

www.RHOVIT.info

ABSTRACT

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Rhovit the Rbit Token

There was a blockchain event a few months ago. The company that was presenting was attempting to use the technology to solve the problem of rights and ownership in a decentralized manner. It's a noble cause and the idea sparked rather fervent discussion. But there was one question from an audience member that stood out amongst the rest. He was a writer and wanted to know what good ownership of content was if you couldn't get people to pay for it anymore? This is one of the questions that RHOVIT answers.

RHOVIT was created in 2012 by filmmakers who wanted to fix the system. Not just for film, but music, books, games...for all creators. The idea was to give artists all the power of a major platform but the freedom and profit of their own site. It was a better system but it wasn't complete. In 2014 we sidelined the project. So why are we bringing it back now? Because of technology like Ethereum and the ability to complete what we started.

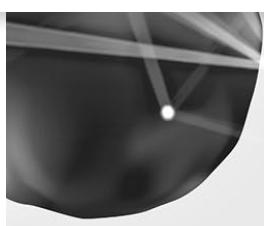
The problem with content monetization is not singular. High platform fees, transaction fees, middlemen, skipped ads, ad blockers, low cpms, piracy, audience reach, expectations of free...it is all of these. Blockchain and the creation of a token by themselves are not a cure-all. But when used as the backbone and fuel of a fully realized circular system that feeds and regenerates itself, they are the technology that will disrupt an entire industry.

RHOVIT has used them by creating a value layer where there was none. Imagine if all the actions a User took on a platform...renting a movie, reading a book, watching an ad...were drops of water. Now imagine all those drops collected in a trough. Right now on platforms that water sits until it evaporates into nothing. RHOVIT dumps it over a water wheel, powering an engine that creates value for Users and Providers in the form of Rbit Tokens. It is the creation of value from waste that is the key to solving the writers problem and the problems faced by millions of other content creators big and small. RHOVIT is an earn and spend circular economy that creates and spreads value to its entire community.

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1.0 INTRODUCTION



THE RBIT is an **ERC20 TOKEN** built atop the Ethereum platform that is used and mined on the RHOVIT Platform and distributed out to the RHOVIT community in a variety of ways.

RHOVIT is a provider uploaded content site that hosts **films, series, books, comics, games, music, podcasts, and vlogs**.



Providers keep full control of their content as well as 100% of everything they earn on the site through sales, rentals and views.

It also features its own in-platform currency called a COIN. COINS can be purchased and earned on the platform and are what is used to buy and view content.

CONTENT ON RHOVIT is stored and distributed via the cloud but all transactions are recorded on Ethereum blockchain. We propose this hybrid system of cloud/blockchain and virtual/crypto-currencies, is **the best way to:**

- Monetize Digital Content
- Bring Crypto-Currencies to the Masses
- Increase the value of the Rbit token

2.0 THE CIRCULAR ECONOMY

Most economies we are familiar with work on a Linear model, meaning commodities are made, used and discarded thus leaving a trail of waste in their path .

In the 1970's Swiss architect and industrial analyst William Stahl introduced the concept of "Cradle to Cradle"^{*} which advocated for renewal and life extension of products. This is one of the main tenets of the "closed loop" or **THE CIRCULAR ECONOMY**, which aims to not only limit but utilize waste.

In terms of the digital world, this has been realized with the "shared" economy. Companies such as Uber and Airbnb allow people to take assets, not in use, such as cars and rooms in their home and re-purpose them.

When designing the ecosystem for RHOVIT's digital distribution platform we wanted to address three main challenges:

- 1 - How can this be done with purely digital assets?
- 2 - How can we upgrade the way digital distribution is consumed so Content Providers benefit more?
- 3 - How can we make our platform regenerative and a continuum of the circular economy?

WE FOUND THE ANSWERS ALL LED TO USE.

Content platforms, communities, and companies grow because of "use" and "reuse". It doesn't matter how well built or appealing something may be, if no one is using it. No "use", usually means it has no value. What if companies like iTunes created something that valued their "use" of the site and rewarded consumers for spending time and money on their platform? It would create an extremely powerful perpetual engine, one that constantly fueled and rewarded the very communities that made them grow. Rhovit will do this. It is a true circular economy, fueling its own existence, users and providers.



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*<https://www.ellenmacarthurfoundation.org/circular-economy/schools-of-thought/performance-economy>

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WE HAVE ONE GOAL IN MIND AND THAT IS TO **FIX DIGITAL CONTENT MONETIZATION THROUGH REGENERATION AND REUSE.**



RHOVIT will reward and incentivize its Users with **Rbit Tokens** to fuel a circular economy within its platform. These Tokens will be created (aka “mined”) by Users based on actions of *views*, *purchases*, and *social sharing*. By giving value to User actions (*i.e.: “uses”*), Users not only gain rewards for themselves but contribute to the community as a whole, including content providers.

Another function of the Rbit Token is to provide backing for the “in-platform” **Rhovit COIN**. The Rhovit Coin is a stable virtual currency used to purchase and view content by Users.



Together the **Rbit** and **Coin** create a closed loop system that perpetually regenerates value *by the community and for the community*.

...A true circular economy.

2.1 HOW RBITS ARE USED

THE Rbit IS USED TO FUEL ALL PROMOTIONS

on the RHOVIT platform, which include:

- Advertisements
- Content Promotions
- Sponsored Social Media Posts

Content Providers and Advertisers will each have their own Dashboard to determine the parameters for their advertising/promotional campaigns including:

- Spend (in Rbits)
- Target Audience
- Metrics

Users are rewarded a portion of the amount Providers spend in Rbits on Rhovit for each ad or promo they watch. Sponsored posts that are shared will earn Rbits too. To ensure the ad has been viewed, Users will be asked to do a verification action to complete the transaction.

2.2 HOW RBITS ARE MINED

180,000,000 is the cap for Rbits that will ever be created.

Half of those, or 90,000,000 will be created during the initial phase of the ICO. The remaining 90,000,000 will be mined on the RHOVIT platform with a cap of 150,000 able to be mined weekly. Rbit Tokens are mined by the completion of “Value Transactions” (VT’s) on the RHOVIT Platform. VT’s occur anytime a Rbit Token or a Coin is exchanged on the site, i.e purchase of content or viewing of ad would be a VT.

The amount of VT’s needed to mine 1 Rbit will increase as the User base for RHOVIT increases. The minimum amount needed to mine 1 Rbit shall depend on which is greater:

25 VT’s to mine 1 Rbit

or

The average of 20 VT’s per User per week to mine the full amount.

