



**The World's First Blockchain-based, Deep Learning (AI)-driven,
Royalty Free Stock Graphics Platform & Marketplace**
(over 1 million stock graphics files, advanced graphic design tools, content distribution system)

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Whitepaper (v2.1)

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This version (v1.9) of the VectorZilla whitepaper is released as a working draft with the purpose of introducing the idea and receiving feedback from the blockchain community. If you want to contribute by leaving your comment or review, please email: feedback@vectorzilla.io

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Executive Summary

Introduction

VectorZilla (VZ) is the world's first Blockchain-based, Deep Learning (AI)-driven, Royalty Free Stock Graphics Platform & Marketplace. VZ aims to launch with one (1) million ready-to-go stock graphics files valued at over 25 million USD. VZ is guaranteed to raise the value of each token released by our initial coin offering for token crowdsale.

The VectorZilla platform will include:

- Deep learning (AI)-driven selling of microstock graphics
- Suite of online graphic design and publishing tools
- API for partners
- White label Solutions
- Apps, plugins, and extensions for popular software (Adobe Illustrator, Sketch, WordPress, Shopify, Magento, etc.) to enable millions of users (designers, publishers, marketers, etc.) to use VZ content
- Marketplace for contributors to sell their graphics on VZ at best rates with great level of transparency
- Blockchain-based storage for all critical data, information, and files

Background: The team behind VectorZilla consists of over forty (40) people who have decades of experience in ui/ux, creative graphic design, software product & service development, IT consulting, business management, and entrepreneurship. Most of them have been working together at Allies Interactive Services Private Limited (based in India) Founders have over 18 years of experience in Information Technology, 10 years of experience in Micro-Stock Graphics industry ; and some of them have been working with blockchain (and cryptocurrencies) since its early days. VectorZilla owns a library of over one million vector graphics elements (objects/icons/clipart) and over hundred thousand compositions of diverse kinds.

The Stock Images Market and Opportunity

According to a recent market research report, the global stock images market is likely to grow at a CAGR of 7.37% and the revenue will cross \$4 billion by 2022¹.

Royalty-free (RF) images are expected to witness the fastest growth rate during the forecast period (2016-2022), as they offer flexibility in terms of usage.

The demand for royalty-free, low-priced stock graphics will keep growing at a very high rate for following reasons:

1. The digital revolution² has been created a shift from traditional print publication to online versions of digital images in the last one decade.
2. A large number of traditional businesses are increasingly using the internet, establishing their online presence via websites or social media, digital marketing, communication, customer support, customer interaction, and more; each company requires high-quality and creative graphics. Thus, the demand for RM (royalty-managed) and RF images is growing more than ever before.
3. The exponential growth of the internet and social media platforms has led to the creation of small-scale enterprises that have business models completely based on the internet and social networks. These businesses too require high-quality graphics for low royalties.
4. The number of internet users on social media is drastically increasing, which also leads to greater demand for creative graphic images by individuals.

That's the opportunity VectorZilla will grip by providing millions of graphics at a very affordable price.

The in-house design team of VectorZilla will make continuous additions to the graphics library.

The Problem and Solution

The rapidly increasing number of internet users have generated a huge demand for royalty-free stock images. However, there are problems which VectorZilla will solve:

Problem: Users find it very difficult to get the stock images they require due to high prices. Sometimes a pack of 5 images costs from USD \$50 up to USD \$300 per image, while subscriptions start at USD \$100/month and can be as much as USD \$500/month or even more on popular platforms.

Solution: VectorZilla will offer rock bottom prices (per file or subscription) because it owns a huge library of over one million graphics; it doesn't have to pay any fee to any other party for these files.

Problem: Users have to download files from microstock platforms on computer. Rather having any other alternate option to store on cloud storage.

Solution: VectorZilla will provide the option to download files, save them in a choice of cloud storage, or save them in VectorZilla's distributed cloud storage(for a small fee).

