



# A Community-Powered Film & TV Blockchain Ecosystem

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# **Executive Summary**

## **1. Introduction**

Spuul was launched in 2012 and since then has been one of the most innovative Video On Demand (VOD) platforms in the world. Spuul has over 60 million users and over 4 million paid subscribers as at the end of March 2018, and was the first platform to allow users and subscribers to download and watch content offline.

In December 2017, Spuul acquired Vision Asia, a premier Pay Television service provider in Australia and New Zealand. Following the acquisition, Spuul, combined both VOD and Pay TV and has introduced to market an innovative Hybrid TV product that brings together the best of Pay TV and VOD content called “Spuul+”. This new innovative hybrid product currently has over 180 linear channels and over 1,000 movies, which provides users and subscribers the ability to watch and/or record their favourite content on any digital device they wish.

## **2. Brief Introduction to Spuul**

Since its launch, Spuul’s focus has been delivering Premium Indian streaming content to viewers all over the world. Now as part of its expansion outside of Indian content, Spuul is planning to deliver content in other major Asian languages. The languages offered, with the exception of English, will include Korean, Japanese, Mandarin, Spanish, Indonesian, Thai, Filipino and more will be added later.

At the moment, Spuul is adding more than a million users every month at an increasing rate and by the end of December 2019, Spuul is targeting to have a community of more than 80 million viewers.

Spuul’s ambition has always been to make available high quality

streaming content at affordable prices, especially in developing markets.

The Spuul platform allows its viewers to subscribe to its entire library in 'bite-sizes'. For example, viewers can subscribe to packages for a year, a month, a week, three days or even one day.

This egalitarian approach has seen Spuul grow rapidly and today it has over 60 million viewers and more than 4 million subscribers. With the expansion into other language content, Spuul expects to grow even faster and will inevitably compete with Netflix, Amazon and iFlix as a destination for high quality, Non-English language content.

Spuul's founding shareholders have invested US\$10 million to build the business to date, and for the FY 2018 (ending March 2018) Spuul's estimated gross revenue was close to \$14 million.



### **3. Why an Initial Coin Offering “ICO”?**

In order to accomplish the objectives of platform growth, penetration into key languages and geographies, Spuul intends to raise funds through an Initial Coin Offering (“ICO”).

The Tokens that Spuul will be issuing will be called SPOKKZ (pronounced “SPOCKS”).

The ICO will have hard cap of US\$12 million.

### **4. What the ICO allows SPOKKZ to do?**

SPOKKZ intends to create a crowd funding platform that will allow Spuul’s ever growing user base to select and fund streaming content projects.

SPOKKZ’s funding platform can be used to partially or fully fund upcoming movies, TV shows and/or enable Spuul to license key content such as sports for its community.

Today Spuul funds the content and then ‘sells’ subscriptions to its users so that they can watch content.

- Once Spuul implements the SPOKKZ blockchain, Spuul’s community can directly select and fund specific Movie projects through a new wallet feature that will be enabled for all users (the method and mechanism of the funding will be discussed in Section 6 of this White Paper).
- The benefit of this method of funding is that Spuul may procure exclusive streaming content for the subscriber base without having to pay for this upfront from the company’s operating cash flows. This is an extremely capital efficient model, and it allows Spuul to grow and scale its business very quickly.
- As an illustration, when the community funds a specific project, Spuul also participates by giving SPOKKZ tokens to the content producer in

exchange for a percentage of the Movie or TV Show. This stake in the Movie or TV Show allows Spuul to receive revenues in the form of royalties over the life time of the Movie or TV Show. Over time, this enables Spuul to build a catalogue of Content and Intellectual Property which could increase its asset base substantially.

- In another strategic initiative, Spuul also intends to use the SPOKKZ tokens to incentivise its user community to contribute reviews, comments, subtitling, etc., with the objective of creating a social platform for people interested in movies, fashion, songs and movie stars.

As Spuul brings in more Projects to the ecosystem, Spuul will become the centre for creative people to launch content and communicate with their customers and fan bases.

- One significant technical project that Spuul intends to introduce to the platform will be using Artificial Intelligence (“AI”) and Machine Learning (“ML”) to help with image recognition within the Movie or TV content.
- Using available APIs, Spuul can showcase similar products or services available for purchase on other E-Commerce sites. SPOKKZ token holders will be able to use their tokens to buy and sell products on such E-commerce platforms. To showcase this, Spuul has secured a significant tie up with ‘I Am Claire’ (IAC) - [iamclaire.com](http://iamclaire.com). IAC will be one of the first projects to be using the SPOKKZ tokens to enable its community to buy and sell products. By using tokens instead of cash, IAC can not only create incentives programs to reward its community but also eliminate the friction that current payment systems have in developing markets.

## **5. Mechanics of the Coin Offering**

ICOs have become a truly effective way for businesses to raise funds for innovative and blockchain projects. In the last 24 months ICO funding has rivalled Venture Capital and Private Equity funding for internet companies.

In an ICO, the company offers a structure product known as a ‘Token’ to its backers. Very similar to Kickstarter, the backers of an ICO receive a Token in exchange for their money (either in crypto currency or in fiat currency). Tokens are denominated in US\$ and can be freely traded against other tokens in exchanges that list and trade them.

Unlike traditional equity stock issuance or Initial Public Offerings (IPOs), in an ICO, the Token issued does not represent a percentage value of the Company but instead, refers to the value in a ‘Project’ or ‘Application’ that the Company issuing the token, is working on. In the case of Spuul, the funding and creation of movies or TV series is what SPOKKZ backers are pre-funding. The backers receive a smart contract in exchange for the promise of the company creating and launching the project that they are backing.

At the moment, most ICOs which have been released have raised between \$20 to \$120 million. Telegram for example, has raised more than \$1billion in its ICO. There is a vibrant community that has sprung up around the ICO market and Singapore, Hong Kong and Switzerland are the 3 epicentres of this new ecosystem. Singapore has seen over 200 ICOs launched in the last 12 months generating over \$100 billion in value and the SPOKKZ ICO will be done in Singapore.

SPOKKZ, through its innovative use of the blockchain technology, is excited to be part of this vibrant ecosystem.

To help accomplish a smooth and successful ICO, Spuul has engaged Deloitte & Touche LLP for Risk and Tax Advisory Services and Pinsent Masons MPillay LLP as its Legal Advisors.

