



# Augment Your Portfolio.

Welcome to the world's first Augmented Reality Trading  
Operating System and peer-proved content platform.



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## Abstract

Vivid is disrupting the way people interact, understand, and communicate their crypto portfolio. From advanced technical indicators, to viewing your holdings in a whole new dimension, to collaborating with others on advanced trading concepts, our aim is to advance the possibilities for both seasoned traders and enthusiastic newcomers alike.

## Introduction

The cryptocurrency investor upon investigation utilizes several key tools and resources in their day to day strategy. Obviously, the exchanges where trades themselves occur are a centerpiece to the process. However, there are a number of tools that aid one in maintaining a healthy and thriving portfolio.

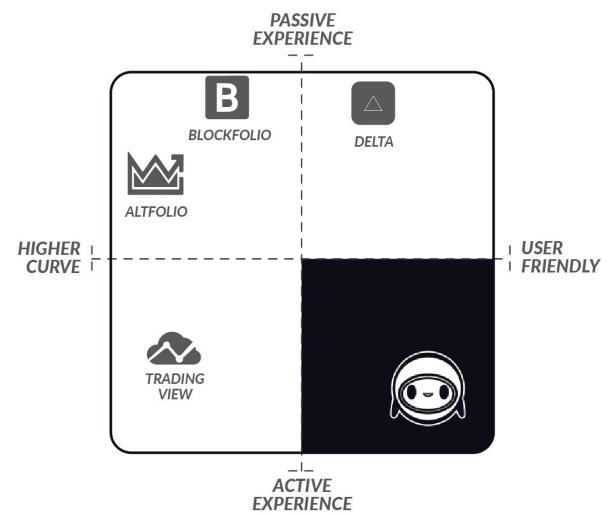
For many, the use of a mobile based portfolio tracking application is of vital importance. Direct integration with a smartphone or tablet allows users, for example, to set alerts on a specific coin which are sent as push notifications where they can easily be seen and reacted to.

However, the world of cryptocurrency is a multi-faceted and thoroughly involved space, where trading charts and market data is far from two dimensional in nature. With the advent of contemporary smartphones and high quality inside out positional tracking, it has become possible to build a set of services to guide investors through their portfolio in a depth and understanding not possible on 2D devices.

This exciting technological crossroads and our own passion for trading as well as the latest in Augmented and Mixed Reality has led us to create Vivid.

## Cryptocurrency Management Software Landscape Overview

Currently, the cryptocurrency markets have seen aggressive and record expansion as newcomers and traditional investors flood the space. With millions of new global users, the platforms and services that many rely on have undergone extensive shutdowns, new user registration locks, and general service degradation due to the increasing volume.





**Active vs Passive Experience** - One of the biggest drivers for us as a company is to merge all these current disparate solutions users are working with in conjunction to one another, and unify them into a singular, fully integrated platform and user experience.

On a similar note, the massive expansion of new users in the space has lead to additional market instability due to inexperience with trading and portfolio management. These key issues are becoming growing problems and pain points for everyone involved in the space.

A major driver of frustration is the fact that many users rely on mobile focused portfolio management applications to retain real-time market data regardless of their physical location. Having live information accessible at all times can often mean catching a potentially profitable dip in the markets or an alert to move a position as a market may shift in trend momentum. However, a lack or a vacuum of information in this always on-demand era we embody can be rightfully frustrating or, even worse, cause for potential losses. Stability of many of the most popular mobile portfolio management apps have in recent times become a very real concern as new users overwhelm database services that were not designed to scale to this volume of users.

Another aspect to consider returns to the subject of individuals having thorough insight into the markets as to make the best possible trading decisions. As many of the TA (Technical Analysis) focused traders will attest, utilizing a variety of different indicators in conjunction can create a potentially viable moment of clarity in predicting a path a market might take.

Currently, the decided lack of indicators of any type across all mobile portfolio management applications give users only a limited window into the markets in an on-the-go format.

In all, there is a large opportunity to solve many of these needs and more. We are describing a platform that deals with scalability and user base growth effectively, provides a more detailed understanding of the markets, and bridges the knowledge and usability gap for newcomers to the cryptocurrency trading arena.

