

# CHARM

## Table of Contents

Introduction .....	3
<b>1.1</b> How does it work? .....	5
<b>1.2</b> Solana Blockchain .....	7
<b>1.3</b> Charm Non-Fungible Tokens.....	8
<b>1.4</b> Charm NFT Market Place .....	9
<b>1.5</b> Charm Features .....	10
<b>1.6</b> Tokenomics .....	12
<b>1.7</b> Token Features - Charm-\$CHM .....	13
<b>1.8</b> Marketing .....	14
<b>1.9</b> Team Members .....	15





The Charm model, presents new ways of creating and consuming secure, ethical and authentic uncensored content where content creators will be able to monetize their influence by use of the Charm Ecosystem.

Charm will be powered by a social media network with a reward mechanism built on the Solana Blockchain.

Once the core features are being implemented, users will be able to add content, create videos, comment on posts and chat with friends in ways that they are already familiar with on other platform but, on a decentralized economy.

Charm aims to be a fair and transparent social media and entertainment platform that rewards both consumers and content creators for being the owner of their own media and community.



Despite love industry being pointed out, there is an extensive market for diverse forms of adult rated content. Explicit content website is the seventh most searched for website in the world, and the number one adult-content website. With a total of 3.32 billion visits over the last 6 months, it out ranked Amazon (11th) and Netflix (8th). There are various sectors within the industry that have the capacity for the creation of ethical marketability and ethical standards for both consumers and content creators.

According to Transparency Research the adult entertainment industry will reach in excess of \$300 Billion by 2030. Meanwhile, the current climate (COVID 19) means that a significant proportion of explicit entertainment services have transitioned to online platforms, propelling the industry to new forms of digitalization.

## A Symbiotic Relationship

The explicit entertainment industry has typically been at the forefront of new and emerging technologies. By creating an initial market, it has propelled technologies into mainstream development by popularizing innovations such as the VCR, broadening the cable TV market through premium channels, pioneering video streaming, and mainstreaming online payment and verification systems, particularly when they are new, glitchy, or expensive to use. Most recently, Blockchain's capabilities promise to revolutionise the entire ecosystem of the adult entertainment industry by introducing qualities such as immutability and transparency which have been inadequately addressed, until now. This symbiotic relationship will continue to provide ongoing solutions for both sectors.

## Security

The promise of storage security and data encryption coupled with the elimination of most intermediaries will create a safer working environment for workers while Blockchain's multi-signatory functionality ensures accountability. The privacy and anonymity afforded by cryptos have made it integrate seamlessly into the adult entertainment industry.



Many uncensored streaming services have implemented Non-Fungible Tokens and crypto payment systems to conceal their clients' identities. Cryptocurrencies also offer content creators more control over their finances via way of crypto wallets. Crypto wallets facilitate the circumnavigation of corrupt intermediaries who taper off large percentages of workers profits.

