iCasting

White paper

The one-stop-shop talent ecosystem.

Connecting clients with talents without barriers.

www.icasting.io | www.icasting.com

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iCasting

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 the casting industry as we know it. A goal to make the unnecessarily difficult and slow processes that rule this industry simple, cheap and quick, while giving both clients and talents the control and security they deserve.

This vision fueled our hard work and finally ignited the launch of our platform iCasting 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 the true talent ecosystem we envisioned: a worldwide, decentralized process where the full control and security lies in the hands of our clients and talents, making large fees and slow communication a thing of the past. It's time to sideline casting agencies. It's time to disrupt the global casting market.

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+

iCasting

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. To create a new marketplace where the millions of motivated amateur and semi-professional talents, who are currently left behind by major casting agencies, can shine and benefit from all the exciting and challenging opportunities.
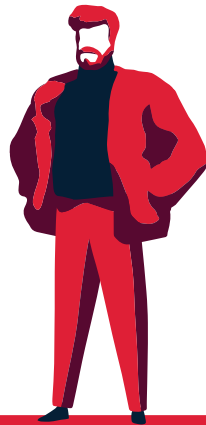
3. Vision

Closing the gap.

Our vision is to change the worldwide 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. It is our goal to create a global market by decentralizing the connecting, hiring, payment and agreement processes between talents and clients worldwide. We intend to do so 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?

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 power and influence and are capable of defining individual careers or even the whole market. The industry also functions as a breeding ground for distress, causing 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 layer of the market, where the margins are profitable enough. **Their interference is the cause of a slow and expensive booking process. iCasting changes this entire 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. We need the blockchain if we we want to offer a booking process with full control and security to our clients and talents, without them having to worry about privacy, legislations and regulations.

Current situation
within the casting industry

±30%
Top-tier talent
High exposure

Barrier | Threshold

Casting fee, regulations, large commisions, etc.

±70%
Semi-professionals & Amateurs
Low exposure
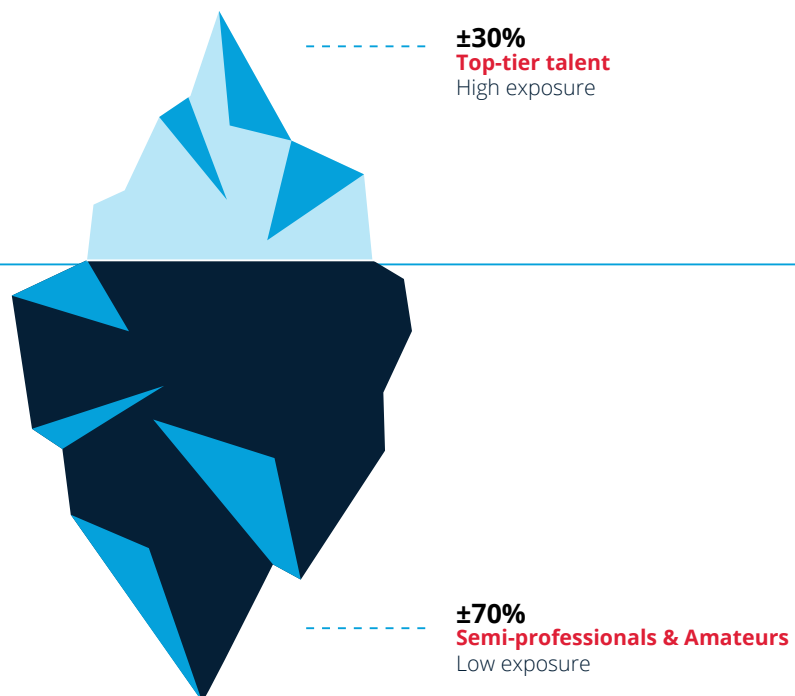
The struggle for a stage.

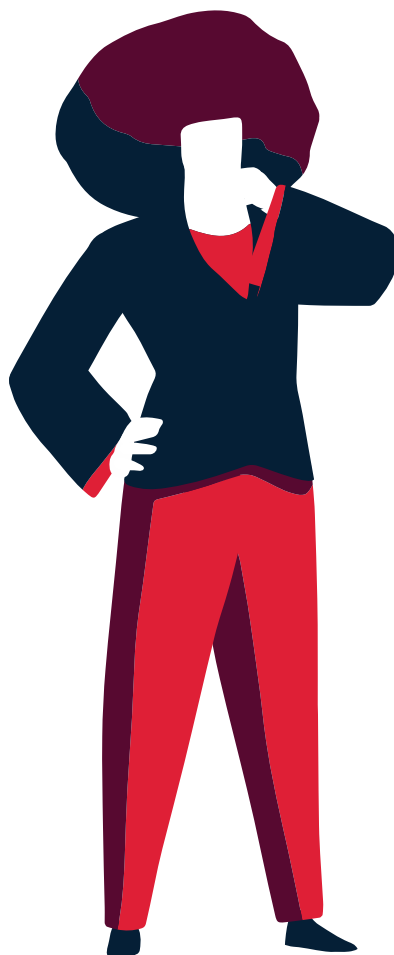Today's market is built around the professional talents, while there is also a large pool of semi-professionals and amateurs who are just as enthusiastic to enter the market and explore their creative passions. However, in the current market they are ignored by the major agencies and are left struggling with side-issues like marketing, administration and 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 hassle-free booking process in which they are in control of all their data and agreements.

