



White Paper

Version 1.08

Abstract

This white paper shares the vision for **CinemaWell.com**, a **revolutionary social network for sharing and viewing video content platform**. It also announces the **ICO schedule** for the cryptocurrency called **ApplauseCash** (APLC). Version 1 is available now at <CinemaWell.com>. Users may open a virtual cinema/theater and/or simply watch movies and other video content. Try it today! It is a **working product**, which has much success already. *First and huge premiere of the movie "The Gold" with \$2 mln budget* was presented on CinemaWell.com. Read about it on ScreenDaily.

For a quick video overview for viewers, watch <youtu.be/c7Dq6KO9lJU>.

Filmmakers, please watch <youtu.be/nFUz9sqn6oM>.

You may watch a short demonstration of our **prototype for version 2** at <youtu.be/7HbO9w6PlxA>.

Viewers gain access to diverse film content on CinemaWell.com that they would otherwise never see, because most independently-produced film content never finds its way into traditional cinemas. Viewers may **watch movies** and write reviews, and even better, ***be paid in ApplauseCash for these activities!*** Viewer may meet and interact with other viewers, participate in group chats before or during films, invite friends, and meet new friends who are viewing the same films. They may open their own cinema to share unlicensed content with free tickets.

Filmmakers may share all types of video content (full-length films, corporate training videos, concerts, sporting events, theater productions, dance company performances, short films, etc.) on CinemaWell.com with **unlimited audiences at one place at the same time**. Owners of video content can sell tickets to unlimited worldwide online viewers, priced in ApplauseCash. Filmmakers are given **full data analytics** about their viewers (which is so useful for filmmakers, but not provided by other platforms), and communication with their viewers for feedback and marketing

future films. Filmmakers may use a **crowdfunding** feature to raise money for development of future films.

"CinemaWell.com cinemas have an amazing future because the Internet opens doors to the whole world, and films present us with opportunity to experience a high level of emotions. When we watch films, we worry, meet, fall in love, laugh, cry together with the characters, in other words, live a whole life through the cinema. And there will always be a way to experience these emotions."

-- Serge Petrov, Founder, CinemaWell.com

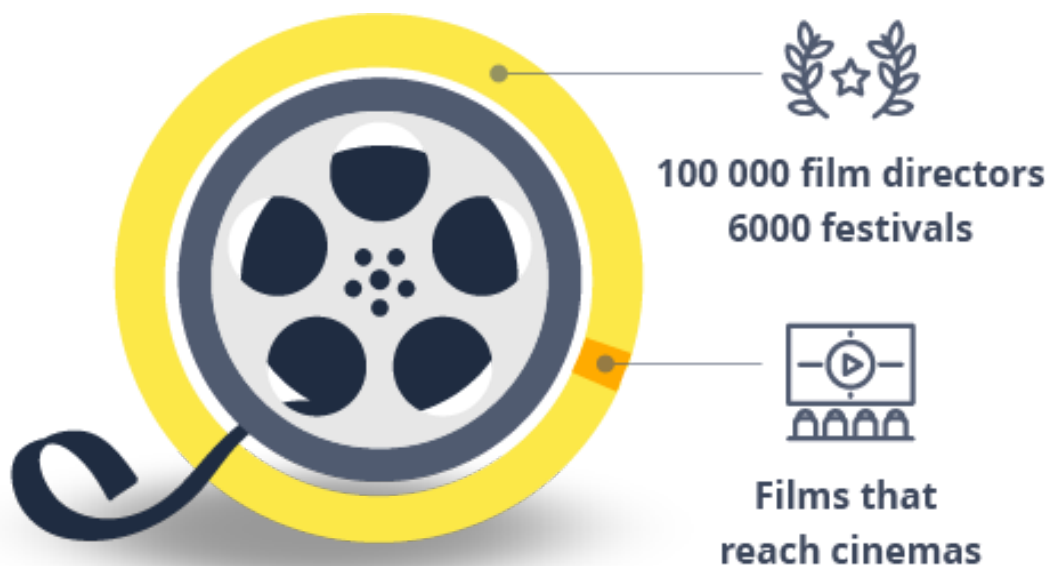
The screenshot shows the CinemaWell.com website interface. At the top, there's a navigation bar with 'Invite friend' and 'Share' buttons, the CinemaWell.com logo, and notification icons. The main section is titled 'The Shawshank Redemption' with a '0354' rating and a '204' viewer count. Below this is a large image of the movie's title card. Underneath, the 'Team and cast online' section features portraits of Frank Darabont (Director), Tim Robbins (as Andy Dufresne), and Morgan Freeman (as Ellis Boyd). Below that, the '26 are watching now' section displays a grid of 26 user avatars. The footer contains copyright information (© CinemaWell 2013—2017), links to Terms of Use & Privacy Policy, Helpful information (FAQ, Terms for video placing, Get a Pro account, Advertising), About us (CinemaWelcome history, Our team, Contact us), and Social networks (Facebook, Twitter, Instagram, Pinterest, Youtube).

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1. Introduction

Every year, there are approximately 6000 film festivals worldwide, with participation of over 100,000 film directors. With so many films being made, only a small percentage ever reach the big screen of the cinema. Only around 100 films from a festival ever reach the retail market. Even large film companies are not able to show all their movies physically in the cinema. Film companies and individual independent filmmakers must spend huge amounts to market their films, because without advertising, cinemas will not show a movie. The result is that many quality films never make it to the movie screens. This is a lost opportunity for both filmmakers and audiences.



CinemaWell.com seeks to create a social network of cinemas, to resolve this issue! Now anyone with an internet connection can open an online cinema, share a film, schedule a **movie premiere** (like in an real world cinema) and other viewing sessions, and sell and share tickets with viewers from around the world. Movies can be shown on an online platform, filmmakers can see each member of the viewing audience, and viewers and filmmakers can chat about the movies in real time.

Everybody wins!

Currently, one of the most popular platforms available for filmmakers to share video content is YouTube. **CinemaWell.com provides a much more user-friendly platform with far superior functionality.** When movies are viewed on YouTube, one of the most available metrics is just number of views. CinemaWell.com offers **much more valuable marketing data.** Filmmakers can save information about their viewing audience. This is a convenient tool for growing the filmmakers'

business, as they **can analyze their audiences, obtain feedback** from them, and **invite to view future films**.

Moreover, CinemaWell.com is a **win-win platform**, providing benefits to filmmakers and viewers. CinemaWell.com is a **win for filmmakers** and a **win for viewers** by bringing many advantages over other platforms, such as YouTube and Vimeo. Filmmakers can premiere their works, sell tickets at the price they choose. They also gain access to viewer feedback and valuable analytics about their viewing audiences. Viewers gain access to a wider range of films and get paid for watching and reviewing them. Viewers may share their experience by inviting friends or meeting new friends who enjoy similar films. Even better, they can **be paid** using our unique cryptocurrency (ApplauseCash, APLC) for **watching and reviewing films!**

The screenshot shows the CinemaWell.com website. At the top left is the logo. A search bar and navigation links are at the top. The main banner features a space-themed background with a ring of satellites and text announcing the world premiere of the movie «Multistellar» on February 22 at 20:15, with the promise of getting a cryptocurrency. A 'Get ticket' button is visible. On the right, a social feed shows recent activity, including movie watches and an invitation to watch «Multistellar».