## **Good for workers, content creators and models – ethical standards.**

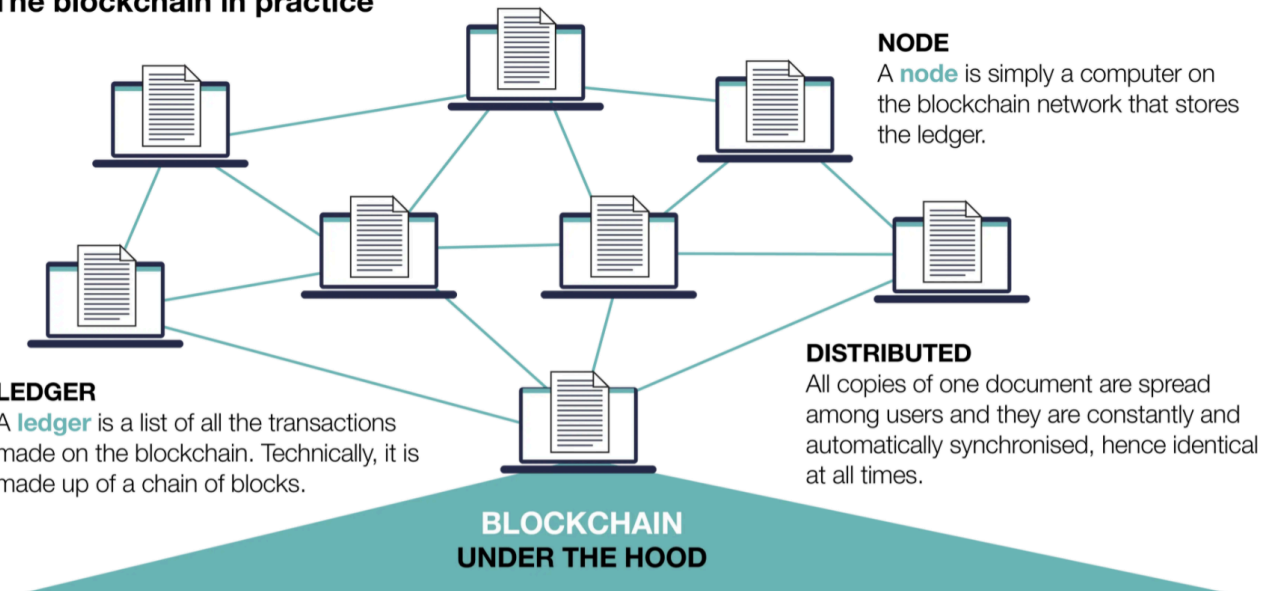
The issues facing content creators and models include security, privacy, economic inefficiency, and discriminatory traditional online payment systems such as Paypal which has a history of refusing to process transactions to adult streaming services. Blockchain technologies will protect the ownership rights and digital property of content creators. By use of Non-Fungible Tokens (NFTs), content creators have a unique opportunity to monetize their wares. The content creator can sell their content directly to the consumer as a Non-Fungible Token, which also lets them keep more of their profits. In addition, artists can program in royalties so they receive a percentage of sales whenever their content is sold to a new owner. This is an attractive feature as content creators generally do not receive future proceeds after an initial sale. Crypto systems offer a clear record of definitive transactions while bypassing the fees and infrastructure of banks, cards, and payment processors, radically reducing the cost of selling digital content.



## Blockchain and Decentralization

There are several issues with the current system of making and distributing adult content which can be eliminated by using blockchain. One of the most impressive features of blockchain is decentralised data storage. The key components of this technology is based on the concept of a distributed consensus ledger. The ledger is kept and maintained on a decentralized network of computers. This ledger makes it possible for the entire network to jointly create, evolve, and keep track of an immutable history of transactions or other successive events.

### The blockchain in practice



Blockchain technology works on the principle of distribution. With conventional centralised systems, nodes, the computers all lead to a centralised point. However, with blockchain, the nodes are all decentralised, meaning if one node fails it does not affect the integrity of the data or the functioning of the network.

A decentralised system therefore offers more security against network failure. When a digital transaction is carried out, it is grouped together in a 'block' and then broadcasted to the entire network.



The block of transactions is timestamped and added to a chain in a linear, chronological order. New blocks of validated transactions are linked to older blocks, making a history of that blockchain. The entire chain is then continuously updated. Blockchains use cryptography and digital signatures to make them secure. In order to make a transaction, to gain access, the user must have a wallet with a public and a private key allowing 2- factor authentication.

Each node, or user, on a blockchain has a unique 30-plus-character alphanumeric address that identifies it. Users can choose to remain anonymous or provide proof of their identity to others using public and private key cryptography. Transactions occur between anonymous wallet addresses and the cryptography converts data into a format that is unreadable for an unauthorised user.

Every transaction and its associated numerical value and is visible to anyone with access to the system and therefore every member has the ability to prove the veracity of every transaction. This removes the need for the involvement of a trusted third party for the verification/authentication of data. Furthermore, it is virtually impossible to add bogus transactions to a block because discrepancies are picked up by the other nodes and rejected.

In some networks they do this as a competition for financial reward e.g. in the Bitcoin blockchain, miners would receive Bitcoins for successfully verified blocks. This competitive system allows for constant security monitoring.



Charm cryptocurrency will operate on the Solana blockchain. Solana is an open sourced, decentralized public blockchain network with an ecosystem of cryptocurrency-powered products and services. Solana is the most effective blockchain for Charm users for its lower transaction fees and higher transaction speeds, and a programming capability that focuses on flexibility.

