Reporter Community
The blockchain based news provider

THE WORLD'S FIRST BLOCKCHAIN BASED FAKE NEWS KILLER UGC PLATFORM

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The Backstage Story

What problems, market niche, infectivity does the project react to?

There are more and more content on the global news market used by members of media, created by amateurs or members of the public. The spreading of the so called user generated content (UGC) is booming worldwide amplified by the technical advancement of mobile devices (better mobile cameras). Nearly all large mediums established a gateway for UCG in a form of a drop-box: a dedicated email address or a sub site where they accept newsworthy content, without having clear and straightforward terms of use of content such as price and usage rights. However leading news agencies are cautious using UGC due to possible manipulation, questionable authenticity that can ruin their reputation and credibility.

None of the new media market players recognized the benefits of blockchain technology till the middle of 2017. Reporter Community is the first market player planning to integrate blockchain technology into UGC and to deliver reliable content to media and news agencies.

Social media platforms (Facebook, Twitter) are being more and more important members of the news market, but these platforms also lack on regulating UGC's usage and publication rights or authenticity. These platforms do not offer a good search method specified to UGC therefore many valuable content remains unfound by the members of media.

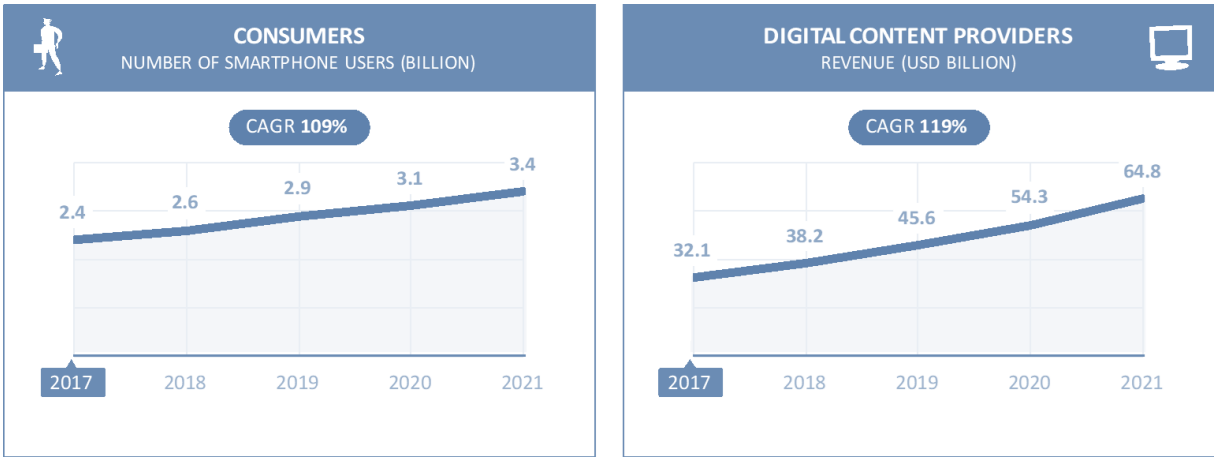


Fig. 1. Projection of Smartphone users and the revenue of content providers

Global market size – consumers: The number of smart phone users is about to reach 2bn. By the end of 2018, it is even expected to exceed 2.5bn (9.3% growth per annum).

Global market size – media and new agencies: The revenue of the global news market was just shy of USD 150bn. Content providers took 15% of this according to Reuters research.

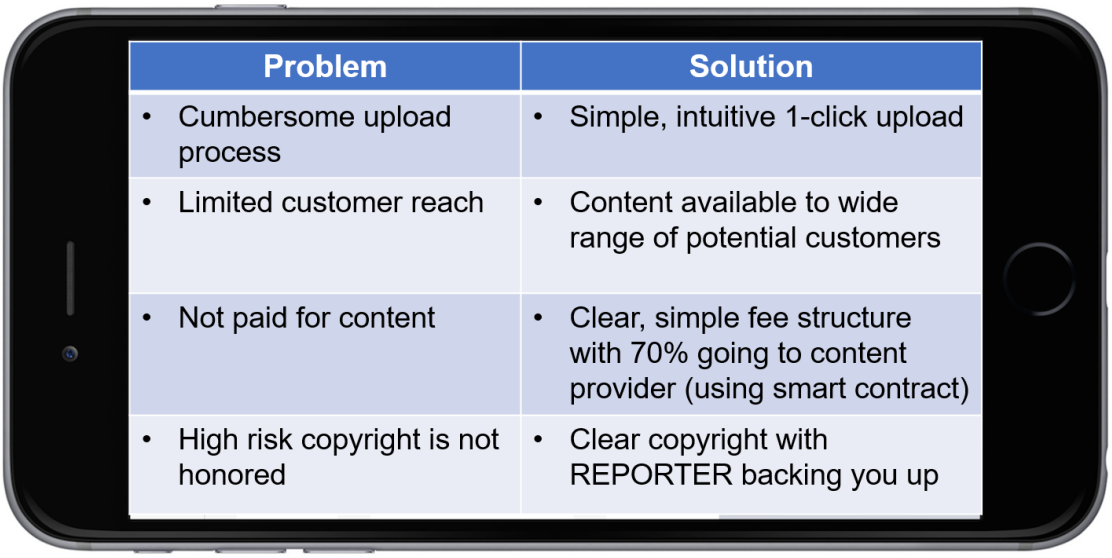
Global trends: The news market is transforming worldwide but in a different way. North-American media due the promotion of the social media lost 75% of their revenues in the past 3 years. Europe and the developing countries yet have not had to face such crisis (Dutch media lost 45%); however, first signs of the trend can be seen, and members of the sector are now working on a "survival" strategy.

Google and Facebook once acquired most of the ad market, now clearly turned its attention towards the news market, using their economical and sheer power to force media operators to post their fresh contents onto their site prior to their own.
For media and news agencies in order to protect their market, energizing and revitalizing their tempo is key. However, that requires a vast amount of reliable, and verified fresh content that – due to their scarce resources – cannot be gathered in-house. This is the gap where Reporter is aiming to, to be the World's first Blockchain based 'Fake news killer' global news and user generated content provider.

How does our company solve this problem? Is it worthy of financial backing?

The Reporter Community Kft. (Ltd) developed a mobile application (Reporter App) and an e-marketplace for UGC uploaded and created via the App. Only verified, digitally watermarked content (by the App) can be uploaded to the marketplace, where our partners can find them using our intelligent search and indexing method and buy them with a single click. Uploaders once finished their registration, can publish their content adding a short caption and some tags and the demanded price.

Problems / Solutions - Uploaders



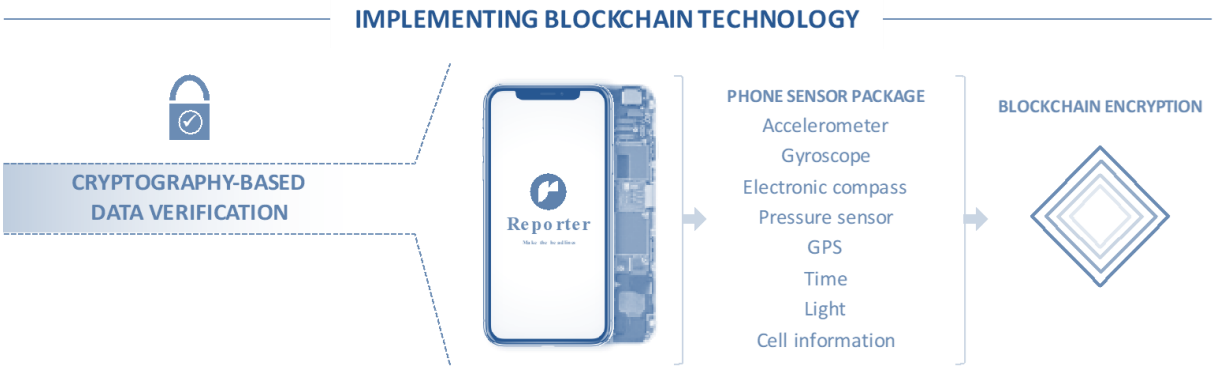
Problem	Solution
• Cumbersome upload process	• Simple, intuitive 1-click upload
• Limited customer reach	• Content available to wide range of potential customers
• Not paid for content	• Clear, simple fee structure with 70% going to content provider (using smart contract)
• High risk copyright is not honored	• Clear copyright with REPORTER backing you up

With cryptography-based blockchain technology, the Reporter App and platform can develop a 100% verified authentication process offering tremendous competitive advantage to all market players. Simple registration/upload processes for end-users as well as single-click purchase processes for media buyers help ensure highest customer satisfaction for all.
Problems / Solutions – Customers (Media /News agencies)

Problem	Solution
• Ever-shortening news cycle and pressure to be first with the story	• Simple, searchable with tailorable breaking news alert settings
• Covering the aftermath—not the event itself	• Fast, easy access to content from on-the-scene providers
• Fake content	• Blockchain based verification algorithm eliminates the possibility of manipulation
• Ambiguous copyright status	• Clear copyright status protecting the provider and the user (based on Blockchain)
• Unclear compensation for use	• Clear and fair pricing

Reporter Community wants to offer a 100% secure, reliable UGC to news agencies and to media players. With the operating MVP version of the Reporter App, the company offers authenticated phone sensor data verification which filters out 90% of false news.

Proposed enhanced solution



Enhanced authentication process where the content's proof of existence is also stored on the public Ethereum blockchain to verify any further future copies for authenticity. Reporter Community is the first market player to integrate blockchain technology into UGC which offers a 100% verified authentication process to all market players.

Our History

The Reporter Community Kft was founded by Norbert Hajdu and Zoltán Szőke on December 18, 2015. They recognized that contents recorded by mobile phones are being published worldwide in many cases as the only visual content available from the scene (from 9/11 to Arab Spring) Norbert's family was working in the media industry. His highly recognized journalist father retired from a local paper; two of his siblings are still active journalists – reporters. They brought the idea to the attention of Mátyás Vince (former director of MTI (Hungary's national news agency) and founder chief editor of HVG (Hungary's leading economy and politics magazine)) – who found it viable and exciting and joined the team as senior advisor helping the development of the product along with introduction to the members of the market.
In May 2016 the Prosperitás, Proseed Közös Magvető Venture Capital Fund invested in the company.
Current shares of ownership

- Norbert Hajdu: 24.59
- Zoltán Szőke: 24,59
- Prosperitás, Proseed Közös Magvető Venture Capital Fund 50,82%

Current stage, and achievement (milestones)

Where are we now?

The company was founded in December 2015 in the past 1,5 year finished the development of the mobile and the web application, started its marketing validation and started approaching future clients from the funds available.

Professional relations

During the development period, we found it more important – in order to make the above strategy viable – to approach news agencies first and involve them in the progress of the planning and creating the web marketplace to suit their needs the most possible.
So far we had three opportunities to introduce the Reporter to major news agencies. The News Agency World Congress (NAWC)[1] in Baku to 48 agency directors came to see our presentation. MINDS – Zürich[2] 25 chief operatives, EANA –Cyprus[3] (European News Agencies Annual Assembly where we presented in front of 20 top managers. Our presentation was followed by great interest, leading agencies are willing to work with us once the development is complete and the user/content count is optimal.