For instance, if there were 100,000 Users on RHOVIT with an average of 20 VT’s per user per week that would equal 2M VT’s. If we divided those VT’s by 150,000 (available Rbits to mine) we would end up a difficulty level of 13.33 VT’s per Rbit, which does not meet the minimum. However, if there are 200,000 Users that would equal 4M VT’s and an average of 26.66 VT’s to mine 1 Rbit



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2.3 RHOVIT COINS



RhoVit COINS are **Virtual Currency** and have a set value of \$.005.

Users need Coins to view and purchase content on RhoVit unless it is:

- Gratis
- Promotional/ Preview Videos
- A Trailer

Users can both earn and purchase Coins. Coins are purchased by the pack using a Credit Card or PayPal account.

Coins are kept in a User's "Coin Bank" and are only for content. They cannot be used to purchase or exchange for Rbits or to fuel incentives.

Coins allow for:

- Micro-payments for as little as \$.005
- A stable currency for Content Providers
- No barrier of entry for those unsure of "Crypto-Currencies"

Content is NOT CREATED FOR FREE. Beyond imagination, it takes time and resources. Unfortunately, today digital content is often not treated as something with value. A mindset shared by both Creators and Users.

Breaking the concept of FREE

and why it's important to have Users **earn COINS to BUY Content.**

Creator: Director Neil Blomkamp (District 9) has launched a new sci-fi series on YouTube that consists of high quality 20-minute shorts that explore invading aliens, rogue parasites and more. He is not even trying to monetize the shorts, instead, he is hoping to make money off merchandising.

Users: Musician Trent Reznor (Nine Inch Nails) ran an experiment. He collaborated on an album with rapper Saul Williams and offered it out to his fans. They were given the option to download it for FREE or pay \$5, all of which would go to the artist, Saul Williams. Only 20% chose to pay.**

<http://mashable.com/2017/07/15/neill-blomkamp-oats-studios-sci-film-films/#piTs9VUz1aq4>

**<http://www.businessinsider.com/trent-reznor-on-tech-changing-music-industry-spotify-apple-music-2017-7>



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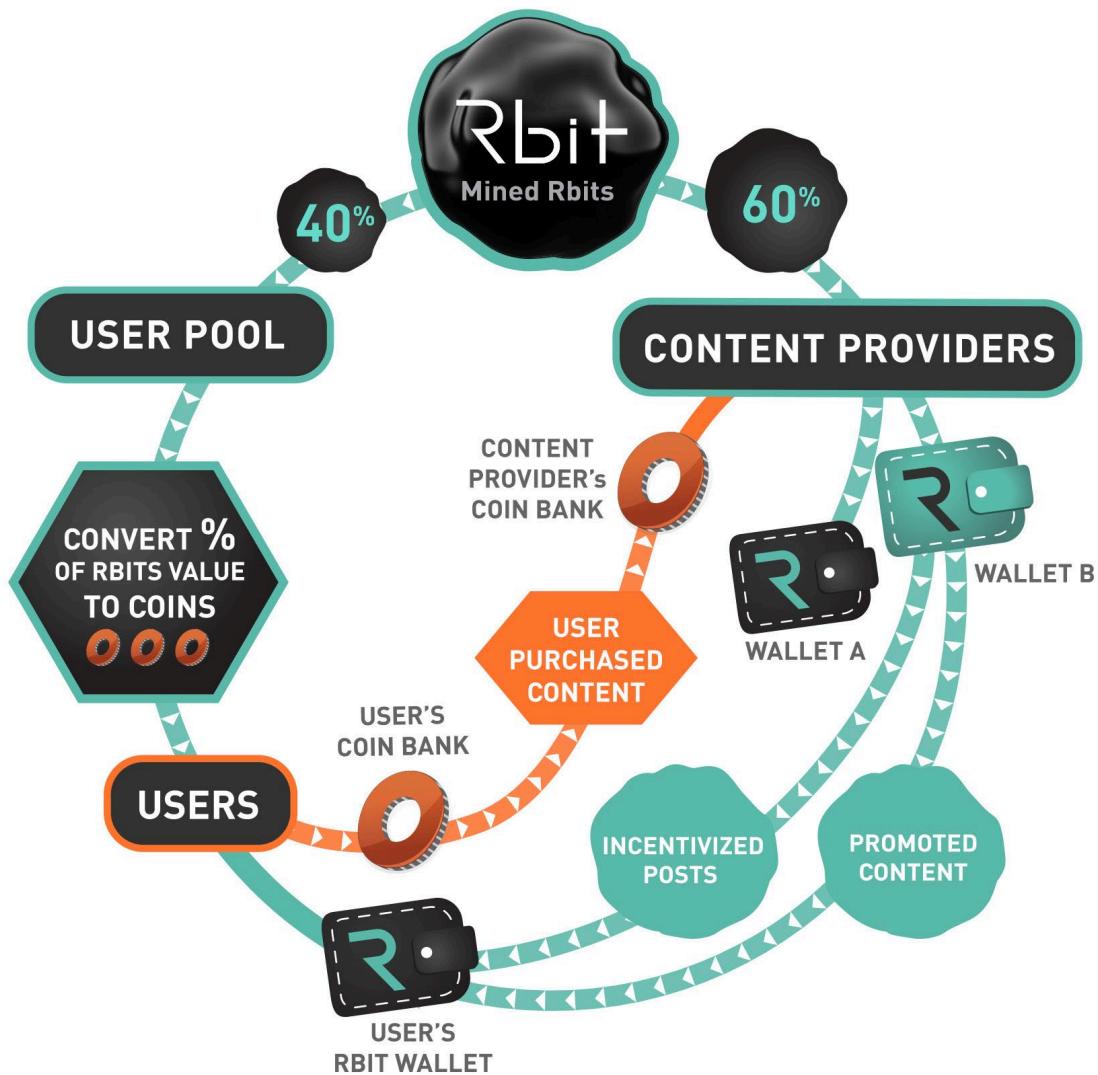


HOW DOES
RHOVIT
BREAK THIS CYCLE?

Not only allow content providers to charge as little as \$.005 but also allow **USERS** to earn the **COINS** to pay for it.

As of 8/30/2017 Neil Blomkamp's Volume 1 – Rakka short has amassed over 4,050,254 views on YouTube. On RHOVIT, with 1 coin at \$.005 as payment, he would have made over \$20,000. Also, the “transactions” to watch the short would have mined 185,000 new Rbits to fuel the community even further.