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 vital. This results in a slow, expensive and frustrating casting process with little insight 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.

A need for heightened security.

People are becoming more and more careful and protective about the personal data they share 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 on data collection and privacy are improving and becoming increasingly strict.

Take for example the introduction of the GDPR (General Data Protection Regulation) in May of 2018. 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, through 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, the blockchain allows us to store all private user data and financial agreements completely safe, secure and anonymous.

A tremendous amount of undiscovered potential.

Based on scientific research, the Dutch casting industry possesses 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 imagine a population of almost 8 billion.

The research is also showing 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

Fast and easy
matching at low cost.

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 uses 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 1.500 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.
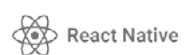
Clearing inefficiencies and imperfections.

At its core, the iCasting platform is an open marketplace. Proving an extensive supply and demand, new matches are being made on a daily basis. The success of the platform is based on clearing the inefficiencies and imperfections from the traditional casting processes. **iCasting has completely cut out the middleman** by matching clients and talents directly on the platform, thereby saving valuable time and costs for clients and leaving a larger budget for talent fees and utilizing the full potential and creativity of talents.

Cutting out the middleman
within the traditional casting industry

Client

Traditional casting
agencies & agents

Talent

At iCasting
clients and talents are in control

Client
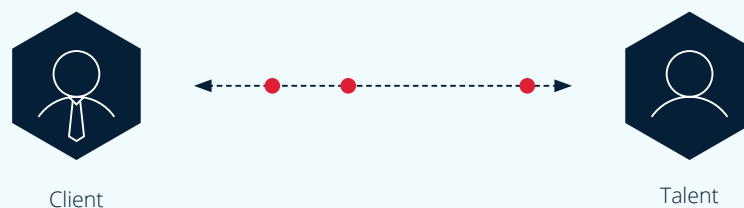
Talent

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 is welcome to register, regardless of experience, gender, age, appearance or ethnicity. 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. This way, iCasting serves the entire casting market. Talents decide what information is added to their profiles, 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 is always 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. This makes an iCasting profile a talent's business card as well.

Premium accounts: iCasting also offers a paid Premium account, that enables features like skipping adds, gaining extra job information, sending PM's to clients and unlocking new iCasting Academy lessons. Premium accounts can accelerate any talent's career on iCasting.

Actor

Dancer

Model

Hand-model

Extra

Hair-model

Presentor

Promotor

Host

Magician

Musician

TV-Candidate

Supervise and manage multiple family members.

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

All these minors can pursue their creative passion and start developing their careers on iCasting.

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

Family account
Example of 1 managing parent and 3 children

Job with all three children as matches

Managing parent with family account

Child 1   Child 2   Child 3
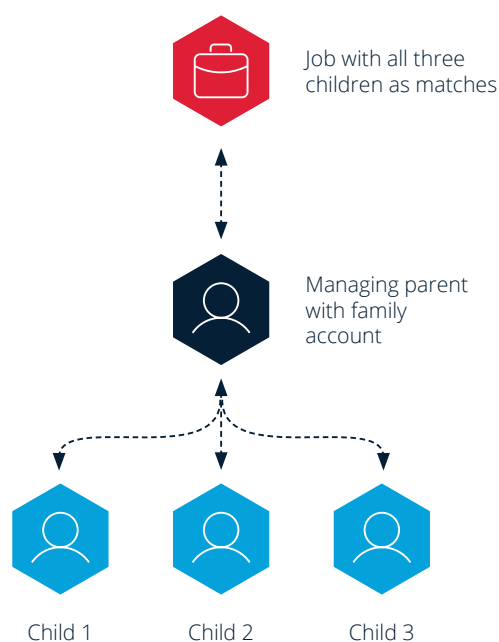
Looking for talent?

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.

iCasting

6.3. Open marketplace

Opening windows of opportunity.

