



OnLive LTD

Trading as

On.Live

The market place for paid advice live
broadcasts computing power and many
more...

Whitepaper
Presentation

January
2018

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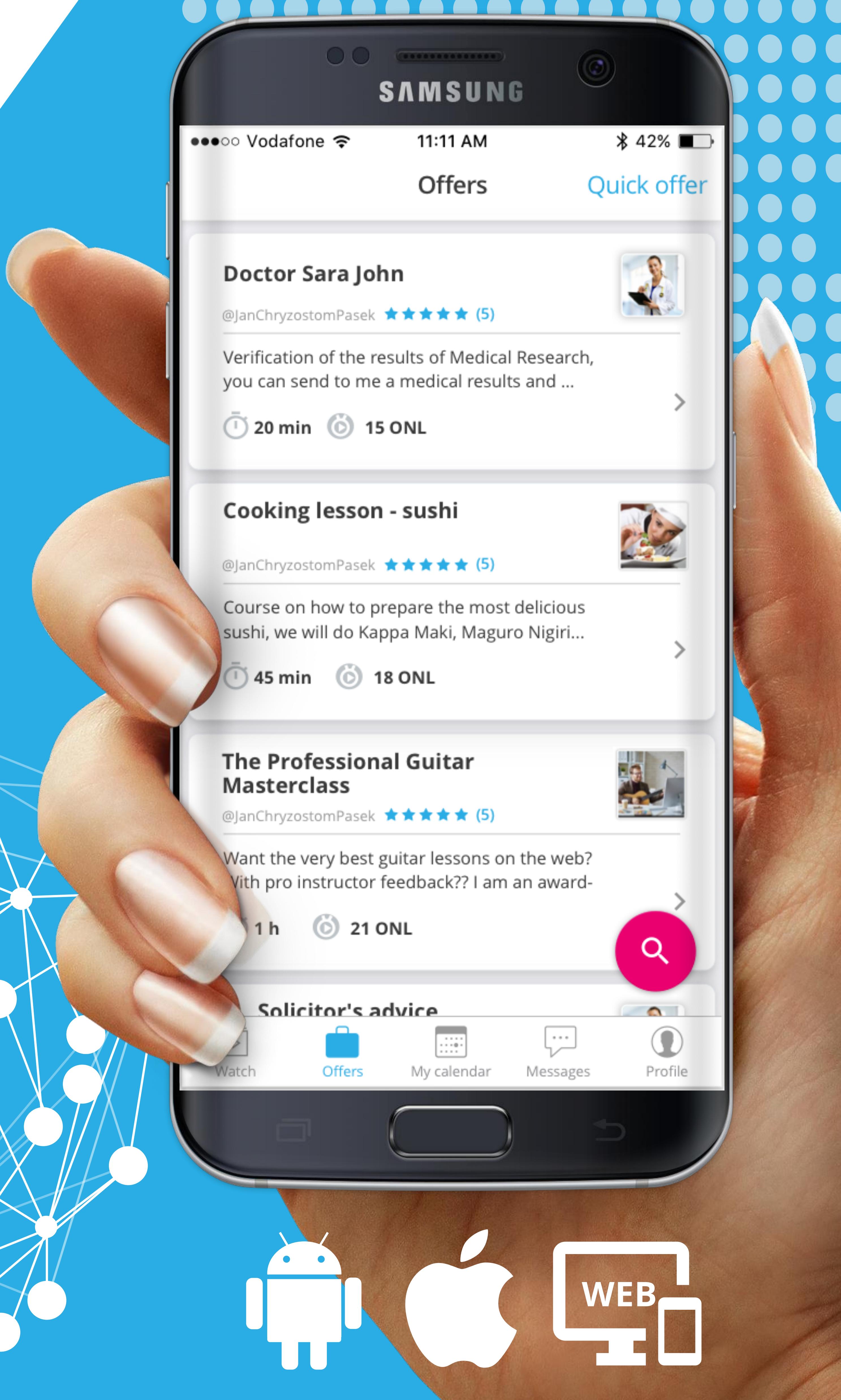


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INTRODUCTION AND DESCRIPTION OF THE SYSTEM

The On.Live platform allows users to provide almost any service to anyone from anywhere and become a broadcaster and earn money for presenting valuable content in various business models (Pay Per View, Pay Per Minute, In-Stream Payments).

The main goal of the Project is to be **the market leader in the live advising platform market** where the customer will always find a team of specialists and **valuable content on hand to provide easy access to their knowledge**. The OnLive platform creates a large blockchain ecosystem enabling the sale of services through live broadcasts and place for stream content live and sell it to a wide audience at affordable prices.

Onlive is a project that brings three marketplaces into one product:Live broadcast (1: many), Live Services (1:1, 1:8), Transcoding and Relay Node market.

We use blockchain to control transactions and settlements (tokens) and we have our own platform for real-time communication, trading and dealings.

Live Services - The marketplace gives service providers the ability to sell their services to anyone who needs them. It enables scheduling of live broadcasts, broadcasting in HD quality in real time, convenient billing, chat and dedicated offers, ONL tokens payments.

This applies to many industries - **Lawyers, Doctors, Weight Loss, Job seeking, Fitness, Education, Insurance, Language Learnings, Financial advice, etc.**

Live Broadcasts - enables service providers to deliver HD live broadcasts to unlimited numbers of viewers, billing on pay-per-minute and pay-per-view models and scheduling future live broadcasts.

Our powerful B2B and B2C tech can be used on a number of verticals, including **Workshops, Practical tutorials, Sports, Conferences, TV, SVOD, Music, eLearning, Wellbeing, Charity, etc.**

Transcoding and Relay Node - Thanks to **decentralized marketplace of Transcoding and Relay Nodes services**, all network users have the possibility of making money by utilizing their computing power for relay and transcoding operations. OnLive transactions protocol inducted into livestreams opens the possibility of confirming transactions when transmitting video streams. **Network nodes perform real, useful work instead of useless computations as it usually happens in a standard Proof of Work based blockchains.**

OnLive Network is a live video streaming protocol supported by Blockchain technology. Thanks to blockchain it assures full decentralization, high scalability and open market for uncensored live media broadcasts all over the world.

Thanks to OnLive Network everyone can become a Broadcaster and earns money for presenting valuable content in various business models: Pay Per View, Pay Per Minute, In-Stream Payments, Advertising, Tips / Donations, Subscription Plans, etc.

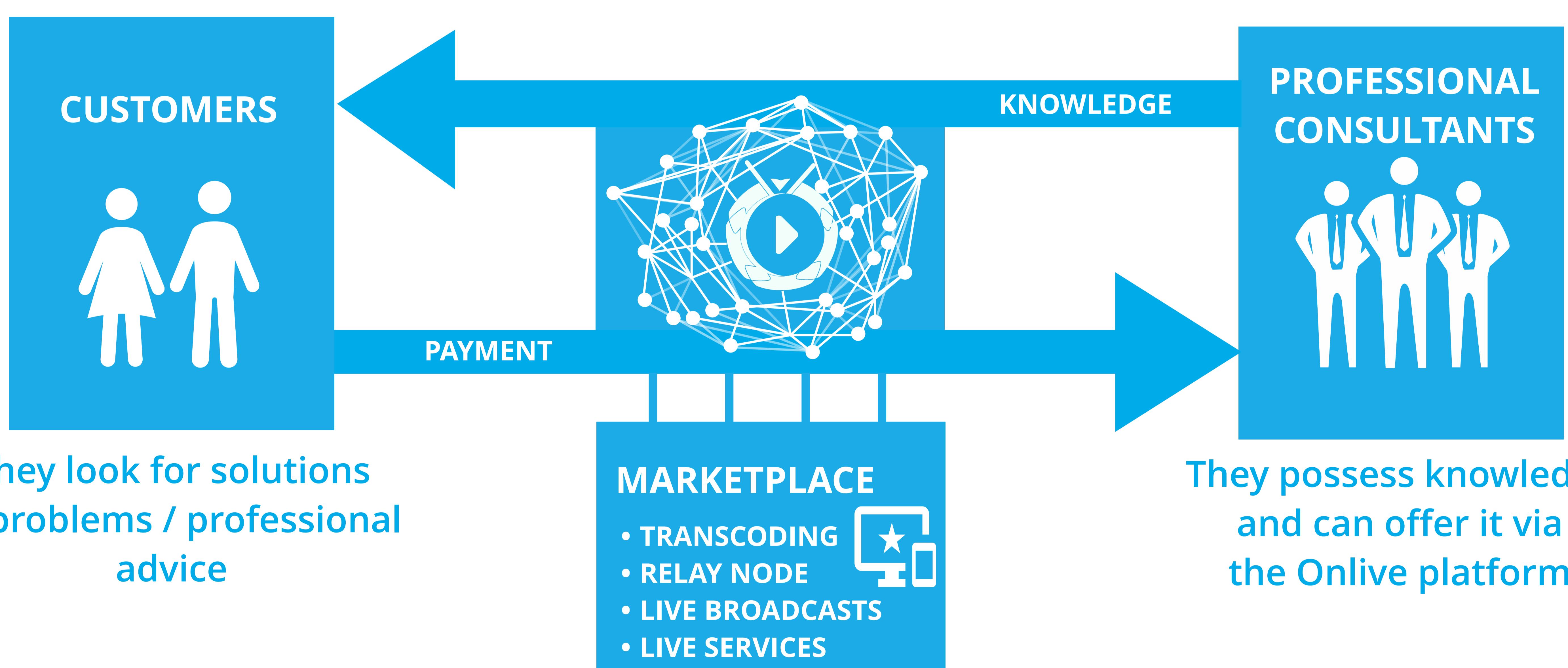
OnLive solves bunch of problems from the offline world where one needs direct face-to-face contact with a professional to get essential advice. This is often problematic and costly. Access to this type of service should be fast, easy and the unlimited and always of the highest quality, and it is possible thanks to OnLive Network.

In this document, we describe OnLive Network project overview and the roadmap for the future OnLive Network development stages.

In that final version 1.0, the OnLive Network is an open, decentralized marketplace for live broadcasts, streaming and transcoding services as well as direct 1-to-1 online consultation.

How does it work?

- The creator or service provider creates their own channel by which they can sell live services 1:1, 1:8 or they can broadcast to a wide audience 1:many in PPV, PPM, PPD, etc. and sign a smart contract for transcoding and relay services.
- Customers pay for completed services and for access to various video live broadcasts.



OnLive.TV provides a broad range of possibilities:

Anyone with access to the internet may be a user of the platform: individuals (e.g. doctors, lawyers, teachers, consultants), companies (e.g. law firms, medical and educational centres, insurance companies), large enterprises (e.g. TV stations, advertising networks, event companies).

It is an excellent way for users to quickly – and without leaving home – use the help of numerous professionals or take part in live events taking place all over the world. Viewers will find a lot of interesting content. It is a complementary system, where users are charged only for the actually delivered services.

OnLive.tv is equipped with relevant tools and functionalities to satisfy the needs of both broadcasters and viewers. Two communication paths allow for the creation of public broadcasts, addressed to large groups of viewers, and private, one-on-one consultations. Each of these options enables authors to monetize their activities while delivering high-quality services to users.

The commercial success of Onlive is driven mainly by the steady growth of new Buyers and Sellers. Other Key Performance Indicators of the business are Cost of Customer Acquisition (CAC), Recurring Cost of Service (RCS) and Customers Lifetime Value (CLTV complete) which could be interpreted as the discounted value per Customer.

What is the market?

The global video streaming market for live services was valued at \$30.9 Billion in 2015 and is estimated to grow at a CAGR of over 16% from 2017 to 2024 to reach **\$123.2 billion in 2024** and we are going to fill in the gap in the form of live services and paid public broadcasts.

Such strong market growth is anticipated on account of the rising number of online users, technological advancements, the development of high quality content and an increase in subscriptions for various streaming channels.

The global digital transformation consulting market was worth around **\$23 billion to consultants in 2016**. Currently standing at twice the size of the UK's overall consulting industry, and five times the size of the consulting market in China, the report from the research and analyst firm shows that the global digital transformation market now accounts for £2.26 billion of the UK's entire £7.31 billion consulting market.

TRACTION / IMPLEMENTATION LEVEL

- Invested so far £395,956 — 0,5M PLN — 14 507 237,00 JPY — 120 009,00 CNY
- Part of the Global Entrepreneur Programme (GEP)
- An excellent and experienced team, including top industry experts
- A database of over 50,000 of selected professionals from the UK ready for the marketing campaign.
- The beta version for Mac and Windows browsers is already complete - <https://onlive.tv/> ;
- Blockchain system for stores information about all transactions made via the platform and monitors the amount of ONL's, settlements between users.
- An IOS app is in the process of being implemented.
- An Android app is in the process of being implemented.
- The Api Rest has been developed (communicates with all versions of cross platform interfaces).
- A system for handling and receiving public broadcasts has been developed and implemented.
- Running a real-time broadcast system for private sessions.
- A developed system for multi language versions of the platform
- A developed platform for regulations and after-sales service.
- A developed marketing strategy for the UK and US markets.

ROLES IN THE SYSTEM

- **Broadcaster**

Broadcaster produces and broadcasts the content to the network.

- **Service Provider**

Anyone who has any skill that can sell through our system and create private offers.

- **Transcoder**

Transcoder performs the job of transcoding the stream into other formats.

Transcoder can also be a Relay Node.

- **Recipient**

Recipient watches streams in a selected quality and format and buys live services and content.

- **Relay Node**

Relay node transmits the stream to Recipients with or without transcoding it.

- **Open Network**

Everyone can join OnLive Network and play the role they want if they met the technical and economic requirements.

OPEN MARKET FOR LIVE STREAMING SERVICES

Decentralized Open Marketplaces

OnLive includes three completely decentralized marketplaces where users can offer and buy their services, live broadcasts or computing power directly from each other without any centralized intermediary.

Full decentralization assured by the blockchain technology and smart contracts eliminates unneeded intermediaries and censorship. For example, independent Broadcasters from all over the world could set up live broadcast transmissions to Recipients globally in just a few simple steps or a lawyer or doctor from the UK can provide advice to US citizens or any other country.

All agreements between Broadcasters, Transcoders, Relay Nodes, and Recipients are signed using Smart Contracts.



The Transcoding Services Marketplace is a fully decentralized, open marketplace for transcoding services.

The Transcoding Marketplace is a place where Transcoders place their transcoding offers on the Transcoding Services Marketplace. The offer specifies the parameters such as formats they could transcode to and from, guaranteed capacity (simultaneous users served with a given quality), Transcoding Initial Fee etc.

Transcoding Initial Fee has to be allocated by the Broadcaster before the streaming starts. This fee covers Transcoder costs in case no one joins the broadcast.

Broadcasters can also place their orders for transcoding services if there are no transcoders' offers that meet their requirements. Transcoders could apply for the broadcasters' orders.

The business model behind how the Transcoding Services Marketplace works is described in the "Broadcasting process - step by step" section below.

A Transcoder can refuse to process the content that violates local law, but Broadcaster is free to choose other Transcoder in that case.

Streamings Marketplaces

Decentralized Streaming Marketplace allows Transcoders and Relay Nodes to place and accept transmission offers.

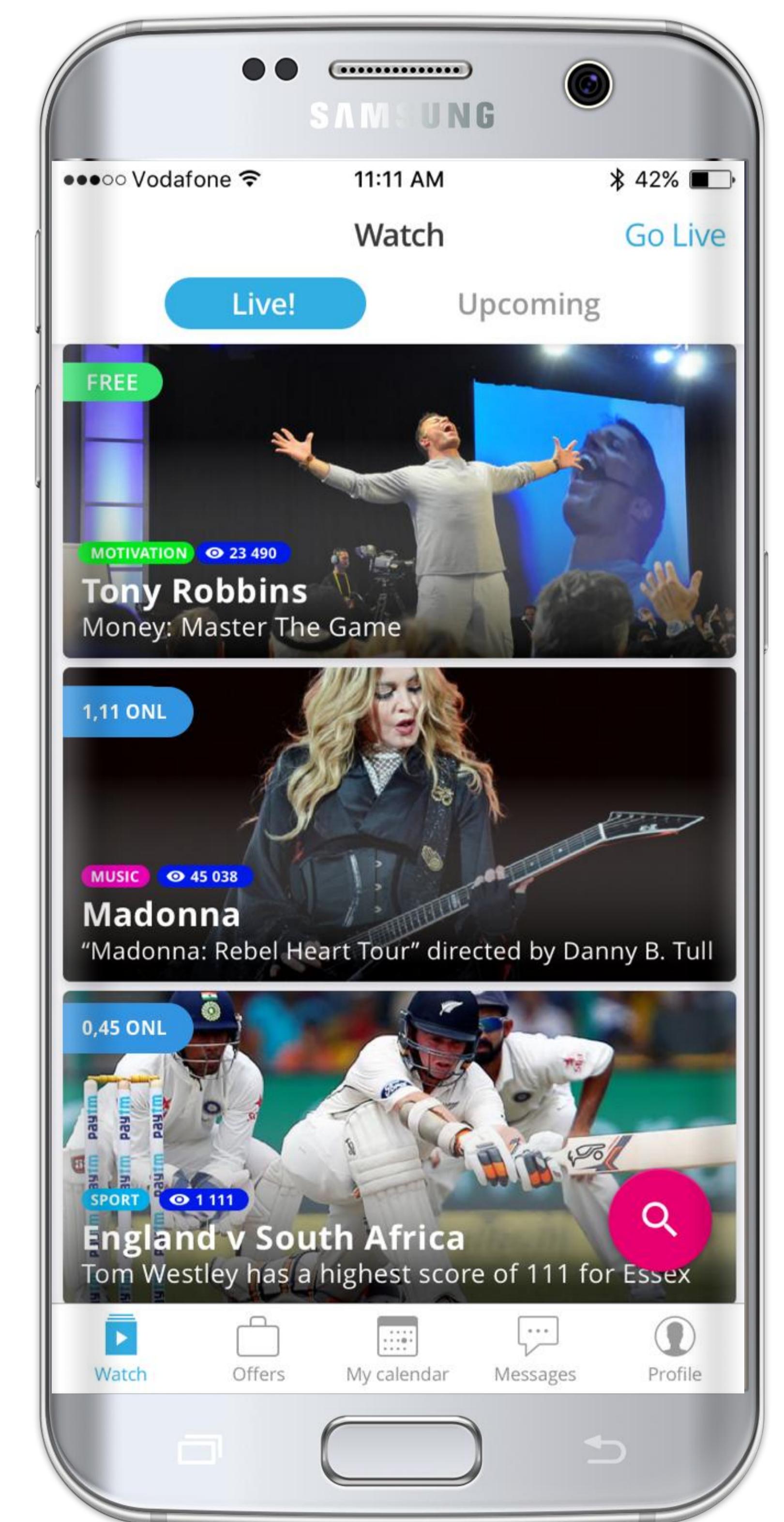


An open, decentralized marketplace for live broadcasts supported by transcoders.

Live broadcasts marketplace where anyone can start a broadcast from one place to multiple destinations simultaneously to a wide audience. This includes presentation of offers, open training sessions, conferences, practical tutorials, workshops, as well as broadcasts of sport games, events or even TV programmes. This is a complementary function to private sessions. The user can broadcast live to a wide audience to encourage potential customers to switch to individual calls later. Last but not least, broadcasters gain prestige and reinforce their expertise. It is a perfect solution that benefits from the assistance of many specialists participating in live events all around the world in a quick manner, from anywhere.

Anyone can buy access to any broadcast. An open market will shape the broadcasts prices and Transcoding/Relay fees based on the supply and demand for particular broadcasts and other services.

The screenshot shows a broadcast listing for "Marry Quin in conversation with Irwin Smith". The broadcast is set to start on 11.09.2018 at 12:00, lasting 65 min, and costing 0,61 ONL. The listing includes a thumbnail of Marry Quin, a brief description, and a link to the MTAweb Directory. Below the listing is a video player showing a woman with glasses smiling, with the text "On Live Woman talk". To the right is a chat window titled "CHAT (5)" showing messages from users like Ernest Hill, Billy Maxwell, and Clyde McKenzie. At the bottom are buttons for "TIP ONL", "0,05 ONL", and "SEND INSTANTLY".