Blockchain, a digital, distributed, public [ledger](#) of [transactions](#), is a fundamental technology for operating CinemaWell.com. Blockchain makes the technological infrastructure of distributed CinemaWell.com network and payments for the content secure and transparent for all participants of the network. This revolutionizes the mechanisms of the commercial film industry and other content. CinemaWell.com starts these revolutionary changes with the segment of any content in online screening market.

ApplauseCash is being sold during pre-ICO (January 18-24, 2018) and ICO period (February 1-28, 2018) and, according to our smart contract, will be distributed on March 1, 2018. Payment in **ApplauseCash** for watching and reviewing movies will be possible when CinemaWell.com version 2 is released in late April 2018.

2. Market Overview

"In the future, you'll probably see less and less of what we recognize as cinema on multiplex screens and more and more of it in smaller theaters, online, and, I suppose, in spaces and circumstances that I can't predict...Because for the very first time in the history of the art form, movies really can be made for very little money...You can get beautiful images with affordable cameras. You can record sound. You can edit and mix and color-correct at home. This has all come to pass."
-- Martin Scorsese, Legendary Film Producer¹



We are truly in a golden age for films, which is only a part of the entertainment and content screening industry, together with concerts, festivals, theatrical plays, sport events, business and education trainings, news, rallies, and much more.

IMDb (an Amazon company) is a historical database of film content, listing 373 thousand feature films, 477 thousand short films, and 167 thousand documentaries, dating back to the beginning of cinema. In recent years, film production has exploded, with almost 13 thousand films produced in 2017 alone. This number does

¹ <http://espresso.repubblica.it/visioni/2014/01/02/news/martin-scorsese-a-letter-to-my-daughter-1.14751>

not include independent films that are not included in the databases due to limited distribution or lack of awareness.

But just how large is the independent film content market? Festival Genius, the software that tracks independent film festival content lists 6.4 million viewers enjoying almost 70 thousand films in 2017. Chris Hyams, creator of Festival Genius and founder of B-Side Entertainment says that there may be as many as fifty thousand films created each year.

In addition to independent films, there are many other types of video content being shared online each day. In April 2017, Blue Corona Measurable Marketing Solutions shared that, ***"In the past 30 days, more online video content has been uploaded to the web than the past 30 years of TV content." A staggering "100 million hours of video content are [watched on Facebook daily](#)."***²

The recent explosion of growth in the film industry can be explained by lower cost of equipment for shooting, producing, and editing films, making film production a viable option for thousands of artists worldwide. In addition, the internet enables global film sharing, opening markets worldwide to filmmakers all around the globe. Notable genres include Bollywood (India) and Nollywood (Nigeria), both becoming major production sites in the past decade.

2.1. Challenges

The current environment creates huge challenges for both the filmmaker and the film viewer. Currently, film viewers have no way to find most independently produced film content, and film producers have no way to find viewers for their work. Major studios control all viable distribution channels, including theaters, cable television, DVD, etc. Independent film festivals attempt to fill the void in distribution methods for smaller filmmakers. However, each film festival may only provide 100 film slots for smaller films to be picked up by a smaller distributor such as Alphabet's YouTube, the "indie film" section of Netflix or Amazon, or a smaller Streaming Video on Demand (SVOD) portal.

Sadly, most content that does reach these channels receives only a very small number of views. Even those independent films that are picked up by these smaller distribution methods generally do not make a financial profit for their work. For the small number of films that do become popular, piracy is a growing problem. In China, for example, over 90% of film views do not result in financial gain for the

² <https://www.bluecorona.com/blog/video-marketing-statistics-must-see/>

copyright owners. In short, independent filmmaking has become a low-return financial investment, and as such, studios generally pursue only blockbuster action films by major producers. Consequently, there are very few opportunities for independent filmmakers to reach an audience and have the chance to generate income with their work.

CinemaWell.com solves these problems by introducing a social network of online cinemas, providing viewers with access to diverse and innovative film content that is currently not available in the general marketplace. Filmmakers benefit from a worldwide targeted viewing audience, a secure marketplace, and increased financial benefit from their labors, with 90% of proceeds from ticket sales going directly to filmmakers.

2.2. Available Platforms

Traditional physical movie theaters do not provide a scalable method for making the exploding amount of video content available to viewing audiences. Online platforms are already entering the market to fill this void. The most popular platforms for sharing and discussing video content are YouTube and Vimeo. Each of these has a lot to offer, but CinemaWell.com has more functionality.

Other online screening platforms do not allow for gathering of unlimited audiences; instead, viewers watch video content independently. There is very little online community, so viewers are left without opportunity to interact with other viewers and share feedback with filmmakers.