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

Privacy control and identity management have 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 provides a fair and safe booking process: talents and clients communicate, negotiate and make agreements on the platform directly, where iCasting in turn ensures correct deals, fair payments and fulfilled agreements. No contracts, no commissions. Talents can manage their own profile, prices, conditions and careers.
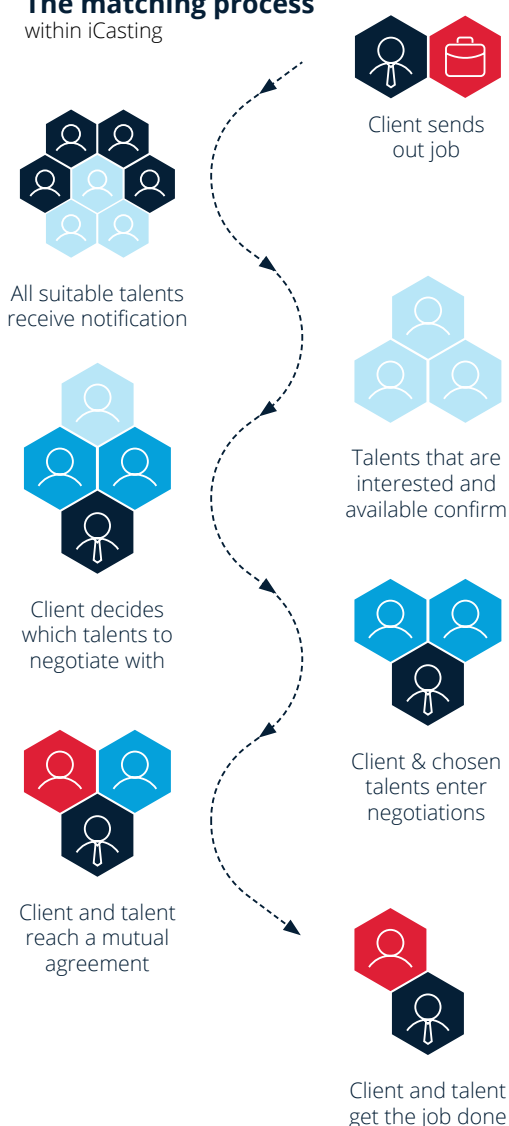
6.3.1. Unique matching system

High quality, relevant output.

iCasting uses 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 into the analyses. This enables the system to give high quality, 100% relevant output, both for clients and for talents, saving valuable time within the casting process on both sides. The unique algorithm is constantly improved to become smarter through the analysis of big data.

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

The matching process
within iCasting

Client sends out job

All suitable talents receive notification

Talents that are interested and available confirm

Client decides which talents to negotiate with

Client & chosen talents enter negotiations

Client and talent reach a mutual agreement
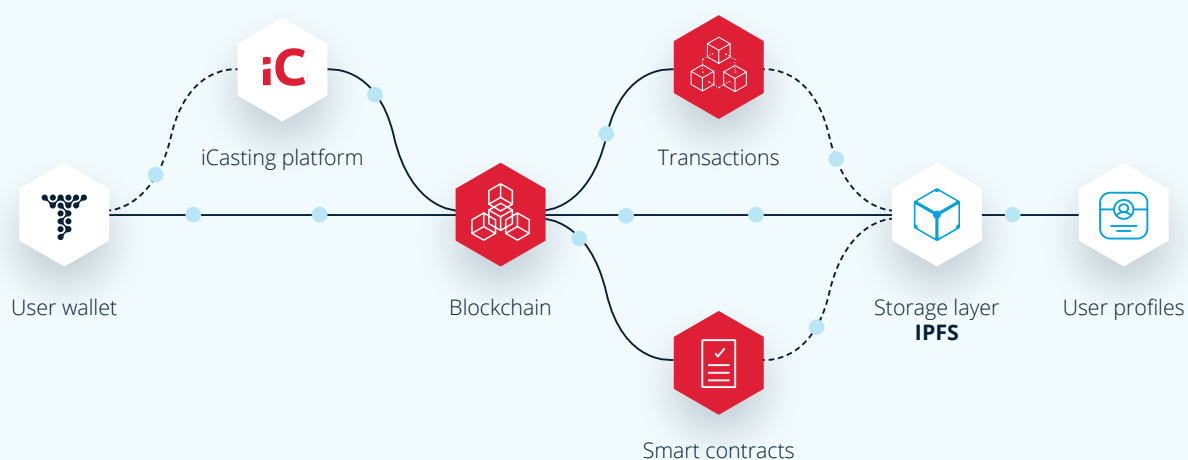
Client and talent get the job done

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, 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 and 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, containing all the 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)
- job details
- technical and job-related requirements
- date and time of job execution
- talent fees

Once both parties agree on all points, 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 ensures optimum safety for both parties during the booking process. 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 combined with smart contracts, 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 EUR. Upon signing the mutual agreement, the client pays the agreed talent a 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 we as a team envisioned for our users."

Owen Hardy, CTO

Full global rollout.

