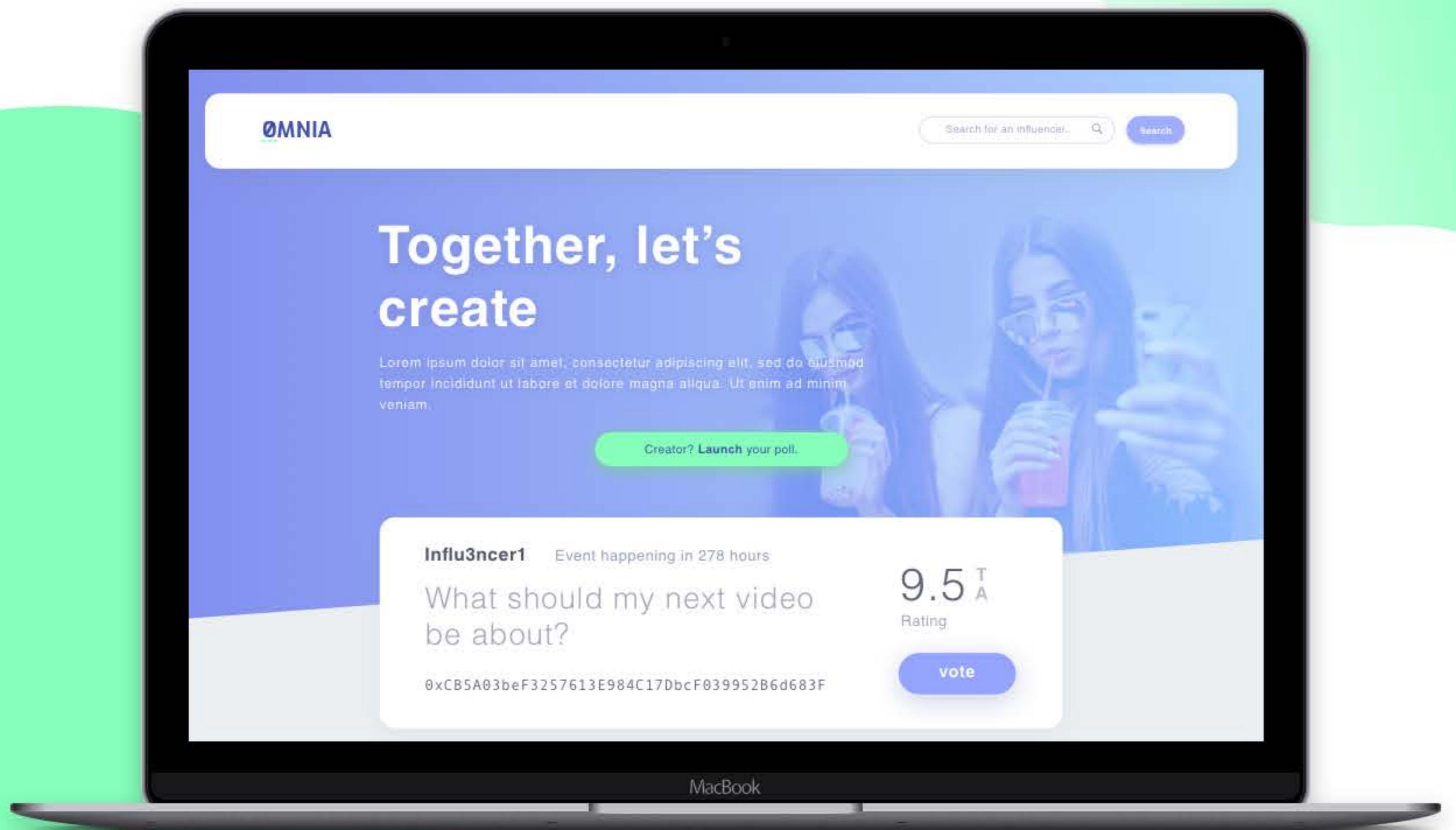




Decide what your favorite influencers should do next.



**Omnia** enables you to take part in the decision process of future creations.

The token-based polling system allows content creators to connect with their audience & their audience to vote for their interests.

*The Team:*

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# Meet Dave...



SUBSCRIBE 220

This is Dave.

Dave is a Youtuber who creates video-walkthroughs of him playing various computer games and he has 220 people following him.

Dave's issue:

Dave wants to grow his audience. Having produced 20 episodes of Battlefield gaming, he wants to know what game he should cover next.



...and his fan: Casper

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**This is Casper.**

Casper is a huge fan of Dave and truly believes that Dave's audience is going to skyrocket. He is also extremely excited about the release of the new videogame *Cyberpunk 2077*.

Casper's issue:

Having watched all episodes of Dave playing *Battlefield*, he wants to find a way to convince Dave to play *Cyberpunk 2077*.



Our mission:

Engage people around the world to produce content relevant to their audience.