## VIVID Coin Use Cases

Vivid's platform is designed to make thorough and complete use of the VIVID Coin Blockchain. In architecting an ecosystem where the coin is able to thrive and expand in its utility, we have approached several key activities that coin holders may participate in.

**Pro Features Access** - Features such as technical analysis indicators are a key initial component in kickstarting coin use and a major driver for many traders. These unlockable features include advanced indicators, chart annotations, ad-free augmented reality experiences, and exclusive sharable content.

**Voting on User Generated Content** - Our approach on building a long-term platform where user generated content is put center stage. Users are able to utilize their VIVID Coin in order to vote on quality content, which in turn, act as an incentive for



technical analysis experts to move their content to the Vivid publishing platform. This positive upward momentum is a key driver to providing sustainable growth in an engaging and dynamic fashion.

**Advertising Purchases** - An additional key component to the Vivid ecosystem is the opportunity for upcoming ICO/tokensale projects, existing coins, and other cryptocurrency related businesses to purchase advertising space inside the augmented reality portion of the platform. Through purchasing for example, a 3D representation of a particular coin using VIVID coin over a period of time, a new upcoming ICO may reach a broad audience in a highly effective and engaging manner.

**API Access** - Acting as a gateway to access Vivid platform API's, developers may utilize VIVID coins to purchase rights for future applications developed using Vivid's ecosystem of market data, community content, and more.

Secondly, our overall business model is designed for long-term growth and sustainability. Core to maintaining and continuously improving the core product is our advertising focused model to generate consistent cash flow for general operations.

## Key Relationships

In terms of the overall domain Vivid operates, we have several key stakeholders that surround our entity and adds value to its services. Below is a map of how we integrate into this thriving ecosystem:

**Vivid Core Services** - Backend computation and storage, providing market data, API's and abstraction layers for delivery to clients.

**Client** - Application running locally on mobile, desktop, and other devices.

**External Market Data** - Accessible API's from market data aggregation services, exchanges, and other API driven data collection.

**Users** - Individuals who utilize the Vivid client side application and related services for their benefit and enjoyment.

**Advertisers** - Upcoming ICO's, token sales, and existing tokens and coins that purchase advertising space within the Vivid AR experience.

**3rd Party Developers** - As we launch the Vivid Platform SDK later in our roadmap, 3rd party developers will be able to

## Our Approach

Vivid's overall strategy set forth is architecting a software platform and business model that allows for a sustainable and scalable feature set that meets these pain points, and creates a long term solution giving users the data and insights they need, when they need it, and in an innovative manner.

Firstly, when discussing the core architecture of Vivid's platform, we are developing a system that allows for high user growth, and maintaining consistency in uptime during high traffic periods.



integrate and built applications on top of our software.

## Problem

We are aiming to solve many of the outstanding problems as outlined in the previous section. Our initial client application that ties into core Vivid services will consist of several key aspects that target the following:

**Scalability** - A major issue in the most popular cryptocurrency portfolio management applications, which results from a large influx of new users causing numerous issues with the current status quo, including but not limited to: offline servers, incorrect market information, long lag times for updates and a variety of additional issues. Our goals are to resolve this by developing an overall system architecture and business model built from day one to sustain a large user base, fast growth, and a self serving financial model to support the user base effectively.

**Uptime** - One need look no further than other major software services users interact with on a daily basis. Facebook, YouTube, Google, and others set the standard in expectation in terms of uptime. In particular, the cryptocurrency enthusiast and trading demographic has even greater needs in terms of uptime. Our system architecture and services are positioned to be an industry leader in resolving these issues.

**Market Insights** - Additional key benefits of the Vivid platform is offering an industry leading and distinct selection of technical analysis indicators to our users. This aspect is currently a massive opportunity gap in

the status quo of competing applications. Allowing users to have an always on method of maintaining situational awareness of the markets in a comprehensive and thorough manner can likely increase profitability in trading, given an increase in access to the right information at all times.