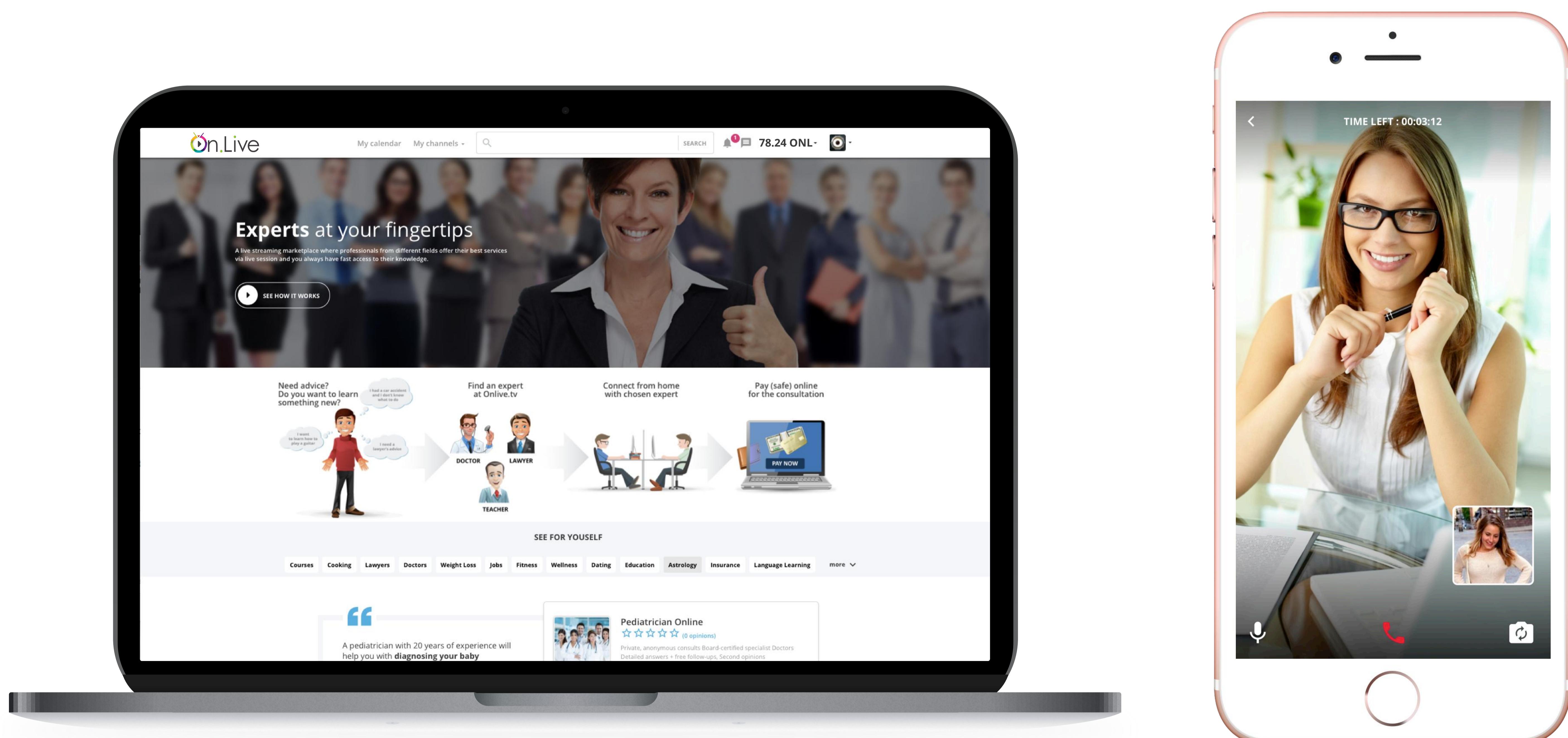




An open, decentralized marketplace for one-to-one broadcasts, where users can reserve an online meeting with a specialist of any kind or make a transaction instantly.

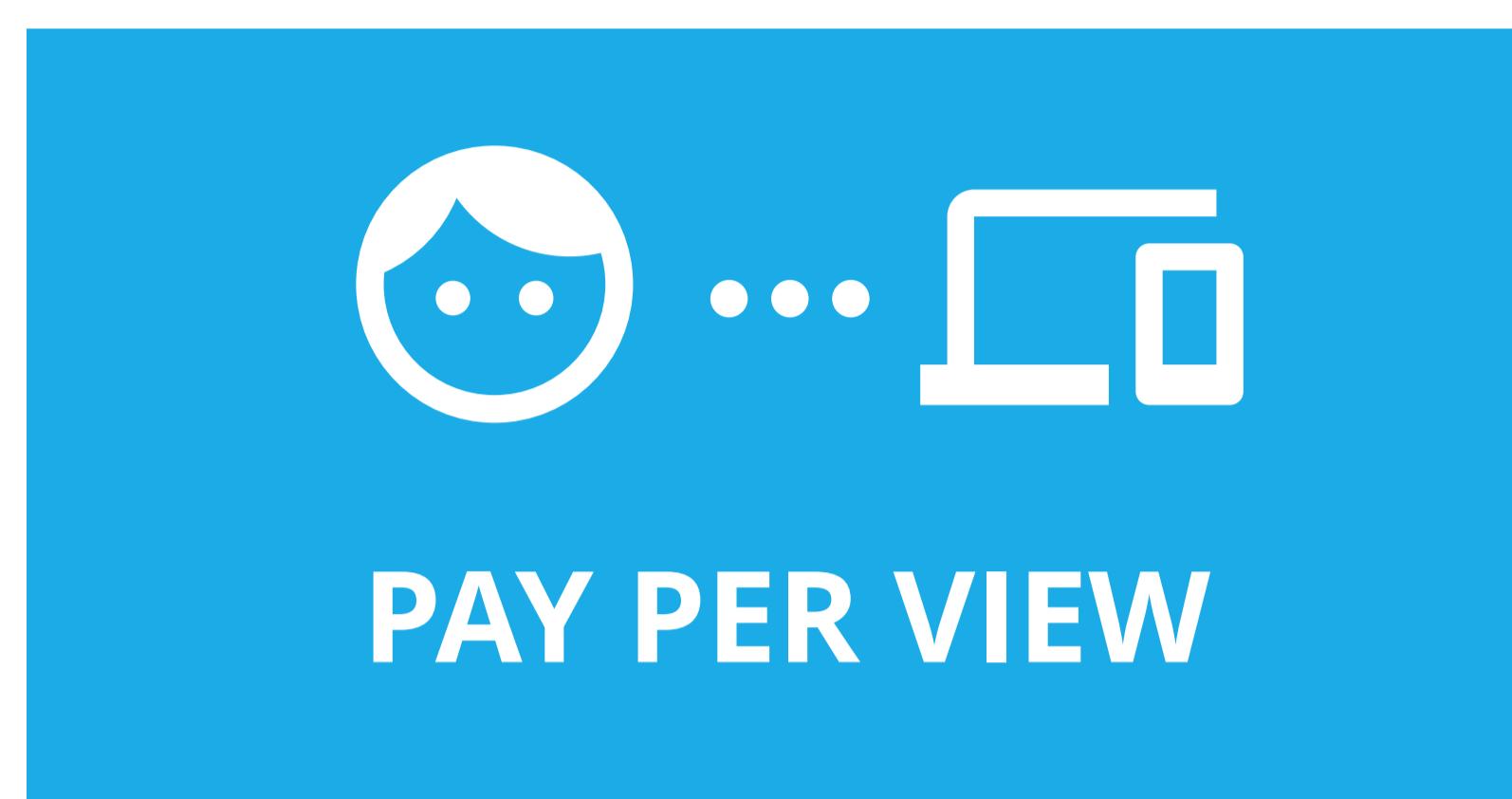
The Live Services Marketplace is a place in which every service provider/creator will be able to offer its services via online (web and mobile), video and audio broadcasts, whereas every service consumer/viewer will be able to use it quickly by searching the offers of reliable specialists ready to provide those services. The platform may be compared to an online market of live video services where every consumer can find specialists, talented individuals and companies offering various types of service such as: medical consultations, legal consultations, other professional advisory or for instance guitar lessons, both online and mobile apps. The marketplace allows placing 1 to 1 or 1 to 8 broadcast offers. Sender and Recipient establish a connection using their preferred format and quality without broadcast scalability issues and the need for Transcoders and Relay Nodes. It is an effective way to provide medical consultations and online live courses with integrated and easy to use payments.

The economy behind the Streaming Marketplace is described in the “Broadcasting process - step by step” section below.



The platform creates a complementary system within which users pay only for the services they have benefited from. The principles of monetisation differ depending on the model and type of service:

In the case of **public broadcasts** for a broad range of viewers the service provides two basic solutions in terms of collecting fees:



Also known as „Access Payment” or „Ticket” is a primary choice for sport matches or music concerts, etc.

Live broadcasts where users are being charged for every minute of a show.
A perfect choice for interactive events, lectures, etc.

“Pay Per View” (PPV) – per viewing specific content where access for the customers depends on the entry fee, called the “ticket” enabling handing payments right in the broadcast window. In other words, viewers pay for each program that they choose to access. This is the model followed by iTunes. Having ONL Tokens is all you need.

OnLive offers an integrated payment system to quickly handle viewer transactions from PPV. This is accomplished right in the video player window from an integrated paywall. The purchaser does not have to exit the player page to complete the transaction, which might reduce conversions. Broadband access rates are set individually by each broadcaster. For example a broadcaster could charge 1 ONL for every access to the event.

“Pay Per Minute” (PPM) - per each minute of the viewed content.

This option allows the customer to pay per minute, which is the actual time of the live broadcast. For example, the customer connects with a person who needs help but he does not know how long the actual explanation will last. The customer sets a payment per minute and he settles for the time he spent on the conversation.



Subscription Plans

Netflix is the most common example of this model. The customer pays a regular (typically monthly) fee, and gains buffet-style, all-you-can-eat access to a live broadcasts and library of video content from the content creator channel. Each site user can run this option and offer access to their content in the monthly subscription model.

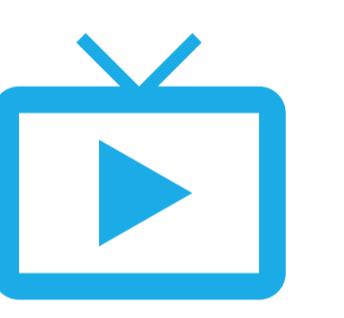
The subscription model of video monetisation can be highly successful. Looking, for example, at lucrative services like Netflix and HBO, it becomes clear that they reap major profits using it.

At OnLive, the same in-window payment system for one-time transactions can handle subscriptions as well. Videos — either live or on-demand — can be accessible via either payment option. For example, a language course consisting of 11 live lessons or classes with a fitness trainer.



Tips / Donations

The platform offers also a whole range of additional ways of making profit such as offer systems and booking systems, loyalty programs and options to receive tips or donations during broadcasts. Users have the ability to tip during live broadcasts. This provides an additional source of income for broadcasters. If the user is satisfied with the service he received during an individual live session, he or she will be able to hand over the tip after completing it. Broadcasters who broadcast live can also receive tips from their fans during the broadcast.



Advertising*

Creators will be able to make profit from advertisements thanks to the built-in system. This is the model broadcast television utilises. Cable TV relies on a blend of subscription fees and advertising for support. YouTube uses ad-supported viewing to pay its bills, as do countless other video services.

For OnLive video providers, advertising can be a potentially lucrative source of income. However, it is important to remember that attracting a large viewership is essential for advertising. When the customer can bring in a large audience, advertising can be quite effective.

The best ad-supported programmes tailor their advertising to the audience at hand via keywords or even custom selection. OnLive has integration with VAST standard video ad services. However, sponsorships and direct advertising are very important. It may be more lucrative for the customer to reach out to specific businesses in the industry to offer them the opportunity to reach a highly specific audience.

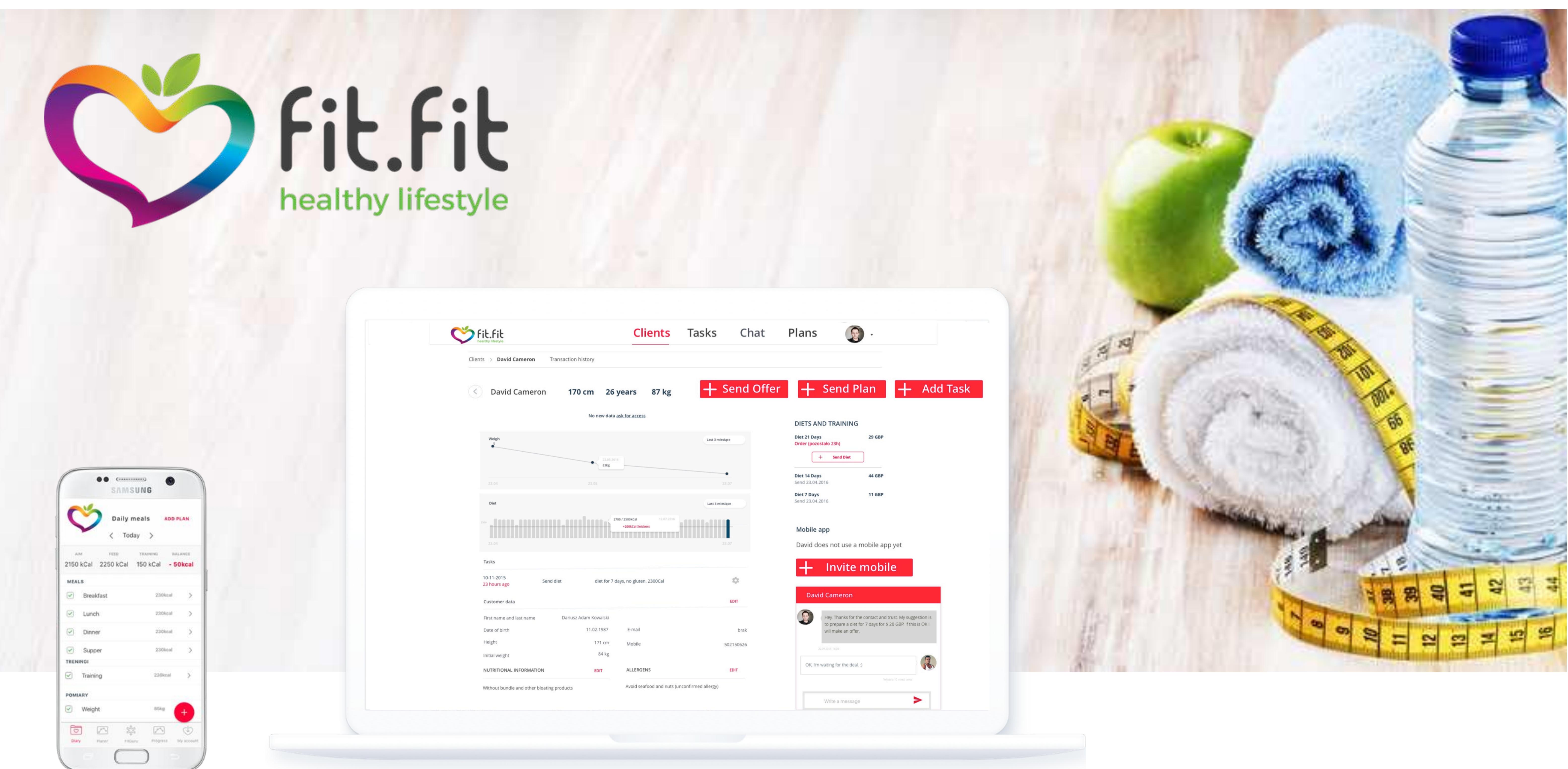
* This functionality is designed for a centralized version. This is a separate large marketplace to design. We will make every effort to decentralize this functionality as well.

OTHER MARKETPLACES AND PLATFORMS

Transcoders and Relay Nodes may build their own decentralized or centralized platforms for specific, aggregated and categorized content distribution, where they can offer broadcasts from the OnLive Network. For example, a platform that offers online medical consultation provided only by verified doctors. Such platforms can also provide additional services for their audience, or simply use OnLive Network as a supplement for their main services. The onlive Team continuously develops its technology for voice, video, communication between participants, convenient billing, file sharing, and so on. The code already prepared can be used to build tools tailored to different industries.

The fit.fit is the best example of the use of On.Live technology. This marketplace services nutritionists, fitness trainers and doctors who offer their services in a convenient way through the platform. Customers can easily find a specialist in their chosen field who will prepare a dedicated diet plan for them, develop workouts at the gym or at home or advise on medical issues. Participants of this platform will use as a unit to settle ONL tokens and technology developed by the onlive team. We plan to public this project a few months after ICO.

EXAMPLE - FIT.FIT - MARKETPLACE



The collage illustrates the Fit.Fit marketplace. It features the Fit.Fit logo (a stylized heart with a green apple inside), a smartphone displaying the mobile app interface, a laptop showing the web platform, and a background image of a healthy lifestyle items: a green apple, a blue towel, a white towel, and a bottle of water.

ONL TOKEN INTRODUCTION

ONL Token is a standard ERC20 token deployed on the Ethereum network. It has a predefined, limited supply, is easily integrable with both decentralized and traditional exchanges.

Its total supply is equal to 100 mln units and is divisible up to 18 decimal places. No additional tokens will be mined or minted in the future.

In the final version (OnLive Network version 1.0), ONL token is a cryptocurrency that allows instant and costs free transactions inside the OnLive Network.

ONL tokens serve as a sole payment method inside the OnLive Network. Users use ONL tokens for paying to the Broadcasters for the content they provide or for one-to-one online video-services, to Transcoders for transcoding services and to Relay Nodes for broadcasts.

OnLive Network is a complete economic market. The more users join the OnLive Network the higher ONL tokens utility is. ONL token can be also used as a value transfer mechanism between users inside the OnLive Network and on sites that use OnLive technology and that are part of the OnLive Network (eg fit.fit).

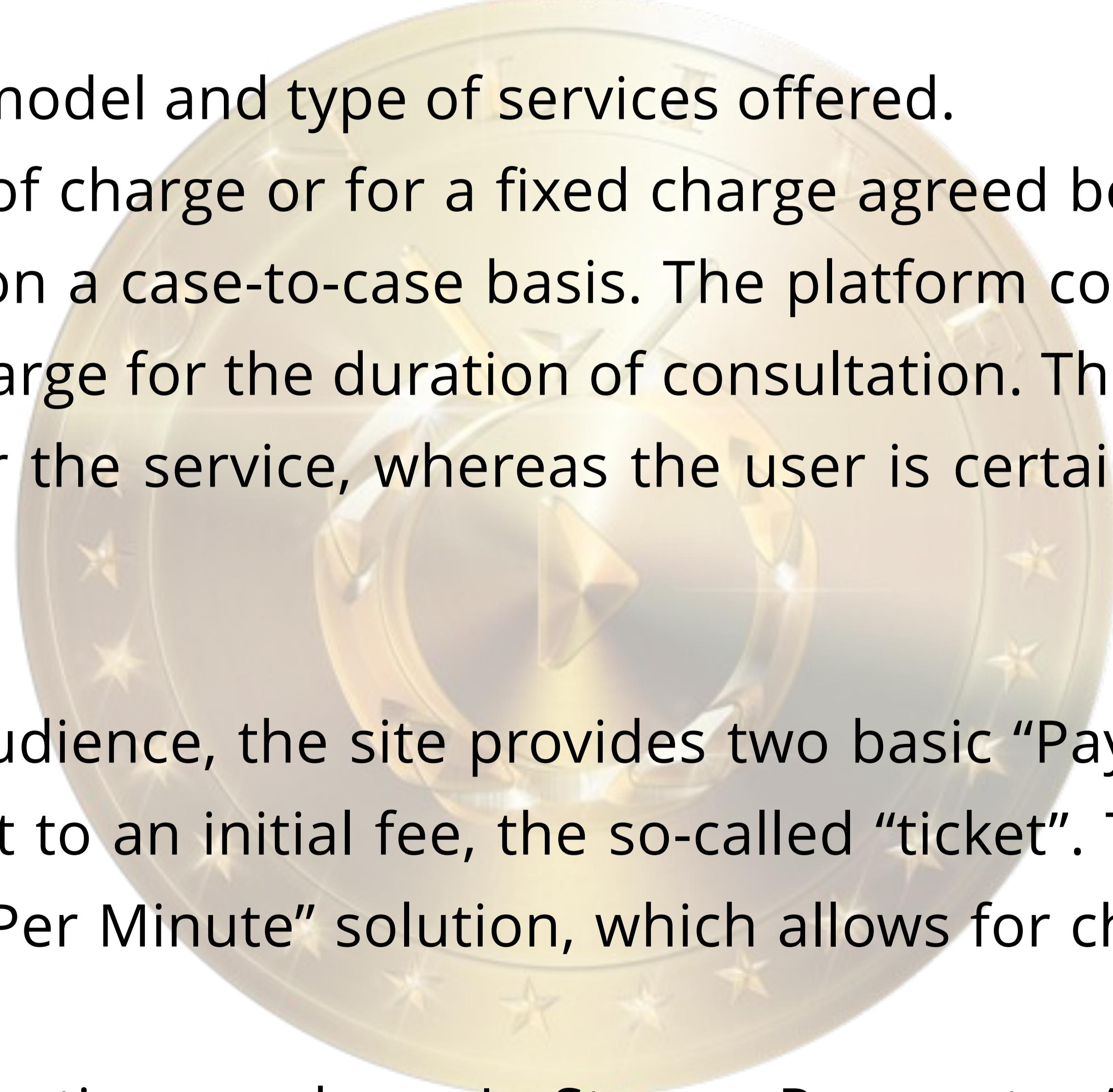
Content authors will be able to easily make a profit with the numerous tools provided by the platform. Also, they will receive active system support in acquiring new customers for their services.

Monetisation principles vary depending on the model and type of services offered.

- Individual consultations may be offered free of charge or for a fixed charge agreed between the author and user. The rates may be negotiated on a case-to-case basis. The platform comes with a billing and escrow system, which secures the charge for the duration of consultation. This gives the author the confidence that the user will pay for the service, whereas the user is certain that they will be provided with high-quality consulting.

- For public broadcasts addressed to a large audience, the site provides two basic "Pay Per View" solutions, where access for customers is subject to an initial fee, the so-called "ticket". There is no time limitation for that. Also available is a "Pay Per Minute" solution, which allows for charging the viewer for each started minute of broadcast.

The system also provides other monetization options such as: In-Stream Payments, Advertising, Tips / Donations, Subscription Plans, etc.



BROADCASTING - STEP BY STEP

Broadcaster signs a contract for transcoding and relay services

An entire Transcoders' and Broadcasters' history and ratings are recorded on the blockchain, so users make educated decisions when choosing their best business partners.

For example: if a top-rated Broadcaster wants to start a new broadcast, instead of choosing Transcoders offers that include high initial transcoding fees, they could place a transcoding order on the marketplace. Since there is a high chance that this broadcast will be very popular, Transcoders start applying for this order. If the Broadcaster finds transcoders that have excellent historical records and meet other criteria they sign a smart contract for transcoding services.

Both parties choose the offers they like the most. Next, they sign a smart contract for providing the services they have agreed on.

The Broadcaster starts streaming

The Broadcaster sets a broadcast price that he wants to be paid from each Recipient watching the transmission for a given time (for example some amount of ONL tokens per minute).

Transcoders place their transcoded streaming offers on the Streaming Marketplace. Transcoders add their fee to the Broadcaster's transmission price so they could cover their costs of transcoding and assuring the given bandwidth. The higher the chance the transmission will be popular, the higher the price at this stage may be. Both Recipients and Relay Nodes might decide to buy the transmission directly from the Transcoder.