## **6. How do you get rewarded with SPOKKZ?**

When people fund the SPOKKZ’s ICO, they get SPOKKZ tokens that enables them to do the following:

- Help select and fund a movie and receive bonus tokens from the SPOKKZ foundation if the movie does well on Spuul and/or other content platforms.
- Use SPOKKZ to subscribe to content on Spuul,
- Watch a movie,
- Watch advertisements and
- Exchange SPOKKZ tokens on the exchange for other cryptocurrencies or fiat (where possible)

## **7. Largest Wallet Ecosystem**

Spuul intends to create wallets for its entire subscriber base of 60 million users. This will make Spuul's community the single largest wallet community in the world when it goes live. Spuul will educate and support the community on how to use tokens and enable other token types to airdrop tokens to the Spuul community to help them kick start their economies.

The ability to have such a sizeable wallet community is a tremendous asset to the SPOKKZ foundation and will in the long run be a additional monetizable revenue stream.

## **8. Token Support within the SPOKKZ Economy**

Spuul will be accepting subscription fees in cash and using that cash it will buy tokens on behalf of subscribers from the exchanges and depositing the tokens bought into the wallets of the respective subscribers (a Diagram explaining how this works can be found in Section 5).

Subscribers will be charged a small fee in tokens, whenever they watch content and will receive a small fee in tokens when they contribute towards reviews, reviews, ratings, likes etc.

In addition, to providing such incentives, Spuul will ‘Airdrop’ SPOKKZ tokens to Key Influencers who can help Spuul create a vibrant community and engage with the our community - details of the engagement and how the token model works is discussed in later sections.

## **9. Spuul’s ICO - Disrupting the Funding of Content**

Spuul is the first OTT Company with a “huge fan base” and with established relationships with content creators who is using tokens to Crowd Fund content creation- with this ICO, Spuul is planning to disrupt and revolutionise the content industry.

# 1. Introduction

Since the appearance of Satoshi Nakamoto's seminal white paper on Blockchain, the world is gradually coming to realise the immense potential of the distributed ledger. Though somewhat still in its infancy, in the last few years, systems like Bitcoin and Ethereum have started occupying the lexicon of initially the geek, but now the common man.

The advent of Blockchain presents a unique opportunity to businesses to disrupt traditional business models.

One fundamental tenant of a distributed ledger is that it removes the need for a trusted intermediary when two parties, who do not know each other, need to transact. With the elimination of intermediaries, the costs reduce, speed and accuracy improve, and the overall system becomes more and more efficient.

This white paper outlines how Spuul intends to use Blockchain technology to disrupt the entire value chain of the movie making and content creation by bringing a huge viewer base (60 million as at May 2018) and over 100 movie producers and content creators closer together to increase value and reduce costs.

In order to accomplish this objective Spuul intends to raise funds through Initial Coin Offering ("ICO"). We seek to raise \$12 million to scale the business, create exclusive contents and built a vibrant community and ecosystem.

Spuul's Network Tokens ("SPOKKZ") Token Generation Event (TGE) is targeted to close by Q32018. This new Tokenised SPOKKZ Platform will allow a new generation of distributed applications to take part in the content value chain and bring their own efficiencies to marketplace.

In an ICO, the company offers a structure product known as a 'Token' to its backers. Quite similar to Kickstarter, the backers of an ICO receive a Token in exchange for their money (either in crypto currency or in fiat currency).

Tokens are denominated in US\$ and can be freely traded against other tokens in exchanges that list and trade them.

Unlike traditional equity stock issuance or Initial Public Offerings (IPOs), in an ICO, the Token issued does not represent a percentage value of the company but instead, refers to the value in a ‘Project’ or ‘Application’ that the company issuing the token, is working on. In the case of Spuul, the funding and creation of Movies or TV series is what our backers are pre-funding. The backers receive the Token in exchange for the right to view the content that is being created.

At the moment, most ICOs which have been released have raised between \$10 to \$120 million – Telegram for example, has raised more than a \$1billion in its ICO.

Spuul through its SPOKKZ token ICO is excited to be part of this innovative and exciting ecosystem.

## 2. The Monopoly of the Media Moguls

The entertainment market is one of the largest parts of the global economy. Almost every country in the world either has its own entertainment industry or watches content created by other countries. In the United States, Hollywood dominates, in Asia, there are many regional industries like Bollywood, Chinese, Korean, Japanese, Thai, Indonesian, and many more country-specific entertainment industries. Price Waterhouse Coopers (PWC) estimates that the Global Entertainment and Media industry had revenues of over US\$2 trillion in 2017.

Despite the size of the industry, the nature of content creation and its funding has remained traditional. There are five major issues being faced by this traditional industry model:

1. Someone with a good idea or script reaches out to a host of large producers, who in turn, fund the creation of a movie either by themselves or through a syndicate of investors. This approach is similar for other forms of content such as Sports, eGames etc. with some variations.
2. After the content is created, it is then either pre-sold or sold post-production to cinemas, TV broadcasters and other distributors. This presents significant risks to the producers as they need to fund the creation of the content until it goes live with no clear idea whether they will be able to cover their production costs.
3. Content creators are increasingly losing their ability to optimise their earnings as intermediaries like cinema chains, OTT players, YouTube, etc., are taking the lion's share of the revenues with less and less going to the content creators themselves.
4. On the other hand, viewers are not acknowledged for their contributions. The data provided by viewers such as reviews, ratings, and other forms of commentaries are immensely valuable but they are not

rewarded in any way. In fact, on platforms like YouTube, the viewer has become the commodity and advertisers are provided tools to target his/her likes and preferences.

5. Advertisers are increasingly unable to measure their effectiveness in reaching their audience. Digital advertising has become increasingly complex and with the growing importance of third party affiliate networks, Advertisers are paying for advertising and promotions but the effectiveness and measurement of this has become more and more opaque and less reliable.

All in all, the current state of accessing funding to create content and to monetise this content has not changed much since it started in the early 1900s.

Media moguls and empires control the creation and distribution of content and customers are being forced to pay more and more for content.

With the introduction of SPOKKZ, Spuul hopes to be disrupt the industry using this innovative blockchain solution.

### 3. How to Change the Status Quo

#### The Solution & Benefits to Token Holders

The current streaming content ecosystem is broken in serious ways. Spuul believes that by using the blockchain this friction can be removed from the ecosystem and both viewers and content creators can be more equitably rewarded.

