



(VIM)
VIMEE Token

WHITEPAPER

Executive Summary



Assalamu'alaikum Warahmatullahi Wabarakatuh,

Greetings fellow readers and future investors, VIMee is an open source decentralized social network with the mission of preserving Islamic ethics, freedom of expression and re-privatizing user data. Users are not only able to socialize but are also rewarded for their contributions and time spent using our network in the form of both FIAT and VIMX tokens.

With the security and freedom provided by the blockchain combined with the filters provided by the teachings in Islam, VIMee provides a comfortable and conducive atmosphere to socialize. No pornography, no racism, gender equality and fairness are the core values of syariah upheld at VIMee.

A large number of Muslim converts after several weeks of converting have reverted back to their previous religion or lifestyles due to the lack of guidance, support and difficulty obtaining information within their communities, or maybe just too shy to seek consultation. Many countries whose population are in majority muslim's do not provide gender equality. And many people mix tradition and culture with religion hence forming practices which in reality contradict with the true teachings of Islam.

VIMee aims at helping these individuals and situations by being the source of information and counseling. Providing a platform where users can share their knowledge, experiences, help motivate and support each other.

Socialize, share precious moments, stream live video feeds, da'wah, search for knowledge, all the luxuries main stream social networks provide added with the opportunity to earn money, monetize your content, freedom of speech and data security all in one platform under the guidance of the syariah laws.

This is who we are.

This is VIMee.

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VIMEE TOKEN (VIMX) WHITEPAPER – FOR INFORMATION PURPOSE ONLY



1. Introduction

In the span of only a few decades, the world has gone from not knowing what a computer is, to having an entire computer in the palm of their hands. Combine that with the power of the internet and what you have is a small device which has revolutionized communications. The invention of the smart phone has revolutionized our daily lives and has taken communication to a whole different level. From the most basic of tasks such as making a phone call, to text messaging, emails, send and receive directions, go on the Internet, buy things, do online banking, listen to music, there seems to be no limit to what these little devices can do for us. And one of the largest impacts it has brought to our daily lives is the introduction to "Social Media".

In 2018 it is reported that over 4 billion people actively access the internet, and a quarter of a billion new users came online for the first time during the past 12 months. People are also spending more and more time online now with an average of 6 hours a day per person. With one of the highest usages of the smart phones now is social media. The number of people using the top social platform in each country increased by almost 1 million new users every day during 2018. That's more than 11 new users every second. More than 3 billion people around the world now use social media each month, with almost all of those users accessing their chosen platforms via mobile devices¹.

Though it is debatable whether social media has a positive or negative impact on society, the reality is that everyone loves their social platform. But today's most popular networks are centralized, everything you share or upload is managed by one organization. The thought of having others accessing their accounts and every activity is a valid concern nowadays, particularly if the platform is not 100% clear on how it intends to use all that data for business related issues. And now many users concerned about data theft or the misuse of personal data.

The social media giants have too much control over their users data, which grants it much power to dictate terms. Another issue with their system is a problem that's common among all centralized data storage's, these networks are convenient targets for digital spies and hackers who need to misuse crucial user data. In the UK alone, police forces have launched a total of 2,547 investigations into reports of computer and social media hacking over the last two financial years, according to data obtained under the Freedom of Information (FOI) Act². That's why the most convincing justification for having a decentralized social network is user control of all data.

1. <https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates>

2. <https://www.helpnetsecurity.com/2018/12/03/social-media-hacking-rise/>



The decentralized framework of blockchain-based social media strikes a more equitable balance of power between the network and its users. In other words, users not only own their data but also control it. Such a system allows users to have the capability to monetize their own data for personal interest. It is the user's responsibility to safeguard his/her individual data and there is no third-party mediator to harvest, misuse or sell it.

But data protection isn't the only issue centralized social platforms presents, another issue is "fake news". Whether it be a purchase of an item or voting a new president, modern social networking platforms play an active role in spreading fake news i.e. a piece of information made into worthwhile news through manipulation of data and exploitation of resources to promote an agenda. Since there is no central monitoring system or a department to which the social network is answerable, there is no risk of reprimand even when engaging in misinformation.

That's exactly what Facebook has done to its users in the past. The recent privacy issues that pulled Mark Zuckerberg, the founder of Facebook, into congress to face heated questions from congress members are of serious nature. Take the Cambridge Analytica scandal for example, the company misused 87 million Facebook-user data and made them a target of biased political ads to make them vote a certain candidate in the 2016 elections in the US – and just like that their votes swayed³.

Now more than ever has the need to protect our privacy been more important. With the issue of personal data being sold by social networks, to "fake news" and also strict and sometimes vague laws being implemented by governments, even our freedom of expression is in question. In several countries around the world, people are being convicted for jokes or tweets on social media. Musicians, artists, reporters, even the common citizen now can face criminal charges.

As reported by AlJazeera on April 3rd 2018, human rights groups like Amnesty International say freedom of expression is under attack in Spain. Under article 578, any form of descent can be treated as criminal activity. Under this vague law, Amnesty International have claimed that since 2016, Spain have convicted 74 people and in 2017, Spain arrested 12 rappers for their lyrics⁴.

In 2018 100K+ Vietnamese users migrated to Minds (an existing decentralized social platform) to protect their Internet freedom. Many of whom joined in June after Vietnam's new cybersecurity laws allowing the government uninhibited access to user data on social networks like Facebook and Google⁵.

3. <https://www.wired.com/story/cambridge-analytica-facebook-privacy-awakening/>

4. <https://www.amnesty.org/en/latest/news/2018/03/spain-counter-terror-law-used-to-crush-satire-and-creative-expression-online/>

5. <https://www.securityweek.com/vietnam-activists-flock-safe-social-media-after-cyber-crackdown>



2. Vision

Needless to say, decentralized social platforms are the social media of the future. But with freedom comes great responsibility. Freedom of speech is like a double edged sword, when used wisely it can become a powerful weapon, but use it recklessly and you could end up harming yourself.

Being free and democratized doesn't mean having no rules at all. America which proclaims itself to be the land of the free and a fully democratized country has laws derived from five sources: constitutional law, statutory law, treaties, administrative regulations, and the common law (which includes case law). The reason why we have laws is to regulate society; to protect people; to enforce rights and to solve conflicts. Laws prevent or deter people from behaving in a manner that negatively affects the quality of life of other people, therefore the consequences of breaking the law often fit the crime⁶.

The same applies with the VIMee social network. Decentralization brings great freedom and security, but it still needs rules to regulate, protect, enforce rights and to solve conflicts between users. And the source of our rules are the syariah. Syariah law is a religious law forming part of the Islamic tradition. It is derived from the religious precepts of Islam, particularly the Quran and the Hadith.

Using the fundamental laws of syariah as our basic guide line in creating our terms and conditions and rules of conduct will ensure that VIMee as the regulator stay neutral and all the users rights and needs be accommodated. This will make VIMee free of pornography and any harmful material, fair and transparent in our management and have no hidden agenda's.

With more than 4 billion people using the internet for an average of 6 hours per day, digital has become an essential part of everyday life for most of us. We're using that connectivity in almost every aspect of our lives, whether it's chatting with friends, playing games, researching products, tracking our health, or even finding love. As a result, brands need to evolve beyond today's siloed approach to digital, and build seamless digital integration into everything they do.

6. http://www.skwirk.com/p-c_s-58_u-496_t-1351_c-5197/the-need-for-laws/qld/the-need-for-laws/law-and-the-media-civics-and-citizenship/exploring-the-law



Of those 4 billion internet users, over 3 billion of them actively access social media platforms daily and according to research conducted by Hootsuite, in 2019 an expected 4,5 billion people will be actively using social media world wide⁷. Socialmedia platforms will become more intense but also more diverse. Whether it be workrelated or just for social purposes, in the future social media platforms will dominate the internet each serving a different but important role in our daily lives.

Basic points developers need to pay attention too when developing apps are:

1. Focus on the users needs and not just on what the technology can do.
2. Focus on mutual value, not just selling goods. But commerce is a must.
3. Make it easy to access whenever & where ever.
4. Offer better data security.
5. Freedom of expression.
6. Providing users the opportunity to monetize their content.

While connecting with friends remains the top motivation for using social networks, digital consumers are also engaging in new activities like tuning in for live broadcasts, researching products, interacting with Messenger bots, and watching an ever increasing number of mobile videos. As consumers adopt new social behaviors, organizations are also maturing their publishing, advertising, and measurement strategies by taking advantage of user data without their consent.