Relay Nodes assure transmissions scalability

When the demand for particular streaming is high, some Relay Nodes may decide to buy the transmission from the Transcoder at a given price and list their broadcast offers on the Streaming Marketplace with a new price that includes their relay fee. Since Relay Node scales up the network capacity, they can offer lower prices for the broadcast, so Recipients who are connected directly to Transcoders have an incentive to reconnect to the Relay Node and release the place for another Relay Node who would like to connect directly to Transcoder.

Recipients decide from whom to buy the broadcasts

Recipients can buy the broadcasts (valuable content) in the format and quality they like by choosing offers from Transcoders and Relay Nodes. Taking into consideration aspects such as geographical location, internet network infrastructure, various encoding formats and standards, and demand for various qualities the open market will regulate itself.

OnLive provides a tool for testing/estimating the transmission quality that could be used by Recipients before they pay for it.

The screenshot shows the On.Live interface. On the left, there's a sidebar with user profiles and broadcast listings. The main area displays a broadcast titled "Maureen Chiquet vs Irwin Miller" scheduled for 11.09.2018 at 12:00, lasting 65 min, and costing 0,61 ONL. A "Broadcast setting" modal is open, showing options for Broadcast Data (title: "Maureen Chiquet vs Irwin Miller"), Broadcast Type (Paid Broadcast, Pay per view (PPV), 0,61 (ONL)), Video Settings (External software), Chat Settings (Only broadcaster), and Transcoding and Relay (checkboxes for MadServers - USA - Transcoder and Sky Labs - Canada - Transcoder). To the right, a chat window shows interactions with other users like Ernest Hill, Billy Maxwell, and Clyde McKenzie. At the bottom, there's a message input field and a "Send Instantly" button.

Screenshot of broadcast settings

LIVE SERVICES - STEP BY STEP

Service provider creates an offer

The service provider sets a service price that he wants to be paid from the Recipient watching the live broadcast for a given time (for example 11 ONL tokens for 20 minutes), selects one of the transcoding offers (for example 1 ONL token per hour) and transfers the fee into a smart contract acting as an escrow.

Transcoders place their offers on the Streaming Marketplace. Transcoders add their fee to the Broadcaster's transmission price so they can cover their costs of transcoding and assure given bandwidth.

The service provider chooses Transcoders and pays an initial fee to cover their costs of transcoding in the case of an insufficiently large audience joining the broadcast. The fee is secured by escrow implemented as a smart contract.

Security and protection of transactions - resolving issues with an order

If the Recipient has any problems with service execution, he can open a dispute. The system will choose random Validators. For a small fee, they check the recording and vote to settle the dispute. Only then the payments are released from the escrow.

All private sessions are logged and encrypted and subject to a subsequent review at the time the claim is filed. If there is no dispute, then after the expiration of the complaint period are removed from the servers.

If the service has not been executed, funds will be returned to the ordering party's account. Each party can cancel the transaction.

Recipients decide from whom to buy an offer

After the service is performed, the recipient of the service evaluates the service and the service provider. Only then is the money released from the escrow account and transferred to the service provider's account. If there are problems with the service, both parties can report the dispute.

FLOW OF ONL TOKENS

Recipients pay for broadcast and transmissions costs

The Broadcaster sets the Content Price that he would like to receive for the broadcast from each Recipient watching the transmission (it could be a one time fee PPV or PPM).

The Transcoder when transcoding and transmitting video adds to the Content Price their Transcoding Fee and places the transcode transmission offer with a new price on the Streaming Marketplace.

Relay Nodes may buy transcoded transmission from the Transcoder and publish a new (usually cheaper) transmission offer on the Streaming Marketplace so more Recipients can connect to it.

Recipients may buy transcoded transmission directly from the Transcoder or Relay Nodes. Thanks to the scale effect, Relay Nodes offer this transmission cheaper than the Transcoder and still make a profit from the relay services.

Relay Nodes do not need to decrypt the transmission to relay it forward.

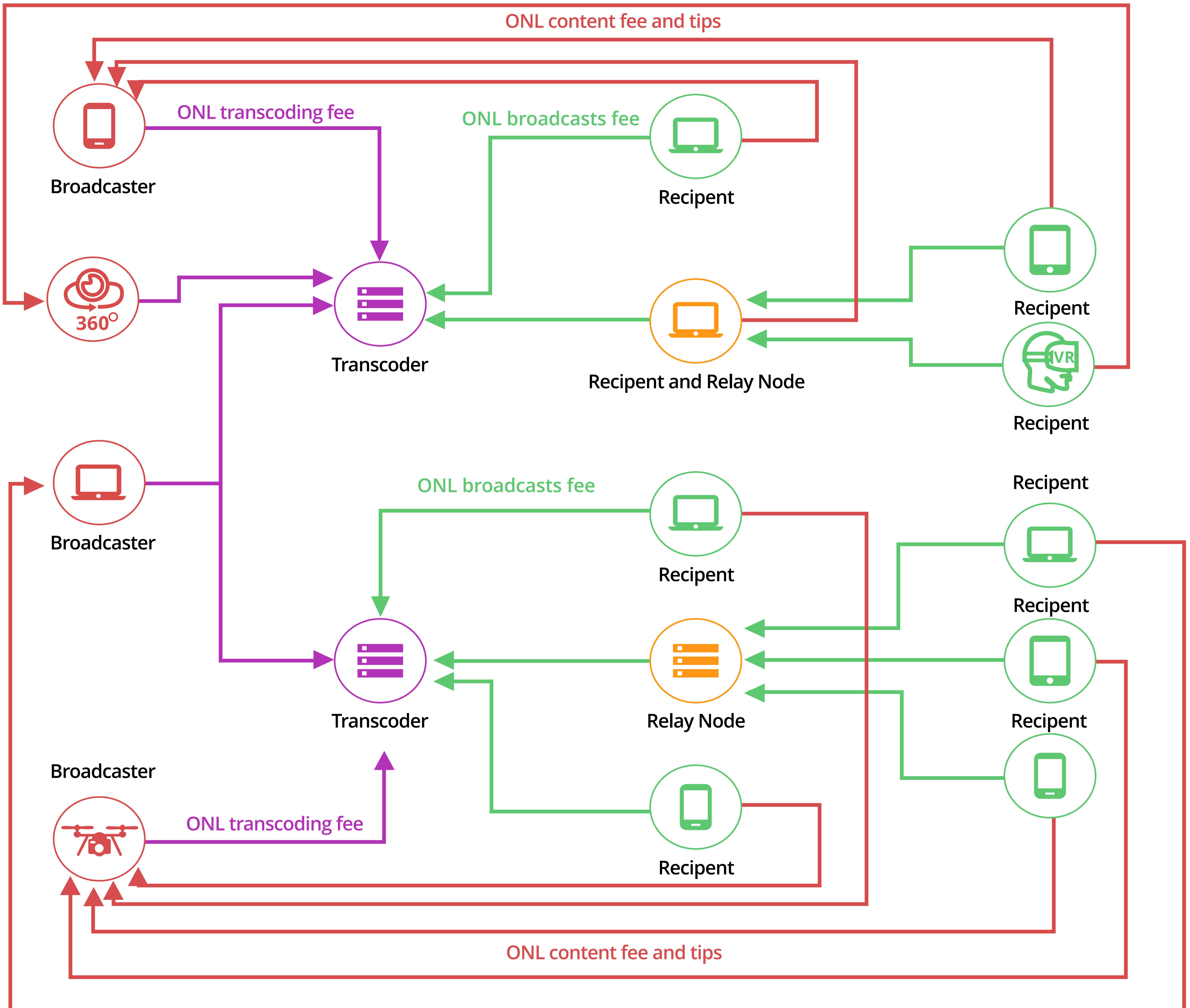
The most important part is that the Broadcaster always receives the Content Price from every Recipient watching his transmission. All the intermediaries are paid for their services as much as free, open market allows for that. At the end of the day, Transcoders' and Recipients' fees are determined by the free market ruled by the demand and supply, and limited by the costs of resources needed to perform transcoding and relay services.

Broadcaster pays the Initial Transcoding Fee

The Broadcaster has to pay the Initial Transcoding Fee to the Transcoder. It is set by the Transcoder to mitigate the risk of no-one watching the transmitted content. The Transcoder guarantees the minimum transcoding/transmission time that he is going to perform for this fee even if no one joins the transmission.

The second reason why OnLive Network implements this fee is a spam filtration. It protects Transcoders from processing invaluable content and spam attacks.

FLOW OF ONL TOKENS



ONLIVE NETWORK SECURITY

Transactions Security

Transactions between all parties are secured by the blockchain and Smart Contracts. In the final version of OnLive Network there is no need for a trusted authority to confirm all transactions between all parties.

Content Security

The content broadcast by Broadcasters is encrypted in way that only chosen Transcoders and Recipients who have paid for the transmission are able to decrypt it.

ONLIVE TRANSCODING AND RELAY NODES - PROOF OF STAKE

High Quality Transcoding and Relay Nodes services

To assure high quality transcoding and relay nodes services we have added a users' rating system combined with Proof of Stake.

Transcoders and Relay Nodes stakes a given amount of ONL tokens to guarantee the quality of their services. They might be penalized if the significant amount of Recipients complain about transmission quality.

Proof of Stake and penalties for low quality services

If a network user decides to start serving transcoding or relay services they need to stake some amount of ONL tokens on a smart contract to provide a guaranty of the quality of the services they provide. If a significant number of Recipients submit a complaint about the transmission quality Transcoder or Relay Node they have bought the transmission from will be penalized.

All the complains and transmission history will be stored on the blockchain so both Broadcasters, Recipients and Relay Nodes will prefer to choose trusted Transcoders with positive records.

Transcoders and Relay Nodes history browser

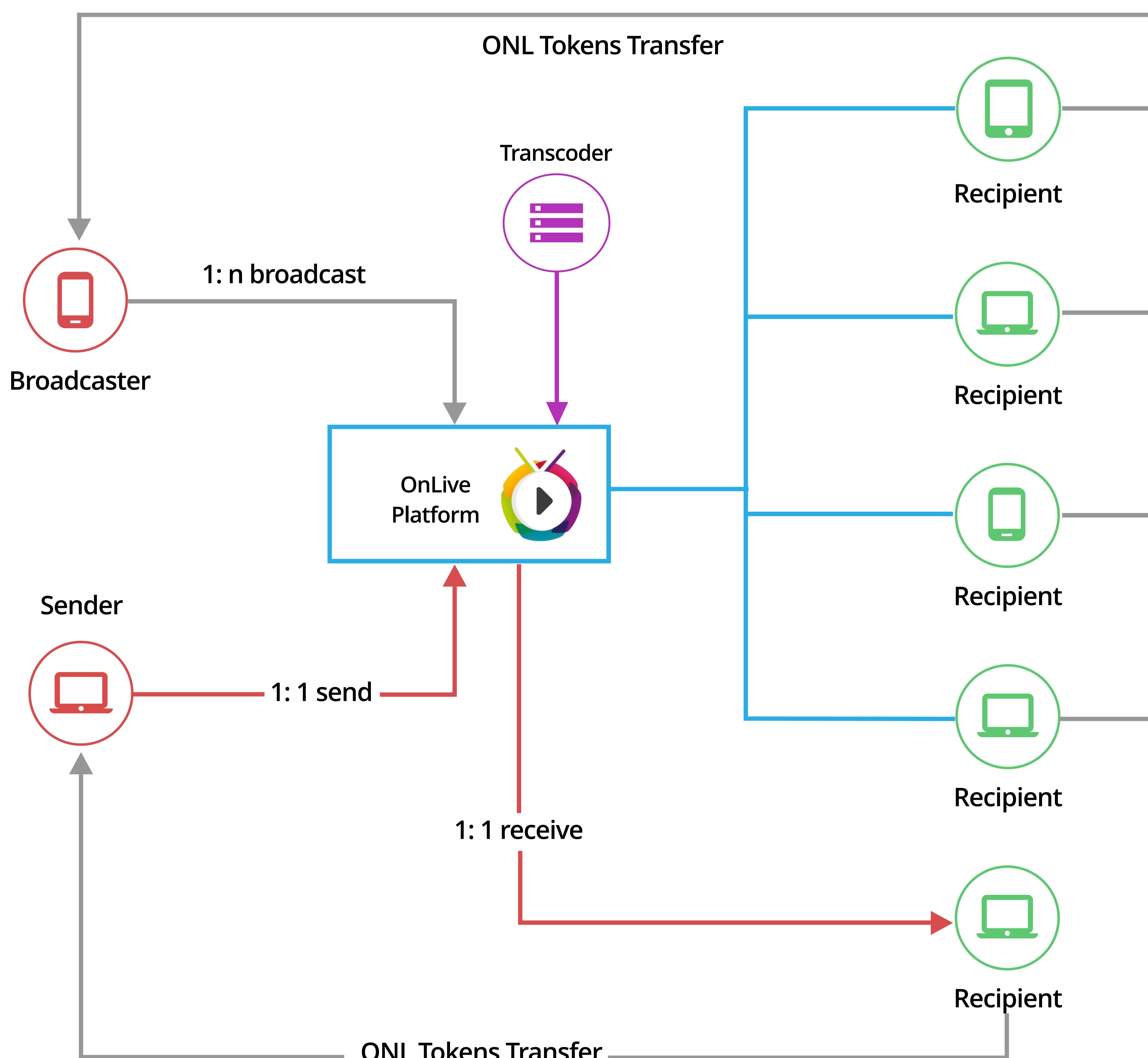
Among other important tools, OnLive provides a blockchain history browser that allows easy access to Broadcasters, Transcoders and Relay Nodes history and ratings.

ONLIVE NETWORK PROJECT DEVELOPMENT STAGE 0.1

ONL Token as a payment method on the OnLive platform

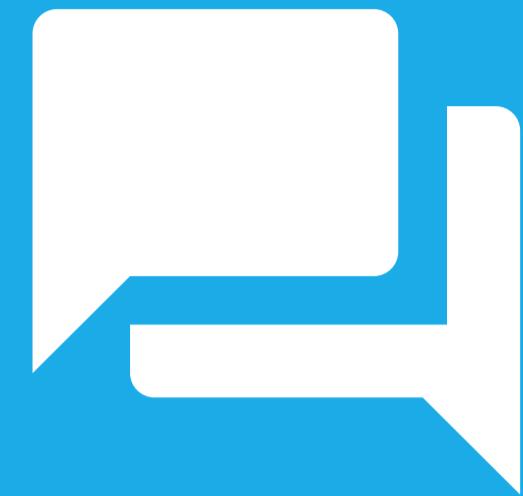
From the very first days after ICO, the ONL tokens can be used on the OnLive platform. This is the only payment option one the platform and allows payment for streamed content.

Architecture :



At this stage, the OnLive Platform handles multiple payment methods and manages balances and transfers off-chain for quicker transactions and lower cost.

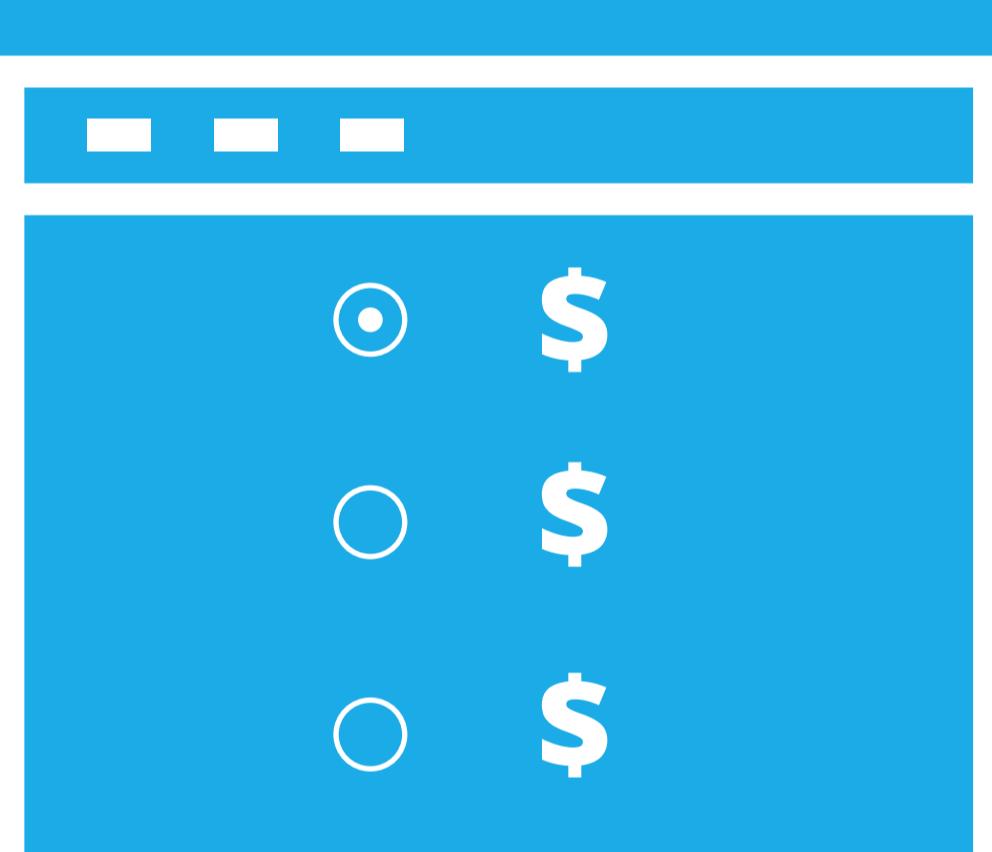
Additionally, besides Transcoding and Relay services, the OnLive Platform provides extra functionalities for its users in version 0.1 such as:



Chat and get a rapidly prepared dedicated offer and exchange of files

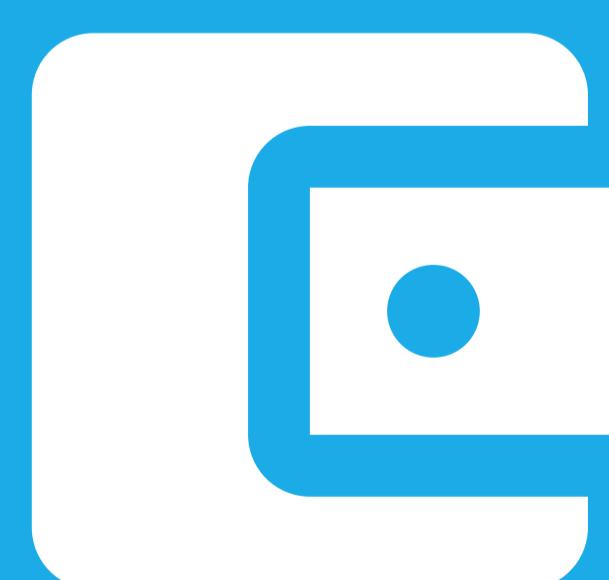
The Messaging platform - Any service provider or content creator has direct access to people who want to make contact through chat. Chat has been equipped with a number of tools to help you make transactions quickly and efficiently. Each chat participant has the ability to upload files. The channel owner can create dedicated offers for his clients directly in the chat, including the negotiated price, the duration of the consultation and its terms.

The customer entering the chat via the channel sees all its offers and can ask for any of them. The system will automatically send a query that shortens the communication time between users. After sending a dedicated offer, the customer receives information on the offered transaction in the chat and the date of its execution now or on the dates available in the service provider's calendar.



A choice of various payment options for live broadcasts

Payment options - Each service provider or content creator, depending on the form of service provided through the onlive platform, accesses various ready-made billing models with their customers. The system makes it possible to settle for real-time Broadcasts - private sessions, Payment for joining the live broadcast PPV or PPM, Subscription models for access to pay-per-view content.



Virtual wallet

Wallet - OnLive users can earn and pay only with OnLive tokens. You can buy OnLive tokens through an integrated wallet that allows you to purchase ONL's via various methods such as credit cards, bank transfers, etc. We have developed a system that stores information about all transactions made via the platform and monitors the amount of ONL's in each account. The User must have funds in his or her wallet account in order to be able to order a service in the system or buy access to the broadcasts.

A system of channel verification and evaluation of credibility for users

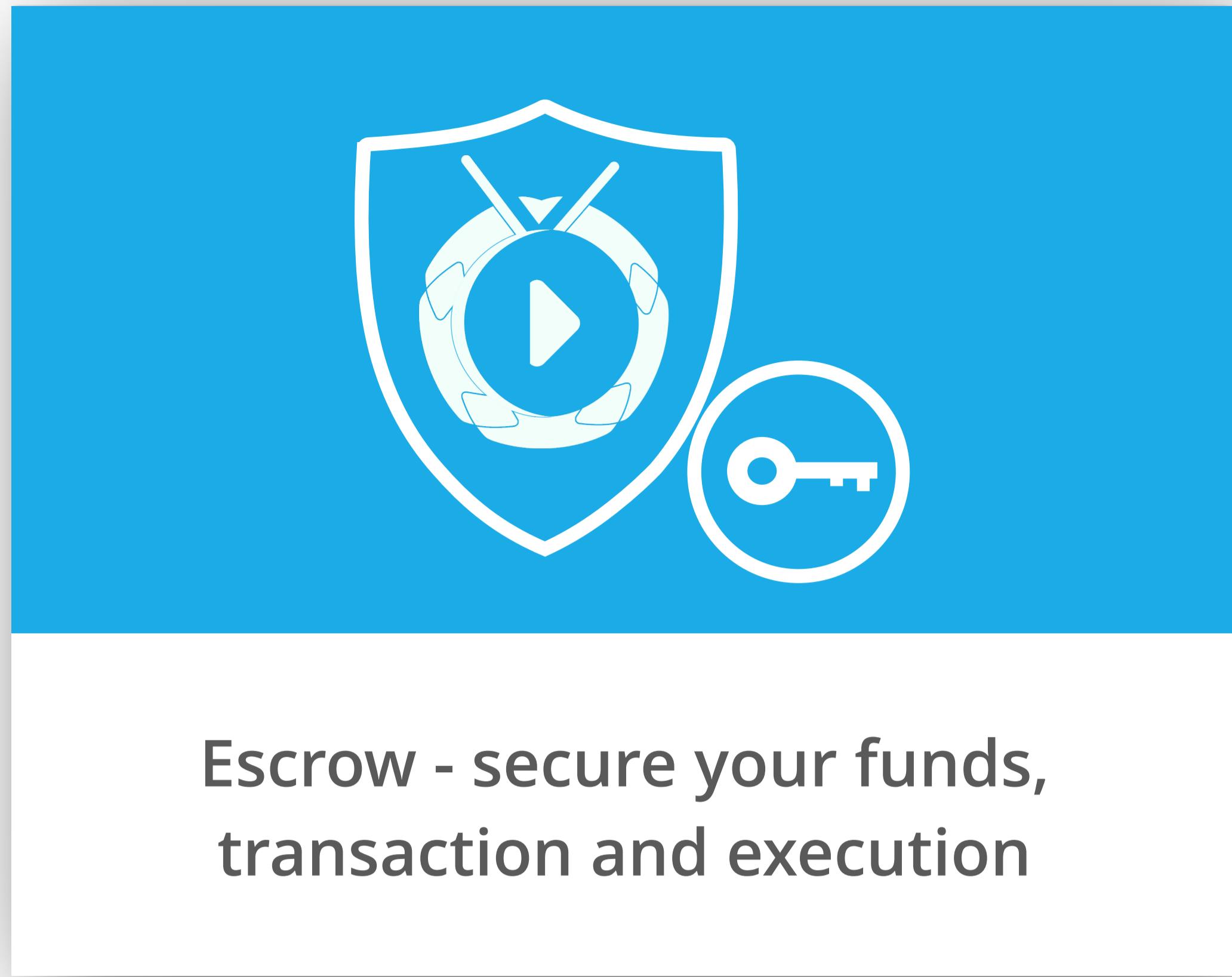
Verification - Trust is a very important thing in OnLive. The OnLive system provides two types of verification. The first is user account refinement and recommendations. Each channel owner has the ability to supplement information that will lead to a point rating of the channel and provide that information to prospective channel customers. Selected verified users of the system carry out the second verification option. This concerns the verification of channels that require a license to operate, such as a doctor or a lawyer.

