



WHITE PAPER

MAY 2017



## Table of Contents:

- ❖ Summary
- ❖ What is Make It Viral
- ❖ The Concept
- ❖ Token Creation
- ❖ Crowdfunding & numbers



## Summary

To the exposure of this era, we are surrounded by social media platforms. Some of us use it for the entertainment purpose, while others try to seek popularity on the web.

Every year, there is a list of videos that get viral on the web. For most of the time, they have a huge growth in views and then the interest gets abolished.

Secondly, YouTubers use their fanbase making skills and succeed to become popular.

The average Youtuber (to use it as an example) earns money through banners and advertisement during the video. Sometimes for the viewer, the experience becomes boring, waiting 30 seconds before they can watch the video, other times it becomes stressful for the YouTubers if the affiliation doesn't pay. Even they are being donated sometimes through other social media platforms.

For this reason the concept of Make It Viral (*Miv*) is given birth.



## What is Make It Viral

Make It Viral will be a social platform where users can upload videos and share them worldwide. The site will have an integrated token system that will allow users to "vote" to their favorite content and to make it viral.

Everyone would be able to send tokens and to vote for a video and the Sign-Up phase would not be required.

*So, Is it like Youtube, Vimeoetc?*

No, it isn't. In this concept, the content with the highest number of tokens will be placed on top position of the homepage and it will have maximum visibility.

In this condition: more tokens are received from the video, more attention from users it will gain.

Make It Viral can also be used to self-promote your content. In the Chapter "The Concept" it will be explained.

Make It Viral also aims to reduce drastically (if not even totally) the usage of banners, improving the user's experience.

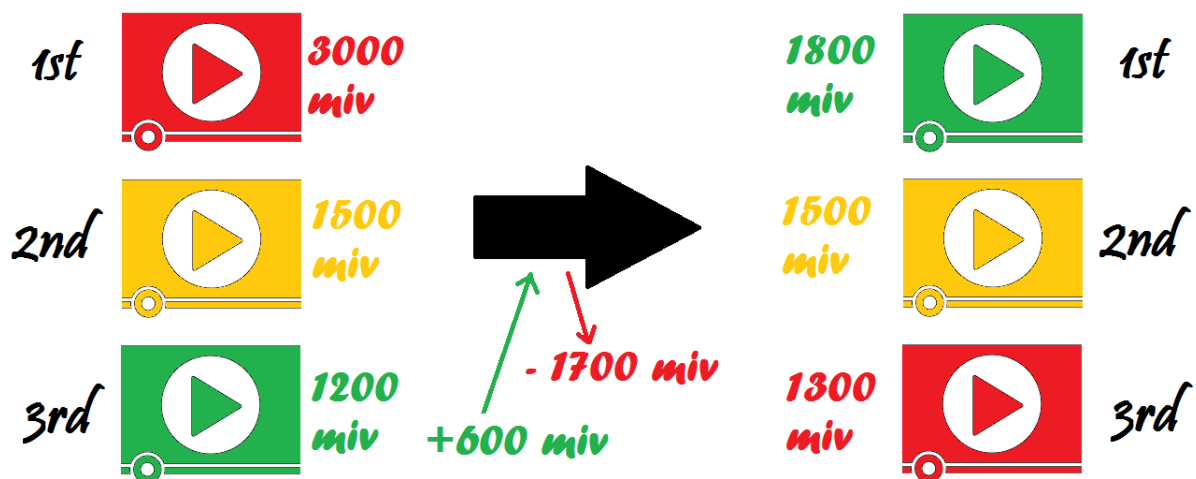


## The Concept

When "user A" uploads the video on MiV (after signing-up), the video will obtain a *receiving address*. Now the video and the address are linked together: when the address receives token, the video linked to it will surpass other contents with lower tokens in their balance.

So it could be taken as a "Rich List" for address linked to content. The Richest will be places on the 1<sup>st</sup> position.

