

The one-stop-shop talent ecosystem.

Connecting clients with talents
without barriers.



Table of Contents

1. Abstract	1	7. Business models	23
2. Mission statement	2	7.1. Service fee	23
3. Vision	2	7.3. Premium accounts	23
4. The problem	4	7.5. Partnerships	23
4.1. Talents	5	7.2. Advertisement revenue	23
4.2. Clients	5	7.4. In-platform purchases	23
4.3. Privacy laws and data regulation	6	7.6. Third party integrations	23
5. The market potential	7	8. Marketing strategy	24
6. The platform	9	8.1. Traditional online advertising	24
6.1. Origin	10	8.2. Influencers	24
6.2. Community	11	8.3. Partnerships	25
6.2.1. Talents	11	8.5. Press	25
6.2.2. Family accounts	12	8.7. Public recognition	25
6.2.3. Clients	12	8.4. Event presence	25
6.3. Open marketplace	13	8.6. Bounty campaign	25
6.3.1. Unique matching system	13	9. Roadmap	26
6.3.2. Decentralized casting process	14	10. Our team	28
6.3.3. Go-to currency	16	11. ICO crowdsale strategy	33
6.4. Tokenized platform	17	11.1. Supply allocation	34
6.5. Reputation program	18	11.2. Investment allocation	34
6.6. iCasting Academy	18		
6.7. iCasting Events	20		
6.8. Technological architecture	21		
6.8.1. Ethereum	21		
6.8.3. IPFS	21		
6.8.5. AWS	21		
6.8.2. ERC20	21		



1. Abstract

iCasting in a nutshell.

After years of extensive and tiresome experiences with the traditional casting industry iCasting was founded in 2013. The founders had a vision to change and boost this industry as we know it. A goal to make the unnecessarily difficult and slow processes within this industry simple, cheap and quick, while giving both parties the control and security they deserve.

This vision fueled our hard work and finally ignited the launch of our platform in 2015. Since then iCasting has grown larger and larger every day. At this moment our registered talents amount to 0,8% of the market's total population, making iCasting the largest talent database in The Netherlands!

And now it's time to take the next step. With the use of blockchain technology and the Talent Token we can finally evolve into a the true talent ecosystem that we envisioned. A worldwide decentralized proces with full control and security in the hands of our clients and talents. Large fees and slow communications will be a thing of the past. It's time to sideline the casting agencies. It's time to disrupt the market globally.

iCasting in numbers

Founded in

2013

Pilot launch Netherlands

2015

Seed investments

€2,1 million

Dutch population served

0,8%

Talents

140.000⁺

Clients

1.500⁺

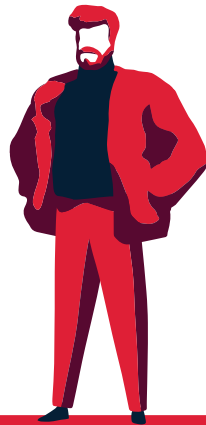
Matches

35.000⁺

2. Mission statement

Fair and equal opportunity.

Believing to our core that everyone is gifted with talent and potential we, have been disrupting the casting industry since 2015. Our mission: To give all talents across the globe a fair and equal opportunity to pursue their creativity and build their careers. Creating a new marketplace where the millions of motivated amateur and semi-professional talents, who are currently left behind by the major casting agencies, can shine and benefit from all the exciting and challenging opportunities.



3. Vision

Closing the gap.

Our vision is to change the casting industry by building the world's biggest talent platform and a thriving and bustling community where everyone is in full control of their own careers and profile data. Our goal is to create a global market by decentralizing the connecting, hiring, payment and agreement processes between talents and clients worldwide. We intend to do that by creating a tokenized ecosystem based on our new Talent Token that utilizes the advantages of the blockchain technology. An ecosystem where anyone can get rewarded for contributions to the community.

The problem

Why do we need iCasting?

The problem

Talents

Clients

Privacy laws & regulations

The market potential

4. The problem

A slow, conservative and heavily centralized market.

The current casting market is extremely conservative and heavily centralized. Major casting agencies and agents have great amounts of power and are capable of defining individual careers or even the whole market. The industry also functions as a breeding ground for distressing problems which justly cause worldwide discussions like the #metoo movement, sordid payments and gender discrimination. We are here to end this.

Traditional casting agencies connect clients and talents. However, they only focus on the professional top of the market where margins are profitable enough. **Their interference is the cause of a slow and expensive booking process. iCasting changes this whole model by cutting out the middleman and opening up the complete market.**

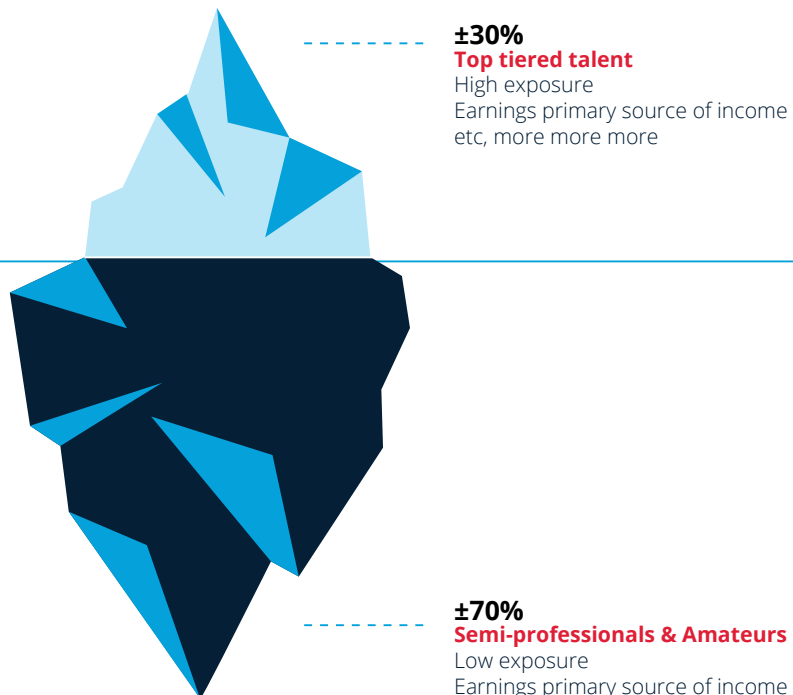
The next step is blockchain technology, offering great advantages like smart contracts, improved security, identity management and web decentralization. Because if we want to offer a booking process with full control and security in the hands of our clients and talents, without having to worry about privacy, legislations and regulations, we need the blockchain.

Current situation

within the casting industry

Barrier | Threshold

casting fee, regulations,
large commissions, etc,
more more more

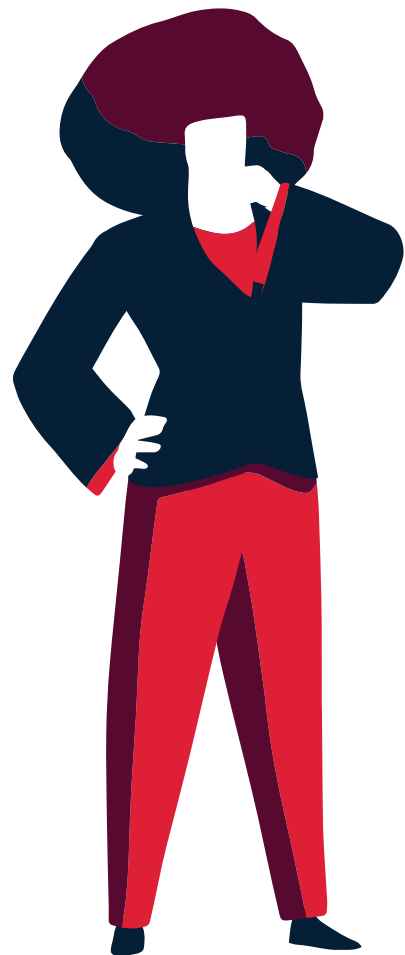


4.1. Talents

The struggle for a stage.

Today's market is built around the professional talents. There is a large pool of semi-professionals and amateurs who are very enthusiastic to enter the market and explore their creative passion. However, in the current market they are ignored by the major agencies, left struggling with side-issues like marketing, administration, legal and tax regulations.

iCasting creates new markets for all those millions of talents around the world who want to take control of their own future and career path. We offer them a place to shine and a struggle-free booking process in which they are in control of all data and agreements.



4.2. Clients

A slow and expensive process.

Most clients, like companies, brands and retail stores, prefer a fast, easy and cheap casting process to find the right talents for their jobs. To justify their casting fees, traditional casting agencies need a process in which their involvement is more crucial. This results in a slow, expensive and frustrating casting process with fewer insights and more communication on the clients' side.

We believe that clients are perfectly able to select the right talents themselves, as long as they are provided with the right tools. And that's exactly what we have been providing here at iCasting since 2015.



4.3. Privacy laws and data regulation

A need for heightened security.

People are becoming more and more careful and protective about the personal data they are sharing with third parties. The privacy and protection of our talents and clients is of the utmost importance to iCasting. Our platform enables our talents to present themselves to the world with all the valuable assets they possess, which can consist of private and confidential information. Fortunately, regulations about data collection and privacy are improving and becoming increasingly more strict.