Spuul is uniquely positioned to do this as it has a significant following of viewers who are interested and pay for premium content and we intend to leverage this platform to compete with the biggest studios in the world through building a community of stars, producers, and viewers to create a virtuous cycle.

In addition to the viewer base, Spuul will leverage its existing ecosystem of stars, content producers, publishers, telecommunication networks, and ecommerce providers to drive usage and leverage the need and adoption of the SPOKKZ tokens.

This can be achieved by:

1. **Private Token Issuance** – Making it easier for content creators to create content by getting viewers to pre-fund their production by committing upfront to watch that piece of content. For this they get a discount by using tokens. This will provide incentives to the viewer as well as the content creator. **Benefits to the Funder:** Because funders help select and fund the best movies and TV shows, if the content does well on Spuul and/or other platforms, the SPOKKZ foundation will give the funders bonus token as a way of rewarding them for their expert knowledge in helping select the right content.
2. **Community Engagement Rewards** – Tokens will be used to encourage the community to provide better analysis, reviews and ratings. Tokens will also provide an incentive for people to share comments and be rewarded for their effort. The introduction of a reward system will help us create a new community of influencers

who can get rewarded in tokens and can exchange these tokens for fiat currency. **Benefits to the community participants:** The community participants will receive tokens for helping write reviews, comments and ratings. This will be a tangible reason for the community to help create a vibrant ecosystem.

3. **Viral Reward Token** – Provide incentives for the community to view content, watch advertisements, share content to both Spuul viewers and non-users and benefit from the sharing. The key idea here would be to leverage the community, the stars and the content creators to build a program which will increase the viewer base as well as increase the number of participants on the platform. The Token reward would be the key to fuelling virality. **Benefits to the community participants:** The community participants will receive tokens for helping view and share the content that they like with other participants.
4. **Content Distribution Rewards** – Implement the Spuul P2P protocol to enable content sharing between viewers and reward users for sharing the content. Once again, using the Tokens as a means to increase the velocity of viral sharing. **Benefits to the community participants:** The community participants will receive tokens for helping share the content that they like to other participants.
5. **Secure Token Wallet** – To enable all Spuul viewers to be rewarded in Tokens, we will implement an ERC20-based wallet system into Spuul's existing wallet. Eventually, the tokens in this wallet will be linked to exchanges that support our SPOKKZ token and will allow users to buy and sell SPOKKZ. **Benefits to the community participants:** The community participants will receive tokens and Spuul and SPOKKZ foundation will educate users on the use of tokens and how the token economy can work to their benefit. With over 60 million users, SPOKKZ will have one of the largest wallet communities in the world.

# 4. The Opportunity

Spuul ecosystem today already has a wallet for fiat currencies that allows users to top-up and receive top-up from others within the ecosystem. Spuul already has 60 million users using its wallet and as the user base grows, more and more users will have access to this wallet. In addition to the fiat wallet, as mentioned, Spuul intends to add Blockchain support so that the wallet will accept ERC20-based tokens similar to SPOKKZ.

The SPOKKZ Blockchain will be the basis for the SPOKKZ rewards system within the economy. The key features of the Blockchain is the reward system and the use of the tokens as a means of transferring value between the participants.

## 1) The Community as a Stakeholder – SPUUL as Distributed Application

The first distributed application on the Blockchain will be Spuul's Video application and community. Unlike many Blockchain ICOs that are listed in markets today, Spuul already has a significant community and revenues. With over 60 million users, 4 million subscribers and almost \$15m in revenues, the Spuul Platform will be one of the largest Distributed Applications (DAPPs) on the ERC20 Protocol.

Spuul today has 1000 movies and over 5000 episodes of TV shows. This content is available to users on a range of devices including iOS, Android and TVs. As mentioned, Spuul will use the SPOKKZ token as a means of rewarding its community to help make the ecosystem more vibrant.

The first use of the SPOKKZ tokens will be to create a reward system for Spuul users. The reward system will be available to all Spuul users and Key Opinion Leaders (KOLs).

The following key activities will be rewarded with tokens (a percentage of tokens will be released prior to the system going live and will be tweaked

over time to obtain the best results):

- Watching a Movie or TV Show
- Writing a review of a Movie or TV Show
- Sharing Movie or TV Show
- Liking a Movie or TV Show
- Suggesting new ideas for Movies and TV Shows
- Liking the Cast of a Movie or TV Shows and contributing to comments
- Becoming a Key Opinion Leader or Influencer

Once users begin to accumulate tokens, these tokens can be used within the SPOKKZ economy as well as be traded for fiat currencies on any ICO exchange that SPOKKZ are listed on. For example, if a user has accumulated 10 SPOKKZ and the current price of one SPOKKZ is US\$200, the user will be able to sell his 10 SPOKKZ for \$2,000 (less the exchange fees).

The SPOKKZ ecosystem will start off with 60 million users and funders, all using and trading SPOKKZ tokens.

## **2) The Content Creator as a Stakeholder – ‘MOVIES’ as Distributed Application**

Spuul will be creating a crowd funding platform that will allow it's users and ICO funders to select and fund content projects. Such content projects can be used to partially or fully fund upcoming movies, TV shows or enable Spuul to license key content such as sports for its community. In some ways, this is already being done by Spuul except that today, Spuul funds the content and then ‘sells’ subscriptions to its users.

In the ICO model, Spuul works together with movie producers to present projects to its community to select and fund specific content ahead of their release. The benefit of this model is that Spuul can now procure exclusive content for its subscriber base without having to fund this upfront from the company’s own operating income.

In addition to raising capital, Spuul will obtain a percentage of the rights to the movie or TV show that it is helping fund. Over time, Spuul will be able to

build a catalogue of intellectual property which will increase its asset base substantially.

In our first project, SPOKKZ token holders can elect to fund the production of the movie in a Kickstarter like model. As in Kickstarter, funders do not get part of the equity but instead get the product that the company is producing. In this example, the product is the movie and funders get to watch the movie early and receive a number of other possible benefits. The illustration below gives an example of how a movie will be funded (illustration only):

### **For 10,000 Tokens ~**

1. Funder gets to be on the set for one day to see the shooting of the movie.
2. Funder will be invited to the theatrical launch of the movie and meet the stars of the movie on the Red Carpet.
3. Funder can watch the preview release of the movie on Spuul before general circulation

### **For 5,000 Tokens ~**

1. Funder will be invited to the theatrical launch of the movie and meet the stars of the movie on the Red Carpet.
2. Funder can watch the preview release of the movie on Spuul before general circulation

### **For 100 Tokens ~**

1. Funder will watch the preview release of the movie on Spuul before general circulation

With SPOKKZ producers interact directly with their audience and get the movies funded with no loss of control. In return the target audience gets benefits which are much greater than what they get today when watching their favourite movies and TV Shows.