MiV can also be used to self-Promote your video. Since *user A* will be able to buy tokens from exchangers and to transfer them on MiV.



Our team takes care of the users not involved in cryptoworld and aim to give free tokens daily to the users registered on MiV and active in the previous 24 hours.

It is also aimed to render the platform user-friendly for utilizing MiV with built-in wallet. It will be easy and comprehensive. (More detailed content is available in the chapter "Crowdfunding and Numbers").

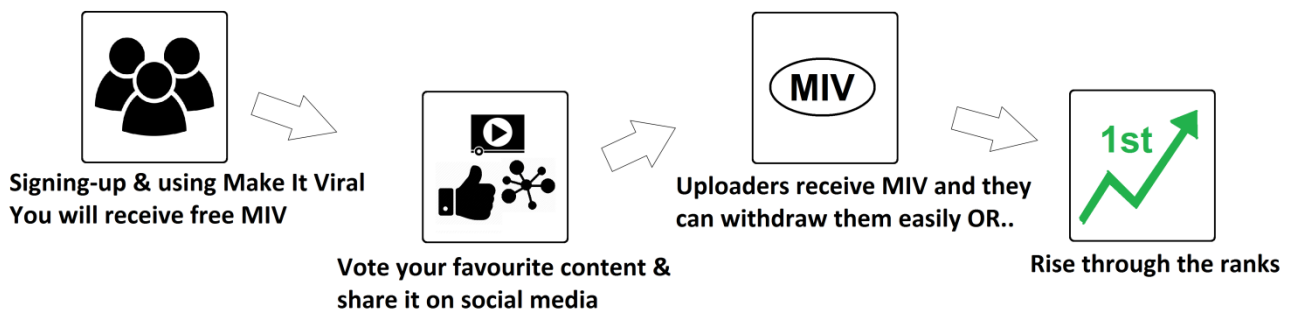
Viewers will also be able to send their tokens (and to vote their favorite content) without registration on the Platform (by doing so, they would not have the chance to receive the tokens for free.)



# MIV White Paper

*User A* uploads an interesting content and receives the tokens from the users. They will also be able to withdraw those tokens (or part of them) to an exchanger and obtain BTC/FIAT.

Generically, that is received as a donation. The user gets paid for the video uploaded (instead of using banners) or if the user self-promotes the video will get a free advertisement (keeping in concern if the user does not receive tokens and the exchange prices remained the same).