How global social media behaviors are changing:

- Almost every internet user can now be reached via social media. 98% of internet users say they're visiting or using social networks each month. And 78 percent of the internet population aged 16–64 are networking with a mobile device⁸.
- Passive social networkers continue to climb. 42 percent of digital consumers use social networks to stay in touch with friends. But we're also seeing an increasing number of passive behaviors on social networks. For example, 39 percent use social networks to access the news. Similarly, 39 percent use social networks to fill their spare time (which is why social networks are racing to fill feeds with monetizable video content)⁹.
- All eyes turn to mobile social videos. The explosion of video consumption is driven by five forces: smartphones, shorter attention spans, binge-watching, the importance of context, and the thrill of novelty. In the battle for mobile video attention, Facebook has climbed to the top, gaining 48 percent of total video views in Q1 2017, according to a study by the research firm L2¹⁰.

7, 8. <https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates>

9, 10. <http://halloffamebusinesssolutions.com.au/changing-behaviours-social-media/>



- As Mark Zuckerberg stated in Facebook's Q2 2017 earnings report, there's no sign of this slowing. "Over the next few years, the much bigger driver of the business and determinant of how we do is going to be video, not Messenger." Brands, of course, have moved with the social video tide. According to L2, video made up 21 percent of brand posts in Q1 2017, an increase of 6 percentage points from Q1 of 2016¹¹.
- Social media's role in the purchase journey expands. Social continues to gain ground as a source of information for brands and products. In a study of 178,421 global internet users aged 16–64, GlobalWebIndex found that 28 percent of users turned to social networks during their online product research, a number that we've seen jump every year. They also found that 46 percent of all global internet users are following brands on social media. Over the coming years, we'll see more consumers researching new products on social media and making social media a key part of their buying journey¹².
- One in every three minutes online is spent on social networking. According to comScore, Daily time spent on social increases every year across all markets and all major demographics¹³.
- 41 percent of global internet users say they use social to research new brands or products. And among 16–24s, social has overtaken search engines as a brand discovery and research channel. More and more consumers research potential purchases on social networks, it's a short leap to buying directly on Facebook, Pinterest, or Instagram. Chatbots will help consumers transition to social commerce, making it easy and seamless to discover products, ask questions, process digital payments, and see automatic updates on your order's delivery date¹⁴.
- Consumers are skipping search engines and going straight to social media. The influence social media has on the number of internet users searching for products to purchase is increasing each year. More and more users are finding it more practical to search for products and purchase them all in one go¹⁵.

The key will be to migrate services already provided by existing social networking services and adding our own improvements so the users won't recognize the transition. Going decentralized means to be taking a step forward, so the experience already felt in existing social networking services must also be adapted into our new more advanced platform. And that's what's been missing in existing decentralized social platforms so far.

11 – 15, <http://halloffamebusinesssolutions.com.au/changing-behaviours-social-media/>



3. Mission

Decentralization is the future of the internet. Our mission is to help smoothen the migration process by re-privatizing user data and providing users the opportunity to monetize their own content, protecting the right for freedom of expression, providing a lucrative cooperation reward system based on content quality and popularity. All packaged within the Islamic laws of syariah.

4. Challenges



1. Finding sustainable solutions to declining organic reach.

Organic engagements are becoming less and less attractive to the average user. BuzzSumo's analysis of 880 million posts found, "the average video post in April 2017 reached 12.05% of the total page audience, just ahead of photos at 11.63%, links at 7.81%, and status updates at only 4.56%."

2. Adoption by users.

One major challenge of realizing decentralized online social networking is its adoption by users. Users who are already participating in existing social networking sites will need to migrate their data to decentralized social networks to break away from the traditional data silos offered by the current social networking sites. It is understandable that users would be resistant to change and may not be keen on changing applications even if this provides all the features they need.

3. Content moderation.

Even though implying syariah rules, freedom of expression will help harmful content find its way onto VIMee's network.

5. Solution



1. Social video surges ahead.

Forty-six percent of respondents in our annual customer survey say they're already implementing social videos, with another 26 percent planning to implement in 2018. In 2017, social video advertising spending leaped 130 percent YOY. Video is a core growth strategy for the major social networks because it's an engaging mobile medium and easy to monetize.

2. Experience migration.

In order to overcome user objection, we must also be able to migrate their experience on social media. Migrate services already provided by existing social networking services and adding our own improvements so the users won't recognize the transition. Good user interfaces, tools for importing and exporting data, and ease of setting up the software will definitely also be part of the solution to this problem.

3. Joint staff and community moderation.

Having a double layer of filtering such as this will help track down harmful content. Community moderation enables people to decide whether the content is appropriate or not. According to a survey by the 2018 Edelman Trust Barometer, about 63 percent of people are worried about fake news circulated by major social media today. Blockchain has the ability to let the community verify and score any piece of information and therefore, incentivize people to adjust their bias and malicious actions.

6. The VIMee Platform



VIMee offers a new approach to protect data privacy and improve content regulation. But the transition from centralized to decentralized business models itself cannot be accomplished overnight, it's not only essential to provide a smooth easy migration process but to educate users how decentralized social media work, why the blockchain technology could potentially offer better solutions.

VIMee will hold firmly to its key principles:

- Privacy

You as a user, own your data. You can choose who you want to share this information with and how. You own your own content.

- Transparent

VIMee is an open-source crowdfunded development, it is not financed. Hence there is no monopoly by a single company, no tracking, and no government interference. Everything on the blockchain is transparent and immutable.

- Decentralized

The social network runs on independently run servers, instead of using huge central servers owned by a corporation. Making it safe from hacking and data theft.

- Syariah

Islamic laws are our foundation. No pornography, no racism, gender equality and fairness.

- Profitable

Social networks earn money by the amount of active users they have through advertisements. the more active users there are, the more view the advertisement gets, the more money social networks earn. Through our lucrative cooperation protocol, users earn money by using the platform in the form of VIMX tokens. All revenues raised will be split with the users. Users are also given the opportunity to monetize their own content, the higher quality of content uploaded will attract a higher audience hence attracting P2P advertising and sponsorships.

- Educational

Give da'wah, share knowledge, help others learn about the true Islam. A network where everyone can learn.

Community moderation is VIMee's way of handing content control with our users. Freedom of expression also presents the possibility of offensive, racist and pornographic material to be posted. The way community moderation will be implemented is, when such content does appear users can down vote the content. When 100 down votes are given, VIMee will automatically send out a petition to all users who can vote whether the material is against the communities code of conduct or not. In order for the content to be deleted, the petition must raise more than 50% votes in favor of deleting. Once accomplished, our staff will remove the content.

Community moderation is also key in detecting fraud and fake accounts. Reports by users can directly be handled by our staff. Reports and user activeness in community moderation will be rewarded in the form of VIMX tokens. This will encourage people to participate in keeping VIMee's network secure and comfortable for all and also create a sense of ownership amongst users.



Key features provided by the ViMee platform:



Online wallet for storing all those valuable VIMX tokens and FIAT rewards.



Channels, follow and keep up to date with all your hobbies and interests.



Instant messaging service, for keeping in touch on a personal level.



Newsfeeds, all the stories that matter most to you every time you visit.



Group chat. Come together, share ideas, gather with friends. A must for all social circles.



Video, edit and upload personal, community or even breaking events to keep the community updated.



Pictures, no social network is complete without a your own personal photo gallery.



Commerce, buy, sell, monetize content, ads, sponsors, everything to support your commercial needs.



Qibla Compass, Never feel lost again. Always know in which direction to pray.



Salah Schedule, Globally adjusted salah schedules to fit your exact location.

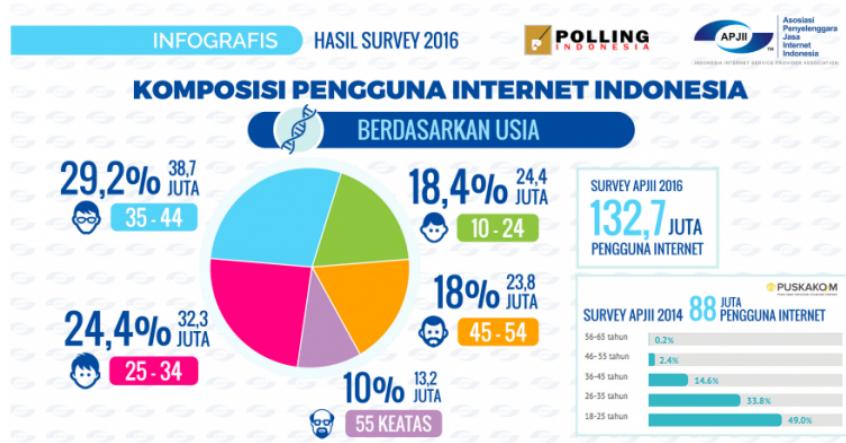


Quran & Hadith, Read, quote, share and search the holy Quran and Hadith.