A calendar of consultations, meetings and planned live broadcasts always at hand

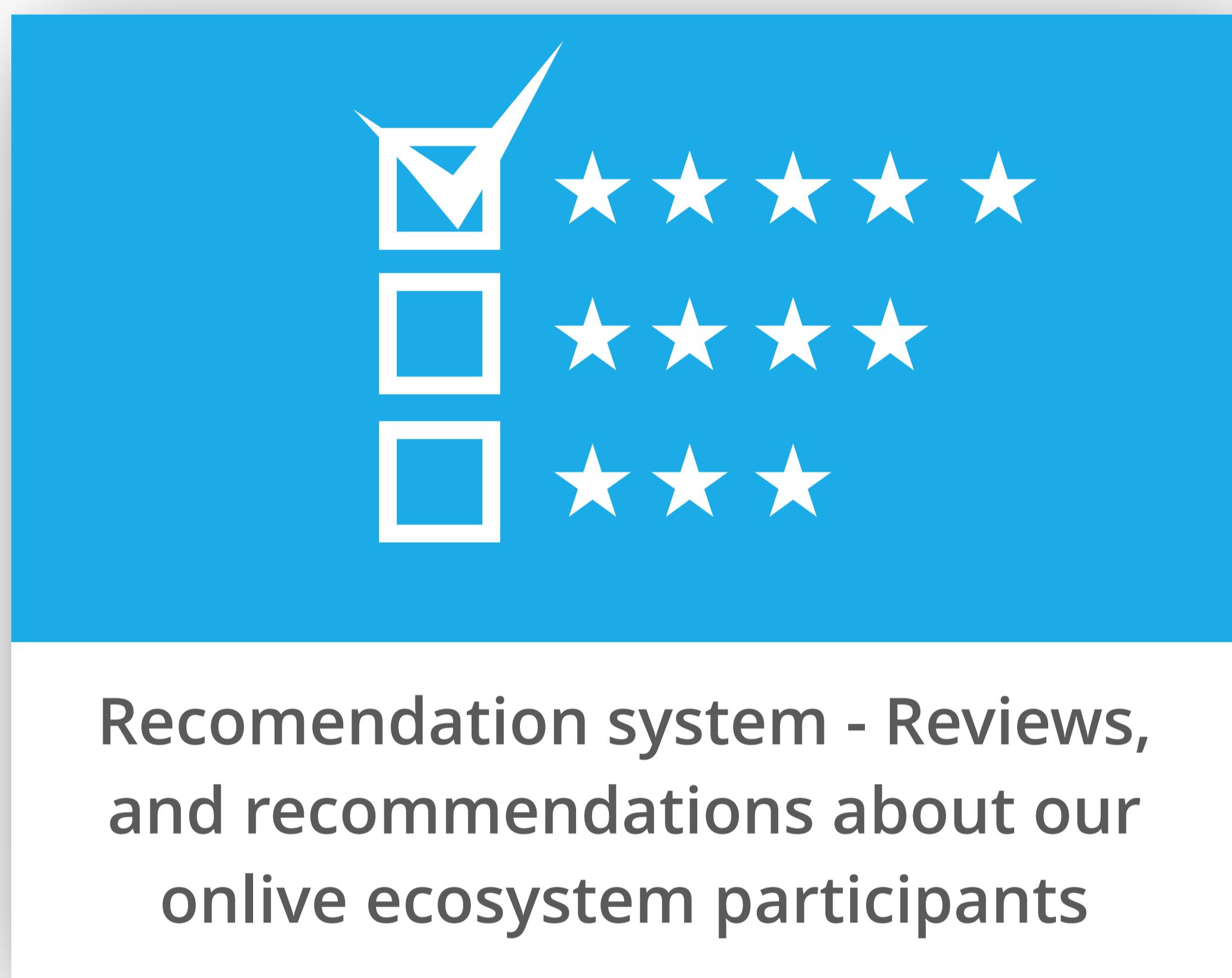
My calendar - System users may schedule any individual consultation or buy access for public broadcast. "My calendar" is a place where anyone can find a list of all the available broadcast subscriptions and a list of all the services they have used and which they have bought. From there you can request to change the date of your consultations, or share a link to public broadcasts with your friends. There is also a list of lost opportunities, a list of consultations that for some reason did not come to fruition, you can write from this position on chat to the service provider or client and try to carry out the service again.

A profile of channels with users descriptions, photos and reviews

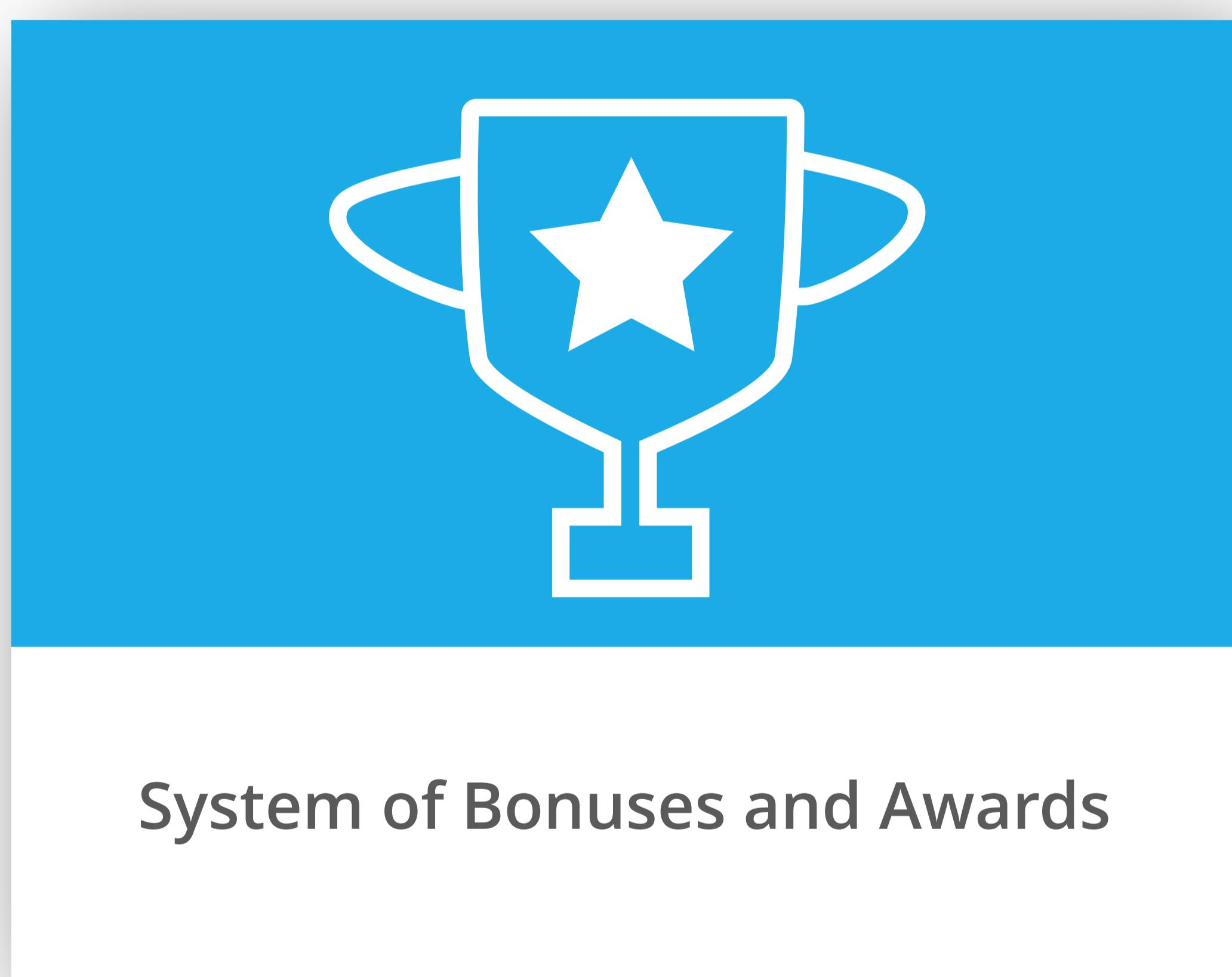
Channels - Each channel has its own profile on the system that contains information about the service provider or the content creator. The channel owner can freely modify and improve the content of the channel by supplementing information about the services offered, planning public broadcasts, news, etc. Customers can read this information and recommendations from other people about the channel and services, check the services they offer, subscribe to upcoming broadcasts etc..



Escrow System and Dispute Resolution - Thanks to the integrated system of Escrow, payment risks from both sides are eliminated. Three objective panel members will help settle any complex disputes and disagreements. If the Recipient has any problems with service realization, he can open a dispute. The system will choose random Validators. For a small fee, they check the recording and vote to settle the dispute. Only then the payments are released from the escrow.



Reputation System - reviews, and recommendations about our Onlive ecosystem participants. The reputation System warns platform users of potential unscrupulous customers and performers. Information about the likely undesirable service provider will be available for all potential customers along with any required warnings. Profiles verifications.



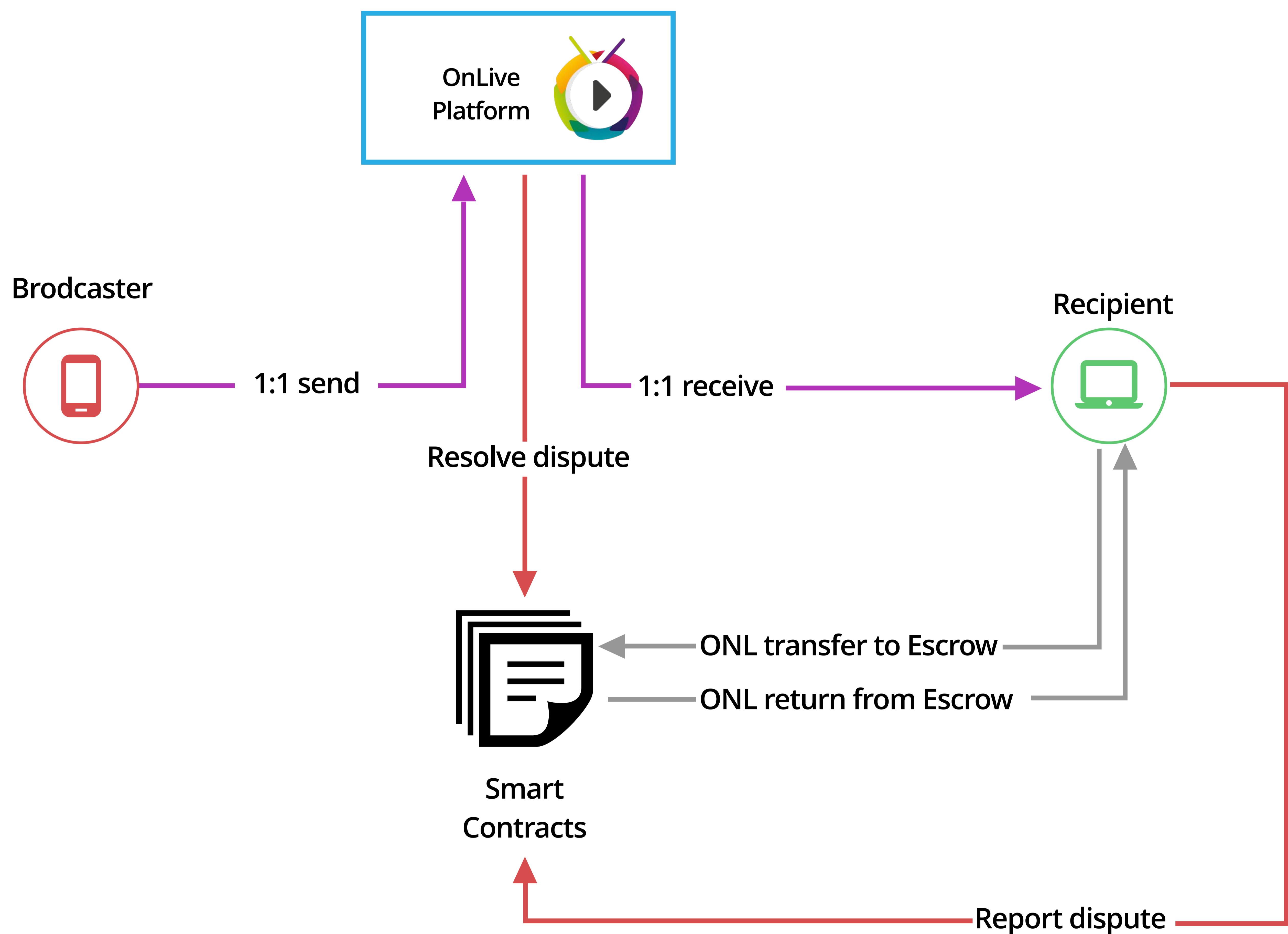
System of Bonuses And Awards - For various actions within the platform (Vote for a new category, writing feedback, recommendations, participation in ONL resolving disputes, affiliate programs, bounty marketing), participants can receive rewards in the form of the OnLive Token (ONL). We have developed an affiliate program that in return for service recommendations makes it possible to participate in the profits of the person she or he has recommended.

Most of this features will be moved to the OnLive Network version 1.0 and fully decentralized. Starting from a centralized version of this features allows better user testing and increases ONL tokens utility from the very first day.

ONLIVE NETWORK PROJECT DEVELOPMENT STAGE 0.2

1-to-1 transmissions and Smart Contracts

OnLive Network version 0.2 will move more functionalities to the blockchain. The main change will be adding a possibility to sign a Smart Contract and start 1-to-1 transmission directly between Broadcaster and Recipient without interaction with OnLive Platform.



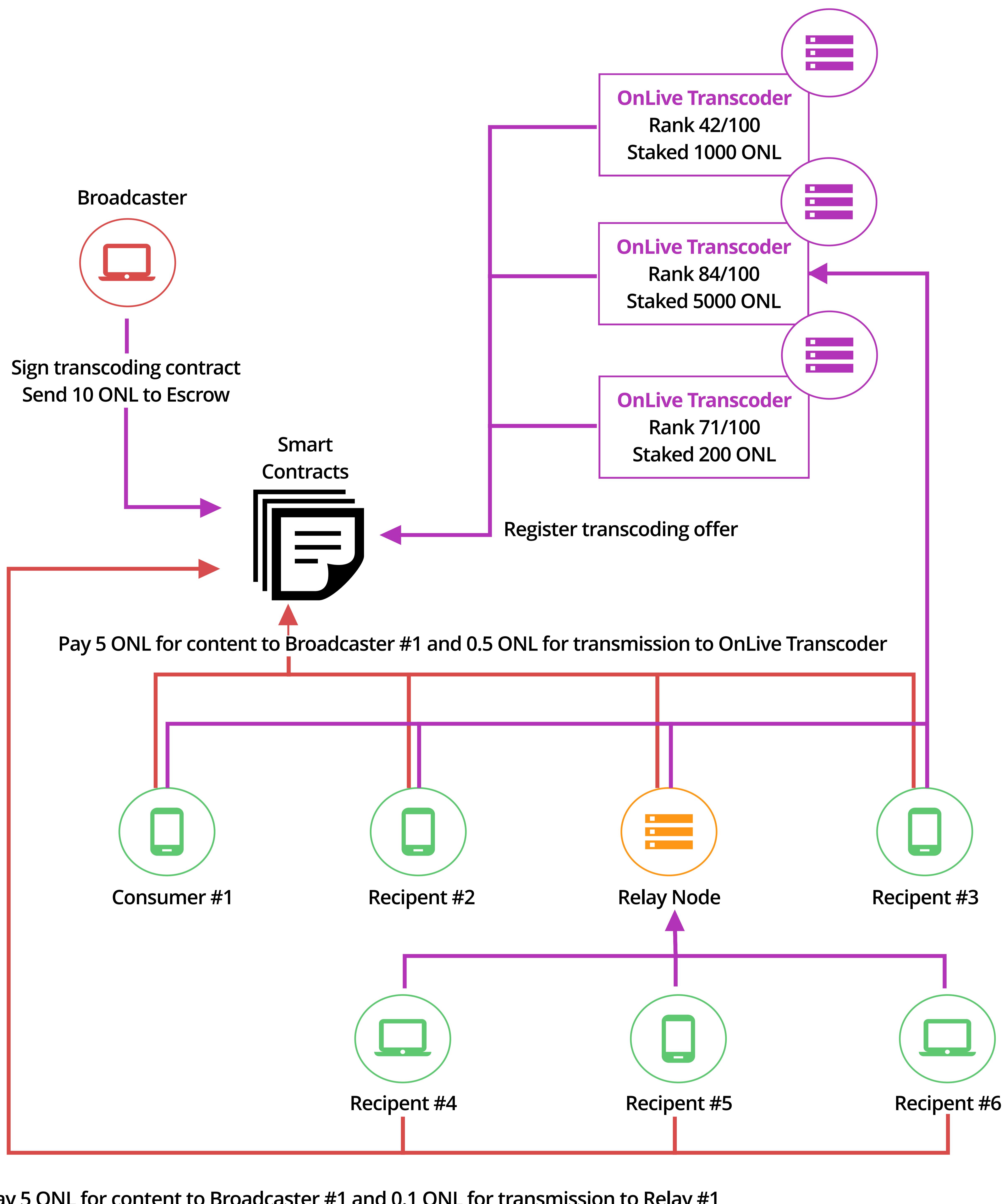
At this stage, OnLive Platform may take a role of Disputes Resolver in case of a dispute between transmission Sender and Recipient.

ONLIVE NETWORK PROJECT DEVELOPMENT STAGE 0.3

Full Decentralization

At this stage, OnLive Network becomes fully decentralized. Previously centralized OnLive Platform turns into one of many Transcoders.

Everyone can join the network as a Transcoder or Relay Node since decentralized marketplaces are ready.



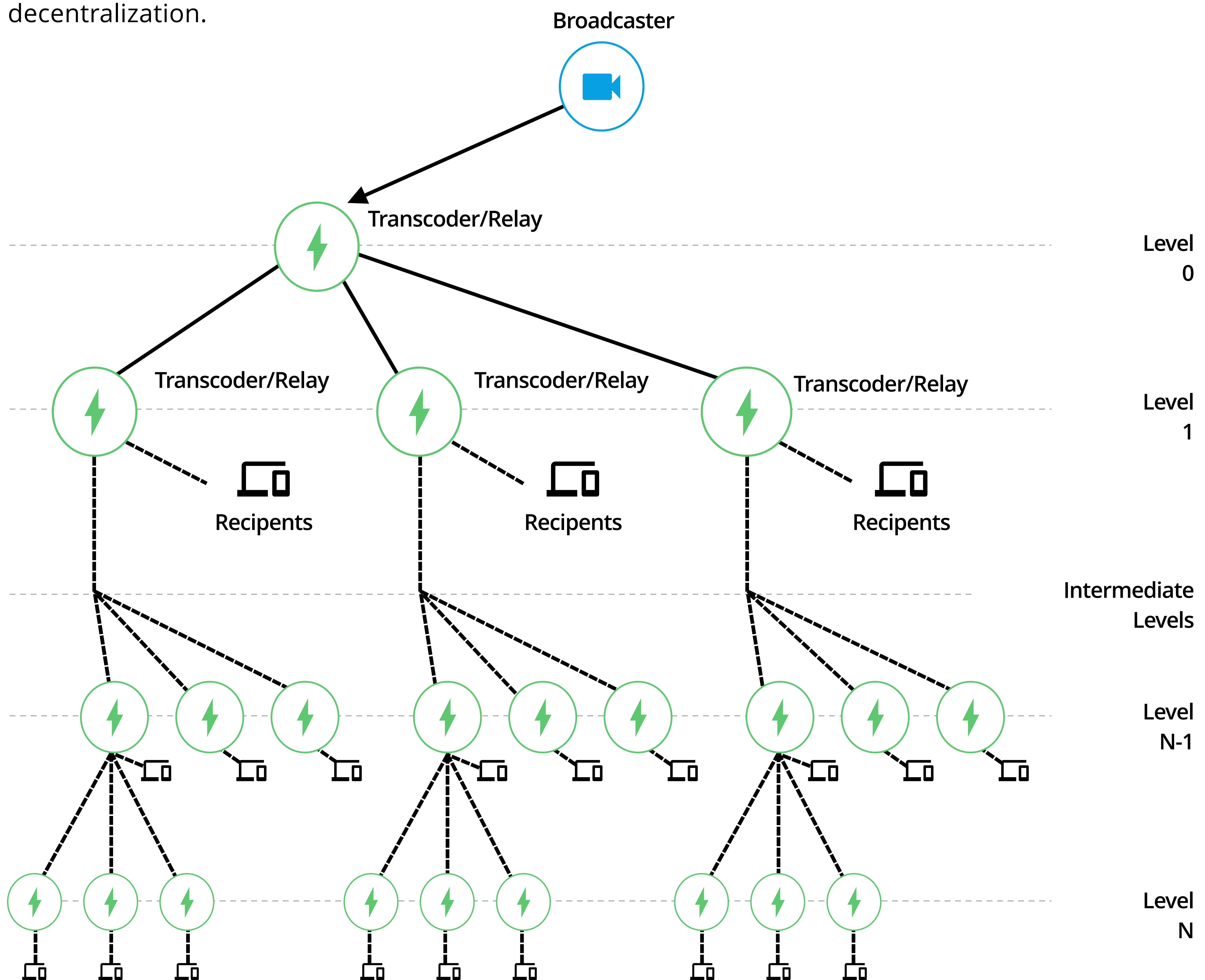
Limitations of Ethereum Blockchain

Besides all advantages such as full decentralization and openness, this solution still faces a few limitations that every Ethereum-based system has. For example:

- Long transaction confirmation times that makes Instant Payments impractical
- High cost of transactions that makes micropayments impossible

All of this problems will be solved in version 1.0.