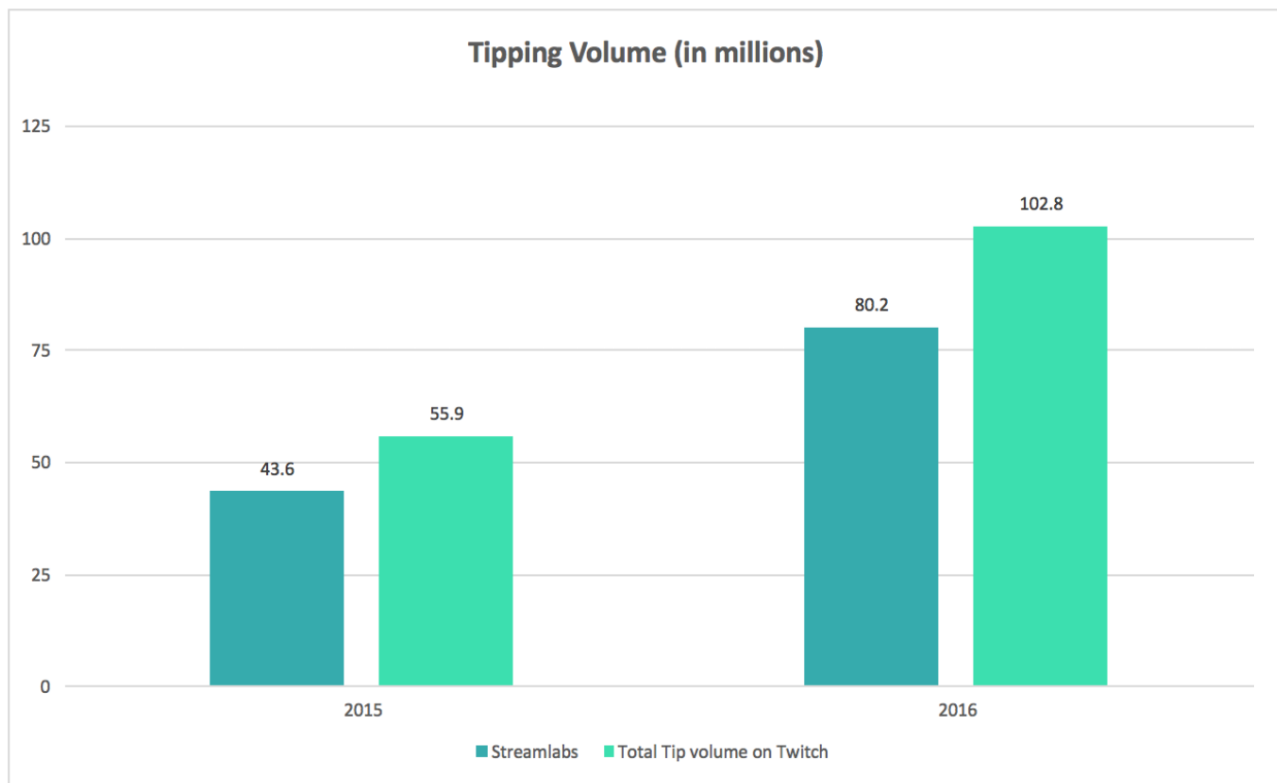


*Would not it be annoying for the user to "donate"?*

Since many users donate money to their favorite youtubers, MiV will assist the web stars to get more attention from the users. In addition, active users will receive free daily tokens.



# MiV White Paper



*102.8 Millions dollars has been donated on Twitch during 2016*

*Will the newest video (with no self-promotion and a balance of 0 tokens) be affected negatively by the "Rich List" of the platform?*

No, it won't.

MiV will have two sections. The one with the most viral video and the one with the newest video.

So the users will be able to choose the kind of video they would like to watch. Additionally there will be a menu where users can select the categories, nationality, duration and upload time (1 day ago, 3 days ago, last week, last month ecc).



# MIV White Paper

*Advantages of using MakeItViral as a viewer:*

- ✓ *Very low number (if even none) of banners*
- ✓ *Possibility to send micro-donations*
- ✓ *Contribute to the Viral/Popularity of the video*
- ✓ *Free MIV distribution*

*Advantages of using MakeItViral as an Uploader:*

- ✓ *No missing payments from Ads Affiliations*
- ✓ *No more Chargebacks from payments processors*
- ✓ *Less Fee*
- ✓ *Possibility to self-promote your content*
- ✓ *Accept micro-donations*
- ✓ *Happier viewers -> Increase Fanbase on MakeItViral*
- ✓ *Reach new users through the ranking system, increasing the audience*





## Token Creation

The Token Will be a Script PoW/PoS token.

(The PoW reward is 1 MIV until block 100.000, then it will become Full PoS).

We will use the Proof-of-Stake technology to allow the average users to stake them without having a powerful computer.

**We think big and in the long run.** By the way we also believe that a low price at the beginning will help the natural and healthy growth of the platform. For example giving to an active user 10 free tokens that worth 0.001\$ each, it's different than giving 0.01 Token that worth 1\$.