Talents and clients across the world should work together in a fair, easy and safe way, 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.
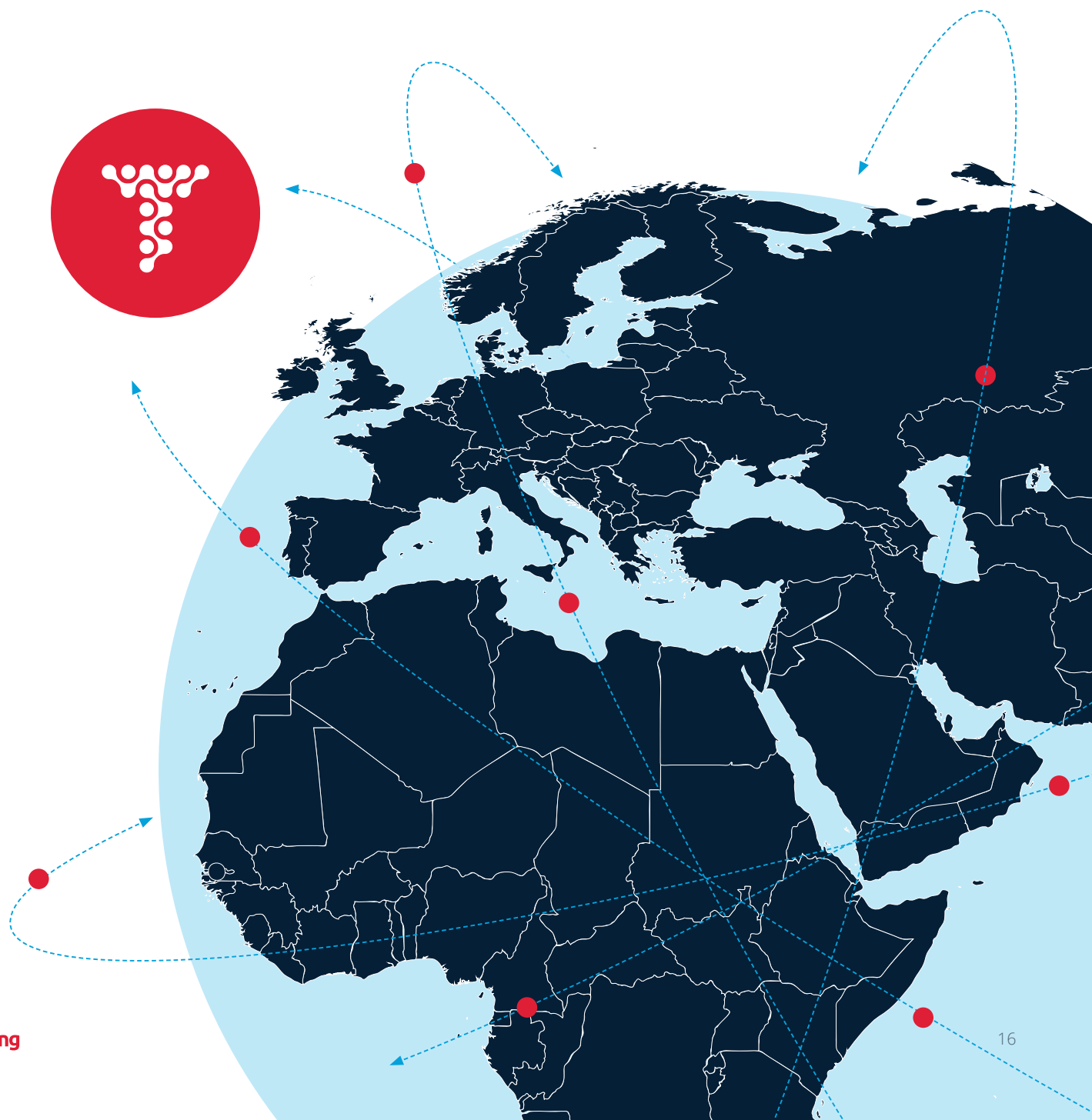
6.4. Tokenized platform

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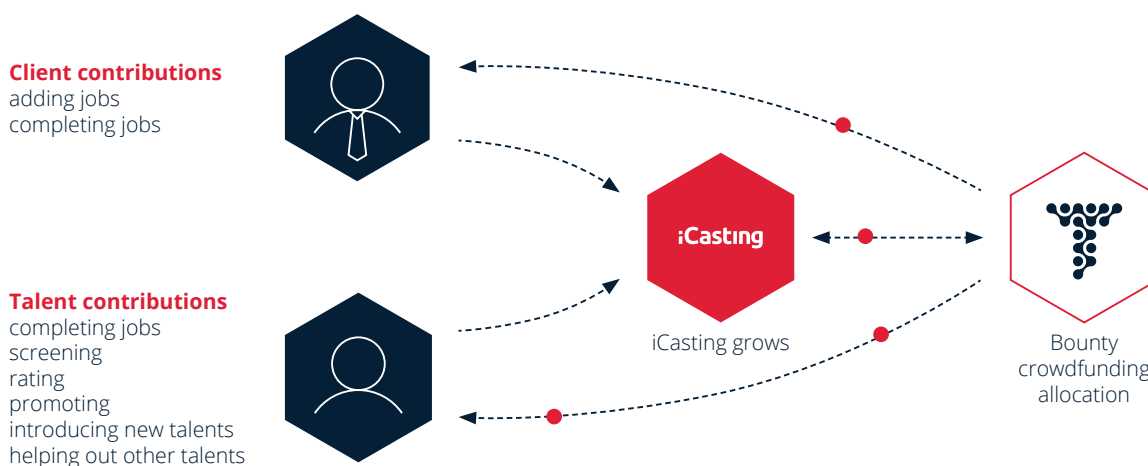
Our community, however, is very eager and enthusiastic to add to the success of iCasting. Because of this, we are going to have our community contribute actively in the further growth of the platform, with a proper reward of course.