First we run this setup below to allow scalability that can potentially reach millions of concurrent clients. Using this architecture, we can have a large number of independent networks acting as resellers for centrally generated content. This is the intermediate state before ver 1.0 decentralization.



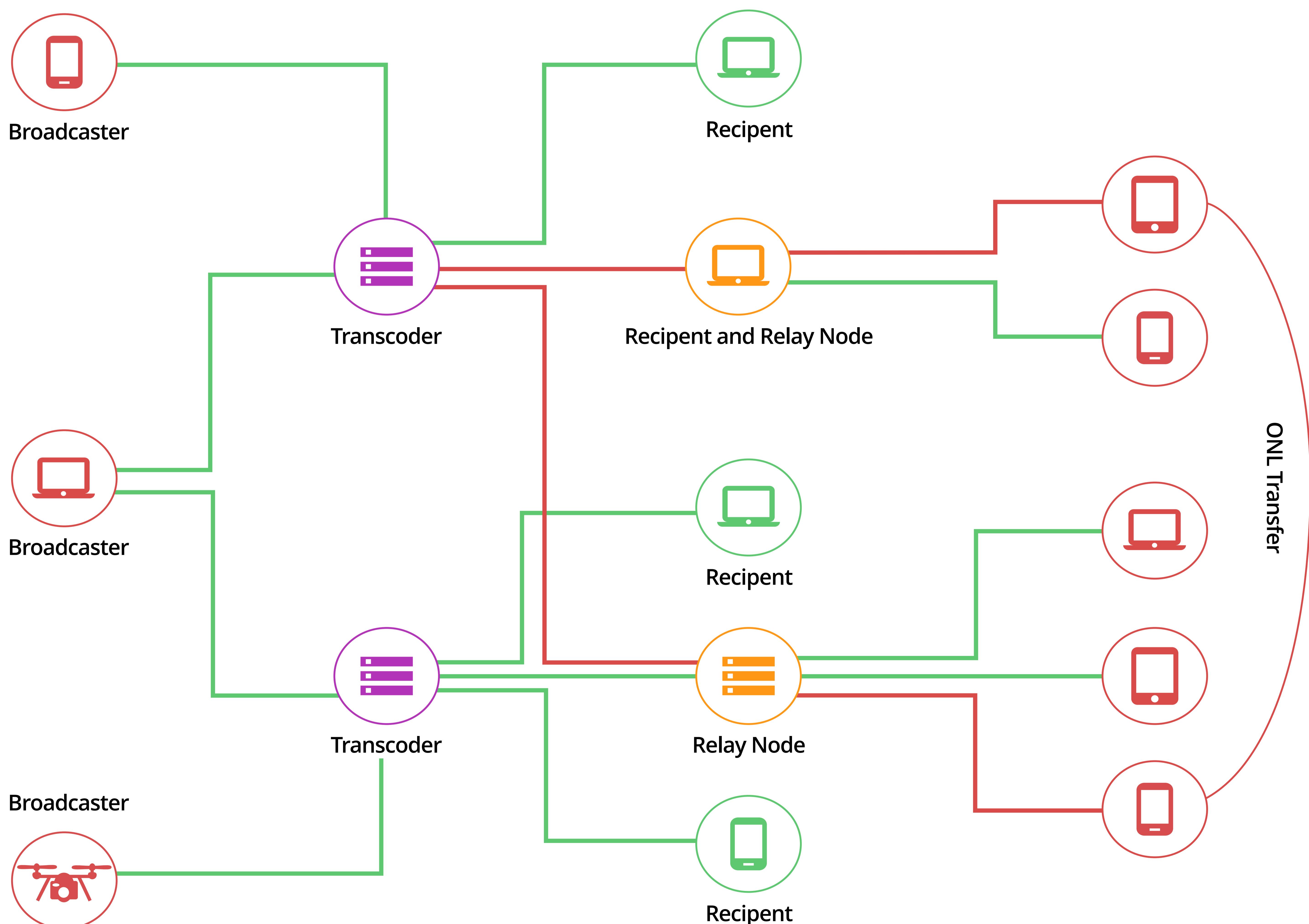
ONLIVE NETWORK VERSION 1.0

Wider adoption of the OnLive Network could be achieved by lowering the cost and confirmation time of the transactions between users caused by blockchain technology limitations.

The OnLive Network version 1.0 solves that by implementing direct payment channels between network users.

Using already established video connections between network users as a transaction transmission layer opens a lot of possibilities. The OnLive Network can make almost instant transactions between its users and provide a high level of security and scalability.

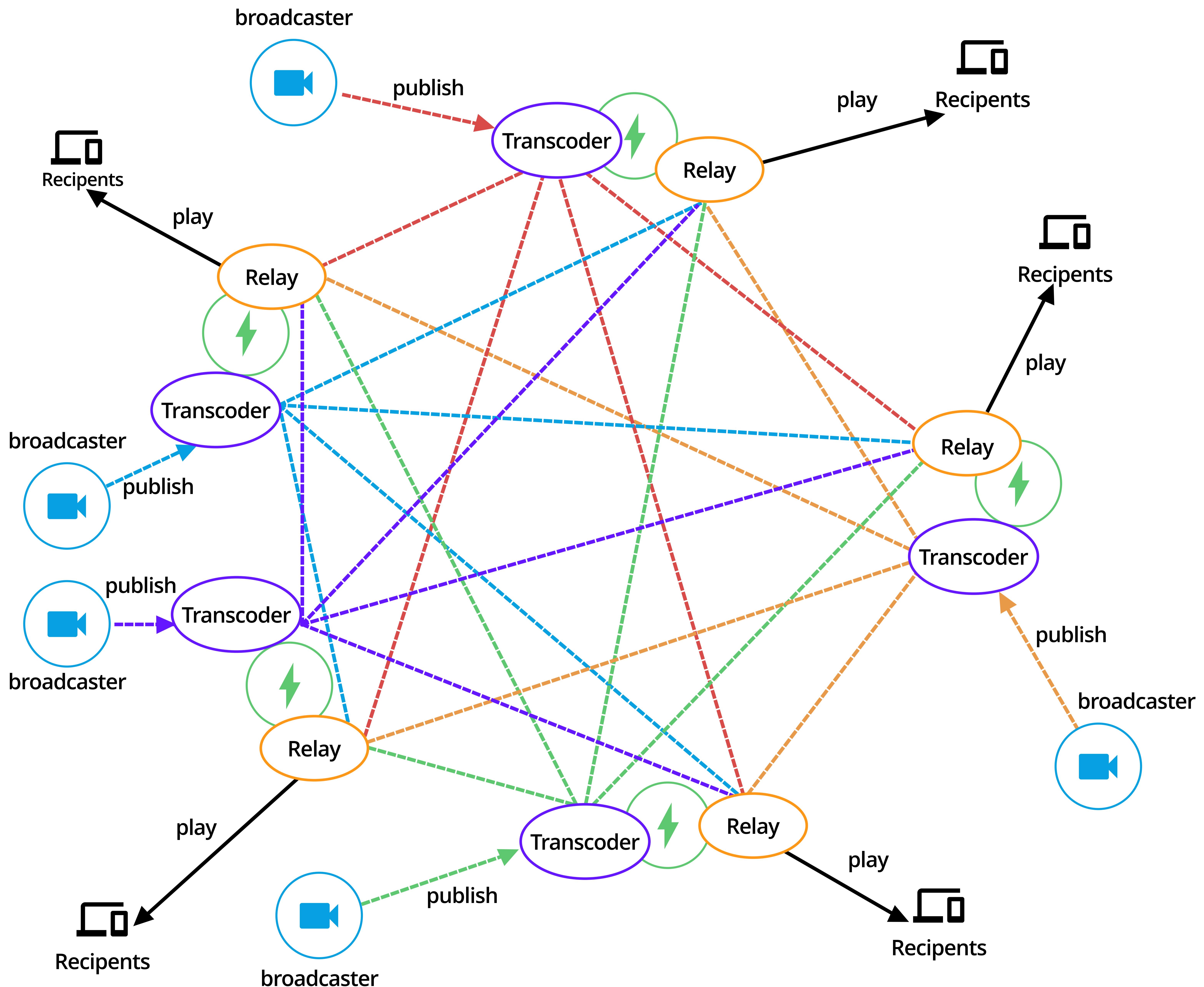
Computing power used for video transcoding, transmission, encryption and decryption can also be used for transaction confirmations. In this way ONL tokens can be exchanged inside the network almost just in time and costs free.




SUMMARY

The OnLive Network delivers the highest quality content by creating an economic incentive for broadcasters and transcoders to invest processing power and network bandwidth into the most valuable streams.


The content distributed in OnLive Network is censorship-free, but network users make an impact on what type of content is distributed in the network. Transcoders and Relay Nodes may choose not to distribute the content they do not like, but there might be other Transcoders and Relay Nodes, more business who will distribute it. The OnLive Network can disrupt centralized video streaming services providing a scalable, decentralized medium for people all over the world.



ROADMAP



ROADMAP



MANAGING TEAM



Name: **CHRIS RYBKA**

Position/main responsibilities: **FOUNDER**

E-mail: chris@onlive.ltd

Summary: He has more than 15 years of experience in the telecommunications and IT industries. Throughout his career, he has established and supervised companies operating in the telecommunications market, as well as in the new technology, real estate , IT, financial, and industrial sectors. When conducting international investment activities he has been on the boards of directors or in the supervisory boards of more than 30 different companies working on a national and international scale.



Name: **ANNA RYBKA - KRYSIAK**

Position/main responsibilities: **DIRECTOR and FOUNDER**

E-mail: anna@onlive.ltd

Summary: Anna is an experienced Professional Manager, with a Master's degree in Information Technology and numerous certifications including PRINCE2 (2009) Foundation, ITILv3 Foundation, MS Project 2013 and PRINCE2 (2009) Practitioner and Project Management Professional (PMP).



Name: **DANIEL BAYER**

Position/main responsibilities: **CEO**

E-mail: ceo@onlive.ltd

Summary: A pharmacoeconomics, marketing and law graduate with a MA in Civil Law with a wide experience in the field of business development in the private sector, with a wide range of business contacts across Poland and other markets in CEE.



Name: **SIMON POLOK**

Position/main responsibilities:

STREAMING EXPERT, BACKEND TEAM SUPERVISOR

E-mail: szymon@onlive.ltd

Summary: Over 17 years of experience in designing and creating both web services and dedicated desktop/server applications for different operating systems (including MacOS X, Windows and Linux).



Name: **PAUL JOSIEK**

Position/main responsibilities:

SUPERVISOR IOS, ANDROID AND FRONTEND TEAM

E-mail: pawel@onlive.ltd

Summary: Paul is an experienced Manager, Board Member and co-owner of Future Mind — the mobile and web oriented software house with more than 100 delivered projects.



Name: **IGOR FARAFANOW**

Position/main responsibilities:

UX EXPERT, SUPERVISOR USER EXPERIENCE TEAM

E-mail: igor@onlive.ltd

Summary: In his 10-year career Igor has been mostly focused on designing great user experience: as UX Designer, UX Team Leader, Product Manager and CEO (the last one requires mostly user centric approach to succeed).



Name: **ADAM OCHMAŃSKI**

Position/main responsibilities:

SUPERVISOR OF THE TEAM OF ADMINISTRATORS

E-mail: adam@onlive.ltd

Summary: Adam Ochmański is a specialist IT system administrator from the level of line installations to the level of backbone systems. He has over 12 years of professional experience, including 7 years of experience in administration and testing of 20PB MooseFS file system installation.



Name: **CHRIS JANIK**
Position/main responsibilities:
CONTROLLING AND FINANCES

Summary: Over 11 years of building competences in Business finance management, especially in controlling. Experience in implementing controlling system and financial model for preparing long term forecasts in PGE Capital Group, one of the biggest companies in Poland. Daily co-operation with SMEs, leaders in their market.



Name: **WIKTOR ŻOŁNOWSKI**
Position/main responsibilities:
BLOCKCHAIN EXPERT, SUPERVISOR USER BLOCKCHAIN TEAM

SUMMARY: CEO at Pragmatic Coders, Blockchain Business Advisor with over 12 years of experience in IT and business development. Combines business, economic and technological expertise when designing new markets for crypto-currencies.

Pragmatic Coders - a software house specialized in Blockchain and FinTech development. In the last few years, the team of over 40 developers has supported various Investment, Trading and Blockchain-based products development for startups, medium-sized business, corporates and financial institutions all over the world. The company focus on innovative technologies and solutions has led it to become the leading provider of the Blockchain Software Development Services on the European market.



Name: **KUBA STEFAŃSKI**
Position/main responsibilities:
BLOCKCHAIN EXPERT, LEAD BLOCKCHAIN DEVELOPER

Summary: Lead Blockchain Developer at Pragmatic Coders, with over 9 years of experience in Software Development. Experienced in Financial and Trading platforms development, expert in Blockchain and Distributed Ledger Technologies.



Name: **Paweł Maciszewski**
Position/main responsibilities:
SOFTWARE DEVELOPMENT MANAGER

Manager, programmer and team leader for developers with a decade of experience in web applications development and programming for the following companies: UseLab, BrainJuice Interactive, QDO-Ventures/WhoElse, Hypermedia ISOBAR, Dentsu Aegis Network, silksoftwarehouse.com



Name: **Michał Jasiński**
Position/main responsibilities:
LEGAL COUNSEL

Attorney at law with extensive experience in Banking & Finance and Mergers & Acquisitions. He has been involved in numerous financial transactions, including secured and unsecured lending and borrowing, debt instruments, and asset finance. During over 12 years of professional experience he worked for international law firms and Polish publicly listed companies.

ADVISORS



Name: **Tim Luft**

specialization / areas of interest:

Computer Games, Adv. Manufacturing, Automotive Supply Chain, Digital



Tim's focuses on digital, computer games, advanced manufacturing and automotive supply chain. He has extensive experience across digital media, serious games, ICT, advanced engineering, e-Learning and simulation.

Tim was the founder of the Serious Games Institute, a University technology centre, which was the world's first of its kind. Here Tim put in place the research and development systems and processes necessary to design, develop and prototype new digital media products). As CEO of a Serious Games and Simulation Studio based in the West Midlands, Tim works with a number of major blue chip clients including Jaguar Land Rover, BAE Systems, Nissan, British Airways, BT and the MOD. Tim has also helped establish various incubation centres, providing mentoring and support to SMEs within the digital media sector both in the UK and overseas.



Name: **Mark Shaw**

specialization / areas of interest:

ICT, Aerospace, Satellite Applications Defence, Security



Mark has 20 years of experience in supporting and building growth in SMEs either through investment or organically. Having worked within and for global corporations such as BAE Systems, Oracle and IBM, he changed track to get involved with small companies with global propositions in the IT and IT security world.

He wears the scars of fruitless investment rounds and the laurels of success. He co founded TSA Europe and lately the Ashover Group, and is now invested in several start ups. Securing investment to support growth at the right time has always been part of Mark's remit, and he has an extensive business network with a particular focus in Central and Eastern Europe. He sits on the board of three SMEs and is involved in regional entrepreneurial groups.

MARKET ANALYSIS

Industry definition

Live streaming video refers to broadcasts in real time to an audience over the internet. While the concept of live streaming has been around for years, mobile-first video platforms with user-generated content have only recently begun to make serious waves thanks to improved video quality, faster broadband speeds and enhanced mobile technology.

Online video has become a key part of the strategic business model for both brands and marketers as they seek more innovative ways to capture consumer attention. Creative live streaming video initiatives and campaigns are a way for companies to cut through the digital clutter and have emerged as the medium of choice not only for person-to-person sharing, but also for business-to-consumer (B2C) and business-to-business (B2B) communication.

Brands are increasingly using live streaming to reach audiences. Its importance has grown significantly thanks to substantial investments by social platforms such as Facebook, YouTube, Snapchat, and Twitter to build and enhance their live-streaming platforms.

Some 88% of agency respondents stated that they “might” or “definitely will” invest in live stream video advertising over the next six months, according to a recent Trusted Media Brands survey.

Key facts and figures

- Live streaming video will further accelerate streaming videos' overall share of internet traffic. Streaming video accounts for over two-thirds of all internet traffic and this share is expected to jump to 82% by 2020, according to Cisco's June 2016 Visual Networking Index report.
- Live video's value comes from its unique ability to add an authentic human element to digital communications. As a result, brands are leveraging three main streaming methods to connect with their viewers: tutorials, product launches and exclusive and behind-the-scenes footage.
- Advertisers will continue to invest heavily in online video, especially as live streaming video gains traction. Already in the US, digital video ad revenue reached \$7.8 billion in 2015, up 55% from 2014, according to figures from the Internet Advertising Bureau.
- While live streaming is still in its early stages, brands are leveraging micropayments, mid-roll video ads and direct payments from social platforms, to monetise their live streaming videos.
- The success of live streaming video hinges on brands overcoming a lack of measurement standards in the space, as well as changes in social media sites' algorithms that affect what content users see

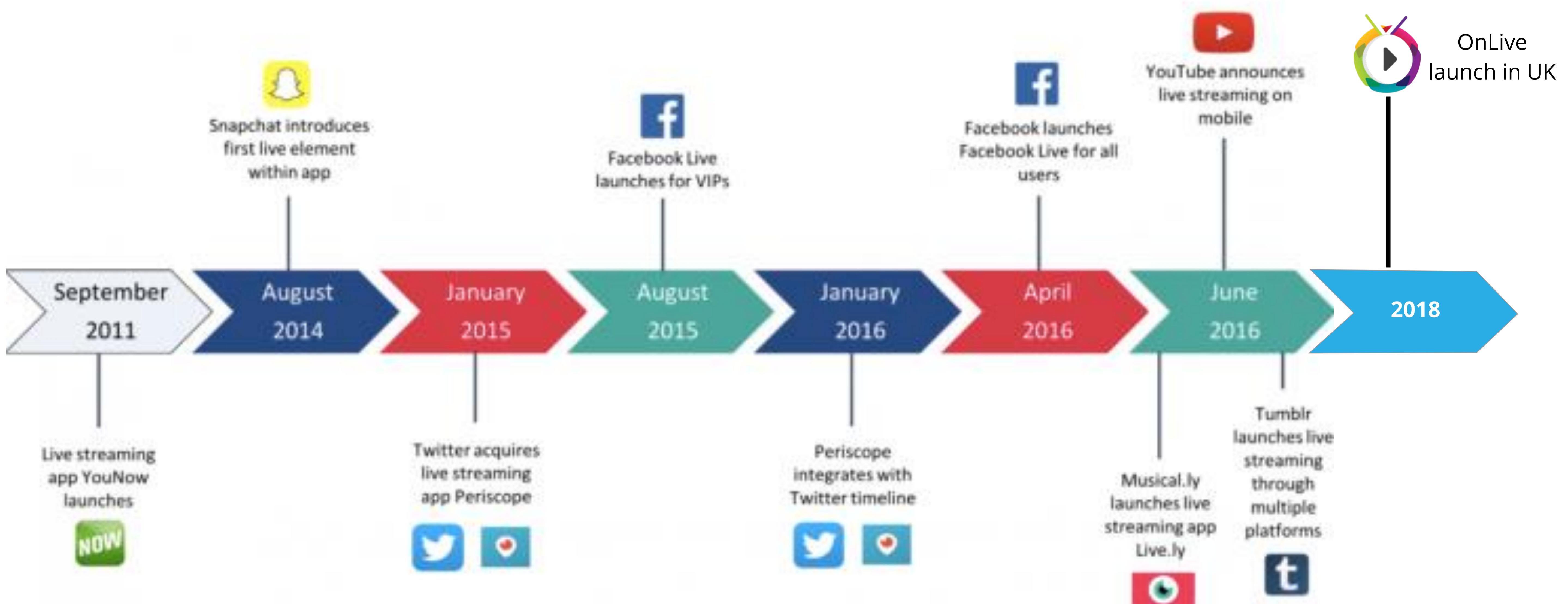
Market size

The global video streaming market for live services was valued at \$30.9 Billion in 2015 and is estimated to grow at a CAGR of over 16% from 2017 to 2024 to reach **\$123.2 billion in 2024** and we are going to fill in the gap in the form of live services and paid public broadcasts.

Such strong market growth is anticipated on account of the rising number of online users, technological advancements, the development of high quality content and an increase in subscriptions for various streaming channels.

