CourEntertainment LLC's White Paper on CourCoin ICO



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Introduction:

Our primary focus on launching the pre-sale is to secure the funds to finish production of our game project up until the game's Beta launch. As we draw closer to the Beta launch of our game, we will update our site to include milestones of our CGI film project.

CourEntertainment LLC utilizes top-quality freelancers to work on the production pipeline of our games and films. We do this to help the portfolios, experience, and lives of artists, programmers, sound designers, 3D modelers, voice-over actors/actresses, and user-interface developers from all over the world.

The risk factors that we anticipate relate to timely delivery due to the funds needed to produce and launch our game project. This includes our 30% pessimistic assumption of things going wrong. In the event of any problems that hinder our ability to produce on-time, arise or are solved, we will notify all investors and post updates on our website and our social media outlets. Upon solving any issues that may arise, we will notify our contributors of exactly how the problem occurred and how the problem was solved, as well as that we are taking appropriate measures to prevent the problem from persisting or being repeated. Stagnation and under-funding will only be negated via pre-sale ICO contributions and private-investments (traditional investments).

The team consists of Christopher Coursey, owner and founder of CourEntertainment LLC. He has designed all 24 of the company's products with another 2 still in the design phase. James Coursey, co-founder and business manager, holds a Bachelor of Science degree in Physics, an MBA, and a Master’s degree in Computer Resources and Information Management. The rest of the team is comprised of 26 freelancers. When each freelancer gives us consent to post their information, we will include them on our site.

The object of our ICO is to connect the communities of competitive gaming, crypto-currency, small film studios, and education to become better connected by being unified via CourCoin. As a business issuing this token, we want to be one of the many legitimate ICOs that will set the stage on how crypto-markets, ICOs, and businesses-of-tomorrow should maintain transparency and otherwise operate to earn trust within the global economy.

On top of CourCoin being a reward, it is our investment tool to produce a real and viable line of products. CourEntertainment LLC has 24 products awaiting initial funding to move them from the design phase (pre-production) to the production and release (post-production) phases. In following our campaign and our social media outlets, you will have direct and open communication, within reason, with the owner of CourEntertainment LLC, Christopher Coursey, and receive updates on our progress and problems for the duration of the project and beyond. We will always notify our investors and contributors of updates and progress before notifying the public via social media.

Games and CGI films are complex enough that they require hundreds and sometimes thousands of people to build and complete from the ground up. Over the past several years, we've finished the pre-production of 24 out of 26 of our games and films, with production and post-production remaining.

In a digital world, we can blend today's major issues, wrap them in a world that captures imagination, and engages the audience to think about how these major issues can be solved, without the need for sometimes dull simulations designed to tackle individual challenges. Our vision of the future is a confident one. Via properly designed gaming content, hundreds and thousands of teens can come to understand course material from higher-education, practice to become better citizens, and go out into the world confidently investing, designing, teaching, and problem solving. By including ethical behaviors, these sharpened skills will lead them to a brighter and more secure future for generations to come.

The primary advantage CourEntertainment has is that we have developed a product line based on higher education blended together with popular story-telling and settings that are both profitable and needed to move the world forward. All of our products are based on existing technology and infrastructure so they are easier and less risky to produce and maintain. There is no initial need to create new technologies which may turn out to be too costly or not mature rapidly enough to be useful.

CourEntertainment LLC and CourCoin are the solution to the problems of increased screen time with no skill development and provide financial incentives for users to build college-level skills before entering higher-education institutions.

General Information:

Our primary focus on launching the pre-sale is to secure the funds to finish production of our game project up until product launch. As we draw closer to the launch of our game, we will update our site to include milestones of our CGI film project. Pre-Sale of CourCoin tokens are limited to 70 million (unless there's an increased public demand during pre-sale), valued at $350,000 USD. Selling all 70 million pre-sale tokens will hit our goal for raising capital to begin production on our game project. To purchase any pre-sale CourCoin, please visit our website [CourEntertainment.com](http://www.courentertainment.com) and follow the instructions in our "Contact Us" segment at the bottom of the homepage.