Problem: Users have to use complex tools for editing downloaded files and publishing them.

Solution: VectorZilla will provide advanced graphic design and publishing tools (beyond desktop publishing or online tools).

Users of VectorZilla will be able to edit (change text, colors, crop, apply filters, and much more), and publish images to variety of platforms (social-media, CMS, blogs, e-commerce, etc.) using our online suite of graphic design and publishing tools and integrations with all popular platforms.

For example: Users will find VectorZilla integrations (plugins/apps/extensions) for their choice of popular platforms (WordPress, Shopify, Magento, CMS, CRMs, Twitter, Facebook, Instagram, etc.), and will be able to search, preview, purchase, embed purchased images, and so on.

Problem: Most stock image platforms don't provide usable APIs and white label solutions to partners (companies, merchandizers, etc.).

Solutions: VectorZilla will provide sophisticated and highly usable API (search, preview, download, edit, save, publish, reports, etc.), and White Label (branding, integration) solutions to selected partners.

For example: A physical or digital marketing product company (like VistaPrint) can provide its users with access to VectorZilla's millions of graphics using VectorZilla's API and white label solutions.

Problem: Many stock image platforms keep a lot of the license fee (up to 70%) and pay very little to actual contributors (actual owner of the file).

Solution: VectorZilla will only keep 15% and pass on most of the fee to contributors.

Problem: Current stock image platforms don't provide enough transparency in license sales and revenue reporting to contributors.

Solution: VectorZilla aims to leverage blockchain technology to bring maximum transparency in all of these areas (license sales, revenues, revenue sharing, etc.) and provide almost real-time reports to contributors on license sales and earnings.

Problem: Current stock image platforms disburse payments to contributors only once a month.

Solution: VectorZilla aims to leverage blockchain technology to pay contributors in real-time with tokens (VZT).

Business Model

VectorZilla aims to drive significant volumes of customers (at a low customer acquisition cost) by charging a much lower price on vector images. In return, revenue comes from a high sales volume.

Our self-owned content, worth \$25 Million USD, would help to maximize our profits rates, enabling us to pay the maximum to contributors in the planned VZ marketplace from sales of their files.

Untapped markets like merchandize platforms, integrated apps, and plugins to access and deliver content on go.

Low cost is not low margin; it could be highly profitable. McDonald's and Ryanair, for example, are among the most profitable companies in their industries. Smart, low-cost players invest in innovation targeted at the bottom of the pyramid³.

Further, with the subscription model for recurring revenue, the aim is to retain the customer on a long-term basis by offering flexible six-month and yearly subscription plans.

Around the third quarter of 2018, as part of its expansion VectorZilla will introduce a marketplace and open it to contributors from all around the world.

The VectorZilla Platform - VectorZilla.IO (Key Features)

Product and Inventory

VectorZilla's continuously growing image library already has over one million (1M) vector elements and over one hundred and twenty thousand (120k+) graphic files.

The inventory is expected to increase twofold by 2018 (i.e. to 2 million elements and two hundred thousand [200k] design compositions).

A large in-house design team has been working to achieve this goal.

Deep Learning (Artificial Intelligence)

VectorZilla will leverage deep learning-driven AI in many areas across the platform.

For example: The search engine will use deep learning (AI) to provide highly relevant contextual search results, thus increasing user efficiency, experience, and happiness, leading to more conversion and sales.

Online Editing & Publishing

VectorZilla will offer an innovative suite of online graphic design and publishing tools.

This set of tools will allow users to be able to do most (or more) than desktop publishing tools. Users will be able to edit (change text, change colours, crop, apply filters, and much more) and publish to variety of targets (CMS, CRM, blogging platforms, e-commerce platforms, and many more).