**Collaboration** - Many cryptocurrency traders make their collective homes on a variety of messageboards, user groups, and communication platforms such as Slack, Discord, and Telegram. However, there often is a patch work methodology employed in users communication over text chat, or voice, while utilizing other applications in order to share screen shots of, for example, a particular coin's daily chart and certain indicators. These commonplace discussions currently rely on an individual's savviness to connect the dots between these various platforms in order to engage in meaningful discussion. Vivid's platform is designed to extend an invitation to consolidate this technical analysis discussion of cryptocurrency markets into a singular platform. Thus, streamlining time spent making group analysis and delivering an easier window of opportunity for newcomers to take part in what has until this point been an exclusive and private form of collaboration.

### Current Landscape Issues

Within the current status quo of competing cryptocurrency portfolio management applications, there lies a core issue around initial application and company structure architecture. This has led to numerous problems with the demand from users for these types of applications, whereas the companies behind these applications do not have the cash flow needed to manage services for such a large and engaging user



base effectively. This decided lack of efficiency in software and service architecture, combined with poor business model planning, has led to widespread problems for millions of users globally.

### Potential Causes

As outlined above, the causes for these scaling issues are a direct result to poor company and business model management. Without cash flow incoming to sustain increasing network and server loads financially, this leads to reduced performance and degradation of total uptime due to these restrictions. This has a net negative effect in that new and innovative features can not be developed and deployed as a result of the cash flow crunch on these companies.

## Solution

**Services and System Architecture** - Vivid's platform throughout all development phases as illustrated further in this document are derived from industry leading SaaS platform system architectures and methodologies. This core aspect is a key attribute to our success in delivering a fast, scalable set of services with a high degree of uptime.

**Business Model** - Through our rich ecosystem, centered around the sustained and expansive use of the VIVID Coin, we are developing a viable long-term approach in business model, one that can sustain the fast scaling and user demands seen commonly in the fast moving cryptocurrency space. Having reliable and perpetually dynamic cash flow allows Vivid's platform to maintain its services from a computational and data access

perspective. It also allows for our long-term roadmap to drive new innovations and features as the ecosystem and core team expand over time.

### Innovation and Ecosystem Development

As mentioned above, maintaining a significant priority in company and platform expansion is driven through innovation, ecosystem development, new features, and ongoing marketing efforts. These key components are modeled from decades of business model refinement, spearheaded by now some of the world's largest technology companies. Through continued expansion of the platform's abilities and feature sets, talent acquisition, technology and IP development, and marketing efforts such as Hackathons, Vivid can continue an aggressive growth pattern far beyond its initially outlined mission statement and roadmap. Having a dynamic approach to the industry, markets, and user's demands and needs is a core value that we employ in order to maintain a thought leadership position in the space.

**Community Driven Network Effect** - While it is no secret that communication and content platforms make up the highest web traffic today, our focus is to build a device agnostic platform that allows users to not only maintain a clear grasp on their portfolio, but also to create and publish content as well as engage with that content. Ultimately, we want to make their opinions heard through voting on the content that matters to them most. Furthermore, this fiscal incentive has a further effect on inspiring creators to make and publish their own analysis reports, further increasing a positive upward momentum that retains users over a long-term engaging basis.



# Mobile AR Features

## Movement and Placement in 3D Space -

Users can spawn items into the 3D space as viewed through the lens of their mobile device. Utilizing the touchscreen, they may position items in their space, rotate, and lock them into place. Having this physicality that we are used to in the real world means that users may walk around, lean into, and understand charts and other items in a human-like fashion.

Figure 1.1 - Vivid Content Classification Landscape

**Accessories, Photo & Video Sharing -** We recognize not only the usefulness that additional dimensions can add to a user's understanding of complex data sets, but also how augmented reality could present additional opportunities that play into the emotional joy (for example, realizing great profits in one's portfolio).

With accessories, users can complement their charts and graphs with various items related to the cryptocurrency trading landscape, including such beings and objects as bulls, bears, rocket ships, the moon, moon boots, and more. These accessories let users create fun and interactive scenes that can be shared and boasted about.

A popular congregation is online trading communities comparing their portfolios holdings, while also showcasing real-world items purchased from their gains. Vivid's in depth 3D charts and accessories let them bring all this together into a single photo or video that highlights their crypto lifestyle

that is easily shared to their social and web accounts.