Hijri Calendar, Find accurate yearly, monthly and weekly Islamic dates.

Despite having global coverage, during the first year ViMee will focus 90% of our resources on penetrating the Indonesian market especially users within the age group of 15 – 44 years old.

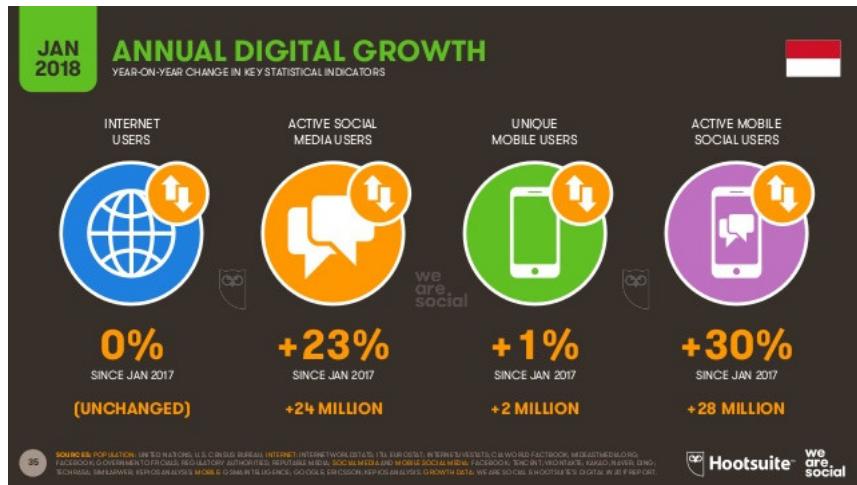


Besides the fact that ViMee is a product from Indonesia, research conducted by the Indonesian Internet Providers Association in 2016 shows that there are 132,7 million registered internet users in Indonesia. A 50,79% increase from 2014. From those 132,7 million users, more than 60% are in the age group of 15 – 44 years old. A very large and welcome market whose characteristics we at ViMee understand very well.

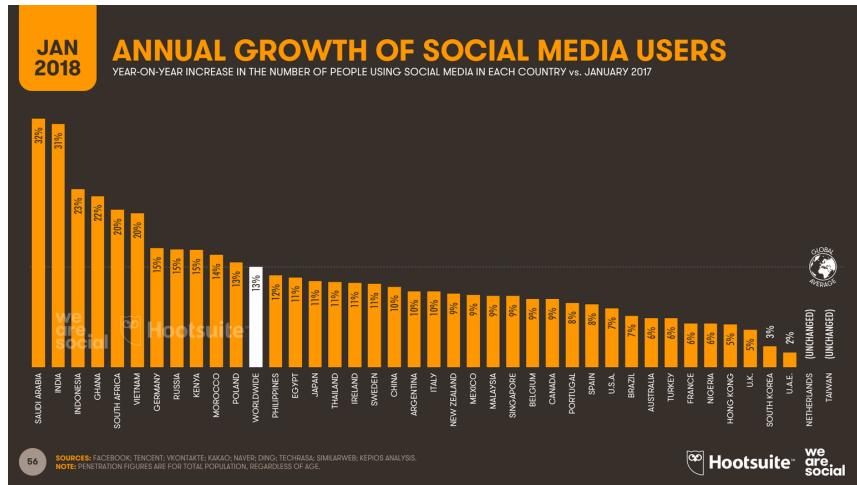


Digital in Indonesia conducted by Hootsuite shows that in 2018, there were 132,7 million registered internet users too in Indonesia with a market penetration of 50%.





The growth of social media users over a 12 month period reached 23% or 24 million new users which puts Indonesia in 3rd place behind Saudi Arabia and India. The number of active



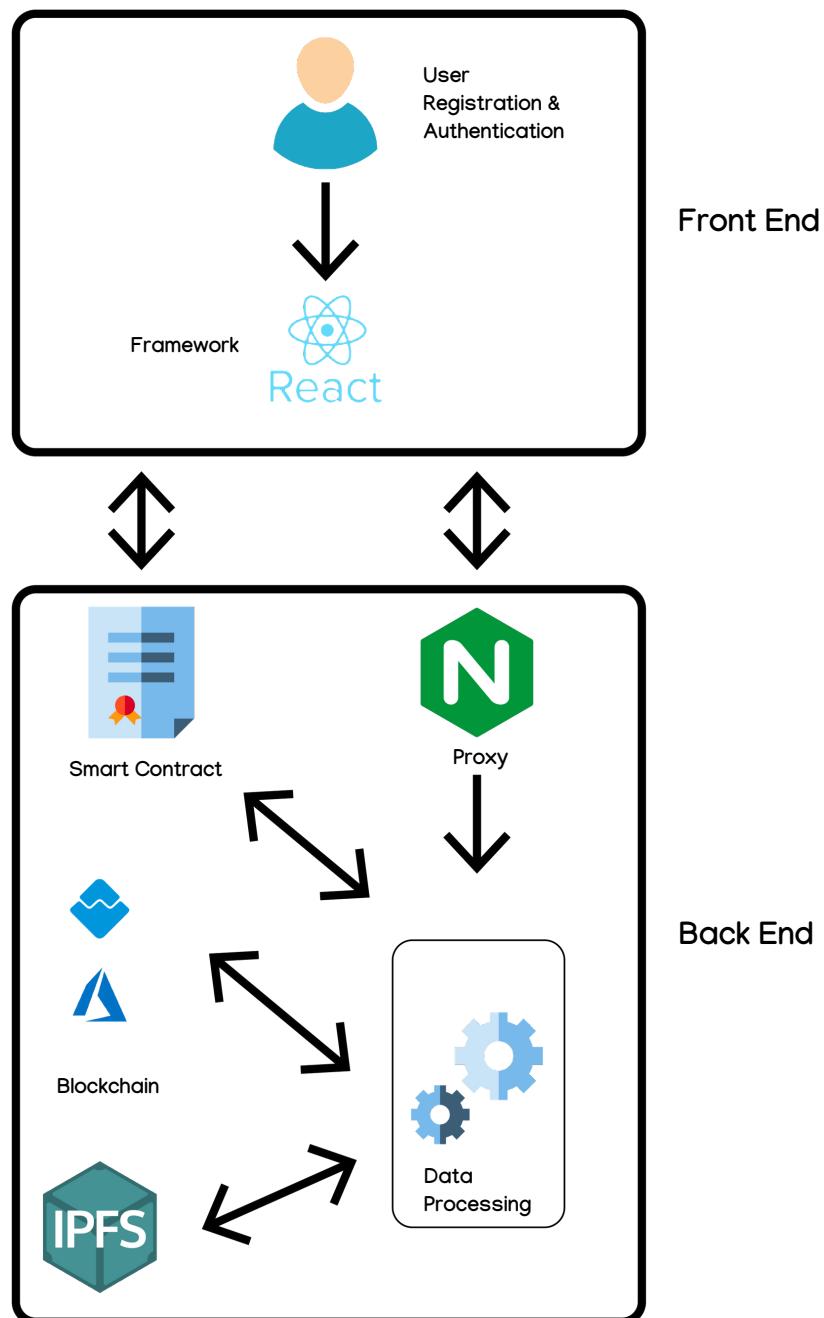
facebook users in Indonesia is also the 4th largest in the world. With a social media consuming market this large especially with first hand knowledge on the market characteristics, we will be able to secure a large fanatic community within the first 12 months. Indonesian culture also has a large influence within the South East Asia region especially in Malaysia and Singapore which will help us expand in the following years. After South East Asia, our marketing campaign will take us to the Middle East and India who sit in 1st and 2nd place for annual growth of social media users.

In the top 3 countries from annual growth of social media users alone there is an estimated 420 million muslims and in 2018, 29% or 121.8 million of those were new users. This provides a very large market for ViMee to embrace as it so far has no competitors.