Solana is different to Bitcoin but offers similar features to Ethereum. Currently, Solana can push to 400000 transactions per second, (and 700000 later when there will be enough validators) more than Ethereum and Bitcoin combined, and at a fraction of the cost. Ethereum has long been plagued by high fees for transactions, which sometimes skyrocket into hundreds or even thousands of dollars, especially at times of high network congestion. Solana has a larger theoretical throughput — meaning it can handle more transactions per second than Ethereum. Developers can also write and launch customisable applications in multiple programming languages on the Solana blockchain. Consensus is achieved by using proof of stake and proof of history making it more environmentally friendly than PoW (proof of work) blockchains such as Bitcoin.





The Charm NFT is an industry-specific program. It will be marketed to all partners and merchants as well as their consumers. Charm will be the first cryptocurrency on the Solana Blockchain that offers the option to upload explicit non-fungible tokens (NFTs) and sell and buy them through the platform. These digital assets can take any form the creator chooses.

Charm ecosystem also offers the opportunity to trade various stable coins assets directly between creators and users while also introducing a unique business model supported by block chain technologies on the Solana ecosystem. It offers brand-new features and ways of creating and consuming adult content with a strong focus on transparent and ethical models that ensure content creators are sufficiently rewarded for their content.

**Our interactive platform will facilitate ethical interactions between both creators and consumers by use of the Charm ecosystem.**





Charm will offer the opportunity for users to collect exclusive and unique Non-Fungible Tokens (NFTs), facilitating a specialised relationship with their favourite artist. NFTs are becoming an increasingly popular way to buy and sell digital artwork.

These days, anyone can view individual images – or even entire collages of images online for free.

So, why are people willing to spend millions on something they could easily screenshot or download? Because NFTs are generally one of a kind or at least one of a very limited kind, encrypted with its own unique identifying code.

It also allows the buyer to own the original item via means of built in authentication, which serves as proof of ownership. This creates digital scarcity which stands in stark contrast to most digital creations, most of which are almost always infinite in supply.

For the sale and purchase of Charm NFTs, content creators can receive offers, organise auctions to maximise the revenue of their digital assets, or set a fixed sale price. They can also set a royalty fee which allows them to receive a fraction of all future sales and transactions related to their content.



Charm is highly interactive, explicit content sharing social media platform where content creators can monetize their influence. There is a Home page where users can view their feed – a stream of content shared by those you follow, including your close friends. There will also be suggestions for more people to follow and a search bar to find more creators and users to follow. Other features include the following.

## **Collectible NFTs**

Charm will offer the opportunity for users to collect exclusive and unique NFTs to facilitate a unique relationship with their favourite content creator.

## **Exclusive unlockable content**

All content creators will be able to offer their fans exclusive scenes encapsulated in a NFT-type token whose exclusive access will be won by the purchaser that places the highest bet.

## **NFT Bomb**

All content creators will be able to offer their fans exclusive scenes encapsulated in a NFT-type token for a limit of time, pre-defined before the purchase.

## **Live**

This feature is currently in the development phase. Creators will be able to set up live webcam shows by which they will receive tips and messages in USDT introducing new ways of streaming.



## Fan Section

Access to creator Fan section where content is created and intended exclusively for Fan subscribers.

## Private Message feature

With the help of our platform, we will be offering the chance to interact between users and content creators so that content creators can increase their efficiency by knowing what most of their users like. Moreover, the content creators can then focus on the most liked content by users.