Figure 1.1 - Example Real World Augmented Reality Social Posts

## Portfolio Performance & Allocation Chart

- Jumping from a user's 2D portfolio's performance history into 3D AR view is quick and easy. Users can see their performance in 3D format, viewing, for example, how a particular coin has weighted itself in their portfolio over time against the cumulative sum holdings. This added dimension can yield new insights into how their portfolio has performed.

**Individual Coin Charts -** As easily as viewing a particular coin's charts, adding technical analysis indicators and drawing



annotation, users can push that experience into the 3D space around them. For example, on the day of a particularly positive price increase on their favorite altcoin, they can capture that coin's chart next to the favorite people and places in the real world.

## Platform Ecosystem Overview

Vivid's platform ecosystem is designed to be released in phases as the company, the community, and the feature sets evolve. A comprehensive approach has been taken in structuring a solidified development pipeline as overviewed below:

**VIVID Coin** - A custom blockchain, VIVID Coin is the utility device that allows users of various demographics to connect and utilize the Vivid platform, including access to professional grade features, voting on user generated content and access to advertising space inside the platform.

**Core Services** - The heart of Vivid's platform is a combination of cloud based data collection, processing, and networking infrastructure designed to allow client applications to communicate via an abstraction layer and API's in order to read market data, access user accounts, contribute content and provide interconnection for various means of communication between users and the platform.

**Exchanges and Market Data** - The platform utilizes a number of key API's from a wide range of exchanges and market data aggregation services in order to collect

historical coin data, as well as provide real-time market data to our users. Features such as technical indicators are utilizing this provided data to perform calculations locally on the client devices in order to produce charts and graphs. Our core services aggregate this widespread data collection in order to provide it via abstraction layer over the network to client devices.

**Augmented Reality** - Utilization of the leading Android and iOS devices allow the Vivid platform to extend into 3D space, and into user's real-world environments in a seamless fashion. Utilizing the same data provided by our core services, the Vivid AR experience extends key charts and graphs, such as singular coin charts, technical analysis indicators, and top performing coin charts, into 3D space. Additionally, the use of 'Accessories' in the form of 3D objects and animations can be placed into a user's real-world environment, alongside their charts and graphs, to provide a unique photo and video sharing opportunity. For example, a user can photograph their new automobile next to their portfolio's performance in 3D space while a 3D rocket ship flies to a 3D moon.

**Mobile Application** - On supporting iOS and Android devices, Vivid's mobile application is the first phase of the platforms development and focuses on the overall feature set previously defined in this document (real-time market data, portfolio analysis, TA indicators, featured content, and more). This flagship application allows us an initial entry point into the wider Vivid platform ecosystem, as well as solves major pain points as discussed earlier in this document.

**Desktop Application** - Extending the capabilities provided on our mobile



application to a stand alone app for OSX and Windows based devices provide users a seamless experience in transitioning from on-the-go use cases straight into their home or work environment. Larger screen real estate allows for larger graphs, indicators, and in turn, finer control over illustrating technical analysis annotations.

**Content Platform** - The Vivid content platform is a publishing vehicle for users to create concepts around, for instance, a particular coin's potential price movement, to illustrate their thoughts on a chart and to write in depth and detail about their prediction. In turn, users are invited to vote on these publications using VIVID coins. This incentivizes content creators to utilize the Vivid platform and benefits the general user base in giving them access to ideas and theories from top traders.

**Developer API's** - By nature of building a software and content ecosystem as we have defined across all phases on the Vivid platform, a number of internal API's and services are built to meet these needs and demands. Forging those internal API's and interconnects into a singular software development platform so that 3rd party developers may utilize the Vivid services is our long term goal to expanding the reach and feature set of Vivid. Utilizing VIVID coins, developers may purchase access to these API's on a recurring or one off basis. For example, a new publicly traded coin may implement a section on their company website allowing users to chart the coin's market data and connect with other like-minded individuals and publications interested in that particular coin - all powered by Vivid services on the backend.

## Vivid Coin & Blockchain

When considering the right fit for our platform's needs and objectives a long process of technical and business focused research was conducted to select the best approach in Blockchain technology.