ViMee is an open source social network under development on the Waves platform integrated with Microsoft Azure combined with Nginx for consistent high performance and IPFS (InterPlanetary File System) protocols which enables decentralized file storage and for mobile devices React Native. The Waves platform has the fastest public block chain, one of the key elements in developing a decentralized social network along with security.

Front End – Back End – Tech Stack



Front End

- User Registration and Authentication, new users will be required to register with an email, username, password and verified via SMS.
- React Native framework enables building mobile apps using only JavaScript also allowing us to easily develop and release on dual platforms (Android and iOS).

Back End

- The application will directly interact with the blockchain involving multiple processes such as image processing, data encryption, blockchain connection, data storage, video streaming, instant messaging and so on.
- NGINX proxy provides consistent, always available, high-performance application delivery and web services within the blockchain.
- InterPlanetary File System (IPFS) is a protocol and network designed to create a content-addressable, peer-to-peer method of storing and sharing hypermedia in a distributed file system.
- Waves is considered to be the fastest blockchain platform. Transactions are processed in seconds, and the blockchain is capable of supporting heavy loads without backing up.
- Waves' smart accounts and smart assets are now available to developers on Azure Marketplace in a special extension for Visual Studio Code, which simplifies the process of creating and operating smart contracts.
- Unlike other similar solutions, non-Turing complete smart contracts from Waves offer increased security and protection from vulnerabilities due to the option of restricting functionality to avoid undesirable use.



7. The VIMee Token (VIMX)

The VIMX token is a utility token launched on the Waves platform and is listed on the WavesDEX exchange which will insure liquidity for all VIMX holders, an issue largely addressed by investors who purchase ERC20 tokens during ICO's but never see their tokens listed on exchanges.

The WavesDEX is built directly into the platform which enables VIMX token holders to trade without having to transfer their funds to a third party exchange, eliminating large transfer fees.

The Waves IU also eliminates error which is found in many ERC20 tokens and provides better security. The WavesDEX non KYC compliant nature also provides extra security as it is completely anonymous.

Funds generated by VIM through its ICO and crowd sales will fund the development for the VIMee social network. Investors purchasing VIMX tokens during the private sale will not only receive a 50% bonus, but will also receive 10% of dividends distributed amongst all investors accordingly. A private sale certificate will be issued no longer than 40 working days and will be sent via mail to the investors registered address.

Validation of the certificate requires the VIMX's purchased during the private sale do not reduce in amount. Any VIMX tokens sold cannot be replaced at a different time and voids certificate validation. Any additional VIMX tokens purchased outside of the private sale will not count towards the distribution of dividends. VIM tokens purchased during the private sale do not constitute as securities or any form of ownership. This program is only a gesture of gratitude towards the trust provided by investors during the private sale.

All new users within the first 3 months to the VIMee social network will automatically receive 50 VIMX tokens, new users within 3 to 6 months will receive 35 VIMX tokens, new users from 6 to 12 will receive 20 VIMX tokens and all new users above 12 months since launch will receive 15 VIMX tokens. 10 VIMX tokens will be locked in each users account as a minimum balance and the rest can be used freely within the VIMee social network. This will enable users to feel the benefit of owning and using VIMX tokens which in return will create a stable increase in VIMX token value.



VIMX tokens will also be utilized in special discount offers, flash sales, premium content, etc. This will reduce volatility and provide a stable growth in value for VIM in the long run.

Special Discount Offers:

VIMee will provide discounts on selected item sold on VIMee's commerce platform when purchased using VIMX tokens. Participating vendors will benefit from this program by having their shop advertised on the commerce platform wall for free during a certain time period.

Flash Sales:

This is an event held daily where users can buy randomly selected items for ONLY 1 VIMX. The way it works is in our commerce platform there will be a Flash Sale section where users can view the items offered and bid to purchase it by submitting 1 VIMX. Each user may submit more than 1 VIMX where each VIMX will represent a ticket. At the end of each day, an AI will randomly select the winning ticket. The remaining VIMX will be returned to their original owner. A very popular event amongst women.

Premium Content & Premium Account:

For paying subscription fees, purchasing stickers, photo editing filters, special fonts, etc using VIMX tokens to enrich their social experience on the VIMee network.

As the VIMee ecosystem grows, so will the demand for VIMX and the earliest token purchaser will stand to benefit the most.

VIMX Token Benefit for Investors:

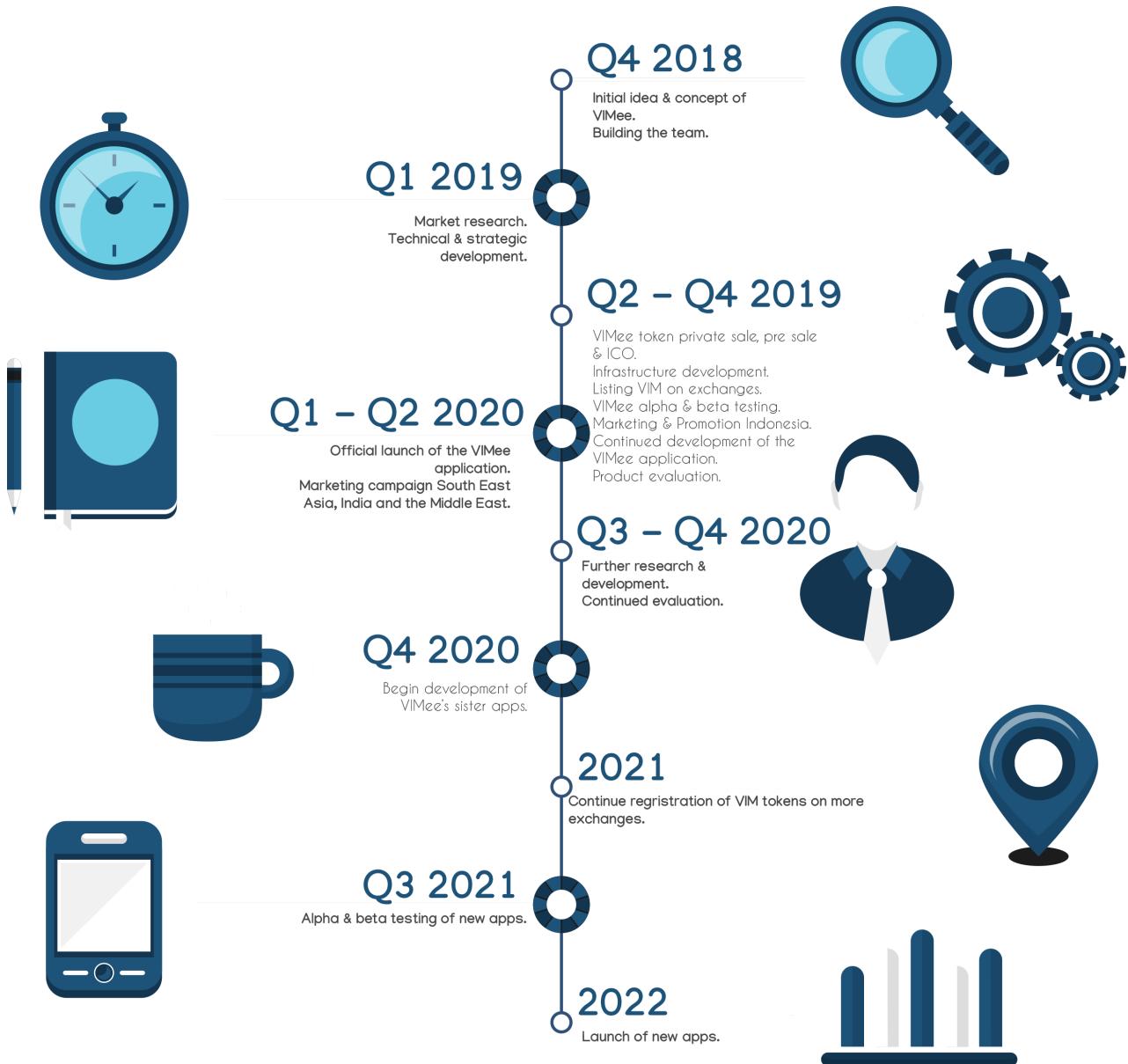
- After the VIMee social network is launched, private sale VIMX holders will have voting rights to determine which product enhancements receive funding.
- VIMX tokens create an internal economic system within the VIMee application. This will generate need for the token hence increasing its value.
- Can be traded on the WavesDEX Exchange and other registered exchanges.
- Private sale investors will be eligible for receiving dividends.
- E wallet compatible.

