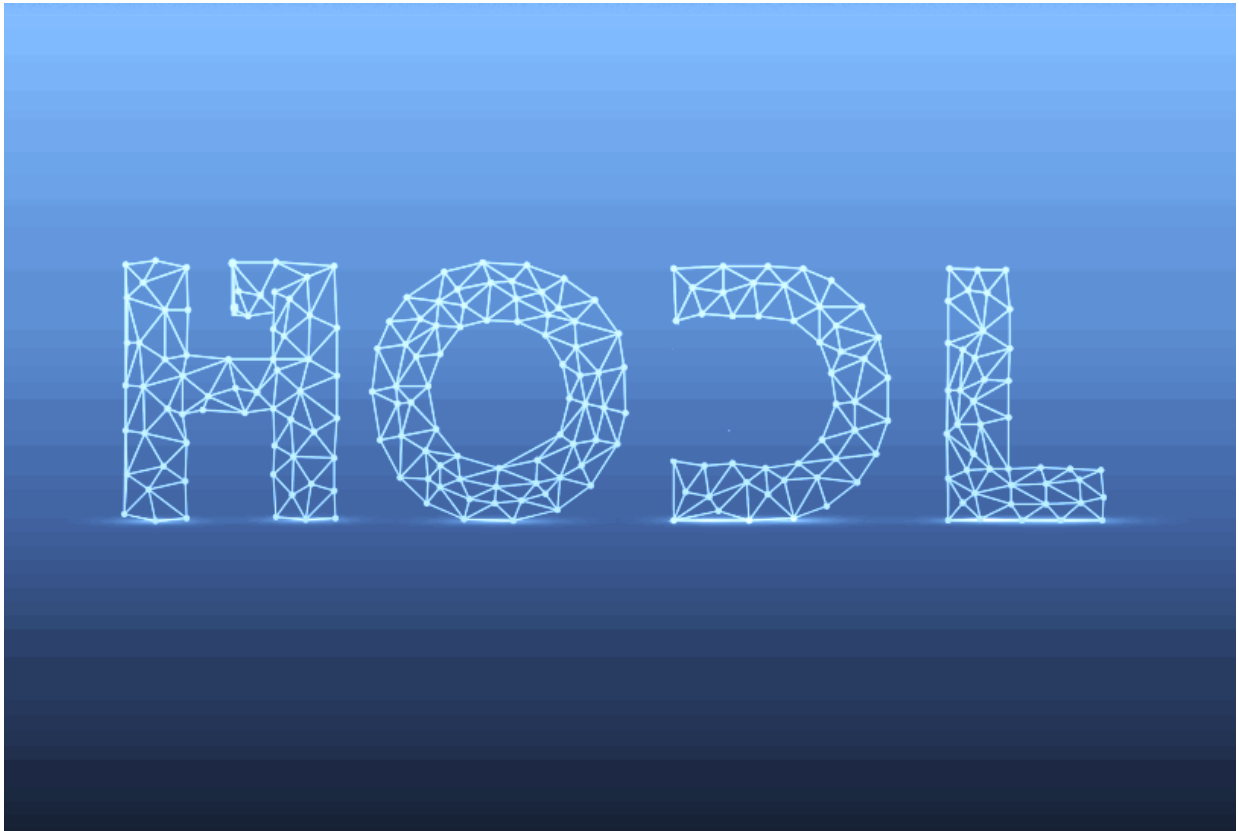


teamHODL: Initial Coin Offering



Abstract:

The world of cryptocurrency has become one of the most exciting and paradigm-shifting innovations the world has seen. Millions of people have delved into the blockchain and have become both early adopters and voracious enthusiasts. Every day new users join the ranks and new coins get created, adding to the buzz and fervor.

One thing the crypto-sphere is sorely missing however is a soundtrack. Although there are various songs of different levels of quality, there has been no concerted effort to create a consolidated body of work. This surprising void has led us to create the first Crypto Rap album, our self-titled [6-track ep, HODL](#). The name is derived from the philosophy-turned-meme of “Holding On for Dear Life”, which has been applied to crypto investments but also to the promising yet turbulent adoption of blockchain technology and life itself. All of our experiences and lessons in the space have been channeled into tracks that are as catchy as they are lyrically poignant.

