



Disclaimer

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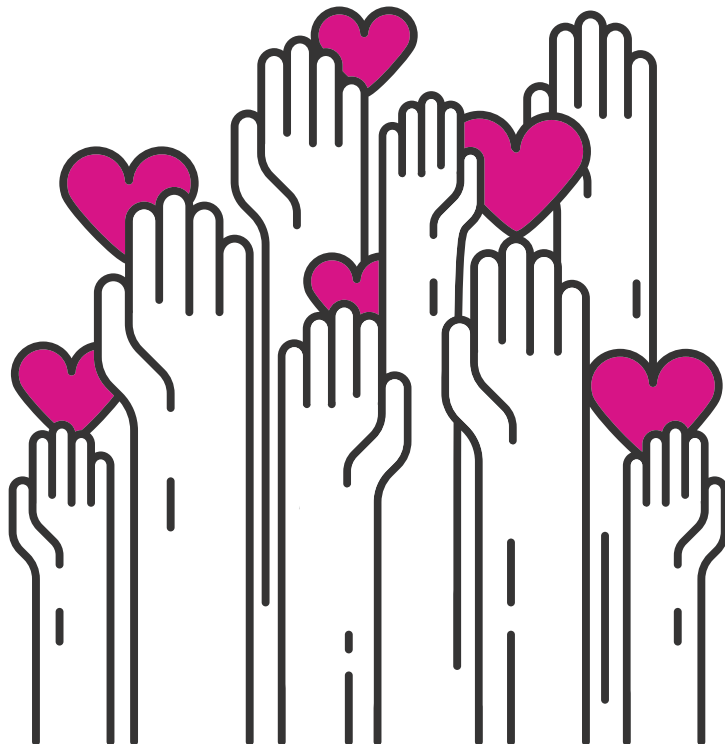
What is injii

injii is the streaming platform that gives back.

Our Mission

Providing an Ecosystem for Change

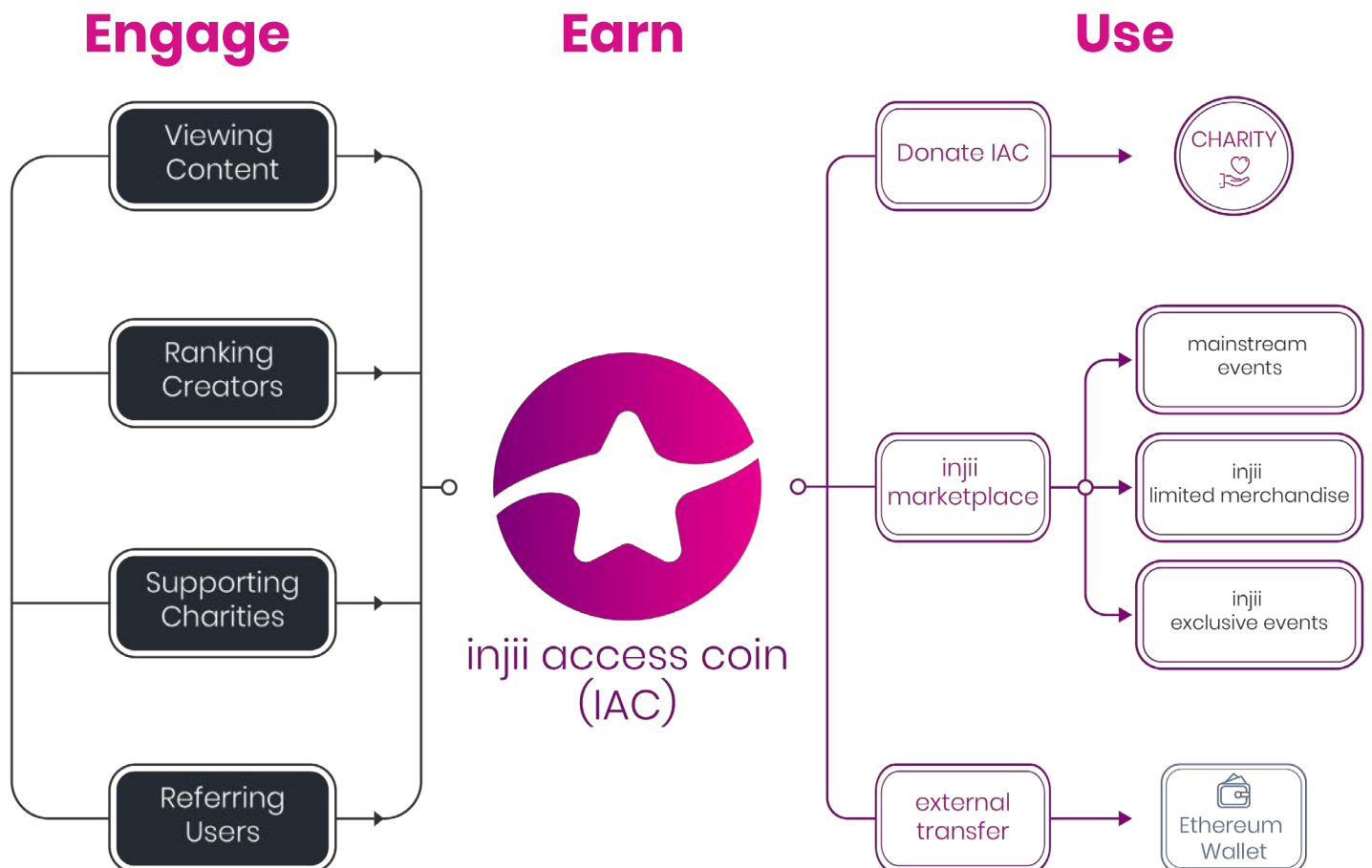
injii is the streaming platform for social good that engages content creators, charities and fans. Our mission is to empower people all over the world to affect positive change in areas including but not limited to poverty, health, human rights and social justice.