VIM Benefit for VIMee Application Users:

- Can purchase premium content, receive discount offers up to 99%, participate in flash sales, purchase item's without being subject to exchange rates, and much much more on a daily basis.
- No one can steal your VIMX. All transactions are recorded on our database and can be returned to their rightful owner.
- Users may also earn profit from the rise in value of the VIMX as it gets traded on exchanges.
- Users can also buy and sell their VIMX token directly on the network. No need to trade them on exchanges.



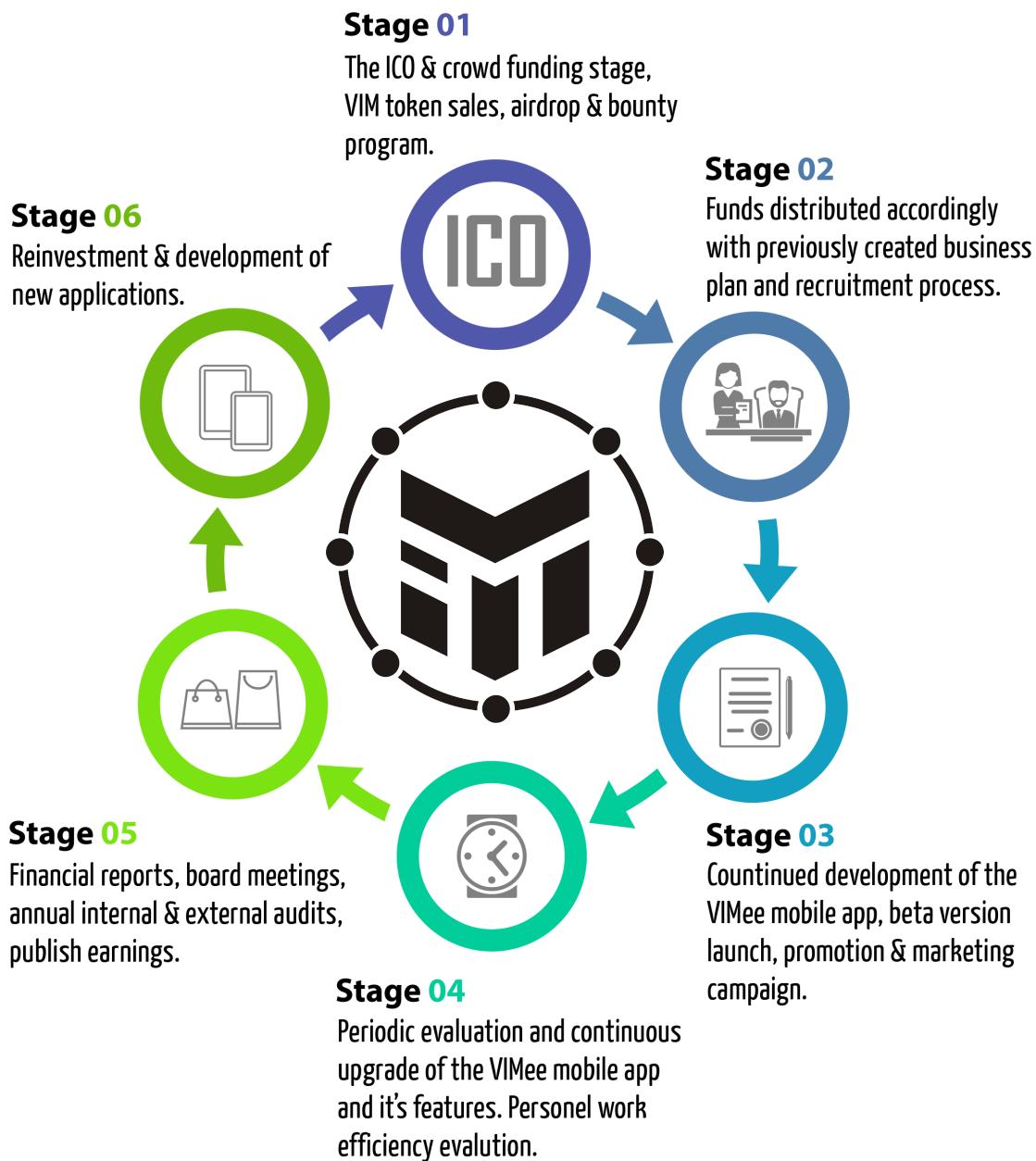
8. Roadmap



Key notes:

- VIM token is already registered on the WavesDEX exchange. After completion of the private sale, pre sale and ICO / crowdsale, we aim to get VIMX tokens listed on Indodax Exchange as the gateway for cryptocurrency trades in Indonesia, Tokenomy Exchange and Binance.
- Research and development is a long and never ending process. However during the first 24 months since the end of the crowdsale, R&D will be strictly focused on improvements and widget developments for the VIMee social network.
- Vimee Enterprise already has 2 other applications on the drawing board, further research and development on those applications will be pended until after 24 months of the crowdsale.

9. VIMee Workflow



10. Token Sale

Token Name	VIMee
Token Symbol	VIMX
Token Platform	Waves
Total Token Supply	2,000,000,000
Tokens for Sale	600,000,000 (30%)
Token Price	1 ETH = 10,000 VIMX / 1 WAVES = 167 VIMX
Private Sale, Pre ICO & ICO Target	54,000 ETH / 3,240,000 WAVES

Token Allocation



Private Sale, Pre-Sale & ICO



Branding, Marketing & Bounty



Treasury & Reserves



Team, Advisors & Affiliates

- Allocation for crowdsale is as stated above.
- Tokens allocated for branding, marketing & bounty are as follows: 3% Bounty, 1% Airdrop, 3% Branding, 3% Marketing (MGM program).
- The large number of tokens allocated for Treasury & Reserves include VIMX tokens to be distributed to new users, VIMX tokens sold on the social network, reward programs and future airdrop campaigns.
- In the event of overwhelming numbers of new users, VIMee will not generate any new VIMX tokens.
- Tokens allocated for Team & Advisors will be locked and cannot be sold for a 12 month period to ensure stability.



VIMX initial token sale can be purchased with either Bitcoin (BTC), Ethereum (ETH) or Waves except during the Private Sale where we will also accept the Indonesian Rupiah (IDR). The total amount of VIMX generated will ONLY be 2 billion. Under no circumstances will there ever be more VIMX's generated. The VIMee token is a utility token and does not represent any form of security or rights to ownership.

Schedules for the VIMX token sale are as follows:

Private Sale

Starting Date	May 1st 2019
End Date	May 15th 2019
Price	1 ETH = 15,000 VIMX / 1 WAVES = 250 VIMX

All tokens will be available for purchase.

Pre-Sale

Starting Date	May 16th 2019
End Date	May 31st 2019
Price	1 ETH = 11,000 VIMX / 1 WAVES = 185 VIMX

40% of the remaining tokens will be sold during the Pre-Sale.

ICO / Crowdsale

Starting Date	June 1st 2019
End Date	July 31st 2019
Price	1 ETH = 10,000 VIMX / 1 WAVES = 167 VIMX

All remaining tokens will be sold during the ICO / Crowdsale.

Affiliate Program

All referrals during the Pre-ITS and ITS period of April 15th until May 28th 2019 will receive a 15% bonus of the total VIMX purchased by the referee.

The proceeds from the token sale will be used to help finance further development, promotion, growth of the new decentralized ecosystem, and help fund operations of the company for the first 3 – 5 years, or until the revenue from the VIMee social network is able to fully fund operations. As such, it will be used for human resources, infrastructure costs (legal, licensing, contractors, office space, data centers, etc.), and marketing.

The preliminary allocation plan is as set on the coming page but may be subjected to change without prior notice.



VIMEE ICO ON THE WAVES PLATFORM

Asset Info



VIMX

Details	Balance	Transactions
ID	Ev22eGubEqCvyHmYxZ1RontZo2NyMWPHDK1ehMJRLigY	
Name		VIMX
Total amount		2,000,000,000
Decimal points		8
Type		Not reissuable
Issue date		09.04.2019 20:43

The official token of the VIMee Social Network.

- If you already have an account just login and search VIMX. Be advised of the correct spelling of VIMX.
- VIMX Asset ID Ev22eGubEqCvyHmYxZ1RontZo2NyMWPHDK1ehMJRLigY
- If you do not have an account yet, please create one first.



To register for our Private and Pre-Sale, please visit <https://register.vimeetoken.tech/> and follow the steps provided.

