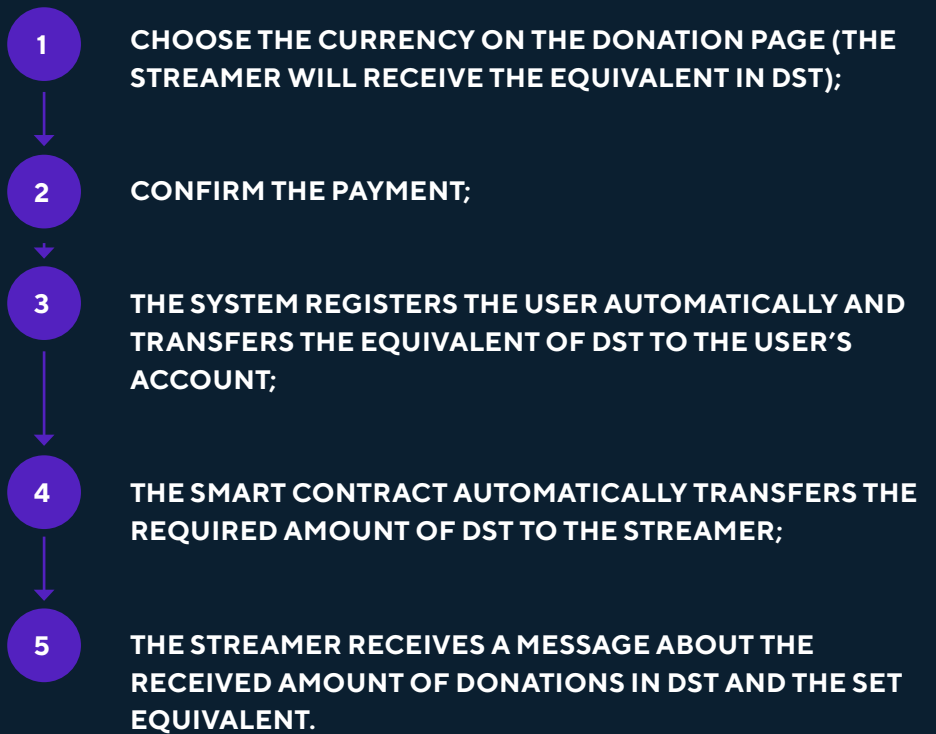
The DeStream API offers excellent opportunities for entrepreneurs. The assets of streamers can be integrated into almost any type of business and foreign trade platform. They can be used for payment for goods and services, as a form of capital for loans, or as a trading tool.



USER SCRIPTS

WITHOUT REGISTRATION

**FOLLOW THESE STEPS TO SEND A DONATION TO THE STREAMER
EITHER THROUGH THE WEB OR THROUGH THE MOBILE
APPLICATION:**



AS A REGISTERED USER

IN ORDER TO SEND A DONATION TO THE STREAMER THROUGH THE WEB, USERS MUST:

SELECT THE DONATION AMOUNT ON THE DONATION PAGE, OR CLICK THE CORRESPONDING OVERLAY BUTTON

IF THE USER HAS DST ON THEIR ACCOUNT, THEY HAVE TO SPECIFY THE AMOUNT AND LEAVE A MESSAGE

- The smart contract will automatically transfer the required amount of DST to the streamer;
- The streamer receives a message about the received amount of donations in DST, and the set equivalent.

IF THERE IS NO DST ON THE USER ACCOUNT, THEY WILL HAVE TO CHOOSE A CURRENCY

- The user should specify whether they would like to add funds to their account, or make a donation to a streamer.
- If the user chooses to add funds to their account, the equivalent amount will be paid onto the account after confirmation of payment.

If the entire amount is intended for the donation:

- The user must confirm the payment;
- The smart contract will transfer funds to the user's account, and then immediately transfer the equivalent DST to the streamer

AS A REGISTERED USER WITH DST IN YOUR ACCOUNT

IN ORDER TO SEND A DONATION TO A STREAMER THROUGH THE MOBILE APP:

- 1 CLICK ON THE OVERLAY BUTTON, THEN CHOOSE THE AMOUNT OF DONATIONS AND LEAVE A MESSAGE;
- 2 THE SMART CONTRACT WILL AUTOMATICALLY TRANSFER THE REQUIRED AMOUNT OF DST TO THE STREAMER;
- 3 THE STREAMER RECEIVES A MESSAGE ABOUT THE RECEIVED AMOUNT OF DONATIONS IN DST, AND THE SET EQUIVALENT.