According to a new report by London-based Futuresource Consulting, 2014 was a breakout year for online video in the United Kingdom. The market grew by 55% to reach £600 million.

Timeline: Live Streaming Launches And Announcements



That amount doubled in 2014. The main players in SVOD were Netflix, Amazon Prime Instant Video and Now TV, all of which showed growth last year.

Over 7 million UK households subscribed to a SVOD service in 2014 and this number will grow (according to Futuresource prediction) to 13.6 million by 2019.

Some forums forecast the VOD market will grow from \$25.30 billion in 2014 to \$61.40 billion in 2019, at a CAGR of 19.4% during the forecast period. In terms of regions, North America is expected to be the biggest market in terms of revenue contribution, while Asia-Pacific (APAC) and Middle East and Africa (MEA) are expected to experience increased market traction, during the forecast period.

The UK market

The video streaming market in the UK is now worth almost half a billion pounds, according to a Mintel research report. Mintel says video streaming sales, for services from the likes of Netflix and Amazon, grew by 56% last year to £437 million. Spending is now expected to smash the £500 million mark this year, said Mintel.

With an Internet penetration at a staggering 92%, the OTT audience in UK is as aware and equipped with entertainment media as you will find in the average US household.

However, the major difference may be the availability of free services in the European region and thus consumers are less likely to pay for a subscription. Still, UK OTT user penetration shows huge potential for growth from 31.83% in 2016 to 54.23% in 2020.

However, with an ARPU of \$85.20, the total video on demand revenue is expected to grow from \$1,446.1 million in 2016 to \$2,427.6 million in 2020.

Subscription services amount to \$821.9 million, which is expected to grow at \$1,330.3 million by 2020. Pay-Per-View and Video Download (EST) will grow from \$414.8 and \$209.4 million in revenue to \$690.7 and \$406.6 million, respectively.

There will be 42.7 million UK smartphone users this year. While growth will slow through 2021, over two-thirds of the population will use smartphones by 2019. Remaining increases will be driven primarily by children 11 and younger and 55- to 64-year-olds, who will see double-digit growth in 2017 and 2018.

As overall internet and mobile usage grow, so will social network usage—up 3.4% to 36.6 million users in 2017. The biggest growth will come from users ages 65 and older, rising 17.9%. By 2021, this oldest age group will account for one in 10 social network users.

- 87.9% of adults in the UK (45.9 million) used the internet in 2016, compared with 86.2% in 2015.
- 0.2% (5.3 million) had never used the internet compared with 11.4% in 2015.
- Almost all adults aged 16 to 24 years were recent internet users (99.2%), in contrast with 38.7% of adults aged 75 years and over.
- 89.4% of men (22.8 million) and 86.4% of women (23.1 million) were recent internet users, up from 87.9% and 84.6% in 2015.
- Women aged 75 and over had seen the largest rise in recent internet use, up 169.0% from 2011; however, still less than a third (32.6%) were recent users in 2016.
- 25.0% of disabled adults had never used the internet in 2016, down from 27.4% in 2015.

Market trends, growth rates

The streaming industry is huge, but it's poised to get even bigger. According to findings from Research and Markets, the live video streaming market is on track to become a \$70.5 billion industry by 2021. In 2016, video streaming was a \$30.29 billion industry, meaning that the growth in the next few years is going to be astronomical.

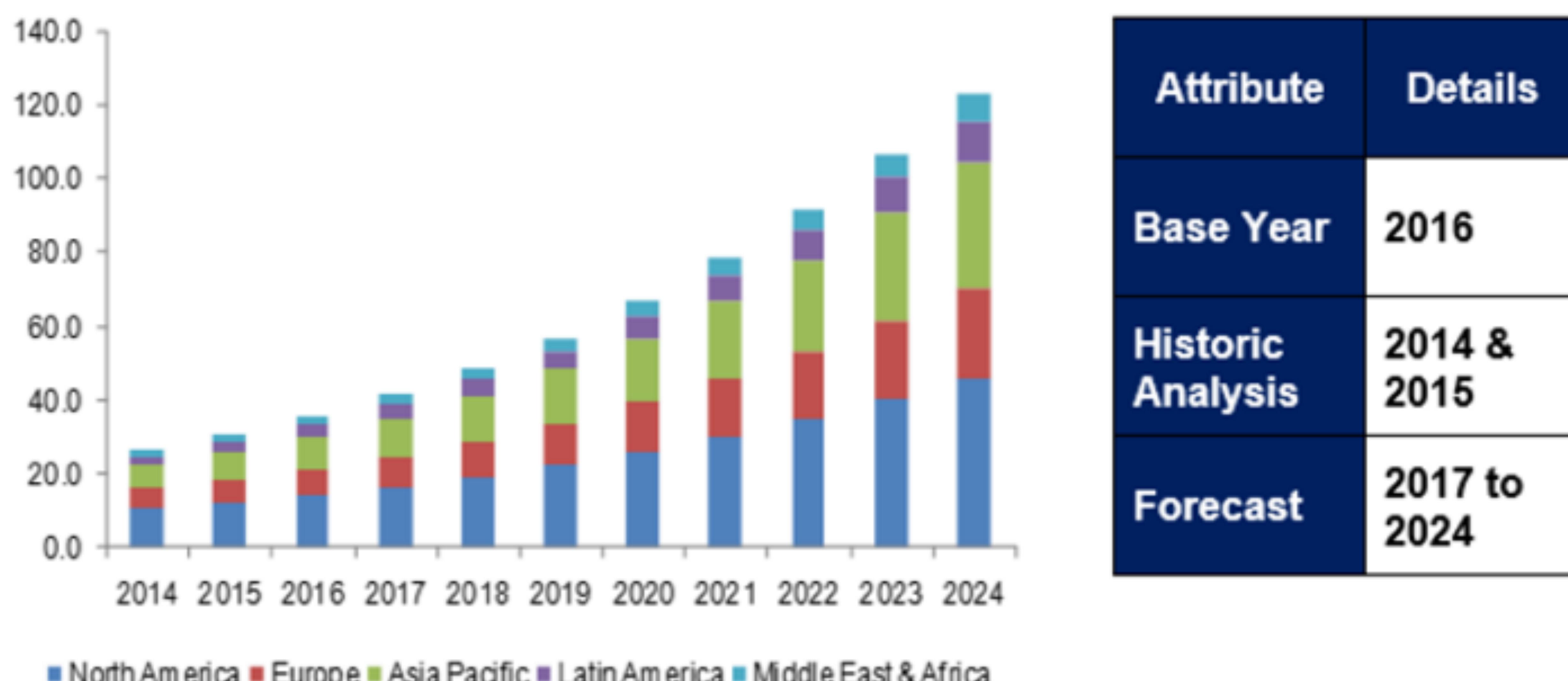
Advertisers are investing heavily in online video, especially as live streaming video gains traction. Digital video ad revenues already reached \$7.8 billion in 2015, up 55% from 2014, according to figures from the Internet Advertising Bureau.

The rate at which people watch videos on the internet has continued to grow over the past decade, and we expect this trend to continue for both live streaming content and video-on-demand. At the same time, TV subscriptions have been declining significantly.

Advertising attached to online videos has the highest click-through-rate of any form of online advertising at about 1.84%. This trend will drive an increase in video advertising in the following years as more businesses take advantage of video conversion rates and the ability to target customers based on subject matter.

According to Livestream, 81% of audiences on the internet and on mobile consumed more live video in 2016 than they had the year before. That represents incredible YoY growth, but it also presents an opportunity for advertisers. Livestream also found that by and large, audiences prefer live video to other forms of brand communications. 80% prefer live videos over blogs and 82% favour live video over social posts.

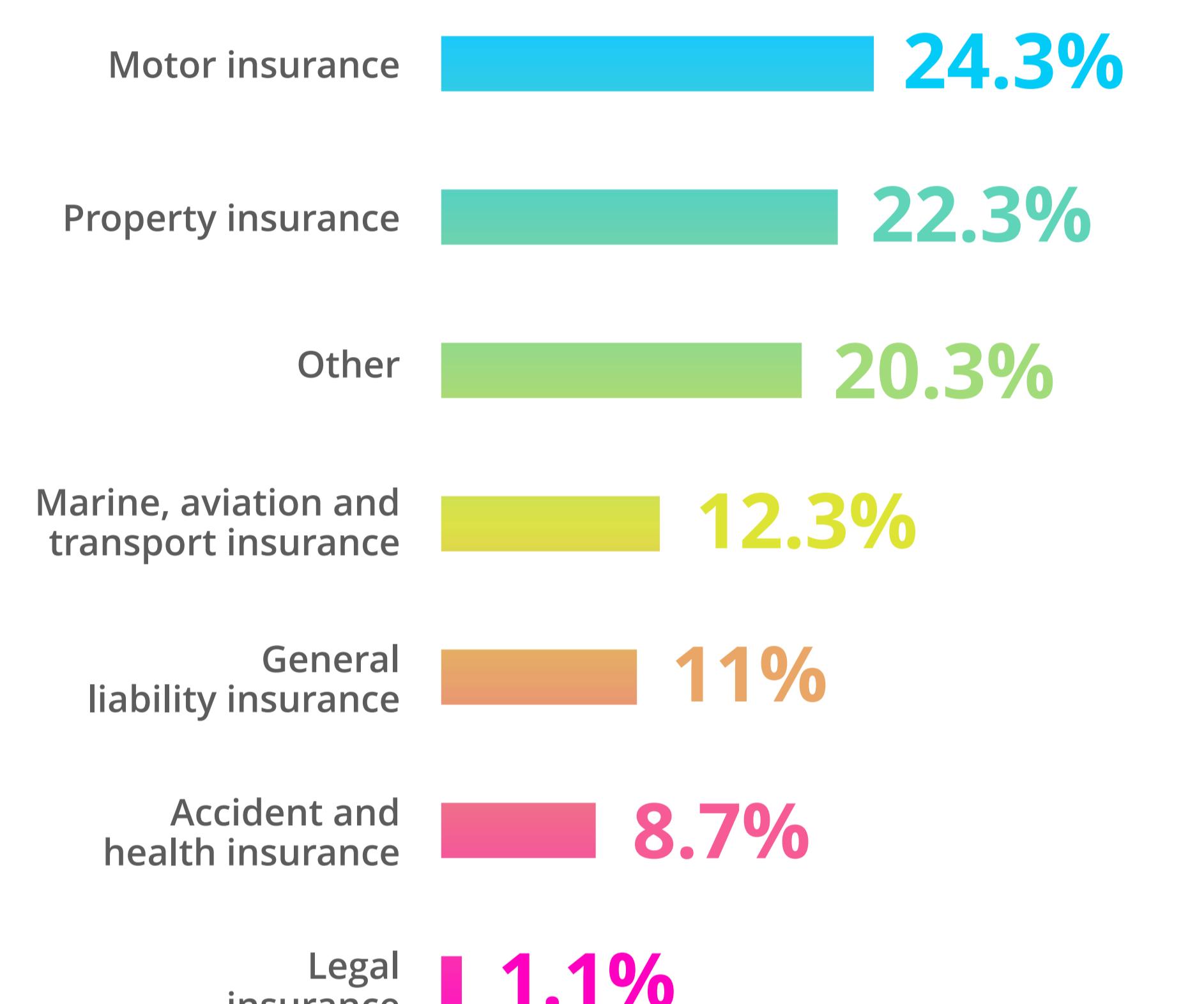
Global Video Streaming Market, By Region, 2014 - 2024 (USD Billion)



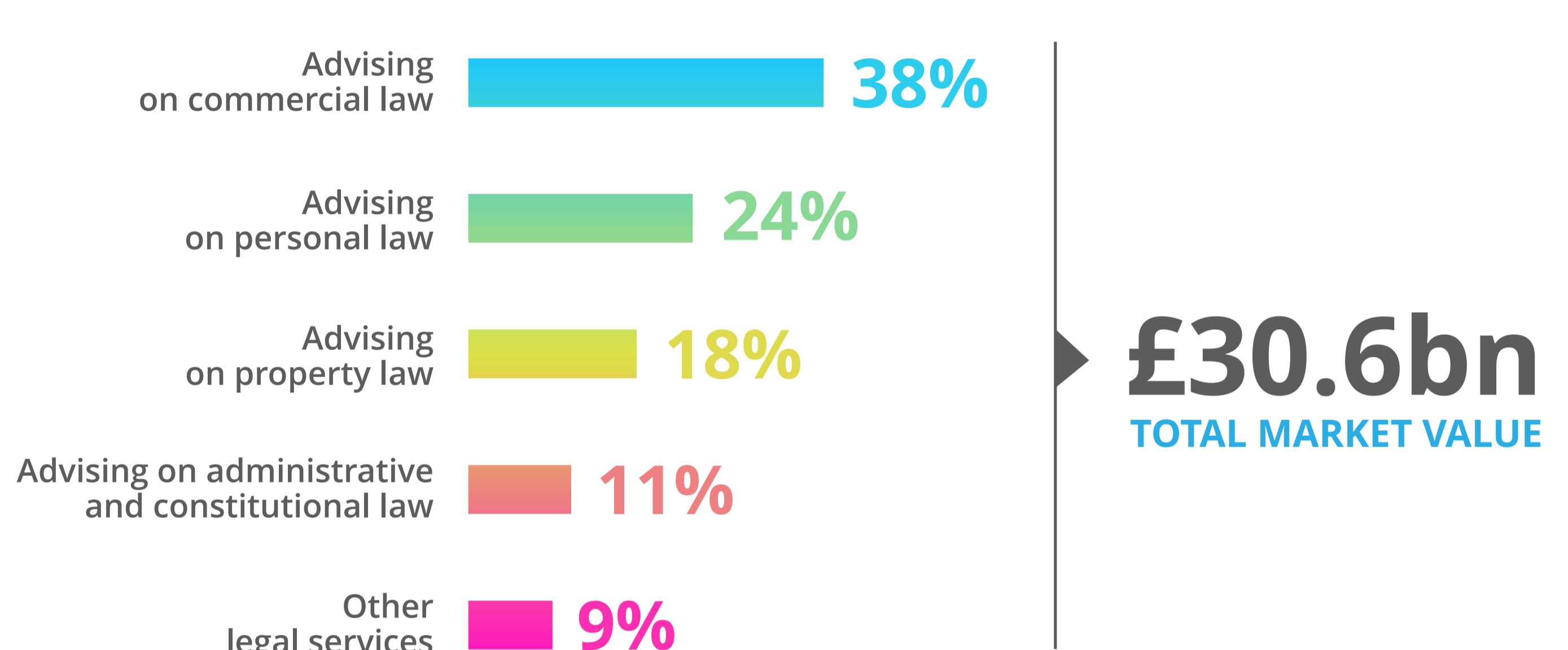
Live services market

Person-to-person video calling is a mass market and mainstream activity on smartphones. OnLive makes it possible to monetise direct users' videos and easily sell services and professional knowledge. In collaboration with UK Trade & Investment we have prepared a detailed analysis of the market for services in UK that may be provided in the form of live broadcasts. The report is extensive and available on request. Below we present it in graphic form.