We are immensely proud of this EP, so much so that we realized we couldn't just release it as an ordinary album. We decided that to best embody the concept of HODL, we would create the solution to crowdfunding we want; essentially Kickstarter meets an ICO wherein the tokens are tied to the value and sales of the album.

Model Description:

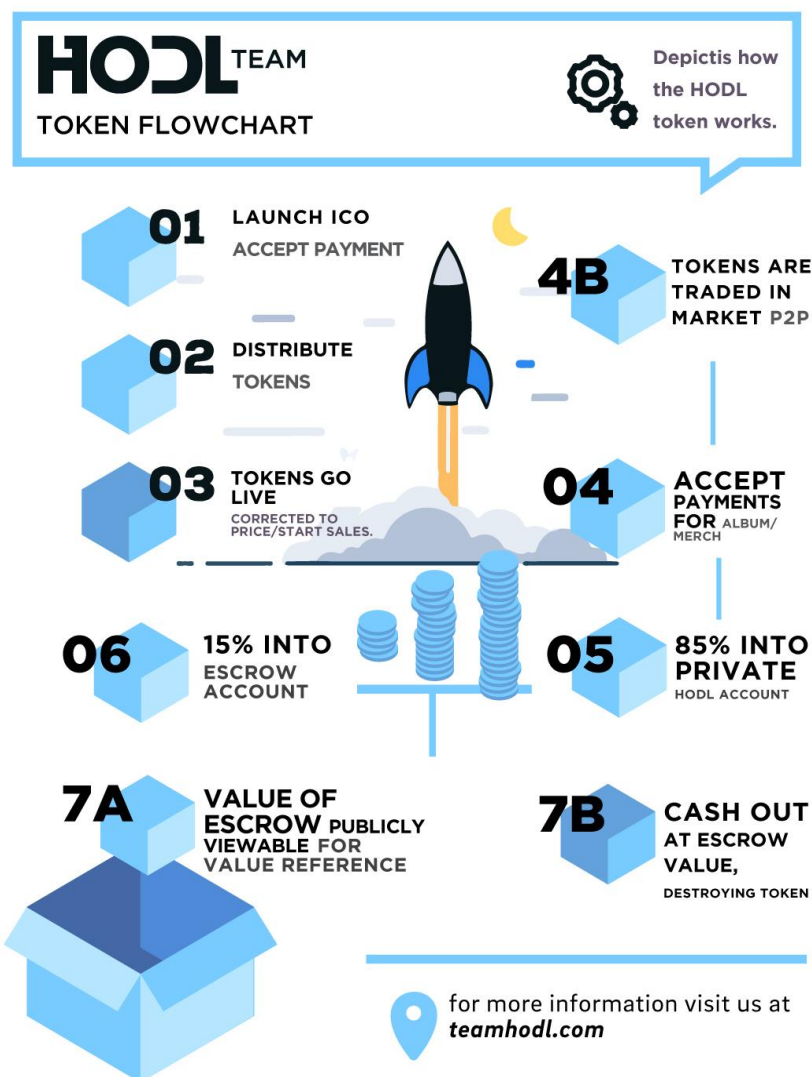
The concept, though we feel revolutionary, is quite simple. Supporters/investors will purchase ethereum-based ERC-20 tokens during the ICO which will have a valuation based on a fixed percentage of Total Revenue from the project's future sales (both music and merch).

As the album and merch are sold for ETH, the designated percentage of 20% will subsequently be routed via a smart contract and API integration into a publicly viewable Escrow Account that will reflect the total and current token price.

After the ICO, the price of the token will correct to the value of current sales (a minimal amount) then will grow to reach and surpass the initial buy-in cost. By using a realistic estimated total revenue (which fans/supporters can evaluate for themselves) artists will justify the value of their tokens and their fundraising goal.

Not only will these tokens represent inherent value, they will also earn reward packages depending on the amount bought during the ICO. For example, if someone purchases \$10 worth of tokens, they will receive those tokens AND a download of the album. For \$30, they would receive the tokens AND a t-shirt (just examples).