Our games and CGI films will be using the Unity3D game engine, unless, at a future time, our film projects gain sufficient momentum enable live-action production.

CourEntertainment LLC utilizes top-quality freelancers to work on the production pipeline of our games and films. We do this to help the portfolios, experience, and lives of artists, programmers, sound designers, 3D modelers, voice-over actors/actresses, and user-interface developers from all over the world while seriously reducing production costs. As our product lines mature, a significant number of American employees will be needed to ensure our production assets are properly managed from inception until inclusion in final products and retained for re-use. Each milestone for both the company and CourCoin is marked on our Roadmap. The roadmap will be updated each time a milestone is completed, postponed, or paralleled. For management purposes, we have broken the projects into milestones and checkpoints. Checkpoints are scheduled to be completed every two weeks.

To help manage progress and expenses, our business manager and librarian has the experience to initially ensure the proper allocation of funds, on-going evaluations on checkpoints and milestones, as well as tracking the cost and progress for every project asset and freelancer throughout the project's lifespan. For our budgeting and progress projections, we assume that 30% of every part of our project will need attention or rework, so we already have planned for any possible negative outcomes. We have broken the production process into small manageable chunks to ensure completion of tasks and accuracy on our expected delivery dates.

We also understand the inherent risks with launching an ICO at this time. We know that once CourCoin hits the exchange markets, that the token's value will be at the mercy or grace of market trends, pump-and-dump groups, our rate of progress, and competing products and markets. To reduce contributor risk we will give an additional 25% in CourCoins to pre-sale coin holders. Recent news of new government involvement in the crypto-markets is creating fear that cyrpto-markets will collapse. We do not share that fear. Instead we have open-eyed faith in the evolving market. We believe the "bad eggs" will be the first to go. The rest of the crypto-markets and ICOs that are honest, transparent, and compliant with evolving regulations will be the ones to succeed. We see ourselves as a part of how the cyrpto-market should operate and will continue to do so, even if new regulations are not put into effect.

Product Details:

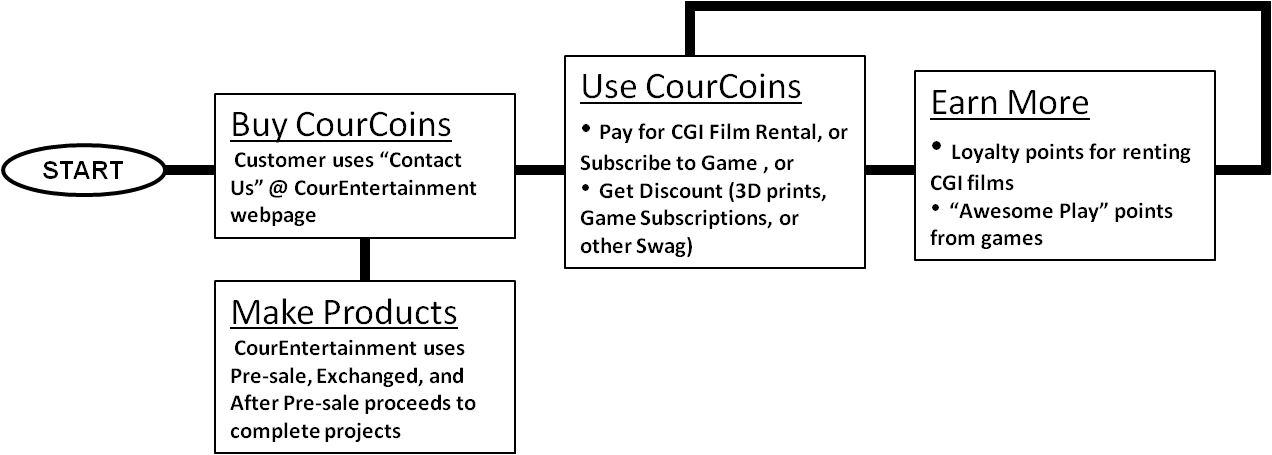
Our first product we wish to produce is our video game, temporarily called, "*Space-opolis*". A medium sized MMO-RPGFPS that will try to capture a more realistic overview of war and resource management. *Space-opolis* is an online computer game, driven by PvP (Player vs. Player), taking place in the not-so-distant future. Factions on Earth and Mars wage an all out war against each other for supremacy. In *Space-opolis*, Officer players experience gameplay from the 3rd-person top-down perspective; they construct buildings, upgrade various aspects of their army, and command basic units while managing resources. Soldier players experience gameplay from the First Person perspective; they utilize the upgrades Officer players put into effect, pilot various vehicles and fight other players. Players can focus on either individual or team progression. Mission objectives and class specified achievements give players something to aim for while progressing through the game. The game world is meant for 500 to 1,000 players in an open world, so players can freely enter a game. Other games don't have this combination granted to online players in the manner discussed in the product's description. The biggest difference between our game and any competitor's game is that RTS (Real-Time-Strategy) from the top-down perspective and FPS (First-Person-Shooter) from the first person perspective, come together based on player choices; a game mechanic no other MMO game has touched.