ACHIEVING A SHORT-TERM GOAL, SET BY THE STREAMER

- 1 THE STREAMER SETS A SHORT-TERM GOAL (OF SMALL VOLUME);
- 2 THE SYSTEM CREATES A SMART CONTRACT LINKED TO THIS GOAL;
- 3 VIEWERS SEND DONATIONS FOR THIS GOAL;
- 4 THE STREAMER PERFORMS THE TASK ACCORDING TO THE SET GOAL;
- 5 ONCE THE STREAMER IS DONE AND MARKS THE GOAL AS COMPLETED, THE SYSTEM AUTOMATICALLY CREATES A VOTE THAT IS HELD FOR SEVERAL MINUTES.

THE FIRST 10 VOTERS RECEIVE A REWARD OF 10% OF THE AMOUNT COLLECTED;
- 6 AFTER THE SMART CONTRACT HAS BEEN PERFORMED, THE STREAMER RECEIVES THE AMOUNT COLLECTED.

IN CASE THE RESULT OF THE VOTE TURNS OUT NEGATIVE, THE COLLECTED AMOUNT IS RETURNED TO THE VIEWERS' ACCOUNTS IN THE FORM OF TOKENS.

THE GOAL CAN TAKE ON THE FORM OF GOODS OR DIGITAL ASSETS IN THE MARKETPLACE

- The streamer creates a goal in the form of a good from the affiliate marketplace;
- The system creates a smart contract linked to this goal;
- Viewers send donations for this goal;
- When the goal has been reached, the smart contract automatically makes a purchase in the marketplace with the collected funds

VIEWERS' TASKS

A VIEWER CREATES A TASK (CHECKED AUTOMATICALLY) WITH A MINIMUM FUND AND SETS A TIME LIMIT FOR ACCEPTING IT

THE TASK APPEARS IN THE CATALOG, SO THAT OTHER VIEWERS CAN INCREASE ITS FUND BY SENDING DONATIONS

IF THE STREAMER IS NOT ABLE TO PERFORM THE TASK, THE COLLECTED AMOUNT IS RETURNED TO THE VIEWERS

IF THE STREAMER ACCEPTS THE TASK

- The streamer performs the task;
- The smart contract automatically transfers the funds to the streamer;
- In case of failure, the smart contract automatically distributes funds between the viewers who participated in the task.

VOTING PROCESS BEFORE STREAMING

- The streamer creates a vote (each vote goes toward the topic and the format of the stream);
- The audiences votes with their DST. The format or topic that received the largest amount of DST will be presented in the stream and the smart contract will transfer the collected DST to the streamer;
- Other topics are not deleted, and users can see them in the next vote with the accumulated DST. In case the streamer excludes them from a vote, the DST are returned to the viewers.



WHY DO WE NEED AN ICO?

Currently, funding for this project is provided by the founders. The prototype of the platform is under development and numerous discussions and consultations on its mechanisms are underway. With the help of the funds collected through the pre-ICO and ICO, we intend to develop the project on a global scale. At the first stage, we will concentrate on markets where the gaming industry and eSports

are developed. In particular, markets in the following countries: China, South Korea, Russia, Japan, the US and EU countries. Other countries and regions will be covered in the future. The main bulk of the funds will be spent on marketing to advertisers, streamers and viewers.

THE STRUCTURE AND EMISSION OF TOKENS

It is clear that cryptographic Tokens have no value without capitalization. Hence, we hedge 20% of the collected funds to secure our crypto Tokens, as well as to quickly transfer Tokens in fiat money. In fact, during the transfer, we dispense fiat to the users from our fund and accept the Tokens. Then, we convert the Tokens at the exchange and return fiat to the fund. Similar procedures are used by banks when they sell currency to their clients.

Moreover, we will implement some mechanisms of the banking system to leave money inside our economy. We are confident, that this will ensure loyalty to the project, and streamers will not withdraw Tokens in fiat overnight, reducing the capitalization of our Tokens.

One cryptographic Token will be released through a fork in the blockchain with a modified consensus, based on the Stratis platform blockchain. This will be a single Token for turnover inside the platform - for exchange and sale through exchanges, or P2P. The goal is to increase the intra-platform turnover of Tokens, which will lead to an increase in the Token's capitalization.