A pivotal feature is to reward those who would normally support an artist without regard for



compensation. Through our token and ICO model, these angel investors now get an economic incentive to contribute, and those who are just looking for an investment to diversify their portfolios are guaranteed a value that is transparently linked to real world sales of a real product. This should secure a minimum return for the token and support independent music that can raise awareness and excitement, further driving profits. Moreover, this model should encourage sharing by word-of-mouth and virality, as HODLers will profit as the album profits. Everyone who participates in the Initial Coin Offering will both get access to the EP and other exclusive content before the general public and become personally vested in the success of the project, profiting if it succeeds! It's the best of both worlds!

It is important to note that the number of tokens in existence will be capped at the initial supply of 140,000, to incentivize HODL. At any point after the ICO, a token may be automatically/programmatically traded for its proportional value in ETH from the Escrow Account (based on current price at time of trade).

teamHODL ICO Specifics:

Because we are tapping into such a voracious market and we plan to release music videos with potential to go viral, as well as merchandise which could transcend our music into the HODL brand, we will ambitiously target sales of 3,500 ETH.

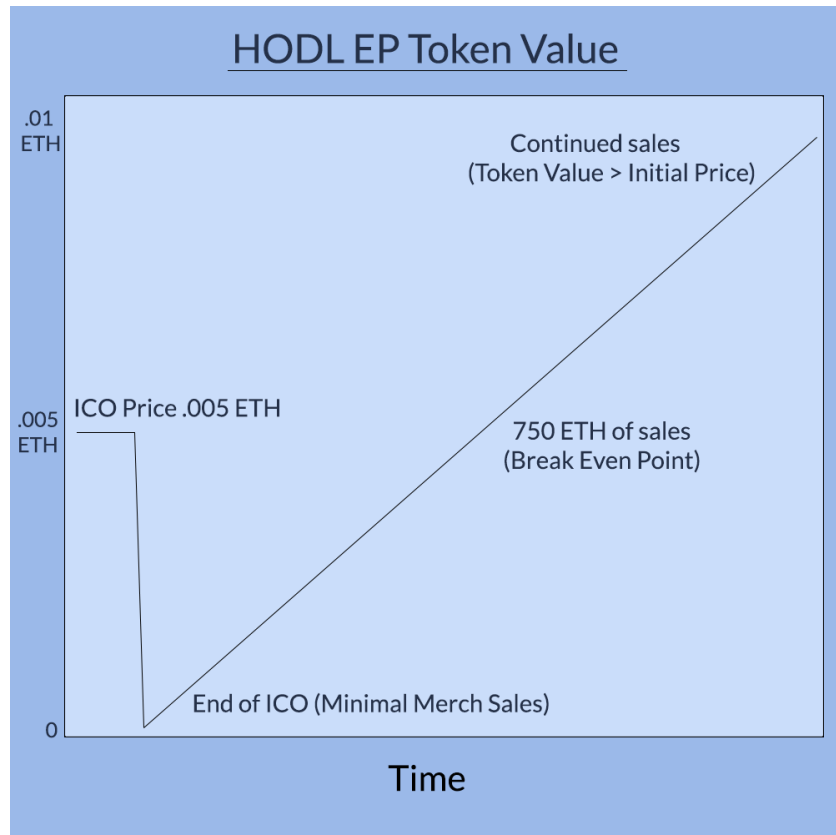
-2 week ICO (starting 10/18/17, ending 11/1/17)

-140,000 teamHODL tokens issued at .005 ETH/HOLD for a hard cap of 700 ETH

-20% of Total Revenue towards token value

-Estimated 3,500 ETH total revenue = break even point

-e.g. if 7,000 ETH in sales achieved, a HODLer receives 200% ROI



Token Value:

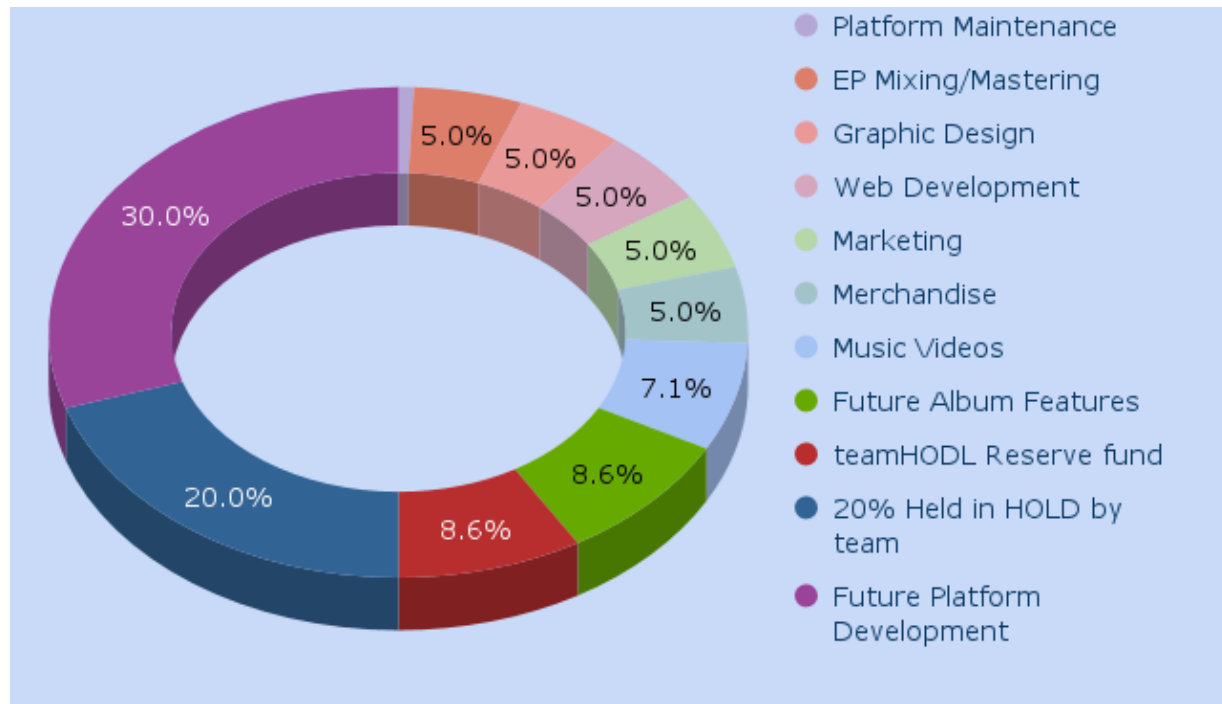
Once the ICO is complete, the price of the HOLD token will be directly correlated with its percentage of Total Revenue. At this time, the price will be minimal and the value of the token will effectively start from the ground up. As sales occur, the 20% split will automatically be directed into the Escrow Account and will be reflected in the Token's base value. Although the majority of sales will likely occur in the first year or two, increasing sales during the length of an album's life will grow the value of its concomitant token. This will give the HODL EP token potential to hold long term value and be suitable for holding (quite appropriate given its name). The token will also have a built in trade/burn function which can be used at any point to destroy the token to receive its equivalent value in ETH from the Escrow Account.

Accountability & Transparency:

To ensure that funds are being transparently shared at the appropriate rate, we will integrate our smart contract with external code so that 20% of all revenue can be collected at point of sale and deposited into

an Escrow Account. This account will be monitorable and auditable in real time by the public via an online portal. This will ensure everyone can check the exact Base Value of a HODL EP token and its current trajectory.

Intended Use of Crowdsale Funds:



Long term Vision:

We will be using our EP and ICO as a proof of concept in tokenizing and crowdfunding a musical album. The ultimate goal is to create a platform that can be utilized easily by an average artist and music fan without an extensive knowledge of blockchain technology. 30% of the funds raised will be reserved to budget compensation for those working on the larger platform. Once our ICO is completed we will assess the strengths and weaknesses of the methods used and will look for strategic partnerships to streamline the process. The final product will need to accept fiat currencies as well as cryptocurrencies to be able to

be adopted by the mainstream, so one of our key partners we will look for will be in solving the liquidity problem (ie. OmiseGo).

In Closing:

We believe album ICOs have the potential to empower both independent artists and music fans, we also believe the HODL EP is the perfect opportunity to test this model! Our sales goal has been deliberately set to maximize the chance of a healthy ROI. Together, we can create a decentralized, self-containing, incentivized ecosystem for micro-investing in the arts so that we can all HODL and win. Get on board with teamHODL now and you will not only receive exclusive early access to the EP and merchandise, but also join our movement to provide the much needed soundtrack to cryptocurrency!

Thanks for your time and attention!

-teamHODL