We want players to understand the value of teamwork and communication and to see things from another person's perspective. Players can learn multiple ways to problem solve using a team of dynamic players, allowing for potential growth in understanding different perspectives from their own. (This is achieved when Officer and Soldier players communicate and work together to achieve a common goal.) Dynamic problems and emotional situations allow for self-reflection and team building growth when situations arise (like when a friend of yours is an enemy of the alliance you're in).

We want the in-game community to form relationships similar to the ones found on the battlefields amongst service men and women, who form a family-like team. This relationship can be loosely described as a "family of capable individuals who function as a team unit. Each person has their own role to play in a unified mission. The team's priority is to achieve their mission while prioritizing the safety and growth of their fellow teammates." Outside the game world, the company wants our product to help students with the concepts of technology, art, engineering, politics, and economic studies.

Use Case:

CourCoins will be the basic discount and payment token for CourEntertainment products. Holders of our token can use them to reduce or cover the $15 USD monthly subscription fee to our PC game project. Once our CGI films are released, CourCoin holders can use the token to rent our films via streaming from our server. When we acquire 3D printers holders may exchange tokens to purchase our 3D printed figurines and game pieces at a discounted rate (rates will vary depending on the current market value of CourCoin), but will not eliminate the shipping and handling, nor will the discount be greater than 50% of the item's cost. The discount and payment use of CourCoin will also extend to any "swag" or other products we sell or license out to another company or entity. This process is illustrated in Figure 1 below.



**Figure 1, CourCoin Use Case**

Risk Factors and Risk Reduction Efforts:

The risk factors that we anticipate relate to timely delivery due to needing funds to produce and launch our game project. This is a Fixed Budget, Fixed Deadline project with a management reserve budget and milestone and checkpoint incentives. The challenge, like in the software industry, is to deliver the project on-time and on-budget. However, with additional finance resources, more hands can work on this project which can ensure a high-quality (in appearance and functionality) deliverable, and possibly, move the project to launch sooner than currently anticipated. The time the game is in BETA will be used to identify and fix problems and exploits that ruin game-play. The members of our freelance development and production team have experience in Photoshop® (for texture art), 3DS Max® (3D modeling software and animating), Unity 3D® (the game engine), Reason® (sound editing software), and ProTools® (sound editing software). Pre-existing assets that are both cost free and royalty free (textures, code, scripts, models, etc.), found on various asset stores will be used to the maximum extent possible and edited when needed. This strategy will reduce the schedule for checkpoints and milestones to be completed.