Take the introduction of the GDPR (General Data Protection Regulation) in May of 2018 for example. This regulation obliges companies to think about the way they collect and manage user data. It requires a whole new way of thinking, a heightened privacy control and stricter security.

The GDPR is upheld in the entirety of Europe, including all companies doing business in Europe and those who have European users. Outside of Europe the laws and regulations around data collection and privacy are also tightened, with legislations like:

- China's Cybersecurity Law (June, 2017)
- Japan's Personal Information Protection Law (mid-2017)

Where traditional casting agencies have to deal with all privacy regulations around their databases of talents, the blockchain allows us to store all private user data and financial agreements completely safe, secure and anonymous.



5. The market potential

A tremendous amount of undiscovered potential.

Based on scientific research, the casting industry within The Netherlands possesses a huge potential. "The introduction of iCasting would increase the demand for casting services significantly, in which the total demand rounds up to €2.010.000.000,-" (ICSB, 2014, pp. 2).

**A population of 17 million creating a €2 billion market.
Now think about a population of almost 8 billion...**

The research is also showing us the huge unexploited potential of the current industry, as 75% is interested in participating in a production that requires casting. On the demand side, only 1.4% of the companies uses casting services, while 8.2% is interested to work with and pay for talents to help their business.

Market potential within the casting industry



The Netherlands

Population
17 million
Market potential
€2,000,000,000



The World

Population
Almost 8 billion

The solution

A one stop shop talent ecosystem.

The platform

Origin

Community

Open marketplace

Tokenized platform

Reputation program

iCasting Academy

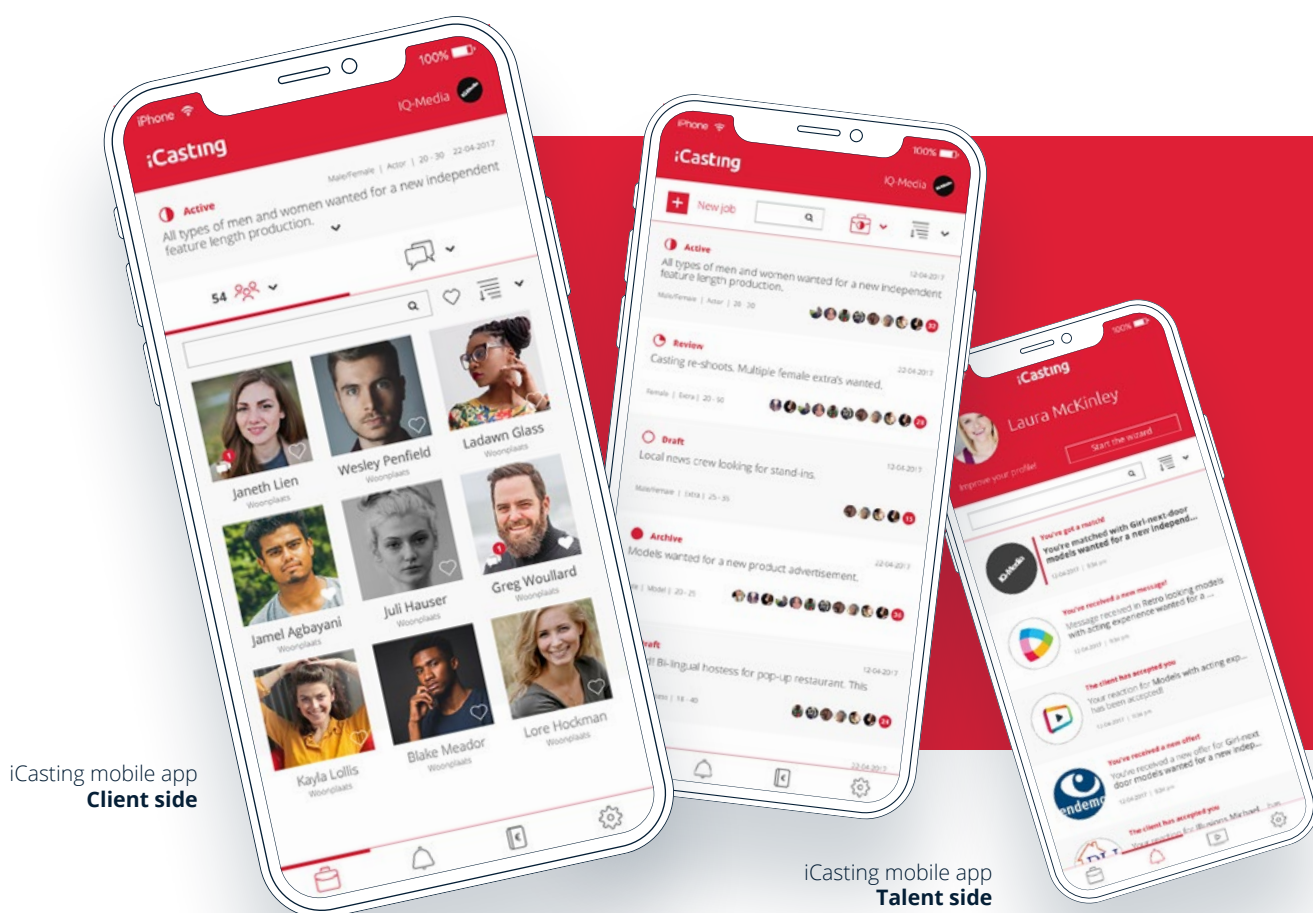
iCasting Events

Technological architecture

6. The platform

Fast and easy matching at low costs.

iCasting is a revolutionary one-stop-shop talent ecosystem, serving the whole casting industry from one platform. Currently it acts as a matching platform where talents and clients can find each other fast, easy and at low costs. iCasting is based on a unique matching algorithm, connecting the right talents with the right clients. Since its launch in 2015 in The Netherlands, the iCasting platform has exponentially grown to over 140.000 registered talents, making it the biggest casting platform in The Netherlands. Combined with over 1500 clients, we have already created a thriving and bustling community of supply and demand.



iCasting mobile app
Client side

iCasting mobile app
Talent side

iCasting is completely built on scalable, open-source techniques like MEAN stack and React native, making the platform ready for global launch.



6.1. Origin

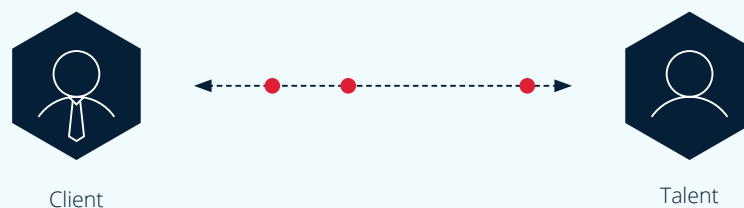
Clearing inefficiencies and imperfections.

The iCasting platform is an open marketplace in its core. With an extensive offer of supply and demand, new matches are being realized on a daily basis. The success of the platform is based on clearing the inefficiencies and imperfections of the traditional casting processes. **iCasting has completely cut out the middleman by matching clients and talents directly on the platform.** In this way saving valuable time and costs for clients, leaving more budget available for talent fees and exploiting the full potential and creativity of talents.

Cutting out the middleman within the traditional casting industry



At iCasting clients and talents are in control



6.2. Community

Coming together with common interests.

The current platform offers a thriving marketplace, the iCasting academy for talent development and its own TV Channel: **iCasting.tv**



6.2.1. Talents

Always in control.

Anyone with talent is welcome to register for an account, regardless of experience, gender, age, appearance or ethnic identity. Signing up is completely free. There are jobs for all kinds of talents with of all sorts of experience and skill levels. iCasting offers twelve main categories to sign up for. In this way iCasting provides for the whole casting market. The talent decides which information is added to their profile, up to a very specific level. It ranges from hair color and tattoos to known languages, accents and driving skills. The more complete the profile, the better it can be matched. However, the talent always stays in control.

Naturally, talents have the option to add portfolio material to strengthen their profile, like pictures, videos, audio files, working experience, education and certificates. An iCasting profile is in this way also a talent's business card.

Premium accounts: iCasting also offers a paid Premium account which enables features like skipping adds, gaining extra job information, sending PM's towards clients and unlocking iCasting Academy lessons. Premium accounts can be an extra acceleration for any talent's career on iCasting.



Actor



Dancer



Model



Hand-model



Extra



Hair-model



Presentor



Promotor



Host



Magician



Musician



TV-Candidate

6.2.2. Family accounts

Supervise and manage multiple family members.

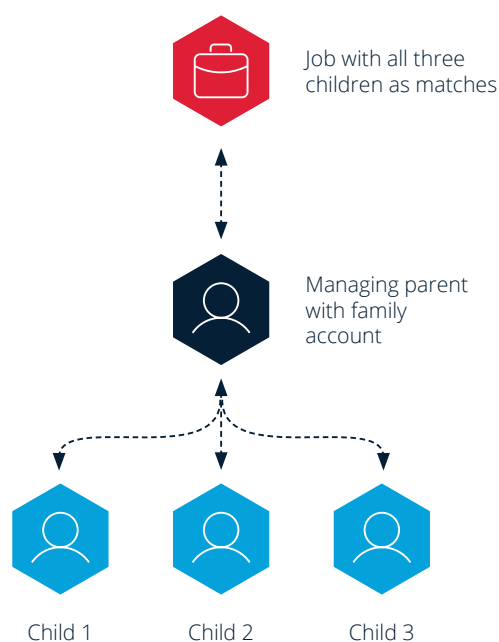
Younger children, teenagers or babies can be registered by their parents or caretakers. From diaper commercials to toy or gadget campaigns, there are lots of product groups which mainly target minors and like to book creative talents within these age groups for marketing purposes.