All unsold Tokens will be reserved for Mining Rewards according to consensus.

WHAT CAN YOU USE DST TOKENS FOR?

- To make a donation;
- To pay for the transaction fees on the platform;
- To buy digital goods;
- To receive payment from an advertiser;
- To purchase any goods in the affiliate shops;
- To gain access to big data analytics;
- To pay for the services of the platform (marketing, making the streams more attractive, etc.);
- To perform internal P2P operations;

SALE OF TOKENS

A total of 600,000,000 DST Tokens will be released, of which 360,000,000 DST will be offered for sale



TARGETS

Soft Cap	Target Cap	Hard Cap
\$5,500,000	\$9,000,000	\$12,000,000

CLOSED PRESALE JUN 15 – JUL 15

SALES FOR STRATIS HOLDERS ONLY JUL 15 – AUG 1

TOKEN SALE AUG 1 – SEP 30

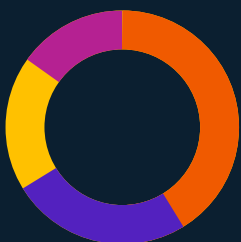
50% BONUS FOR STRATIS HOLDERS JUL 15 – AUG 1

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.

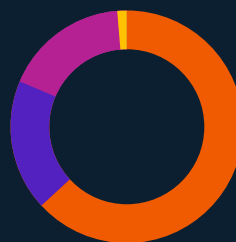
ALLOCATION OF FUNDS



2018 – 2021

- 12% Events and Trips
- 17% Development and Support
- 30% Operational Expenses
- 41% Marketing

DISTRIBUTION OF TOKENS



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

DEVELOPMENT & TECHNOLOGY

DeStream was conceived as a global system for the streaming market with the following qualities:

- Scalability
- High-speed transaction processing
- Flexible support of smart-contracts and oracles
- Safety
- High availability

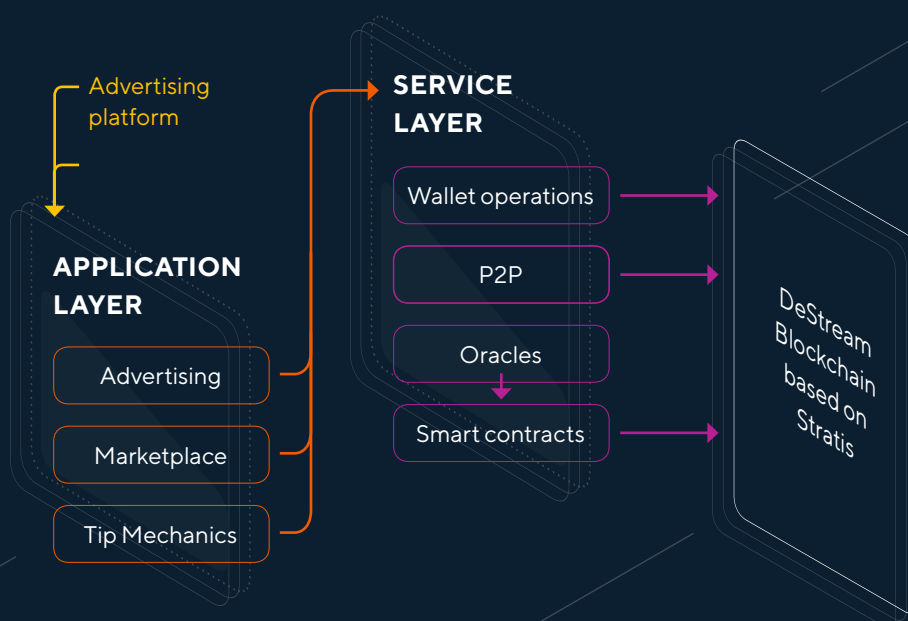
We have chosen the Stratis platform as a technological and infrastructure partner

for our project, which, being at the forefront of technology development, will ensure the proper development and scaling of the project.