Apart from that we participated several Startup events (Oct. 2016 TechWeek NYC TOP 40[4], Feb 2017 MediaHoneypot Helsinki TOP50[5] we also made it to 50 at the GEN Summit Startup for News Competition[6], and we awarded admission and presentation to their annual world conference with 750 participants. June 2017 out of 1500 Startups we made TOP 100 at the KStartup Grand Challenge. We also made TOP 25 at the in2korea startup competition, where we won an office for 9 months & supporting package in Pangyo Startup Campus (Korea). [7]

[1] https://www.facebook.com/events/1712938022298970
[2] http://www.minds-international.com/Site/Conferences.en.html
[3] http://www.newsalliance.org/conferences
[4] https://techweeknewyork2016.sched.com/tiborszoke
[5] http://blog.reportercommunity.com/2017/02/09/
[6] https://www.gensummit2017.org/participants/
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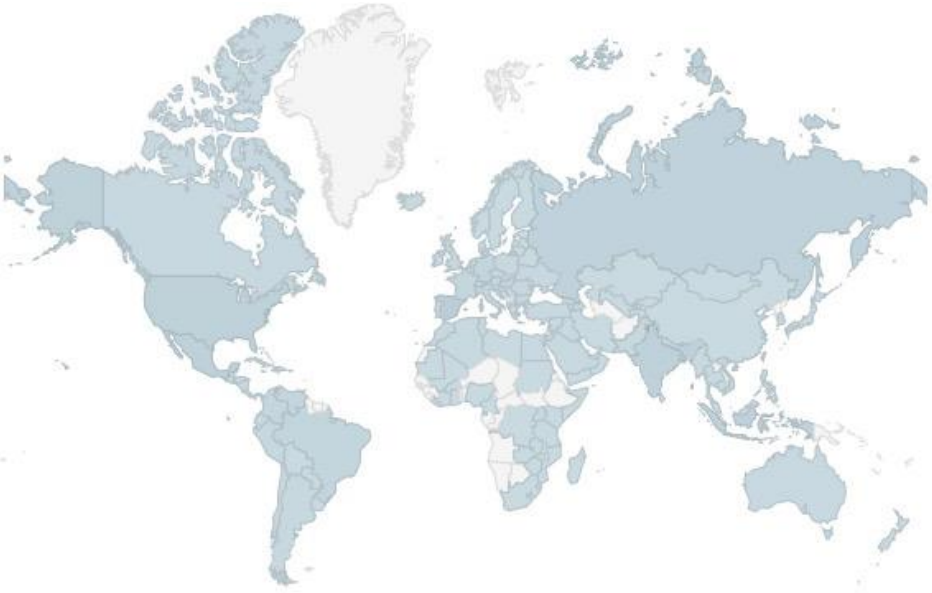


Fig. 2. The reporter application has been installed to over 22k devices in 136 countries.

At the current stage of the development software wise we worked with outside partner: Dragon Tape Kft who has made a name developing video apps in the past 10 years, led by Tamás and Péter Szakál chief software developers.

Mátyás Vince joined our team as a senior advisor, whose contact network and name opened the door into the otherwise very restricted world of news agencies. With his support core members of our team are now directly in touch with leaders of the largest news agencies worldwide. His role in the project is highly valued and he agreed to work with us in the future.

Leader of the national media Miklós Vaszily is also supporting the project hence our partnership at FINA Budapest 2017.

The operative director of the Korean YONHAP news agency would like to integrate relevant content from Reporter into the agency's specific news room platform for 2018 Winter Olympics.

48 news agency leaders signed their will of contribution once we build a worldwide user community. Here are a few names:

Peter Kropsch – head of DPA , Jane Barrett – Reuters Global Head of Multimedia, Jonas Eriksson – EANA Director, Tony Gillies – AAP chief editor, Malcolm Kirk – Canadian Press director, Clive Marshall – PA director, Ralf Poppe – AP head of sales

Who invested into our company?

In May 2016 the Prosperitás, Proseed Közös Magvető Venture Capital Fund: 150kEUR

The current status and accessibility of the of the product and services attached

In what stage is system/infrastructure?

The application is available for Android and iOS Available for download at the Appstore or on GooglePlay. Main credentials of the App:

- capturing photos and videos, including digital watermark
- manual titling and tagging in 3 languages (HUN, GER, ENG)
- price setting function
- uploading and editing function
- IPTC international tagging system 8000 default tags/language
- PayPal integration
- Push notification
- GTC

Reporter Community has a detailed development plan for different market launches and product development. Proposed development phases:

Blockchain

- Verification of uploads' attributes
- Authenticity of authors and of telephone sensor data (geocoordinates, altitude, atmospheric pressure, screening and quarantining of potentially fake data)
- Improved payout process (introduction of crypto payment options)
- Introduction of anonymous upload
- Decentralized and improved secure data storage

Micro social media API

- Live stream connected to and embedded into the Reporter App
- Implementation of the Reporter App into Twitter Periscope, Facebook and Instagram Live and opening new sources of content from uploader's side
- Development of a micro-API plug-in for online streaming technologies

Possible use of AI

- Automated proposed tagging system
- Implementing AI technology in recommendations and categorization
- Decentralized and improved secure data storage

What requires further or future development?

In regards to future development a detailed cost analysis has been prepared for the next 3 years including major stages detailed per annum. These are:

MARKET LAUNCHES

- Conducting country-specific intro campaigns
- Running ad campaigns in traditional media in some countries
- Separation of the B2B side (members of media to news agency) specific profile and access will be made
- New languages (1 step: 9 languages, 2 step: 10 additional languages.)

PRODUCT DEVELOPMENT

Micro social media API

- Live stream connected to and embedded into the Reporter App
- Implementation of the Reporter App into Twitter Periscope, Facebook and Instagram Live and opening new sources of content from uploader's side
- Development of a micro-API plug-in for online streaming technologies

Possible use of AI

- Automated proposed tagging system
- Implementing AI technology in recommendations and categorization
- Decentralized and improved secure data storage

Blockchain

- Verification of uploads' attributes (further development of the verification procedure based on Blockchain)
- Authenticity of authors and of telephone sensor data (geocoordinates, altitude, atmospheric pressure, screening and quarantining of potentially fake data)
- Improved payout process (introduction of crypto payment options)
- Introduction of anonymous upload
- Decentralized and improved secure data storage
- Pay out options will be improved (other options than PayPal will be introduced)

HR & CUSTOMER SERVICE

Strengthening of the management team

Establishment of organization in key target markets (offices, customer service development, selection and recruitment of employees)

LEGAL AND OTHER MISCELLANEOUS

Localization and country-specific legal environment counseling

What makes it valuable for buyers?

Social media platform operators has already orientated towards the news and media sector. Facebook launched this year its Facebook Journalism Project, Google has been running its own Digital News Initiative program for 2 years now, Twitter is described as a news portal since 2016. Beyond that Facebook and Google acquired a significant part of the global marketing industry and counting, they are clearly committed in broadening their portfolio in the global news market. Social media news is built upon UGC and that makes Reporter ideal for a buy up.

For traditional media, it is also vital to renew themselves, in which the UGC market can be the best possible option.

Value proposition of the Reporter

Value proposition for media and news agencies

The biggest advantage for newsrooms using the Reporter App apart from authenticity is the legal part being cleared. Unlike social media platforms, usage rights belong to the publishers from the moment of purchase.

- Content items uploaded to the marketplace are tagged in accordance with IPTC patent used worldwide in the news industry, so editors can search in a familiar environment. This method makes it a lot more effective to get the right content to the right possible buyer.
- Buyers using the Reporter App get exclusive authentic footage from the scene right after the actual events and can buy and publish it on a very short notice. This advantage is very highly valued in the industry, as every industry player wants to be the fastest.
- Blockchain is protected by business-grade cryptography and could be a revolution in the way everyone - news agencies, media and individuals - work together. It provides a simple, secure way to establish trust for virtually any kind of transaction, helping simplify the movement of trusty content and news worldwide.
- The UGC content can be accessed in a pay-per-use system for the media and the news agencies, so they can use the site without any monthly fee. There is no seasonal flat fee, you pay for what you buy. So it is free of financial risks to use the system for insight on any specific event.

Value proposition for end users

- For the (mostly amateur) end-users, free use of the site combined with reaching a potentially global audience for monetization purposes is an attractive value. Using our platform, any single user can enter the global news scene without the need to know any intermediaries or media players.
- For professional users (freelancer photo-journalists) reaching the global media players is a valuable opportunity.

Business model

What is the business model? Who do we sell what?

The business model of the company is based upon the commission/fee applied to each e-marketplace transaction. The company ensures the flawless operation of the marketplace and the authenticity and quality of the contents in return a usage fee is applied. Upon that income can be increased via placing relevant ads to our highly targetable users(flagship phones, photography related books, courses, gadgets etc.)

The fruitful operation is dependable on the number of transactions made, which can be granted by high user count. (the more users the more relevant/newsworthy contents) We aim to have 745,000 users by the end of the first year, making cca. 2,500 successful transactions monthly. Increasing the number of users is now our main priority using different marketing tools. On the demand side of the civil users the free usage and the possible income grants an organic growth to our user base alone. On the offer side partnership with main news agencies even within contractual agreements is an importance. As the amount of contents grows Reporter will start functioning as independent news agency and thanks to its tagging and search functionality a media store with its collection of archives.

Using our system gives the possibility for our users to directly contact their possible buyers (news providers) helping to make deals – selling their contents usage rights. Should a news provider find a worthy content, with a single click can buy even exclusive publishing rights for it once paid the price set by the user. The commission fee is to be paid upon the demanded price, so the user gets exactly what it demands for the content.

We are creating system for news providers, where they can find newsworthy content from a very wide range in a cost effective and legally clear way. A single search or regular browsing on the marketplace prevents publishers from missing an action, also gives them content to illustrate news with first hand content straight from the scene once bought.

Why will it be bought?

We have created a system for news providers, where they can find newsworthy content from a very wide range in a cost effective, and legally clear way, where they find content targeted to their audience. The higher the user count the more content comes in the more Reporter will become a first call for editors worldwide.

The biggest advantage for newsrooms using the Reporter apart from authenticity is the legal part being cleared. Unlike social media platforms, usage rights are the publisher's from the moment of purchase. The system we have built only allows content created with the Reporter App to be uploaded. The App saves several attributes from geo-tags to phone direction with or within the content, granting authenticity, and opening new possibilities from refined search options to comparison to other contents recorded at the scene not by the Reporter, to ensure 100% authenticity.

Distinguishing original pictures or videos from counterfeits is very difficult, especially when purchasing them from a third-party website or a private individual. A blockchain can help buyers quickly establish that the content (and its seller) can be trusted. The smartphone data of the picture or video registers each content to a blockchain which is accessible online.

Contents uploaded to the marketplace are tagged in accordance with IPTC patent used worldwide in the news industry, so editors can search in a familiar environment. This method makes it a lot more effective to get the right content to the right possible buyer.

Buyers using the Reporter straight after the happening get exclusive authentic footages right from the scene, and can buy and publish it in a very short notice. This advantage is very highly valued in the industry, as you need to be the fastest. Using the Reporter grants an advantage to news providers compared to their competitors. Even foreign contents can be gathered in an instant without a middleman, ready to publish.

As part of our marketing strategy from early stages of development, we could create partnership with leading news agencies. Within a deal they publish about Reporter boosting our user count as we get mentioned by the big names providing them more potentially useful content.

How do we get users and partners?

Both B2B and B2C growth is in focus in the coming period.
B2B : As mentioned above to ensure the successful introduction to the market, we have built close connections with news agencies and media in order to ensure we create a platform they are willing to use.

The B2B side can be divided into two: news agencies (typically one in each country and a few global members) and media (100s of potential customers per country)

To achieve successful market growth nationally, local offices are to be established to contact local members of media with well-targeted offers and messages knowing the given country's culture and market.

B2C: We are planning to do a global web2 campaign, along with a country or region specific for branding. The operation will be supported with an increasing but sustainable marketing budget to ensure exponential user growth in the following years. We have to be able to communicate with our actual and potential users about our existence, the product we offer, or achievements success stories.

How can this business model create value?