Also all these minors can pursue their creative passion and start developing their talent careers on iCasting.

It is within iCasting's greatest interest that these minors are able to safely take part in the casting processes. iCasting tackles this by placing the accountability and supervision in the hands of their parents or caretakers through the family accounts and by providing extra safety checks at these casting jobs. Parents and caretakers can manage multiple family members via the iCasting family accounts.

Family account

Example of 1 managing parent and 3 children



6.2.3. Clients

Looking for talent?

Everyone who is looking for a talent can register for free with iCasting. As a client, an individual, a company or a brand. Clients have full control of their accounts and can place detailed search inquiries to find the most suitable talent for their needs. Adding a job is also completely free of charge.

6.3. Open marketplace

Opening windows of opportunity.

iCasting is creating a completely new market by incorporating the blockchain tech and introducing the Talent Token, a new currency completely specialized in serving talents and clients worldwide.

Privacy control and identity management has been part of iCasting since its early stages. From the beginning talents and clients have been in full control of their own personal profile data, financial information and to whom this information is shared. iCasting also takes care of a fair and safe booking process. Talents and clients communicate directly, negotiate and make agreements on the platform, where iCasting ensures correct deals, fair payments and fulfilled agreements. No contracts, no commissions. Talents can manage their own profile, prices, conditions and careers.

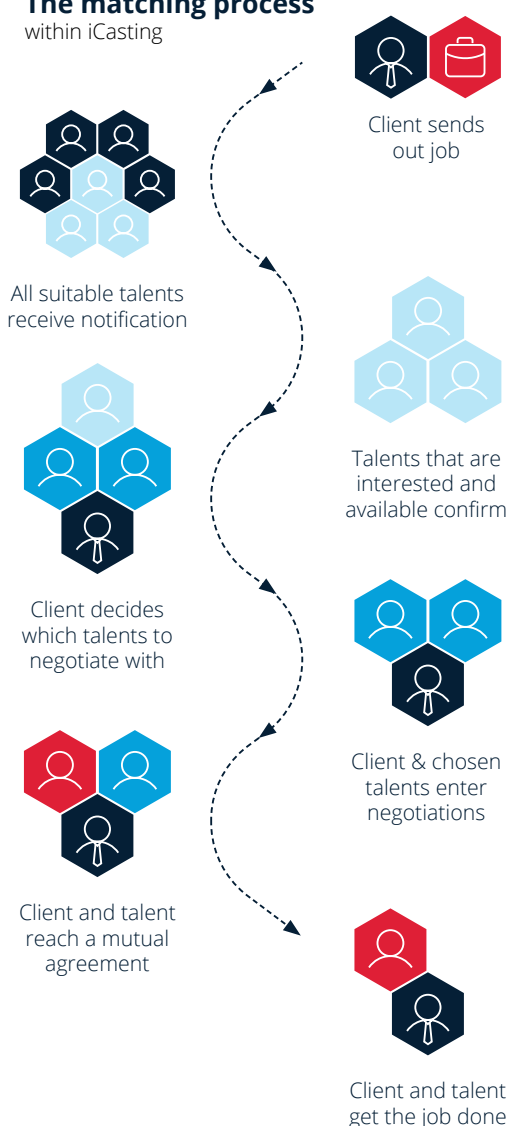
6.3.1. Unique matching system

High quality, relevant output.

iCasting is based on a unique algorithm to realize the perfect match between client and talent. Where most traditional online platforms provide nothing more than a standard database search, the iCasting platform is enriched with an intelligent system that also incorporates secondary factors like experience, rating, location and availability in the analyses. This enables the system to give high quality, 100% relevant output, both for clients as for talents, hereby saving valuable time within the casting process for both sides. The unique algorithm is constantly improved to become smarter by the use of big data analyses.

Because talents only receive relevant job offers and clients only receive interested and available talent applications, iCasting ensures a faster, more efficient and more effective casting process than ever seen before.

The matching process within iCasting

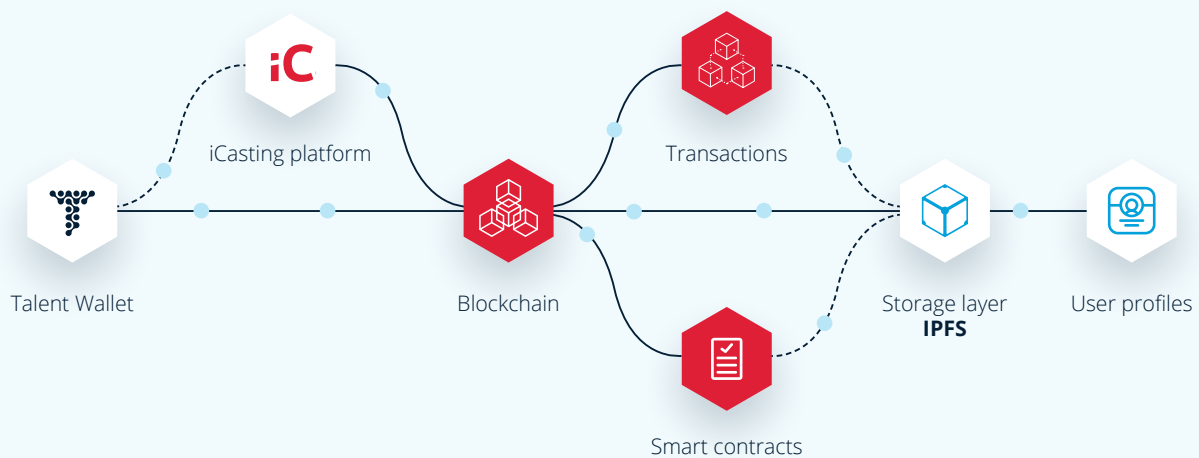


6.3.2. Decentralized casting process

iCasting's blockchain tech.

iCasting is going to decentralize the booking processes by several blockchain utilizations:

Network overview



Ethereum wallets

All talents and clients can create their own profiles and Ethereum wallets on iCasting. Talents can disclose very specific and extensive profile characteristics and enrich their profiles with portfolio items like videos, photos and audio files. This enables them to present themselves in the best most distinctive way possible. Clients can create profiles with all necessary information for posting, executing and completing jobs, including Terms and Conditions and payment information.

All personal profile data from both talents and clients will be encrypted and stored on IPFS. A reference to this profile data will be created from the specific user's Ethereum wallet. These wallets will communicate with iCasting's smart contracts during the casting process.

By organizing the process in this way, iCasting assures that no private profile data needs to be centrally saved on the iCasting platform. All this crucial information will be accessible only via the blockchain, completely safe and secure. Talents and clients will always be in control of their own personal profile data, financial transactions and booking requirements. Hereby, iCasting also eliminates all privacy related issues and developments.

Smart contracts

By utilizing the advantages of smart contracts, iCasting is able to create a completely safe, secure and transparent booking process. After the negotiation process has been completed, the mutual agreement between talent and client with all crucial information about the connecting, hiring, agreement and payment processes will be stored via the smart contract:

- relevant profile data from talent and client (through IPFS query)
- job details
- technical and job-related requirements
- date and time of job execution
- talent fees

Once all elements are agreed upon by both parties, the deal will be sealed with a timestamp and signed on the blockchain. Any additions or alterations will result in voiding the old contract and replacing it with a new one. In this case, both parties need to confirm the alteration on the blockchain.

Payment escrow

Including payment escrows ensure optimum safety for both parties during the booking process. The blockchain technology offers huge advantages for including a payment escrow. In most countries, fiat escrows require a set of licenses from centralized authorities such as a central bank of the Ministry of Treasury and Finance. By using a cryptocurrency together with a smart contract we solve this issue and ensure an effective and safe escrow.

Talent bookings on iCasting are made using Ether (ETH), Talent Tokens (TLNT) or fiat currencies like USD and EURO. Upon signing the mutual agreement, the client pays the agreed talent and service fee to a special iCasting wallet that holds the tokens until the job has been completed. After agreed by both client and talent, the talent fee is released to the talent's wallet.

“Blockchain is making it possible to provide the well needed security and privacy that the casting industry deserves.”