Though there are no true alternatives to our game, people can play Starcraft/Warcraft® for resource management and RTS; Call of Duty/Battlefield ®for FPS; and almost any Role-Playing-Game (RPG) for exploration and item gathering with some resource management (like World of Warcraft). To overcome this challenge, advertising is needed to pull players in and have them experience our game. One of our founders has experience in Public Relations/Advertising and has relevant and current media contacts. For additional advertising support, we will be using the "UnityAds"® utility that comes with our game engine license.

After BETA-launch, the challenge is to remain operable, maintain the servers and have customer service for our players and clients. This means that at least 2.5% of our target market will have to purchase our product. Our target market is as follows: Males ages 12-50, Females 12-36; primary focus on the United States. We are targeting computer/laptop owners with internet connection and who are PC/laptop gamers. The target population consists of 105,118,708 – 174,721,212 persons per 2016 industry estimates.

To reduce the risk of our pre-sale not meeting our financial goal of 70 million ($35,000 USD), we have formed a bounty system for fans of our coin and/or project to help sell CourCoin tokens. The starting bounty will be set at 30% and decrease over time. The reduction of the bounty amount will form as an incentive for bounty hunters to work quickly. The bounty amount will decrease every two weeks once the pre-sale is officially launched. The bounty decreases as follows: Week 1-2 at 30%, Week 2-4 at 25%, Week 4-6 at 20%, Week 6-8 at 15%, Week 8-10 at 10%, Week 10-12 at 5%, end of Week 12 ends bounty program. The bounty reward is CourCoins based off of the purchased amount. The amount of CourCoins used to pay out the bounties is NOT part of the pre-sale amount, but have been set aside to pay bounty hunters. Additionally, the person who purchases CourCoins as a result from bounty hunter efforts, the purchaser will receive an extra 5%-10% on their purchase (extra does NOT originate from the pre-sale amount, but from a separate amount set aside, similar to bounty reward), depending on when they purchase CourCoin (10% for the first 6 weeks of the pre-sale, 5% for the last 6 weeks).

The ICO risk is increasingly difficult to determine with recent government, banking, and media discussions of future regulations and restrictions. We believe that before the end of 2018, banking and government will regulate much of the ICO process and restrict a majority of the current cyrpto-market from participating in trading crypto-currencies and/or ICOs. Because of this, CourEntertainment and CourCoin aim to be the example of how ICOs should be conducted.

Business Introductions:

The team consists of Christopher Coursey, owner and founder of CourEntertainment LLC. He has designed all 24 of the company's products with another 2 still in the design phase. Christopher dedicates his time to inserting higher-education studies into his entertainment products, sharing most of them with close friends and family. After leaving the International Academy of Design and Technology in 2015, he began to work on what his future company would produce and market. He has done interviews on the importance of "embedded" and "subtle" education within games and films as a way to aid the next generation in their studies and careers. For more information about Christopher Coursey you can visit his LinkedIn profile [www.linkedin.com/in/chris-coursey](file:///C:\Users\Two%20Wicked\Desktop\CourEntertainment%20MasterFile\General\www.linkedin.com\in\chris-coursey) or you can message him directly on his social media page <https://twitter.com/CcourseyFl>.

James Coursey, co-founder and business manager, holds a Bachelor of Science degree in Physics, an MBA, and a Master’s degree in Computer Resources and Information Management. His almost 50 years of experience includes test engineering, document management, content management, records management, establishment of engineering and financial baselines, and control of changes to the baselines. His experience also includes developing, documenting, controlling, and reporting of processes, procedures, schedules, budgets, and program/project/product objectives under both CMMI and ISO standards and various Software Development Life Cycles. He is a Veteran whose work experiences include being a member of the United States Air Force, an employee of a major aerospace company, and self-employed independent contractor. You can visit his LinkedIn profile at <https://www.linkedin.com/in/jim-coursey-mba-ma-otlbc-775403/>

The rest of the team is comprised of 26 freelancers. Once any freelancer gives us consent to post their information, we will update and publicly list them on our site.