Our business operation is built upon the philosophy of sharing economy, in our case that shares the resources of the user (mobile phone, presence) with media professionals (demand of content). The success of the business model can be projected as we contact partners of demand and offer in a unique and very simple way

The buyer side's biggest issue -in case of the main source of UGC the social media – that they cannot catch up with the amount being published in a non-standard architecture, further more if they find something useful it is hard or even impossible to find and to contact the owner of

the content to get publishing rights, not to mention the habit of people overvaluing their product once there is a demand for it. Reporter gives a simple answer to all these issues with our tagging and searching method, the pre-set fixed price and validating process. We have to emphasize authenticity as fake news is now a very hot topic worldwide. Although classic fake news is created on purpose to mislead the audience or to attract more clicks, fake as in forged is a real problem for news providers when it comes to UGC. The demand of professional media goods is decreasing globally, one of their last resort is their name and reputation as a brand as a grant of authenticity, therefore they cannot allow to flaw their reputation with fake content.

The importance of blockchain integration reflects in revenue figures: with a blockchain-enhanced mobile app and online platform, Reporter Community can gain three times more revenue than a regular app and platform with currently used verification systems. With current assumptions, we forecast EUR 30.2 million EBITDA by the end of year 3. Trust by news agencies and publicity of successful image sales to media outlets will exponentially fuel content uploads.

A simply accessible, searchable, authentic, and legal source of content is very attractive to news publishers worldwide.

Results and projections based on the Reporter's Business Plan

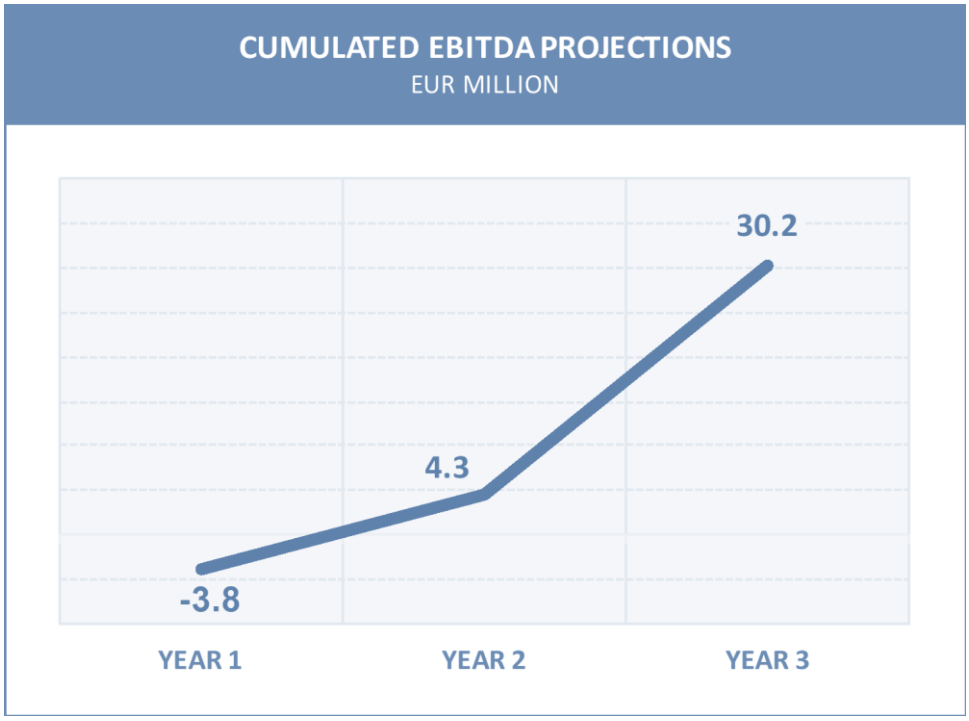


Fig. 3 Cumulated EBITDA

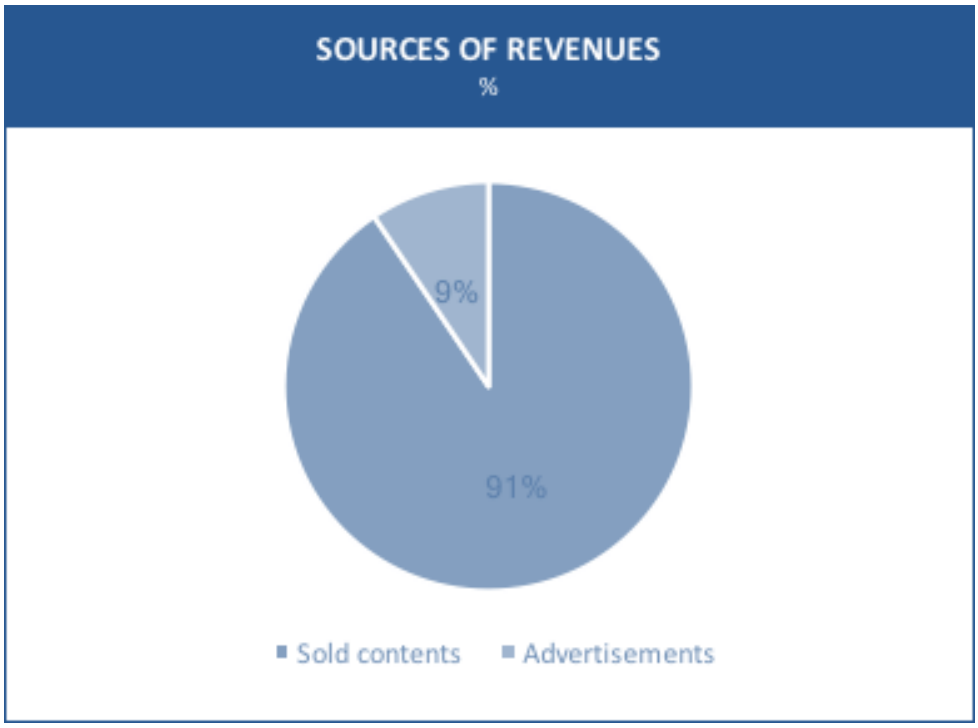


Fig. 4 Sources of the revenue

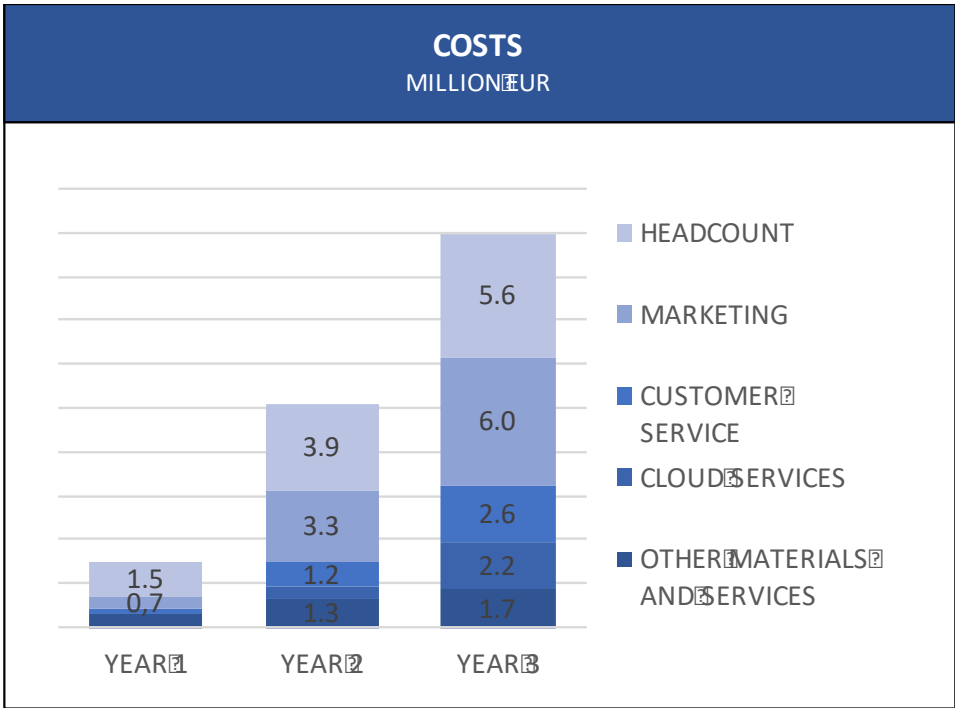


Fig. 5 Costs projections

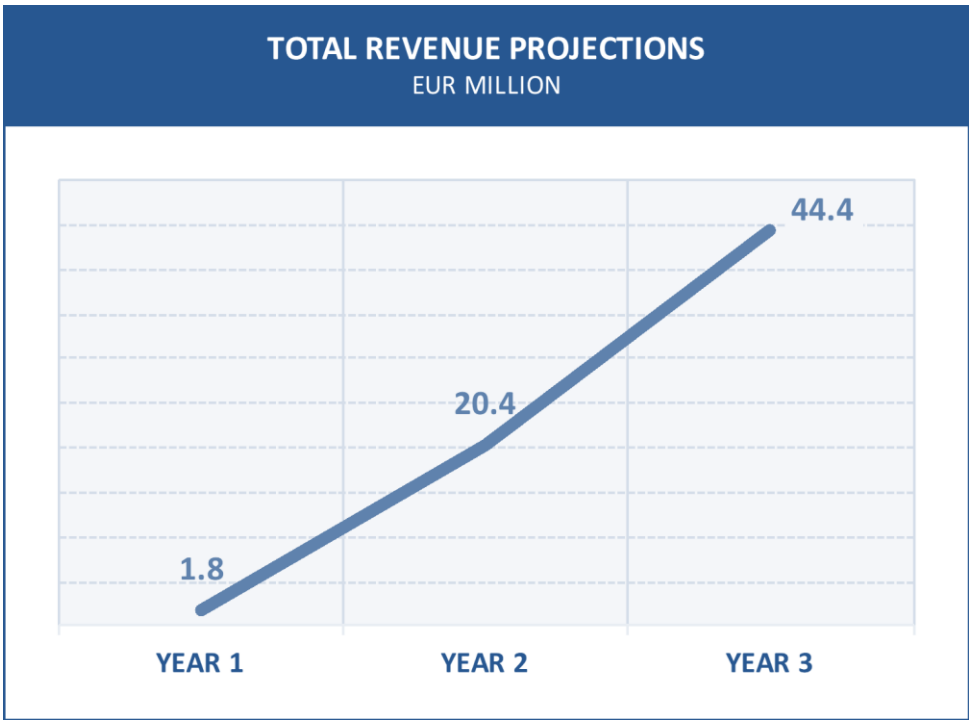


Fig. 6 Revenue projections

	Year 1	Year 2	Year 3
Markets presence	7	15	21
Uploaders ('000 users)	671	3,180	5,448
Sold images ('000 pcs)	419	4,795	10,883
Revenues ('000 €)	1,780	20,374	44,386
Investments ('000 €)	2,650	2,038	600

Fig. 7 Concise financials

Pricing model

What are the sources of income?

The business plan relies on two sources of income globally.

These are the fee/commission on each transaction, and the advertisement income from the App user's side.

The commission based income is dependable on the number of sales/transactions made on the marketplace and the average price of sold contents. The commission rate is the same in every country at 21% corrected with a constant based upon the actual country's economic status. This is important as the pricing of contents will vary in countries of different economic situation.

Using our system gives the possibility for our users to directly contact their possible buyers (news providers) helping to make deals – selling their content's usage rights. Should a news provider find a worthy content, with a single click they can buy even exclusive publishing rights for it once the price set by the user has been paid.

The commission fee is to be paid upon the demanded price, so the user gets exactly what it demands for the content (USD, EUR or crypto payment).

Revenue share

Reporter Community's commission fee is 10-20% and Token Owners' commission fee is 15% of the total paid price. The rest (65-70%) goes to the Uploaders. News agencies and media players pay the total price of an uploaded UGC, and they automatically see the adjusted deal price in the e-market (which is ~142% of the set UGC price by uploaders). The transaction process and the transfer of legal rights are included in smart contracts which are accepted by each party during the selling/buying process.