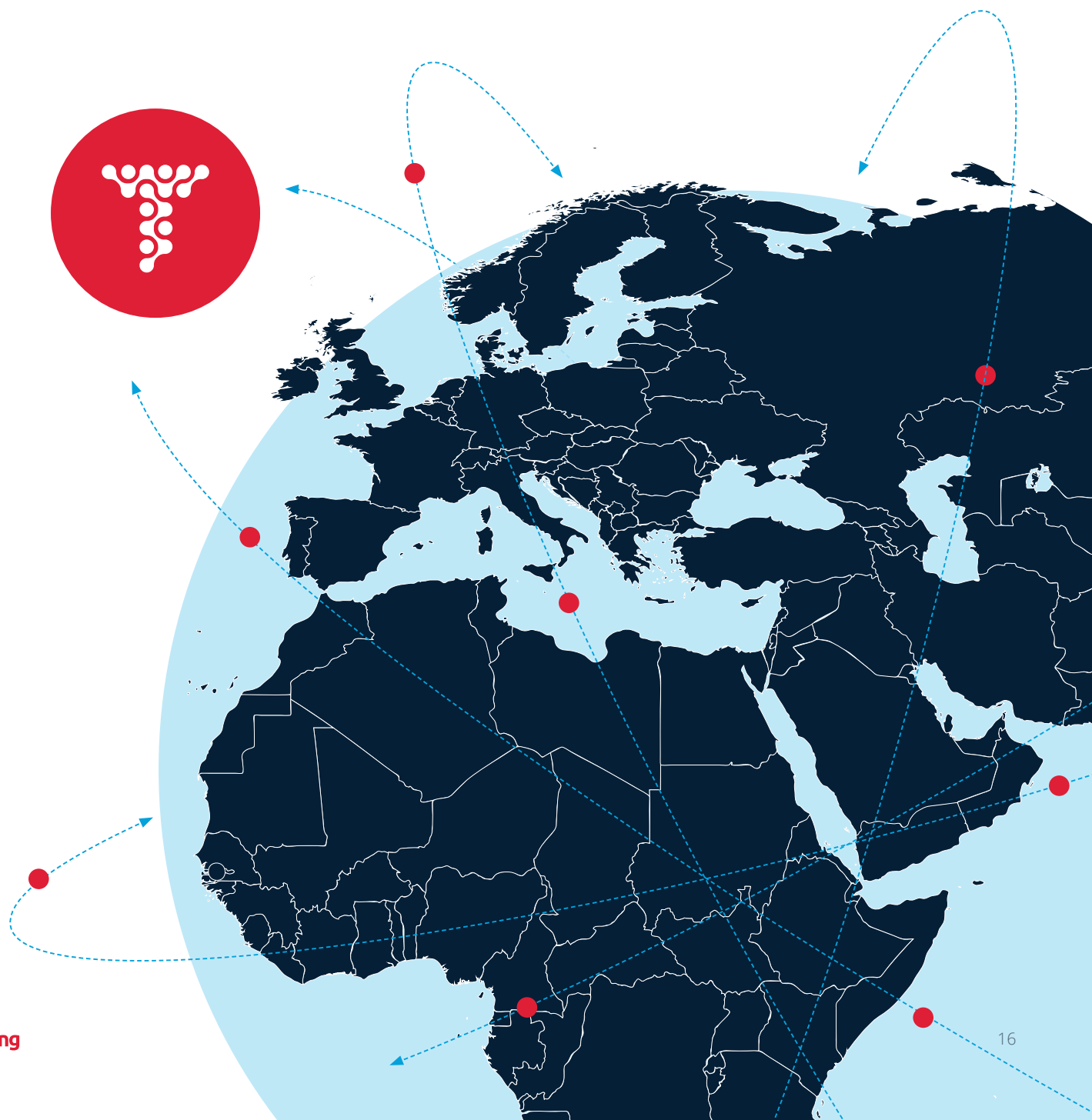
Owen Hardy, CTO

6.3.3. Go-to currency for the talent industry

Full global rollout.

Talents and clients across the world should work fair, easy and safe with each other, without any barriers like legal and tax regulations or exchange rate issues. The Talent Token makes this possible. One steady immutable currency that holds value across any platform or country.

Our final goal leads towards fully incorporating the Talent Token into all transactions between talents and clients throughout the world. In the near future, even other talent platforms can easily adopt iCasting's smart contract to enable payments in Talent Tokens by using the iCasting API.



6.4. Tokenized platform

Growth through the community.

The technique of the platform is ready for global launch. However the maintenance of the high-quality demand and supply platform is a manpower-intensive task. Daily routines like customer service, screening of clients and jobs and the rating of (new) profiles are time-consuming jobs for our skilled iCasting team. With the short-term ambition for international launch, the maintenance of the platform will only continue to increase.

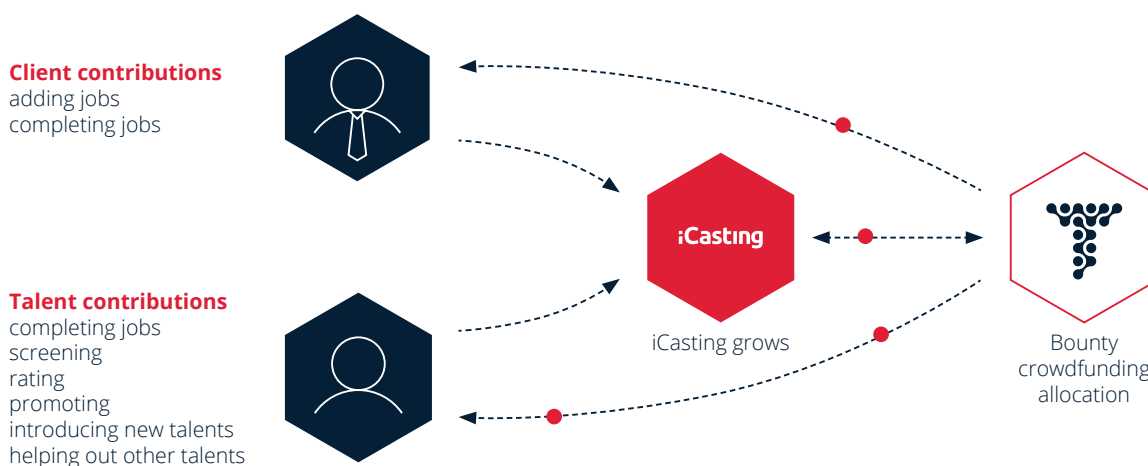
Our community, however, is very eager and enthusiastic to add to the success of iCasting. Because of this, we are going to have our community contribute actively in the further growth of the platform, with a proper reward of course.

The blockchain technology allows us to reward our community for their contributions with Talent Tokens from our bounty crowdfunding allocation.

With the inclusion of our crowdfunding concept, we add a significant and distinctive element to our platform, making it ready for global launch and the fulfilment of its full potential.

Community rewards

Contributions to the platform



The user is able to redeem them for premium features like skipping adds, gaining extra job information, sending PM's towards clients, unlocking iCasting Academy lessons, buying goods and merchandise on iCasting events, signing up for workshops or exchange them for other cryptocurrencies on exchanges that list the Talent Token.

The bounty pool will initially be sourced upon ICO with 5% of all issued tokens. The pool will later be funded by a share of iCasting's profits. The Talent Tokens are automatically credited to the user's wallet.

6.5. Reputation program

Earn your stars.

One of the key features of the platform is the blockchain-based reputation program, which is going to be established for every talent and client.

After the completion of each job, talent and client can rate each other in terms of quality, communication and overall cooperation. The ratings are automatically saved on the blockchain and add a valuable component for future jobs.

In this iCasting creates a traceable and immutable reputation statistics storage, thus bringing transparency and credibility to the market.

The rating system within iCasting



6.6. iCasting Academy

Develop your potential.

iCasting offers the community its own academy through a unique online TV channel: iCasting.tv. The iCasting Academy supports talents in building their careers and developing their potential. Ranging from tips & tricks to improve your skills, explaining the behavioural expectations during shooting days, negotiation techniques and advice on how to present and sell yourself to the market.

Currently, the iCasting Academy offers courses in thirteen various categories, each consisting of multiple lessons:

Course 1: iCasting profile essentials

Course 2: Introduction to acting

Course 3: Basic casting information

Course 4: Introduction to modeling

Course 5: Modeling: everything about posing

Course 6: Introduction to stage acting

Course 7: iCasting essentials

Course 8: Working with directions

Course 9: Methods of acting

Course 10: Introduction to television

Course 11: Introduction to promotion and hospitality

Course 12: Introduction to screen acting

Course 13: Voice essentials

The courses are divided into multiple experience levels: beginner, intermediate and professional. The introduction lessons are always free to watch. Successive lessons can be bought with Talent Tokens or can be unlocked with premium accounts. In this, the iCasting Academy also plays a key role in the tokenized community.

The iCasting Academy is a perfect way for talents to build their reputation. The Academy is connected with the blockchain-based iCasting Reputation Program. Each passed lesson and course is rewarded with a higher profile rating, which is automatically added to the talent's profile on the blockchain. This way, the Academy offers a perfect solution for the talents to improve their business cards and career options. After completing a course, the talent receives an iCasting Academy certificate, which is also a valuable addition to the talent's profile.

The iCasting academy is cross-platform, cross-device, anytime and anywhere available for the community. Talents can follow the lessons anytime and anyplace they like with their smartphones, tablets, laptops, smart tv's or desktop pc's.



TIZEN

kindle fire

amazon



iOS



Roku

Samsung SMART TV



6.7. iCasting Events

Insights, inspiration & experience.