Purpose:

Our industry is entertainment, more specifically software entertainment, leveraging the commonality of software assets into the realms of PC games, CGI film, table-top and board games, and potentially, small-, medium-, and large-scale simulations. Part of our purpose in the entertainment industry is to embed college-level science, engineering, political science, resource and time management, and sociology lessons and course material into our projects to give players and viewers a head start on being familiar with those fields of study before entering college. We have also incorporated 3D printing to produce table-top and board game pieces as well as miniature statues of characters, vehicles, props, and buildings from our games and CGI films, for game collateral and separate sale.

Here is a look of our financial documents, including cash burn financials (Figure 2, below) and the growth in Estimated Net Income (Figure 3, next page) after the Formal Release of the game. In Figure 2, upon receipt of the first $350,000 of investment capital, we allocate it to completion of the first game. We withhold $100,000 for milestone bonuses and apply $250,000 for game production and release. Additionally, $30,000 is allocated for management reserve for use in managing cost and schedule risks, plus there is about $21,000 for servers, licenses for tools, servers, etc. Values shown are end-of-month. Please note the faster burn rate through month 4 for the initial creation of all objects, texture art, and other artifacts to make up the game. In other words, by the end of month 4, we have created the initial stock of all the “bricks” it takes to build the game. Subsequent work is in assembling and fine-tuning how all those bricks work together to provide the final game. The initial allocation of $350,000 is sufficient to continue paying monthly salaries through month 28, which does not include the expenditure of the $30,000 management reserve.

Figure 2, Capital Burn Rate

Once we reach formal release, income, which was previously deducted from initial capital of $350,000 begins to rise sharply.

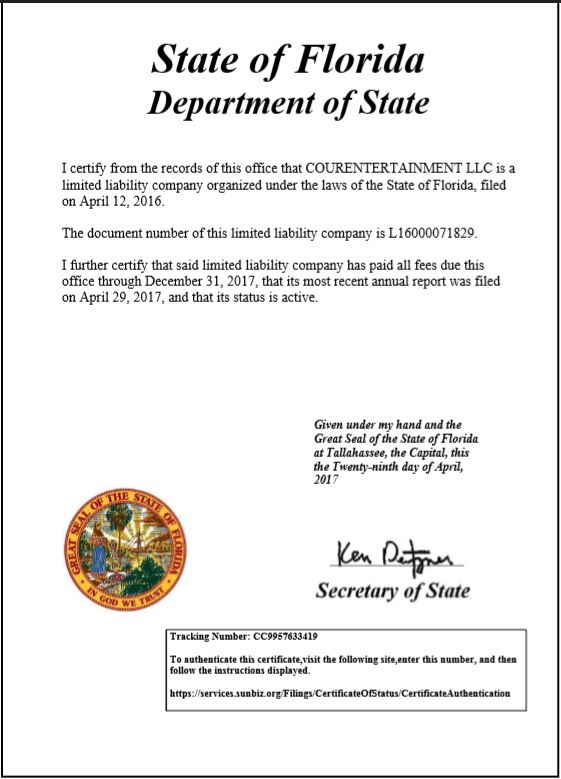
As coin pre-sales bring in larger and larger investment, more of the waiting projects will be funded and production work will start. Should any project prove to be insufficiently profitable to repay its allocated investment to private-investors, some of the profits from the company’s more successful projects will be used to insure on-time repayment of all investments received from private-investors.

Please note that these are forward-looking estimates which reflect expectations to the best of our ability. As with any expenditure, there is uncertainty about both the amount and timing of the returns. Potential contributors and investors should carefully consider those risks, along with the potential returns, in making any financial decision. That decision should take into account the affordability of the expenditure. Don’t contribute or invest any funds you will need for financial necessities in the interim.