Our goals include several key aspects that are major weighing factors in the initial and scaled operation of the platform. These include but are not limited to:

**Low Transaction Fees** - In the needs for our publishing system to work at scale, low TX costs are necessary to effectively distribute a large amount of rewards to users who are creating content.

**Fast Transactions** - Serving a large user base in an era of modern web services, users expect the overall experience to be as seamless as possible. The means a high throughput of transactions is needed to maintain that seamless front end experience. Especially when users are expecting rewards for their published material.

**Security & Stability** - Another need is an secure blockchain architecture, one that may not rely on an existing blockchain that resides in a third parties hands in terms of future development and control.

These reasons but not limited to are core underlying aspects to our decision to build and deploy our own custom blockchain. The Vivid Coin and Blockchain is a Proof of Stake (PoS) service that allows users to transfer our coin (VIVID) in an ultra low cost and low fee manner. Currently we



have seen transaction fees in the range of \$0.0004 per TX. This provides a key measure in enabling our goals in the Vivid Content Publishing Platform and beyond.

Our Coin structure is as follows:

**Circulating Supply:** 3,000,000+

**Max Supply:** 33,000,000

**Ticker Name:** VIVID

**Rewards:** POS + MN

**Reward Distribution:** 80% MN, 20% POS

**Block Time:** 60 Seconds

**Block Reward:** 5 VIVID

**Year 1-5 % Reduction:** 10%

**Year 6-25 % Reduction:** 5%

**Masternode Collateral:** 10,000 VIVID

## AR Advertising Platform

With its unique AR offering, Vivid provides several advantages for capturing mindshare from its audience:

- With traditional advertising over run by native advertising, brands must be given inconspicuous ways to seamlessly blend ads with content a user means to consume. Adding a new dimension also adds a new layer of creativity for integrating sponsored and organic content.

- In today's society, where attention spans are short, Vivid provides a unique level of interactivity to engage the consumer over display as well as video ads.
- On the web, inventory is typically limited by number of impressions and real estate available, whereas in a 3D world, where volumetric space is boundless, we offer more room to spread ads out unobtrusively.
- As a nascent medium, Vivid's ad platform circumvents current generation ad-blockers.

The Vivid Advertising Ecosystem is comprised of:

- Advertisers – companies/brands running paid campaigns
- Audience – Vivid users consuming content
- Publishers – opt-in partners on our ad network who have integrated with our API's to develop applications for extending the community; they also come in the form of influencers uploading user generated content into the system, such as personalized TA models, graphs, etc., who we have invited as revenue share partners.

## Dynamic Demographic Targeting

As we gain more insights about our users, we'll employ machine learning for such AI activities as:



- understanding trading behaviors of individual investors;
- predicting smartphone scanning tendencies in mobile AR environments;
- and identifying interests based on social interactions.

For instance, by detecting trading patterns, we may begin to infer whether an individual is driven by emotion or reason in making purchases, and in turn, allows us to provide contextually relevant experiences which increase success rate in conversion. Better performance ultimately allows us to command higher advertising rates.

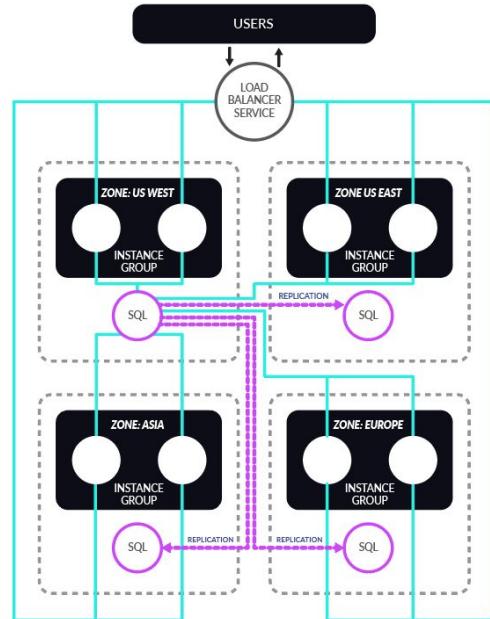


Figure 1.1 - Global Networking Infrastructure Diagram

## Scalable Network Infrastructure

Designed for advanced scalability to handle global always-on markets with potentially extreme volumes of traffic (i.e., on days of large market activity), our services must be able to dynamically manage the number and location of clients connected to the services effectively.

