



WHITEPAPER

A blockchain enabled platform for crowdsourcing
multimedia content for kids



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ABSTRACT

A New Wave of Creative Innovation is Upon Us

The way we create content, consume content and exchange content has been completely disrupted by demographic shifts, social media and technological advances in a mobile-centric world. The increased appetite for on-demand content coupled with the emergence of blockchain technology creates a unique opportunity for creative talents to fully exploit their creative contributions as well as monetize their intellectual property through a completely transparent and fair smart contract system.

Up until this point, there have been significant barriers that limit both the access to markets as well as the income generated by creative content. The power was concentrated in the hands of a few big players who had both the means to reach audiences as well as the resources to create and distribute content. The convergence of mobile, technological advancements and blockchain technology is unleashing a new wave of creative innovation and 18moons is at the forefront of this trend.

As an established media company with a mobile distribution network that is already delivering aggregated preschool content for broadcasters, telecommunication companies and smart tvs partners, we want to usher in the next wave of creative content that will be unlocked by leveraging blockchain technology to incentivize, track and reward creative talents through a robust digital rights management solution.

Pending a successful crowdsale, we will utilize a “Call for Content” to expand our content offerings in Planet Kids as we roll out our mobile platform globally. We will be utilizing a collaborative design and development system to create and deliver a series of augmented reality adventures for preschoolers that will be made available to over 120 million households through our partner network. Creative contributions by independent talents will be tracked and paid through a smart contract system to bring transparency to the digital content community while opening up new sources of revenue.

Our token crowdsale will bring instant utility to both the creative community who want to participate in the development of multi-media content as well as our end consumers, parents and kids, who will benefit from the ever-changing universe of global, local and original content available on demand and the augmented reality adventures which will be unlocked through the use of our tokens, Planet Kids Coins (PKC).

INTRODUCTION

Follow The Fun, Find The Learning!

18moons' core mission is to enrich the lives of Preschool Families. We do this by providing aggregated, customizable, learning-through-play experiences through a mobile platform called Planet Kids. We make it easy for parents, grandparents, caretakers and kids to access an ever-changing universe of global, local and original content to help preschool kids develop language learning, social-emotional and cognitive development skills through play-based experiences. Our platform allows parents and caretakers to manage screen time as well as select language and content preferences through a subscription service. A blockchain solution will provide us with the means to meet the increased demand for interactive, multi-media content as we roll-out our platform globally.

We also recognize that the development of consumer-oriented Augmented Reality (AR) applications is growing rapidly and lots of new use cases are being explored. AR technology essentially superimposes a computer-generated image on a user's view of the real world through a smartphone or tablet, thus providing a composite view using computer-generated sensory inputs such as sound, video, graphics or GPS data to enhance the experience. New research from the International Data Corporation (IDC) forecasts that global revenues for AR and Mixed Reality (MR) will reach 143.3 billion USD by 2020 with the consumer market occupying the largest segment.

We believe that the Planet Kids platform can tap into this potential and support the expanded use of augmented and mixed reality experiences in ways that significantly enhance entertainment and learning. We will utilize our Decentralized App (DApp) running on the Ethereum blockchain to track and manage usage and compensation of multi-media content delivered in the Planet Kids platform.

1 - AUGMENTED REALITY ADVENTURES

1.1 Introduction

Our ZOGO'S Adventure App will be the next generation experience in the Planet Kids platform. The app will utilize AR to bring learning- through- play to a whole new level, through immersive adventures that encourage kids to be curious and explore objects around them as they participate in an adventure with ZOGO. The AR technology allows ZOGO to leap off the screen and into the playroom to interact with kids using multi-sensory activities via themed adventures that ZOGO will take them on, with a green screen-like background. We will utilize a "Call for Content" to help us source a wide variety of multi-media experiences in ZOGO'S Adventures, using our blockchain solution to support this process.



1.2 - BLOCKCHAIN JUSTIFICATION

Blockchain technology has the capability to provide integrity and transparency for any type of transactions as well as for intellectual property rights for independent artists to content owners. The immutable and transparent nature of the blockchain provides an ideal foundation for all functions relating to the sourcing, utilization, protection and payment involved with independent content creation. Functionally, blockchain technology coupled with smart contract systems ensures that producers and content developers will be paid for their contribution automatically and transparently.

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All intellectual property rights are preserved and stored on the blockchain. The use of blockchain technology mitigates costs, streamlines the process of protecting and accessing intellectual property rights, and eliminates the need for 3rd parties, such as lawyers, and payment processors.

The overall collaborative design and distribution of intellectual property, and payout would not be possible without the use of blockchain technology. Blockchain's ability to bundle packets of information that contain time stamped intellectual property records, autonomous payout instructions, and contract conditions is the key ingredient. A standard use token, our Planet Kids Coin (PKC) is required to facilitate global content distribution and create frictionless value transfer and payment processing. The decentralized nature of the blockchain in this case allows for a fairer and more equitable environment for everyone involved. While competitors have developed systems to leverage some of this functionality, today there is no current system, process or effective means that supports global co- development and distribution of content on this scale until now.