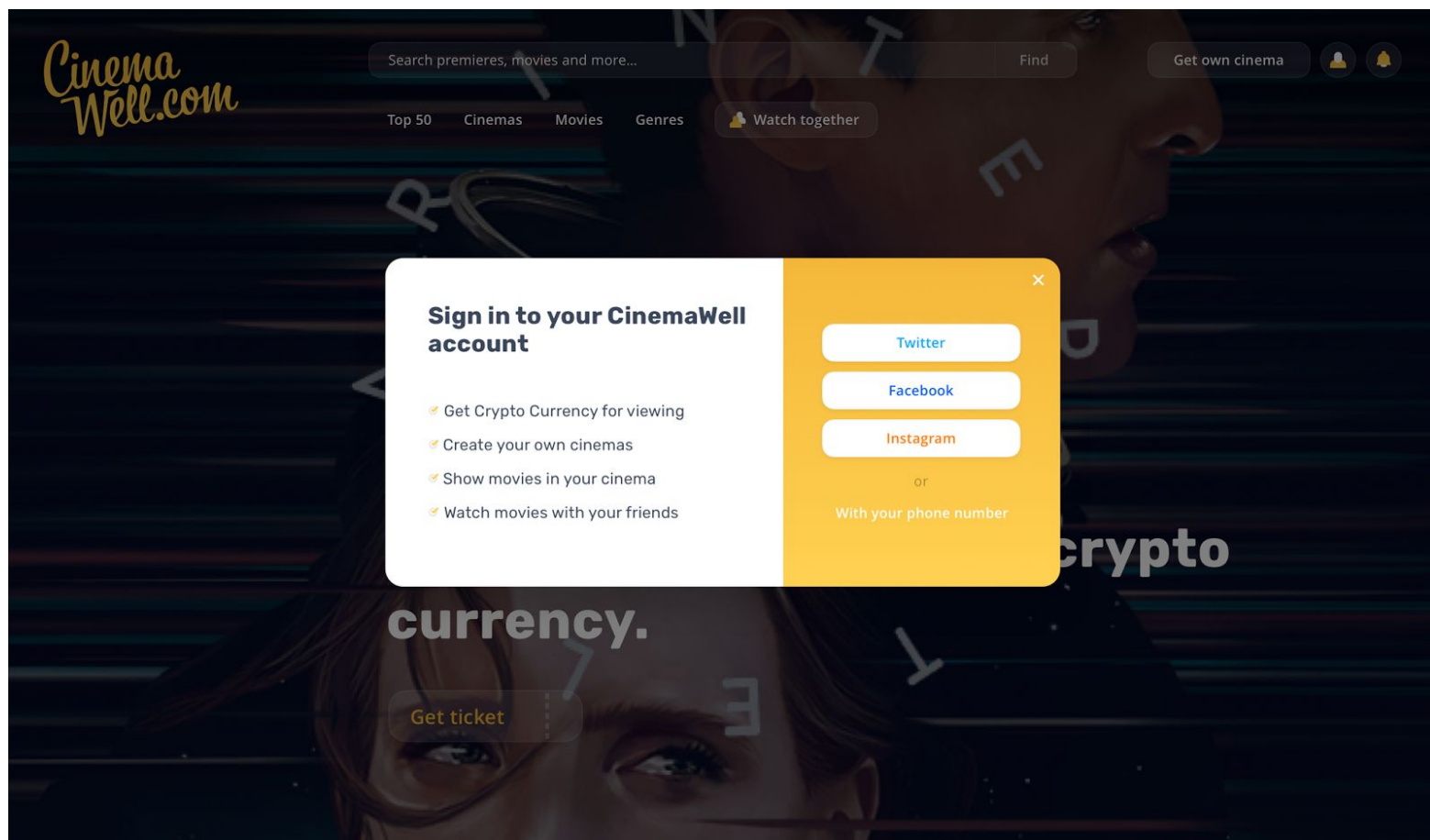
Filmmakers have very little data analytics about their online viewing audiences, with the only datapoint typically available being count of views. This makes it very difficult or impossible for filmmakers to gain feedback from viewers, to invite them to see future films, and to use crowdfunding to support development of future projects.

3. Solution: CinemaWell.com

The future of cinema is now!

CinemaWell.com introduces Internet Video Co-Viewing (IVCV), a new way of distributing video, which **allows an unlimited number of online users to gather together and view the same video content in one virtual theater at the same time**. The co-viewing experience is far superior to the independent viewing offered by current platforms such as YouTube and Vimeo. CinemaWell.com seeks to become the primary provider for both independent filmmakers and film viewers.

CinemaWell.com is the first social network of online cinemas with many great features. CinemaWell.com gives users a unique opportunity to be part of the new age of distributing movies, viewing films with thousands of other viewers, and going to the cinema with friends even when they are far away! Best of all, registration is free, and **viewers are paid in ApplauseCash for using CinemaWell.com!**



CinemaWell.com offers two account types; **Basic and Pro.**

3.1 Basic Account

A CinemaWell.com Basic account is designed for viewers of content. Basic Account owners may set up their own cinemas to share public domain content.

All CinemaWell.com users can purchase tickets (many for free) and watch films online. Viewers enjoy personalized content suggestions and a shared viewing experience that encourages networking with other viewers and filmmakers. CinemaWell.com allows audience members to get to know each other, invite friends to shows at specific viewing times and view the content together using live chat

features to discuss the film as they are watching it. (Chat is developed in a way that it does not interfere the ones who only want to watch movie. Viewers may turn off chat or enlarge their view screen.)

Viewers can invite new friends to view films together, and may even decide to date on our social platform. They can buy flowers or popcorn virtually, just like at a traditional cinema. After the show, viewers may send feedback to the filmmaker and continue discussions with audience members. This fosters relationship development between viewers who have similar interests. In addition, CinemaWell.com allows viewers to be paid for all of this using ApplauseCash!

The screenshot shows the CinemaWell.com user interface. At the top, there's a search bar and navigation links. The main section is titled 'Your account' and displays a balance of 2620,05 APLC. Below this, there are conversion rates for APLC/ETH and APLC/USD. A 'Withdraw' button is visible. The 'Transaction history' section lists three transactions with their timestamps, descriptions, and the resulting APLC balance.

Transaction history		
September 22 • 13:48	Watching the movie «Star Wars: Stories»	+ 171.104946 APLC
		2620,05 total
September 18 • 21:16	Watching the movie «Multistellar»	+ 50.2490 APLC
		2418,90240 total
August 21 • 19:32	Watching the movie «Toy story 3»	+ 10.2490 APLC
		2368,90240 total

Benefits to viewers include:

- Dramatic increase in film content available to view, making available thousands of independent films from all over the globe.
- Ability to interact with viewers who enjoy similar content, and find a new friend who will view the show with you.

- Ability to invite friends to view content together in online cinema.
- Ability to make targeted searches to find enjoyable content for personalized viewing experience.
- Get paid for enjoying film content.
- All of this is done from the comfort of your own home, with high-resolution and professional service.