## Sustainable Cash Flow Business Model

Our user growth will scale exponentially as a result of aggressive marketing and product development efforts. In 18 months, we expect to:

- Enhance UI and introduce new features
- Cross milestones of registered users
- Become operationally profitable by generating revenue through monthly subscriptions, in-app purchases and advertising

As we build towards a critical mass, we assume very little revenue within the first six months. We've set a target lifetime



value to customer acquisition cost ratio (LTV:CAC) of at least three times with average revenue per user (ARPU) under \$5 per user per month. Erring on the side of caution, our projections are based on a monthly churn of 5-10% - far in excess of the 2% per month benchmark for a subscription service.

## Users

In this section we will break down the key user demographics, highlight their particular qualities, and review how the different sections of the Vivid platform meet their needs in a symbiotic fashion in order to drive scalable and consistent growth for the overall platform.

**General Users** - The largest demographic on the Vivid platform. These are the widespread users engaging with the core feature sets of Vivid, including tracking their portfolios, understanding their performance history, utilizing various technical analysis indicators, and creating and sharing augmented reality content with their family, friends, and networks.

**Content Creators** - Another vitally important group is those who go beyond the general users to become active creators in the Vivid ecosystem. Through posting their own technical analysis articles and graphs, they can engage further with the broader community and earn VIVID Coins for the quality of their submissions. This allows an active and dynamic content platform to add additional value and engagement from the core general user group.

**Advertisers** - An integral part of the Vivid platform's long-term ecosystem and

platform growth and sustainability. These companies, individuals, and other businesses are able to purchase unique opportunities in the augmented reality world space in order to allow a novel and innovative new form of advertising for their particular coin, project, or businesses. This consistent cash flow allows the Vivid platform and services a vehicle for sustained growth and uptime in the face of rapid user growth and engagement.

## Market Adoption Strategy

We are taking a very disciplined and data-driven approach to launching the product, which begins by understanding the overall landscape and pain points experienced today with competitive apps on the market.

### Product/Market Fit

The inherent nature of Vivid leverages two key trends that are both growing exponentially:

#### Cryptocurrency

According to [The Merkle](#), it is expected that nearly 33% - or one in three - Millennials will own cryptocurrency by the end of 2018, up from 5% currently. Targeting this generation alone, that's an estimated 600 million people in the total population holding crypto.

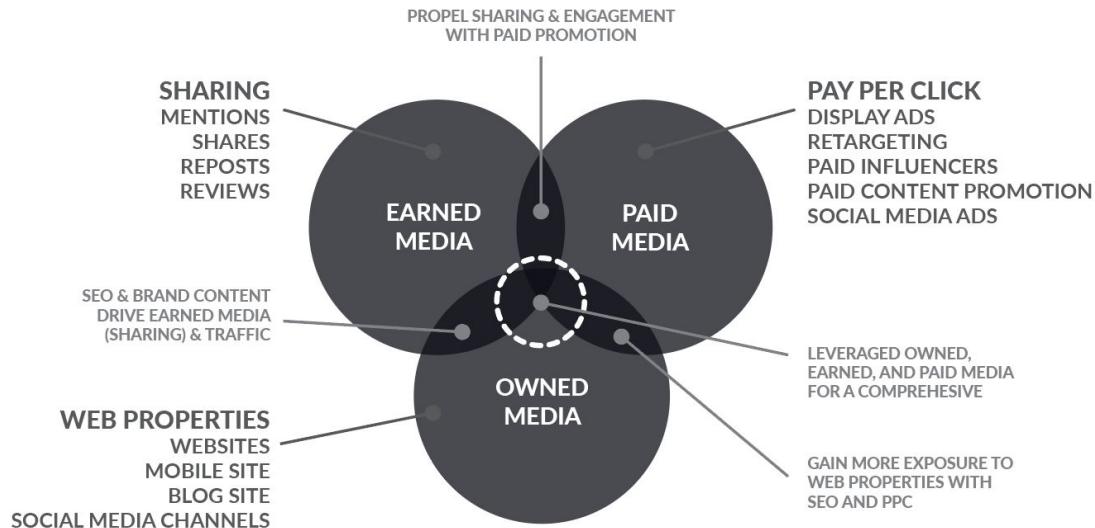
#### Mobile AR

Based on Digi-Capital's [Augmented/Virtual Reality Report 2017](#), mobile AR may be the



primary driver of the \$108 billion AR/VR market by 2021.