New Paradigm

Traditional streaming platforms only compensate content creators by paying them for site traffic or for ad spots, making value generation a one-way street that rewards clickbait. That's **NOT** how injii works. Through the integration of blockchain technology, our injii Access Coin (IAC) simultaneously rewards content creators, viewers, and charities for interacting within the injii community.

For the first time, Users are going to be rewarded for doing what they have always done---watching content! By simply viewing streams, casting a vote, and by referring others to the site, Users will earn injii coin which they can use in a variety of ways.



The Team

Management Team



CEO
Justin Paul



COO
Robert Varghesse



CTO
Dave Casanada



CMO
Swan Burrus



Director of Communications
Joe Gumm

Core Technical Team



Frontend Dev/UI
Guillermo Casanova



Copy/UX
Alana Questell



Designer/Illustrator
Caroline Jewell



**Head of Blockchain
Development**
Neeraj Srivastava
(CTO - DLT Labs)



**Lead Blockchain
Architect**
Umesh Singh Kushwaha
(DLT Labs)

The Advisors

Advisory Board



Philanthropy

[Cordell Carter, II](#)



Media & Marketing

[Chris Sumner](#)



Event & Production

[Ben Kreiter](#)



To Be Announced



Token Sale

[Sishir Varghese](#)



Blockchain Technology

[David Menard](#)



Compliance

[Thomas Hyun](#)



Cyber Sercurity

[Jorge Rodríguez](#)



Quantitative Modeling

[Olivier Azan](#)



Technical Infrastructure

[Daniel Zen](#)

Our Partner Network



Now that you know who we are, what we're about, and who supports us already, let's unwrap why injii's time is now.



Global Trade is Broken

Understanding Blockchain and Where It's Taking Us

Centralized entities such as governments, banks, and payment processors oversee transactions, making people worldwide rely on these institutions to facilitate and safeguard transactions. Yet another problem with this system is that all of the information about those transactions is kept from the public.

Blockchain is Here

Understanding Blockchain and Where It's Taking Us Cont.

A remedy to this clunky old way is here and Jim Zemlin, the Executive Director of the Linux Foundation, said it best:

“Blockchain is a peer-to-peer distributed ledger technology for a new generation of transactional applications that establishes trust, accountability and transparency while streamlining business processes. Think of it as an operating system for interactions. It has the potential to vastly reduce the cost and complexity of getting things done.”

How We Can Use It

Channeling the Benefits of Blockchain Technology

The blockchain, built on sound mathematical principles, is programmed to maintain a collective bookkeeping ledger which is distributed across the entire network. This means that every transaction is logged and available for all to see, and so everyone has access to a shared single source of true and accurate records. The blockchain is the foundation of digital cryptocurrency and a secure transaction system.