3.0 RBIT TOKEN AND RHOVIT COIN DISTRIBUTION



Rbits are distributed to Content Providers on a weekly basis while Coins are distributed to Users.

Once a year an annual “Dividend” of the Rbit Tokens collected in the User Pool will be distributed out to the User community.

3.1 CONTENT PROVIDER DISTRIBUTION

60% of Rbits mined each week will be distributed to Providers. Distribution is based on their Provider Activity Score (PAS) and their Weekly Provider Percentage (WPP).

PAS is based on two factors:

- 1 - Total # of Value Transactions: This counts all the value transactions that a Provider's Products and Promotions generate per week.
- 2 - Total # of Coins Earned: This counts each Coin that a Providers Products has earned on RHOVIT per week.

$$\text{PAS} = (\text{Total # of Value Transactions} \times 30\%) + (\text{Total # of Coins Earned} \times 70\%)$$

Add all PAS scores from providers on Rhovit to get the RHOVIT Total Provider Activity Score (RTPAS)

$$\text{WPP} = \text{PAS/RTPAS} \times 100$$

$$\text{Provider Rbits Earned (PRE)} = \text{Total Rbits Mined} \times \text{WPP}$$

Example: Provider A has 100 Total Value Transactions and 300 Total Coins earned. The RTPAS is 55,000 and there were 42,000 Rbits mined for the week.

$$\begin{aligned}\text{Provider A's earnings for the week} \\ (100 \times .30) + (300 \times .70) &= 240 \text{ (PAS)} \\ 240 / 55,000 \times 100 &= .436 \text{ (WPP)} \\ (42,000 \times .60) \times .00436 &= 109.872 \text{ (PRE)}\end{aligned}$$

The number of Rbits earned will be split 50/50 into 2 wallets for Providers.

Wallet A (Personal): Provider can exchange off site or save

Wallet B (Promotional): Providers must use these Rbits to promote their content on Rhovit

Wallet B Distribution: Used to fuel ads and Social Posts
20% Will go directly to User's Wallet
20% Will go into USER POOL
60% Will go to RHOVIT

3.2 USER COIN / RBIT DISTRIBUTION

40% of Mined Rbits will go into the User Pool. Against the market cap of the pool, RHOVIT will loan out a discretionary amount in the form of COINS to be distributed among the eligible Users on a weekly basis.

The amount of Coins loaned out shall never exceed more than 20% of the market cap of the user pool. RHOVIT is keeping the amount discretionary for several reasons. First is to adjust for the User Pool market cap against the number of Users on the platform. RHOVIT may see fit to loan less for a high market cap against a smaller User base and loan more for a low market cap against a high User base. It also protects the User Pool against RHOVIT loaning out too much and depleting the User Pool of Rbits.

EXAMPLE: Market Cap of the User Pool is \$25,000,000. RHOVIT can loan out up to \$5,000,000 in COINS to be distributed to RHOVIT Users.



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Users weekly earnings are based on their User Activity Score (UAS) and their Weekly User Percentage (WUP)

UAS IS BASED ON TWO FACTORS:

- 1 – Total # of Value Transactions they've committed for distributed week
- 2 – Total # of Coins they've spent for distributed week

$$\text{UAS} = (\text{Total # of Value Transactions} \times 40\%) + (\text{Total Coins Spent} \times 60\%)$$

Add all UAS together to get the RHOVIT Total User Activity Score (RTUAS).

$$\text{WUP} = \text{UAS/RTUAS} \times 100$$

$$\text{User Coins Earned (UCE)} = (\text{Total Market Cap} \times 2 \text{ or } 3\%) \times \text{WUP}$$

EXAMPLE: User A has 50 Total Value Transactions and has spent 2500 Coins. The Total RTUAS for the week is 45,000,000 and the Market Cap on the User Pool is \$23,000,000.

USER A'S EARNING FOR THE WEEK:

$$(50 \times .40) + (2500 \times .60) = 1,520 \text{ (UAS)}$$

$$1,520 / 45,000,000 \times 100 = .00337\% \text{ (WUP)}$$

$$(23,000,000 \times .03) \times .0000337 = \$23.25$$

$$\$23.25 / .005 = 4,650 \text{ Coins (UCE)}$$



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RHOVIT Fees and Payment Schedule:

FEE: 6% of the Loan Value will be paid to RHOVIT each week with the equivalent value of Rbits taken from the User Pool.

For instance, if the market cap of the User Pool is \$23,000,000 and RHOVIT loans out 3% of that for a total of \$690,000, RHOVIT would charge 6% on the loaned amount: $\$690,000 \times .06 = \$41,400$

If Rbits were currently valued at \$1.25 USD then RHOVIT would receive 33,120 Rbits from the User Pool.

PAYMENT: RHOVIT will recoup the loan amounts on a Bi-Weekly Schedule. For instance if week 1 the loan was \$690,000 and week 2 it was \$725,000 then on week two RHOVIT would recoup the equivalent amount of \$1,415,000 in Rbits from the User Pool.

Yearly User Pool Dividend:

Every 52 weeks the entire remaining balance of Rbits in the User Pool will be dispersed to RHOVIT Users allowing the Pool to fill up from zero again.

Yearly Rbit Earnings (YRE) for each user are based on:

Amount of Rbits in User Pool at the end of the year

Each users cumulative UAS for the previous year

RHOVIT'S cumulative RTUAS for the previous year

Example: User A has a cumulative UAS of 15,235 for the year. RHOVIT'S RTUAS for the year is 769,500,000 and there are 923,500 Rbits in the User Pool.

USER A'S YRE:

$$15,235 / 769,500,000 \times 100 = .00197$$

$$923,500 \times .0000197 = 18.19295 \text{ Rbits}$$

3.3 AFTER ALL RBITS HAVE BEEN MINED

When the 180,000,000 Rbits have been fully mined RHOVIT will switch to a JOINT POOL.

RHOVIT will fund the Joint Pool with Rbits from its reserve at first. The Rbits that previously went into the User Pool from ads and promos watched, will now go into the Joint Pool. Based on the market value of the Pool, RHOVIT will loan out no more than 20% in Coins to both the User and Provider communities. Users and Providers will receive their portion of Coins based on their Activity Scores.