This use case of the blockchain provides immense value to independent content creators for their creative contributions in real time, wherever they may be located. Our utilization of smart contracts will introduce industry-first functionality such as fully transparent autonomous royalty payout, and automatic payment to artists pending the usage of their media within the Planet Kids Ecosystem. Blockchain facilitates scaling content contracts, and providing dynamic rewards for artists instead of fixed price schedules. Content developer contracts can be adjusted via predetermined parameters, allowing for scaling bonuses in payout or increased visibility in the Planet Kids Universe after a certain threshold usage has been reached. This system will benefit creatives who develop the most engaging content while keeping the playing field open and equitable for all. It is for these reasons that we believe our decentralized app (DApp) can benefit from, as well as add value, to the broader blockchain ecosystem.



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2 - PRODUCTS

The Planet Kids platform consists of three products:

- (1) Planet Kids App
- (2) Parentarium
- (3) ZOGO's Adventures (contingent on ICO success)

2.1 - PLANET KIDS APP

The well-established and award-winning Planet Kids App has thousands of the most beloved videos, children's videos, books, games, music and interactive activities for preschool families to enjoy based on a learning-through-play paradigm. It is easy-to-use, safe, and provides parents and caregivers with tools for managing screen time and language preferences.

The App is currently available in app stores and smart TVs through large strategic partners in Latin America. Our aggregation model easily integrates and distributes global, local and original content through a proprietary content management system and strategic partner network. The content is currently available in English, Spanish and Portuguese, but we anticipate rolling out additional languages.



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As the world is becoming increasingly globalized, we believe the next generation will prosper from the ability to engage and communicate in multiple languages. The Planet Kids media platform is the ideal tool for kids of preschool age to access content that will help develop dual language learning skills, gain insights into other countries cultures, and have fun at the same time. The blockchain solution we are developing will help us to source, track and manage an ever-changing array of content, while reducing the number of third parties needed to uphold such a model.

MEET OUR CAST OF CHARACTERS:

Barney
and Friends



Angelina
Ballerina



Daniel Tiger's
Neighborhood



Meteor And
The Mighty
Monster Trucks



Joe
And Jack



Harry And
His Bucket Full
of Dinosaurs



Monkey See
Monkey Do



2.2 - PARENTARIUM

Parentarium is our Parent's Portal available through the Planet Kids App. Parentarium is geared towards parents and caretakers of preschool kids. We work closely with world-class content providers and brands to provide products and services uniquely designed to serve fun and learning needs of today's digital kids and parents through an affiliate marketing program.

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2.3 - ZOGO'S ADVENTURES

ZOGO finds his Mojo through music. Children are naturally interested in music and music is naturally good for children. That's why music will be a key component in ZOGO's Adventures. Our "Call for Content" to deliver interactive, learning-through-play activities will include music in every adventure.

ZOGO is currently an alien that acts as a guided host in the Planet Kids App. ZOGO will come to life as an interactive Playmate through augmented reality experiences in ZOGO's Adventure App. The interactive adventures will be designed to tap into a child's desire for language, the body's urge to move, and the brain's attention to patterns. The whole family will be able to get involved in the augmented reality adventure, which can be recorded, saved, viewed and shared with family and friends through a smartphone, tablet or smart TV.



3 - PLANET KIDS "COLLABORATIVE DESIGN AND DEVELOPMENT PLATFORM"

We have extensive experience in content development, brand activation, and global distribution. We see tremendous opportunity to expand the breadth and depth of content in our platform through a transparent system through which creatives and content developers can be compensated as well as observe how their peers are rewarded in their specific content category. Crowd-sourced content will be compensated based on the extent to which it is utilized throughout the platform. Our collaborative design and development team will comprise of the following types of talents:



4 - PLANET KIDS COIN UTILITY

The previous sections explained the products. This section will explain how the Planet Kids Coins (PKC) tokens can be utilized.



4.1 - TOKEN UTILITY

There are two ways to use Planet Kids Coin tokens:

- 1) To activate a subscription to Planet Kids
- 2) To submit content that, if selected, could be utilized in the Planet Kids or ZOGO's Adventures

Access to the baseline Planet Kids App is possible with fiat currency, while access to ZOGO's Adventures is reserved for token holders only. Activating a subscription with tokens will generate access to the full package of Planet Kids, Parentarium and ZOGO's Adventures.

<u>Subscription Fee</u>	<u>Parentarium</u>	<u>Planet Kids App</u>	<u>ZOGO's Adventures</u>
		Monthly	Monthly
Fiat currency	Free	\$5	N/A
Planet Kids Coin (PKC)	Free	50 PKC	600 PKC

* Assuming initial price of the PKC token is equal to \$0.10

Participants of the crowdsale will be able to use their tokens to activate one or several subscriptions for usage, gifting or for content submission.