This revolutionary technology has the ability to disrupt nearly every industry that currently exists.

Bad Actors Misuse Blockchain

Raising the Bar in the Crypto Space

Often when people talk about Blockchain, they're actually referring to Bitcoin. Bitcoin represents a transaction on a blockchain, and is only one of many cryptocurrencies that currently exist.

Bitcoin's popularity, notoriety, and widespread adoption was initially due to the appeal of its transparency and permissionless nature. But now, motivation for investing in digital assets like Bitcoin and other cryptos has shifted towards financial speculation, fueling the rise in both price and volatility.

Unfortunately, speculation has led to many questionable products hitting the market that have duped both serious investors and people who are trying to cash in on the cryptocurrency craze.

Questionable products in this market often come from companies that are not legally viable entities, that are not offering a service that has real value, and that don't allow investors to earn appropriate ROIs.

In response, there has been regulatory actions taken around the globe. And we believe this is good for market participants as it removes bad actors and will aid in bringing an investing (vs. speculating) mindset to the space.

We Know Where We're Headed

Leading the Way with Years of Insight

We've put in the time

injii, LLC was founded in 2014 and is a US domiciled company. And we graduated from both the IBM SoftLayer Incubator program and the GigTank Accelerator program.

We're offering a product with real value.

Through the integration of blockchain technology, our injii Access Coin (IAC) simultaneously rewards content creators, viewers, and charities for interacting within the injii community.

Our product is ready to use.

Our prototype is now available to be previewed by investors. We will have a full-scale platform ready for commercial release within 90 days after the conclusion of our initial capital raise



injii's Moment is Now

Shedding Light on Why Live Video Is King

As brands compete for attention, having live content is a key differentiator.

Live video's growth is outpacing that of other types of online video, with a **113% increase in ad growth yearly**. And by next year (2019), online video will be responsible for **80% of global Internet traffic**. In the US alone, online video will be responsible for **85% of domestic Internet traffic**.

Viewers spend **8 times longer watching live video** than on-demand content. That's 42.8 minutes for live video versus 5.1 minutes of on-demand. **100 million Internet users** watch online video every day.

What does that mean for you?

In a market dominated by live video, injii will become a hub of live video content where publishers can buy ad space.

Companies invest in digital marketing because simply-- it works. Digital marketing budgets are projected to grow from **\$57.29 billion in 2014 to \$103.37 billion in 2019**. That's around 55% increase in just 5 years. **96% of B2B organizations** are using video as part of their online marketing and 73% report a positive ROI.

The Tides are Turning

Creating Wealth through Shared-Value Generation

“Under the first generation of the Internet, many creators of Intellectual property did not receive proper compensation for it. Exhibit A was musicians and composers who had signed with record labels whose leaders failed to embrace the digital age and reinvent their own business models, slowly ceding control to innovative online distributors.

With the rise of a global peer-to-peer platform for identity, trust, reputation and transactions, we will finally be able to re-architect the deep structures of the firm for innovation, shared-value creation, and perhaps even prosperity for the many, rather than just wealth for the few. This doesn't mean smaller firms in terms of revenue or impact. To the contrary, we're talking about building twenty-first-century companies, some that may be massive wealth creators and powerful in their respective markets. We do think entrepreneurs will look more like networks rather than the vertically integrated hierarchies of the Industrial age. As such, there is an opportunity to distribute (not redistributew) wealth more democratically.”

- Alex and Don Tapscott, Blockchain Revolution

Live Video, Blockchain, and the Paradigm Shift

Leaning in to Help Everyone

So.

Live video is king.

Blockchain technology is here to stay.

And the Internet is undergoing a paradigm shift that empowers users.

That's why we've combined these elements to create a platform that helps everyone who uses it and then some.

Shared-Value Generation

Leveraging Blockchain to Benefit All

Traditional streaming platforms only compensate content creators by paying them for site traffic or for ad spots, making value generation a one-way street that rewards clickbait. That's NOT how injii works. Through the integration of blockchain technology, our injii Access Coin (IAC) simultaneously rewards content creators, viewers, and charities for interacting within the injii community.