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 fulfillment of its full potential.

Community rewards
Contributions to the platform

Client contributions
adding jobs
completing jobs

Talent contributions
completing jobs
screening
rating
promoting
introducing new talents
helping out other talents

iCasting grows

Bounty
crowdfunding
allocation

The user is able to redeem Tokens for premium features like skipping adds, gaining extra job information, sending PM's to clients, unlocking iCasting Academy lessons, buying goods and merchandise on iCasting events, signing up for workshops or exchanging 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.

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.

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

The rating system
within iCasting

job completion

talent rates client

client rates talent

ratings are stored on the blockchain

6.6. iCasting Academy

Develop
your potential.

Casting 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 behavioral expectations during shootings, negotiation techniques and advice on how to present and sell yourself to clients.

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

Course 1: iCasting profile essentials

Course 2: Introducton 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

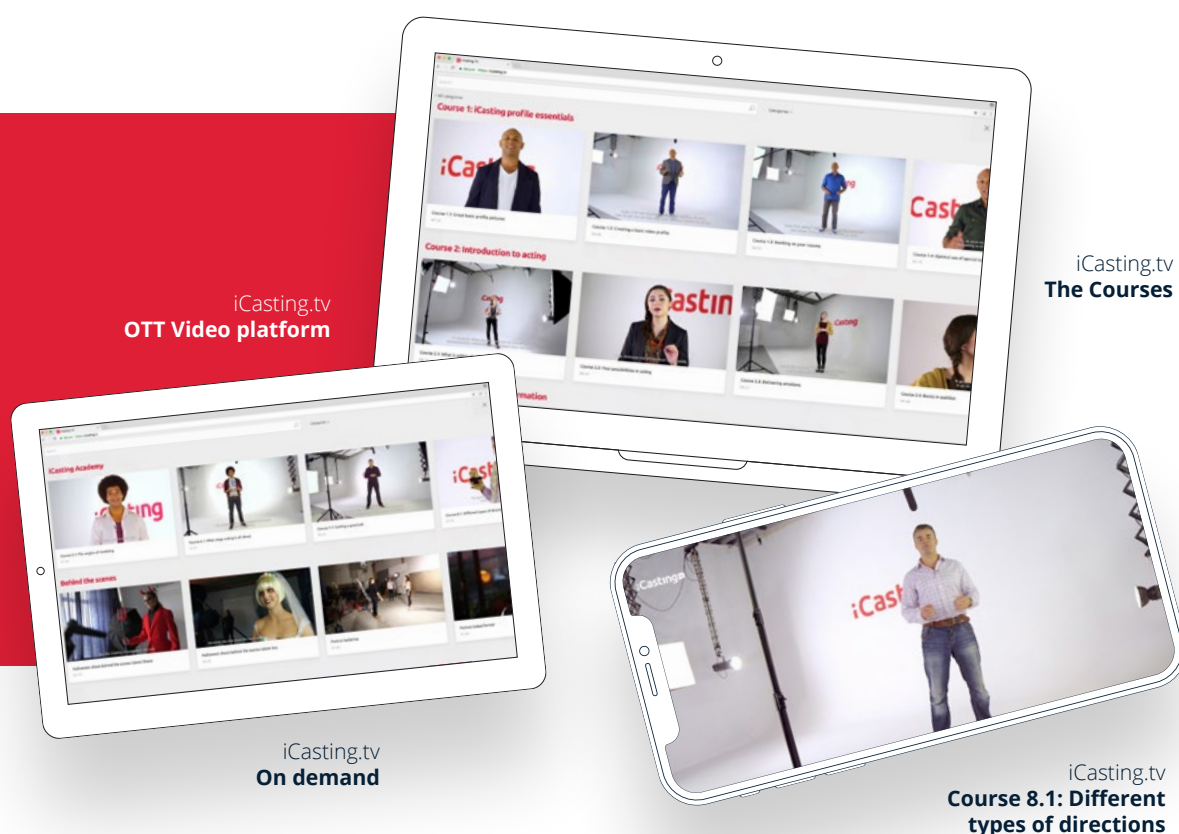**Course 11:** Introduction to promotion and hospitality

Course 12: Introduction to screen acting

Course 13: Voice essentials

The courses are divided into multiple experience levels: beginner, intermediate and professional. The introductory lessons are always free to watch. Successive lessons can be bought with Talent Tokens or can be unlocked with premium accounts. With this process, 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, also a valuable addition to the talent's profile.

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

iCasting.tv
The Courses

iCasting.tv
OTT Video platform

iCasting.tv
On demand

iCasting.tv
Course 8.1: Different types of directions

LG SMART TV   ROKU   VEWD   Samsung SMART TV

amazon fireTV   tv   iOS   chromecast

Insights, inspiration & experience.

