



# AMERICAN MOVIE CRYPTO

Watch, Create, Enjoy.



## What is American Movie Crypto? 🍿

American Movie Crypto is a decentralized movie streaming platform on the Binance Smart Chain (BSC) that will allow users to watch American Classic Movies and amateur produced films from around the world using our classic token (\$AMC) as the primary medium of exchange.

Catering to both movie enthusiasts and amateur filmmakers alike – American Movie Crypto will create a fully integrated marketplace on a decentralized application using the same technology used for Non-Fungible Tokens bringing the *MetaVerse* to the movie streaming industry in the new era of the Web 3.0.

– *The Future is Now.*

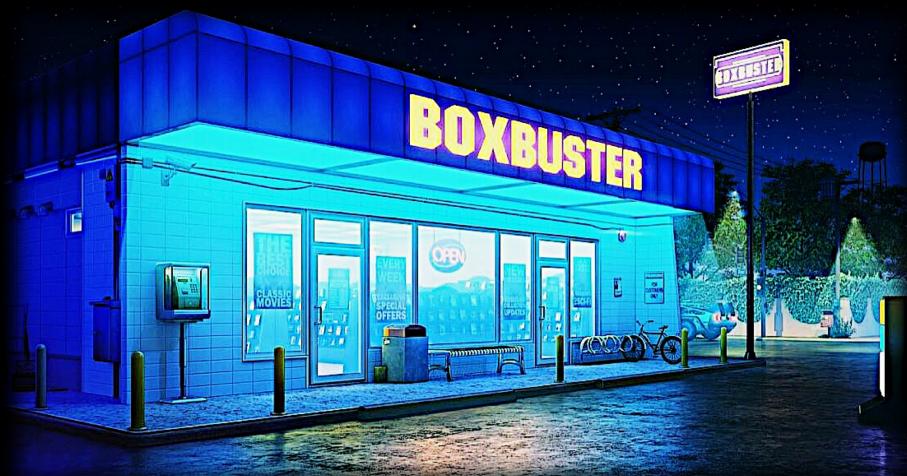


## Background

Netflix was built as a Mail-as-a-Order service to compete with Blockbuster in the era of the Web 2.0. When Netflix started edging into Blockbuster's marketshare in mid 1997, Tupac and Princess Diana were still alive, Hong Kong was still an independent territory, and Google was still called "Backrub" (yes, seriously).

By mid 2007, Netflix launched streaming services and Blockbuster's fate was sealed. The company went bankrupt because it refused to adapt to the digital economy in the era of the Web 2.0. YouTube was only two years old and was quickly becoming the darling of the internet with a new social network called Facebook. That was then and this is now – it's amazing how fast things change.

And the world hasn't stopped changing. As 2021 draws to a close, we are heading into yet another new era defined by the Web 3.0 and the *MetaVerse*. Those who do not adapt will not survive. New entrants, optimized for the Web 3.0, will enter the market and challenge the status quo. In steps, American Movie Crypto.



## Our Vision

The Web 2.0 was dominated by “freemium” based business models that encouraged widespread adoption and disproportionately benefited mainstream film producers with multi-million budgets – effectively shutting out amateur film producers through high barriers to entry and capital expenditure requirements.

As a result, many independent films never made the leap into the Web 2.0 era because audience monetization gaps by major content platforms and profit capitalization formulas never supported independent film features or international film appreciation by major movie theatre corporations.

The same small independent local theatre that featured independent movies in the late 1990s (pre-internet ubiquity in the United States), is still the main distribution vehicle for independent and international movies for movie enthusiasts today. *Just think about that for a second.*

Netflix, YouTube, and Facebook have not solved this problem. These companies are centralized entities that monetize and restrict content on their platforms leaving little room for independent filmmakers. These platforms do not support amateur filmmakers to upload and share their work with the world – period.

The closest possible contender is YouTube, but it has a gap in its content model because It was never designed to highlight independent film makers, but rather short independent *video* creators. Netflix and YouTube also aggregate personal data from users in centralized technical environments that are now powered by

**artificial intelligence to allow data to be aggregated, bundled, and resold to third party marketers and advertisers at auction prices.**

**These monetization models prevent the movie enthusiast from having quality independent film content that they can enjoy. These platforms are generally monetizing middlemen made up of executive producers and agents that are paid far better than the creative team, filmmakers, and creators – most of whom never see a residual payout for their work.**

**American Movie Crypto solves this problem by providing users with a decentralized platform to watch American Classic Movies and quality amateur produced films from around the world using our classic token (\$AMC) as the primary medium of exchange. Everybody is welcome here – not just the executive producers and agents that are paid millions of dollars.**

**Catering to both movie enthusiasts and amateur filmmakers alike – American Movie Crypto will create a fully integrated marketplace on a decentralized application using the same technology used for Non-Fungible Tokens bringing the *MetaVerse* to the movie streaming industry in the new era of the Web 3.0.**



## Why Invest? 📈

**For American Movie Crypto to reach a sufficient number of active users on our platform, interoperability is going to be the cornerstone of rapid scalability.** As such, all early investment collected during the IDO process will be prioritized to build the platform, so that it is interoperable and capable of reaching our target audience and accessible for massive retail adoption.