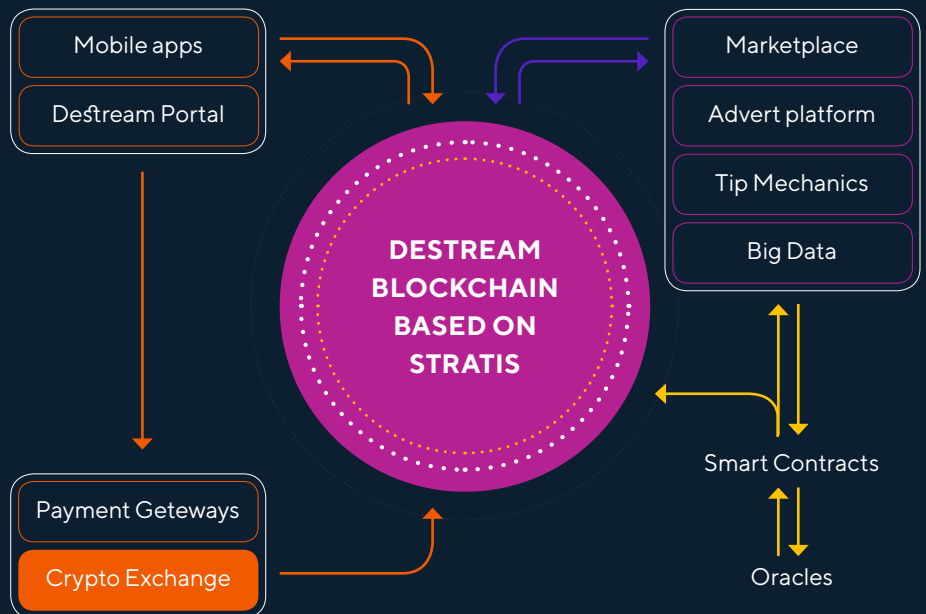
Of course, during the first stages of the launch of the DeStream ecosystem, we plan to use a hybrid infrastructure model. All transactions of DST Tokens will indeed take place on the live public DeStream blockchain based on Stratis.

During the development of the infrastructure, the smart contracts will be executed in a centralized environment, like Oracles.

THE GENERAL LAYOUT AND LOCATION OF THE COMPONENTS OF THE PLATFORM IS AS FOLLOWS:



The scheme of interaction with the blockchain at the primary stages is shown in Figure 2, but on further releases of the platform, and in accordance with the development of the Stratis platform, we plan to move as much as possible towards decentralization.



All mechanisms of this kind lead to the formation of a huge data layer, which are processed with the help of big data technologies and can provide the potential advertiser with the information necessary to make a decision on placing advertising on a stream.

PLANNED FUNCTIONALITY

1. Integration plug-in for OBS and other broadcaster software
2. Mobile apps for viewers
3. Portal for streamers
4. Portal for advertisers
5. Marketplace with products
6. Smart contract editor

PROJECT PLAN

1ST AND 2ND QUARTER OF 2018

Design concept development
Mobile applications design concept development
Platform prototype development
Start of portal development

3D AND 4TH QUARTER OF 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

1ST AND 2ND QUARTER OF 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

3D AND 4TH QUARTER OF 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

3D AND 4TH QUARTER OF 2019

Open Beta
Annual DeStream Fest
Testing mechanics on smart contracts
Beta version of Marketplace
Overlay editor release

1ST AND 2ND QUARTER OF 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

1ST AND 2ND QUARTER OF 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

1ST AND 2ND QUARTER OF 2020

A full-fledged smart contract editor
Release of Portal for Advertisers
Big data analytics for advertisers
Integration with service providers

3D AND 4TH QUARTER OF 2020

Platform development
VR support
Annual DeStream Fest

LEGAL

The platform and services use the Token (utility Token) as the unit of accounting for the value of the rights to use the platform through any of the methods directly provided.

The Token represents the right given to the bearer to use the platform.

The Tokens are released by the holder of rights to the platform, and represent the holder of rights' obligation to provide the bearer with the right to use the platform. The Tokens are not a digital currency and the Platform Owner does not set the equivalent of exchanging them for fiat money.

The Tokens are not a security and do not guarantee the holder any rights to participate in the Platform owner's revenues from the operation of the platform and its services.

The Tokens are not intended for circulation in the US market. The owner of the platform does not conduct transactions of direct transfer of Tokens to US citizens and residents.

The Tokens are not subject to US regulations of activities to attract investment in crypto assets, since they do not constitute a security that gives the holder the right to receive a percentage of the platform owner's revenues in the future.

The Owner of the Platform does not restrict the holders of Tokens in the rights

to cede, sell and exchange The Tokens are by any means consistent with the law, including but not limited to transactions of assignment of rights between platform users, barter transactions, donations, forfeiture or pledge.