The amount of ad revenue is ultimately determined by user count and the average value of the ads that will be different in each country as users of economically advanced countries have more spending power therefore are more valuable for advertisers so ads can be sold on a higher rate. In the detailed business plan this source of income was calculated accordingly.

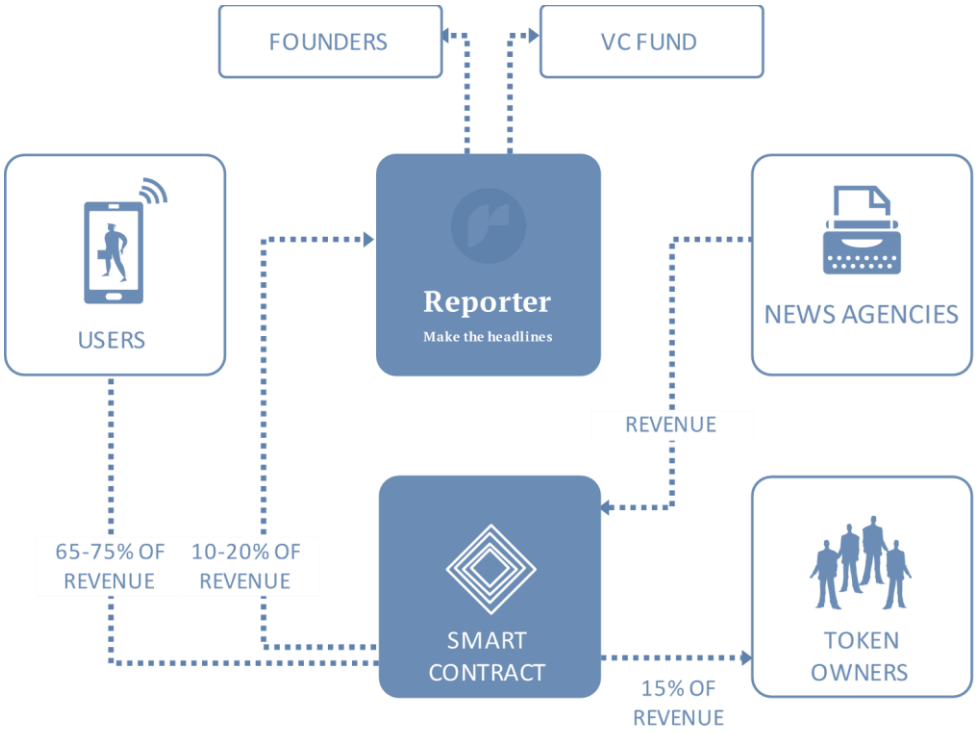


Fig. 7 Proposed pay-off structure

The business plan does not contain any other source of income related to auxiliary services however:

- The Reporter has the potential to document special events, and to store content for later use. These can be: major sports events, political or public events. Contents can be tagged accordingly making future use and processing simple. This can be a documentary or an in depth report about the event. It would be hard to estimate the magnitude of such income, as the members of this are market are not yet within our reach
- The storage management and the increasing amount of content may lead to introducing a premium (paid) storage service for users exceeding their 1GB allocated free storage space. At this stage we have not yet calculated with this source of income, but in the future it may increase the total income by 1-2%.
- Reporter's documentation service can be useful for partners documenting a contractual processes and/or fulfillment within a secure closed system. This idea of this service has been tested among commercial business users with positive feedback. Reporter having a sophisticated tagging and searching method is a perfect platform to answer this demand, although further software development is necessary in order to create the GUI for this sort of use. Income therefore has not been calculated from this service, but assessing the demand after the growth phase this income can match the amount from commissions. As within this closed system costumers are identical, pricing will be set accordingly with a profit margin similar to core functionality.

- Reporter is available for specific arrangements for established content creators.
- Reporter's archive on long run will open the way for analytical and research use. The actual business plan, only counts on commission on the sales of the fresh renewing contents, but in time the archive will create this source of income.
- Same applies to Reporter's system management and operation related data archives for business use.

The market, competitors, marketing, customers

Market analysis, introduction of the potential market (current and forecasted growth), Main market drives, trends, Local and foreign synopsis

The number of smart phone users is about to reach 2bn. By the end of 2018 it is prognosed to exceed 2,5bn that is 9,3% growth per annum. The company introduced its product to this dynamically growing market, that ensures persistent growth of potential users.

The revenue of the global news market was just shy of 150bn USD. Content providers took 15% of this according to Reuters research.

The news market, including the ad market and the content market is transforming worldwide but in a different way. North-American media due the promotion of the social media lost 75% of their revenues in the past 3 years (in Canada it is a staggering 85%), that brought this sector in crisis. Redundancies, reorganizations and restructuring are being carried out to achieve sufficient cost reduction. Europe and the developing countries yet have not had to face such crisis however first signs of the trend can be seen, and members of the sector are now working on a "survival" strategy. The cornerstone of this strategy - according to the unanimous words of industry leaders we heard at MINDS and EANA conferences – is to shake up and energize the market with the lead of current operators. Making their product more dynamic is the only way to compete the extremely fast paced reacting social media. Google and Facebook once acquired most of the ad market, now clearly turned its attention towards the news market, using their economical and sheer power to force media operators to post their fresh contents onto their site prior to their own.

For media and news agencies in order to protect their market, energizing and revitalizing their tempo is key. However, that requires a vast amount of reliable fresh content that due to their scarce resources cannot be gathered in-house. This is the gap where Reporter is aiming to, to be a global news and content provider of UGC.
An important index different in each region or country is the willingness to pay for a news service. The global average is 13% (Norway 26% Sweden 20%, Denmark 15%) USA is currently at 16% after a 7% growth since Trump has been elected. Similar dynamics to US, Canada is currently at 8% while Germany is at 8 UK is at 6%. Countries with low selling power rely more on cheaper yet authentic and fresh content due to their lower overall budget.

Who are we focusing on? Target group, target market (area and sectoral area)

On the B2C site, the company focuses on every smartphone user who can reach or can call.

The B2B site has focused mainly on news agencies so far, since there is typically one news agency in each country (two or three in some cases). Later, Reporter is planning to reach more media according to big media organizations, but since there are hundreds of potential buyers of media outlets per country, this is a very resource-intensive and time-consuming task.

Sales channels, Sales and Business Development Strategy

On the B2C side, the application can now be downloaded from two marketplaces (AppStore, Google Play) and later it will be available on additional platforms (Amazon, Samsung Store, etc.)

B2B is sold on Reporter's own marketplace (reportermarket.com). Since shopping from the marketplace - in addition to being extremely simple - requires users to sign in to our system. The development of sales therefore addresses two areas for the B2B target group:

1. The entry of more partners (as previously described, this is best achieved through personal meetings and the easiest way for media organizations to meet, as it is possible to quickly reach many decision makers once)

2. After joining the players - by profiling the journalists – we have to educate them to everyday use of the system, with active - bilateral communication and awareness-raising messages, if relevant, content that interests potential buyers appears.

Both sides (B2B and B2C) can be dynamized with country-specific strategies, typically involving local-speaking country managers. Country Managers will be locally-based, market-minded, typically freelancers and journalists who, in addition to coordinating B2C-enabled content marketing campaigns locally, enter their local media through their relationships granting sustainable growth on both sides.

Marketing, promotion techniques

Local content management campaigns - managed by country managers - are already being carried out in pilot mode. Reporter has 10 Instagram account where localized contents promote the Reporter app on a daily basis. (Australia, USA 2 accounts, Canada, France, Russia, India, Germany, England, Northern Europe and a global account), Facebook and Twitter are also channeled through daily content marketing by country-specific hashtag trending monitoring.

B2B - Target:

- national news agencies

- national media

General strategy: predominantly direct communication, most of which can be solved by attending conferences or by appearing at the alliances annual events.

Additionally, network sales methods (recommendation methods)

B2B and B2C common method: sign up for events where we can reach representatives of both groups - by subscribing to platforms and actively participating. Reporter is present and active on many startup support platforms, such as F6S, Innotrade, Angel.co, AlternativeTo, Input, and Crunchbase.

B2B - Media - Access Strategy

Country-based strategy, possible variants:

- Using national news agencies of the country to reach national media, with the common interest of the news agency (India, Korea, Canada and Japan's news agencies have put forward a proposal for this.)

- Using the national news agency of the country to reach the national media with the news agency without the common interest (Slovakia and Portugal have made a proposal)

- By using one of the leading media in the country to reach the national media, with the common interest of the medium (to date, this proposal has come from Germany and Spain)

- Building a self-organization, building up a relationship system through a partner who knows the market (India and the USA)

B2C - Target:

- People with mobile phones globally

General strategy: predominantly web2 communication, and implementation of a country-specific action plan - communication based on surveys

B2C general action plan

- Develop and operate the content strategy

- Ad Strategy Development and Optimization

- Other campaigns

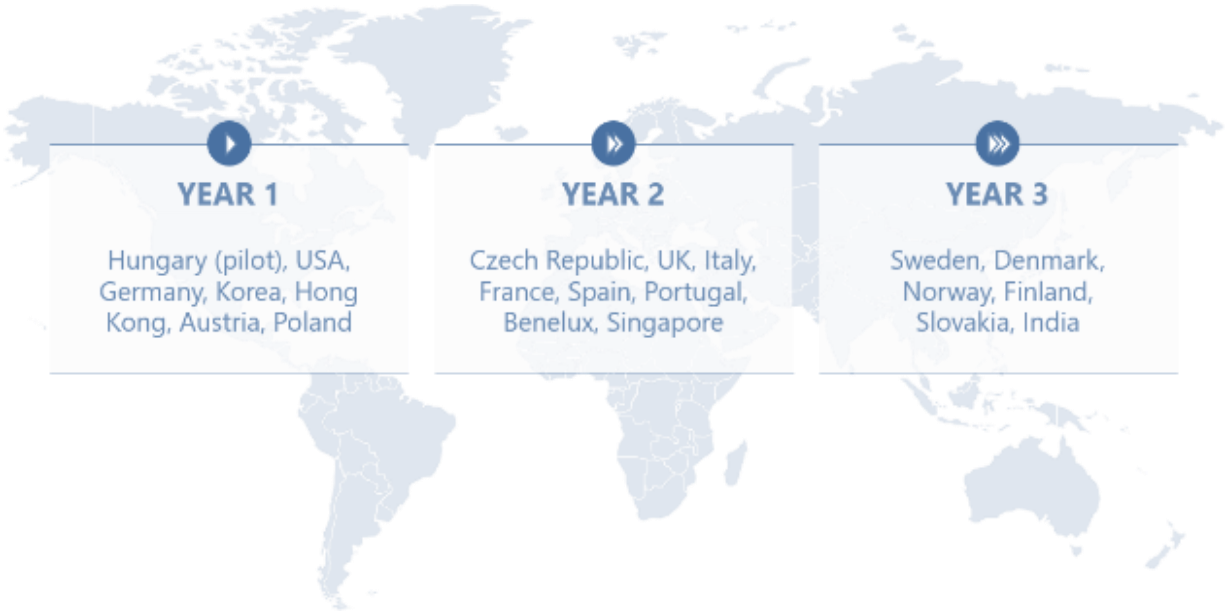
- Extra appearances

- Review, ASO

- SEO

- Generating media exposure in online and offline media

Market launch strategy



Reporter Community has a 3-year-long market entry plan (both for B2B and B2C) with ~20 country-specific strategies typically involving native-speaking country managers.

Competitors: Who are the main competitors and potential competitors?