With injii, for the very first time users will be rewarded for doing what they have always done-- engaging with content! By simply viewing streams, casting a vote, or referring others to the site, users will earn injii Access Coin which they can use in a variety of ways.

Furthermore, as Users watch and cast votes for different streams, the content creators earn IAC both for themselves and the charities they support. In addition, injii offers creators multiple ways to monetize their work (e.g. ad revenue sharing, branding, and merchandise sales). And we offer all of this from Day 1!

Committed to Good

Cutting the Cost of Fundraising to \$0

At injii, we're changing the mechanisms of philanthropy.

Raising money costs money. But it doesn't have to. In 2016, millions of Americans donated a total of \$344 billion dollars to public 501(c)(3) charities, up 4.2% from the year before. Startlingly, nearly 37% of these contributions were used to cover the cost to raise the donations. That means hundreds of billions of dollars that could be used for good are wasted on fundraising because raising money costs so much money.

injii's goal is to cut the cost of fundraising to \$0: eliminating the barrier to entry for charities looking to raise money for good by connecting them with a built-in audience and live content creators.

Integrating blockchain technology allows injii to decentralize creative content ratings and provide both transparency and cost efficiency to how charitable organizations raise donations.

Empowering people to make real change: Through injii, ANY individual ANYWHERE in the world can now affect change in poverty, health, human rights or any social impact cause.

Who Will Use injii?

Seeking Passive Activists

“Technology is nothing. What’s important is that you have a faith in people, that they’re basically good and smart, and if you give them tools, they’ll do wonderful things with them.”

– Steve Jobs

How Will Users Use injii?

Streaming for Change

The injii platform allows for content creators to stream live while leveraging their performance to make a change in the world. We’re decentralizing content using a heatmap engine that organically features popular streams on the platform, both in a listing format as well as global impact view. Priority is given to streams that are receiving increasing appreciation through votes.

We provide a custom-tailored viewing experience for the user while also publicly ranking notable streams, so as to best deliver the highest quality and most meaningful content to our users. On top of all the rating metrics, dynamic content display, and user interactivity, we have built the platform to reward Users, Content Creators and Charitable Organizations simply by viewing content.

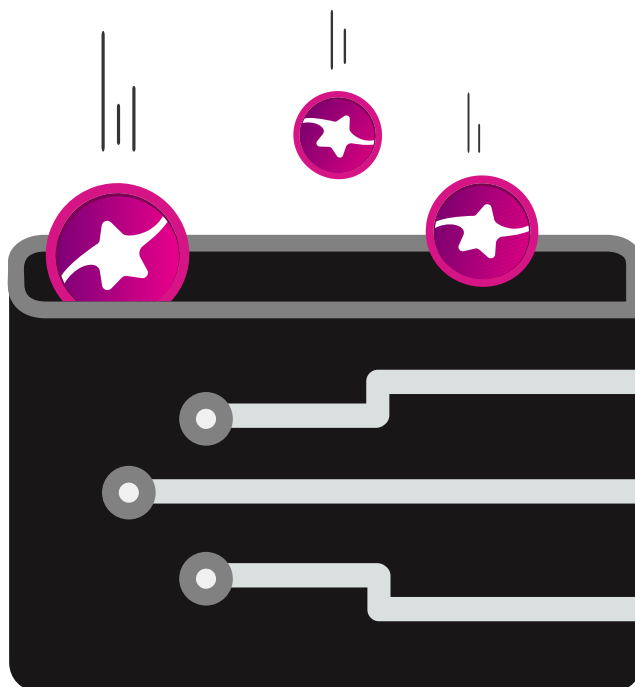
Why Will They Use injii?

Leveraging Interaction to Create Value

Users will be drawn to use injii because of the quality live content and because their interactions on the platform will create value via the the injii Access Coin (IAC), an Ethereum Network Compliant ERC-223 Token.

IAC is the mechanism through which content creators, viewers, and charities are all rewarded in the injii ecosystem. Users that view, rate, and comment on live streams will simultaneously generate IAC directly into their wallet, the wallet of the content creator and, best of all, into the ones of charities they support.

We value giving donations to charities on injii. However, the way our platform is built will make donations optional since charities will earn IAC while users simply view content.