If at the end of a yearly cycle there are Rbits in the Joint Pool over and above the original amount RHOVIT deposited, the Rbits will get distributed to Providers based on their Yearly Provider Activity Scores. (YPAS)

4.0 ADVERTISING ON RHOVIT

Advertisers will be able to work directly with the RHOVIT platform by registering and receiving their own dashboard to create and deploy their ad campaigns. All ads on RHOVIT will be fueled with Rbits, which for advertisers will have to attain through a third party exchange.

All ads on the platform will be video based and will never block content.

If a user CHOOSES to watch an ad:

They will receive Rbits

The Provider whose Zone or Product they viewed it from will receive Rbits

Rbits will be added to the User Pool

A Value Transaction will be triggered to mine more Rbits

RHOVIT will receive Rbits.

* <https://www.emarketer.com/Report/US-Ad-Spending-eMarketer-Forecast-2017/2001998>

4.1 GAMIFICATION OF ADVERTISEMENTS

Earning Rbits for simply watching an ad is an easy way to add tokens to your wallet. However, the views would not be meaningful to the brands, platform or content providers if users could watch unlimited ads to pad their wallets. To counteract this each user on RHOVIT will have a limited number of **EARNING OPPORTUNITIES** a day with the ability to add more through their loyalty and activity on the platform.

Along with limited Earning Opportunities, each user will also always be given the choice of 2 different ads to watch, letting them choose the one best suited to their interests.

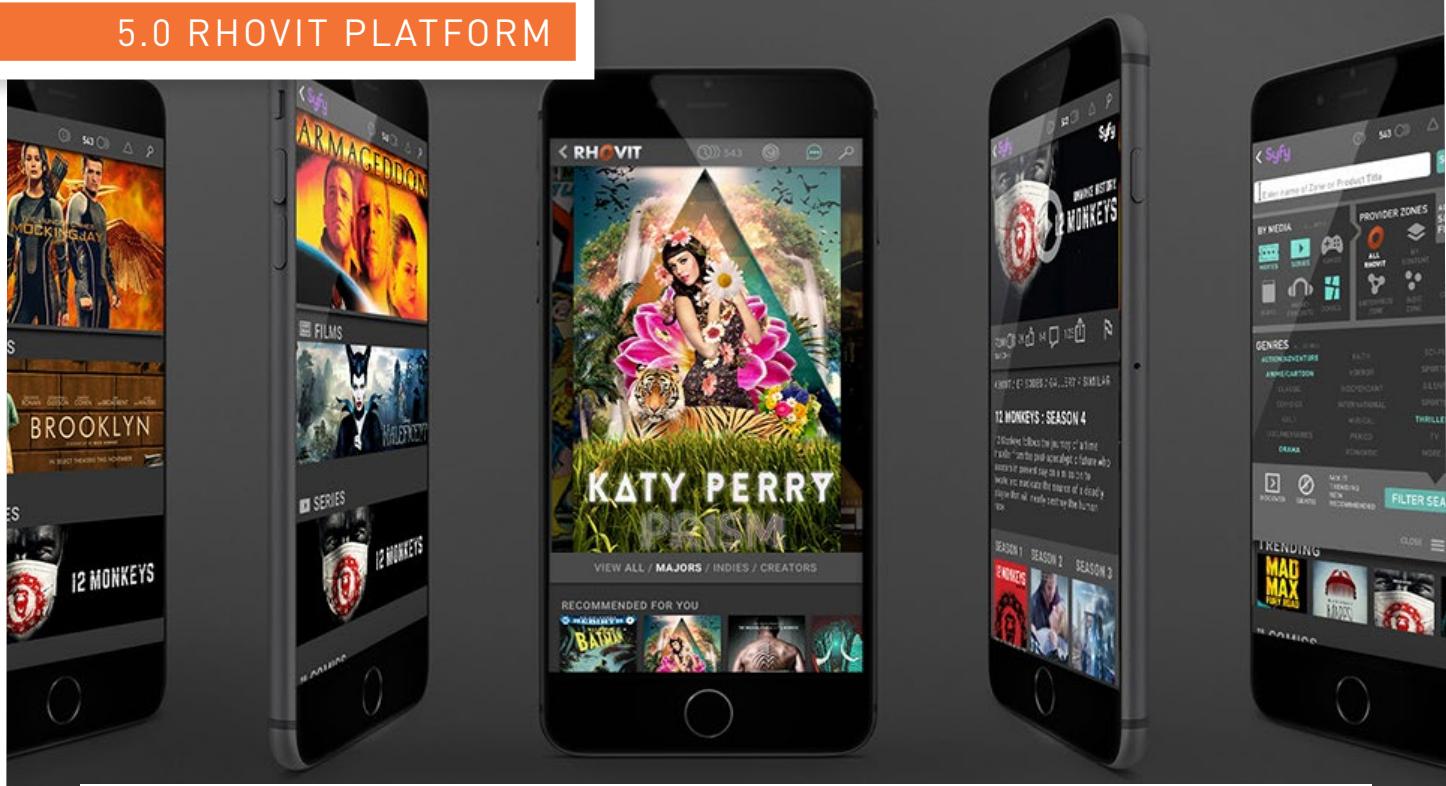
A verification will appear at the end of each ad that the user will need to complete in order to collect their Rbits, assuring the advertiser that their ad was actually viewed.

The value of the Rbit Token, just like any token, will be driven by use and User adoption. User adoption is described in the marketing section following. The main driver of Token use we believe will be advertising.

No brand or Content Provider can promote a product on the RHOVIT Platform without the Rbit Token to fuel it. With Digital Advertising spend expected to reach \$83* billion dollars in 2017, RHOVIT is positioning itself to be a go to destination for advertisers.

* <https://www.emarketer.com/Report/US-Ad-Spending-eMarketer-Forecast-2017/2001998>

5.0 RHOVIT PLATFORM



RHOVIT is a hybrid cloud/blockchain system that utilizes the best of what each offers.

Content is uploaded to the RHOVIT system and held on their servers with Providers having the option to include DRM (Digital Rights Management) or not. All Value Transactions are recorded on the blockchain and are used to mine and distribute the Rbits.



RHOVIT is an open post, provider uploaded site that includes **FILMS, SERIES, BOOKS, COMICS, GAMES, VLOGS, MUSIC AND PODCASTS.**

Each provider receives their own “Zone” to curate, promote and sell their content. Additionally, Rhovit has a built in marketing engine that will promote to its “NEW” content section This section will be uncurated and unflattered, allowing Providers an opportunity they may not have had before.



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Note: Content is mock up above is for concept purposes only.