content, minimizing its role allows us to focus on creating an organic community



The second lever provides us with a clear-cut differentiator versus the common crypto portfolio management apps used today which miss the mark. With a keen eye on both form and function, we also satisfy the segments of the audience presently discouraged by:

- Convoluted design
- Lack of technical analysis tools
- Poor performance (i.e., significant downtime)

Figure 1.1 - Vivid Media Relationship Chart

driven by an authentic brand, captivating product and stellar customer service.

## Go To Market Plan

Our app launch will be centered around a carefully orchestrated content strategy that combines earned, owned and paid media with the least emphasis on the latter. While paid marketing is important in amplifying homegrown and user generated

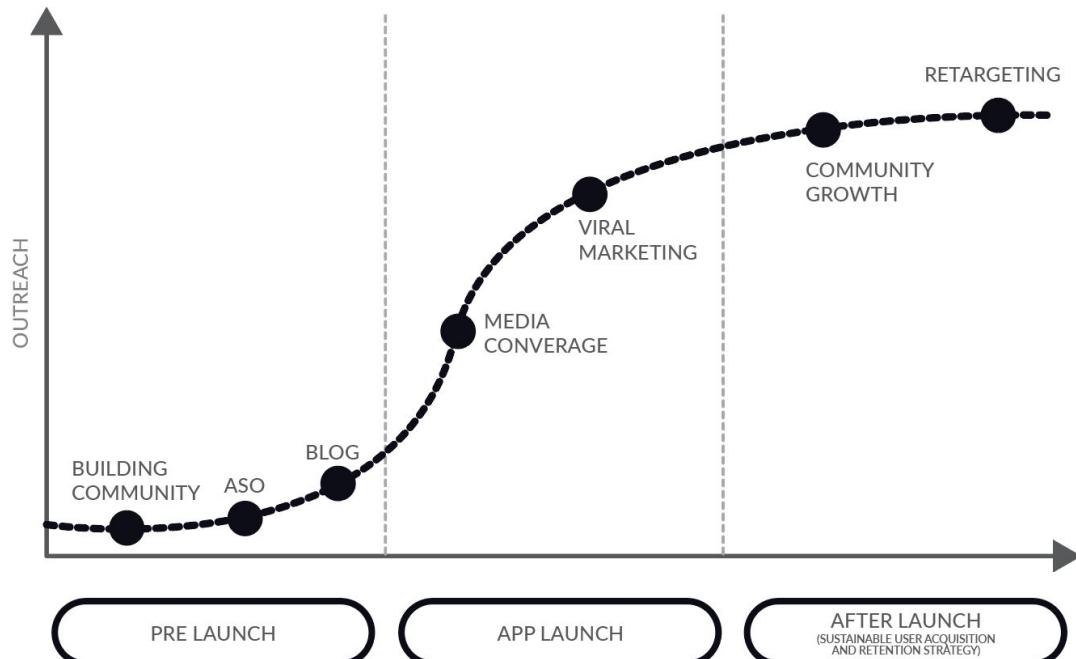


Figure 1.1 - Vivid Key Marketing Activities Chart

During this pre-launch phase, we develop a brand identity and begin the seduction process of onboarding advocates to evangelize the brand. This is a grassroots effort accomplished by offering early looks at the product, assigning authoritative roles for sprouting up community forums and developing the ever-important feedback loop that will be carried forward and consistently improved throughout the product lifecycle.