Key Notes:

- This project is not available to US, Canada and China investors as well as investors from countries blacklisted by the Financial Action Task Force (FATF).
- Contributions must be made from a private Waves, Ethereum or Bitcoin Wallet. DO NOT send from an Exchange Wallet. Doing so may result in the loss of funds.
- During the Private Sale the minimum contribution is \$1.000 or equivalent in Waves, Ethereum, Bitcoin and Rupiah.
- During the Pre-Sale the minimum contribution is \$500 or equivalent in Waves, Ethereum and Bitcoin.
- During the ICO / Crowdsale the minimum contribution is \$100 or equivalent in Waves, Ethereum and Bitcoin.
- Rupiah will only be accepted during the Private Sale.
- There is no limit on the maximum investment amount or until all tokens are purchased.
- Both institutional and personal investors are welcome.

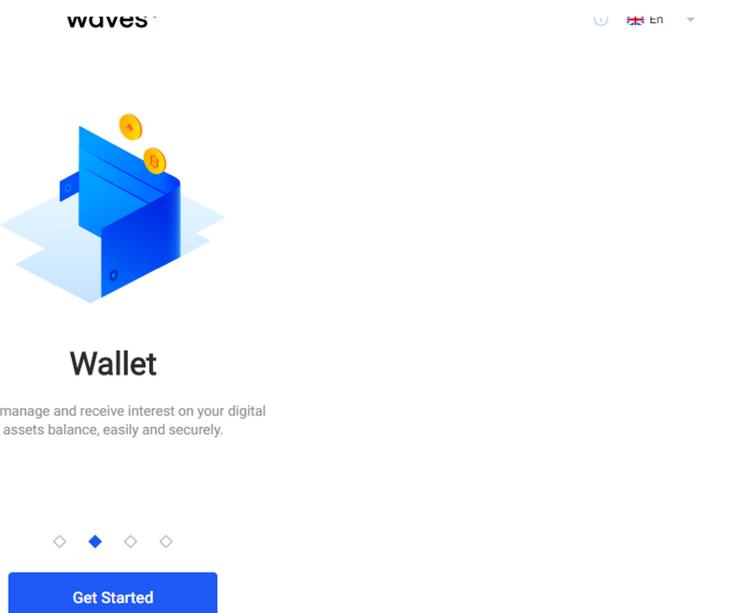
DO NOT miss out on the opportunity to purchase VIMX tokens during the Private Sale, Pre-Sale or ICO / Crowdsale as the number of tokens are limited (only 30%). Should the number of registrations exceed the amount of VIMX offered, we will select the recipient based on date of registration submission. Those whose register earlier will be prioritized.

All participants of VIMee's Private Sale, Pre-Sale and ICO / Crowdsale will be required to open a Waves Wallet. On the next page we have provided a step by step guide to assist investors in opening a Waves Wallet.



STEP 1

Go to <https://client.wavesplatform.com/> and click on 'Get Started'



STEP 2

Select your unique avatar and take note of your Account Address. The Account Address is exactly like an account number at a bank. You can select the 'Keep the account on this computer' if you wish. When done click "Continue".

waves⁺

Create New Account

Sign in to your wallet or [restore an account](#) from a backup

Choose your address avatar
This avatar is unique. You cannot change it later.

Account address:

3PBhBZqj7hGoNN2k7habTk5EquqJy7XpUXn

Keep the account on this computer

Continue



STEP 3

In the next screen fill in your Account Name and Password. The Account Name can be anything you want at all.

waves[♦] ⓘ ⚙ En ▾

Protect Your Account

Protect your account with a password or [go back](#)

Account name

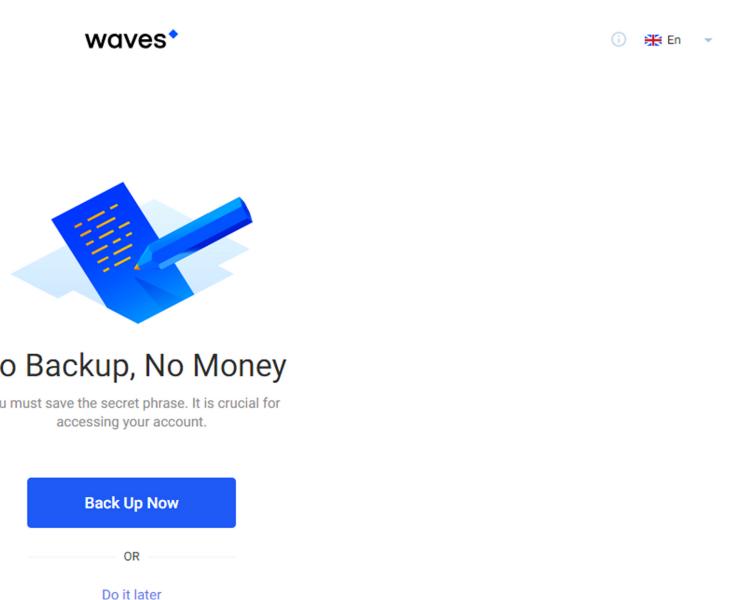
Protect Your Account with a New Password
 must be at least 8 characters

Confirm password

[Continue](#)

STEP 4

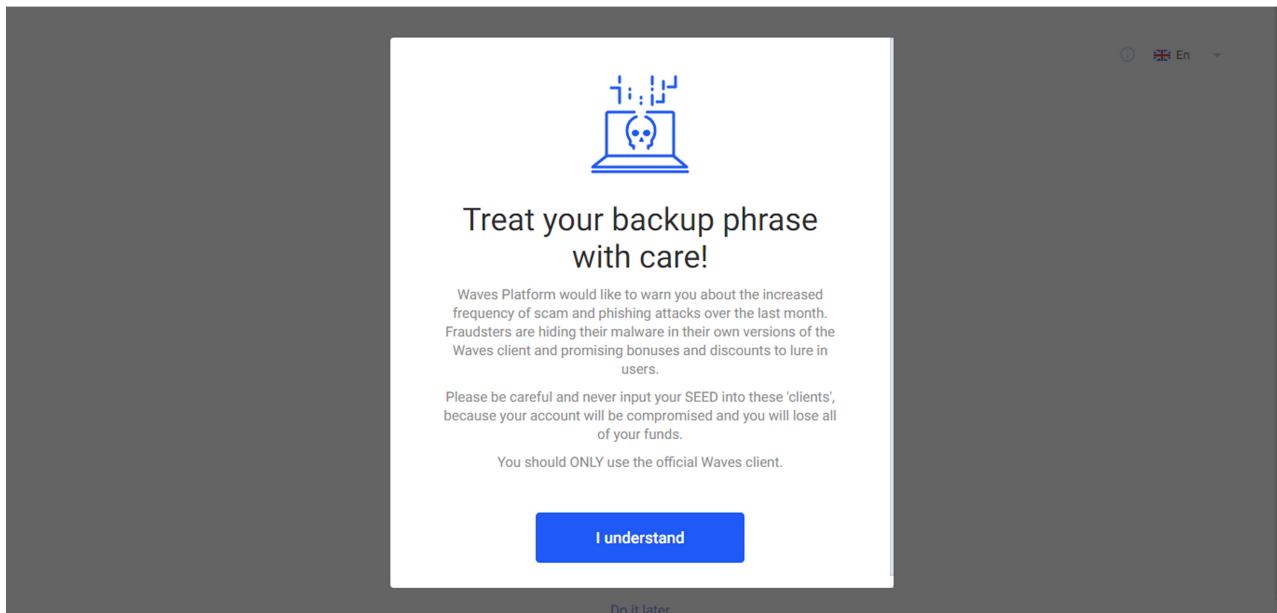
Select Back Up Now



STEP 5

THIS SCREEN IS VERY IMPORTANT, PLEASE READ CAREFULLY AND SAVE YOUR SEED IN A SAFE PLACE.

Once you are done reading and fully understand, click on "I Understand". This will take you to the next screen where you record your seed phrase. The seed phrase is a random group of words located in the central box. Save this! ViMee is not responsible for any seed phrase lost as they are yours and encrypt your personal account for you to control.