RHOVIT FEATURES:

Control: Providers have full control of their content and pricing.

100%: Providers keep EVERY cent they earn by selling, renting or streaming a product. There are no credit card or per transaction fees.

Multiple Monetization Methods: Providers earn money through sales, rentals, streams as well as Ads. They also earn Rbits according to the amount of activity they generate on the site.

Micro-payments: Providers can charge as little as \$.005.

Provider Marketing: Each product is top-loaded into the New Section on the main page(s) of RHOVIT.

Progressive Web App: RHOVIT is creating a progressive web app for mobile instead of a native app so that Providers can keep the 30% that normally goes to APP Stores.

Messaging: User can subscribe to their favorite Content Providers and Providers will have the ability to message their followers right on the platform.

Gamified: Providers can offer unique rewards to their Users such as...rent 5 movies and get the 6th free. Each User has a "Gameboard" to keep track of rewards.

User Dash: Users can easily organize their Zones, Purchased Content, Rewards, and Wallet.

Provider Dash: Providers can upload, edit, see stats, control access, offer rewards, manage wallets, message subscribers and more.



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RHOVIT 1.0 Currently the prototype RHOVIT platform is built on a customized LAMP tech stack.

A portion of the token sale proceeds are earmarked for refactoring the current prototype using a variation on the MEAN tech stack. AWS EC2 will be utilized for cloud hosting.

The mobile component to the RHOVIT platform will be developed using IONIC 2, a Javascript-hybrid mobile app development platform. More about IONIC here <https://ionicframework.com/>

RHOVIT 2.0

The next generation of the RHOVIT program web application server, which serves as the primary platform for content storage, delivery, and tracking, will maintain transport methods which allow fluid communication to and from the Ethereum network.

The Rhovit platform blockchain will be a private Ethereum-based network implementation which provides the following advantages:

1. Validators are known which vastly reduces the risk of a 51% attack.
2. Transactions are cheaper due to the lower number of participating nodes.
3. Nodes can be trusted to be very well connected, and faults can quickly be fixed by manual intervention, allowing the use of consensus algorithms which offer finality after much shorter block times.

The blockchain application, which serves as the platform for Rbit token creation, mining, and distribution, will maintain methods which accept input from the primary server, take appropriate action on the blockchain in response, and communicate the result of this action through event logs.

The Ethereum application contracts will produce and maintain the wallets needed for both users and content creators as well. Token and wallet contracts produced by the RHOVIT platform will utilize Majoolr's open source libraries as the underlying source code to reduce security vulnerabilities.

EXAMPLE: In order to get a better understanding of how the RHOVIT platform works in conjunction with the blockchain, let's look at a scenario where a studio uploads the latest episode of their newest hit, "Cats Living in the Matrix."

Their most loyal user immediately signs in after receiving notification of this new upload. The user submits the number of coins required to view this new episode. This value transaction triggers a function in the application server which sends a notification to Ethereum that a value transaction has taken place along with the specifics.

Ethereum contracts will receive this input at its earliest convenience, trigger the mining of Rbit tokens and distribution, and produce event logs for each change. The RHOVIT platform will listen for these event logs and then update its own database with the results.

Since the blockchain provides us an open distributed ledger platform, all mining functions and future supply of Rbit tokens are authentic and verifiable.



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5.2 RHOVIT PLATFORM BLOCKCHAIN SECURITY

The RHOVIT token sale and application integrated blockchain protocols will be built using Majoolr secure Ethereum contracts.



Executive Summary

The Ethereum network is poised to become the single most revolutionary technology since the modern internet was introduced in the 1990's. In 2017, the world has seen a surge of interest in distributed ledgers which began with the launch of the Bitcoin network in 2009. Ethereum's ability to build on Bitcoin concepts with a Turing-complete computing machine inside of a blockchain network has opened up a myriad of opportunities.

The countless opportunities mixed with the surge in popularity has led to hundreds of millions of dollars in resources being directed at a variety of individual projects aiming to leverage Ethereum technology. This behavior provides tangible proof of both interest and market potential for the system, however, each project within the network has been left to manually handle the most basic of processes, leaving overall gaps in security, usability, and consistent standards.

Recognizing this opportunity, Majoolr aims to build systems that close these security gaps and help facilitate mainstream adoption.

Problem Overview

The majority of smart contracts are deployed in a custom, fragmented fashion. For even basic functionality such as math operations, token contracts, or array iterations, every development team must either write their own source code, copy/paste code from a variety of sources, or store code files from open repositories and deploy them. This manual handling and code deployment leaves unnecessary security gaps at the very beginning of every Ethereum development project and the problem is non-trivial.

The Ethereum ecosystem is now responsible for holding and transferring assets worth billions of dollars. Majoolr aims to solve this problem starting with open source.



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Mission Statement

“Our mission is to build secure, dependable, user- centric systems for Ethereum blockchains.”

Majoolr will be at the center of global distributed ledger adoption as we bring security, standards, and confidence to the many layers that make up the blockchain experience. Our system designs enforce methodologies such as modular, reusable, open source code packages, pre-deployed on the network, as well as robust unit and integration testing, clear documentation, and fluid communication amongst developers and between developers and clients.

Majoolr open source code libraries are the starting point as we form the foundation for any development team to build on. Our libraries provide these teams the confidence that any base computing functionality will perform as expected and without glaring security gaps.



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Use Case

Majoolr currently has 12 deployed libraries handling four areas of logic:

- Math Operations • Array handling • Standard Tokens • Multisig Wallets

These libraries are deployed on all three major Ethereum networks including Rinkeby, Ropsten, and Mainnet.

The open source repository located at <https://www.github.com/Majoolr> also contains all documentation to incorporate our libraries throughout the entire development workflow for any distributed application from compilation to testing to deployment.

These code bases have been thoroughly tested and incorporated in live smart contracts and the higher level libraries, such as those used for tokens and wallets, also leverage the lower level library deployments.

More importantly, since we have focused on deployed library contracts, development teams using them do not have to touch this code base, they merely link to the code already live on the chosen network. This layering of tested, documented, and deployed immutable source code offers an unmatched level of security for contracts that use them. Development teams are left to focus on the security of their custom code built on top these libraries.

The Majoolr team will continue to expand its efforts with improving security on all Ethereum networks. This expansion will include additional open source library code to handle a variety of common logic operations, standardized contracts, and user systems that leverage tested code bases. Our hope is to provide a substantial contribution to the future global economy in distributed systems.