American Movie Crypto will implement robust security into our underlying protocol to keep the community safe from the “pump and dump” activity that plagues the Binance Smart Chain. We chose to launch with anti-bot features and entered into an agreement with EverRise to secure our smart contract with “EverOwn” for true decentralized community governance.

American Movie Crypto also submitted KYC and doxxing information to a 3<sup>rd</sup> party in an effort to provide our investors with full transparency from the onset. Our Director, Brad “G.” Pitt, will make himself available to field investor inquiries via live video AMA to inspire confidence and build trust in our growing community.



## Marketplace & Utility

The American Movie Crypto Marketplace will give movie enthusiasts access to a decentralized database of independently-produced movies and provide amateur filmmakers with the ability to upload their short independently-produced films as Non-Fungible Tokens (NFT) before they go mainstream.

The classic token (\$AMC) will be the primary medium of exchange on the marketplace giving the token a sustainable long-term use case as we build out the American Movie Crypto Ecosystem. Our platform will be fully decentralized and available to all “hodlers” by simply connecting to the dApp.

When viewing a movie on our streaming platform, users will be charged a small fee between \$0.25 to \$1.49 USD/AMC based on the popularity of the streaming NFT, which is determined by a combination of performance signals including the total NFT plays/views. Please note the following:

- Filmmakers/Creators can upload their content to access the \$AMC user base, NFT tools, and platform to upload short or feature film content, and users pay a small fee in our classic token.
- A creator or filmmaker will upload their content which will be minted as an NFT on the blockchain. The upload will require an upload of a free 30 second preview and the user will pay a small fee if he/she decides to view the content.

- When content is uploaded to our platform, then there will be an option to place the NFT ownership for sale. If this option is selected, then the NFT content creator will set a buyout price and a percentage for the royalty on resale, which is paid anytime their NFT is resold.

## Monetization Strategy

American Movie Crypto will leverage a subscription-based model for content creators on our platform. This model will generate revenue via a variable fee that is credited to our content creators. The tiered fee structure will be separated into three distinctive plans: Lite, Pro, and Premium. Creators will pay either a 5 percent, 8 percent, or 12 percent fee on the monthly income they earn on our platform depending on the plan.

- **FREE** – Every transaction of user buying, and selling is 2.5 percent, 1.5 percent of any residual income by NFTs minted on the network. Creators can set resale residual percentages up to 20 percent.
- **LITE** – \$5 in AMC /mo. +1.5 percent of revenue, including 1 percent of any residual income by NFTs minted on the network.
- **PRO** – \$25 in AMC/mo. +1.0 percent of revenue, including .5 percent of any residual income claimed in a resale of NFTs minted on the network.
- **PREMIUM** – \$50 in AMC/mo. +0.5 percent of revenue, including .25 percent of any residual income claimed in resale of NFTs minted on the network.

## Future Partnerships

American Movie Crypto will scale into strategic partnerships with independent film studios to create show formats that showcase quality content that has been shelved by major film studios and other major networks. These partnerships will be minted as NFTs for studio, writers and/or filmmaker ownership. Negotiated partnerships can include a showcase fee, a negotiated percentage on income for the showcase or a negotiated percentage of any NFTs minted on the network related to showcases.

## Licensing

Creators can offer their NFT to be used for licensed use – an example being a movie theatre chain brokering a license to feature an independent movie at their theatres. There will be an exclusivity option that allows a full buyout with no residual payments going to the filmmaker. The only residual commissions that are passed on resale for exclusivity deals to \$AMC are earmarked percentage points that are minted NFTs on our network.

## Advertising

Filmmakers use of network tools to help them market or advertise their NFT or channel. The project team is going to offer flat fee based marketing tools that allow ad messaging and marketing promotions. Example might be that AMC offers a promotion package for new releases.

## Tokenomics 🥧

The total supply of the classic token (\$AMC) is approximately 100,000,000 tokens. The liquidity is set to approximately 60 percent of the total amount raised during the public sale in order to pay for the initial development cost of the American Movie Crypto Marketplace, which will debut in late Q4 2021. American Movie Crypto raised approximately 100 BNB during the private sale and 150 BNB during the public sale. There are no team or developer wallets, but the team will maintain a nine percent token allocation for marketing-related expenses.