The Reporter basically has three competitor groups:

1. “UGC gateways” of large media (a home page where photos, videos can be uploaded or just a dedicated email address) CNN, BBC, Al Jazira, etc.

They typically have their own app, most of which have no independent newscast function.

2. The main players of the social media. (Facebook, Twitter, Instagram, Google)

3. Startup competitors (focusing on news content listed below)

Fig. 8 Competitors / competitive advantages

1. **Newzulu**
   (You break the news – No story out of reach)
   „Groundbreaking news platform with a community of over 150,000 professional and citizen journalists. Everyone can share their story from the news frontline with photos, videos and live streams." „Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a mobile device and a story, to share news, get published and get paid." "We provide coverage, user-generated content, and technology to broadcasters, news agencies publishers, and brands around the world."
   URL: www.newzulu.com
   iPhone: version 3.4.1, size 85.1 MB, 3 language: english, french, chinese
   Producer: Citizenside
   Newzulu is headquartered in New York, with offices in London, Paris, Los Angeles, Toronto. (www.newzululimited.com), listed on the Australian Stock Exchange.
   Declared partners: AFP, AP, Getty Images, Gleaner Co.
   Receives up to 200 MB of files, requires detailed data, keywords, and captions, and also articles. They have a Facebook page with a non-working Brazilian version with Arabic, Chinese, and Israeli beginnings. The business model is commission based, mainly for photo series and video for 20-70 USD / item.
2. **Fresco News**
   (Get paid, when news outlets use your photos & videos. Visual news from Fresco users around the world. Become a citizen photojournalist. Be a part of the news. The world needs your camera.)
   „Fresco tells news stories through the eyes of real people around the world." „True crowdsourced news." „Browse news reported by real people from the scene, or report news to Fresco to sell your captured footage." „Using smartphone sensors and geolocation data, the app verifies the time and place where a video or photo was captured."

URL: www.fresconews.com
iPhone: version 2.3.1, size 15.7 MB, 1 language.
Declared partner: Fox News Television USA (Not the main FOX, but several members of the regional Fox network).
Center: New York.
Videos sold for $ 50, $ 20 for photos. They pay for the uploaders who need to give their address, which will alert them to the potential buyer (Fox local TV channel) about the stories they have in the environment and capture them. The system thus operates partly on an orderly basis:
„The app includes an enterprise Web app called Fresco Dispatch, that allows the TV news stations to specify a location and subject they want covered."
It also requires text for the recordings, but seemingly the customer TV stations also produce text for the images / videos. They have 187,000 fans on Facebook.

3. **Onpublico**

(News by the people! Let's take back the news! Help change the world of news with this new social news app. Capture and share stories and get the latest breaking news powered by people like you.)
„Onpublico is a platform where citizens share newsworthy events to keep each other informed." „You can report on anything that interests you. The community ultimately decides the newsworthiness of a story via votes and social media shares."Photos and videos are used to tell a story, not words."
URL: www.onpublico.com
iPhone: version 1.3.5, size 19.9 MB, 2 languages: spanish, english.
Producer: Onpublico. Inc.
Offices: San Francisco and Valencia (Spain).
Requests photos and videos. They have Twitter and Facebook pages: Separate Spanish, Mexican (with the most popular 237,000 followers), Chilean, and US. They do not pay for uploaded content, so the business model is unclear. (The US company has 4 employees and annual revenue of about $ 230,000). No tweets are available on Twitter and they have 13 followers on Instagram.

4. **Stringr Video**

(Shoot footage, get paid! Shoot, upload and sell newsworthy footage. You'll be notified when the media wants video near you. Stringr is a video marketplace where media customers come to request, preview and purchase the video they need. Stringr crowdsources videos from amateur and professional videographers.)
„The point isn't to get everybody to contribute (such as Fresco), but rather to make sure there are enough good videographers to provide high-quality responses to newsroom requests."
URL: https://beta.stringr.com/
iPhone: version 2.0.2., size 12 MB, 1 language: english.
Produced by: Stringr Inc.

Partner: Getty Images (01.2016.)
Founded in 2013, a New York-based company (startup), according to their own claims, they has 13,500 video reporters across the United States. Stringr demands a video, not a photo. They have a Facebook page that is not being updated (1648 followers), and a live stream video page also. They are sending notification if something is happening around the video correspondent. Upon registration, you will be asked for a US ZIP code and a mobile phone number. On a separate website, they have a support about the video upload:
http://www.stringr.com/support.html
It pays $ 40 for each media download.

5. **Eyeem**
   It does not deal with news but stock photos, so it's just tangentially detailed.
   Photos start at 20USD / photos per download.

What is the company's strength? What are the competitive advantages? Who are the main competitors?

The Reporter has a significant competitive advantage over the three competing groups in several areas:

1. Big news sites Vs. Reporter

Reporter validates media content with authenticated phone sensor data verification, as opposed to media content that can be uploaded without any verification. This solution significantly reduces the possibility of the content manipulation.

The uploader has to register but once to the Reporter, after that they can easy upload their contents and keep track of their account. (against the uploader websites of the news sites, where in many cases, all data must be provided for each photo independently.)

The Reporter is defined by the rules in advance, the uploader knows how much money it can get if a media gets sold - as opposed to the big news sites, where is typically no payment is involved.

The Reporter platform delivers the content not just one media, but to all our partners.

Reporter uses the IPTC Newscodes international tagging system in multiple language mutations. It is important for the professional media, as opposed to the hashtag based system (similar to a free keyword search system).

2. Main players of the Social Media Vs. Reporter

Reporter validates media content with authenticated phone sensor data verification, as opposed to media content that can be uploaded without any verification. With this solution, Reporter

greatly reduces the possibility of manipulating the media content and also that someone uploads another user's content.

Reporter's search engine and the platform has been designed to help media find the content they are looking for. Conversely, social media platforms are not suitable for professional content search, so many contents remain out of reach.

Reporter clarifies the legal status and the price of the media contents, as opposed to social media content, which can only be bought if they reach the uploaders one by one.

Reporter uses the IPTC Newscodes international tags system in multiple language mutations. It is important for the professional media, as opposed to the hashtag based system (similar to a free keyword search system).

3. Typically startup competitors - focusing on news content VS. Reporter

Reporter validates the media content with authenticated phone sensor data verification, as opposed to those media content that can be uploaded without any verification. With this solution, Reporter greatly reduces the possibility of manipulating the media content and also that someone uploads another user's content.

Reporter's search engine based platform has been designed to help media find the content they are looking for. By contrast, the bulk of the competitors' marketplace targets something else. (Especially after the news is news, it gives users a task.)

Reporter uses the IPTC Newscodes international tagging system in several language mutations, which is important for professional media, as opposed to the solutions of the competitors.

The Reporter app is made for ease of use, and it is now the most user-friendly compared to competitors.

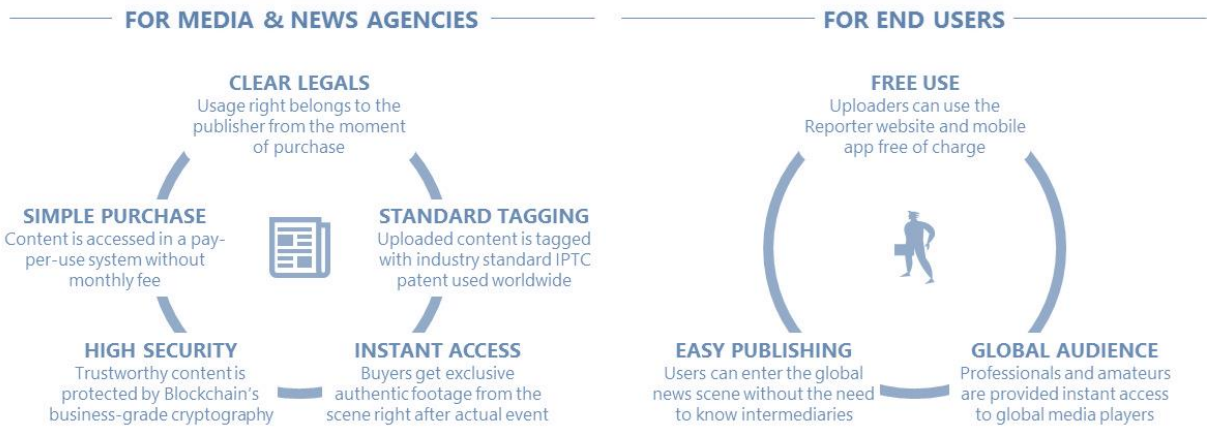


Fig. 9 Value proposition

Client's interest

Why is the customer interested in purchasing the service?

The UGC contents - produced and sold by users of the app are available at reportermarket.com - can be accessed in pay per use system for the media and the news agencies, they can use the site without any monthly fee. There is no seasonal flat fee, you pay for what you buy. So it is free of financial risks to use the system for insight. After building up the community, partners gain access to a greater number of copyrighted content than before. In addition, despite the fact that the technology is constantly evolving with higher quality (more detailed) content in general, the average price is much lower than the content produced by professional photographers/freelancers.

The marketplace is also an important source of content for the local media. Records taken from every day "small town" events (car accident, local football games, etc.) can be reached cheaper for a local newspaper than sending a photographer to the event. (In addition to the photographer's documenting the consequences most of the time, while UGC contents are about the event itself)

Furthermore, once the community is established, an important element of the system's future development is that it will be able to look at the density of content with the same (or similar) tag or keyword. If more content comes from a location at the same time, the system sends a message to the relevant (based on the profile setting) journalist. So the Reporter will soon notify the press officer of a news item as it becomes news.

Are there potential partners for the implementation?

Reporter's development team is ready to implement the elaborated detailed development plan. In the market transition implementation, we indicated in the previous chapter the actors who are willing to cooperate.

Human resources - Team

Founders & key members

NORBERT HAJDU
FOUNDER, CPO

20 years of experience in business development, management and marketing

ZOLTAN SZOKE
FOUNDER, COO

15 years of experience in business development and project management

TIBOR SZOKE
CEO

20 years of experience in product, technology and business development

TAMAS SZAKAL
CTO

25 years of experience in database design, programming, network infrastructure

Proposed Advisory Board

MATYAS VINCE(HU)
S. ADVISOR – NEWS

40 years of experience in news industry, former president of MTI and EANA

ANDRAS KRISTOF (SG)
S. ADVISOR – BLOCKCHAIN

15 years of experience at Yahoo, Viki.com and Yojee as block-
chain expert and ICO tech advisor

CSABA R. HORVATH (SG)
S. ADVISOR – TOKEN SALES

15 years of investment experience blockchain track record,
partner of Fusion Capital