STEP 6

Backup seed phrase and store it in a safe place.

waves[♦]

Save backup phrase

Since only you control your money, you'll need to save your backup phrase in case this app is deleted or [go back](#)

Please carefully write down these 15 words or [copy them](#)



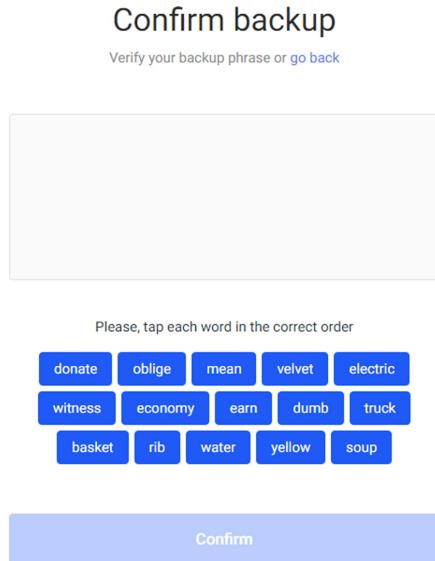
You will confirm this phrase on the next screen.

[I've written it down](#)



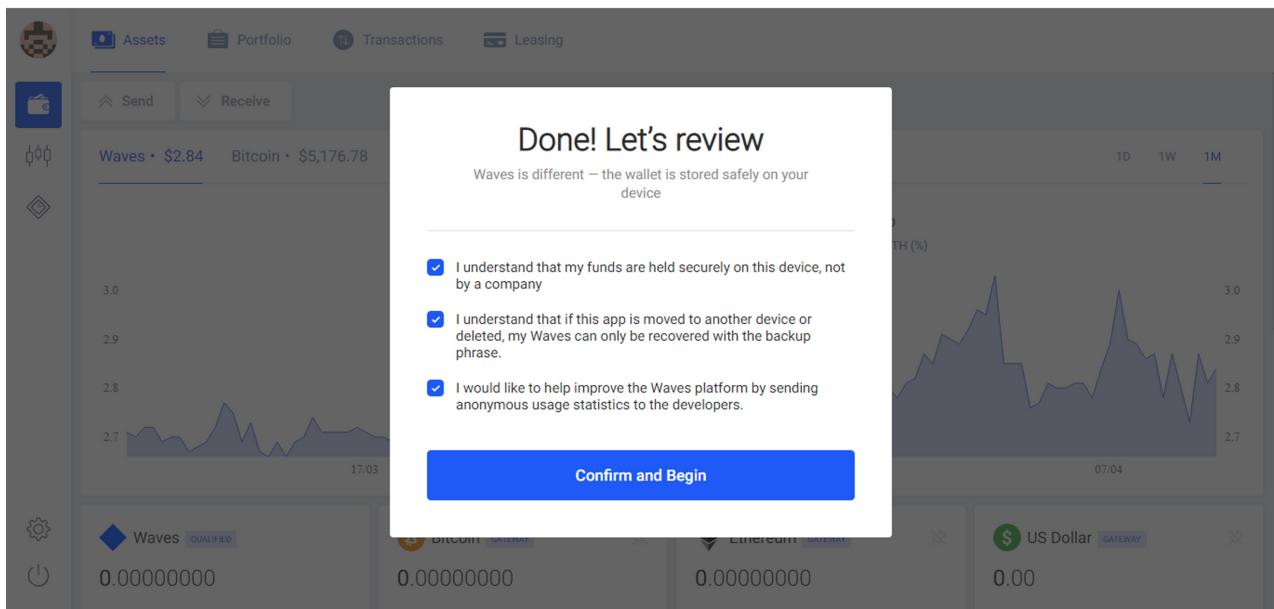
STEP 7

Enter the seed phrase in the exact order from left to right given to you on the previous screen. Once done click confirm.



STEP 8

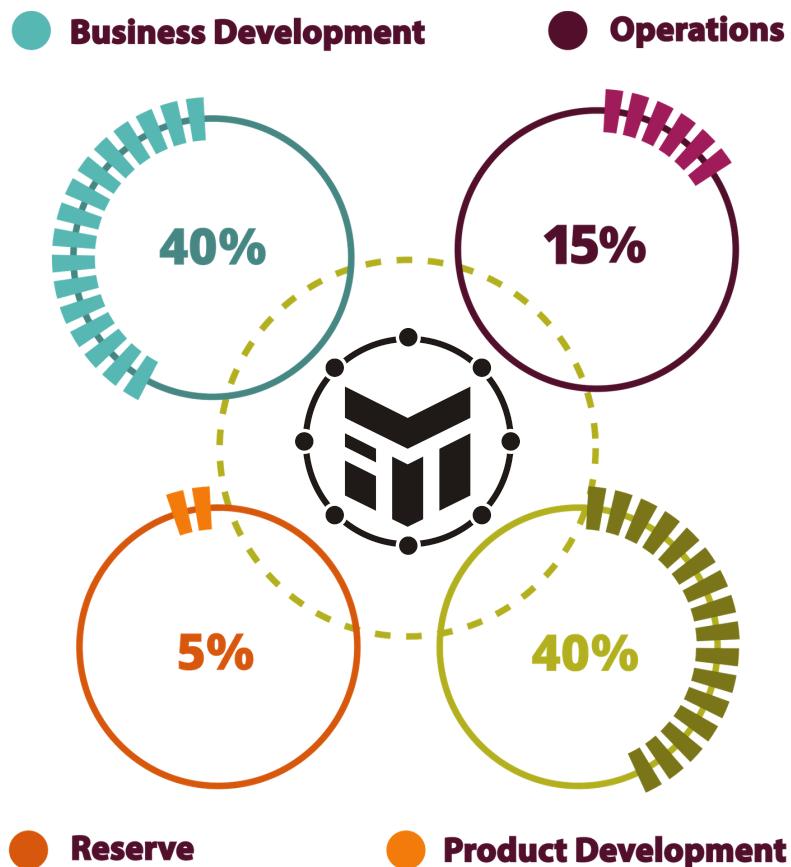
Click on "Confirm and Begin"



Congratulations, you've just created your Waves Wallet to participate in the ViMee ICO



11. Use of Funds



Business Development 40%

Funds will be used for business related investments and expansion across Indonesia, South East Asia, & the Middle East. Setting up offices, recruitment, promotional events, advertising, sponsorship, and also partnerships.

Operations 15%

Funds will be used for covering all expenses associated with the maintenance and administration of the company on a day-to-day basis.

Reserve 5%

Funds will be allocated in a savings account or other highly liquid assets to meet any unexpected future costs or financial obligations.

Product Development 40%

Funds will be used for the development of the ViMee application and other applications lined up, infrastructure upgrades, smart contracts, research new product and technologies, conducting surveys, testing, and product evaluation.

12. Business Model

As a new social network, VIMee will focus on user acquisition from day 1. Our user acquisition strategies are:

- Connecting with our users through existing social media. Providing questionnaires and conducting surveys regarding their interest. Also speaking with them in an open forum to tell them about our ideas and our project. This will generate feedback which we will use to tailor VIMee.
- Utilizing centralized social networks to broadcast our project to the general public. Upload quality content daily which will drive users to follow our account and support our development.
- Developing multimedia to promote VIMee and what makes it different. We are developing 4 short videos at the moment to promote the benefits of using our social network and many more are on the way. These short 30 second videos are in the form 2D vector animations and will be posted on YouTube, Facebook and Instagram. Being only 30 seconds also enables us to easily share these videos through instant messaging platforms such as Whatsapp, BBM, LINE and Instagram.
- We are cooperating with a bounty campaign manager to help get the word out. Bounty hunters are given tasks such as post X number of tweets on twitter, share content about us and actively participate in our Telegram account which they must complete on a daily basis in order to receive payment in the form of VIMX tokens.
- VIMX tokens will also be distributed for free through our Airdrop program. Anyone can receive these tokens, all they have to do is fill out a form which requires them to fill in their name, email, and social media account addresses. After that they must follow our social media accounts, and create an online wallet that supports Waves tokens. Visual proof must be provided that they have completed these task. Once verified each person will receive 100 VIMX for free.
- Search Engine Optimization.
- Implementing a referral program. Each friend invited to the network will receive 5 VIMX.



VIMee works under the main principles of cooperation. Our users are not only our main assets, but also our partners. Users will be rewarded for their contributions and time spent on our network through a lucrative reward system in the form of both FIAT and VIMX tokens.

VIMee also provides users with the tools to monetize their content through paid subscriptions to their account, revenue sharing, P2P advertising, donations, and as mentioned above a reward system. The VIMee network will fully utilize the VIMX token bringing it real value.

Developers are welcome to provide enhancements to the platform and will be rewarded. Developers are also free to sell whatever content they have developed directly to our users. Whether that be games, widgets, themes, or anything at all that will enhance the users experience on our platform. Developers will also be rewarded for finding bugs and security issues.