The tax to trade the classic token will be set at approximately 10 percent on the buy side and 20 percent on the sell side. The 10 percent tax on the buy side will distribute 5 percent to liquidity and 5 percent to marketing. The 20 percent tax on the sell side was designed to engender a healthy upward growth trajectory following launch. The sell tax will be reduced to 10 percent approximately one month post-launch and entered into the EverOwn Vault for true decentralization and community governance.

The classic token will be automatically distributed to private presale investors at launch. Unlike public sale investors, private presale investors are not subject to an initial tax at distribution and will receive their tokens via airdrop. For those that participate in the whitelisted public sale, tokens must be claimed at launch via the launchpad, which is considered a taxable event. The launch will be protected by anti-bot protection to prevent botched pump and dump activity once the contract is deployed on PancakeSwap.

## Tokenomics Summary

Total Supply: 100,000,000 \$AMC

Initial Liquidity: 6,000,000 \$AMC

Marketing: 9,000,000 \$AMC

Private Sale: 10,000,000 \$AMC

Public Sale: 15,000,000 \$AMC

Fantom Supply: 30,000,000 \$AMC

Reserve Liquidity: 30,000,000 \$AMC

Private Presale Rate (No Tax): 0.00001 BNB

Public Presale Rate (Tax): 0.00001 BNB

PancakeSwap Rate: 0.000015 BNB

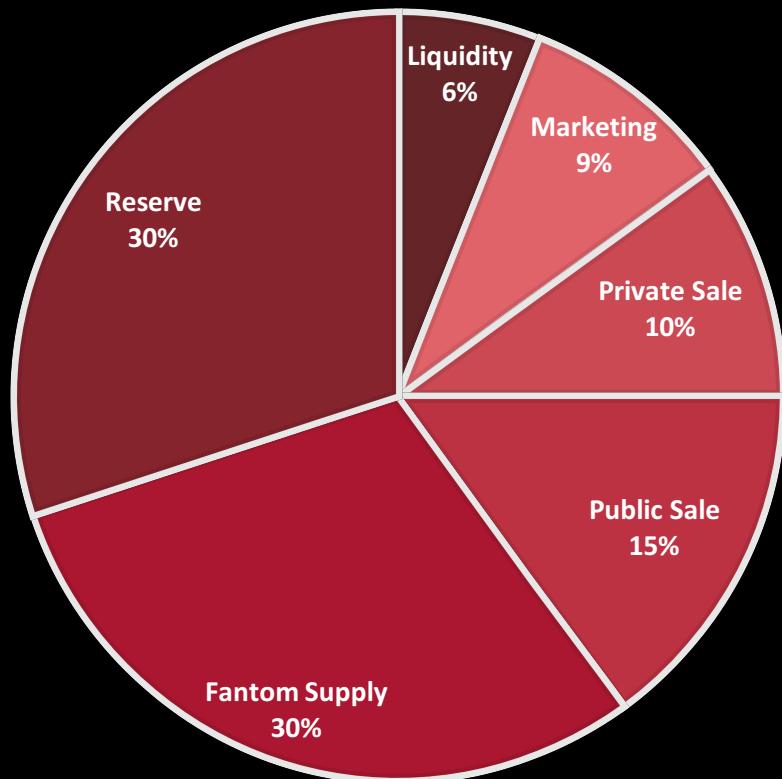
BNB Price: \$640.00 USD

PancakeSwap Liquidity: 6,000,000 \$AMC

SpookySwap Liquidity: 6,000,000 \$AMC

Reserve Supply: 24,000,000 \$AMC

Figure 1: Classic Token Multi-Chain Allocation





# AMERICAN MOVIE CRYPTO

**Thank you for investing with us.**

**DISCLAIMER:** This Whitepaper is not a contract or a contractual agreement of any kind, is not an invitation, solicitation or offer to invest in American Movie Crypto or acquire or use its classic tokens in any way and with any expectation of profit in any form. Any user of the American Movie Crypto ecosystem declares to have received appropriate technical, administrative, regulatory and legal advice before and after accessing and/or reading this Whitepaper, the website and/or using any portion of the American Movie Crypto ecosystem and accepts that there is an inherently high risk in accessing, acquiring or using any kind of blockchain and/or crypto-related system, token, platform, software or interface including American Movie Crypto and further acknowledges with full disclaimer for any community member directly or indirectly involved with American Movie Crypto that there can be any kind of damage suffered including total loss. American Movie Crypto has no relationship with AMC Theaters, which is a publicly traded company in the United States.