With Tokenization, a whole new model of user engagement is possible. Stars, Producers and their Audience can be much more aligned and tightly integrated in terms of benefits and rewards.

### **3) The ‘Star’ as a Stakeholder – ‘STARS’ Distributed Application**

Movie Stars and TV Stars have been the lynch pin of the entertainment industry since its inception. Spuul’s content today is all premium and dominated by star power. As more and more viewers come on board enlarging the SPOKKZ ecosystem it becomes an important place for Stars to engage with fans and re-enforce their popularity. But, unlike Facebook and Twitter, SPOKKZ will allow for Stars to engage with their fans in a commercial fashion for the first time.

To start, Spuul will launch a Movie Star DAPP that will allow it's community to engage directly with the movie stars. Stars appearing in Spuul movies can invite fans to the film set and to their filming in return for tokens. In turn, the Stars can reward fans with tokens if they tweet or follow or review their movies and performances. As more Stars interact with fans, there is more circulation of the tokens in the economy. In the long run, SPOKKZ can be used as a form of loyalty points in the industry.

### **4) The ‘Advertiser’ as a Stakeholder**

Advertisers can buy tokens as a means to select advertisement placement spots within the SPOKKZ economy. These advertisements can be placed in multiple platforms and areas. Advertisers can buy tokens and exchange the tokens for advertising spots within Spuul, Star pages, Movies or other applications within the SPOKKZ economy. As the economy gets bigger in terms of users and viewers, the value of the economy will increase and correspondingly the value of the tokens within the economy will increase. Early Advertisers will see the price appreciation of SPOKKZ and will begin to buy more and more SPOKKZ and keep them for future spending on Advertisement spots.

## **5) ‘Ecommerce’ as a Driver**

Ecommerce is a critical part of today’s internet ecosystem but if one looks deeply into the ecosystem, many sites like Amazon and Lazada etc., do not engage with their community in any social way. The sites that do better at marrying social engagement and ecommerce invariably get higher volume of repeat visits and higher average revenue per customer. The SPOKKZ platform is designed to support ecommerce vendors who can not only use the SPOKKZ tokens to buy and sell products on their platform but also use the SPOKKZ loyalty system to encourage a productive social behaviour within their user base.

The first company that will be on the SPOKKZ platform using the tokens to accomplish this will be I AM CLAIRE (IAC) aka iamclaire.com. This is a site targeting millennial women in Asia and brings together content, social engagement and ecommerce all under one platform. The engagement model is very immersive and combines social media with ecommerce in a seamless manner.

Artists share their experiences and beauty tips and community members follow their favourite stars and artists. Using curated video content, key influencers can share product information and users can purchase them. The purchasing is done through a series of relationships with product advertisers and with the e-commerce companies who do the fulfilment and IAC retains part of the revenue.

For a platform like IAC, SPOKKZ provides fantastic tools for further monetisation. In addition to Spuul’s large user base who will be introduced to iamclaire.com, SPOKKZ will now allow IAC to take advantage of its loyalty system and in return, Spuul users will gain an ecommerce platform that other DAPPs can leverage and benefit from.

To summarise SPOKKZ will allow applications to behave like LEGO bricks and easily fit it into the ecosystem and benefit from the tokenization model that it provides.

The screenshot shows the homepage of the iamClaire website. At the top, there's a navigation bar with links for 'Shop', 'Stories', and 'iamClaireTV'. The main header features the 'iamClaire.' logo. To the right, there are links for '2 Items in your cart', 'Hello, Log In/ Sign Up', a search bar, and a menu icon. The main banner is titled 'conversations with Claire' and includes the tagline 'Real Women. Real Stories.' It features two women, Claire and Sanya Lopez, smiling. A 'watch now' button is visible. Below the banner are three shopping categories: 'SHOP BEAUTY' (with makeup products), 'SHOP HEALTH & WELLNESS' (with a bottle and a shoe), and 'SHOP LIFESTYLE' (with a photo of people). A green 'beauty' tag is located near the beauty section. A featured article below the banner is titled 'K-Beauty Trends: Glass, Honey, and Cloudless Skin' by Dana Manuel, dated March 27, 2018. The article includes small product images. The bottom section shows a video thumbnail for 'IAMCLAIRETВ : FRESH RELEASE' featuring Sanya Lopez, with a play button overlay. To the right, there's a 'LATEST STORIES' sidebar with several news items.

**2 Items in your cart** Hello, [Log In/ Sign Up](#)

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**beauty**

K-Beauty Trends: Glass, Honey, and Cloudless Skin

By Dana Manuel | Mar 27, 2018

**IAMCLAIRETВ : FRESH RELEASE**

Behind The Scenes With Sanya Lopez | iamClaire.

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- Women Today: Ultimate Frisbee
- Slow Transition to Healthy Nutrition
- 5 Beauty Essentials for Every Girl Boss
- Here's Why We Need Gender-Neutral Job Titles

# 5. Examples of Token Economics

The first layer of the SPOKKZ ecosystem is the creation of the Token and the participation of Spuul's 60 million existing users and subscribers. These users already have a Spuul wallet today but Spuul will provide an additional function to enable users to subscribe to a Light Wallet or to add their Ethereum wallet address to their Spuul wallet. Once this is done, any SPOKKZ token user will be able to work with Spuul's community and vice-versa.

## 1. Spuul Community

As mentioned earlier, Spuul users today watch premium Movies and TV content on the Spuul platform. At the moment, most subscribers pay anywhere between \$2 and \$30 depending on their subscription plans and the type of content they select. Spuul generates subscription revenues of around \$14m at the moment. After tokenization, Spuul subscribers will get SPOKKZ in return for their monthly subscription fee. Spuul will provide tokens for the subscription fees and use the cash to further purchase tokens from the exchange. As subscribers watch content, the SPOKKZ that they have will progressively decrease through usage until it is exhausted. This will require them to re-subscribe to the service thereby restarting the subscription cycle. This will ensure that there is constant demand for the SPOKKZ and users will constantly be topped up with SPOKKZ.