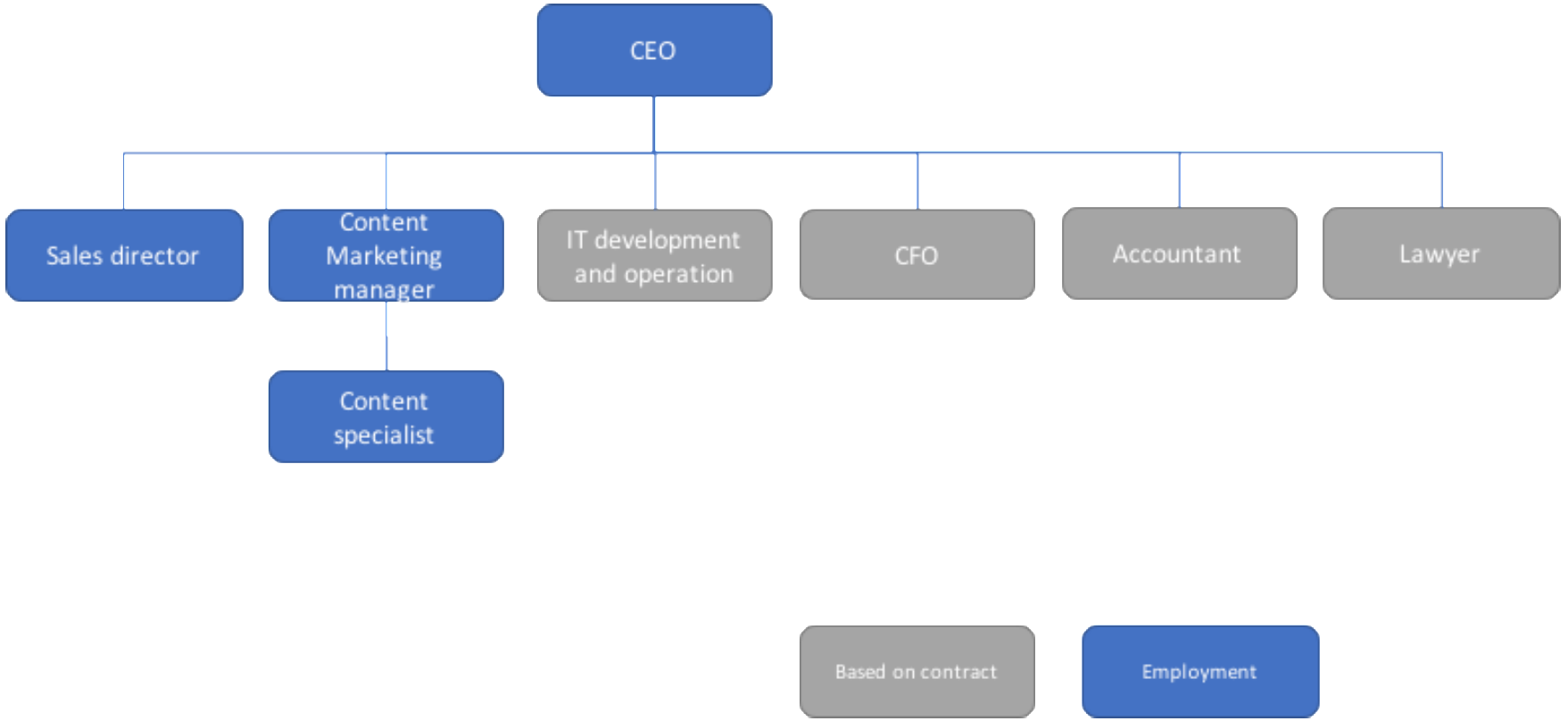
According to the Reporter's plan, IT development is being carried out with the Dragon Tape Kft. by internal control (the company is highly valued within the IT sector)

What competencies and strengths will the team need to strengthen over a 5 year period?

To accomplish the tasks detailed in the development plan, Dragon Tape is capable of delivering new competencies to the AI tasks over a 5-year perspective, with the company's understanding of the staff's development requirements, with additional 3-5 people involved.

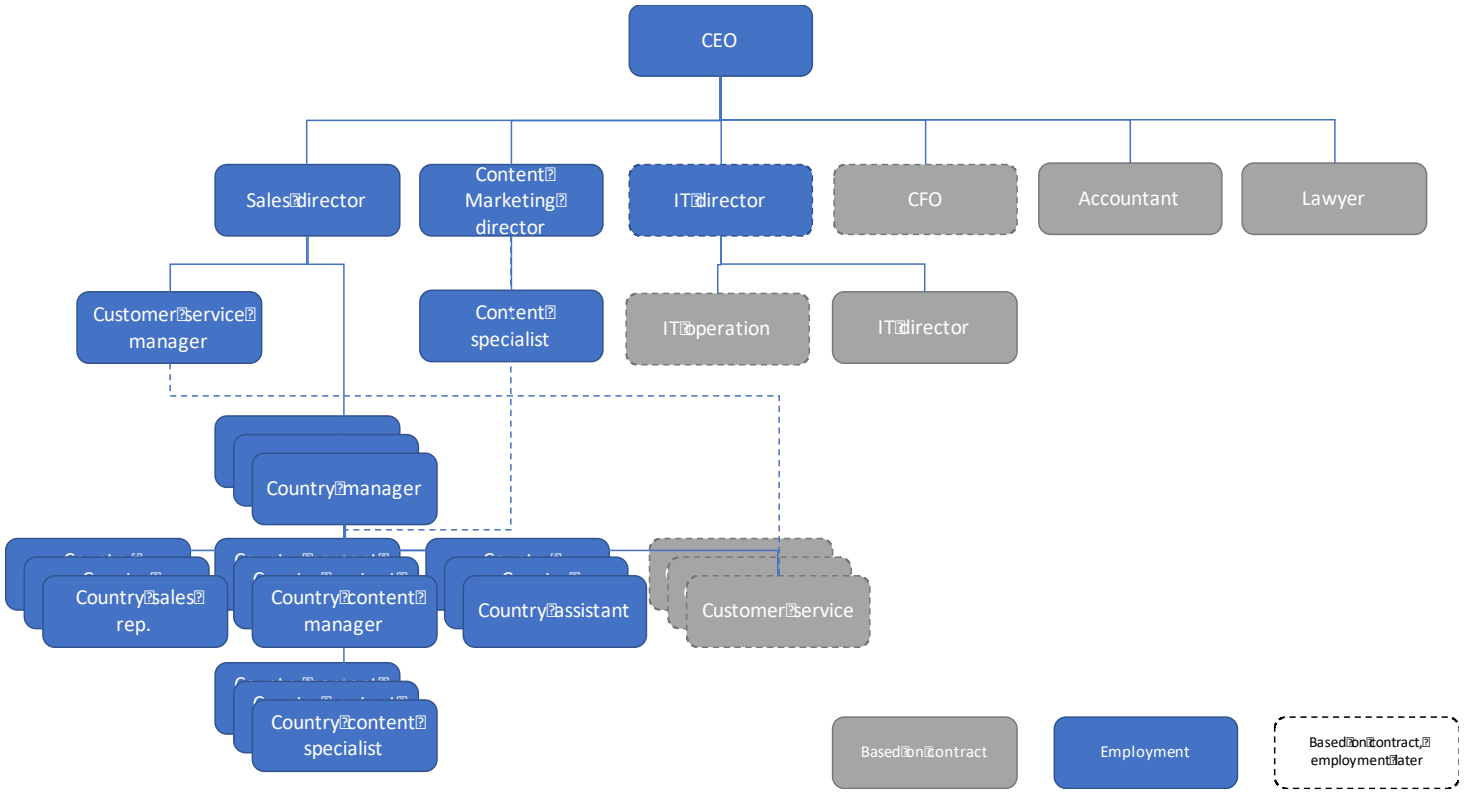
Org Charts (present and future)

Fig. 10 Present



The operative management of the Company is carried out by the CEO. Also the CEO has the rights of the employer's. In the period of project development, the manager enters the professional responsible into the decision-making process.

Fig. 11 Future



In addition to the executive and professional responsibilities, the Company works on the project with a growing team of moderators in a subordinate relationship. In the first year, the moderator team and coordinators have a planned staff of 6, which reaches 60 people by the end of the fourth business year. The necessary workforce will be available because it only requires high school education and is partially organized abroad.

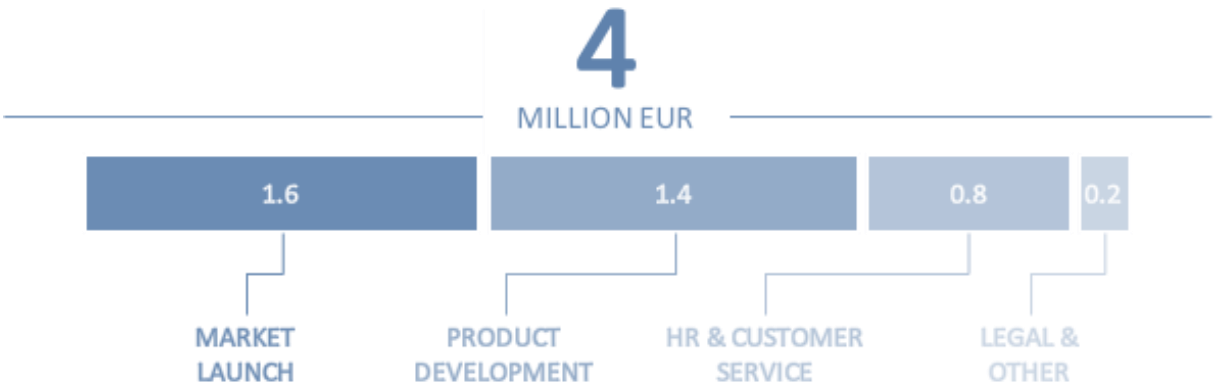
Servicing the server and the application, renting the space through subcontractors.

SWOT analysis

Strengths	**Weaknesses**
• A new service that meets relevant user needs • Streamlined revenue streams from the appearance of users • Further development and selling of authentication protocol	• An advanced market benchmark is already in place, but plans are often based on assumptions because, due to lack of resources, the B2C site is initially based • The rapid growth of HR, IT infrastructure and logistics difficulties (eg over 60+ staff management, office rental and office asset acquisition)
Opportunities	**Threats**
• Expanding market • Competitors who are able to think globally have not appeared yet • Continuous monitoring and testing of development is possible with the involvement of market players	• Multiply the user base that poses a risk • User passivity • Success depends heavily on the involvement of news agencies and media players

Funding need, source usage plan

The requested funding amount is a minimum EUR 4M, maximum EUR 8M. 75% will go for market launch and product development, 25% will cover HR, legal & other.



The company will use the funding to reach the following goals:

– **IT development 2,4 MEUR**

• Further specification of the verification solution

• B2B customers (media and news agency) will be separated, a separate profile protocol is being developed

• Payment solutions are being developed

• Implementing AI technology in the recommendation or in the membership solutions and categorization

• Development of a microAPI plug in for online streaming technologies

• Creating a language mutation for 20 countries

Market Launch costs at a total of: 2,6875M EUR, during the whole development period

-

• Developing a worldwide country or region specific marketing strategy

• Purchasing the necessary marketing materials

• Market-bringing campaigns conducted on a web2 forums global and country specific

• Running Ad Campaigns in Traditional Media in some countries

At a total of 1.373.750 EUR

– HR and customer service

• Establishment of organization in key target markets (Offices, customer service development, selection and recruitment of employees)

• Product and Service Development and HR Investments

At a total of 322.500 EUR

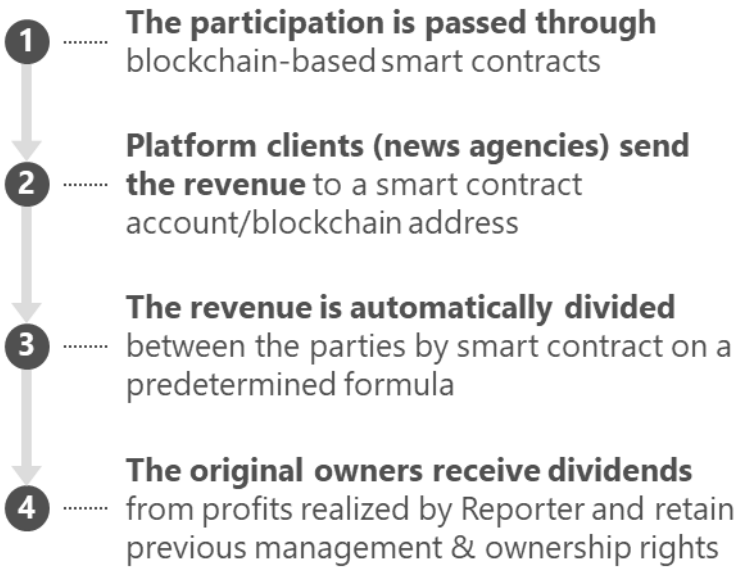
– Legal and other

- Counseling related to market introductions
- Localization and legal environment
    - **At a total of 591.250 EUR**
- Governance consulting **200.000 EUR**

These account for a total of 5.287.500 EUR, the share of the funding possibly missing in the event of a lower token sales target is financed by the Company's own revenues.

