Publica
TELL YOUR STORY

Contents

Executive Summary

Publica's protocol development and promotion budget is designed as a minimum viable product (MVP) supporting Publica's key invention, the READ Token, plus an online demonstration of a Book ICO in action.

iOS, Android, app-wallets

Web apps

Book ICO templates

Solidity, cryptography

HR: SMM/CM, Partner Mgr

Development expenses

$1M

- Protocol token becomes operational
- Direct transactions between authors and readers for purchase of access keys
- Tokenisation of access keys to literary works
- Decentralised storage for literary works
- Publisher and Reader app-wallets
- Platform for Book ICOs

First authors publish on Publica Platform

Budget

Publica's key invention, the READ Token for the Book ICO, will be presented to the public in an online demonstration of the end-to-end user experiences.

- First ebook published on the protocol.
- Book ICO to crowdfund that ebook, and to mint its READ Tokens.
- Ereader app-wallets on app stores.
- Smart contract on Ethereum for direct transactions between authors and readers

The budget is summarized as follows, in round numbers. Except where noted, budgets are for human resources.

Development of ereader app-wallets	800 ETH
Development of Web infrastructure	600 ETH
Development of Book ICO templates	600 ETH
Internal Publica Token Exchange	600 ETH
Execs, Community Managers, Partners Manager	600 ETH
Hosting, security, CDN, etc.	100 ETH
Expenses	100 ETH
Phase One Total (~USD$1M)	*3400 ETH*