Spuul viewers will also be rewarded for watching movies and advertisements. Today, most sites do not share any advertising revenue with their user community - but Spuul will and users will be rewarded with SPOKKZ tokens.

The wonderful feature of tokenization is that now SPOKKZ enables Spuul to reward its users for contributing to the community. These rewards will be funded from the percentage of tokens that have been reserved by the platform. From this pool, Spuul will Airdrop rewards to Key Influencers,

Good Community Citizens and other people who provide useful features and data to the economy.

For example, user A who writes a review may get 2 tokens, but when a lot of people like the reviews, user A gets additional bonus tokens. These tokens can be used to fund user A's subscription or can be used on other DAPPs such as IAC to make purchases of products.

In addition to using them within the economy, SPOKKZ holders can sell also their tokens on the listed exchange anytime they want and convert their tokens into cash

## **2. Movies & TV Shows**

Upon the release of the first batch of Tokens to the Spuul economy and early token funders, the SPOKKZ tokens will be used to fund our first 2 movie projects. The movie producer will be required to partially fund his movie. SPOKKZ will Airdrop a significant number of tokens into the project (tentative worth US\$500,000-2 million) and take a percentage stake in the productions.

The Spuul community and investors will be able to participate in the funding of the Movie by pre-purchasing movie tickets using SPOKKZ at a substantially discounted rate.

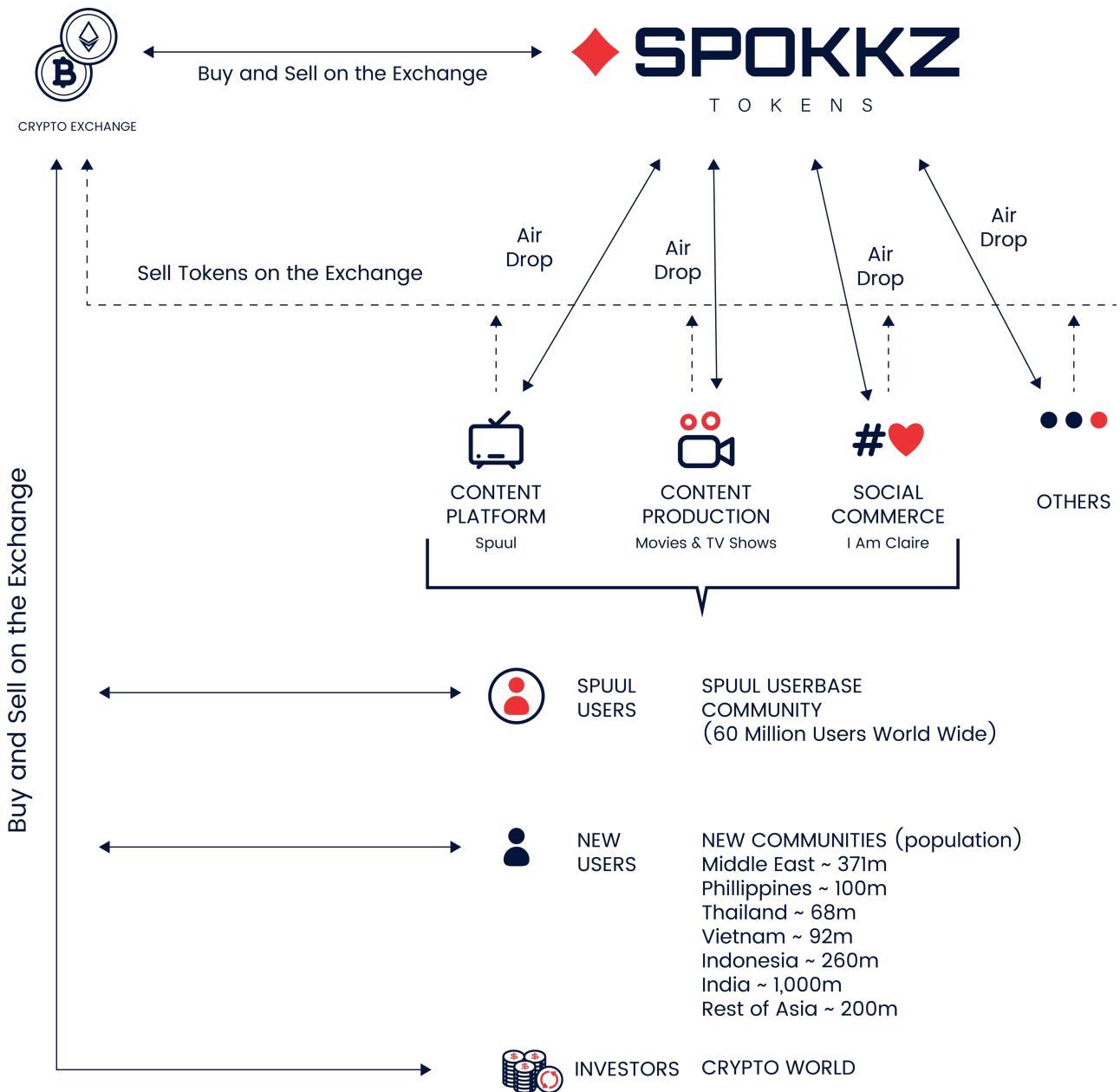
These first few Movies or TV Shows will not be produced from ground zero but will be productions that are already underway but have not been completed. This will reduce the initial time between funding and watching the content for initial funders.

The combination of the Airdrop and the pre-purchased tickets will provide the Movie Producer with SPOKKZ which he will then sell on the exchange to generate the funds required to complete the Movie.

In exchange for the Airdrop, Spuul will gain a percentage ownership of the content rights and will monetise this over the lifetime of the movie. As the revenue flows back to Spuul, Spuul will use this to further fund operations and fund more content. This creates a virtuous cycle and the revenues of the SPOKKZ platform will benefit from more content and from the increasing value of the tokens over time.

The benefit to the funders is that they help select and fund the best movies and TV shows, and if the content does well on Spuul and/or other platforms, the SPOKKZ foundation will give the funders bonus token as a way of rewarding them for their expert knowledge in helping select the right content. In this way, token holders can potentially see significant additional tokens being given as bonus tokens.