The budget for the development was determined using an estimation based on a preliminary - together with the developers.

Proposed funding structure



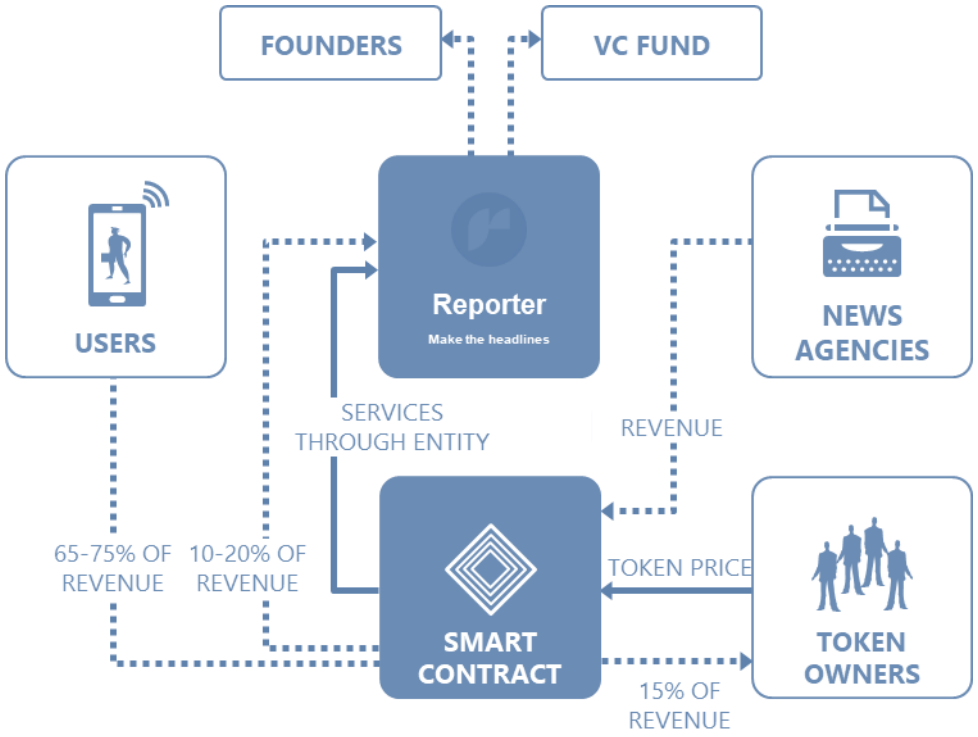
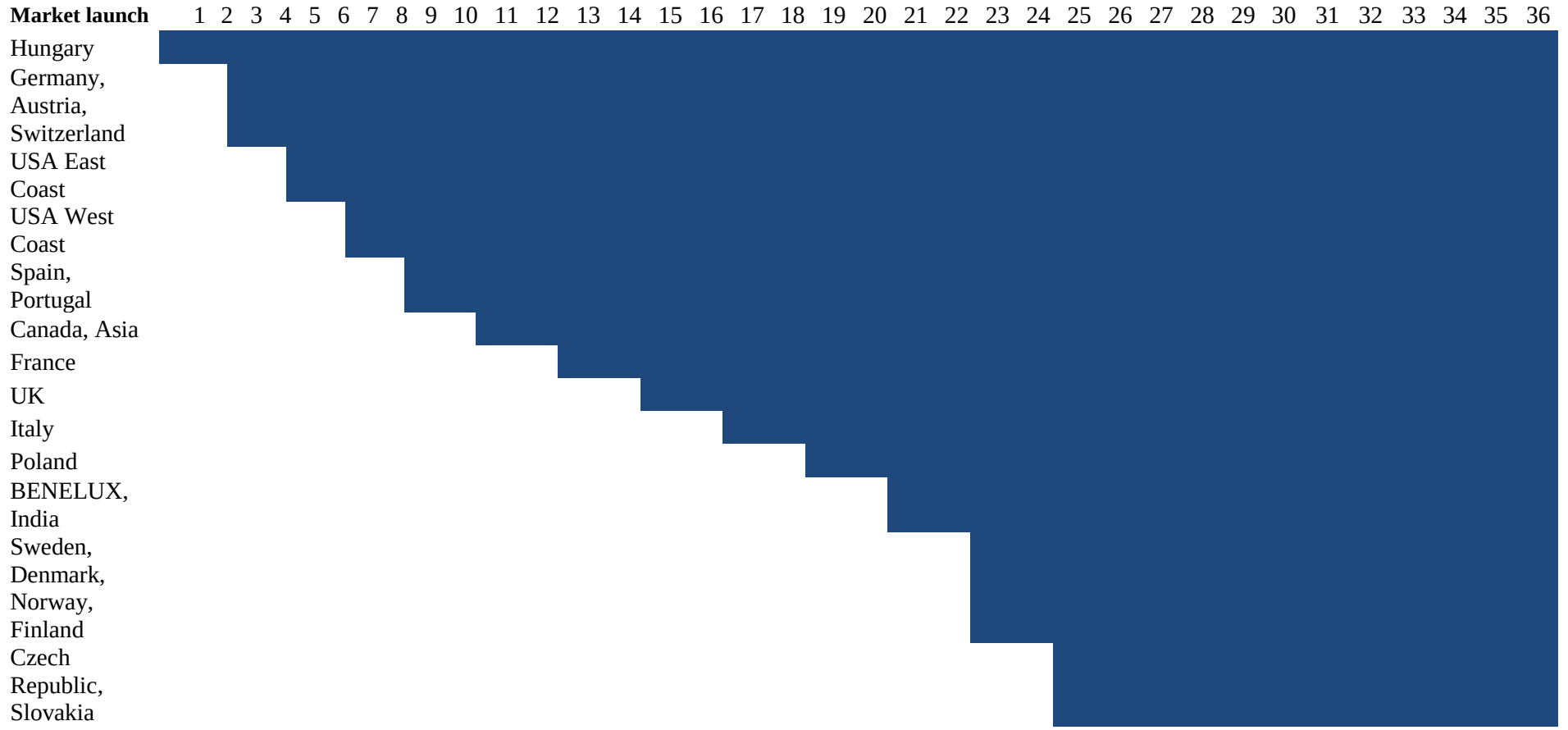


Fig. 12 Proposed participation and payoff structure

Project development plan (schedule)

Market launch plan (13 steps 20 countries within 36 months)



Token sales event

Reporter Community will mint 60 million NEWS tokens, 60% of which will be sold in pre-sales to qualified and accredited investors, core supporters and in a subsequent round of public sale. The price of tokens is fixed at 3500 NEWS = 1 ETH, with discounts for the 2 first tiers.

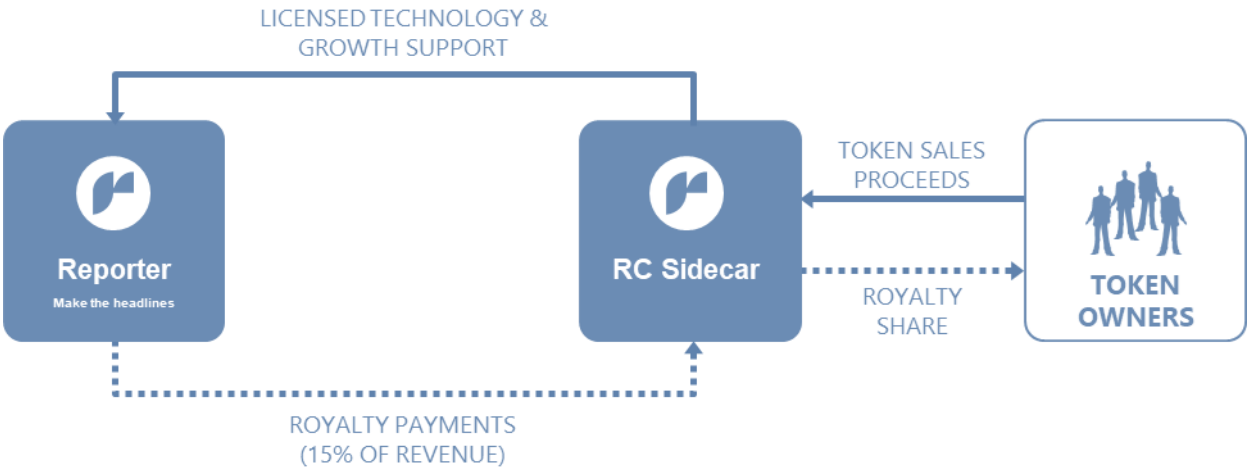
Token sales philosophy

Reporter Community is dedicated to a transparent and compliant token sales event. Detailed financial forecasts are available in the Business Plan to assess the presented token purchase opportunity. Pricing and valuation of tokens will be checked against the expectation of whitelisted professional and qualified token buyers, as well as core token backer in two pre-sale rounds.

Token structure

NEWS tokens will represent a right to royalty payments to a Reporter Community sidecar entity ("Sidecar" for future reference). The Sidecar operating under Swiss or a reputable secure jurisdiction will be funded through the tokens sales event, and will support Reporter Community in two ways:

- Develop and license a number of added value features to the existing Reporter Community app and platform, including the blockchain API of verified content metadata with immutable content source tracking, payment automation, etc.
- Deliver marketing and growth support to Reporter Community in an agency framework.

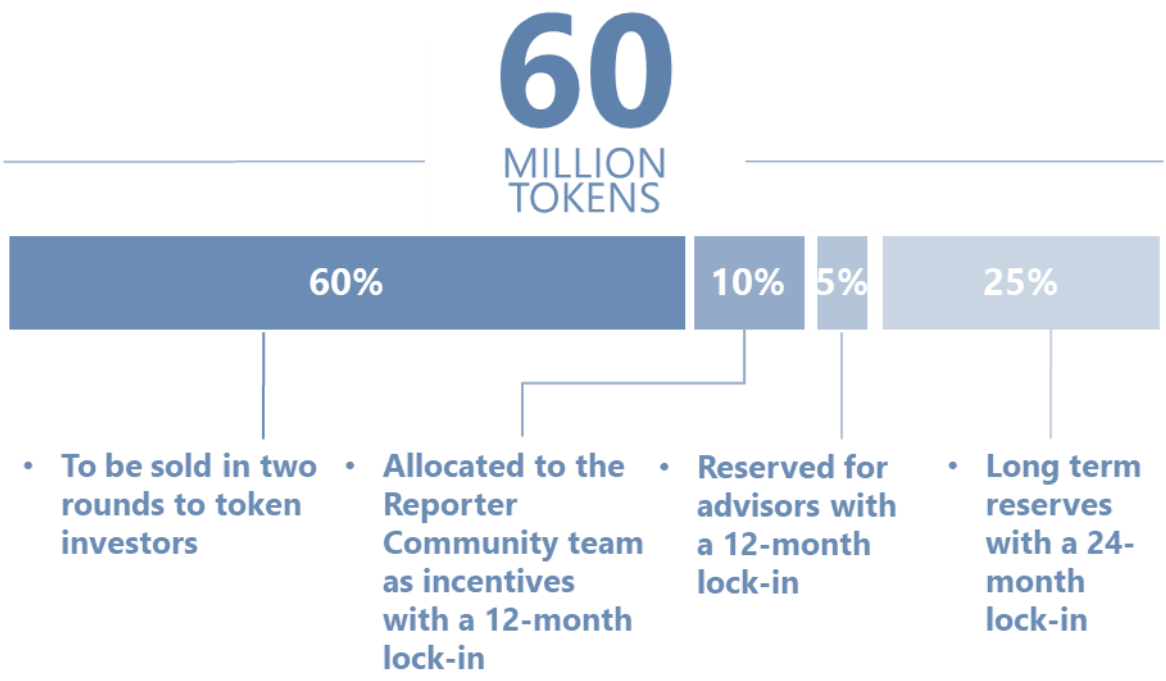


In exchange for the above activities and license, the Sidecar will receive royalty payments equal to 15% of the revenues of the Reporter Community app and platform. Tokens buyers purchase these royalty payment streams payable, NEWS tokens in essence embody a share of future royalty payments. Sidecar will be managed and overseen by an external third party providing transparency and accountability, within the proposed structure.