Figure 3, Estimated Net Income

From our interpretation of past-to-current trends, in regards to "screen time" and "play time", we see a future increase in "screen time". With that in mind, our business proposal is to introduce passive education so "screen times" aren't limited to pure entertainment. As part of our business model, players and viewers can be rewarded for their time with CourCoins, and exchange them or sell them for additional "play time" by the hour. The process of obtaining and using CourCoins is illustrated in Figure 1.

We are a registered software-entertainment LLC operating in Indian Harbour Beach, Florida since April 12, 2016. A copy of the most recent state of Florida acknowledgement is shown on the next page.



Remaining Work To Produce Our Products:

Games and CGI films are complex enough that they require hundreds and sometimes thousands of people to build and complete from the ground up. Over the past several years, we've finished the pre-production of 24 out of 26 of our games and films, with production and post-production remaining. Here, I will walk you through what we need to do to get from the start of production to release of our product, assuming the funds are available to move forward.

1st, freelance 3D modelers will take our images of characters, vehicles, terrain, props, weapons, and user interface and build them. At the same time, 2 programmers will construct the foundations of how the game assets will function in the game engine: 1 programmer who will work on user interface and scripts (code snippets) and the other building the foundations or rules the assets are subject to.

2nd, freelance texture artists will "paint" textures onto the 3D models, after each model is completed. During this milestone, the programmers still continue their primary tasks of designing functionality to the game and game world. During this time, voice-over work is being recorded for up-coming animations.

3rd, freelance animators will animate the textured 3D models. They will have sound clips and voice-over recordings to incorporate into their animations at their disposal. Programmers continue their work.

4th, all completed assets are implemented to the game engine to test for errors, crashing, timing, and other bugs. Any asset that needs fixing is worked on. 2 freelancers work on particle effects alongside the programmers fixing major bugs.

5th, a freelancer compiles a short teaser film of the game. At this stage the exact date of our Beta release should be set-in-stone. Programmers double-check everything and fix any bugs that disrupt playability.

6th, the Beta is launched. Beta players leave feedback about any problems they experience. Feedback is then compiled and sent to the programmers to fix, resolve, and patch.

7th, the official trailer of the game is made.

8th, the Beta is closed and the game is launched.

9th, issue patches and updates until the sequel reaches release phase.

For CGI film, everything is the same except no programmers are needed and there is no Beta version or patching. As you can see, our game project is doable, scaled, uses existing technology, and is broken down into small phases, which in turn, are broken into smaller manageable chunks. It has the additional significant advantage of being able to easily recoup any initial private-investment.

Our Vision:

Our plan is to create memorable products that engage, educate, and enlighten its users, while being fun, re-playable and entertaining.

We desire to be the seam between entertainment and education in a manner similar to the Ancient Greek theaters, where the masses learned about the world in a story that was filled with excitement, adventure, and relevance. In a digital world, we can blend today's major issues, wrap them in a world that captures imagination, and engages the audience to think about how these major issues can be solved, without the need for sometimes dull simulations designed to tackle individual challenges.

CourEntertainment and CourCoin Advantages:

The primary advantage of CourEntertainment is that we have developed a product line based on higher education blended together with popular story-telling and settings that are both profitable and needed in order to move the world forward. We've developed this product line over several years and have finished the design phase. We can enter the production phase without needing to go back to the drawing board. Our various products require the same infrastructure and leverage common assets to produce, e.g., 3D models and sound effects, etc. between related games and films. Since we're a relatively small business, we have the creative freedom to design and operate efficiently without internal distractions. We also have the potential of hiring permanent employees and utilizing more freelancers from around the world, especially from emerging nations. With CourEntertainment LLC in place, young, hardworking, professionals and students around the world can gain the experience needed to open their own business and earn an honest living to improve their lives, family, and community.

The advantages of the CourCoin are its versatility and potential market use. CourCoin is both a reward and a payment option for CourEntertainment products and is backed by the accomplishments of our milestones and the success of our projects. CourCoin can be used to make a difference in how gamers and viewers relate to the world around them.