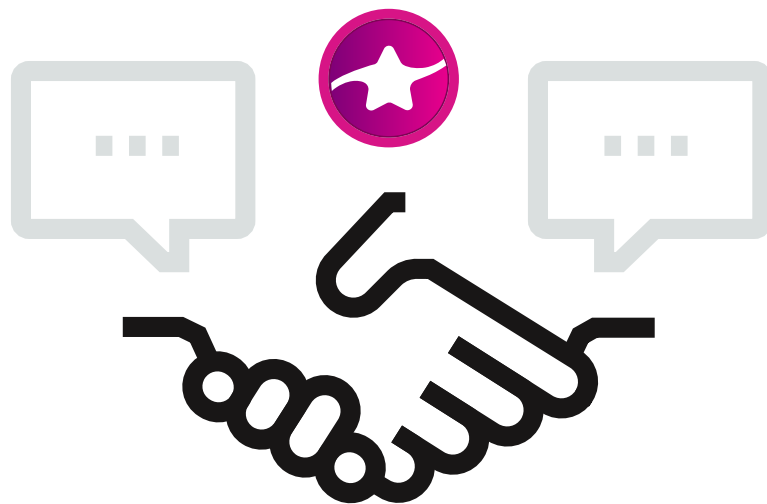
The Benefits of Interaction

Cashing in on IAC

Once injii Access Coins are earned or acquired, IAC holders can externally transact or exchange them, donate them to charities, or redeem them for events and merchandise offered through the injii marketplace.

At first, injii will partner with major ticketing agencies to provide access to mainstream events such as concerts, shows, festivals, sporting events, etc. As the platform grows, injii will host its own events that will be completely exclusive to IAC holders.

The marketplace offers another outlet for content creators to earn revenue and is a clear way for users to understand the value of their engagement with our platform. Content creators can use the marketplace to sell their merchandise and memorabilia, like signed gear or one of a kind items. They will also be able to offer tickets to exclusive events that they organize offline.



We've Arrived

Pinpointing Whitespace

In recent years, there has been a boom in the popularity and capabilities of live streaming platforms. Similarly, the number of online fundraising platforms continue to grow with little differentiation in the category.

injii has identified a unique opportunity to capitalize on both of these surging trends while leveraging some distinct advantages:

1. injii doesn't charge charities money to raise money, which most other platforms do.
2. injii rewards our users and content creators simply for their interaction.
3. injii is truly devoted to social good and sparking positive change.

Platform

Understanding the injii Access Coins

The injii Platform allows for content creators to stream live while leveraging their performance to make a change in the world. We're decentralizing content using a heatmap engine that organically features popular streams on the platform, both in a listing format as well as global impact view. Priority is given to streams that are receiving increasing appreciation through votes.

We provide a both a custom tailored viewing experience for the user while also publicly ranking notable streams so to best deliver the highest quality and most meaningful content to our users. On top of all the rating metrics, dynamic content display, and user interactivity, we have built the platform to reward Users, Content Creators and Charitable Organizations simply by viewing content.

Our Coin

Understanding the injii Access Coins

What is IAC?

The injii Access Coin (IAC), an Ethereum Network Compliant ERC-223 Token, is the mechanism through which content creators, viewers, and charities are all rewarded in the injii ecosystem.

Where does IAC come from?

Users that view, rate, and comment on live streams will simultaneously generate IAC directly into their wallet, the wallet of the content creator and, best of all, into the ones of charities they support. injii's implementation of blockchain technology allows us to generate IAC while people use the platform, effectively mining from an ecosystem vault IAC during user interaction.

What can IAC be used for?

Once injii Access Coins are earned or acquired, IAC holders can donate IAC to charities, redeem the coin for mainstream events as well as merchandise offered only through the injii marketplace and lastly hold them on an external ethereum wallet.

injii Marketplace

Understanding the injii Access Coins

What can the coin do in the Marketplace?