## Privacy-focused chatting application

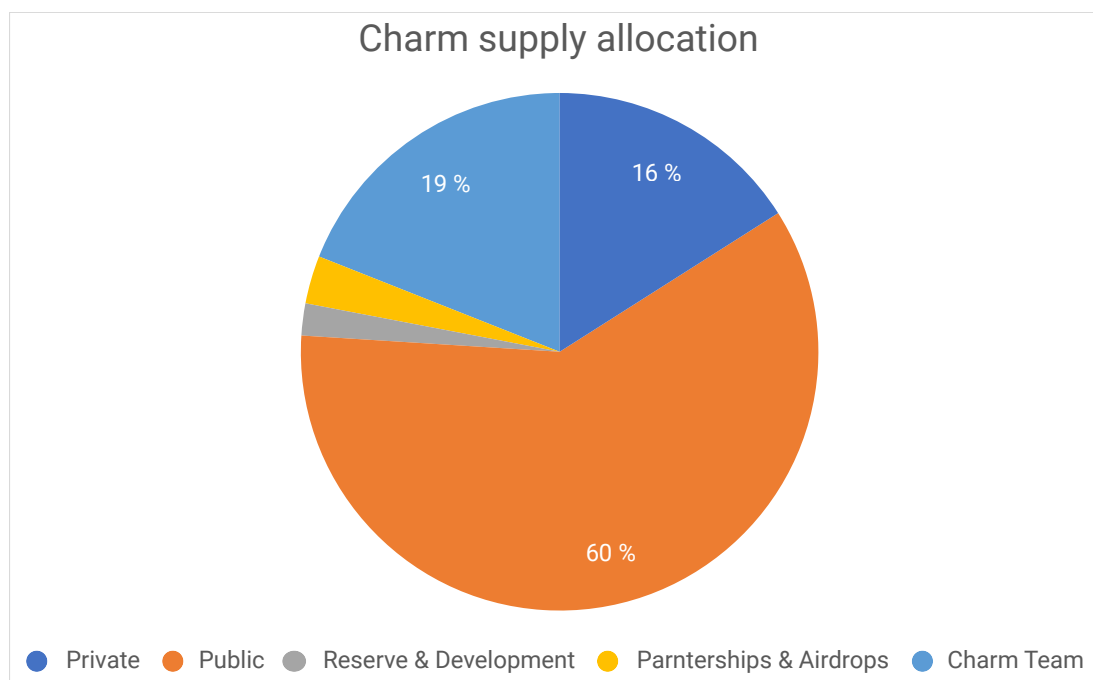
This feature is facilitated by public key cryptography technology, which will secure both chats by the end-to-end encryption, while providing end-to-end encryption for file sharing. And finally, by means of an inbuilt wallet, it will also allow you to send or receive payments in crypto.



## The Charm Supply Allocation

- 1 - Private:** 16% of the total number of tokens were sold in the private presale to early investors
- 2 - Public:** 60% of tokens will be distributed among the public for fund raising. This public allocation will comprise of 3 pre-sale rounds.
- 3 - Reserve and Development:** 2% of charm tokens will be kept for reserve and development
- 4 - Partnership and Airdrops:** 2.5% of tokens will be used for partnership incentives and 0.5% will be used as Airdrops. Airdrops increase website traffic and enhances platform engagement.
- 5 - Charm:** The charm team will retain 19% of tokens from the total number of tokens. The team includes owners and members who have worked to develop the platform.

**Charm will be used as a governance token, meaning each transaction on Charm NFT marketplace will be deducted of 15% to reward the Holders, Affiliate and Development in USDT.**





## Total Supply

The total supply is 1 billion. We have minted enough tokens on each chain to be able to support bridging. The total supply is ensured by the smart contracts but also guarantee by our Token pre-sale Terms and Conditions

## Token Pre-Sale Launch

Our token pre-sale goal is to raise \$1.268 million USD. This may change with exchange rates. Charm (CHRM) is a multi-chain token.

## Pre-sale pricing:

Presale: 1% of total supply available capped to 2.5 SOL per wallet.  
Priced at \$0.0018

## Private sale Pricing:

5% of total supply available capped to 37.5 SOL per wallet.  
Priced at \$0.005

## Public sale Pricing:

10% of total supply available with no cap per wallet.  
Priced at \$0.01



Charm will grow by targeting and affiliating leading partners in the industry to build brand awareness, increase engagement and generate leads. The security and privacy afforded by blockchain technologies means that Charm will attract more diverse content creators that caterer to a variety of audiences.

Charm will also provide incentives to leading partners by reserving part of Charm's ICO's which allows them attract users to spend on their respective platforms. A key part of our strategy will be influencers and social media. Marketing campaigns. With room for development in market trends. We like also market through Solana and blockchain platforms, to touch people that already use Crypto.

## Community

We will enlist the help of our own community to promote our products and services, as some of our early token holders belong to the industry. Alongside, we will use our social community to promote the platform among users.



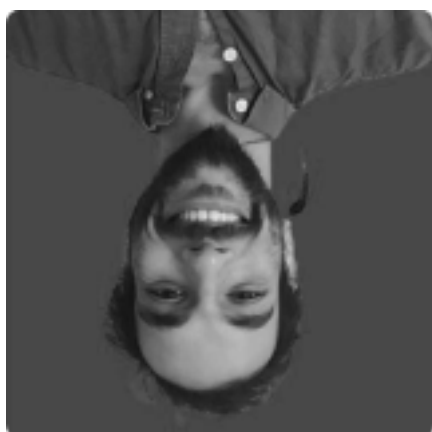
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