A screenshot of a mobile application interface. At the top left is the OMNIA logo. To the right is a search bar with the placeholder "Search for an influencer.." and a blue "Search" button. Below the search bar is a large, semi-transparent overlay with the text "Together, let's create" in white. In the center of the overlay is a photograph of two young women wearing sunglasses and holding colorful drinks. At the bottom of the overlay is a green button with the text "Influencer? Create an event.". Below the overlay, there is a white card with the text "Influ3ncer1" and "Event happening in 278 hours". The main content area contains the question "What should my next video be about?" and a rating section showing "9.5 T A Rating". At the bottom is a blue "vote" button.

## - Be a Creator or an Empowered Audience

As a Creator you choose to launch a poll.

- Any costumer can decide to buy a or multiple token(s) enabling them to vote. Their voter influence is directly linked to the number of tokens.

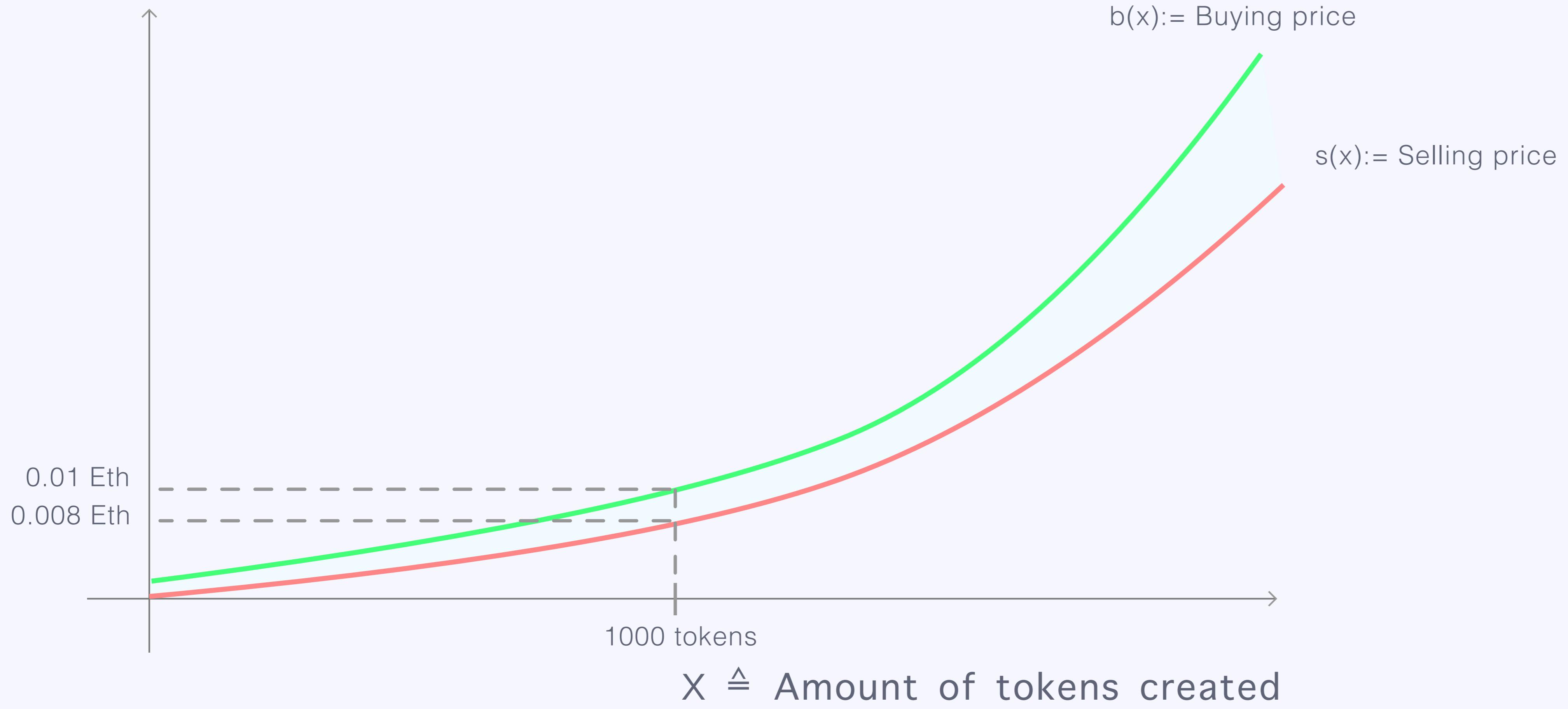
- at the end of the voting period the content creator can see what his audience craves for and produce it.

- By respecting his audience's choice : his reputation goes up so does his personal token value.

- By being an early personal token buyer, any consumer can see his wallet's value increase.

## The Token Economy

$y \triangleq$  Token price in Ether



**The continuous token bonding double curves allow to**

- create a contract linked token, which's value increases with each creation of token.
- The spread created between the buy and sell curves is the creator's revenue, thus creating an incentive for him to make his token popular.
- This spread makes churn revenue more interesting than off sales, favouring long term growth prospects.
- The continuous token bonding double curves also encourage early adopters.



**Targeted content does not stop with gaming.**

It could be used for:

Knowledge sharing such as targetting a blogpost depending on your audience's wish, or

Participative Collaboration to an artists pice or

Helping an instagram influencer decide on her / his next clothing.