Live events are being organized for live gathering of the community and to create an additional way to connect talents and clients directly, without any barriers. This way the iCasting Events directly contribute to the iCasting philosophy. Talents get inspired and are offered multiple tools to develop their potential and careers. The community gets to meet like-minded motivated talents and professionals to share experiences, spar and help each other with tips and tricks. Well-known speakers from the industry provide inspiration and new insights. Talents can participate in live workshops to improve their skills.

During the events, iCasting also makes partnerships with other product and service suppliers that focus on the talent industry. For example by offering stands to display and sell products or organize workshops. The events are also a great place for directors, producers and casting agents to spot new talents.

The iCasting Events are an important element of the tokenized ecosystem. The community, both talents and professionals, can buy tickets, products, foods and drinks, workshops and merchandise at the events, all with the Talent Token. The talent's activities during the iCasting Events are also connected with the iCasting Reputation Program. Visiting events and participating in workshops is rewarded with higher profile ratings and automatically saved to the talent's profile on the blockchain.

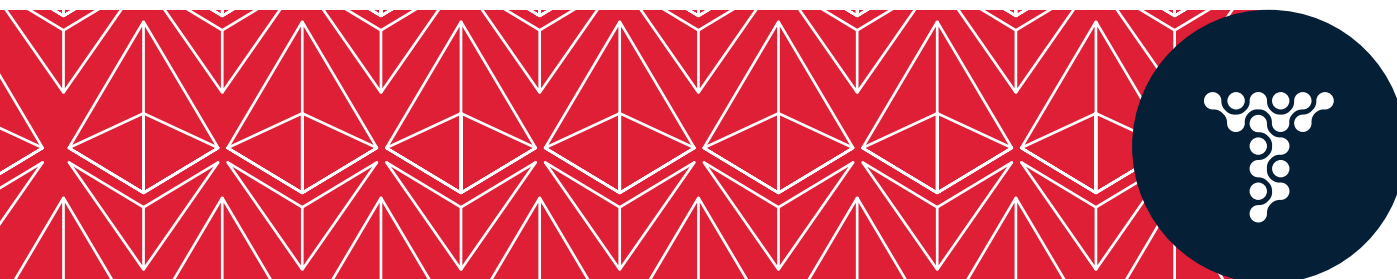
All iCasting Events are live streamed from iCasting.tv, enabling the whole community to join the events. The livestreams are free for premium accounts, other users can unlock the livestreams with Talent Tokens.



6.8. Technological architecture

The Talent Token's tech.

The technological architecture of the Talent Token is based on **Ethereum** and **open-source principles only**. This code is openly shared on the iCasting GitHub account.



6.8.1. Ethereum

The Talent Token architecture is based on Ethereum, as it offers the most suitable base for the implementation of all functions of the iCasting platform. Also Ethereum is perfect for the creation of decentralised systems, with the key advantages being smart contract logic and high processing speed of transactions within the network.

6.8.3. IPFS

The distribution and storage of data in the network will be implemented on IPFS. IPFS provides a convenient interface for distributed data storage, with a hash-based content address for references to all data. This address will be stored in the smart contract on iCasting's private Ethereum blockchain. To retrieve the latest data, the address will be fetched from the blockchain and query IPFS for the associated file.

6.8.5. AWS

The iCasting platform is hosted on a AWS S3 environment with cloudfront as CDN. This results in a great stability and scalability for global launch of the platform.

6.8.2. ERC20

The smart contract will be constructed using the ERC20 guidelines. This means all of the basic functions and security measures will be implemented according to ERC20 guidelines. Fundamentally, this will take care of a completely safe contract which provides a stable base to build on.

6.8.4. Whisper

Whisper is secure peer-to-peer communication protocol in the Ethereum network for exchanging messages between players / DApps. It is designed to rely on identity-based data and enables users to send messages within the network. In the iCasting network, the Whisper protocol allows transactions to be automatically executed without the need for a centralized archive.

So many features.

Talent Token

An Ethereum (ERC20) based utility token for the iCasting platform and a go-to currency for the whole casting industry.

Smart contracts

A secured booking process where all crucial information from the mutual agreement is stored into the smart contract.

Decentralized casting process

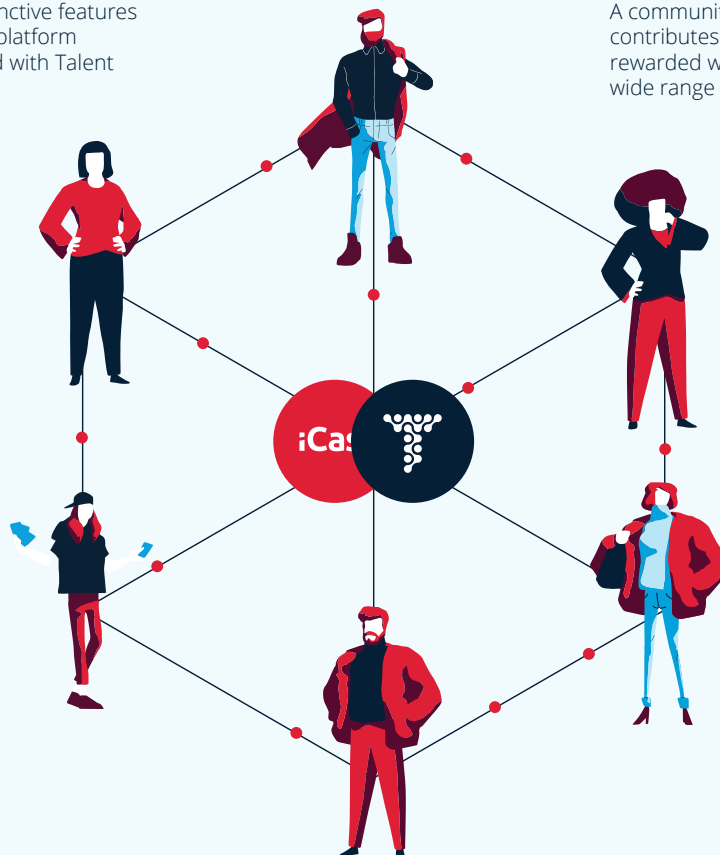
All connecting, hiring, payment and agreement processes are completely decentralized and executed on the blockchain.

Tokenized ecosystem

A wide range of distinctive features and services on the platform that can be unlocked with Talent Tokens.

Self-sustaining community

A community that actively contributes to the platform is rewarded with Talent Tokens for a wide range of activities.



Blockchain Reputation Program

Traceable and immutable reputation statistics storage of talents and clients, bringing transparency and credibility to the market.

Gamification

A wide range of platform and live features combined with a reward program to encourage community activity.

Unique matching algorithm

A unique matching algorithm that creates the perfect match between client and talent, based on detailed search inquiries and talent profiles.

Payment escrow

A guarantee of safe, secured and insured talent fee payments for both clients and talents.

iCasting Events

Live events for connecting talents and professionals, cross-selling products and services and utilizing partnership advantages.

iCasting Academy

Online courses and lessons for talent development. 24/7 cross-platform and cross-device available, anywhere and anytime.

7. Business models

Huge commercial potential.

By becoming the world's largest and most advanced talent ecosystem, iCasting offers a huge commercial potential. This potential will be utilized by the several business models, both in a B2B and a B2C segment.

7.1. Service fee

To keep the platform running and to cover the operational costs, iCasting calculates a service fee per job, paid by the client after completion of the job. This service fee is integrated in the standard payment process and smart contracts of the platform. All current iCasting clients understand and accept this service fee with ease. It is way lower than any agency fee around and they also understand that a sophisticated platform like iCasting makes running costs to be able to guarantee the continuous quality of the service.

7.3. Premium accounts

Premium accounts can be purchased to unlock more features and to give an extra boost to any talent's career on the iCasting platform. Premium accounts enable features like access to extra job information, sending PM's towards clients, unlocking iCasting Academy lessons and iCasting Event livestreams. Also, advertisements can be skipped directly with premium accounts. Premium accounts can be bought using Talent Tokens. The agreement is sealed in a smart contract where the price and duration of the premium account are defined.

7.5. Partnerships

iCasting allows for potential partnerships with other brands, companies or services that focus on the casting industry. On iCasting Events, partners can buy exposure, stands for displaying and selling products and services or organize workshops. On the platform itself, partnerships can result in special product offerings or branded content in the iCasting Academy courses and lessons. All custom made partnership deals are bought with Talent Tokens using smart contracts, where all terms of the mutual agreement are defined.

7.2. Advertisement revenue

With its large and niche community, iCasting offers a great platform for promotional activities. Brands, companies and advertisement agencies can promote their products and services to the community with banners and videos. iCasting reserves places for promotional banners on the platform, in newsletters and e-mailings. Pre-roll video advertisements are included on the iCasting Academy. Exposure can be bought with Talent Tokens or ETH using smart contracts, where terms like the duration, position, targeting and prices of the adds are defined. Once paid, the smart contract will trigger the advertisements. A percentage of these benefits will be reinvested into the community to ensure value to the Talent Token and the iCasting community.

7.4. In-platform purchases

iCasting also enables in-platform purchases that unlock special features, like iCasting Academy lessons, livestreams, extra profile features and skipping advertisements. All these in-platform purchases can be bought with Talent Tokens.