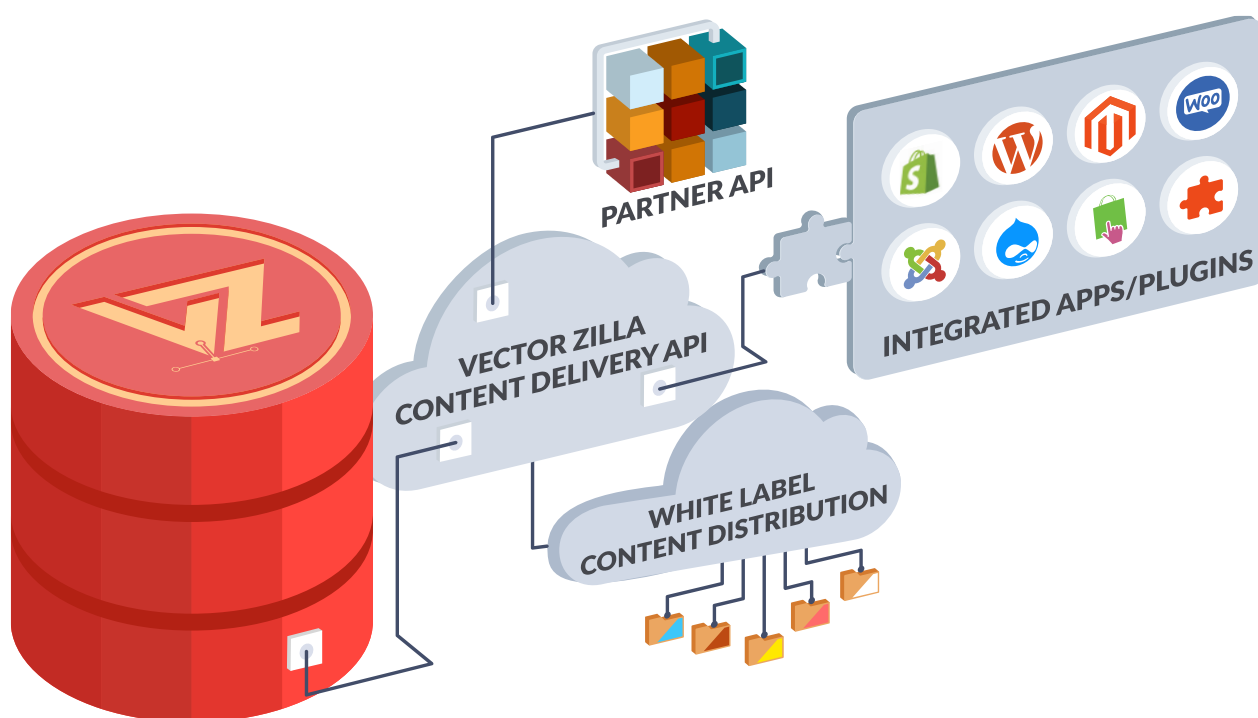
Users will be able to save the edited file(s) on their choice of cloud storage or on VZ Cloud Storage (for a small fee).

Apps, Plugins, Extensions; API and Integrations; White Label

VectorZilla tools will be also available as apps, plugins, extensions, integrations, and API for all popular platforms (desktop/mobile tools, CMS, CRM, e-commerce, social media, etc.), including Adobe Illustrator, Sketch, Shopify Wordpress, Magento, Prestashop, Twitter, Facebook, LinkedIn, Instagram, and more.

VectorZilla will provide REST and GraphQL API for all features (search, preview, download, edit, save, publish, reports, etc.).

VectorZilla will provide white label (branding, integration) solutions to selected partners.



Payment Gateway (FIAT, Cryptocurrency)

VectorZilla is a semi-decentralised platform, using both centralised payment methods (fiat money) and decentralised digital cryptocurrency developed on Ethereum Smart Contracts.

VectorZilla will enable users to buy images or subscription plans with both centralised payment methods (fiat money) and decentralised digital cryptocurrency, including Credit Card, Debit Card, E-wallets, and PayPal

When the VectorZilla marketplace is launched in 2018, all payouts will be made to contributors by VZT.