For reasons of further transparency, Reporter Community is committed to effect the described financial flows through blockchain based smart contracts in the near future.

Token allocation

There will be 60 million tokens minted, with tokens to be sold in three rounds, a two tiered pre-sale and a subsequent public sale round.



The Sidecar's operations will be supported by tokens held in long term reserves, the proportional royalty streams received from Reporter Community's revenues and their eventual sale on secondary markets after the expiry of the self-imposed lock-in period.

Registration

Token sales process will start with a simple registration on our token sales site: www.reportercommunity.tech. We will collect basic contact details and above all your information on your intent to purchase NEWS tokens. This is not a binding commitment, we'd like to validate the interest in backing our pursuit to fight fake media content. Registration opened on 22 October 2017 .

Pre-sale

Both pre-sale tiers will be open to all interested token buyers. Tier 1 purchases receive a 30% discount, with pre-sale closing upon selling 9,000,000 NEWS tokens.

Pre-sale tier 2 will be open after the closing of the tier 1 tranche. Tier 2 purchases receive a 15% discount, with pre-sale closing upon selling an additional 9,000,000 NEWS tokens, amounting to half of the total available sales allocation.

Interested parties should register on www.reportercommunity.tech

Sale tiers	Tokens available	Token per 1 ETH	Closing time
Tier 1 (pre-sale)	9,000,000	4970 NEWS	Closes at full allocation
Tier 2 (pre-sale)	9,000,000	4095 NEWS	Closes at full allocation
Tier 3 (public sale)	18,000,000	3500 NEWS	As published on website

Public sale

The public sale will commence upon selling out tier 1 and tier 2 allocations. Any tokens remaining from the 60% of total token allocation will be sold in this tier. Information on the start of public sale will be posted on the www.reportercommunity.tech website and on all official social channels.

Closing

The closing of the token sales event will be on full allocation of tokens available for sale or on the date published on our website at www.reportercommunity.tech NEWS tokens are distributed to public ETH accounts in a rolling basis, for ETH contribution in real time.

TERMS AND CONDITIONS OF NEWS TOKEN SALE

PLEASE READ THIS SECTION CAREFULLY AS THEY GOVERN THE TOKEN SALES AND SUBSEQUENT ACTIVITES AND OPERATIONS OF THE REPORTER COMMUNITY SIDECAR ENTITY, AS WELL AS THE NEWS TOKENS.

IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).

The NEWS tokens are not intended to constitute securities in any jurisdiction. Any documents – including “Deck”, “Executive Summary”, “Business Plan” or any future documents – published on www.reportercommunity.tech (hereafter referred to as “Documents”) do not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. The Documents do not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by Reporter Community or its partners (hereafter referred to as “Project Partners”) to purchase any NEWS tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

All proceeds from the sale of the NEWS tokens will be deployed into building a blockchain based content verification solution, running a marketing and community engagements support in a Reporter Community sidecar entity (hereafter referred to as “Sidecar”) to advance Reporter Community’s user generated content platform and marketplace, it’s underlying businesses and operations.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the NEWS tokens and no cryptocurrency or other form of payment is to be accepted on the basis of the Documents.

Any agreement between the Project Partners and you as a purchaser, and in relation to any sale and purchase, of NEWS tokens is to be governed by this current document setting out the terms and conditions (hereafter referred to as “T&Cs”) of such agreement.

You may not be eligible and you are not advised to purchase any NEWS tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America, a citizen or resident of the Republic of Singapore, or a citizen or resident of the People’s Republic of China.

No regulatory authority has examined or approved of any of the information set out in the Documents. 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 the Documents does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with Reporter Community, the Sidecar and their respective businesses and operations, the NEWS tokens, the NEWS Token Sale.

Documents, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted. No part of the Documents is to be reproduced, distributed or disseminated without including the T&Cs in its complete form.

1. DISCLAIMER OF LIABILITY

To the maximum extent permitted by the applicable laws, regulations and rules, Project Partners shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on the Documents or any part thereof by you.

2. REPRESENTATIONS AND WARRANTIES

Project Partners represent that it has taken due diligence when preparing the business plan, its forward looking business plans and financial projections set out in the Documents.

3. REPRESENTATIONS AND WARRANTIES BY YOU

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to Project Partners as follows:

(a) you agree and acknowledge that the NEWS tokens do not constitute securities in any form in any jurisdiction;

(b) you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of the Documents;

(c) you agree and acknowledge that no regulatory authority has examined or approved of the information set out in the Documents, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction, and the publication, distribution or dissemination of the Documents to you imply that only applicable laws, regulatory requirements or rules for a private placement have been complied with;

(d) you agree and acknowledge that the Documents, the undertaking and/or the completion of the NEWS Token Sale, or future trading of the NEWS tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Project Partners, the NEWS tokens, and the NEWS Token Sale (each as referred to in the Documents);

(e) the distribution or dissemination of the Documents, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to Project Partners;

(f) you agree and acknowledge that in the case where you wish to purchase any NEWS tokens, the NEWS tokens are not to be construed, interpreted, classified or treated as:

i. any kind of currency other than cryptocurrency;
ii. debentures, stocks or shares issued by any person or entity (especially by Project Partners)
iii. rights, options or derivatives in respect of such debentures, stocks or shares;
iv. rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
v. units in a collective investment scheme;
vi. units in a business trust;
vii. derivatives of units in a business trust; or

viii. any other security or class of securities.

(g) you are fully aware of and understand that you may not be eligible to purchase any NEWS tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America, citizen or resident of the Republic of Singapore or citizen or resident of the Peoples Republic of China;

(h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;

(i) you are fully aware and understand that in the case where you wish to purchase any NEWS tokens, there are risks associated with Project Partners and their respective business and operations, the NEWS tokens, and the NEWS Token Sale (each as referred to in the Documents);

(j) you agree and acknowledge that Project Partners are not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on the Documents or any part thereof by you; and

(k) all of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

4. CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in the Documents, statements made in press releases or in any place accessible by the public and oral statements that may be made by Project Partners or their respective directors, executive officers or employees acting on behalf of Project Partners (as the case may be), that are not statements of historical fact, constitute “forward looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “possible”, “probable”, “project”, “should”, “would”, “will” or other similar terms.

However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding Project Partners’ financial position, business strategies, plans and prospects and the future prospects of the industry which Project Partners are working in are forward looking statements. These forward-looking statements, including but not limited to statements as to Project Partners’ revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in the Documents regarding Project Partners are matters that are not historic facts, but only predictions.

These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of Project Partners to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

(a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which Project Partners conduct their respective businesses and operations;

(b) the risk that Project Partners may be unable or execute or implement their respective business strategies and future plans;

(c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;

(d) changes in the anticipated growth strategies and expected internal growth of Project Partners;
(e) changes in the availability and fees payable to Project Partners in connection with their respective businesses and operations;
(f) changes in the availability and salaries of employees who are required by Project Partners to operate their respective businesses and operations;
(g) changes in preferences of customers of Project Partners;
(h) changes in competitive conditions under which Project Partners operate, and the ability of Project Partners to compete under such conditions;
(i) changes in the future capital needs of Project Partners and the availability of financing and capital to fund such needs;
(j) war or acts of international or domestic terrorism;
(k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of Project Partners;
(l) other factors beyond the control of Project Partners; and
(m) any risk and uncertainties associated with Project Partners and their businesses and operations, the NEWS tokens, and the NEWS Token Sale (each as referred to in the Documents).

All forward-looking statements made by or attributable to Project Partners or persons acting on behalf of Project Partners are expressly qualified in their entirety by such factors. While the Documents have been prepared with due diligence, risks and uncertainties may cause the actual future results, performance or achievements of Project Partners to be materially different from that expected, expressed or implied by the forward-looking statements in the Documents. Undue reliance must not be placed on these statements, Project Partners do not represent, warrant and/or undertake that the actual future results, performance or achievements of Project Partners will be as discussed in those forward-looking statements. These forward-looking statements are applicable only as of the date of the Documents.
Project Partners will transparently update any of those forward looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, when new information becomes available or other events occur in the future.

5. MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS

The Documents include market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information.
Save for Project Partners and their respective directors, executive officers and employees, no person has provided his or her consent to the inclusion of his or her name and/or other information attributed or perceived to be attributed to such person in connection therewith in the Documents and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information by such person and such persons shall not be obliged to provide any updates on the same.
While Project Partners have taken reasonable actions to ensure that the information is extracted accurately and in its proper context, Project Partners have not conducted any independent review of the

information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither Project Partners, nor their respective directors, executive officers and employees acting on their behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.

6. TERMS USED

To facilitate a better understanding of the NEWS tokens being offered for purchase by the Distributor, and the businesses and operations of Project Partners, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in the Documents. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.

7. NO ADVICE

No information in the Documents should be considered to be business, legal, financial or tax advice regarding Project Partners, the NEWS tokens, and the NEWS Token Sale (each as referred to in the Documents). You should consult your own legal, financial, tax or other professional adviser regarding Project Partners and their respective businesses and operations, the NEWS tokens, and the NEWS Token Sale (each as referred to in the Documents). You should be aware that you may be required to bear the financial risk of any purchase of NEWS tokens for an indefinite period of time.

8. NO FURTHER INFORMATION OR UPDATE

No person has been or is authorised to give any information or representation not contained in the Documents in connection with Project Partners and their respective businesses and operations, the NEWS tokens, and the NEWS Token Sale (each as referred to in the Documents) and, if given, such information or representation must not be relied upon as having been authorised by or on behalf of Project Partners. The NEWS Token Sale (as referred to in the Documents) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of Project Partners or in any statement of fact or information contained in the Documents since the date hereof.

9. RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION

The distribution or dissemination of the Documents or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of the Documents or such part thereof (as the case may be) at your own expense and without liability to Project Partners.

Persons to whom a copy of the Documents has been distributed or disseminated, provided access to or who otherwise have the Documents in their possession shall not circulate it to any other persons, reproduce or otherwise distribute the Documents or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

10. NO OFFER OF SECURITIES OR REGISTRATION

The Documents do not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. No person is bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of the Documents. Any agreement in relation to any sale and purchase of NEWS tokens (as referred to in the Documents) is to be governed by only the T&Cs of such agreement and no other document. In the event of any inconsistencies between the T&Cs and the Documents, the former shall prevail.

You are not eligible to purchase any NEWS tokens in the NEWS Token Sale (as referred to in the Documents) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America, a citizen or resident of the Republic of Singapore or a citizen or resident of the Peoples Republic of China.

No regulatory authority has examined or approved of any of the information set out in the Documents. 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 the Documents does not imply that the applicable laws, regulatory requirements or rules have been complied with.

11. RISKS AND UNCERTAINTIES

Prospective purchasers of NEWS tokens (as referred to in the Documents) should carefully consider and evaluate all risks and uncertainties associated with Project Partners and their respective businesses and operations, the NEWS tokens, and the NEWS Token Sale t (each as referred to in the Documents), all information set out in the Documents and the T&Cs prior to any purchase of NEWS tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of Project Partners could be materially and adversely affected. In such cases, you may lose all or part of the value of the NEWS tokens.