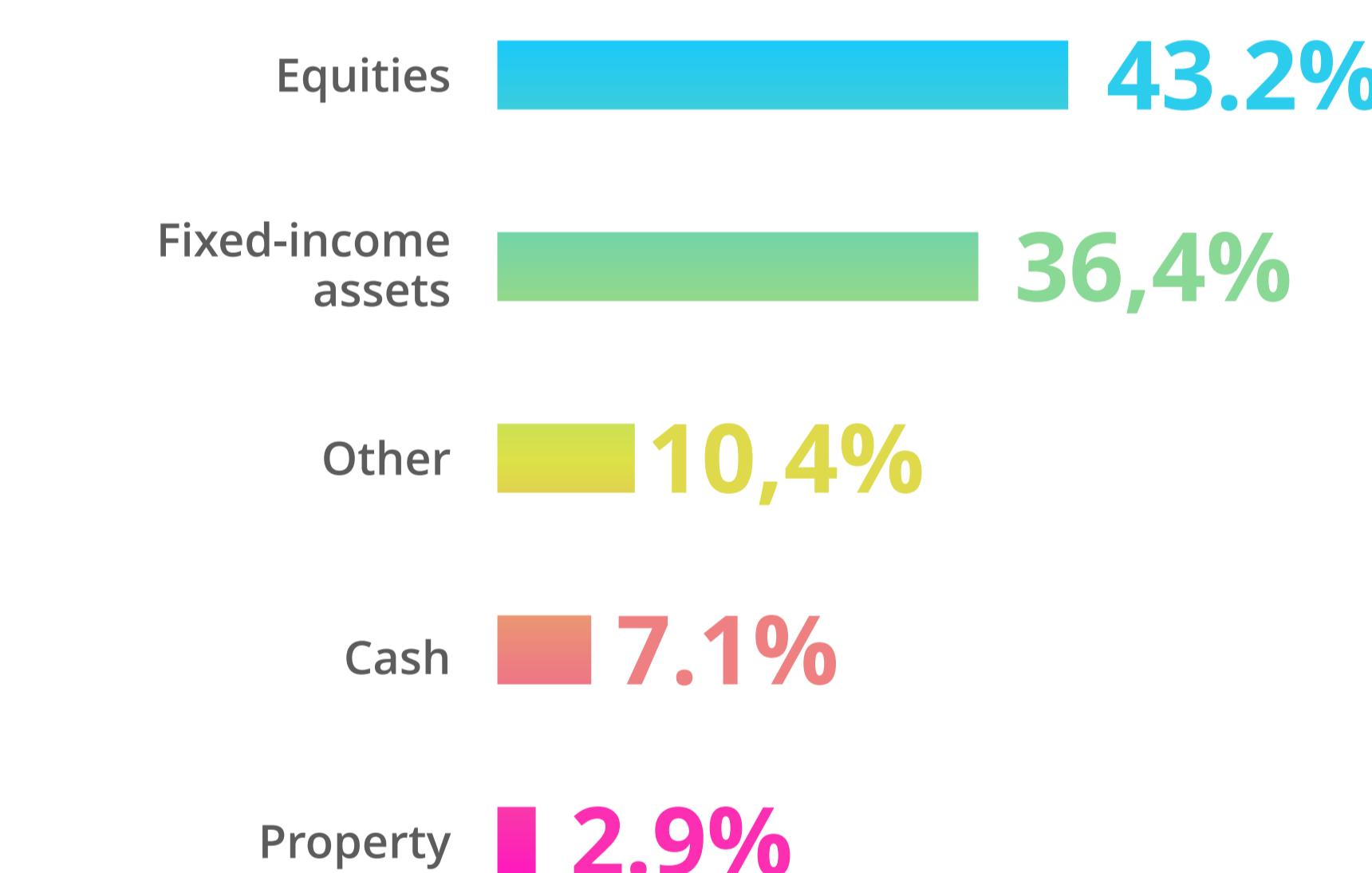
1. General insurance



2. Legal Activities



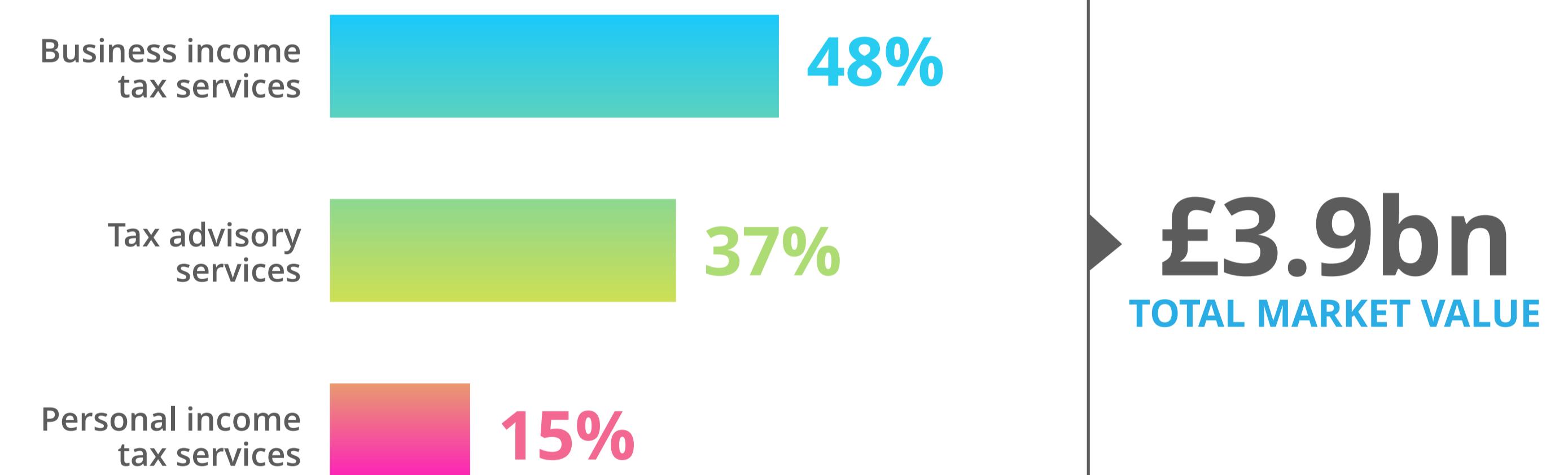
3. Fund Management Activities



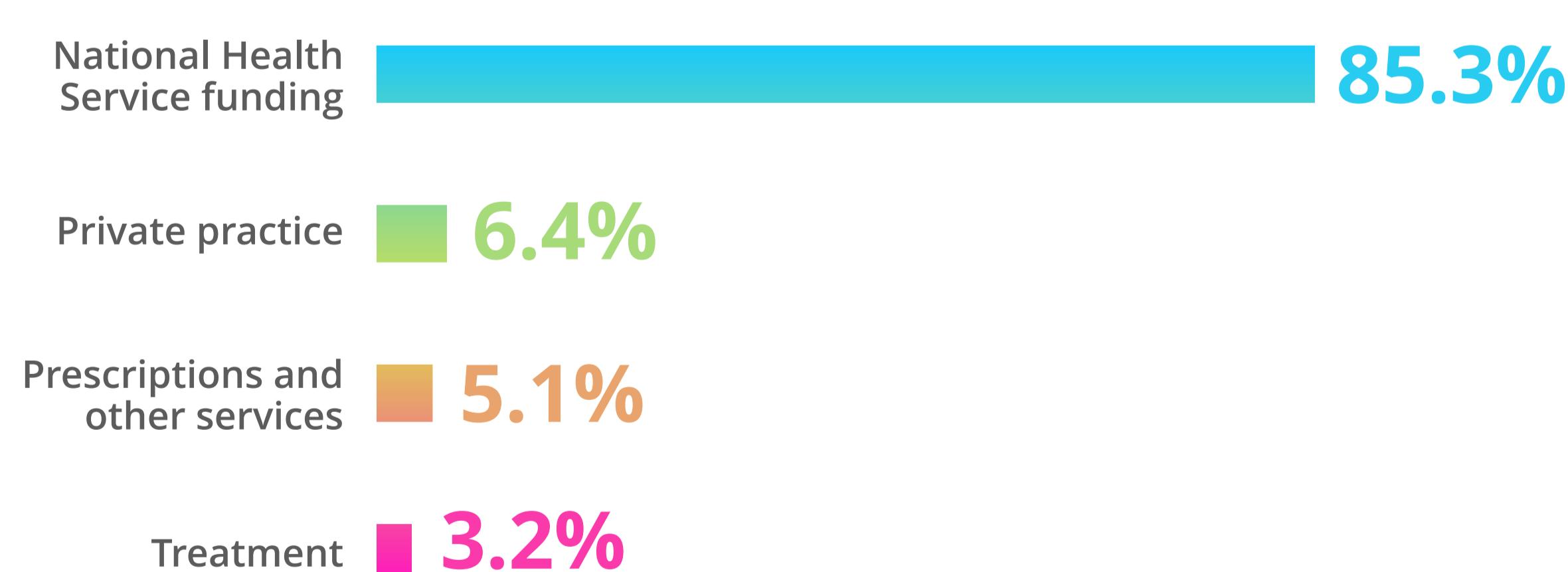
£54.9bn
TOTAL MARKET VALUE

£17.8bn
TOTAL MARKET VALUE

4. Tax Consultants

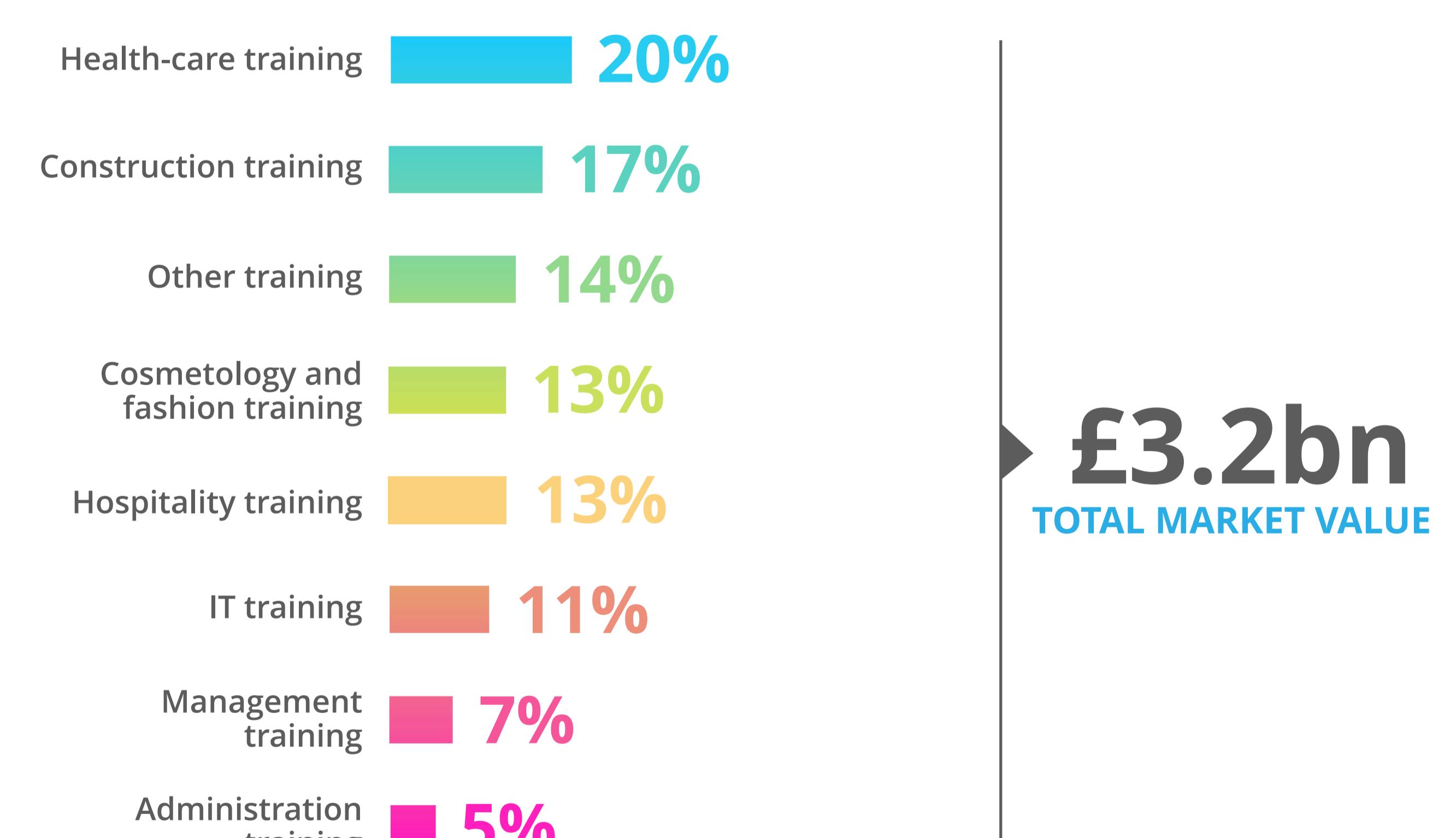


5. General Medical Practices



£10.6bn
TOTAL MARKET VALUE

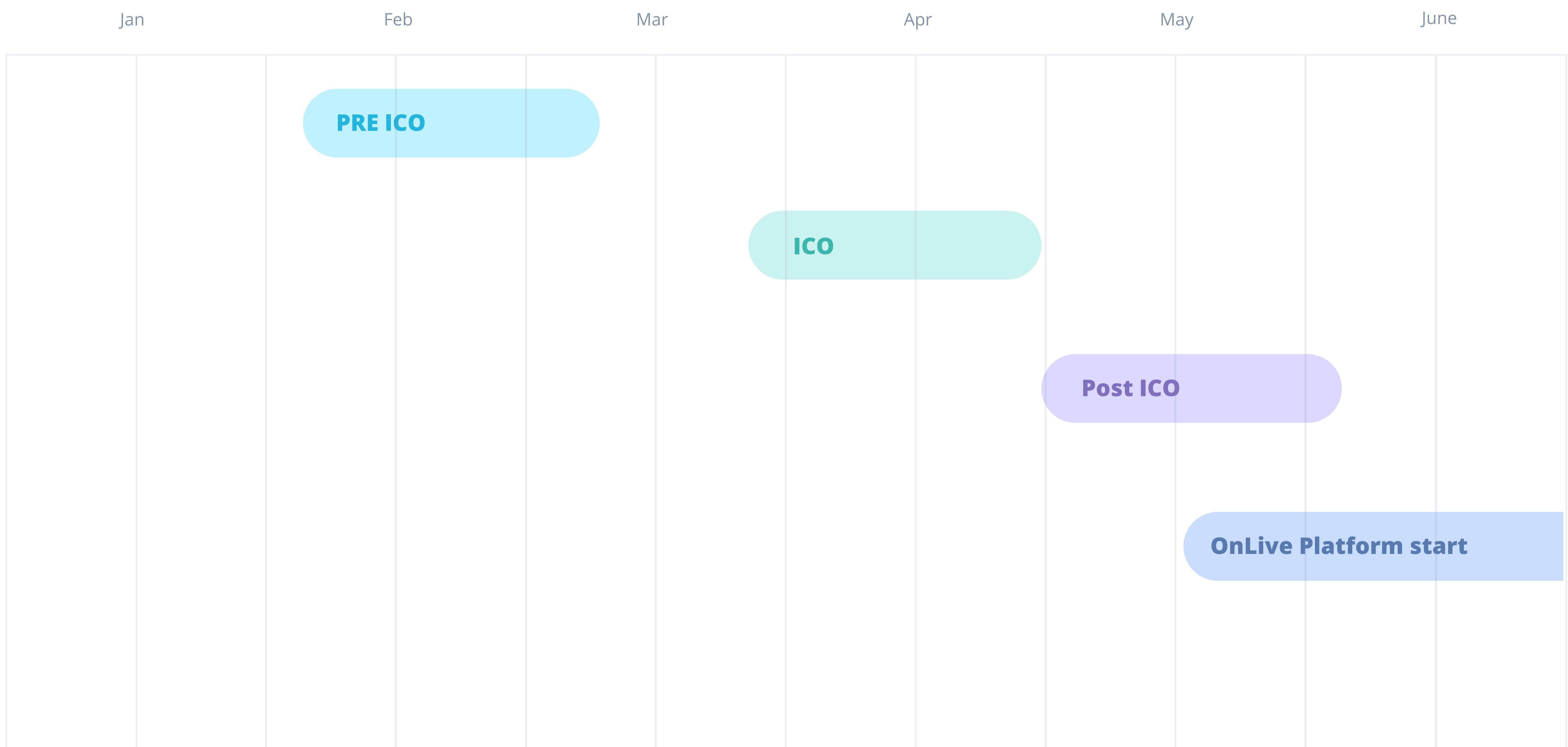
6. Technical & Vocational Education



£3.2bn
TOTAL MARKET VALUE

7. Services provided by individuals. New markets. Anyone who has any skill or content live can offer it to others On.Live

KEY DATES



● Pre-ICO

Start: **2018-01-22 11:00 UTC**

(approximately, depends on block number published before sale begins).

Close: **2018-02-22**

(approximately, determined by number of blocks after start of sale)

Discount: **-30% ICO price**

Available tokens: **12,210,000 ONL**

● ICO

Start: **2018-03-11**

(approximately, depends on block number published before sale begins)

Close: **2018-04-11**

(approximately, determined by number of blocks after start of sale)

Available tokens: **61,050,000 ONL**

● OnLive platform start

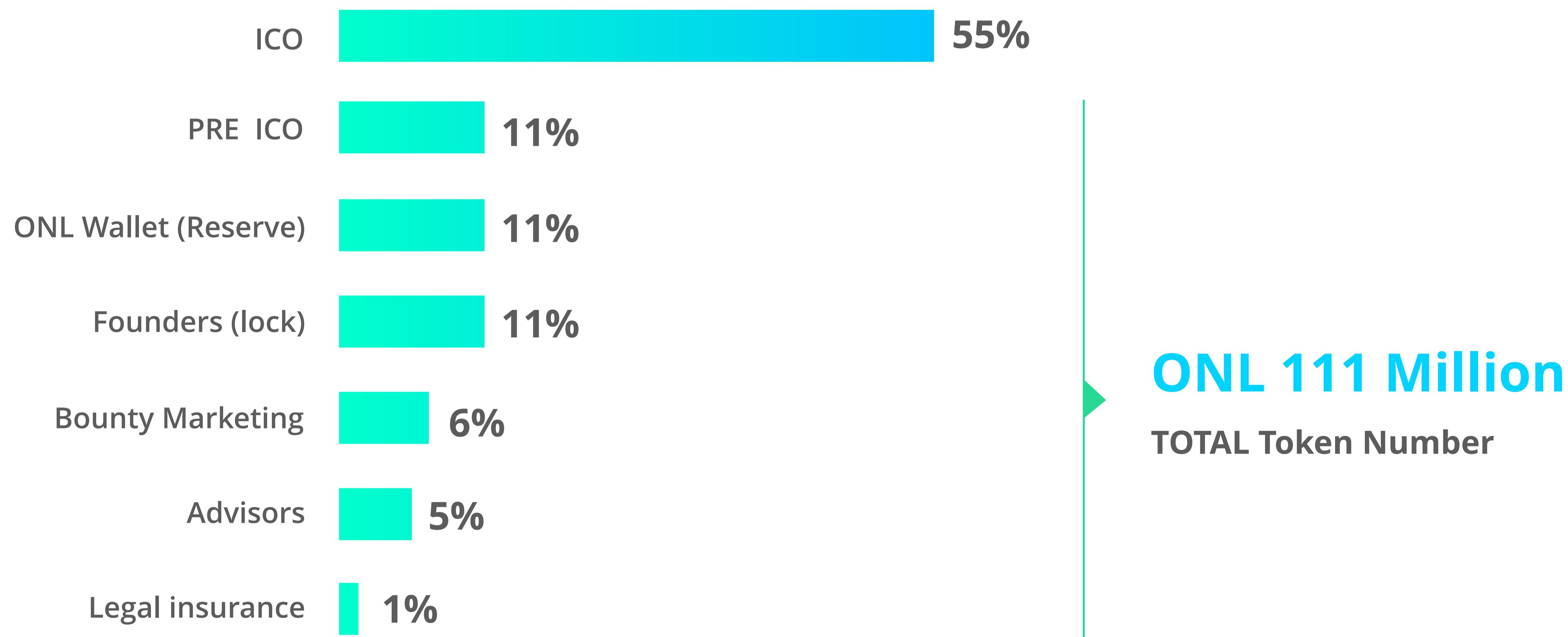
Just after tokens become transferable - May 2018

● Trading

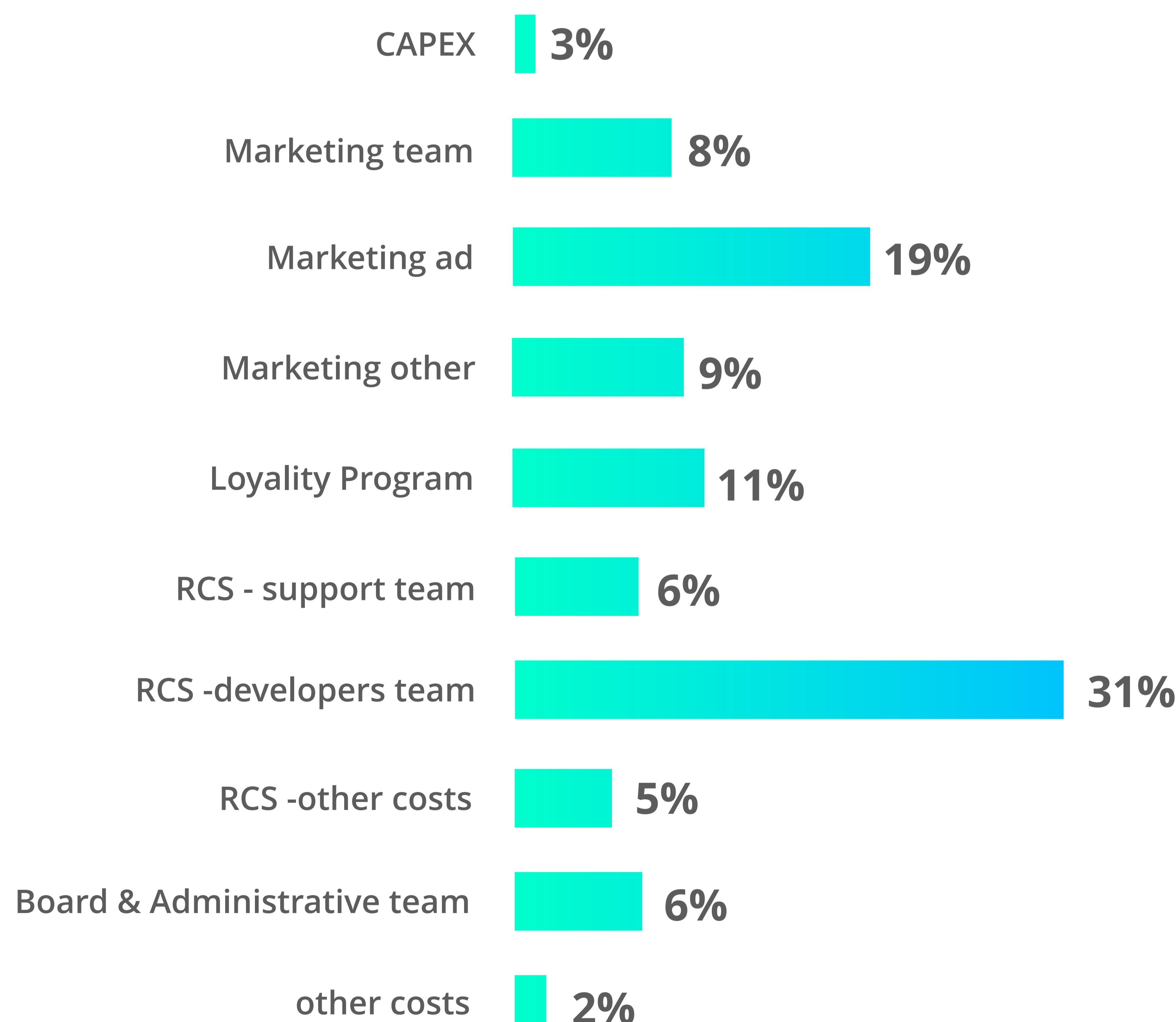
Tokens are not transferable until 2018-05-11

TOKEN SALE

Token Allocation



Use of Proceeds

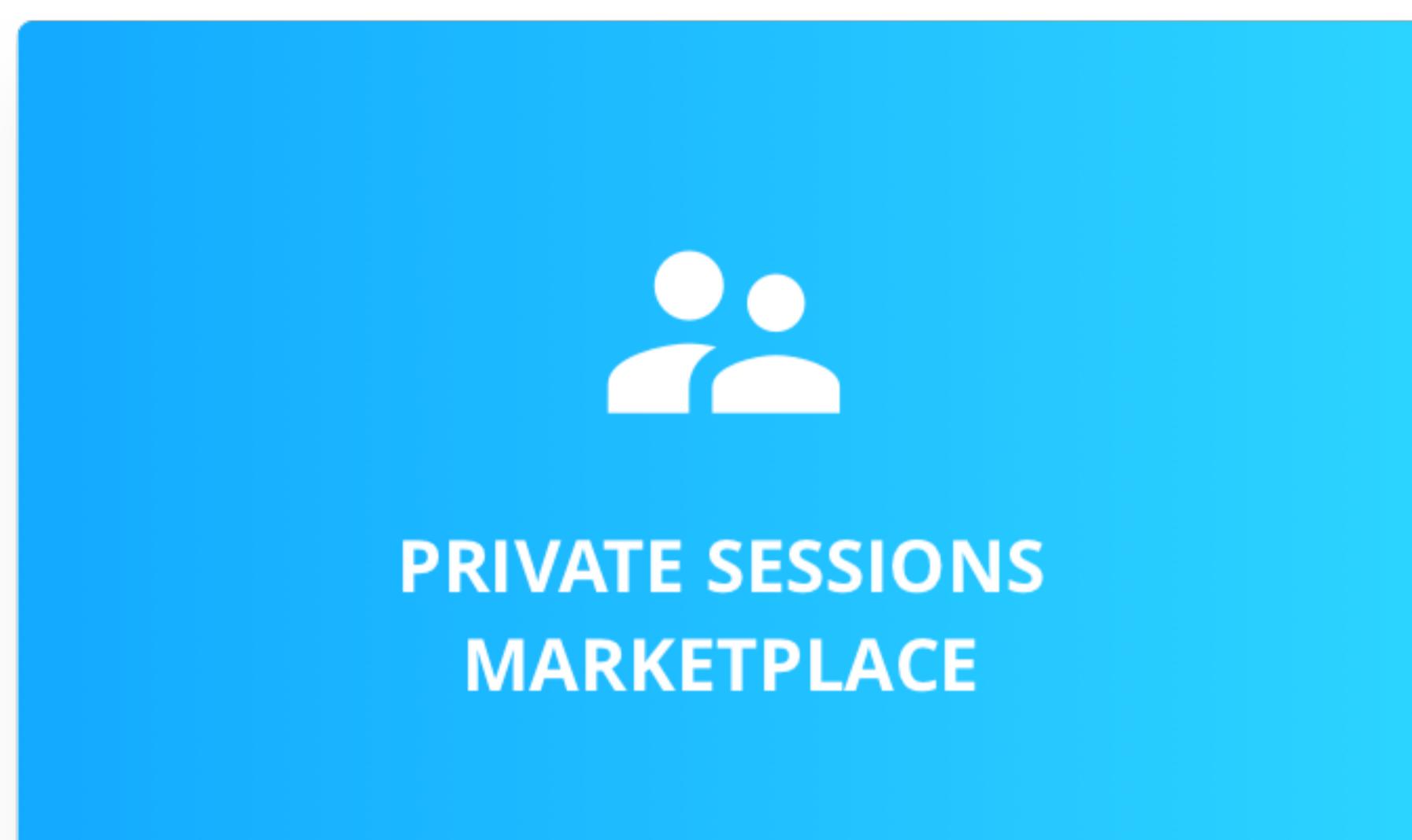


The commercial success of OnLive is driven mainly by the steady growth of users, content producers and processing power providers in the biggest markets. The company will focus on scaling the business in the US, UK, Germany, Brazil, Japan and Russian markets. The scale of expanding the core business depends on the financing to be raised.