The Tokens, while observing the rules and regulations of the respective trading platform, can also be an exchange commodity, since they do not possess any unique features, only "signs of type and quantity." The Tokens are used as the accounting unit for both, the value of rights to use the platform, as well as all internal (within the platform and between its users) calculations and operations.

The owner of the Platform has the right to repurchase the Tokens from the holders, but does not have similar obligations to the holders. The owner of the Platform has the right, on an equal basis with other market participants, to carry out transactions with Tokens on trading floors intended for the exchange of "crypto-currencies" and other similar goods and facilities, if the latter does not conflict with the rules of such a trading platform.

The provider of Tokens, the copyright holder and the owner of the platform is the company "DeStream". This company is solely responsible for providing the holder of the Token with the right to use the platform through any of the available methods. The owner of the DeStream Platform has been established in accordance with the law and legislation of the

state of Estonia. DeStream has all necessary permissions to engage in activities to grant rights to use the Platform, including the right to release Tokens and specify and implement rights and regulations for the future use of the Token. The platform owner has the right to enter into transactions with platform users, and establish the instruments for determining the value and procedure of settlements and the procedure of transfer of Tokens.

TEAM



**TACHAT
IGITYAN**

**FOUNDER,
CFO DE-
STREAM.IO
CEO NETINFO
CIS (NETIN-
FO.EU)**

One of the top 50 most influential people of the web development market, according to the Tagline agency.

Has more than 10 years of experience in digital marketing and web development.

Founder of one of the largest business schools in digital marketing and Internet agency management (RIC).

Spent 4 years in the field of financial services for banks. Has vast experience working with banks and financial companies in CIS countries and Europe.

Launched and subsequently successfully sold the startup tranzaptor.com.

Has more than 3 years of experience in consulting SME.

Author of numerous articles.

Teaches author's courses at many universities and business schools in Russia.

Education: Bauman Moscow State Technical University.

Location: CIS/Cyprus.



**ANAR
MEKHTIEV**

**FOUNDER
AND CEO
DESTREAM.IO
FOUNDER
AND CEO SHI-
VA DIGITAL**

In 2003, he joined the mobile operator MegaFon as an ordinary support specialist. In 2005, he moved to the position of project manager, supervised the transfer of the MegaFon's branch office from the Service Desk to the more functional IT management platform of Service Manager. In 2008, he assumed the position of the leading business analyst in the company.

In 2010, he moved to the company "Letograf" to participate in the project of the Kazakhstan government services implementation. After the successful implementation of the project in 2011, he returned to Moscow and began developing his own IT company specializing in complex development. Today, the company develops sophisticated software products, portal solutions (internet, intranet) and mobile applications, conducts technology consulting, and promotes innovative development directions, including blockchain.

Speaker at numerous industry conferences.

Teacher of several courses on the topic of blockchain technologies.

Education: Baku State Technical University.



**ALEXEY
KHOVOSTENKO**

**CTO AT
DESTREAM.IO**

Has more than 20 years experience in software development, acts as an architect in many projects. Developed a management system for a factory line, which the Bauman MSTU uses for teaching engineering.

Participated as a C++ developer in the development of a telemetry information display system for the Research Institute of the KS. Khrunichev. Now the system is installed on the Baikonur, Vostochny, Plesetsk space launch centers.

Worked for several years as part of the team of the UNINOVA Institute for the development of software components for the European Space Agency.

Before joining the DeStream team, worked for more than 3 years as a CTO at Shiva.Digital.



**MARC
BELL**

**BUSINESS DE-
VELOPMENT
DIRECTOR**

Marc has an impressive global track record in new business development, strategic partnerships & management of startups in a wide range of industries.

He devoted the past decade to esports and related gaming technologies, building communities across social networks in APAC, LATAM and the E.U. Marc has built up an extensive network and reputation in entertainment, gaming and blockchain based industries.



**DMITRY
ZORKIN**

**HEAD OF
COMMUNITY**

Dmitry is a co-owner of the WARP gaming chair company and a founder of Gamecatcher, Shower agency, PageTop projects. Since 2008, he has been engaged in internet marketing and is really good in everything from creative strategy development to SEO functions and consulting.

Dmitry has extensive expertise in e-sports and gaming industries and has been a professional gamer for more than 25 years (he recognizes the Ultima Online universe as the best game ever, by the way).