## Diagram of the Flow of Tokens in the SPOKKZ Economy



## 6. Token Model

Spuul will generate a total of 1 billion SPOKKZ. The minimum raise will be \$5 million and the hard cap is \$12 million and the tokens will be allocated in the following manner:

Token Allocated For	Percentage Allocated	No of Tokens
Running Economy	43%	430,000,000
Public Sale	30%	300,000,000
Team	14%	140,000,000
Advisors	6%	60,000,000
Legal & Marketing	6%	60,000,000
Bounty	1%	10,000,000
Total	100%	1,000,000,000

The Token value during the public release has been set at US\$0.08 per Token.

## 7. Token Sale and Bonus Structure

The SPOKKZ Crowd Sale and Token Generation event will be done by SPOKKZ Global Foundation Limited, a Singapore incorporated company limited by guarantee and will be issuing the smart contracts running on Ethereum and later on Ontology's main net.

Funders willing to participate can send ONT, BTC or Ether to a designated wallet address by the closing dates listed below. By doing so, funders are purchasing SPOKKZ at a rate US\$0.08 per SPOKKZ.

The bonus structure of the sale is listed below:

Bonus Allocation Scheme during Pre-Sale Stage \*

Start and End Dates	28 Jun - 15 July	16 - 29 July	30 July - 12 Aug	13 Aug - 26 Aug	27 Aug - 9 Sep
> US\$100K	100%	80%	60%	40%	20%
US\$20-100K	90%	70%	50%	30%	15%
< US\$20K	80%	60%	40%	20%	10%

\* The SPOKKZ Foundation reserves the right to amend the terms of the token economics at any time during the sale.

As an example, if some wishes to buy 100,000 SPOKKZ tokens on the 17th of July 2018, it will cost them  $100,000 \times \text{US\$}0.08 = \text{US\$}8,000$  and the bonus tokens allocated to them would be an extra 60% or 60,000 SPOKKZ Tokens. In total they will receive 160,000 SPOKKZ tokens for \$8,000.

The SPOKKZ tokens will be deposited into the funder's wallet seven (7) days after the close of the Crowd Sale.

- The accepted currency during the ICO is ONT, BTC or Ether. The value of the accepted currency will be calculated on the day and time the amount is transferred to the wallet of the SPOKKZ Foundation and compared the real time converted on the application form. The SPOKKZ

Foundation will be the final arbiter of the price that the accepted currency will be value at.

- The soft cap for this ICO will be US\$5 million.
- The creation will be capped (Hard cap) at equivalent to US\$12 million. This amount will not be increased.
- If the Hard Cap is reached on or before the close, the token generation event is estimated to be 7 days after the limit is reached.
- If the Foundation feels that it has not reached its minimum goal of US\$5 million, all funds, less 3% of transaction costs, will be returned to funders.
- If the Crowd sale does not reach it's hard limit, the remaining SPOKKZ tokens will be burned by the foundation.

## 8. Use of Proceeds

The funds raised by the issuance of the tokens are meant to fund projects for the eco system. We estimate that Marketing, Legal, Tax and Risk Advisory fees and other disbursements expenses payable by us ('Expenses') in relation to the ICO will be approximately US\$1.57 million.

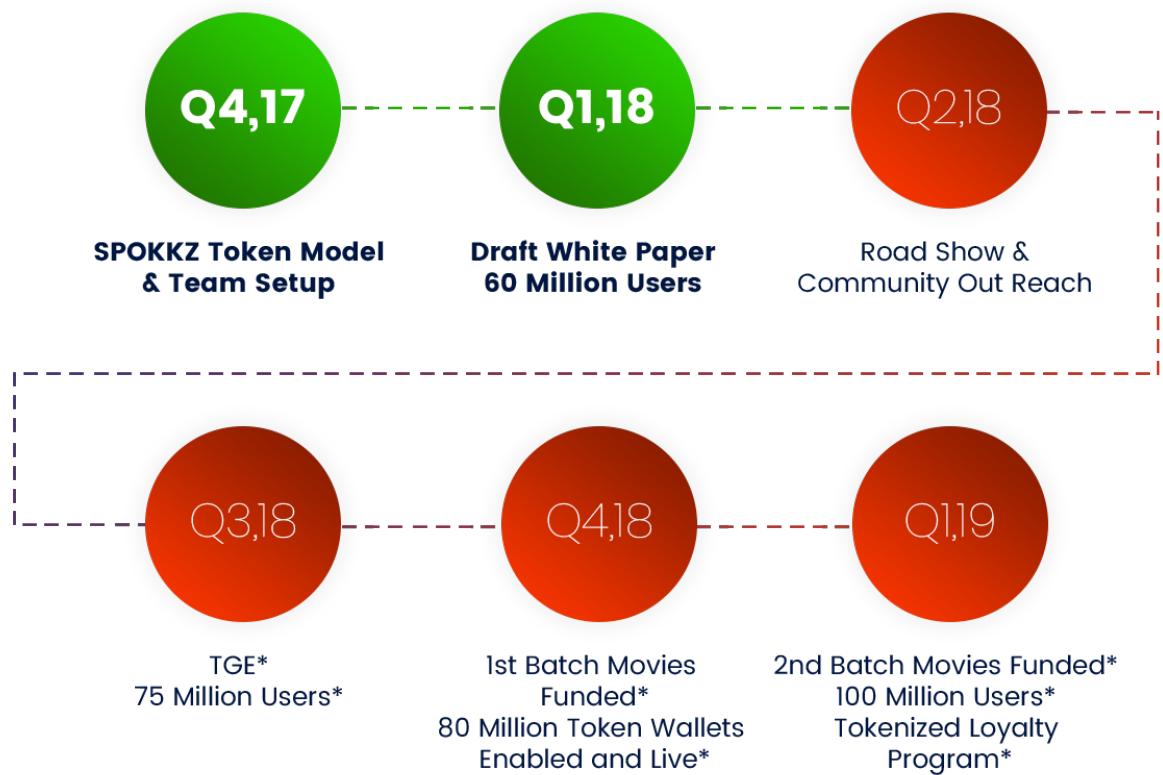
Item	Percentage Spend	Allocation
Content Funding & Acquisition	50%	\$6,000,000
Marketing & Content Promotion	21%	\$2,520,000
Platform Software & Operations	21%	\$2,520,000
Expenses & Contingency	8%	\$960,000
TOTAL	100%	\$12,000,000

We estimate that the net proceeds from the ICO (after deduction of the 'Expenses'), in the case of the ICO reaching hard cap, will be US\$18.18 million.