7.6. Third party integrations

In the future, other talent platforms or services could benefit from iCasting's extensive talent database and blockchain utilization. An iCasting API will be made available for other talent services that contribute to iCasting's ambition of revolutionizing the talent industry. Revenue will be charged by monthly costs of the API integration and for API calls.



8. Marketing strategy

Show and tell.

So far, iCasting has been available in its pilot market The Netherlands only. According to the milestones of the project's roadmap, the international launch of the platform and the integration of the blockchain technology, together with the Talent Token, will follow on short-terms. Marketing will play a key role and will therefore get a major focus in accomplishing these milestones. As displayed in 13.2 Investment allocation, a significant investment will be made to fund the global marketing and PR campaign.

The founders of iCasting already have a successful advertising agency since 2001, so marketing is in the team's DNA. This agency has over 40 professionals like marketing strategists, art directors, video editors, graphic designers and engineers. The agency will be dedicated to creating contemporary and impressive content for iCasting on a structural base. In this, iCasting has a fully reliable and skilled partner for the development and execution of its overall marketing strategy.

As iCasting successively is going to break into new markets, experienced marketing and PR executives are going to be employed per country or area. These professionals will add a significant value for an optimal local marketing execution.

8.1. Traditional online advertising

Traditional online advertising campaigns are going to be launched for realizing huge awarenesses in each new launching market. It is a proven concept from the pilot market in The Netherlands for the growth of the community. In this market, iCasting was able to become the biggest talent database within only two years, with 0.8% of the population already registered as talents.

The effects of traditional advertising in the Dutch market provide valuable insights for the international launch of iCasting in new markets.

- Social Media campaigns
- SEM: Google AdWords search and network campaigns
- Remarketing
- YouTube advertising

8.2. Influencers

These days influencer marketing is a successful strategy to reach, connect with and activate motivated target audiences. iCasting will actively implement influencer marketing for each new market, both in the B2B and the B2C segment.

In the B2B segment, iCasting will focus on market specific influencers like directors and producers within the local entertainment industries or marketing managers of well-known brands and companies. Positive endorsements and testimonials from these profiles strengthen the distinctive values and vision of iCasting and will result in a higher credibility and improved image.

In the B2C segment, iCasting will focus on inspirational influencers for all talent categories. From well-known actors and dancers to presenters and models. All are local heroes with tremendous amounts of motivated followers. It will be a major marketing focus to introduce iCasting to all these followers via the influencers and make them join the iCasting community.



8.3. Partnerships

iCasting will always keep an eye out for potential partnerships in the local filming, modelling, talent and entertainment industry. As part of the launching campaign in 2015, iCasting partnered up with the largest television network station RTL and Fedde le Grand, one of the worlds' most famous DJs. This marketing stunt already resulted in 30,000 new talent registrations in only two months. Partnering with artists, major production companies, brands, labels, photographers and so on is a great way to accelerate in exposure and awareness.

8.5. Press

iCasting will be constantly expanding its media network. After new market introductions or after gaining noteworthy (international) recognition, press releases will be posted and sent to the media landscape. All with the goal of generating as much free publicity as possible.

8.7. Public recognition

iCasting has already been internationally recognised. The Next Web has recognised iCasting as one of the most promising blockchain startups in its media landscape.¹ The Accenture Innovation Awards recognised iCasting as promising innovation and Silicon Canals praises iCasting's sophisticated online platform.²

Various events and congresses that have recognized iCasting as a promising startup.



8.4. Event presence

Globally there are a huge amounts of notable events organized that focus on the talent, casting and entertainment industry. iCasting is actively going to build a presence on these events, for example by sponsoring, representation with stands and providing keynote presentations.

8.6. Bounty campaign

The iCasting community is the best marketing tool for generating exposure and awareness around the platform. By the iCasting Bounty Campaign, contributions to the platforms' succes will be rewarded with Talent Tokens. Marketing-related contributions are referring friends, promoting the platform on social media, content creation and adding new users.

In this, further growth of the platform and the community will automatically result in significant growth of free exposure and awareness within a 100% target group.

“iCasting is leading the charge in changing the casting industry.”

Bob Breeman, COO

9. Roadmap

Our journey into the international spotlight.

2013

- First round of funding - €330,000
- Company registration
- Opening iCasting office
- Employment of iCasting team
- Development iCasting beta

2014

- Second round of funding €330,000
- Team expansion
- Development iCasting 1.0

2015

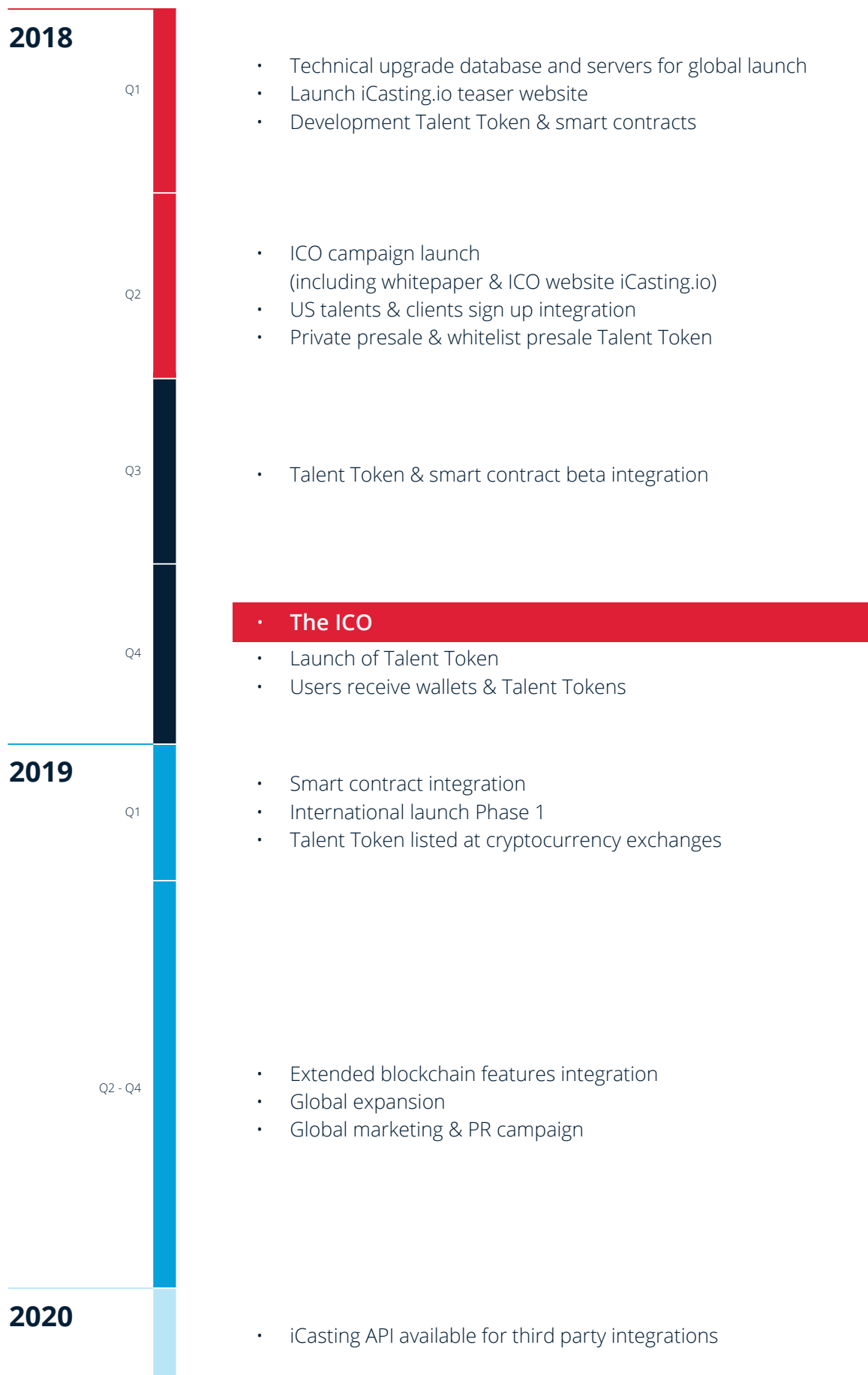
- Third round of funding €740,000
- Launch of iCasting in The Netherlands
- Partnership RTL (largest TV network in the NL) & Fedde le Grand
- Start marketing campaign NL

2016

- Development iCasting 2.0
- Marketing campaign NL
- User database growth to 75,000+ talents & 850+ clients

2017

- Fourth round of funding €625,000
- Launch of iCasting.tv
- Release of iCasting 2.0: improved user experience and more advanced backend system
- User database growth to 140,000+ talents & 1500 clients
- Development Mobile iOS and Android app beta
- Welcoming blockchain experts



10. Our team

The talent team.

The team behind iCasting is a combination of experienced managers, skilled professionals, blockchain experts and entrepreneurs with a proven trackrecord in marketing, development, ICOs and startups.

The founders gained their knowledge in running an advertisement agency since 2001, a professional music label since 2007 and a successful international award-winning media startup since 2015. They already have a professional pool of 80+ loyal employees, who are always ready to contribute and help out other companies within the holding. The advertisement agency is the perfect partner for international marketing and PR campaigns for iCasting.