He has visited numerous gaming and marketing conferences and exhibitions as an attendee and as a lecturer.

Dmitry is a teacher in Farm creative. Graduated from IKRa and the System of Growth education organizations.



**RICK
K. DONG**

**KOREA BUSI-
NESS MAN-
AGER**

Has 11 years of experience as an investment banker and a fund manager at Wall Street, specializing in corporate finance, strategic planning, mergers & acquisition, leveraged buyout, restructuring and futures trading.

Has 7 years of experience in the Korean gaming industry, specialized in VR/mobile game development, and incubation and acceleration of startups in VR/AR/MR sectors.

Currently at YJM Games, a top VR game development firm in Korea.



**VERONIKA
GOLAVSKAYA**

**ECOM PART-
NERSHIP
DIRECTOR**

From 2000 has been engaged in the development of the ecommerce market. Has more than 15 years of experience in leading positions in the largest e-commerce companies on the Russian market. She held the position of Project Director in the e-House holding.

Ex-CEO in ematrix-b2b platforms for IT market. Ex-Sales Director at the X5 retail group online shop 003.ru.

At the time of joining the DeStream team, she held the position of the head of ecommerce of the hypermarket Tvoy Dom.



**SANDER
KLAVER**

**COMMUNITY
MANAGER**

Worked for over 7 years as a Customer Service Representative at Hertz Benelux.

Multiple English degrees. Worked as an English-Dutch translator (white papers).

Has been working as a Community Manager at multiple startups and ICO's since the end of 2017.



**ALEX
WILD**

CIRO

Alexandra is the Co-Founder & COO of the Proof_of_Truth platform for ICOs.

She studied International Communications in Saint Petersburg. Graduated as an Interpreter and linguist.

While living in China, she became interested in entrepreneurship and was an owner of a commodities business.

She has 4 years of experience as an event manager (festivals, summits, conferences & etc.).

In recent years, she joined the blockchain community and now works as a Business Developer, Talking Head, Networker, Interviewer and Crypto anarchist.



**LEYLA
GAZIEVA**

CBO

Leyla graduated from the Russian State University for Humanities. She obtained a degree in translation and interpretation. She studied English literature and linguistics at the University of Lausanne in Switzerland and had an internship at the Uppsala University, where she studied American politics and history.

She has experience working in the luxury industry at Mercury in Moscow, where she has been dealing with the most popular international brands such as: Valentino, Celine, Louis Vuitton and Prada. Leyla speaks English, German and Turkish.

ADVISERS



KIRILL GOTOVTSEV MARKETING ADVISOR

A regular jury member at such events as the Intern internet festival, the Kiev International Advertising Festival, etc.

In 2009, he headed the jury of the Propeller Digital internet contest of Ukraine;

In 2010, acted as a jury member of the "Shoe-maker with boots" award from the Tagline expert group;

From 2016 to 2018, acted as head of the RIF-Voronezh conference;

From 2015 to 2018, has been acting as a permanent speaker at the Russian Advertising Week and Russian Marketing Week conferences;

Has been teaching at the British School of Design since the summer of 2018.



DR. PARK KI SIK ADVISOR

Marketing consultant for management strategy and overseas marketing to CIDISK (cyber security) Five-Gt (facial recognition), KLES (Artificial water sprinkler system) Scalatium (K- wedding culture contents), KOSEP (State Power Generation).

Before promotion to the EVP, Dr. Park worked for the various KOTRA headquarter departments such as e-KOTRA Team (2001/2002), Socialist Countries Dept. (1989/1990), etc. with four times overseas posting for 12 years of service.

Nominated as Chairman of the Steering Committee for Overseas Projects Development for Public Sector in Korea in 2009 and as a member of Special Committee of Contents Industry from Korea Federation of Small and Medium Business.

Award holder of The Prime Minister's Citation in 2001 as a recognition of the excellence and efforts toward the electronic trade facilitation.

Author of numerous books and articles.



PAVEL SHYNKARENKO LEGAL ADVISOR

Has been leading a legal practice in the field of internet law since 2006. Worked with clients such as Rambler, Habrahabr, CIAN etc.

Is the founder of the law firm "Seneschal". The founder of the Solar-staff.com service, a member of the Russian Association of Electronic Communications Expert Council (e-commerce).

Lecturer of The Right for Internet Business course at the RMA Business School for more than 10 years.

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