Live events are organized for live gatherings of the community and to create an additional way to connect talents and clients directly, without any barriers. This way, these 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, to spar and to help each other by sharing tips and tricks. Well-known speakers from the industry provide inspiration and new insights and talents can even 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, food 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 are 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 live streams are free for premium accounts. Other users can unlock the live streams with Talent Tokens.

The Talent Token's tech.

The architecture of the Talent Token is based on **Ethereum** and **open-source principles only**. This code is openly shared on the iCasting GitHub account.
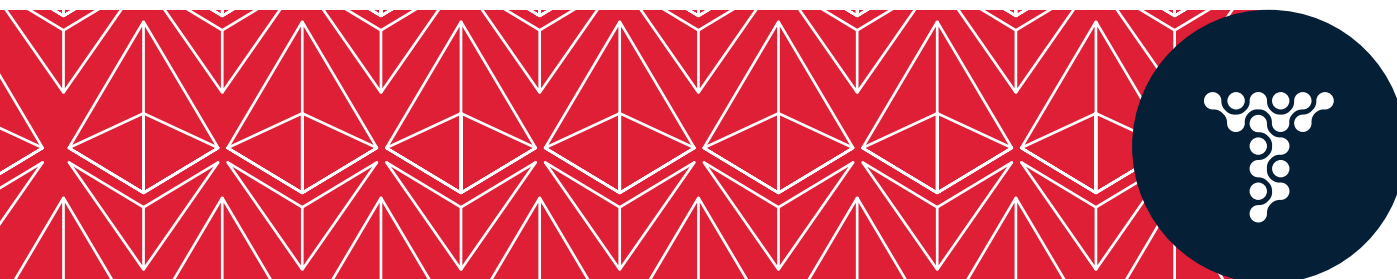
6.8.1. Ethereum
Ethereum offers the most suitable base for the implementation of all functions of the iCasting platform. Also, Ethereum is perfect for the creation of decentralized systems, with the key advantages being smart contract logic and high processing speed of transactions within the network.

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

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.

6.8.4. Whisper
Whisper is a 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.

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

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 variety of activities.
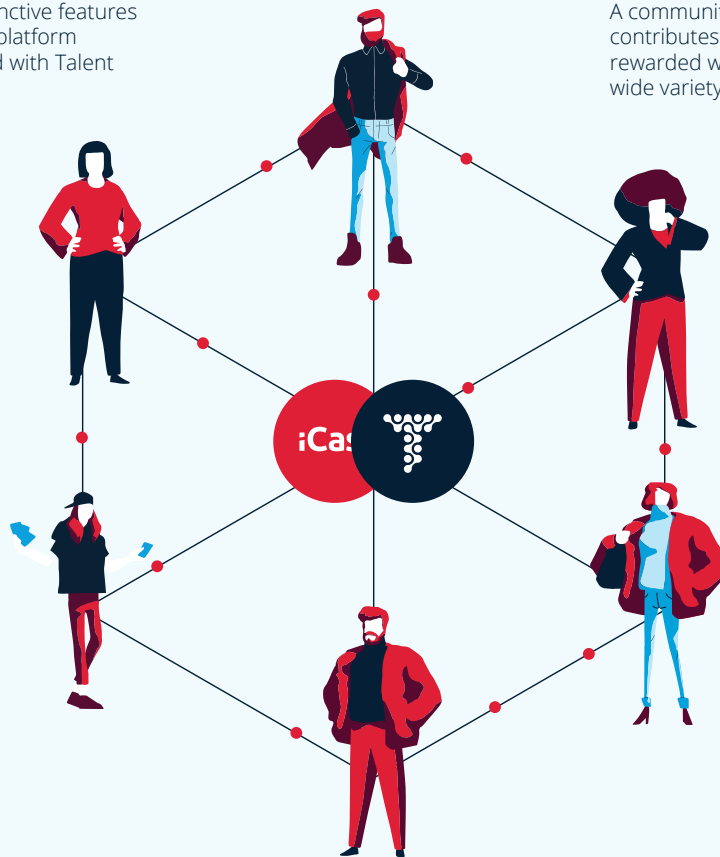
Blockchain Reputation Program
Traceable and immutable storage of reputation statistics, bringing transparency and credibility to the market.

Gamification
A wide range of platform and live features, combined with a rewards 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.

iCasting

7. Business models

Huge commercial potential.

By becoming the world's largest and most advanced talent ecosystem, iCasting offers 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 said job. This service fee is integrated in the standard payment process and smart contracts on 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 purchase 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 partnership deals are bought with Talent Tokens using smart contracts, in which 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 ads 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, live streams, extra profile features and the ability of 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.

iCasting

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 shortly. Marketing wil 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.

Since 2001, the founders of iCasting own a successful advertising agency, so marketing is in the team's DNA. This agency has over 40 professionals, including 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. With this, iCasting possesses 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, modeling, talent and entertainment industries. As part of the launching campaign in 2015, iCasting partnered up with the largest television network station RTL and with 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 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.

8.4. Event presence

Globally there are huge amounts of notable events 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 and providing keynote presentations.