After this introduction we have thought these numbers and specifications:

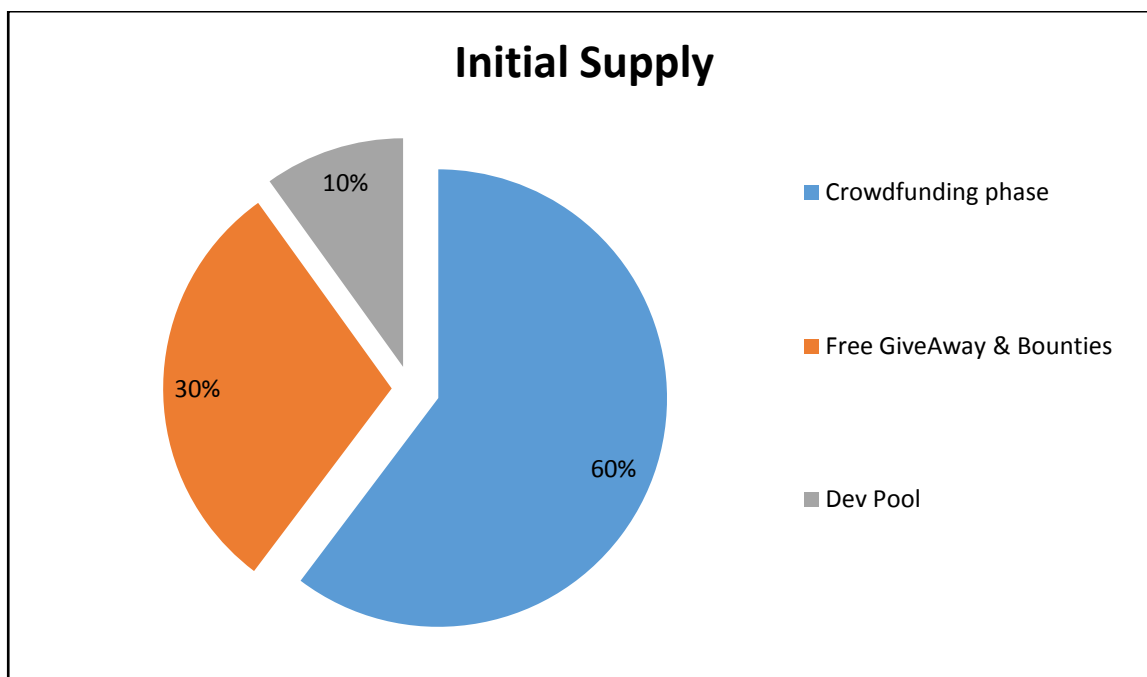
- The Initial Supply will be 50.000.000.000 MIV
- Proof-of-Stake rewards will be 10% yearly
- POS Block Time: 30 seconds
- Maturity: 20 confirmations
- Minimum stake age: 2 hours
- Maximum stake age: Unlimited



## Crowdfunding & Numbers

A Crowdfunding will be launched in the future. *(For rate Information take a look at the announcement on bitcointalk or the website)*

We will allocate the initial number of the supply in this way:



- 30 Bn will be given in the crowdfunding;
- 5 Bn will be held by the team;
- 15 Bn will be given free to active users through this platform;



# MIV White Paper

*Why 15 Bn tokens will be held for the platform?*

As it is stated in "The Concept" section, Free daily tokens will be given to the active users. In the table below it's shown how many tokens are being planned to be distributed:

N° active users	N° tokens for each users	Daily tokens distributed
1 - 9.999	100	100 - 999.900
10.000 - 49.999	50	500.000 - 2.499.950
50.000 - 99.999	40	2.000.000 - 3.999.960
100.000 - 199.999	20	2.000.000 - 3.999.980
200.000+	10	2.000.000

*\* Some changes might occur.*

We will give the highest number of tokens during 50.000 - 200.000 to active users phases, if we stay in these phases for a whole year (high probability), we will need  $4M \times 365 \text{ days} = 1,46Bn$  tokens yearly.

Having said that, the chance to receive free daily tokens and at the same time, they will be given away slowly without affecting the circulating supply. (4M give away equals to +0.008% tokens circulating daily)

For this reason it's necessary to keep an amount of tokens for the system.

\*For any further information about the Crowdfunding process, check our MIV terms, our Website (<http://miv.life>) and our announcement on [Bitcointalk.org](http://Bitcointalk.org).