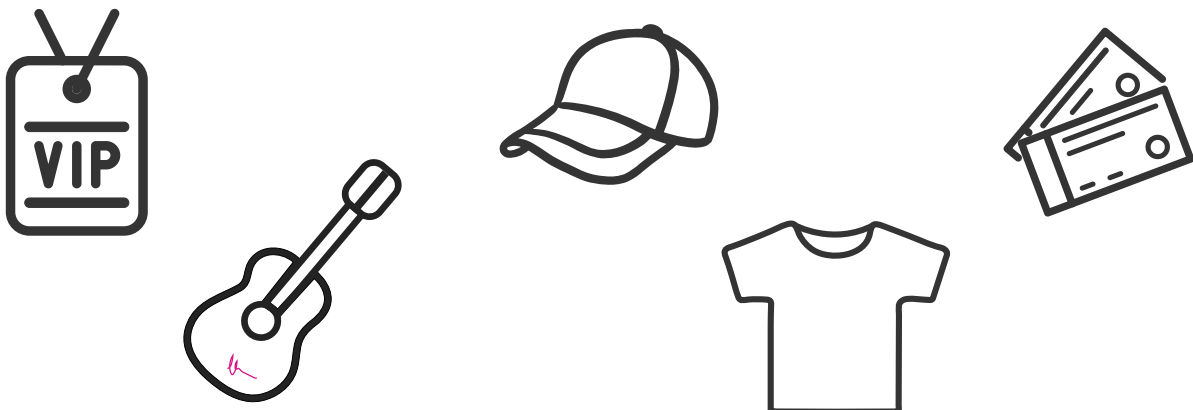
Once injii Access Coins are earned or acquired, IAC holders can redeem them for access to mainstream events, for unique experiences, and to purchase injii-exclusive merchandise.

What events will be available on the Marketplace?

At first, injii will partner with major ticketing agencies to provide access to mainstream events such as concerts, shows, festivals, sporting events, etc. As the platform grows, injii will host its own events that will be completely exclusive to IAC holders.

What are the benefits to users and creators?

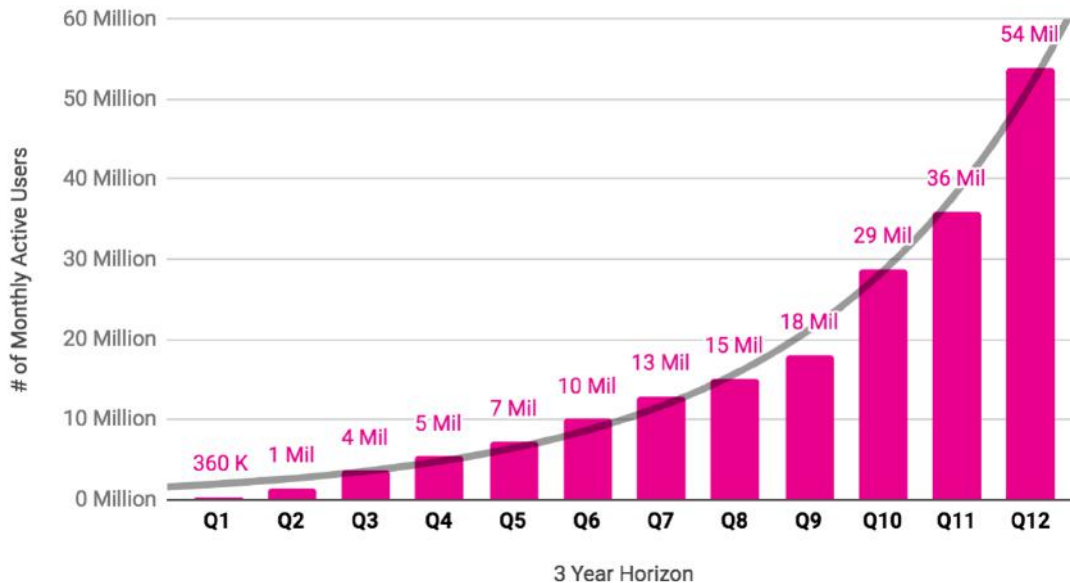
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injii's Future

Setting Growth Expectations

Projected Viewership Growth



Social Media – engagement via paid advertising, content marketing and influencer marketing

Referrals – data capture, referral promotions and ongoing social engagement

Partner Network – leveraging channels and communications via charity, content creators and media partners