1. approximately US\$9.8 million representing approximately 50% of the net proceeds from the ICO, will be used for the acquisition of content (both movies and TV shows) in various languages for regions where Spuul customers are present;
2. approximately US\$2.5 million representing approximately 21% of the net proceeds from the ICO, will be used for digital and non-digital marketing to help promote the Movies and TV Shows and the Spuul brand amongst the community and to reach out to people unaware of the Spuul brand name;

3. approximately US\$2.5 million representing approximately 21% of the net proceeds from the ICO, will be used to help further develop platform and software operations.

## 9. Roadmap



\*projected

## 10. Competitors

	<b>SPOKKZ</b>	<b>CryptoFlix</b>	<b>Flixxo</b>	<b>LiveTree</b>	<b>Vuulr</b>	<b>VideoCoin</b>	<b>Verasity</b>
<b>Brief Description of Services</b>	Video content funding, production and distribution platform	Video content funding and distribution platform	P2P video sharing platform	Video content production and distribution platform	Video content distribution and acquisition platform	P2P network for video infrastructure services	Video sharing platform
<b>Existing Userbase</b>	60 Million Users	None	None	None	None	None	None
<b>Existing Market Share</b>	Yes, globally- ME/ANZ/SE Asia/UK/North America/India	None	None	None	None	None	None
<b>Content Range</b>	User created and funded content, Sourced content from large producers	User created and funded content, Sourced content from large producers	Purely user generated content	User created and funded content, Sourced content from large producers	Purely content from large producers	Purely user generated content	Purely user generated content
<b>Platform(s)</b>	Online and Offline (through download) on all major devices	N/A	N/A	N/A	N/A	N/A	N/A
<b>Business model</b>	B2C - With subscription, users get unlimited access to content	B2C - Producers decide revenue	A2C*	A2C*	B2B	A2C*	A2C*
<b>Token Utility</b>	Platform currency, investments, incentive system, third party purchases	Platform currency, investments, incentive system	Platform currency, investments, incentive system	Platform currency, investments, incentive system	Platform currency, incentive system	Platform currency	Platform currency
<b>Blockchain Protocol</b>	Ethereum ERC20	Ethereum (ERC 223)	Ethereum (ERC 20)	Ethereum (ERC 20)	Ethereum (ERC 20)	Proprietary Blockchain	Graphene DPoS Blockchain
<b>Sources</b>	Spuul Whitepaper	CryptoFlix White Paper	Flixxo White Paper v0.3	LiveTree White Paper	Vuulr White Paper v1.5	VideoCoin White Paper v1.0.30	Verasity White Paper

## 11. Legal & Governance

1. This document is for informational purposes only and for reference only, which does not constitute any investment advice, instigation or invitation to sell shares or securities in SPOKKZ, Spuul and related entities. Such invitations must be conducted in the form of a confidential memorandum and must be subject to relevant securities laws and other laws.
2. Contents mentioned in the document may not be explained as compelling to participate in the public issue of Token. No action related to this white paper may be considered as participation in the Token public issue, including a request for a copy of this white paper or the sharing of this white paper with others.
3. Participation in Token public issue represents the participant have reached the age standard with complete civil capacity. The contract signed with Spuul is real and effective. All participants shall have a clear and necessary understanding on Spuul before voluntarily signing contracts.
4. Spuul team will continually make reasonable attempts to ensure that the information mentioned in this white paper is true and accurate. During the development process, the platform may be updated, including but not limited to platform mechanisms, token and its mechanism and token distribution, etc. Parts of the document may be adjusted in the new white paper as the project progresses. For sure, the team will make public the update by posting a notice or a new white paper on it's website. Participants please make sure to get the latest white paper for timely adjusting your decisions based on the updates. Spuul expressly disclaims that it wouldn't assume no liability of any loss of participants caused by (i) reliance on the contents of this document, (ii) inaccuracies and GiD in this white paper.

5. The team will spare no efforts to achieve goals mentioned in the document. However, the team cannot make a commitment of fully fulfilling due to the existence of force majeure.
6. Possession of tokens does not represent grants of the owners' ownership, control, or decision-making of the platform. Holders of the tokens have no right whatsoever to vote, receive dividends, participate in any profits or share in income in any of the entities associated with the Spuul Platform. The virtual currency as the encrypted token used in the Spuul does not belong to any of the following types of currency; (b) securities; (c) equity in legal entities; shares, bonds, notes, warrants, certificates or other documents that grant any right.
7. The added value of learning tokens depends on the market laws and the needs of the application implemented. The token may have no value. The team will not make any commitment to its added value and will not be responsible for the consequences caused by value increasing or decreasing.
8. Spuul team will assume no liability for any damage and risk resulting from the participation in the token public issue, including but not limited to direct or indirect personal injury, loss of business profits, loss of business information or any other economic loss within the maximum scope permitted by applicable laws.
9. The Spuul platform conforms with any health regulation and industrial self-discipline statement conducive to the healthy development of the industry. Participants will be considered as fully accepting and abiding by such inspections upon their participation. Also, all data disclosed by participants to accomplish such inspections must be complete and accurate.
10. The Spuul platform has clearly conveyed possible risks to participants. Once participants participate in Token public issue, it indicates that they understand and recognize all terms stipulated in the specification and accept potential risks of the platform at their own expenses.

For the avoidance of doubt, the SPOKKZ Token may only be utilised for the exchange of services on the Spuul Platform.

## 11. The Team

			
<b>Subin Subaiah</b> CEO & Co-Founder Spuul	<b>S Mohan</b> COO & Co-Founder Spuul	<b>Rajiv Vaidya</b> CEO, Spuul India	<b>Krishanu Singhal</b> CFO, Spuul
			
<b>D Girish</b> Head of Content	<b>Srihari Y</b> Head of Engineering, Spuul	<b>Jimbo Cortes</b> Blockchain Architect & Developer	<b>Daniel Muller</b> Solutions Architect, Spuul
			
<b>Sunit Sharma</b> Head of UX/UI and Design			

## 12. The Advisors



### Ken Munetaka

Former President BBC Japan,  
Sony Broadcast Media Japan,  
Sony Picture Entertainment  
Japan

**Ken** has experience in major corporate transactions (Sony's acquisition of Columbia Pictures) as well as launching new pay television businesses while at Sony Pictures (Sony Entertainment TV India, Viva Germany, AXN Japan and Animax, a Japanese animation channel). He also ran Wikia for the Asia Pacific region. Wikia is the world's largest social community platform for entertainment, pop culture, and life-style with over 360,000 fan communities worldwide. His experience and knowledge fusing entertainment programs with their fans is highly relevant to SPOKKZ's vision and business model.