8.6. Bounty campaign

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

With 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.

8.7. Public recognition

iCasting has already been internationally recognized. The Next Web has recognized iCasting as one of the most promising blockchain startups in its media landscape.[1] The Accenture Innovation Awards recognized 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**.**

CES Unveiled Amsterdam   The Next Web   Accenture innovation awards   Cross Media Congres

"iCasting is leading the charge in changing the casting industry."

Bob Breeman, COO

Our journey into the international spotlight.

2013

- First round of funding - €330.000
- Company registration
- Opening of iCasting office
- Employment of iCasting team
- Development iCasting beta

2014

- Second round of funding €330.000
- Team expansion
- Development of 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 of blockchain experts to iCasting team

2018

Q1
- Technical upgrade of database and servers for global launch
- Launch of iCasting.io teaser website
- Development of Talent Token & smart contracts

Q2
- **ICO campaign launch**
  (including white paper & ICO website iCasting.io)
- US talents & clients sign up integration
- Private presale & whitelist presale Talent Token

Q3
- Talent Token & smart contract beta integration

Q4
- **The ICO**
- Launch of Talent Token
- Users receive wallets & Talent Tokens

2019

Q1
- Smart contract integration
- **International launch Phase 1**
- **Talent Token listed at cryptocurrency exchanges**

Q2 - Q4
- Extended blockchain features integration
- **Global expansion**
- Global marketing & PR campaign

2020

- **iCasting API available for third party integrations**

The talent team.

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

The founders gained their knowledge by 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 within the holding are founded out of market frustrations. With this, the founders always stayed close to their internal burning fire to create new markets and to make the media and talent landscape as a 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.

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) and has written over 1.500 articles on Blockchain technology at Blockchain News and has also published on ICOs in Harvard Business Review and 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 in keynotes and 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 and Zurich.

Steven Deurloo
Financial advisor

Steven Deurloo is an experienced financial Advisor. In 1992 Steven gained degrees in both law and economics. He specialized in arranging structured debt and equity transactions, ranging from small informal investments to large public an 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 specialized 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.

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 organizations: from small technology startups to large banks and energy companies, fast-growing midsize companies and not-for- profit organizations. Secondly, he collaborates with other people and organizations 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 to be able to 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)

Erwin Arkema
Founder & CEO

Erwin has been an entrepreneur for most of his life. He started his first business in de 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 mayor production companies, such as RTL & Endemol. In 2001 he Co Founded IQ-Media, an advertising agency based in The Netherlands that grew to be one of the country's major advertising agencies, working for brands such as Philips, L'Oreal, Deloite, RTL, Coca Cola, Amstel and Red Bull.

For these larger media campaigns, Erwin worked together with national and 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 successfull in disrupting the global television and broadcasting markets. Erwin specializes in team leadership, creative marketing strategies and 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 has worked for brands such as Philips, Coca Cola, Smurfit Kappa and Red Bull. He also contributed to the international success of TradeCast, a Dutch tech company that is successfully disrupting the global television and broadcasting markets. Joris is responsible for the global marketing campaigns, strategic partnerships, PR and 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, anadvertising agency based in The Netherlands, which grew out to be one of the major Dutch advertising agencies. He co-founded iCasting in 2013 and built a technical team to make a scalable platform for the casting industry, available worldwide, on awesome new technologies. In 2015 he co-founded TradeCast, an internationally succesful Dutch startup disrupting the global television and broadcasting markets.

Bob is responsible for managing all the financial and operational tasks. Also, under his authority, the technical infrastructures for large (video) storage systems and ICT structures within these companies have been realized.

Yillmaz Schoen
Founder (CEO Tradecast.tv)

Yillmaz Schoen (1979) is a media entrepreneur, speaker and founder/CEO of TradeCast (www.tradecast.tv).

TradeCast is a multi award winning tech company on a mission to break through barriers in traditional publishing and broadcasting industry. Since its inception in 2015, TradeCast 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, Yillmaz 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, Yillmaz 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, Yillmaz has been involved in and responsible for the development and positioning of a wide variety of campaigns, brands, digital concepts and television productions.

Yillmaz 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. Yillmaz has a real passion for new technology.

Owen Hardy
CTO

Owen is a senior software engineer with over a decade of experience. His passion for software and platforms have driven him to develop a broad and deep understanding of servers, as well as software architectures. Fascinated by blockchain since it's inception, Owen has been an avid miner and crypto enthousiast. 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
Creative Director

Being 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 tech company TradeCast. Taking up the position of 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 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 and worked with customers like Adobe, Sandisk, AMD, TomTom and Corel. Vincent specializes in project management, process improvements, financial solutions and technical management. As project manager, Vincentwas responsible for the initial setup of TradeCast and contributed to the development of iCasting. As member of the management team, Vincent is responsible for the project management of iCasting.