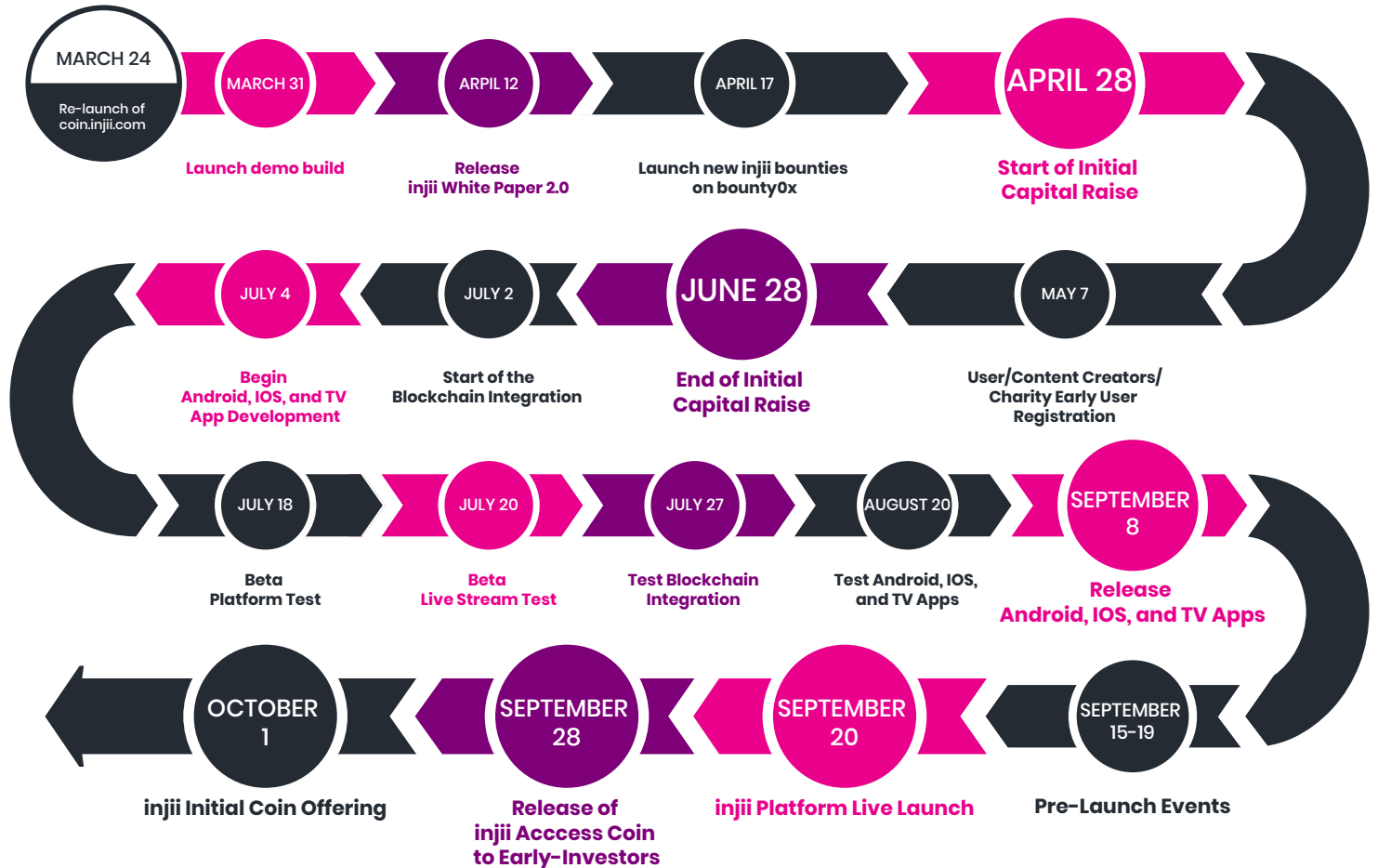
Airdrops – in-person engagement via event and live concert promotions

Bounties – new user promotion, offering injii access coin (IAC) that can be redeemed for tickets to event inventory as well as exclusive merchandise

Token Buyers – demand dynamics (coupled with the finite supply of IAC) will mean that purchasers of the coin will invariably be users of the platform as well.

injii's Future cont.

Our Roadmap



injii has the potential to do enormous good in the world.

The injii platform ensures that:

- Content creators are compensated for their talents
- Users are entertained and rewarded for interactivity and engagement
- Charities can easily raise the funds they need to do the work the world needs



#AreYouinjii