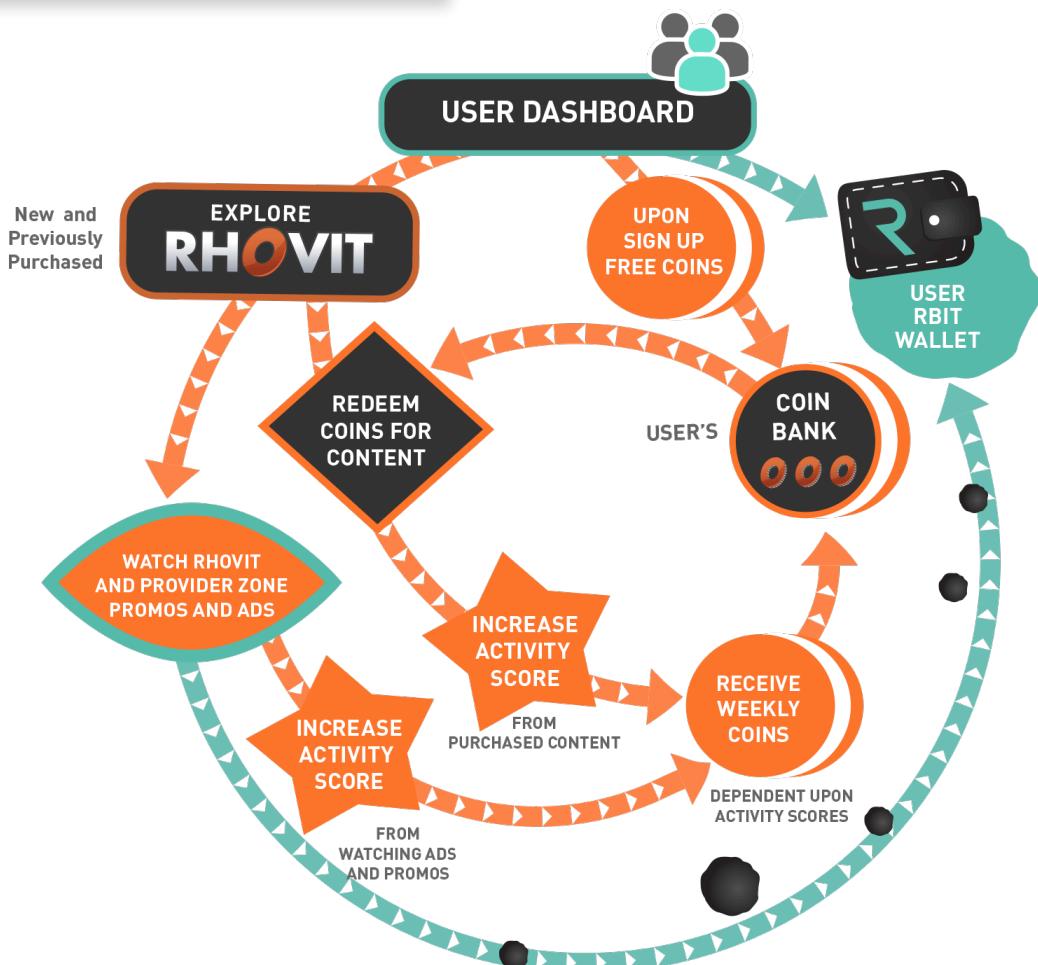
6.0 MARKETING

RHOVIT has the ability to be a viral site with exponential organic growth. To get started, our first marketing efforts will focus on content providers and forming key partnerships. Partnerships that include Film Studios, Major Recording Labels, Publishers as well as larger Multi-Channel Networks that house thousands of independent influencer creators. Many of these connections are already under way, thanks to our team and advisors who have worked and built relationships within the entertainment industry.

Part of the Rbits that will be created for the ICO will go towards early partners to incentive them to use the platform. These partners will be hand picked by RHOVIT and span media categories (film, music etc.) as well as commercial and independent content.

Exclusive and Original Content: Part of the funds raised from the ICO will go to fund original content by established influencer content creators with built in audiences. RHOVIT will market directly to those fans.

6.1 USER EXPERIENCE



A Content Provider posts a link to new content they just posted on RHOVIT.

Users sign up for an account and automatically have a Wallet and a Coin Bank set up for them.

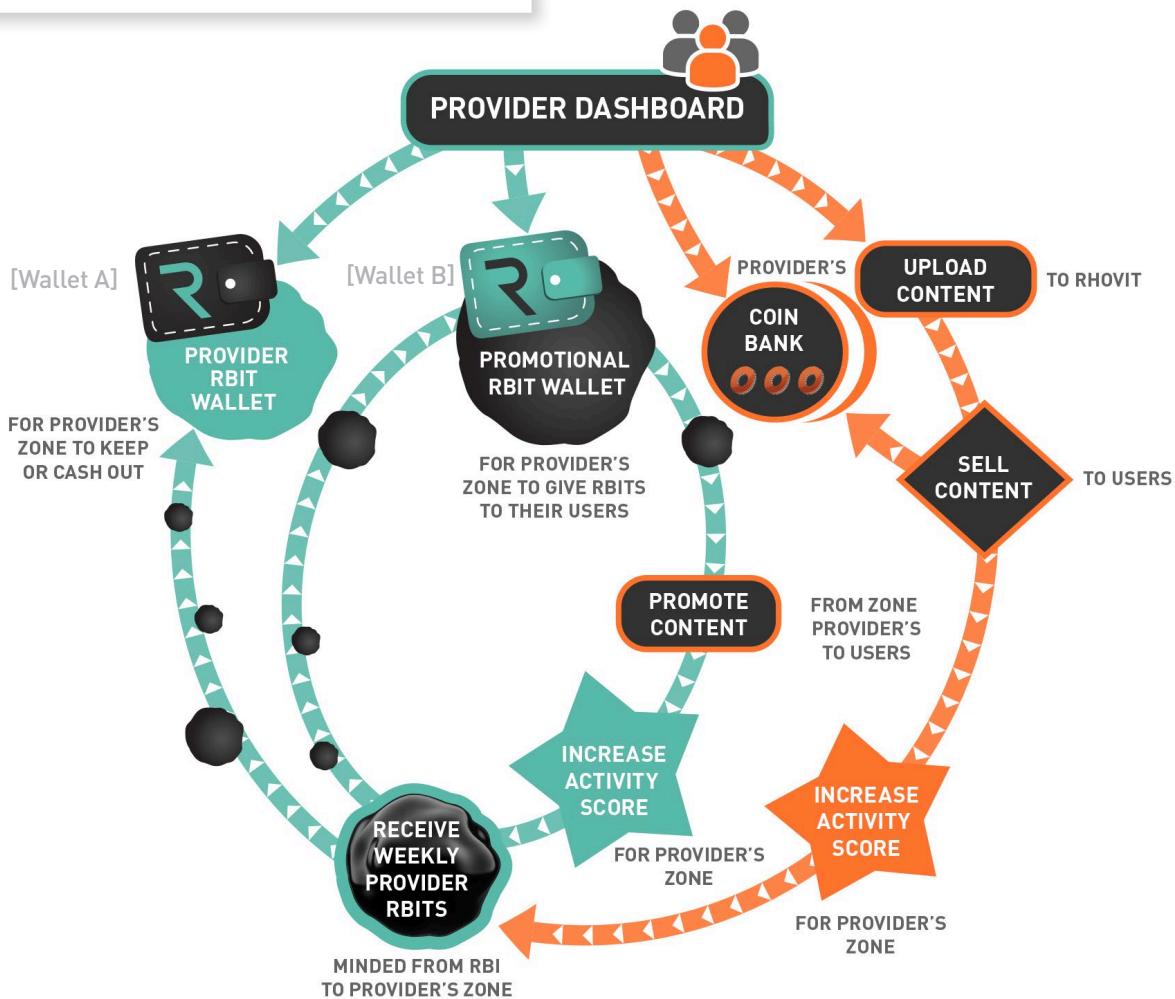
Users are given FREE COINS to immediately start purchasing and viewing content.