Mark van der Hoop
Senior Blockchain Developer

Mark is an experienced senior engineer who started developing web applications at the age of 14. Since then, he's build up a wide variety of knowledge 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 develop an intrest in cryptocurrency and blockchain technology back in 2014, when he started trading and mining cryptocurrencies. When this became too time consuming, he built his own mining and trading software. He then became more interested in the blockchain technique. With some extra time on his hand, because mining and trading were now 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 by studying graphic and web design, working in several web companies in the Zwolle region and setting up multiple web companies himself that specialize 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. Jesson became a big crypto enthusiast ever since hearing of blockchain. He was there sinds 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 the personality to give harsh, direct feedback with a sense of humor, Sander has developed himself into the perfect business sidekick for iCasting.io. 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 companies like Ahold and Rabobank. 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, a corporate funded investment company with a focus on early stage investments in solutions for a connected and sustainable world. There, Sander is responsible for managing the company and it's investments.

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. As an visionary he played a key part in developing the iCasting platform in a way that's still considered cutting edge. Rick has since grown into the role of consultant, with his knowledge and insight he continually helps iCasting to stay on the cutting edge of technology. Next to Ricks large array of skills he specializes in server-side technologies such as MongoDB, Node.JS and full-stack development.

Jesse Sprenkelink
Developer

Jesse Spenkelink is a passionate, young, all-round developer with a primary focus 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 internationalization of iCasting.

Nanja Smit
Community manager

Nanja earned her Bachelor in International Communications & Marketing at Zuyd University's Business faculty. She then 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 marketeer, community manager, communications adviser and Wordpress webmaster for international news and 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 Netherland's major advertising agencies to further her career in a great team. She's looking forward to building 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 of iCasting since the start (April 2017).Under her watch, the community has grown considerably in just a year, both on the iCasting platform itself and on the various social media channels.
Ilona focusses on 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 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 traveled to the European competition EuroSkills in Sweden in which he earned a Medal of Excellence in the field of Web Development. After college Jos started his professional career as an engineer. He specializes in front-end web development, adding digital interaction to webites and applications for well known clients and brands in The Netherlands.

Jorrit Tempelman
Developer

With aa degree in Graphic Design, Jorrit is a passionate developer with an eye for a pixel perfect front-end designs. 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 a 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 trough 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 in communication, Mitchell has followed courses for conducting business with Germany and Eastern Europe, focussing on export marketing. He also joined marketing communication projects where he held various functions. His main ambitions are copywriting and developing marketing communication strategies. As a member of the iCasting team he'll be writing some of the external communication and researching the best ways to reach interested parties through all available channels.

It's all in the details.

We are organizing a crowdsale to raise €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

Supply allocation pie chart: 55%, 19%, 4%, 5%, 5%, 12%

Legend:
- Available for purchase
- Investors
- Bonus
- Founders & Team
- iCasting Bounty
- Advisors & Ambassadors

Investment allocation pie chart: 25%, 35%, 15%, 15%, 10%

Legend:
- Technical Development
- Product Roll-out
- Database Expansion
- Marketing
- General & Administration
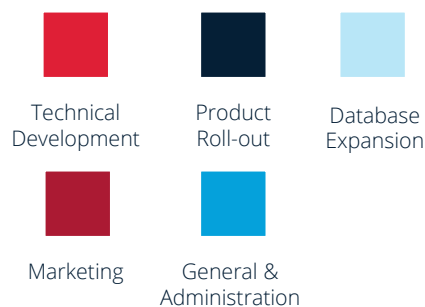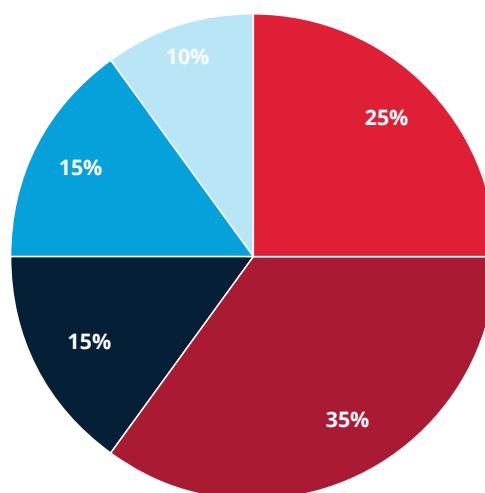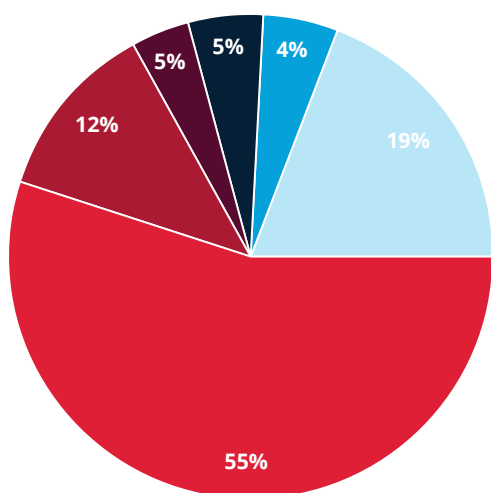
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iCasting

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