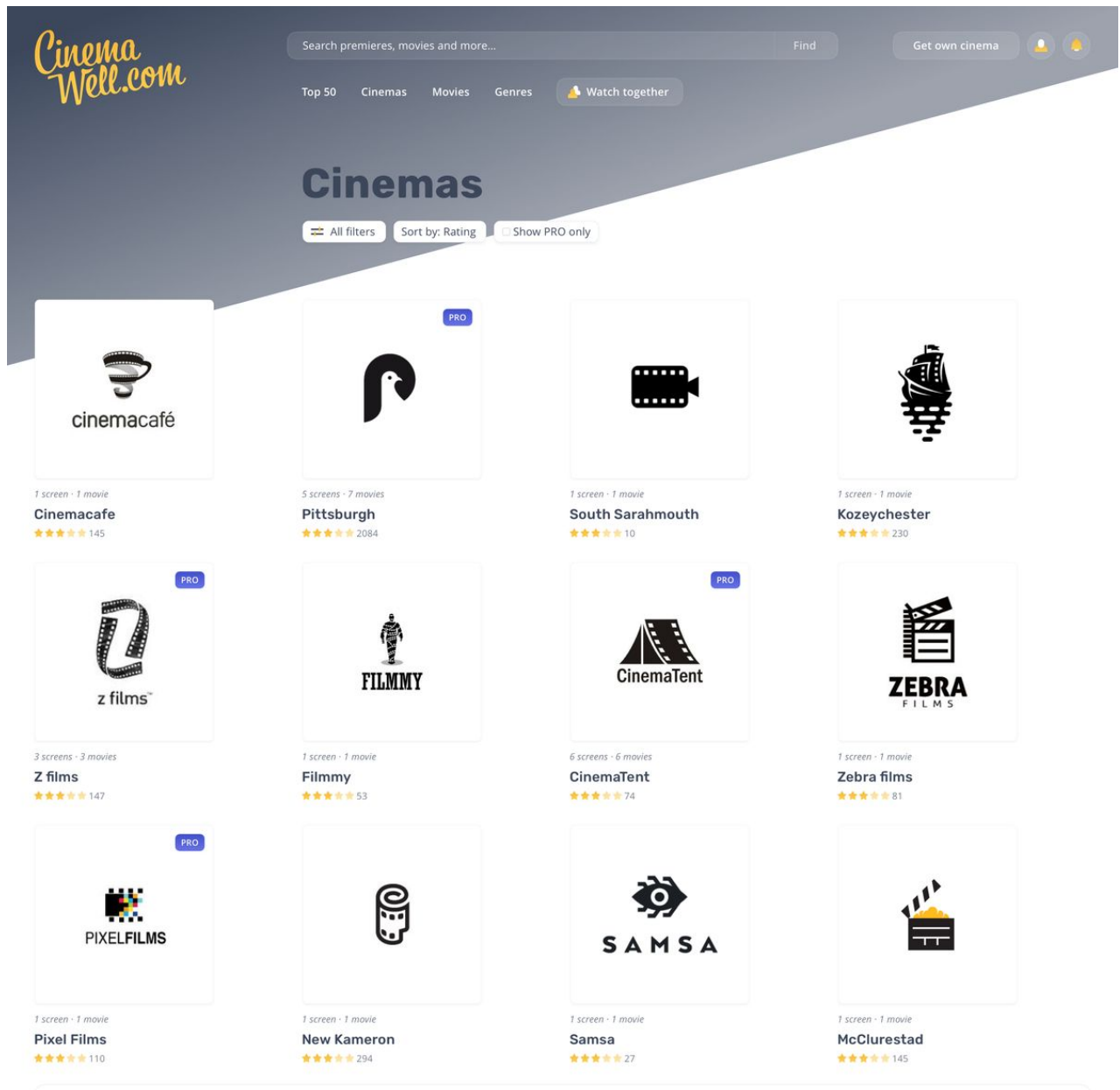
The platform also lets any user open own online cinema and load any unlicensed video content there, all free of charge. If the cinema owner *does not own the copyright to the content* he shares (e.g., the user copies content from YouTube), owner of the cinema is assigned a basic account, and tickets are free.

Summary of Basic Account Features:

- Get paid **ApplauseCash** for watching movies.
- Watch a film and find new friends (dating features).
- Chat in the cinema hall before, during, and after the show.
- Review movies and get paid **ApplauseCash**.
- Make a donation to help filmmakers produce content that you want.
- Participate in a grand cinema (millions of viewers can watch at the same time).
- Open your own cinema to show **unlicensed** movies around the world.
- Give private screenings.
- Stream films, sports, business training, and other popular events.
- Give ApplauseCash to help others pay for tickets.

3.2 Pro Account

Our Pro account is designed for filmmakers, companies, and all owners/licensees of video content.



When a cinema owner loads video content into CinemaWell.com and owns the rights to the film, a Pro account is created. Ticket price is set by the owner.


CinemaWell.com allows for unlimited number of viewers, so revenue potential in ticket sales is endless! All tickets are purchased with ApplauseCash.

Learn more at <youtube.com/watch?v=Slszbl_Y_Co>.

Pro account owners benefit from low-cost distribution of film content, worldwide audiences, feedback from viewers, and targeted marketing of future films. Filmmakers who create video content and share it via CinemaWell.com have access to the online profiles of each viewer. This helps to get more information about audiences and provides useful data analytics.


[Invite friend](#) [Share](#)

CinemaWell.com





The Shawshank Redemption


2h 22min left






Chat 204 [Hide chat](#)

 **Emma Carr**
Importance Of The Custom Company Logo Design


 **Claudia Hall**
Direct Mail Advertising How I Made 47 325 In 30 Days By Mailing 2 200 Letters


 **Lily Wilkerson**
Vinyl Banners With Its Different Types Kinds And Applications


 **Morgan Freeman** 
Nailing It On The Head With Free Internet Advertising


Say something...  [Send](#)


Team and cast online





Frank Darabont
Director


Tim Robbins
as Andy Dufresne


Morgan Freeman
as Ellis Boyd



26 are watching now
16 Web version • 10 Smart TV



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Helpful information
[FAQ](#)
[Terms for video placing](#)
[Get a Pro account](#)
[Advertising](#)

About us
[CinemaWelcome history](#)
[Our team](#)
[Contact us](#)

Social networks
[Facebook](#)
[Twitter](#)
[Instagram](#)
[Pinterest](#)
[Youtube](#)

The social network cinemas in CinemaWell.com provides a unique opportunity for Pro account owners (filmmakers or companies) to announce the creation or release of a new film. They can share the trailer of the next blockbuster in one place at one certain time. It is possible to collect in one virtual theater a million or more fans for a new movie premiere!

Benefits to Pro Account Users include:

- Break into the worldwide viewing market, that is currently closed for all practical purposes.
- Gather unlimited audiences.
- Receive feedback from viewers.
- Know exactly who is in the viewing audience.
- Notify past viewers of future content.
- Announce premieres for new films.
- Sell tickets at your price.

Summary of Pro Account Features

- All features of the Basic Account... PLUS...
- Get full data analytics for your films (age, gender, location, content preferences, etc.).
- Sell unlimited number of tickets at your preferred price.
- Establish your own cryptocurrency if desired.
- Use Crowdfunding platform for new film projects, festivals.

3.3. Additional Applications

For Film Festivals

CinemaWell.com provides a special feature that any Festival can take an advantage of. This includes the selection of films, and for the assessment and feedback, such as the nomination of "People's Choice Award."

Performers

With online streaming, every theater, dance company, band, etc., can perform for unlimited viewers around the world. Instead of limited audience size of perhaps 200-500 who could fit in a theater, they can have thousands or millions attend their shows.

This functionality is useful for sports, business training programs, company meetings, or music albums, dances, concerts, and so much more! In other words, CinemaWell.com provides a platform for sharing any content people would watch and enjoy!

Business Training

The social network of cinemas allows public shows, or private shows that can only be viewed by those with tickets. It is possible to see which ticket-holders have and have not viewed the content. This could be a useful feature for managers to know which employees have viewed the employee training videos, for example. The applications are limitless!

4. Road Map

- Inception of CinemaWell.com
 - market analysis.
 - develop version 1, testing.
 - participation in international conferences and film festivals.
 - exclusive premiere of the movie *The Gold* with \$2 million budget.
- 2018
 - quarter 1
 - ApplauseCash ICO.
 - product development.
 - participation in European Film Market, Hong Kong Film Festival.
 - quarter 2
 - CinemaWell.com version 2 release.
 - participation in Cannes Film Festival.
 - purchase rights to films.
 - quarter 3
 - CinemaWell.com 2.0 security audit and product launch.
 - mobile, desktop, smart TV.
 - quarter 4
 - Presentations at Hollywood, American Film Festival.
- 2019
 - quarter 2
 - begin production of our own content.
- 2020
 - quarter 1
 - post-production work on our own content.
 - premiere own movies/series.