Users can immediately start watching ads or sharing promoted posts to earn Rbits.

Users can see their Activity Score increase every time they complete a Value Transaction.

Every week Users receive more COINS based on their Activity Score.

6.2 PROVIDER EXPERIENCE



Providers sign up for an account and automatically have a Personal Wallet, Promotional Wallet, and COIN Bank Created for them.

Upon sign up Providers receive FREE RBITS in their Promotional Wallet (Wallet B)

Providers upload their content

Providers promote their content using their Rbits

Providers sell their content and earn COINS

Providers increase their Activity Score each time their Promos are viewed or their content is purchased.

Every week Providers receive more Rbits based on their Activity Score. Half goes to their Personal Wallet (A) and half to their Promotional Wallet (B).

6.3 MASS ADOPTION OF RBITS

RHOVIT'S circular economy would not be possible without blockchain and crypto-currency. However, most of the population is not familiar with either. When a provider with an audience of 15 million debuts a new web series, or intimate concert on RHOVIT, their fans can:

Easily start an account

Use their Free COINS upon sign up to consume the content

By doing those two actions they have already become part of the Crypto-Currency system without even thinking about it.

RHOVIT, being a hybrid platform and currency system that distributes mined Rbits out to the many instead of the few, has a unique ability to add hundreds of millions of new crypto users into the system. To attain this growth, marketing efforts will focus on content, providers, and benefits that are unique to RHOVIT and let people discover the technology that makes it all possible as they start to use the system.

Matt McCullough (Co-Founder / CEO)

Matt created and sold his first company at age 16. Dabbling in real estate, Matt eventually became partner at Millstone Properties, a multi-million dollar real estate development company. Eventually, Matt's passions for business and tech meshed with his love of entertainment and storytelling, becoming an indie film producer and actor (previously studying and performing at the Atlantic Theater Company). The idea for RHOVIT sprang from film producing, however. Working to get a \$5M dollar film off the ground and dealing with domestic and foreign distribution, he realized there had to be a better way to get good content directly to consumers. From sketches on a napkin to fast-paced development, Matt's experience and ability to build and lead strong business teams have been and will be the fuel that empowers RHOVIT's team, expansion, and ground-breaking technologies. He was also Co-Founder of MetrMe, a social contest and ranking platform where he caught the bug for social rewards in everyday interactions.

Mary McCullough (Co-Founder / CPO)

Mary's experience is in entertainment and technology, being very creative and innovative in her approach to merging the two. A writer by trade, she has also written original works as well as script adaptations. As Co-Founder of MetrMe, a social contest and ranking platform, Mary was responsible for helping to architect and oversee the development of the project. On RHOVIT 2.0 Mary is designing the function of the Rbit Token and RHOVIT Coin systems creating an entirely new ecosystem that rewards content providers and users. She is also overseeing the overall platform modifications.

Charles Voltron (CTO)

Charles is a full stack and blockchain developer/ DLT Developer (Ethereum/Smart Contracts/Dapps). A coder and hacker for over 16 years, Charles has launched and exited 3 companies in the past decade. Charles has been working with blockchain for over 6 years and is founder of Nimble Mountain, an ICO Consulting and blockchain development firm. As CTO, Charles brings vast experience to RHOVIT in what is a fairly new field.

Tanja Richter (Creative Director)

Tanja is a graphic designer with experience in video games, broadcast, interactive, large format event graphics, web development and apps. A former designer at Digital Domain, Tanja is well versed in entertainment communications and content development. She was Co-Founder and Designer of MetrMe, a social media app and is founder of ShapeShifterZ, a costume company for performance sports and entertainment. She is responsible for the look and feel of RHOVIT, the Rbit and making sure there is a simple yet modern elegance to the platform.

Nicolas Erreca (Lead Developer)

Nicolas is Co-Founder of Cognit Labs and a full stack developer. Nicolas has designed and built many websites, including RHOVIT 1.0. Nicolas was instrumental in creating the architecture for the original platform and will lead the development on the changes as well as the integration of the blockchain with the existing cloud based platform.



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Carlos Adrian Martinez (Front End Developer)

Carlos is Co-Founder of Cognit labs and also an original developer on RHOVIT 1.0. Carlos has both front end and back end experience and will be part of the main development team for version 2.0.

Dima Popovici (UX/UI)

Dima specializes in UX design, UI design, graphic design, web design and branding. Dima is leading the way in taking the UX of RHOVIT 1.0 and updating it to encompass all the new features. He is also designing the UX for the mobile version. Dima brings with him experience with usability, user flows and being able to analyze and implement user feedback.

Danny O'Neill (Enterprise Sales)

Danny is a sales leader whose experience includes being a Key Account Director at Oracle and Senior Accounts Manager at Cisco. Danny is an expert at closing major deals, commercial deals, expanding a company's footprint and international revenue growth. Danny will lead the enterprise sales team at RHOVIT which includes working with major studios, labels and publishers to get their content on the platform.