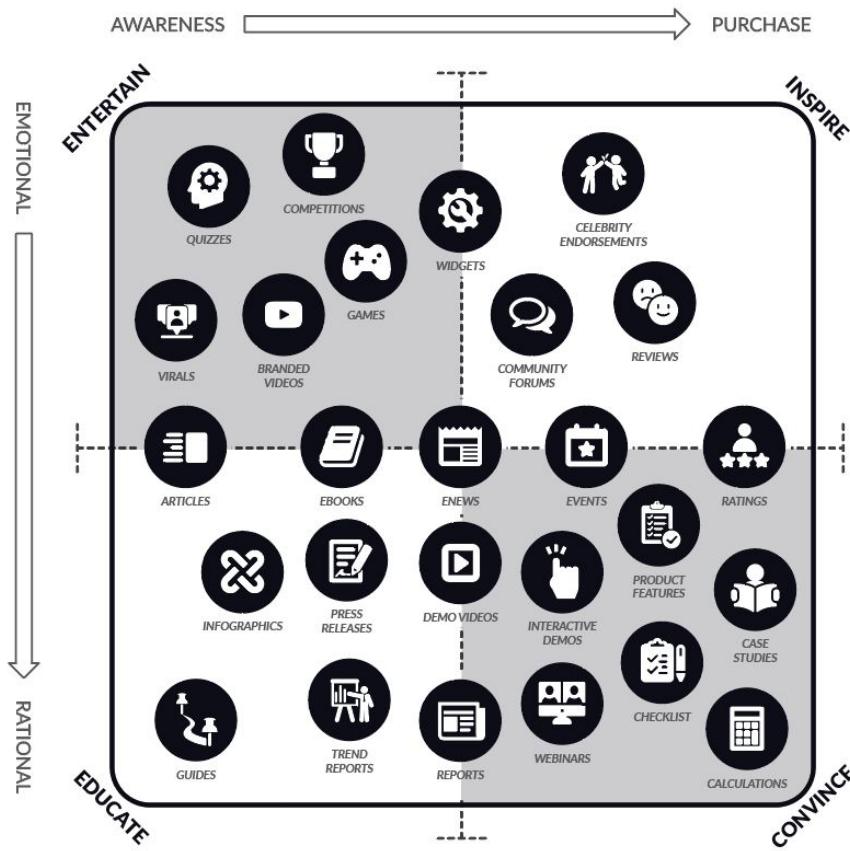
Based off the information collected, we begin developing user personas and creating cohorts for multivariate testing. This exercise prepares us for the owned media component so we may craft compelling positioning messages that entice the audience we're directly speaking to.

An audit of the paths people currently take to download similar apps allow us to integrate the right keywords and keyword phrases into our copy for search engine optimization (SEO), app store optimization (ASO) and paid search and social promotions.

This same planning lets us pen press releases and pitch stories that fit both the end reader as well as media outlets and journalists we're targeting.

For the official app launch, content we push out will coincide with user generated content and media stories being published so we have a burst of activity to maximize frequency and reach.

We will have lead capture landing pages and drip email campaigns in place to drive qualified leads through the conversion funnel. Audiences may be segmented by such attributes as age group, smartphone device owned or trading strategy. We will



have content ready to go, ranging from entertaining for the emotionally-charged impulsive consumers to informative for the rational thinkers who consider options before making an informed decision.

To drive awareness and maintain our online reputation, we will stay active social wise by listening to and engaging with people and communities with similar interests and comments on our product. As our following grows and we gain ground as an authority in our space, we leverage our influence to connect with peers and participate in offline events such as panels, fireside chats and speaking engagements.

Our marketing activities will always be timed with developments alongside our product roadmap to ensure messaging is

unified as we hit milestones. Success of our efforts will be constantly measured by predefined key performance indicators (KPI's).

More important than acquisition is user engagement and retention rate. Our product must evolve to ensure that the value and experience we deliver continuously increases. As we climb towards critical mass, we will incorporate more advanced social utility features and incentive programs to boost the network effect as well as platform integrations to offer unparalleled continuity and convenience.



## Legal Disclaimer

This white paper contains direct references to cryptocurrency and blockchain technology while the legal parameters are not clearly defined as of yet. As of when legal distinctions and specifications are set, Vivid will endeavour to stay compliant. Therefore, some of the processes here are subject to change.

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