Marketplace

Around the third quarter of 2018, as part of its planned expansion, VectorZilla will introduce a marketplace and open it to contributors from all around the world.

Technology

VectorZilla is a first-of-its-kind stock graphics and graphic design platform based on futuristic blockchain technology.

All information and data will be saved on the blockchain, providing transparent transaction visibility to all contributors and coin holders.

According to research reported by CNBC, distributed ledger technology or blockchain is being considered by most of the world's big corporations⁴.

Blockchain

Blockchain is a form of distributed ledger technology (DLT). This means that it maintains records of all virtual currency transactions on a distributed network of computers, but has no central ledger.

The original blockchain network was created by Bitcoin founder Satoshi Nakamoto to serve as the public ledger for all Bitcoin transactions [4](#). The blockchain is managed by a peer-to-peer network collectively adhering to a protocol for validating new blocks.

By design, blockchains are inherently resistant to modification of the data. Once recorded, the data in any given block cannot be altered retroactively without the alteration of all subsequent blocks and a collusion of the network majority.

Functionally, a blockchain can serve as “an open, distributed ledger that can record transactions between two parties efficiently and in a verifiable and permanent way. The ledger itself can also be programmed to trigger transactions automatically [5](#).

Private High-Performance Storage for Inventory Management

VectorZilla intends to use cooperative cloud storage [6](#).

This is a decentralized model of networked online storage where data is stored on multiple computers (nodes), hosted by the participants cooperating in the cloud.

For the cooperative scheme to be viable, the total storage contributed in aggregate must be at least equal to the amount of storage needed by end users.

For example, the peer-to-peer cloud storage platform Story (<https://storj.io>) is a blockchain-based, end-to-end encrypted, distributed object storage provider.

Platform: [VectorZilla.IO](https://vectorzilla.io)

Mock-ups of VectorZilla Platform & Mobile Apps:



Target Audience

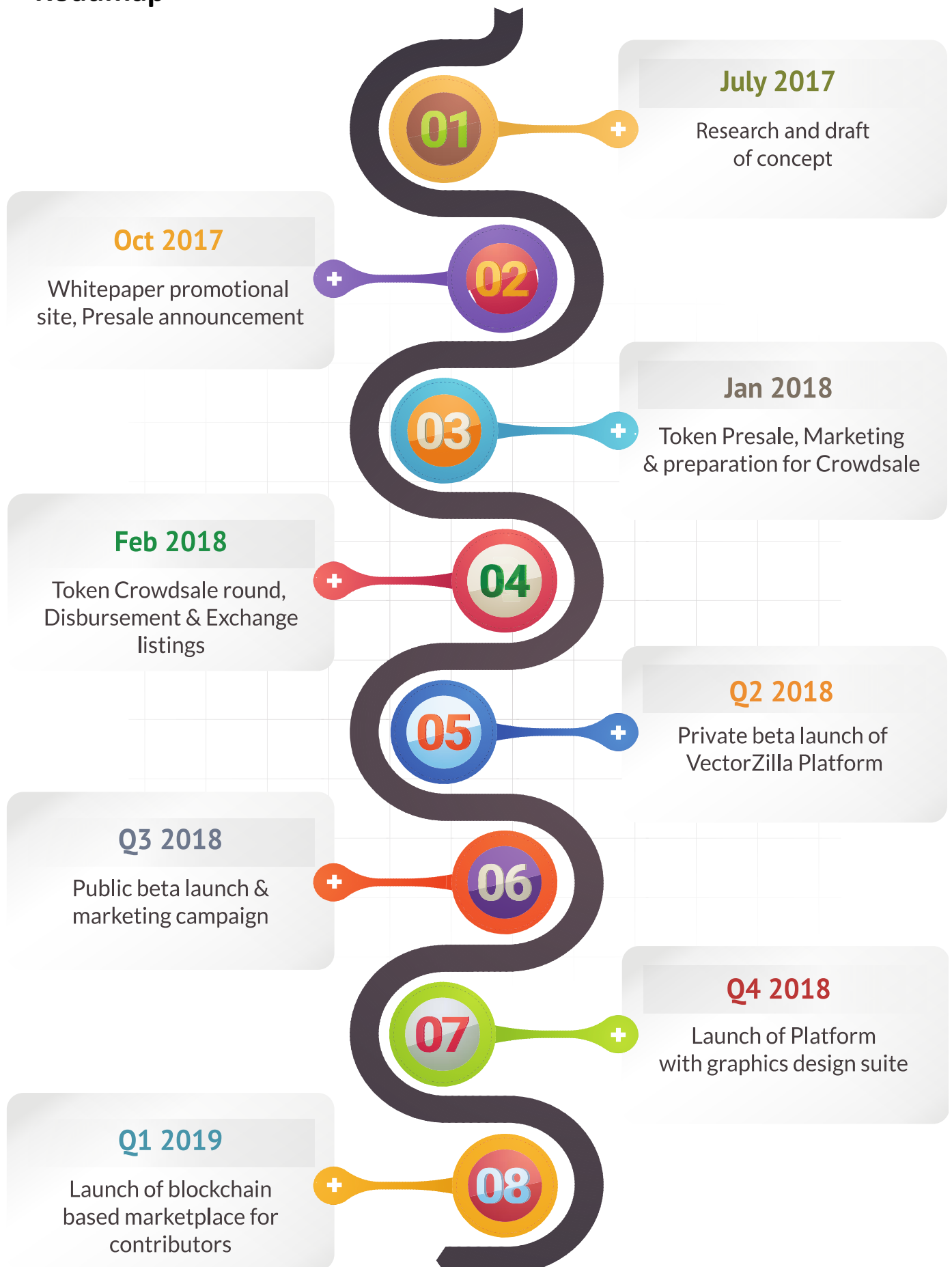
- Advertising Agency
- Apparel & Textile
- Academic Institutions
- Design & Web Agency
- Digital Marketing Agency
- Events Management Companies
- Events Management Agency
- Printing & Publishing House
- Production Media