5. Why Cryptocurrency

5.1. Blockchain and Smart Contracts

Although cryptocurrency investors are typically familiar with the underlying blockchain technology, for the sake of clarity, we include a brief review of blockchain and the smart contracts it enables. A blockchain is a type of digital ledger that is not maintained in one central location but is instead distributed among peers. The distributed records are kept on thousands, even millions, of individual computers all over the world – in contrast to the traditional form of database administered by a single, central body like a bank or federal reserve. Due to the decentralized nature of the distributed ledger, all recorded transactions are fully traceable and virtually impervious to tampering. This decentralized ledger, or blockchain, is synchronized within a given network via the internet, making all transactions visible to anyone within the network. Blockchain networks can have restricted membership or be open to the public. Because there is no centralized body with authority over blockchain networks, any individual with sufficient technological knowledge and resources can set up a blockchain. Every time a digital transaction is carried out between members of the network in question, the specifics of the transaction are compiled into a “block” that is protected by sophisticated cryptography. This block is bundled with other transactions occurring within the same timeframe and sent out to every participant in the network. Members of the network then compete for the right to validate these transactions by solving a complex, cryptographic puzzle, a task that requires significant computing power. The first member to solve the problem and complete the validation receives a reward. This process of competing for the right to validate a block is called mining. Each validated block receives a timestamp and is appended to older blocks, creating a chain of blocks that shows every single network transaction in chronological order. The entire blockchain is updated every few minutes so that each network member’s ledger contains identical information. Because any member can prove what is owned by whom at any given time, the blockchain is a completely transparent and tamper-proof record of transaction values and ownership.

Smart Contracts

A particularly promising application of blockchain technology is the implementation of *smart contracts*. **Smart contracts** are self-fulfilling agreements between network members. Any information inserted into these contracts is automatically treated according to a previously agreed upon protocol. Since the previously agreed-upon protocol is the sole arbiter of the transaction, the transaction can be carried out

transparently, free of conflict, and without expensive and time-consuming middlemen. Traditionally, legally enforceable agreements have required the intervention of expensive lawyers and notaries who draft and validate contracts. The costs and delays associated with this lengthy process become even greater in cases where parties disagree about contractual obligations. With smart contracts, agreement stipulations and enforcement functionality are already built in. This functionality includes when, how, and where a given payment or return is to be made. The smart contract even carries out such payments. Smart contracts both define the terms of the agreement and automatically enforce applicable obligations. Once deployed to the blockchain, a smart contract is given an immutable address, and the deployed contract cannot be altered. That makes smart contracts a direct, secure way of agreeing on the exchange of money, property, shares, or practically anything of monetary value. The Ethereum blockchain is especially dedicated to the development and application of smart contracts. Ethereum is an open blockchain that works as a decentralized computer, and as such, its source code is nonproprietary and visible to all. Although Ethereum has its own cryptocurrency Ether (ETH), it accommodates other cryptocurrencies. CinemaWell.com adheres to the standards of the Ethereum blockchain and shares with Ethereum a philosophy of creating access and transparency.

6. ApplauseCash Implementation

6.1. Financial Model

CinemaWell.com ecosystem allows for smart contracts using our proprietary ApplauseCash (index: APLC).

Total supply = 300,000,000.0000 (300 million) ApplauseCash

It is the plan that **no additional APLC** tokens will ever be released. 147,000,000 (147 million, 49%) APLC is allotted to be **used inside the platform** to pay viewers to watch movies, provide feedbacks, etc. 3,000,000 (3 million, 1%) is allotted to **pre-ICO**. 144,000,000 (144 million, 48%) is allotted to **ICO**. 3,000,000 (3 million, 1%) is allotted to **advisory board**. 3,000,000 (3 million, 1%) is allotted to **bounty campaign**. According to our smart contract, all **APLC will be distributed** to pre-ICO, ICO, bounty participants and advisors **on March 1, 2018**.

CinemaWell.com charges a percentage of the ticket price.

Within CinemaWell.com platform, **ApplauseCash** is used for:

- purchasing tickets.

- purchasing advertisements.
- upgrading “seat” to be at the center of attention.
- advertisement before beginning of movies.
- announcements, etc.
- virtual gifts, snacks, etc.

Our open source code is available for review on GitHub:

[<github.com/DigiMoiseus/ApplauseCashToken>](https://github.com/DigiMoiseus/ApplauseCashToken)

```

114         preIcoMinimumWei = 20000000000000000; // 0.02 Ether default minimum
115         icoMinimumWei = 20000000000000000; // 0.02 Ether default minimum
116         defaultPercent = 0;
117
118         preIcoBonuses.push(Bonus({duration: 1 hours, percent: 90}));
119         preIcoBonuses.push(Bonus({duration: 6 days + 5 hours, percent: 50}));
120
121         icoBonuses.push(Bonus({duration: 1 hours, percent: 45}));
122         icoBonuses.push(Bonus({duration: 7 days + 15 hours, percent: 40}));
123         icoBonuses.push(Bonus({duration: 6 days, percent: 30}));
124         icoBonuses.push(Bonus({duration: 6 days, percent: 20}));
125         icoBonuses.push(Bonus({duration: 7 days, percent: 10}));
126
127         preIcoStartTime = _preIcoStartTime;
128         preIcoEndTime = _preIcoEndTime;
129         preIcoHardcap = _preIcoHardcap;
130         icoStartTime = _icoStartTime;
131         icoEndTime = _icoEndTime;
132         icoHardcap = _icoHardcap;
133         softcap = _softcap;
134         rate = _rate;
135         wallet = _wallet;
136
137         isFinalized = false;
138
139         vault = new RefundVault(wallet);
140     }

```

6.2. ICO Structure

- ApplauseCash (APLC) by CinemaWell.com.
- Minimum investment during pre-ICO or ICO by any investor is 0.02 ETH. This is approximately 18.18 USD using conversion rate 1.00 USD = 0.000815 ETH as of 2018 January 10.
- CinemaWell.com releases 300,000,000 (300 million) (100%) . Our plan is not to increase the supply of ApplauseCash thereafter.