All new ideas and companies are founded out of market frustrations. With this the founders always stayed close to their burning fire from within to create new markets and to make the media and talent landscape in its whole a little more convenient.

The advisory board adds a great proven track record in successful ICOs and blockchain projects and adds valuable knowledge on finance, legal and tax regulations.

The Advisors



Richard Kastelein

ICO Advisor

Founder of industry publication Blockchain News (acquired in 2017), partner at ICO services collective CryptoAssets Design Group, director of education company Blockchain Partners (Oracle Partner) - Richard Kastelein is an award-winning publisher & entrepreneur. He sits on the advisory boards of a dozen Blockchain startups (ICOs) & has written over 1500 articles on Blockchain technology at Blockchain News & has also published on ICOs in Harvard Business Review & Venturebeat.

Kastelein holds an honorary Ph.D. and is Chair Professor at Jiangxi Ahead Institute of Software & Technology (Blockchain Faculty) in China.

Kastelein has spoken (keynotes & panels) on Blockchain in Amsterdam, Antwerp, Barcelona, Beijing, Brussels, Bucharest, Dubai, Eindhoven, Gdansk, Groningen, the Hague, Helsinki, Linz, London, Manchester, Minsk, Nairobi, Nanchang, Penang, Phuket, San Mateo, Santa Clara, Shanghai, Singapore, Tel Aviv, Venice, Visakhapatnam & Zurich.



Steven Deurloo

Financial advisor

Steven Deurloo is an experienced financial Advisor. In 1992 Steven gained degrees in both law and economics. He specialised in arranging structured debt and equity transactions ranging from small informal investments to large public and private placements. Steven lived and worked in Amsterdam, London and Tokyo at KPMG Tax Lawyers, Citibank, ING Bank, global hedge fund Stark Investments and he is a founding partner of ThoroFinance. Steven is an investor in innovation driven startups and an advisor of ICO/Token Sale projects specialised in dealing with various non-tech aspects such as contracts and legal structures, government regulations, tax but also business development, investors, timing and planning of ICOs. He's been involved in Effect.AI since the early stages of development.



Sieuwert van Otterloo

IT advisor

Sieuwert has a background in mathematics and artificial intelligence. After graduating in Utrecht he obtained a Computer Science Ph.D. in Liverpool. Sieuwert has a passion for software technology and for solving business challenges, and combine these passions in his daily life as management consultant. To give the best advice possible, Sieuwert focus on two things: first of all to see many different organisations: from small technology startups to large banks and energy companies, fast-growing midsize companies and not-for-profit organisations. Secondly he collaborate with other people and organisations and to share knowledge, e.g. by teaching at universities.

He started his career at McKinsey&Company as a consultant (associate) and later became IT auditor at Software Improvement Group. Around this time he also started investing in startups in order to have direct access to startup experience (and to help people get their startups off the ground). One thing led to another and he became founder /editor of startupjuncture.com, a large startup blog, started a better IT advisory firm with a group of friends, joined Node1 (a boutique consultancy firm) as partner and became a professional IT-legal expert so he can answer technology related legal questions.



Casper Jaspers

Legal Advisor

Casper was a corporate attorney at a Zuidas law firm. Fascinated by the impact of blockchain on business models and corporate governance, he now advises clients on blockchain to develop business opportunities. Casper also works together with startups on initial coin offerings and has tested various crypto assets on their strengths and weaknesses. He co-authored a leading book on Dutch corporate governance (Handboek Voorzitter, 2017)

The Founders



Erwin Arkema

Founder & CEO

Erwin has been an entrepreneur for most of his life, he started his first business in the mid 90's when he was 18 working from his room on several creative projects for clients. After earning his Media Designer degree, Erwin started his career in Television & Advertising. He worked as a creative on various TV formats for several major production companies as RTL & Endemol. In 2001 he Co-Founded IQ-Media, a Dutch based advertising agency which grew out to be one of The Netherlands' major advertising agencies, working for brands such as Philips, L'Oréal, Deloitte, RTL, Coca Cola, Amstel & Red Bull.

For these kinds of media campaigns, Erwin worked with national & international casting agencies and gained a lot of experience in the traditional casting industry. With these experiences he Co-Founded iCasting in 2013. In 2015 he Co-Founded TradeCast, a Dutch startup that is internationally successfully disrupting the global television and broadcasting markets. Erwin specializes in team leadership, creative marketing strategy & strategic business management.



Joris van Hittersum

Founder & CCO

Joris earned his Master of Arts degree by graduation With Honors in Communication and Information Science from the University of Groningen, The Netherlands. He upgraded his knowledge of the international media landscape by studying International Communication and International Politics at the Anadolu University in Turkey and Intercultural Communication and International Media at the University of Jyväskylä in Finland. After graduating, Joris started working at one of The Netherlands' major advertising agencies. He developed himself from communication strategist towards commercial director within six years.

Joris specializes in strategic marketing, brand positioning and executing successful marketing and sales campaigns, both B2B and B2C. In his career he worked for brands such as Philips, Coca Cola, Smurfit Kappa and Red Bull. He also contributed to the international success of TradeCast TV, a Dutch startup that is successfully disrupting the global television and broadcasting markets. Joris is responsible for the global marketing campaigns, strategic partnerships, PR and the Social Media strategy of iCasting. As co-founder, he is closely involved in the strategic course of company and also acts as spokesperson on many occasions.



Bob Breeman

Founder & COO

Bob is always focused on the financial and operational sides of entrepreneurship. After graduating for his technical Media degree he co-founded IQ-Media, a Dutch based advertising agency which grew out to be one of The Netherlands' major advertising agencies. He co-founded iCasting in 2013 and built a technical team to make a fully world-wide scalable platform for the casting industry on awesome new technologies. In 2015 he co-founded TradeCast, a Dutch startup that is internationally successfully disrupting the global television and broadcasting markets. Bob is responsible for managing all the financial and operational tasks. Also the technical infrastructures for large (video) storage systems and ICT structures within these companies have been realised under his authority.



Yilmaz Schoen

Founder (CEO TradeCast.tv)

A multi award winning tech company on a mission to break through barriers in traditional publishing and broadcasting industry. In its existence, has won several awards and was voted Best of the Startup Showcase and Best of Show at the NAB Show 2017 in Las Vegas. To date, TradeCast received \$3.8 million dollars in seed funding and is gearing up its next step in world domination in the \$108 billion dollar cloud TV marketplace.

In 2015, Yilmaz joined the Region Zwolle Economic Board, the advice council for the third largest economic region in The Netherlands. He represents the creative industry, blockchain and e-commerce industry, sharing knowledge and enabling economic growth in these sectors.

For the past 17 years, Yilmaz has been co-owner of IQ-Media and the IQ-Media Group, consisting of new media marketing and production companies. In the past he lectured Communications at Windesheim University of Applied Sciences and the Amsterdam University of Applied Sciences. He studied Interactive Media and Design. Since the early 2000's, Yilmaz has been involved in and responsible for the development and positioning of a wide diversity of campaigns, brands, digital concepts and television productions.

Yilmaz has a special interest in blockchain technology, new business development and media related technology with a disrupting nature. In April 2018 he was recognized and awarded as one of the top 50 influencers and future makers in the Dutch innovation ecosystem.

The team behind iCasting



Owen Hardy
CTO

Owen is a Senior software engineer with over a decade of experience. His passions for software and platforms have driven him to develop a broad and deep understanding of server as well as software architectures. Fascinated by blockchain since its inception Owen has been an avid miner and crypto enthusiast. Successfully having orchestrated a community take-over of an existing cryptocurrency he has proven a deep understanding of what makes the blockchain tick. Together with a great team of engineers Owen is ready for the blockchain revolution.



Viktor van Dijk
Art Director

Born in the United States and moving to Holland at the age of 9 Viktor learned at an early age that crossing borders has immense value. Leaving the known, uncovering the new, discovering different perspectives. With his tremendous drive and creativity Viktor was admitted to the Academy of Arts. After 4 years of countless discussions on design, composition and communication and endless competitive and collaborative design assignments, Viktor earned his bachelor's degree in design. Immediately launching his career in the advertising industry Viktor swiftly developed into a full-fledged art-director within 3 years. Focusing heavily on concept Viktor is a full stack designer with a broad range of design skills. He has collaborated on campaigns for brands such as Casio, Panasonic, Coca-cola, Nivea, Capri-Sun and Red Bull and has also contributed to the successful international startup of TradeCast TV. Taking up the position as art-director for iCasting right after its foundation in 2014 Viktor is responsible for iCastings global brand identity in the international market. Viktor is ready to cross borders, discover the new and help create a new frontier in the casting industry.



Vincent Meijer
Project Manager

Vincent started his working career in electronics. As an engineer he worked for Dutch multinational Philips. In 2003 Vincent moved to Moduslink (NASDAQ:MLNK, now Steel Connect NASDAQ:STCN). As Business Implementation Manager at Moduslink Vincent was responsible for new business working with customers as Adobe, Sandisk, AMD, TomTom and Corel. Vincent specializes in projectmanagement, proces improvements, financial solutions and technical management. He was responsible as project manager for the initial setup of TradeCast TV and contributed to the development of iCasting. As member of the management team Vincent is responsible for the project management.