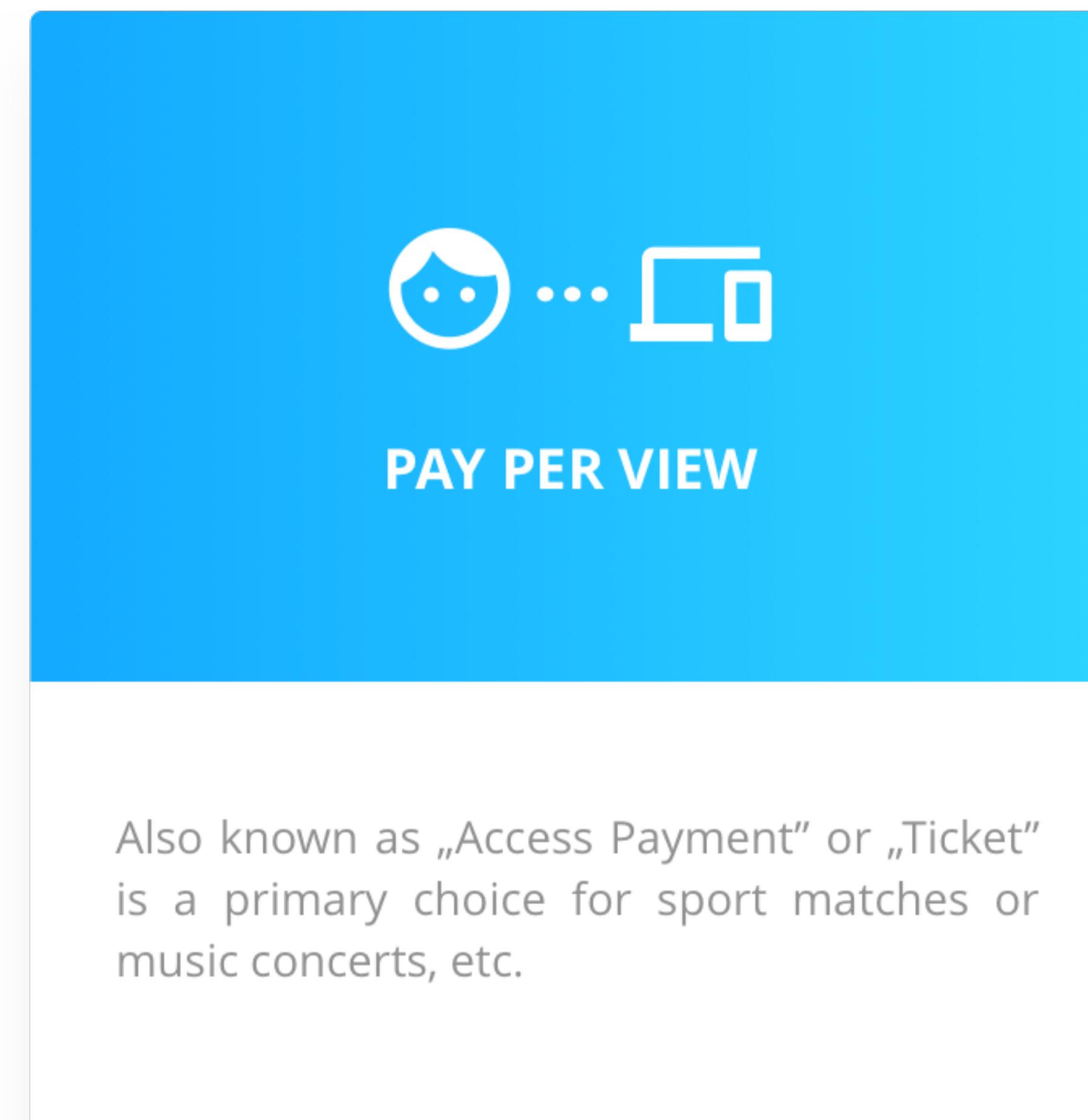
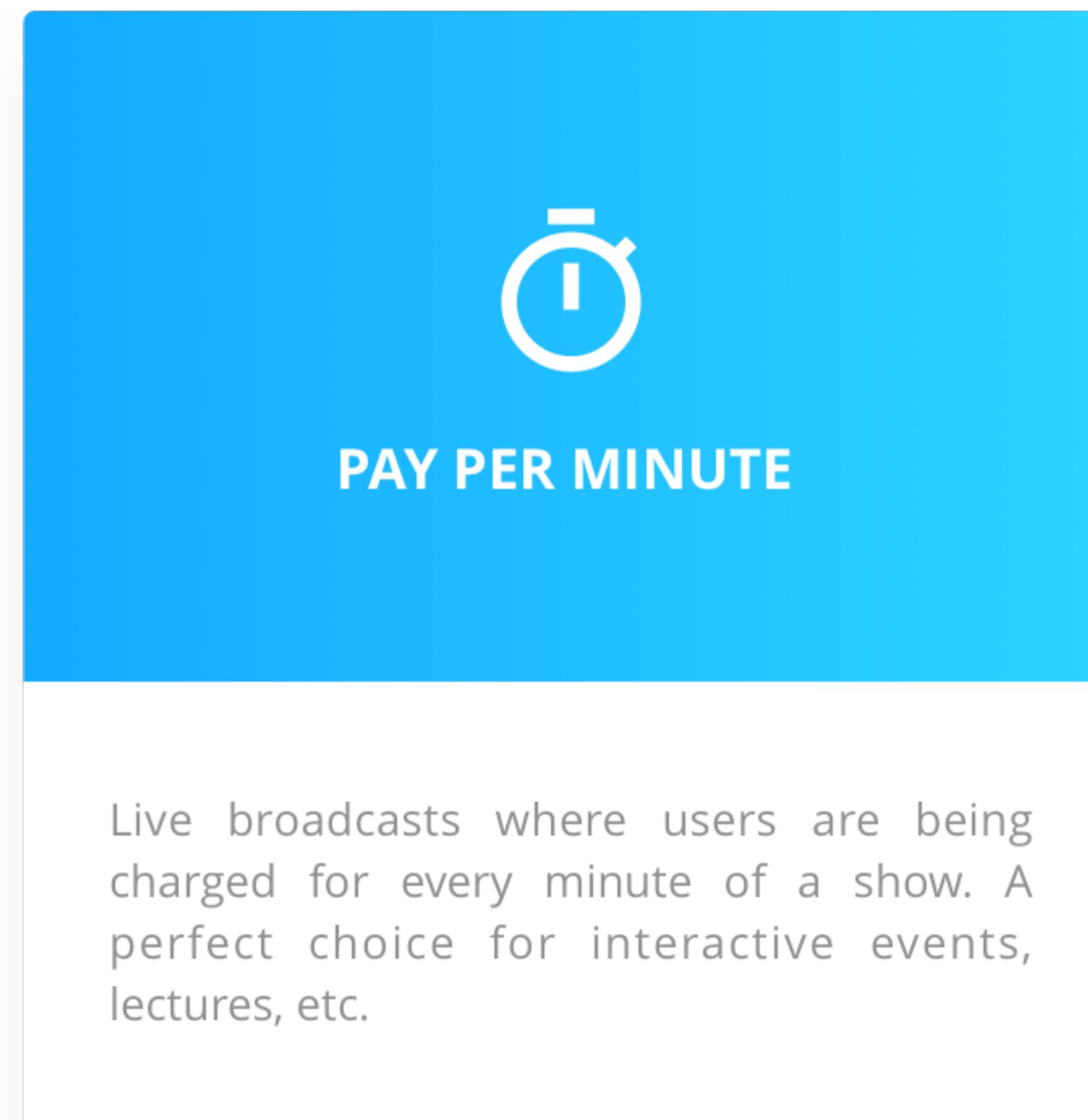
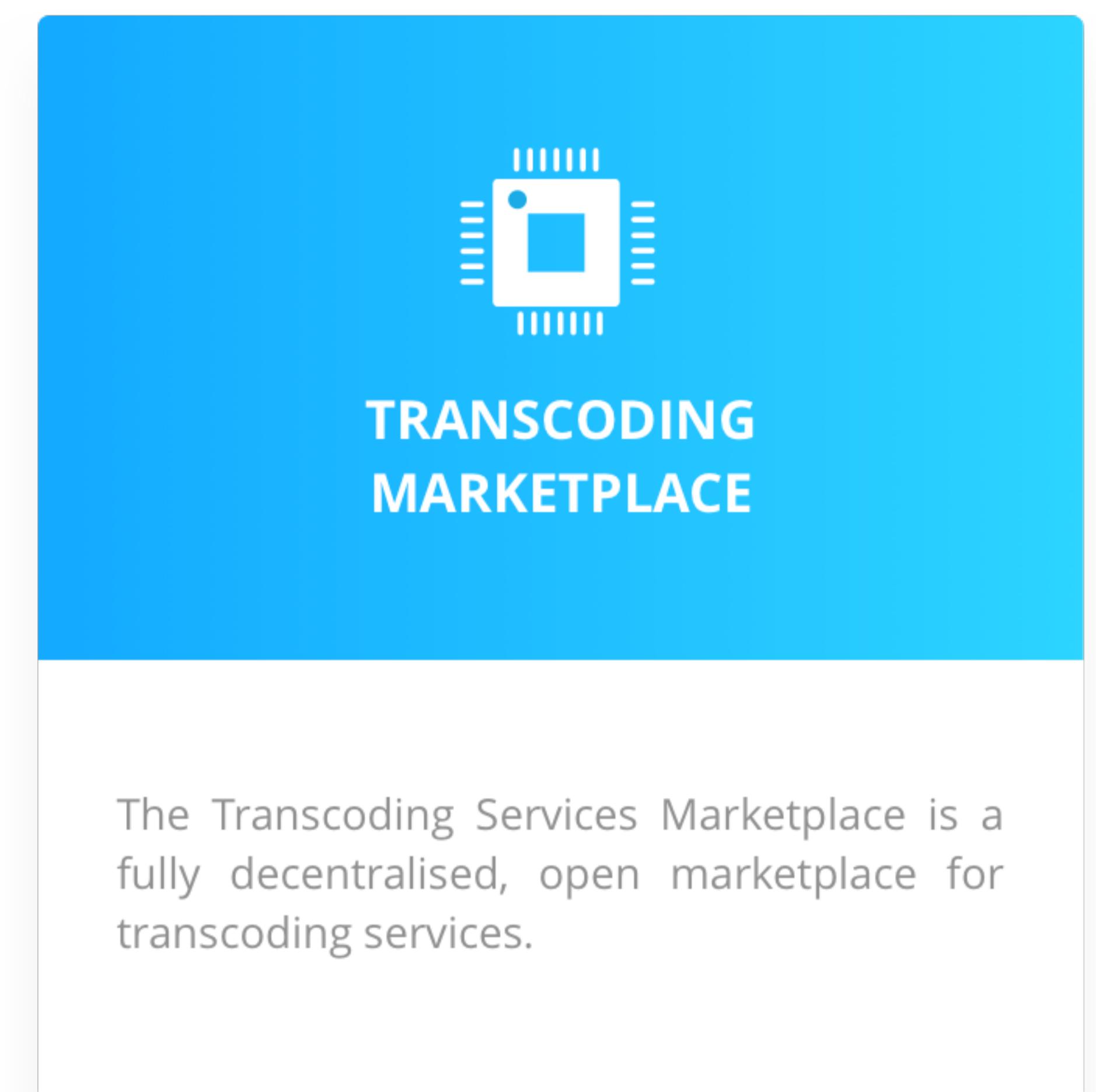
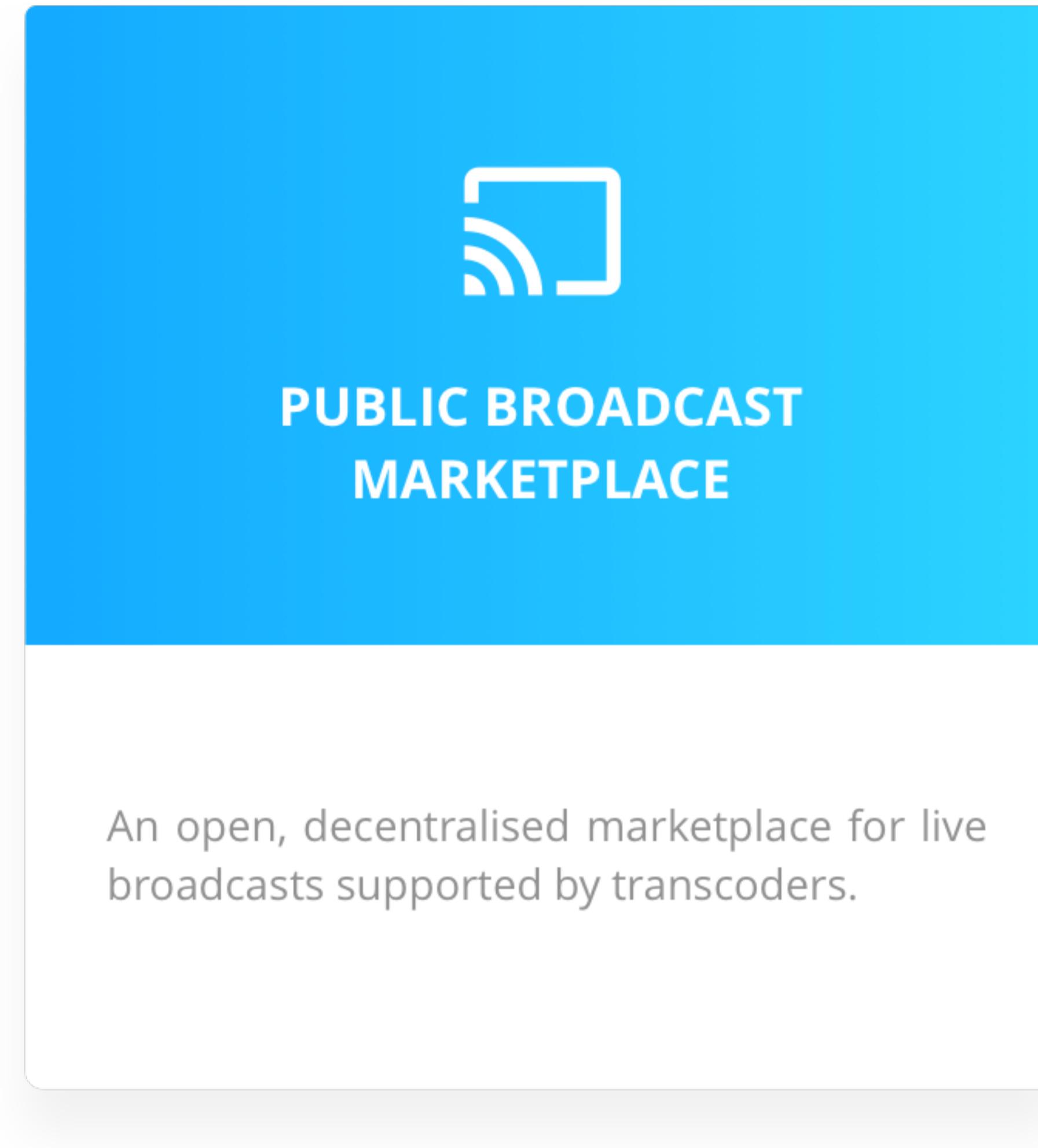
OnLive will make the decision about expanding into the markets taking into consideration such metrics as Monthly Recurring Revenue (MRR), Cost of Customer Acquisition (CAC), Recurring Costs of Service (RCS) and time to profit on each of the analysed markets.

Expansion of the growth of the OnLive Platform will be based on above mentioned Key Performance Indicators (KPIs).

ONL TOKEN FUNCTIONALITY



An open, decentralised marketplace for one-to-one broadcasts, where users can reserve an online meeting with a specialist of any kind or make transactions instantly.



Subscription Plans

Subscription plans are aimed towards content creators and provide tools for different monetising scenarios.



Tips / Donations

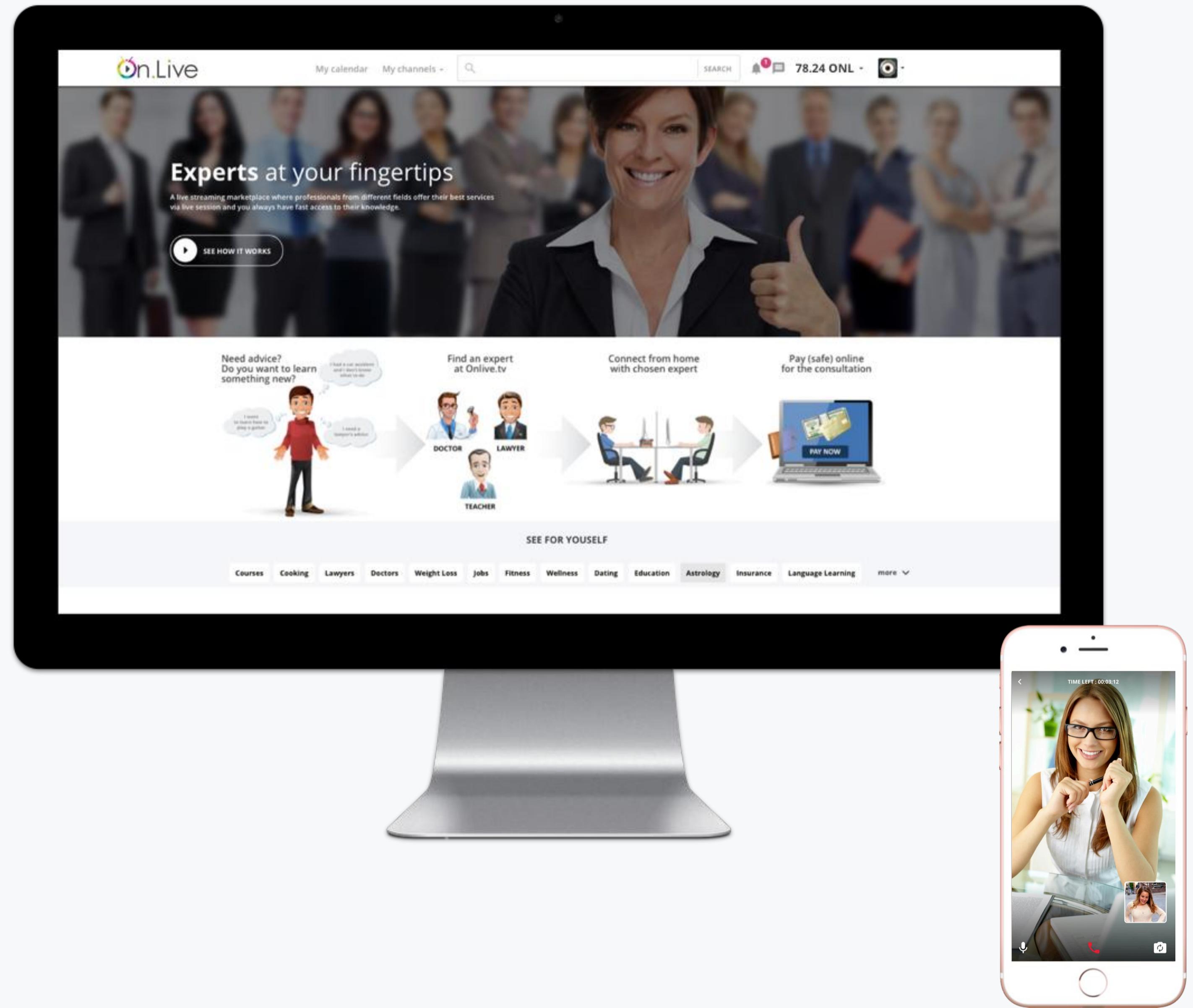
Users are free to show their gratitude and support to content creators.



Advertising

Thanks to in-built ad-system broadcasters will be able to play their own ads and earn on advertiser ad distribution.

TOKEN CROWDSALE



Join us in revolutionizing the world of live services, live broadcasts and computing power!

ONL token is an integral element of the OnLive Platform. It is used as a fee currency of transmission and transcoding services to incentivise decentralised computing required for the video broadcasts. Furthermore, it is the only payment option on our platform.

ONL is built as an ERC20 token on the Ethereum blockchain

Token Type: **Utility token**

Maximum supply: **111,000,000 ONL**

Tokens available in Pre-ICO: **12,210,000 ONL**

Tokens available in ICO: **61,050,000 ONL**

Pre-ICO Hard Cap: **14,000 ETH**

ICO Hard Cap: **100,000 ETH**

All unsold Tokens will be burnt.

How to participate?

We've prepared detailed instructions for anyone not yet comfortable in navigating the cryptocurrency world. Check out the steps on how to create a wallet, how to buy Ethereum (ETH) and how to send ETH to OnLive during the token crowdsale in exchange for ONL Tokens.

Pre ICO BONUS
30%

EXCHANGE RATE WITH BONUS
1000 ONL = 1.1466 ETH

SET GAS LIMIT
200,000

GAS PRICE
50 GWEI

Check **On.Live** site for details

TERM SHEET

TERMS SHEET INDICATIVE OFFER ON TOKEN PRE-SALE	
Project	Join us in revolutionizing the world of live services, live broadcasts and computing power! Get it and grow with us!!!
Token issuer	OnLive LTD (UK based company) OnLive Fund OÜ (Estonia based company)

GENERAL INFORMATION	
Token	"ONL" ERC20 token on the Etherum blockchain
Tokens maximum supply	111,000,000 ONL
Tokens available in Pre-ICO	12,210,000 ONL
Tokens available in ICO	61,050,000 ONL
Pre-ICO price (1 ONL)	0.0011 ETH
ICO price (1 ONL)	0.0016 ETH
Anticipated Pre-ICO phase	22.01.2018 – 22.02.2018
Anticipated ICO phase	11.03.2018 – 11.04.2018
Lock-up	ONL are not transferable until 11.05.2018

INDICATIVE OFFER ON ONL PRE-SALE	
Buyer	[ONL Token Receiver]
Number of offered ONL	12,210,000 ONL
Pre sale price (1 ONL)	0.0011 ETH
Transaction deadline	The Buyer shall purchase ONL at the offered price not later than on 2018-02-22
Pre-ICO discount	30.00% off ICO price
Pre-ICO subscription period	22.01.2018 - 22.02.2018



Company name: OnLive LTD
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ZIP Code/Postcode, City : B60 3DJ, Bromsgrove, West Midlands
Country : Great Britain
Commercial Registry : 10033768
VAT ID : GB 249568947
Company URL: <https://onlive.ltd>
Product url: <https://onlive.tv>
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