Pre ICO

Offering size

3 000 000 APLC tokens (1% of all available APLC)

to be sold at special Pre-ICO price:

1st hour: 8 am - 9 am EST January 18th, 2018 -- with **90% bonus**

Rest of the time of pre-ICO (until Jan 24th) -- with **50% bonus**



START: 18 Jan 2018 at 8:00 am EST

FINISH: 24 Jan 2018 at 11:59 pm EST



1 APLC = 0,0011 ETH (Ethereum)

1 ETH = ~ 850 APLC

(\$1 = 1 APLC) - APLC is dependent on Ethereum

ICO

Offering size

144 000 000 APLC tokens (48% of all available APLC)

to be sold at special ICO price:

45% bonus - first hour of ICO (8 am - 9 am EST February 1st, 2018)

40% bonus 1 Feb till 7 Feb **20% off** 16 Feb till 21 Feb

30% off 8 Feb till 15 Feb **10% off** 22Feb till 28 Feb



START: 1 Feb 2018 at 8:00 am EST

FINISH: 28 Feb 2018 at 11:59 pm EST



1 APLC = 0,0011 ETH (Ethereum)

1 ETH = ~ 850 APLC (\$1 = 1 APLC)

6.2.1 Pre-ICO

Timing (All times are in US Eastern time zone, UTC/GMT-05:00)

- Start: 2018 January 18 08:00.
- Finish: 2018 January 24 23:59.

Offering

- pre-ICO soft cap: 50,000 (fifty thousand) APLC.
- pre-ICO hard cap: 3,000,000 (three million) APLC (1% of all available APLC).

Pre-ICO Pricing

- 1.0000 APLC = 1.00 USD (Note: Price is the ETH equivalent of 1.00 USD. The Ethereum rate as of 2018 January 10 is 1.00 USD = 0.000815 ETH).
- 90% bonus — opening hour: 2018 January 18 08:00–09:00.
- 50% bonus — balance of pre-ICO.

6.2.2 ICO

Timing (All times are in US Eastern time zone, UTC/GMT-05:00)

- Start: 2018 February 01 08:00.
- Finish: 2018 February 28 23:59.

Offering

- Hard Cap: 144,000,000 (one hundred forty-four million) APLC (48% of all available APLC) to be sold in ICO.

ICO Pricing

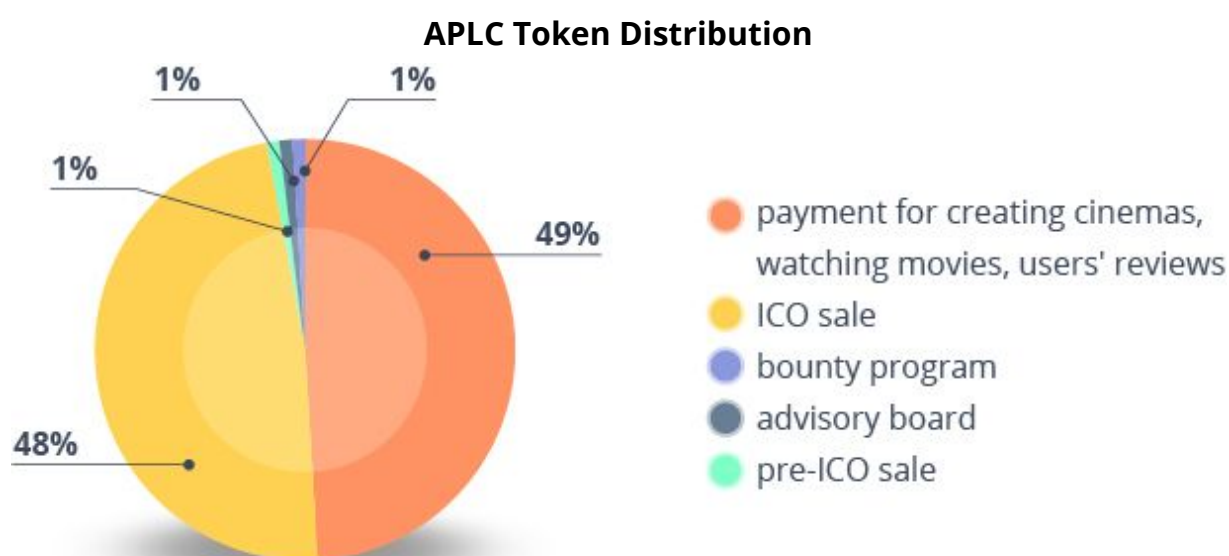
- 1.0000 APLC = 1.00 USD (Note: Price is the ETH equivalent of 1.00 USD. The Ethereum rate as of 2018 January 10 is 1.00 USD = 0.000815 ETH).
- 45% bonus — opening hour: 2018 February 01 08:00–09:00.
- 40% bonus — February 01–07.
- 30% bonus — February 08–15.
- 20% bonus — February 16–21.
- 10% bonus — February 22–28.

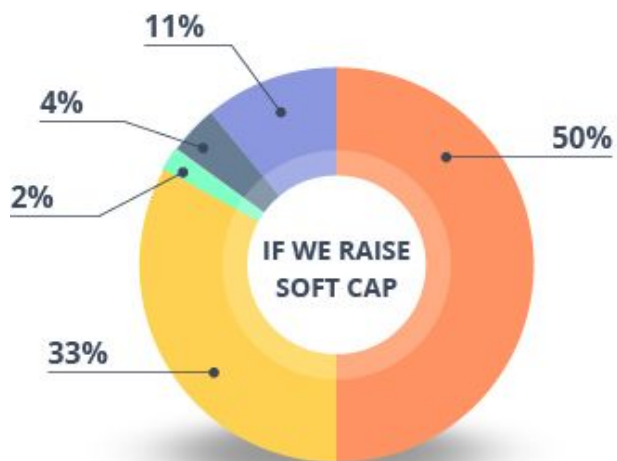
6.2.3 Additional Distribution

➤ *Bounty Promotion*

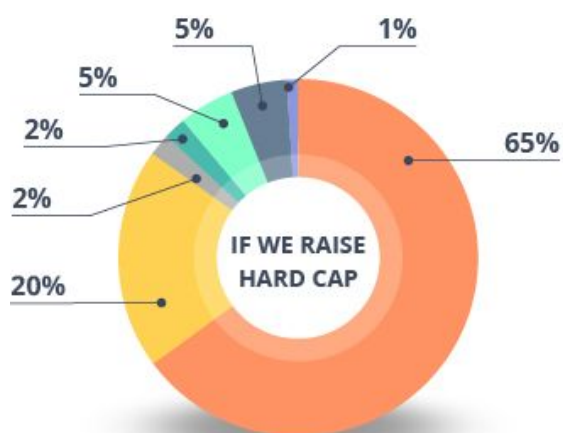
The remaining ApplauseCash of at least 3,000,000 (three million) (1% of all available) will fund the Bounty promotion.

- The CinemaWell.com team will reward Bounty participants in the time following successful completion of the ICO.