Mark van der Hoop
Senior Blockchain Developer

Mark is an experienced senior engineer who started developing web applications at the age of 14. He got a wide variety of knowledge build in those 20 years. The main focus for the last years has been developing large webshops with a lot of connections with warehouse, ERP, product management and logistics software. He started to have an interest in cryptocurrency and blockchain technology back in 2014, he started trading and mining cryptocurrencies. When this became too much time-intensive he built his own mining and trading software. He then became more interested in the blockchain technique. Now with some extra time on his hand, because mining and trading are being automated, he started developing ERC20 token contracts on the blockchain.



Jesson Honig
UX Designer

Jesson is a senior user interface (UI) and user experience (UX) designer who has gained experience with studying graphic and web design, working in several web companies in the region and setting up multiple web companies himself which specialises in UI and UX design. With the aim to take the company to a higher level in UI and UX, he started working with iCasting in 2015 as lead webdesigner. Being a big crypto enthusiast himself since he heard of blockchain, he was there since the first developments of the platform.



Sander Polman
Business sidekick

Sander is addicted to the buzzing energy in growing companies and believes that all companies and people should grow. Sander is focussed on strategic growth and innovation and is a trusted advisor for numerous SME's. He has the ability to improve strategies, change business models and develop innovation roadmaps that work. By combining years of experience, an extensive diverse business network and a personality to give harsh direct feedback with a sense of humor.

Sander holds a masters degree in business economics from Groningen University. After graduation he worked as a strategy consultant for 6 years on assignments for Ahold and Rabobank a.o.. In 2003 he joined retailer DA as program manager corporate strategy. After a turbulent corporate recovery period at DA he founded Polman Results and started to work on solving strategy and innovation issues for numerous companies. Ranging from large semi-private companies (like ProRail and NS Stations) to Dutch SME's.

In 2016 he was appointed as investment director at Kairos. Responsible for managing the company and its investments. Kairos is a corporate funded investment company with a focus on early stage investments in solutions for a connected and sustainable world.

The team behind iCasting



Rick Nijstad

Senior Developer

Rick is one of the pillars of iCasting. Since its inception he has been the technical lead and architect of the platform. He specializes in server-side technologies such as MongoDB, NodeJS and full-stack development.



Jesse Sprenkelink

Developer

Jesse Sprenkelink is a passionate, young, all round developer with his focus being primarily on back-end web development. Using his knowledge of Javascript, NodeJS, PHP and multiple frameworks, he is responsible for a wide range of varying projects, one of which being the internationalisation of iCasting.



Nanja Smit

Community manager

Nanja earned her Bachelor in International Communications & Marketing at Zuyd University's Business faculty. Afterwards she expanded her knowledge by studying Sociology at Kyoto University in Japan. After graduating she started her own (online) marketing company through which she worked as content marketer, community manager, communications adviser and Wordpress webmaster for international news & media agencies, online retail shops, gaming communities and small local businesses. Eventually she didn't enjoy working on her own anymore and joined one of the Netherlands' major advertising agencies to further her career in a great team. She's looking forward to build up a fantastic community for the ICO and getting in touch with people from all over the world.



Ilona Bosch

Marketing & Communication Officer

Ilona got her bachelor of business administration at Hogeschool Windesheim Zwolle. Ilona has been responsible for the growth, building and maintenance of the current Dutch community since the start (April 2017) of iCasting. The community has grown considerably in numbers in a year. On the iCasting platform and on the various social media channels. Ilona is engaged in the execution of various (online) marketing campaigns and Social Media Strategies.



Marije Herder

Office Manager

Marije keeps the executive team organized and is responsible for the general day-to-day running of the iCasting office. Marije is bringing her organizational skills to the ICO world. During her studies, she gained international work experience through an internship at a film production company in West-Hollywood, Los Angeles.



Jos Dalhuisen

Developer

Jos earned his degree in Interactive Media Design at Deltion College in Zwolle, The Netherlands. While in college he won the national Webdesign competition Skills Heroes in The Netherlands in 2016. In that same year he went to the European competition EuroSkills in Sweden in which he earned a Medal of Excellence in the field Web Development. After college Jos started his professional career as engineer. He specializes in Front-end Web Development, adding digital interaction to sites and applications for well-known clients and brands in The Netherlands.



Jorrit Tempelman

Developer

With a background and a degree in Graphic Design, Jorrit is a passionate developer with an eye for a pixel perfect front-end. As a creative, structured and focussed team member he is also dedicated to contributing to the team with knowledge of PHP programming, CMS systems, MySQL databases, various Javascript frameworks, mobile applications and working with API's. Within the team he also plays a role in overseeing projects and continuously keeping focus on the clients needs.



Jochem van de Weg

Marketing & Communication Officer

Jochem earned his bachelor degree of business administration and finished his minor International Marketing at the Hanze University of Applied Sciences in Groningen, The Netherlands. During his studies, he gained international work experience through an internship at a luxury property management company on Mauritius, Africa. Right after college Jochem started working in the (online) marketing industry and worked with major (international) brands. Jochem has a real passion for photography and film. As 'creative thinker' Jochem loves to translate creative ideas into new marketing concepts and campaigns.



Mitchell Peels

Marketing & Communication Officer

With a specialization communication, Mitchell has followed courses for doing business with Germany and Eastern Europe, focussing on export marketing and has joined marketing communication projects where he held various functions. His main ambitions are found in copywriting and marketing communication strategy. As a member of the iCasting team he'll be writing some of the external communication and he'll be doing research to find the best ways to reach interested parties through all available channels.

11. ICO crowdsale strategy

It's all in the details.

We are organizing a crowdsale to fundraise €13.750.000 to grow our team, expand our platform to international markets and create the greatest global talent ecosystem based on blockchain technology.

Crowdsale details

Issuer	Talent Token, TLNT
Token type	Utility token, Ethereum ERC20 based
Start date	September 24, 2018
End date	October 21, 2018
Hard-cap	€13,750,000
Soft-cap (minimum goal)	€2,000,000
Token price	€0.07
Accepted currencies	ETH
Total token supply	350,000,000
% available for purchase	55%
% team & founders	12%
% advisors & ambassadors	4%
% investors	5%
% iCasting bounty community	5%
% bonus	19%
KYC / AML Mandatory	Yes, by ostKYC
Timelock incoming funds	Yes, during crowdsale period
Token distribution	Within 24 hours after ending of the crowdsale. Smart contract will automatically distribute tokens after successful transfer of ETH.

11.1. Supply allocation

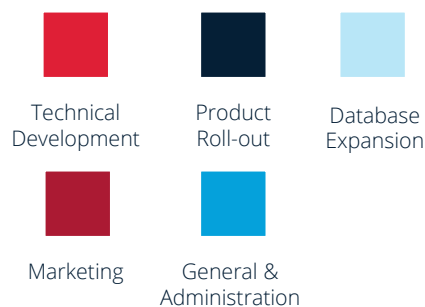
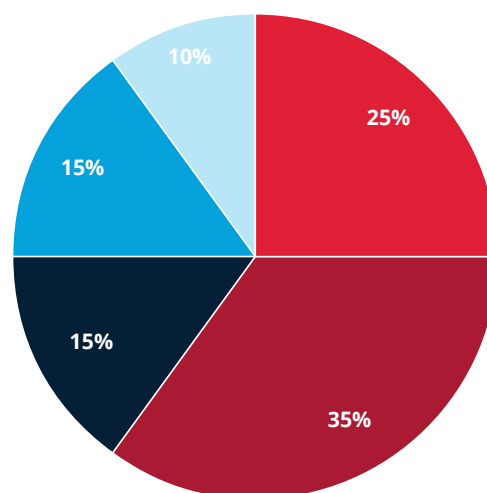
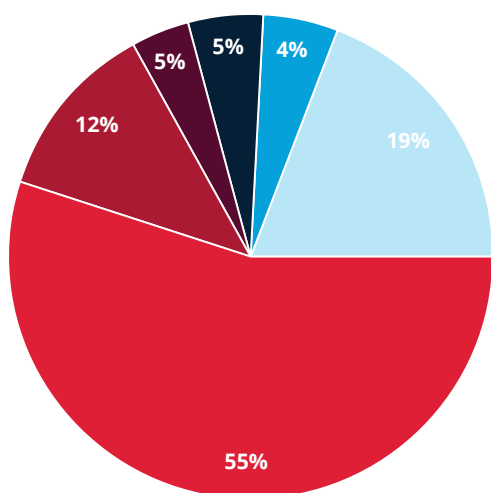
The 12% of tokens for the founders and the team will be locked by a smart contract. 50% of tokens will be locked for 6 months and 50% for 12 months after reaching the cryptocurrency exchange.

In case the crowdsale doesn't sell out, the unsold tokens will be burned when a minimum of 60% of all available tokens is sold (115,500,000 tokens). If less, the tokens will be held for a second crowdsale when new milestones are reached.

11.2. Investment allocation

To reach the milestones of the project's roadmap, the investments will be allocated as following.

Total supply: 350,000,000



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iCasting



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