- Merchandise
- E-commerce Platforms
- Bloggers
- Training Centers
- Consulting Firms
- Government Departments
- Pharmaceuticals
- Food & Beverages

- Finance & Insurance
- Energy & Environment
- Real Estate/Construction
- Others...



Roadmap



VZT - VectorZilla Token

VectorZilla tokens are developed for fundraising and financing the development, marketing, and advertising of the VectorZilla stock image and graphic design platform, as well as the elaboration of VectorZilla's design library by an in-house design production team.

VectorZilla tokens (VZT) are issued on the basis of VectorZilla's blockchain, developed on an Ethereum Smart contract (ERC20).

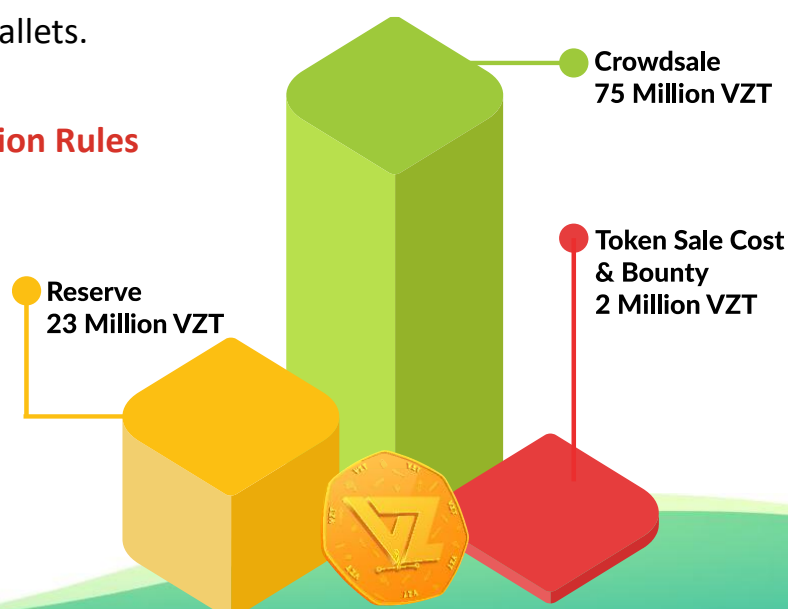
VectorZilla tokens can be purchased through an internal exchange integrated into the digital wallet using BTC or ETH, as well as fiat currencies like USD, EUR, and RUB.

Role of Tokens

Any VZT owner can buy stock graphics, subscriptions and services at VectorZilla using VZT at the current VZT exchange rate to the currency used in the region. Any visitor to [<vectorzilla.io>](http://vectorzilla.io) will be interested in buying VZT, as this will give them an opportunity to get additional discounts on subscription plans. After launch of Marketplace by Q3 2018, all pay-outs to contributors will be made in VZT.

A total of **100 million VZT** (VectorZilla tokens) will be issued. Of these, 75 million tokens will be available for ICO crowdsale, including a bonus for early investors and crowdsale participants. Another 23 million tokens will be kept as a Reserve Fund for management and future content acquisition and licensing. Additionally, 2 million tokens will be used for token sale costs, affiliate programs and bounty programs. These tokens will be kept in multi-signature wallets.

VZT Token Distribution Rules



VZT - Presale

The presale event allows users to contribute in an early stage before the actual opening date of the formal VectorZilla Token Sale. The presale will be a public event, available to cryptocurrency enthusiasts and the general public to participate in.

A detailed process will be provided before the presale along with the details of the bonus for VZT presale participants.

On the presale round, 5 million VZT would be sold with target of 5,000 ETH. Unclaimed tokens (VZT) will be publicly available during the ICO crowdsale.

Funds will go to preparation for the public launch of the VectorZilla Stock Graphics Platform and to marketing and preparation of the ICO crowdsale.

During the presale, 5 Million Tokens out of the 75 Million total Tokens allocated for crowdsale will be available

Subscribers can avail special offer by :

Contributing above 4 ETH to get 15% Additional Bonus.

PRE-SALE OFFER

UPTO 1,500 ETH

1 ETH = 1000 + 250 VZT

TIER 1

**BONUS
25%**

1,501 TO 5,000 ETH

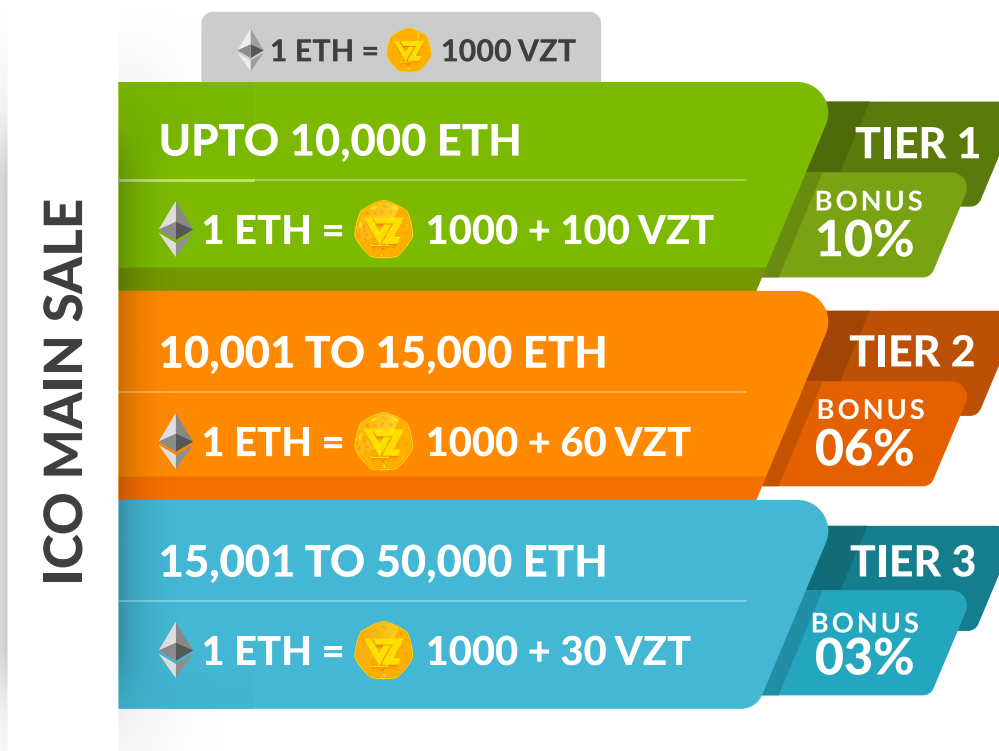
1 ETH = 1000 + 150 VZT

TIER 2

**BONUS
15%**

VZT Crowdsale

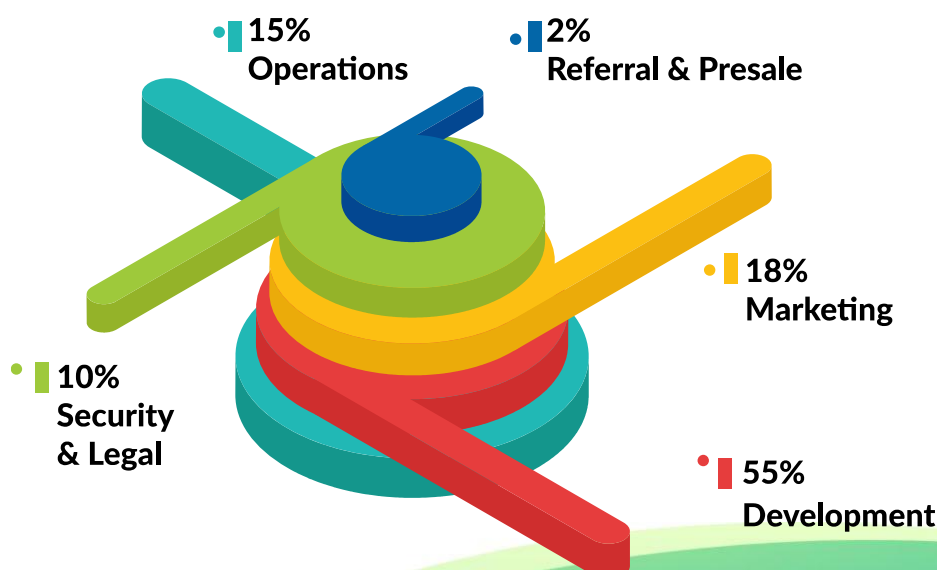
In the ICO Token crowdsale, 75 million tokens will be sold (including presale + bonus).



Budget Allocation

Funds will be used in graphics content creation, acquisition, licencing, and development of design tools, apps, APIs, plugins, a blockchain payment/wallet application, AI-supported search, infrastructure marketing, and legal.

By Q2 of 2018, VZ will contain around 2 million self-created and owned graphics and over 200K+ compositions. VectorZilla will start accepting VZT as a means of payment for images & subscription plans.



About VectorZilla

VectorZilla's team have decades of experience in Software Product & Service Development, IT Consulting, UX Design, Graphic Design, and Business Management. Most of us have been working together as a team at "Allies Interactive Services Private Limited" for 15+ years, and some of us have been working with blockchain technology (and cryptocurrencies) since its early days. We believe VectorZilla will bring a paradigm shift to improve lives of millions of people.

Currently a team forty (40) members are working day and night to make this platform successful.

Team

Abdul Qaiyoom (Co-Founder & CEO)

He is an entrepreneur, focusing on strategy, management, and development and also taking care of various products/platforms developed over the time. With over 19 years of experience in technology & creative design. As CEO & Creative Director of Allies Interactive, he led the company and brought it to a position among leading Stock Graphics content creators & contributors in the world.

Abdul Qabiz (Co-Founder & CTO)

A geek, blockchain enthusiast since early days, passionate developer, and web technologist with over 18 years' experience, he loves to build meaningful products, helping start-ups as their engineering research and implementation partner. IndieReign (VoD portal) is one of those, where he has lead end-to-end technical architecture, implementation, and strategy since its inception. He helped in Shift72 (evolved from IndieReign) with modular Widevine DRM (encryption and delivery) and the Chromecast App. He has also worked with Yahoo, Macromedia/Adobe & Mixercast.

Max Garza (COO & Partner)

Block Chain R&D and ICO Advisor, he currently is focused on decentralized platforms that allow any user to issue, transfer, swap, and trade custom tokens directly on the blockchain.

Max manages multi-system integration and specializes in getting start-ups ready for ICO launch. He studies ICO Marketing Automation and blockchain trends for exciting developments.

Joseph Gallo (CFO)

High performing hands-on finance professional with a wide breadth of international experience gained through varied roles in financial accounting, control and business partnering. Proven track record of success in leading teams, driving value added analysis for the business, management reporting, commercial contract review, financial statement / cash flow modeling, forecasting and M&A work. Expertise in all aspects of the financial close process including consolidations, regulatory reporting and the design and implementation of effective internal controls. Proven ability to drive key change initiatives that positively impact the bottom line and in implementing IT solutions and process improvements that streamline operations.

A Qavi (CIO & Chief Strategy Officer)

With a Bachelors in Technology, A Qavi is a young and motivated researcher in strategy, planning & implementation.

Shivani Pandey (Product Manager)

With 7 years of administrative and management experience, she effectively manages time and resources in her goal of creating and delivering content. She also has extensive experience in management of design & development teams.

Ravi Malhotra (Blockchain Specialist & Full Stack Developer)

With 8 years of experience working on blockchain and cryptocurrency platforms integration with applications and as a full stack lead developer, in his career he has worked on various SaaS-based products including www.shift72.com (formerly indiereign.com) and www.ravebuild.co.nz.

Abhishek Neb (Sr. iOS Developer)

A passionate iOS Developer with 4+ years of experience who has a hunger to learn new things, Abhishek has a history of successfully developing and delivering apps for iPad and iPhone.

Trapta Vist (Frontend Developer)

She has excellent knowledge of HTML5 and CSS3, as well as experience with JavaScript, AJAX, JSON, jQuery, and AngularJS.

Abhishek Prakash (Sr. UI/UX Designer)

Passionate UI/UX designer and illustrator, he loves to visualise and create outstanding designs, mentor a design team, and push the limit to create beautiful, fresh, and unique designs.

Prateek Gupta (Sr. Graphic Designer)

Prateek has great visualisation skills as an expert illustrator, and he is behind most of the cool stuff in the company's portfolio. He is a quick learner and also part of mentorship and training to the design team.

Prakriti Agarwal (Associate Illustrator)

As a graphic designer, I show my creativity in arts and design using shapes, lines, fonts, and colors. With the aid of I am able to disseminate information to people and society via drawings, pictures, and graphic demonstrations.

Advisors

Jason Butcher (Founder - Parallel Payments, COO - Coinpayments.net)

Jit Singh (CIO - Dionysus.Studio)

Matthew Connelly (Digital Marketing Consultant)

Dean Anastos (Blockchain Expert)

Rohan Khullar (Blockchain Enthusiast, Entrepreneur & Consultant)

Vikas Gupta (Chartered Accountant & Financial Advisor)

Mayank Awasthi (CEO - Dreamlabz Technologies)

Radha Krishna Pandey (Legal Advisor - President, Kanpur Bar Association)

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4. <https://en.wikipedia.org/wiki/Blockchain>
5. https://en.wikipedia.org/wiki/Cooperative_storage_cloud
6. CAGR – Compound Annual Growth Rate