- marketing and promotion activities (purchasing owners rights for movies)
- product development (support, hosting)
- team
- sales (listing our tokens on the stock)
- financial and business analytics



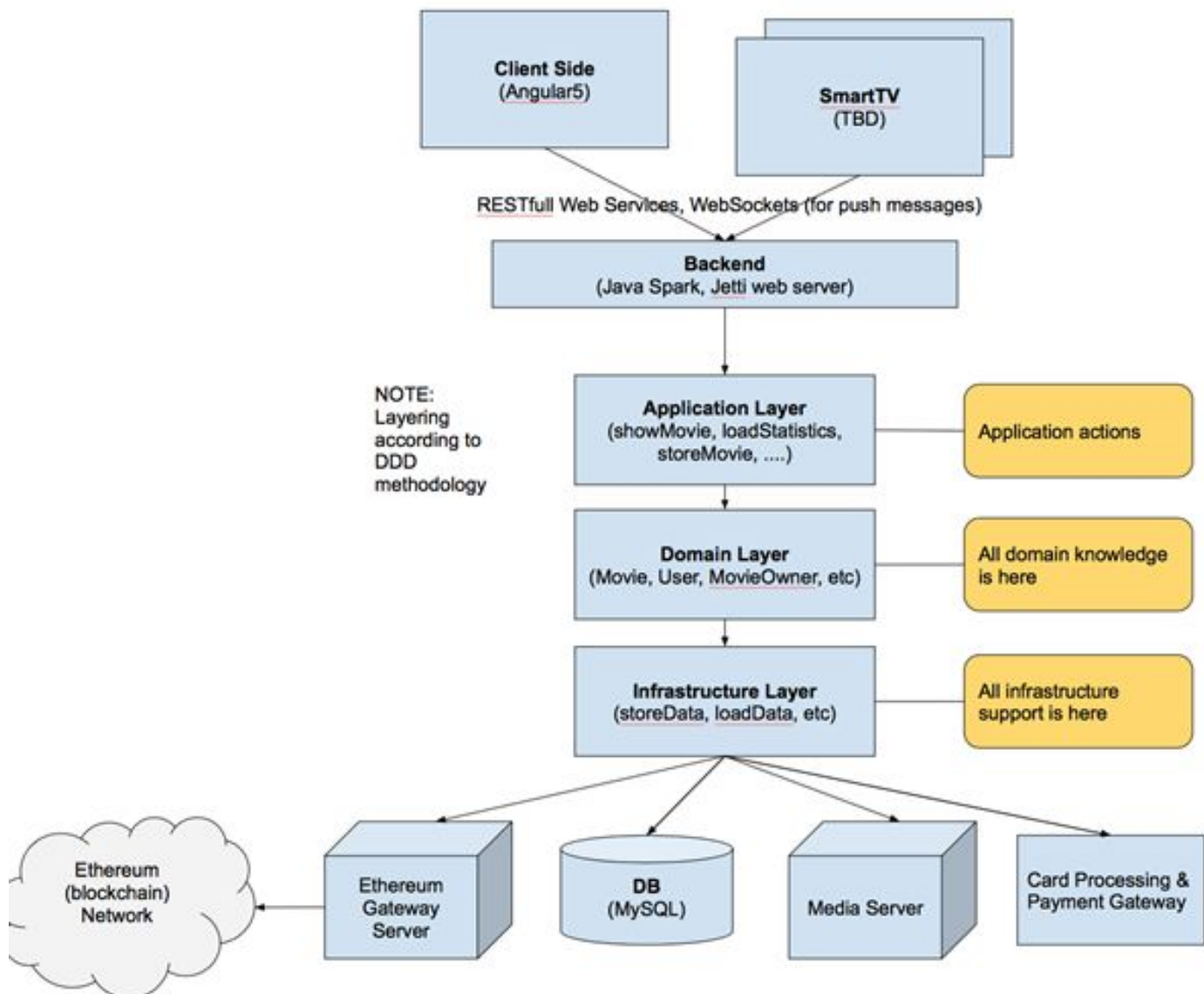
- creating own content (CinemaWelcome movies, like House of Cards in Netflix) and marketing
- product development
- promotion activities
- team
- administrative and general
- sales and business analytics
- financial analytics

7. CinemaWell.com High Level Architecture

Key Values

CinemaWell.com architecture is based on few main values:

- Ready for high load.
- Easy to scale.
- Architecture and code should be self-explained (simple enough for understanding).
- Maintenance and extension costs should be low
- Components granularity should not overcomplicate automated unit tests and other tests.



CinemaWell.com project will be implemented as a typical client-server application.

Client Side

There will be few main implementations:

- Browser-based Client Side
 - Will be implemented using Angular5, which is latest version of Angular framework owned by Google.
- SmartTV Client Side
 - Will be used for SmartTV devices
- IOS and Andriod Client Side
 - Will be used for Mobile devices

Backend Side

Backend is operated by Jetty web server. RESTfull API is provided as a set of microservices implemented using Java Spark framework.

Backend is separated into 3 main layers (according to DDD methodology):

- Application Layer
 - Contains list of RESTfull API web services which represent atomic operations for client side.
- Domain Layer
 - Contains all the Domain knowledge: entities, relationships, behaviour, etc.
- Infrastructure Layer
 - Contains mechanism to store/load/execute data:
 - Interact with persistent storage (DB)
 - Send receive bills
 - Store/load media files (movies)
 - Interact with Ethereum (blockchain) network

Backend also contains all necessary security solutions to preserve users sensitive data and hackers attacks protection.

8. Team



- ★ **Serge Petrov**, founder, creator, and chief innovator.
25 years as a writer.
LinkedIn: <[linkedin.com/in/serge-petrov-b755417b](https://www.linkedin.com/in/serge-petrov-b755417b)>.



- ★ **Liliya Valihun**, CEO.
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- ★ **Ihor Bula**, CBO, project manager.
LinkedIn: <[linkedin.com/in/ihor-bula-b51220107](https://www.linkedin.com/in/ihor-bula-b51220107)>.



- ★ **Kostia Kulyk**, project architect.
15 years as software engineer.
LinkedIn: <[linkedin.com/in/kkulyk](https://www.linkedin.com/in/kkulyk)>.



- ★ **Shelly Cline**, senior business consultant.
LinkedIn: <[linkedin.com/in/shelly-cline-078b6414b](https://www.linkedin.com/in/shelly-cline-078b6414b)>.
- ★ **Yuryi Pavliyk**, CFO.
15 years in trading.
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Social Awareness

CinemaWell.com is not just another company. It's socially active and supportive! Half of the revenue is directed toward IT Academy for Orphans, Hebron! CinemaWell.com chose to be technically developed and supported by HebronSoft, a social enterprise.

- ITAcademyForOrphans.com
- Hebron-Soft.com

Other team members:

Strategy/Financial model:

John Greefine

Roman Yurkevych

Blockchain experts:

Max Kyle

Yuryi Pavliuk

Content manager:

Zack Staller

Denver Braughler

John Brick

UX/UI designers:

Alexa Rudenko

Dennys Basnikov

Nataliia Nazarko

Nataliia Kachanovska

Front-end developers:

Michael Odrekhivskyi

Yuryi Petrichenko

Max Kiryanov

Marketers/SMM:

Ruslan Mamedov

Lena Litvinova

Anastasiya Martianova

Olha Lobodieva

Alex Sokolov

Kiril Panarin

Alexa Butenko

Olivia Page

9. Escrow agent / advisors

Escrow Agent



★ **Marc Ivanchak**

Pastor, 25 years as CEO and founder of [Wego Ministries, Grace Life Outreach](#).
Missionary in over 40 countries.