Michelle Lange (Head of Digital Marketing)

Michelle is founder of M Lange Media which helps companies skyrocket their sales and exposure with video, messaging, and online marketing. Michelle also has an entertainment background. She was a development assistant at the Gersh Agency as well as a script and story development assistant at companies for Pierce Brosnan and Gary Ross. Michelle brings over 7 years of lead marketing experience to RHOVIT as well as know how of how the entertainment industry functions.

Miranda Ordonez (Social Media/ Indie Community Leader)

Miranda is a graduate of LMU with a dual degree in business and dance. Miranda's experience includes running social media accounts for businesses and being an executive assistant for Debbie Allen and the Debbie Allen Dance Academy. As head of RHOVIT'S social media as well as being an independent artist community leader, Miranda brings an incredible amount of energy, know how and ideas to the team.

Vanessa G. Vasquez (MBA Intern)

Vanessa is a student at the UCLA Anderson School of Management with 6 years experience in Private Banking. Vanessa has a deep interest in blockchain technology and brings to the team a wide range of skills.



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Phillipe Erwin

Phillipe is owner of Vueality, a strategy, development and publishing solution focused on AR and VR experiences. Phillipe is also former VP of Interactive at Warner Bros. and Director of Business Development at Activision. Phillipe brings years of experience to RHOVIT for video games and international business.

Mark Stanwyck

Mark has been involved as an investor and advocate of blockchain innovations since 2011. With a strong background in marketing and development, Mark has been able to parlay his experience into supporting and advising successful blockchain projects and ICOs with regards to positioning and exposure in this rapidly evolving industry.

Craig Wilson

Craig is a former Senior Product Manager at Microsoft with extensive experience in team building, marketing, venture investment, finance and global operations. Past experience included CMO at Clout Mobil, VP Business Development at ScrumLogic. He is also currently a Managing Principal Advisor for Bixel Exchange Accelerator, which is run by the Los Angeles Area Chamber of Commerce. Craig brings a wide range of abilities and experience to RHOVIT to guide it towards rapid growth.

Peter Bergstrom

Peter is a Prior Executive at Microsoft Game Studios, Sony Computer Entertainment, Warthog Games, EuroMarketing and others. MBA in finance, marketing and global supply chain from BYU. Founder of BitBlock Ventures, a Blockchain, ICO and Smart Contract enterprise development firm based in Singapore.

Bill Sutman

Bill is the EVP and CFO at Source Interlink Media, the premier source of special interest media in the US that houses over 70 publications, 100 websites and over 800 branded products. Bill is also the former CFO at Relativity Media and Universal Pictures.

Mitch Berman

Mitch is the managing partner at Berman Strategic Advisors with a focus on digital entertainment and mobile and pc games. Mitch was also Chairman and Founder of Zillion TV, an on-demand television service that delivered personalized access to movies, sports, and more.

Arash Emami

Arash, a former Senior Product Engineer as well as Sr. Technical Product Owner at LinkedIn, expertise lies in the intersection of product, business and engineering. He brings over 12 years of software experience and 5 years working with startups to the team.

Alex Marcus Alex is the Head of Operations at the Disney Accelerator where he helps identify new businesses for The Walt Disney Company and invests in startups. His also focuses on working directly with portfolio companies to strategize the execution of commercial partnerships with Disney. Prior to Disney, he worked in the TV Packaging and Digital departments at William Morris Endeavor (WME) helping to represent elite talent and companies across the entertainment industry.

8.0 TOKEN DISTRIBUTION FOR ICO

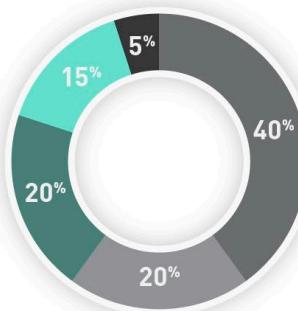
RHOVIT will create a maximum number of 90M tokens for the ICO.

Token price for the Pre-ICO and ICO will be set at \$1.85 per Token with bonuses available. 70% of the Tokens (ie:63,000,000 Rbits) will be for sale. Any Rbits marked for sale in the ICO which are not purchased will be transferred to the mining pool of 90,000,000

RHOVIT Team Rbits: All Rbit Tokens received by the RHOVIT team will be locked, with half received one year after the ICO and half two years after the ICO.

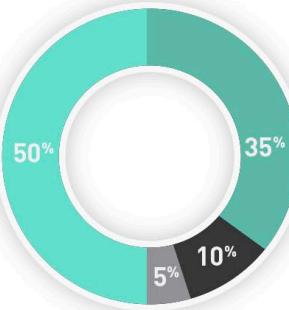
After the initial offering of Tokens in the ICO all future Rbits created will have to be mined using the RHOVIT Platform. Distribution of these Tokens will flow through the RHOVIT community.

SOFT CAP
25,000,000 Rbits



- 40% Development
- 20% Marketing
- 20% Operations
- 15% User Incentives
- 5% Legal

TOTAL SUPPLY
180,000,000 Rbits



- 50% Mined on Rhovit
- 35% ICO
- 10% RHOVIT Reserve
- 5% Team and Partners

HARD CAP
63,000,000 Rbits
Original Content Fund



- 100% Content Fund

The Content Fund will be used to produce exclusive, original content for the Rhovit Platform.

Some things
are worth
waiting for

2012 – RHOVIT 1.0 is imagined and built

2014 – RHOVIT 1.0 is put on hold until a better
monetization system can be devised.

Q1 2017 – RHOVIT 2.0 is imagined with integrated blockchain
technology

Q2 2017 – Circular Ecosystem is designed along with UX
updates to existing RHOVIT Platform

Q3 2017 – Whitepaper is published and ICO announced.

Q4 2017 – ICO is held

LEGAL DISCLAIMER

The purpose of this White Paper is to present the RHOVIT platform and Rbit token to potential token holders in connection with the proposed ICO. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship.

Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring Rbit Tokens. Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which are designed to protect investors. The product token is not a digital currency, security, commodity, or any other kind of financial instrument and 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 country, including the securities laws of any jurisdiction in which a potential token holder is a resident.

Rbit tokens cannot be used for any purposes other than as provided in this White Paper, including but not limited to, any investment, speculative or other financial purposes.

Rbit Tokens confers no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

This English language White Paper is the primary official source of information about the RHOVIT platform and Rbit token. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc.

In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail.