

## Abstract

With the passing of each year people all across the world are becoming more and more connected creating an ever increasing demand for quality information and entertainment in an era plagued by content monopolies. People all across the world are starving for an information platform that can bring them quality news, videos, articles from verifiable sources and not just the traditional split narrative provided by today's media giants. Social Networks make up a significant percentage of the most visited websites in the world, and for good reason. Social Networks enable people to congregate, chat, share, contribute, laugh and cry, but they also perform an increasingly pivotal role in keeping individuals up to date.

***Nearly two-thirds of American adults – 62%– get news from a social media site, according to a new survey from Pew Research Center.***

Virtual social mediums have become the gold standard for sharing content, and big business/government has absolutely noticed. Due to this dramatic shift in attention, the integrity of social networks everywhere has been challenged as they continued to be plagued by problems involving censorship, quality, system gaming, botting, verification, and much more. We're moving into an age with a lot of voices, connectivity, and a plethora of devices that allow for multiple formats of expression; yet we still haven't nailed discovery, distribution or democracy within large networks. DeepSee is looking to change this by building the most diverse social content aggregation platform on the web that doesn't marginalize users or the crowd based on their niche or content format preferences. DeepSee combines this vision with blockchain to create transparency from one perspective in addition to a means of monetization through our token CurrentSee. CurrentSee isn't just some junk coin either as the coin maintains a real value that is supported by services on the platform, most notably the ad exchange.

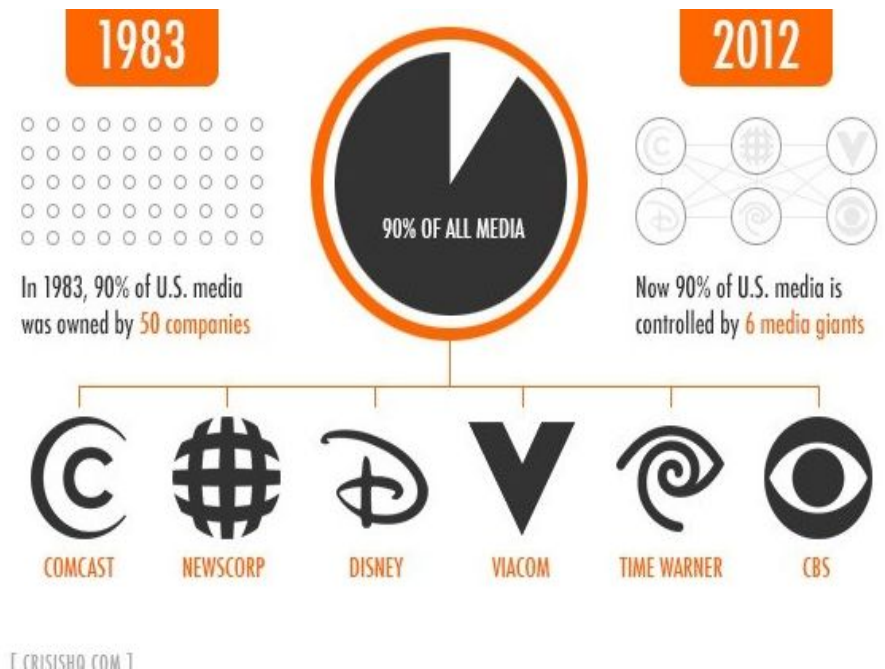
DeepSee is an all-in-one platform that combines some of the best aspects of sites like Reddit, Youtube, Medium, and Twitter into the most flexible and transparent platform seen yet. DeepSee allows for a broad scope of profile privacy setting in addition to advanced profile verifications that allow professionals, celebrities, professors, etc to make a name for themselves. Last, but certainly not least we combine machine learning at many different layers to detect bots, vote manipulation, gaming, provide better search results, and so much more.

# BACKGROUND

## Media Bottlenecks

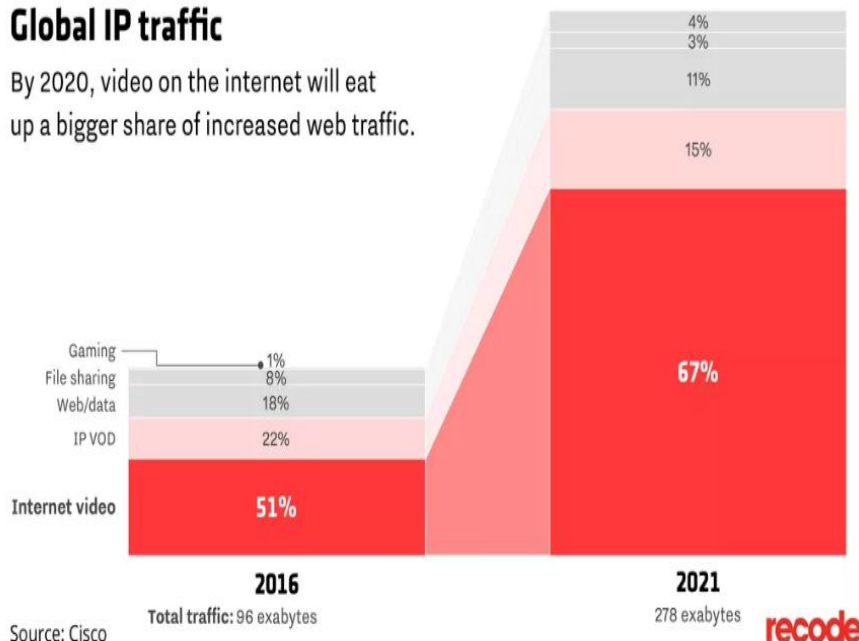
From the monks writing manuscripts, to the printing press, to the television screen the distribution of media has traditionally been controlled by a select few. Looking at television (especially news) this could never be more apparent or dangerous considering the large effects a few parties can have over a populace.

We can look towards silicon valley and notice the same trends emerging on news, videos, and social platforms. Today users get informed and participate on these platforms with little say in the rules, regulations and moderation of the networks.



## Global IP traffic

By 2020, video on the internet will eat up a bigger share of increased web traffic.



With increasing bandwidth and devices users are beginning to shy away from the traditional forms of digital expression to mediums such as video. While the ability to simply upload video is quite easy, the real difficulty seems to be in discovery. Creators more adept at gaming other social networks, marketing, and serving the lowest common denominator. As the amount of content available begins to rise the demand for cutting edge

discovery options will rise significantly.

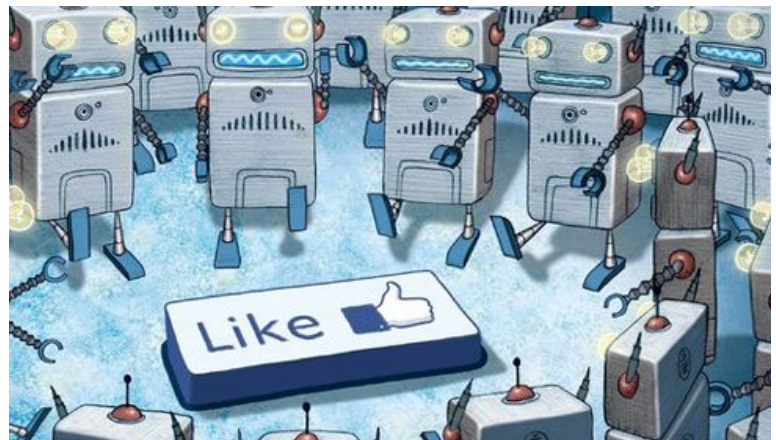
## **Monetization & Distribution**

The sphere of content creation and distribution has come a long way with the introduction of microprocessors and fiber optic cables, but is far from perfect. Television content production has enormous barriers to entry, few available channels, and an expensive bill due to the consumer at the end of each month. Now people all over the world have the ability to search for, interact with, spread and even create content all from a small handheld device. With the introduction of fast decentralized payments thanks to the blockchain technology users all across the content curation plane can now be reimbursed based on their participation in the process. Never before has a platform had the opportunity to seamlessly integrate every arm of the content curation process under an umbrella supported by the advertisements served.

Networks in this day in age have very few options available (if any) that allow users to profit from their participation on the platform. In addition it's even more difficult for users to make small payments even if they have a bank account or credit card. These are issues that can be solved with the proper use of blockchain payments as a means of allow payments between the user base.

## **Censorship & Moderation**

Still the competition is very centralized with only a few companies (Google, Facebook, Youtube, Reddit, Twitter, etc) making up a large spectrum of the daily internet consumption. Users of these platform traditionally have many medium to which they can express themselves but poor alternatives in terms of filtering out manipulation, quality, truth, etc. The largest networks traditionally have very few options (if any) for users to commune, criticize, and change the rules or moderation of a site. To add to the problem, social networks are covered with bots, fake profiles, and marketing agencies that do nothing for the platform other than inflating numbers and damaging the



integrity of well “Liked” content. Leaps and bounds in machine learning in recent years has finally made it possible for much of the corruption to be largely weeded out. Yet many of the complaints steaming out of “Fake News” link back to the buying of social media likes, upvotes, comments, etc.

## Flexibility & Power

Today many of the largest media platform and networks try to focus on being good at one thing with networks the specialize in text (Medium), video (Youtube, Vimeo), profiles (Facebook), and so on. Yet the creation and curation of content in a multi-dimensional beast that changes based on the individual. While these networks do offers many other features that span different media formats, there are significant disadvantages in comparison to the platform that are specializing. In the same note many of these platforms don't have features or specialization to service niche communities or groups.

We believe with the advances in machine learning, micropayments, and blockchain technology networks could leverage enough user participation to create a platform that doesn't marginalize the user based on their topic of interest or format; all the while different layers of moderation in verification are incentivized in order to promote the most in depth analysis of content.

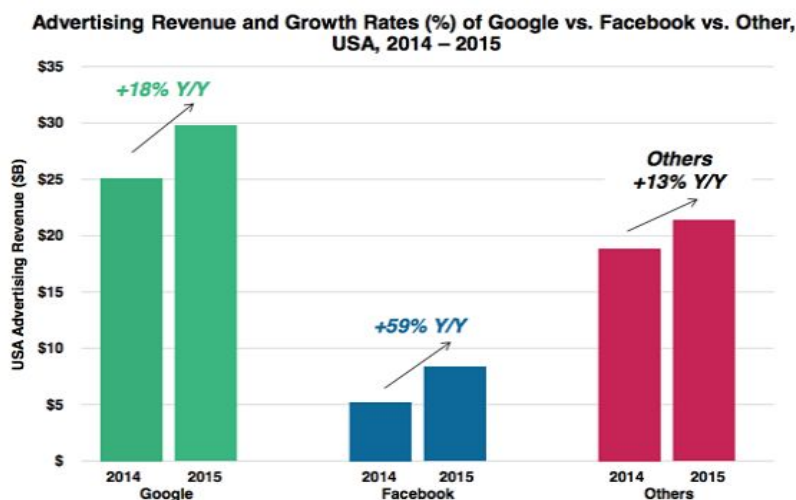
## Advertising

Advertising has been the backbone of the media industry for years and the internet advertising opportunities are about to surpass that of television. U.S. TV advertising revenue is expected to rise from

\$69.9 billion to \$81.7 billion in 2020, at a compound annual growth rate of 3.2 percent.

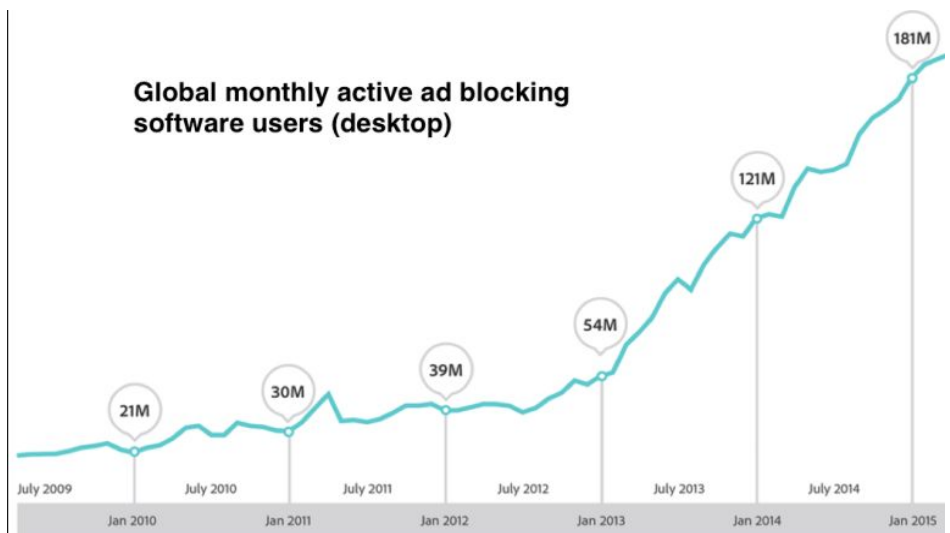
Internet advertising, meanwhile, brought in \$59.6 billion in revenue last year, and that number is projected to rise to \$93.5 billion by 2020 . PwC forecasts that internet advertising will overtake broadcast TV advertising for the first time in 2017. While the industry is ripe for expansion, growth has seemingly be reserved to the largest player with their own advertisement platform.

Google + Facebook =  
76% (& Rising) Share of Internet Advertising Growth, USA



The internet ad services industry is ripe for disruption with its current lack of transparency and verification in the age of ad-blocking. Ad-blocking doesn't seem to be slowing down either as users no longer feel the need to support the corporations providing a service. This is a dangerous situation considering the amount of revenue that is going to waste both for the advertiser and creators. In addition current options for combating the issue require different browsers and programs that require too much setup to ever be applicable on a large scale.

Advertising has been the backbone of the internet for a long time and it's high time that we come up with better solutions for serving ads in addition to creating solution outside the spectrum of advertising for users who would like to opt for a different means of reimbursing the network.



## OPPORTUNITY

The toxic political climate that has built up over the years has created mass amounts of chaos within the largest media infrastructures from print, to television and the web. The largest social media platform have been put under fire as of recent from issues spanning fake news, censorship, bots, vote manipulation and so forth creating a high demand for a platform that can solve these problem and improve on the current model. In addition monetization is a huge problem outside of the platforms devoted solely to video; We certainly feel that blockchain payments supported by ad revenue and services is the solution to this very issue. The traditional MVP business model could never support such a robust endeavour, but with the introduction of the initial coin offering (ICO) startup finally have the opportunity to build game changing technology that can compete with the largest companies in the world and all while supporting blockchain and the community behind it.

DeepSee blends every major media format into a powerful yet flexible platform that empowers discover and quality with the assistance of machine learning and incentives. The internal advertisement/promotion platform on DeepSee allows the company the ability to pay users while keeping the servers up in any

endeavour we may embark. Combined with the controversies, communications issues, and the lack of monetization options available, one could only draw the conclusion that this 50 billion dollar market might be a great one to get into.

## What is DeepSee (Quick)?

DeepSee as a whole is comprised of three major parts...

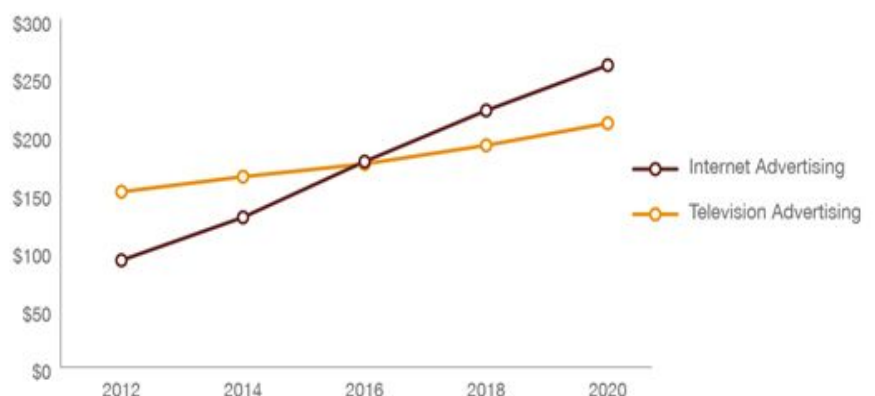
**CurrentSee** - Utilizing blockchain, DeepSee creates a limited amount of tokens (177,777,776) that are utilized as a payment system within the platform. Users of currency can earn CurrentSee from mining or on the DeepSee.io platform by creating content or contributing. CurrentSee is no junk FIAT token by any means. The value of the token is generated by it's ability to spend on the platform, but most notably the Ad/Promotion exchange. Whether users plan on using the token to purchase advertisements or not doesn't matter, the value of the token is supported by the high demand for internet advertisements that only appear to be rising in significance.

**DeepSee.io (Content Platform)** - DeepSee.io is the flagship product of the company acting as a social content aggregation platform that combines blockchain payments, open moderation, and machine learning to create an all-in-one media network. DeepSee offers powerful hosting options for articles/blogs and videos in addition to powerful discover options in the forms of filters and robust "Reddit-like" communities that act as the main hubs for topics, locations, and various other niches. User on DeepSee have the ability to exchange crypto with other users in addition to many options for monetization outside the sphere of article and video content creation. Users on DeepSee can opt to get their profile verified under a certain skill or profession so long as the proper credentials are provided allowing DeepSee to build a strong reputation for having a strong comments section with verified professionals.

**Ad/Promotion Exchange** - The key revenue driver of DeepSee.io is the Advertisement/Promotion exchange that allows businesses, marketing agencies, users, etc to purchase various forms of advertisements and promotion on DeepSee.io with CurrentSee. The

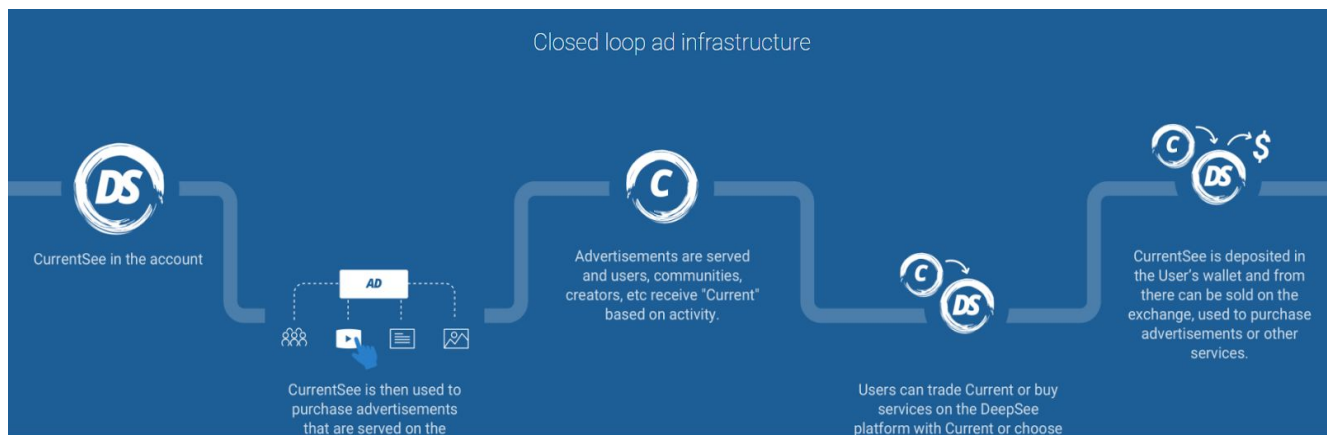
**In 2016, Global Internet advertising revenue will surpass TV advertising**

Global Internet advertising and Television advertising revenue (US\$bn), 2011-2020





platform allows users to purchase video pre-rolls, ad real estate on the platform, sponsor channels, and much much more (especially in the future). The closed loop ad infrastructure put in place by DeepSee allow our communities and creators to get paid, while leveraging the demand/value for the advertisement services against CurrentSee. Advertisements have high demand in other currencies and denominations thus creating a very real world value link between CurrentSee and other forms of payment. Users with CurrentSee can be proud to say they don't just have some FIAT currency, but a token that is back up by an age-old service that is only likely to grow in demand in the future. With the introduction of the Ad/Promotion exchange DeepSee can even enable businesses and sponsored to connect with content creator like never before.



## DeepSee.io

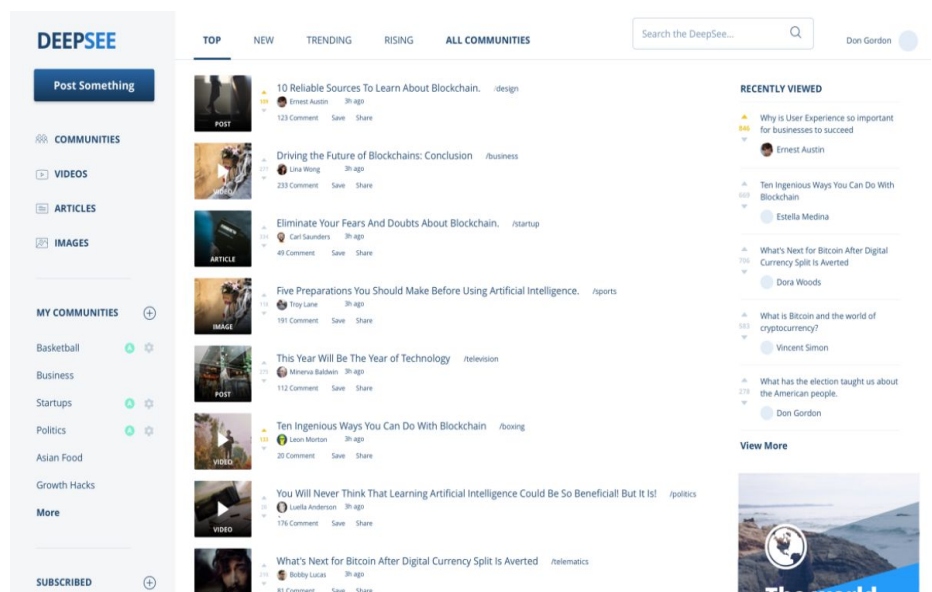
Deepsee is the all-in-one platform for which CurrentSee and the ad exchange depend upon. Profile creation is flexible, users can choose to remain completely anonymous, semi anonymous, or even opt to get their account verified as authentic or skilled in a certain area(s). The main aspects of DeepSee are...

**Video** - DeepSee will have a very powerful video upload and discovery platform built into the platform. This area of the site acts similarly to competitors like Vimeo, and Youtube. DeepSee will utilize the vastness of it's entire network, anti-abuse defenses, robust filters & tagging, paired with in depth comments sections to create a strong monetized option to the video creation sphere. The steep hosting costs of this network will be supported by ad revenue splits and account/publisher services.

**Blog/Articles** - Users, bloggers, and journalist alike can make use of our premium text platform that enables users to create amazing content in a digital age. Users can add images, videos, and gif on a beautiful canvas that can be formatted to serve different purposes. Fans of the format are treated with a plethora of options with the blog/articles area of the website thanks to a upvote downvote system, tags, and machine learning. Articles/Blogs are treated with scores and a comment section. Users have the ability to annotate and offer change/counter points to the presented material.

**Networks** - Networks serve as an all-in-one for creators on DeepSee when it comes to managing their video and article/blog related endeavours. Networks enable users to manage their content, playlists, fans/followers, and even enables additional means of monetizing content. Users can opt to create subscription based services, pay per content options, in addition to payment models that encompass every aspects of DeepSee's advertisement/promotion offerings. DeepSee will also have the ability to leverage the entire network when improving these aspects of the platform in the future.

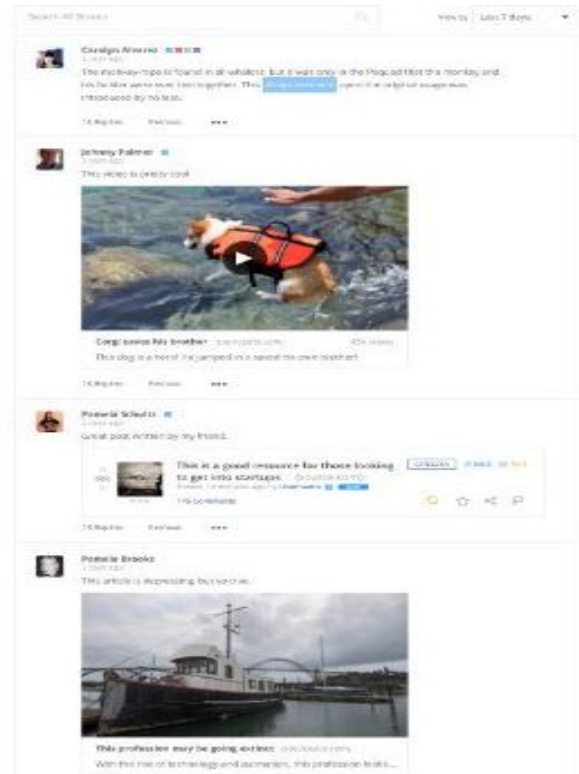
**Communities** - DeepSee offers robust communities that function similarly to Reddit and serve as the main discovery portal for information of topics, people, place, groups, and basically anything else you could possibly imagine. Communities are user generated, and moderators get paid for doing a traditionally corrupt or thankless job. Users upvote/downvote content, comment, debate, etc about anything within the communities' guidelines. Communities are the best source for daily content around topics, but they also come equipped with a classic forum that's always equipped with at least with two topics of discussion: community suggestions and community/mod complaints. In addition the open ledger advantages of blockchain as a technology allow DeepSee and it's moderators to be 100% transparent about their actions of comments, content, and posts. The communities are the flagship of DeepSee for their ability to incorporate every aspect of the platform in addition to entirely different platforms. Last, but certainly not least communities have built in monetization options that enable the best posters, commenters, and creators to benefit from the communities ad revenue outside of the tip/donation model.





**Shouts** - Similar to Twitter, shouts act as a informal means of mass communication that can be utilized by users, businesses, and organizations. Shouts are limited to 300 characters and enable users to spread links, videos, images, news, thoughts, and even reshout material on DeepSee they like. Shouts come packed with different discovery options enabling users to the maximum amount of precension when searching for content.

**Profiles** - DeepSee prides itself on flexibility and the profile portion of the platform certainly fits the bill. Users can choose levels of anonymity while users who choose to remain open have additional opportunities to create a platform for themselves, their services or business. User can opt to go through a verification procedure performed by the DeepSee moderation team that will verify their identity or a particular skill/profession so long as there remains the ability to do so. Users who are looking to compete or serve as a voice for the platform have many data points available to them that judge their content based on its performance on the site. Researchers can use these archives to better determine whether a user is trustworthy.



**Additional Features and Future** - DeepSee is positioned with a platform that could make waves in a day and age where content, money, and trust are in high demand. DeepSee merely creates an amazing platform to start building upon, but we will consistently look towards our user base for problems, solutions, and suggestion for future endeavours. DeepSee.io is will be the heart of CurrentSee and the advertisement exchange, paired with the capabilities of machine learning we believe we have every part necessary to create an information platform of the future. Distribution will be a top priority at DeepSee as we want to enable users and creators to benefit from a platform that can span multiple mediums and devices. The platform will start as a web and mobile app, but will quickly be adapted to support additional platform and devices.

# CurrentSee & The Ad Exchange

## What is CurrentSee?

CurrentSee is our blockchain payment technology that enables our decentralized payment network. CurrentSee is converted to “Current” when used on DeepSee.io to decrease energy/gas costs all while keeping open ledgers available for payment disputes. CurrentSee is the only available payment option for the Advertising and Promotion exchange however we do provide an additional service for buyers that allows them to make their CurrentSee purchase instantly. The price of CurrentSee is then supported by the exchange, advertisement prices, and the size of the platform; in this way we assure that every user on the platform has a bit of incentive when telling others about it. Once CurrentSee is spent on ads, it's released as Current to the users. From this point users have the ability to cash out or leave the Current on the platform.

## The Numbers

DeepSee will have a limited supply of tokens limited to... 177,777,776 Tokens. DeepSee will make 88,888,888 tokens available during presale and ICO phases. DeepSee will utilize 40,999,999 tokens in the promotion and marketing in order to get users to the platform in the first place. 23,888,888 tokens will be controlled by DeepSee to create a balanced mining program, reserves for the advertising/promotion exchange, future employees and platform rewards. The mining program, budget, and total spending of these coins will be 100% transparent and provided within open company reports. 20,000,001 tokens will be split amongst the members of the founding team. 5,000,000 tokens will be reserved for paying advisors, legal, and various promotional partnerships made during the ICO.

## The Future

The service backed, open, decentralized nature of CurrentSee will make the technology our go-to option when creating means of monetization or creating value. While we start with advertisements in the beginning the future of generating value within a user base could exist in other forms unbeknownst to us. DeepSee will continue to build tools that allow businesses to work with content creators on a more personal basis. This is why we must incorporate the community within our feedback loop as a means of determining directions to take with CurrentSee.

# Roadmap

**Pre-sale/ICO** - The team at DeepSee will work on reaching out to investors, partners, and media in order to generate buzz around our product. DeepSee will offer a limit presale on XX / XX / XX. DeepSee will then prepare for it's initial coin offering on XX / XX / XX that will last till XX / XX / XX. During these phases DeepSee will have ample opportunities to get in touch with interested parties, beta users, in addition to adding users to our own little community on Slack. We plan to enable early adopters the maximum amount of opportunities to connect with us and spread the word about our product.

**Post ICO** - Following the DeepSee's ICO we will begin utilizing funds developing and building a base in our pursuit of building the most robust social network to date. While the platform is in development stages DeepSee will begin educated the masses about our product through blogs, image graphics, and videos that will be promoted through Youtube, Medium, Twitter, Reddit, Facebook in addition to other social network and niche communities. Members within our communications channels and groups will receive updates regards new content so they can assist in the spreading of it. DeepSee will also utilize our 43,000,000 token allocated to marketing and promotion to create incentives for getting users to the platform in addition to staying on the platform.

DeepSee will also use this coin reserve to target top content creators and enticing them to host and create content on our platform. DeepSee plans to utilize the networks effect by using these creators very networks to assist in the spread of the platform. Combined with affiliate programs and giveaways, DeepSee is in perfect position to create a viral marketing content so long as users enjoy great content and like getting paid for their contributions.

DeepSee will initially launch with Communities and will expand to incorporate Videos, Articles, and Shouts in that order. The tiered release of DeepSee allows the users and developers to catch problems with the platform as they arise without risking a long awaited launch. Once various area of DeepSee launch, we can finally host content that can be spread using the networks mentioned above. This allows DeepSee the opportunity to introduce users to the platform by more subtle means.

The surrounding user base will be incentivized by promoting content hosted by DeepSee when they see it because they will hold a share of CurrentSee or Current. The more users one the network the more advertisements are worth, and more the price of CurrentSee increases. Users can trust the stacked marketing team behind DeepSee.io and their ability to utilize both paid and organic growth tactic to generate the user base required to flourish in the space.

## Future

The combination of CurrentSee, The Ad Exchange, and DeepSee.io create every arms required for the distribution, and monetization of technology. DeepSee wishes to empower creators with the tools the enable them to focus on creation while we focus on distribution and monetization; the robustness of the platform in a marketing campaign in of itself. Distribution plays a large role in the success of platforms and this will be a key area of focus for the platform in all areas of development. DeepSee will utilize multiple devices and platforms as a means of creating value and recognition within the product. A focus at DeepSee will be open discussion and feedback from our users, as we need users to keep us in line when it comes to the future of our platform. With that being said we know the area we will improve on, but it's really up to the audience to choose our direction.

## THE DEEPSEE TEAM



**Travis Garland (CEO)** is an entrepreneur with significant experience among a variety of machine learning startups and growth marketing concerns. In 2015, he joined facial recognition and deep learning startup PhotoKharma, incepting the app's "Reverse Lookup" feature. In 2016, Travis and Kazi Shezan founded a company that utilizes computer vision and deep learning to create the first software for automatic theft detection.



**Kazi Shezan (Data Scientist)** - Software engineer, IoT device-builder, machine learning researcher, data scientist and activist, Kazi is a multi-faceted and multi-certified talent across the digital spectrum of programming, research and data analysis. He engages a variety of data-mining tasks including data cleaning, pre-processing, data munging, statistical analysis, predictive model creation, data analysis, finding patterns and data visualization. He holds a dual M.S. in Information Technology from Jahangirnagar University.



**Travis Wright (CMO)** - A former Russian linguist in the US Army, Travis has evolved into a successful author (2017's "Digital Sense"), fractional CMO & marketing consultant, keynote speaker, entrepreneur, data & analytics geek, tech journalist, growth hacker, podcast host, and mediocre stand-up comic. He is former global

digital and social strategist at Symantec for the Norton brand, and CMO of CCP.Digital, a Kansas City & SF-based digital ad & content agency.



**Andrew Duck (CTO)** - Most recently CTO of Zinio, Andrew was in charge of the development and re-platforming of the business to empower new product lines. He led a team of 150 in the technical and product departments, and was responsible for more than 1000 production mobile applications, the world's largest newsstand and more than 7,000 customers. Andrew has worked with many of the

largest media, technology and hospitality companies in the world, including Hearst, NT, WSJ, Google, Apple, Samsung, Amazon, Microsoft, IBM, and Playboy, among others.



**Tom Siebert - (Director of CorpComm)** Tom is a multiple award winning journalist with more than 20 years experience in the craft as editor, investigative reporter, features writer and film critic. The creator of Discovery Channel's "Shark Week," he has more recently toggled to PR & Advertising, and worked with many Fortune 500 companies and entertainment brands, including The Home Depot,

VW, Qualcomm, AMC, Lionsgate and many others.



**Peter Vu (UI/UX Architect)** - Peter is the artistic designer of DeepSee's smart and refreshingly clean interface. He has more than three years experience with UI/UX design and has previously worked as a UI/UX designer for AT&T and TailLight..



**Joel Comm (Chief Evangelist)** - Joel Comm is NY Times bestselling author, professional keynote speaker, social media marketing strategist, live video expert, technologist, brand influencer and futurist. He has more than two decades of experience harnessing the power of the web.

## DEEPSEE ADVISORS



**Mia Dand (Advisor)** - Mia Dand is CEO of Lighthouse3.com, a Digital Strategy & Research Advisory firm based in the San Francisco Bay area. At Google, she developed and drove Community Strategy for Google's Geo and Knowledge products, including Maps, Earth, Google+, Voice, Blogger, News and Search. Beyond Google, Mia has built and led digital/social media programs for the world's best-known brands including Symantec, HP, eBay and others.

## Conclusion

DeepSee is obviously a fire of it's kind platform that makes use of the technologies on the bleeding edge of innovation in order to create this one of a kind all in one network. DeepSee started as a passion project when the fake news and censorship narrative went too far and the team around DeepSee is earnest in solving the issues that plague our communication channels. We feel by lowering the barriers of monetization and distribution we can attract the eye balls necessary to find the best content on the web. This is a once in a lifetime opportunity to get in on a platform that is dedicated to knocking the largest media giant and networks off their pedestal by revolutionizing the industry from every angle.

Users who opt into the pre-sale or ICO will have various option of communicating with the creators in addition to invitation to various groups (including slack), that will enable users to chat with the founding team in real time. DeepSee hope to be the network for the people and we want to demonstrate this early by getting our investors in users in the feedback loop as quickly as possible.