### John Ford

Director Fidelity China Special  
Situations Plc  
  
Ex-Global Chief Investment  
Officer Fidelity International

**John** was the Global Chief Investment Officer for Fixed Income, Multi Asset & Real Estate for Fidelity International. In that capacity and in prior senior postings in Asia Pacific he has garnered considerable experience in understanding investor behaviour across all asset classes. His advice on how to create value for SPOKKZ token holders is just one of his contributions. The other is being an advisor to SPOKKZ on how to manage the business and manage investor expectations in a highly volatile market. He also has very experienced insights into managing regulatory and compliance risk which SPOKKZ will benefit from.



## Roger Lim

Founding Partner at NEO  
Global Capital (NGC)

There are very few blockchain investors around with the depth and breadth of experience like Roger. He is an advisor to many successful ICOs like Bluzelle, Ochain, Tomocoin, Switcheo and Thekey helping them to successfully raise over USD200 million. He also serves as a Director of the QLink foundation. His experience in managing and structuring ICOs in a complex market, is in itself, the great value he brings to SPOKKZ as an advisor.

**Roger** has an entrepreneurial pedigree. He founded Webvisions, a cloud hosting company, and is a founding partner in Neo Global Capital VC specialising in crypto currency/blockchain investments. To top it all he has the reputation and track record for spotting and supporting disruptive ideas which will create value for their token



## Alok Kochhar

Former Vice-Chairman (Asia)  
Bank of America, Myrrel Lynch

**Alok's** banking and financial services consulting experience with global companies brings a deep understanding of risk management, capital markets and treasury management expertise to the crypto currency world. Creating value for the SPOKKZ community is predicated on controlling and managing the supply/velocity of tokens in the community and Alok is the “go-to” advisor to ensure this optimization. In his role as a senior executive of Bank of America Merrill Lynch Alok has been actively involved in putting in place Governance procedure to manage regulatory and operating risks including money laundering. He offers SPOKKZ the benefit of this experience so that the foundation maintains a sound KYC and compliance process which has become so essential in the crypto currency economy.



## William Pfeiffer

Executive Chairman  
Co-Founder Globalgate  
Entertainment, CEO

**William Pfeiffer** is Executive Chairman & Co-Founder of Globalgate Entertainment, a partnership with Lionsgate and 11 other top film companies, including Kadokawa (Japan), Lotte (Korea), Gaumont (France), Rai (Italy), and Televisa (Mexico), with whom Globalgate produces and finances local-language films and series in key countries around the world. Pfeiffer is also Senior Advisor to Lionsgate. He recognises the disruptive influence of SPOKKZ in financing film projects based on his own understanding of how Hollywood is reaching out to the crypto currency economy.

Pfeiffer has been CEO of Dragongate, a film financing and production company launched in 2012 with backing from Lionsgate. From 2008, Pfeiffer was Founder and CEO of Tiger Gate Entertainment that launched a group of TV channels including KIX and Thrill and produced many award-winning films and series. From 2001–2008, Pfeiffer was Founder and CEO of Celestial Pictures, a Chinese-language film production, distribution, and TV channel group that owns the world's largest Chinese film library. From 1992–2001, Pfeiffer was Sony Pictures' most senior executive in Asia where he conceived and launched their local-language film and TV production units and launched 20 TV channels, including AXN, Animax, and Sony

# **13. Risk**

## **1. Systematic Risk**

Refers to the possible changes in earnings due to common factors of the market. Such factors affect earnings of all securities in the same way. In market risk, if the overall value of the digital asset market is overvalued, investment risk will increase. In that case, participants may have a high expectation of the publicly issued token project so careful consideration must be made before investment. Meanwhile, systemic risks can also include a series of force majeures including but not limited to natural disasters, widespread worldwide breakdown of computer networks and political instability etc.

## **2. Risk of Supervision**

Transactions of digital assets including digital currency are extremely uncertain due to the lack of support and supervision within the digital asset market. With the volatility of the current market, it is highly probable for individual participants who may lack experience, to make risky trades without any sort of supervision and support. Much mental and psychological pressures and with the coupling of the fear of missing out, this can be quite taxing for individuals. There are currently no proper issuance of supervision methods and stipulation in this industry, hence posing a significant risk to involved in this market.

## **3. Risk of Regulations issued in future**

It is undeniable that countries worldwide will issue regulatory regulations to restrict and to standardise the Blockchain and tokens. If the supervising body regulates and manages the field, token purchasing during the open issue may be affected, including but not limited to fluctuations or restrictions in price and marketability.

## **4. Risks among teams**

There are various technical Blockchain teams and projects developing in a very competitive market and project operating pressure. Whether the Spuul project can break through many excellent projects and be widely accepted is not only related to the team's capabilities and vision, but also influenced by competitive landscape and oligarchs in the market.

## **5. Inner team risk**

The Spuul team has gathered a very talented and reputable team with both vitality and strength, attracted senior practitioners and technical developers with rich experience in the Blockchain field. As leaders within the Singapore community, the stability and cohesion within the team is crucial to the overall development of Spuul. In future development, there is a possibility that the whole project may be affected negatively due to core personnel leaving and conflicts occurring within the team.

## **6. Project overall planning and marketing risk**

The founding team aims to achieve the development goals set forth in the white paper and extend the project's growth potential. At present, Spuul has a mature (and existing) business model supported by many leaders within the Blockchain space.

However, given the unpredictable factors in the overall trend of industry development, the existing business model and the overall planning, it is difficult to assess and match Spuul's direction within the market demand, resulting in unpleasant profitability.

Additionally, the white paper may be adjusted as project details are updated which may result in the public not being familiar with the latest progress of the project. Participants or the public might lack cognition of the project due to information asymmetry, for the development of the project.



# SPOKKZ

Shifting the Content  
Paradigm and Reaching for  
the Stars!