The more quality content users and developers upload, the more users will be attracted to use our network hence attracting more advertisement. In the US alone, video ad revenues reached \$5.68 billion and expected to balloon to \$11.69 billion in 2020.

US Social Network Video Ad Revenues, by Platform, 2017-2020

millions

	2017	2018	2019	2020
Facebook*	\$4,782.2	\$6,811.2	\$8,558.6	\$10,203.3
Twitter	\$563.4	\$633.3	\$692.1	\$743.8
Snapchat	\$334.6	\$397.3	\$552.3	\$724.1
Other**	\$3.0	\$6.3	\$14.8	\$18.8
Total	\$5,683.2	\$7,848.0	\$9,817.8	\$11,690.0

Note: includes paid video advertising appearing within social networks, social network games and social network apps; excludes spending by marketers that goes toward developing organic social video content;

*includes Instagram video ad revenues; **excludes YouTube

Source: eMarketer, Sep 2018

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www.eMarketer.com



In Indonesia alone, video ad revenues are expected to reach \$8,17 billion by 2021 and internet based ads are expected to grow by 21,8%. Technavio, a research firm, has taken a look at the global still image market and concluded that it will exceed \$4 billion by 2020, growing at a compound annual growth rate of over 7%. These statistics show that video based advertising are becoming more and more popular making video advertising our main target of income alongside the sales of premium content and also sales of the VIMX token on the social network.

But user habits are slowly changing. As the power shifts from social networks to the hands of their users such as described in decentralized social networks, ad based revenue are expected to decline. Unexpectedly paid subscriptions are growing. Newspapers—a business many people thought were dead—are now seeing a resurgence thanks to direct sales. The New York Times gained 130,000 new subscribers in November and the WSJ is up 300%. Netflix and Amazon Prime continue torrid growth with their ad-free experiences, and Hulu and YouTube are racing to launch their own subscription models. Spotify and SiriusXM have proven that people will pay for ad-free radio, and Pandora recently bragged that it will rapidly erase 2016's \$343 million net loss thanks to the launch of \$9.99 monthly subscriptions.

The key to paid subscription is quality content, Netflix, Amazon, Hulu, and YouTube are all racing to produce more quality content to keep subscribers happy, often using data from their direct relationships to learn about their preferences and continually improve. We've started to see industry awards for their programs, and the top talent in the business is lining up for the chance to create for their platforms. We're on the verge of a golden age of quality writing, film and music as these platforms compete to delight their subscribers.

VIMee too will slowly shift towards subscription based revenue over the next 36 months. The first step is by nurturing and developing deeper user relationships. Strong user relationships are at the core of our subscription business model. Acquiring new subscribers is critical, but in the subscription economy the vast majority of user transactions consist of changes to existing subscriptions: renewals, suspensions, add-ons, upgrades, terminations, etc.

And it's much less resource-intensive to build on existing user relationships than to acquire new ones. Most large companies generate just 15 to 25% percent of their revenues from brand new customers. As a result, VIMee will provide users with intuitive and comprehensive tools to manage their accounts. We will have a 24/7 support service, as well as a user success outreach program. Closely monitor users usage and adoption to mitigate churn risk. A stable, happy user base is essential to compound growth.



Second is the introduction to premium content to enhance the users social experience, widgets, stickers, gifts, themes, etc. created by both our development team and by third party developers will be available for users to purchase.

And third will be the introduction to our Premium Account. Providing existing and new users a free 1 month trial will help users compare experiences. Much research is still needed to develop a premium system which will increase branding value. From pricing, user acquisition strategies, billing accuracy, fast and easy cash settlements, developing the right consumer metrics and infrastructure. The subscription business is not as easy as putting a price on an item, as it has extremely large potential to drive users away.

The opportunity to monetize user subscription is also open for our users. Content they produce can be directly sold to their subscribers. This will boost our users to create better quality products which in return will attract more users to our network, which will also generate more revenue for us through the purchases of VIMX tokens and commercial activities done on our network. A win win solution for both parties.



13. Meet the Team



Adi Hermanto
Founder & CEO VIMee Enterprise



Hariansyah
Chief Creative Officer



Desi Suardiastuti
Chief Operations Officer



Andress Yogiarius H.
Chief Legal Officer



Aam Amalia
Chief Communications Officer

14. ICO Disclaimer

Please read the following notification properly before taking part in VIMee token (VIMX) sale. This notice applies to all persons who read this document. Please note this notification may be changed or updated.

Purchasing of VIMX tokens does not present an exchange of cryptocurrencies or conventional currencies for any form of ordinary shares of the Seller and the Buyer of VIMX tokens is not entitled to any guaranteed form of dividend except those purchased during the private sale. VIMX tokens are not intended to constitute securities in any jurisdiction.

This whitepaper does not constitute a prospectus or offer document of any sort, and is not intended to constitute an offer of securities or a solicitation for investments in securities in any jurisdiction. This whitepaper is posted for information purposes only. The content of this whitepaper is not a financial promotion. Therefore, none of the content parts of this whitepaper should be considered an invitation or inducement to engage in any sort of investment activity. The Buyer should carefully consider and evaluate all risks associated with cryptocurrencies, operations with them, ICO and respective business activities. Before purchase VIM tokens read carefully all the information set out in this disclaimer and whitepaper, and ensure that you are aware of all potential risks.

Restricted areas

As VIMX token is a utility token by its nature, there are no restrictions to sell them to residents of any country, unless the law of the Buyer's country prohibits citizens of that country to buy digital assets of any kind.

This whitepaper or any part thereof, as well as any copies, must not be taken or transmitted to any country where distribution or dissemination of such information is prohibited or restricted.



Risk Statement

No regulatory authority has examined or approved any of the information set out in this whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this whitepaper does not imply that the applicable laws of any jurisdiction, regulatory requirements, or rules have been complied. To the maximum extent permitted by the applicable laws, regulations and rules, the Seller and its affiliates and respective officers, employees or agents, in relation to the website (<https://www.vimeetoken.tech>), VIMX tokens, VIMX products and services will not be liable for any damages of any kind, including, but not limited to, direct, consequential, incidental, special or indirect damages (including but not limited to lost profits, loss of revenue or third party loss whether foreseeable or otherwise, trading losses or damages that result from use or loss of use of the website, VIMX tokens, VIMX products and services). For the avoidance of doubt, the Seller expressly disclaims any and all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this document, (ii) any error, omission or inaccuracy in any such information, (iii) any action resulting therefrom, or (iv) usage or acquisition of VIM products and services, available on the website and other electronic platforms.

You confirm and agree that you are not purchasing VIMX tokens for purposes of investment, speculation for immediate resale or other financial purposes. Some of the statements in the whitepaper include forward-looking statements which reflect the Seller's current views with respect to execution of the roadmap, financial performance, business strategy and future plans, both with respect to the Seller and the sectors and industries where the Seller operates. Statements which include the words «expects», «plans», «believes», «projects», «anticipates», «will», «aims», «may», «would», «could», «continue» and similar statements are of a future or forward-looking nature. All forward-looking statements concern the matters that involve risks and uncertainties. Accordingly, there are or will be important factors that could cause the Seller's actual results to differ significantly from those indicated in these statements.

Any forward-looking statements in the whitepaper reflect the Seller's current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to the Seller's operations, results of operations and growth strategy. These forward-looking statements are valid only on the date of the whitepaper publication. The Buyer should specifically consider the factors identified in this whitepaper which could cause actual results to differ before making a purchase decision. No statement in this whitepaper is intended as a profit forecast and no statement in this whitepaper should be interpreted to mean that the earnings of the Seller for the current or future years would be as may be implied in this whitepaper.



Once again the offer of VIMee Tokens (VIMX) in this whitepaper must be regarded as highly speculative due to the nature of the companies business and its relatively early stage of development. Buyers shall understand the underlying risk. The purchase of the tokens is suitable only for buyers who are able to accept the risks inherent in the project's business. In addition, there are a number of other risk factors that should be considered by persons considering to purchase the VIMee Token (VIMX). Buyers should consult their own professional advisors to assess the income tax, legal and other aspects of the issue.



<https://www.vimeetoken.tech/>



<https://www.facebook.com/vimeetoken/>



[https://twitter.com TokenName](https://twitter.com	TokenName)



https://www.instagram.com/vimee_token/



<https://t.me/vimeetokenofficial>





VIMEE TOKEN (VIMX) WHITEPAPER – FOR INFORMATION PURPOSE ONLY