Advisors



★ **Davide Lombardi**

Multi-Awarded MLM Leader, International Coach & Trainer, Investor,
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★ **Brian Lewis**

Founding partner at New Frame.

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★ **Eugene Cline**

Global service delivery executive at Cisco.

LinkedIn: <[linkedin.com/in/eugenemcline](https://www.linkedin.com/in/eugenemcline)>.

10. Legal Disclaimers and Risks

10.1 Legal Disclaimers

This white paper is intended to present the CinemaWell.com platform and ApplauseCash (APLC) to potential investors in connection with the proposed Initial Currency Offering (ICO). The information contained within this document cannot be exhaustive and does not imply or form any elements of a contractual relationship. Potential investors may use the information within this paper to determine whether or not to make a more complete analysis of the company, and eventually determine to purchase ApplauseCash (APLC) during the ICO period.

No information contained within this white paper is a prospectus of any sort or an advertisement for investment. It does not relate to any security in any jurisdiction. ApplauseCash is a utility token, designed for the purpose of usefulness within the CinemaWell.com social network, as described in this white paper. This document and the products described are not subject to investor protection laws or regulations of any jurisdiction, nation, or municipality, including the state or country in which a potential investor is a resident. ApplauseCash does not constitute a digital currency, or any other type of security, and as such has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other nation. It is not the intent that ApplauseCash would be sold or used in any jurisdiction where restricted or prohibited.

ApplauseCash is intended solely for the specific rights outlined in this white paper, and are not intended to infer any rights (such as ownership, profit, redemption, liquidation, intellectual property ownership, financial, legal, or any others not stated here). While this white paper does contain certain ideas, estimates, projected financial information, and potential future directions, it is critical that potential investors remember that all of these statements or information include and involve risks uncertainties that are both known and unknown. Such risks may result in outcomes that are different from the estimates and expectations provided and expressed within this white paper.

The English language version of this document is the primary and official source of information about ApplauseCash. If or when this document or the information contained within it are translated into different languages, to be used in communications with existing or prospective buyers or partners, some of the meaning may be inadvertently corrupted or misrepresented. The accuracy of information represented within this type of translations cannot be guaranteed. If any inconsistency exists between translations, the official English version shall serve as the authority.

10.2 Risks

Any investor who purchases any cryptocurrency must enter such purchase knowing that this purchase will naturally include a high degree of risk. Risks of purchasing ApplauseCash (APLC) include, but are not limited to:

- ApplauseCash is designed to enable purchasers to use the CinemaWell.com platform to purchase tickets to watch video content. Any future enhancements to the platform might or might not provide additional functionality.
- While this white paper does describe legitimate and sincere intentions to release future versions of CinemaWell.com, there is always a risk that such

goals might not be achieved. As such, buyers of ApplauseCash are encouraged consider existing functionality, and not rely on expectations of additional benefits of future releases of the CinemaWell.com platform.

- For potential buyers of ApplauseCash, it is recommended to carefully consider all of the information and risks outlined within this white paper, including but not limited to:
 - **ApplauseCash** is completely dependent on the CinemaWell.com platform, which is in turn, dependent on software applications, computer hardware, and the Internet. As such, CinemaWell.com cannot guarantee that a system failure would not harm the value and use of **ApplauseCash**. In spite of implementation of all reasonable network security measures, there always remains a potential risk of security breaches, viruses, or other service interruptions. Such events could cause delay or suspension of services available on the CinemaWell.com platform, thus impacting the value and usefulness of the **ApplauseCash**.
 - Smart contract technology is in the early and experimental stages of development. As such, there are significant questions that remain regarding the regulatory, technological, operational, financial, and other risks. While third parties will conduct independent audits to reduce risk and increase transparency, there cannot be any form of warranty, implied or actual, that the **ApplauseCash** ICO smart contract is without vulnerabilities or issues which could cause degradation or loss of **ApplauseCash**.
 - Because of the cutting-edge nature of blockchain technology, there are certain regulatory risks that such technology may be untested in some jurisdictions. Such jurisdictions may apply existing regulations or create new ones in such a way that may conflict with the **ApplauseCash** ICO smart contract setup or concept. There is always a risk that such regulatory applications might interfere with or change the **ApplauseCash** ICO smart contract and/or limit or terminate usefulness of **ApplauseCash** functionality.
 - The tax implications of holding **ApplauseCash** tokens is not expressed within this white paper. **ApplauseCash** holders must take responsibility for ensuring their compliance with tax laws of relevant jurisdictions and for paying of all required taxes.
 - Force majeure (unforeseeable) risks may diminish performance, interrupt service, or discontinue value of CinemaWell.com functionality, resulting in loss of value or usefulness of **ApplauseCash**. Such risks include, but are not limited to:
 - negligence or malfeasance of any party, having a harmful effect on the party's ability to perform its obligations;

- any result or natural consequences of uncontrollable and external irresistible forces that impact functionality and/or value;
- circumstances that are included in the contract;
- acts of nature, wars, armed conflicts, civil disorders, epidemics, lockouts, slowdowns, shortages of energy supply or communication services, governmental acts, and any other circumstances beyond the control of CinemaWell.com.

If such circumstances occur before the issuance of **ApplauseCash** and CinemaWell.com is unable to issue tokens within a six month period from the projected date, the escrow agent may provide a refund at the purchaser's request. To the extent feasible, such refunds will be issued in original manner of payment to the same digital wallet or bank account from which funds were originally transferred.

- Any information received from **ApplauseCash** purchasers about amount owned, wallet addresses, etc, may be disclosed to government officials, law enforcement agents, and or other third parties when it is required by law or subpoena or court order. In such circumstances, CinemaWell.com shall not be held responsible for the disclosure of this information.
- Fluctuation of **ApplauseCash** value may be significant for various reasons. Fluctuations are difficult or impossible to predict. Although CinemaWell.com team believes that any forward-looking statements contained within this document are reasonable, CinemaWell.com cannot guarantee that any predictions contained herein are accurate, and cannot be held responsible for **ApplauseCash** value at any time.

Cryptocurrency Volatility

Although some cryptocurrencies have seen a significant increase in value in recent years, the cryptocurrency market has also experienced material volatility. Moreover, with governments around the world beginning to focus on cryptocurrencies, volatility could be amplified as market participants react to the possibility of increased regulation. However, such effects are difficult to predict, and cryptocurrency holders are therefore prudent to diversify their holdings. For example, asset-backed tokens represent a promising source of diversification since token values are backed by real-world assets.³

³ realisto.io/files/papers/Whitepaper/REALISTO_Whitepaper_V1.2_EN.pdf

Meet us

Meet our team and enjoy our presentation
at the following world events



The show must go on!

The CinemaWell.com Team

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- Facebook: facebook.com/cinemawelcome
- Twitter: twitter.com/CinemaWell
- Instagram: instagram.com/cinemawelcome
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