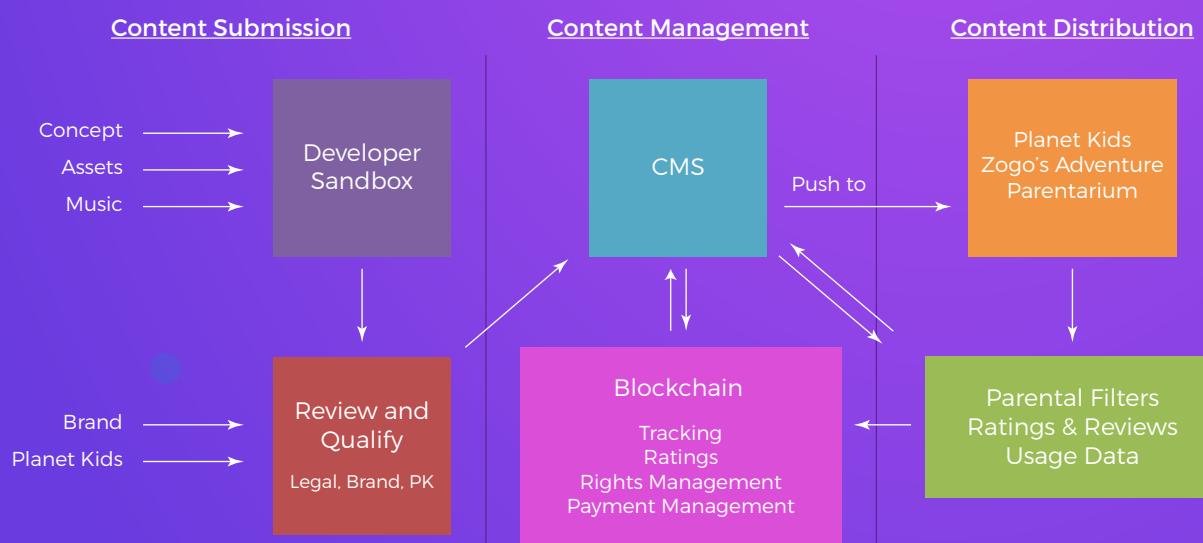
4.2 - CONTENT SUBMISSION FEES

MUSIC	VIDEO	ACTIVITY	STORY
200 PKC (\approx 20 USD)			

* Initial price of the PKC token is equal to \$0.10

Content developers will receive one submission (per month) with their subscription to the Planet Kids App. Additional content submissions will require activation of a specific number of tokens to have their content reviewed and qualified. This approach will ensure that ideas be well-developed, while giving every content provider a chance to submit content.

4.3 - COLLABORATIVE DESIGN & DEVELOPMENT PROCESS



Our existing content library, our relationships with content providers and our extensive partner distribution network provide a solid foundation on which to implement blockchain technology. Our utilization consolidates both payments and IP records into our blockchain solution, which allows for content creators not currently using the blockchain to be co-opted into our solution. Attempting to implement a blockchain solution for IP management without said institution would require all parties involved to already be utilizing the blockchain, a challenge in and of itself. We are ready to bring IP functionality to the our private permissioned blockchain by utilizing PKC tokens and our closed DApp ecosystem.

5 - TOKEN CROWDSALE

This section will explain the specifics of how the crowdsale will be organized and structured and how one will be able to participate.

5.1 - SMART CONTRACT

Some of the most profound risks for creative artists and developers are the extent to which their rights, such as intellectual property, will be preserved. The special purpose code in our Smart Contract ensures that no central authority has the possibility to utilize or trade what is not theirs, and that the agreed upon terms and conditions will be executed. Unlike the existing industry model, where content use can go unnoticed and unpaid, this use of smart contracts allows for a failsafe that benefits creative producers. If content is used without pay or permission, the breach of the smart contract is automatically visible on the network. This insures integrity on the part of 18moons and represents a true democratization of both content development and distribution. By handling royalty payouts and tracking via the smart contract, we also open up possibilities for 3rd party licensing. By co-opting additional brands into the 18moons creative content aggregation platform we can increase exposure and payout for creative talents.

5.2 - CROWD SALE STRUCTURE

The initial price of the PKC token is \$0.10. Our funding goal and the crowdsale cap is \$10 million with a minimum of \$1 million. Early birds are rewarded through our two-tier bonus structure with a limit of 6.5MM bonus tokens:

1,000,000-50,000,000 PKC	3% bonus tokens
50,000,000-100,000,000 PKC	10% bonus tokens

After the token sale, the token value will be based on the price traded on cryptocurrency exchanges. We are in preliminary talks with several exchanges in preparation of our upcoming ICO as we understand this to be both a crucial part of the offering and a significant pain point in most token releases.

6 - BLOCKCHAIN IMPLEMENTATION

Planet Kids Coins will be implemented as an Ethereum-based token on the Ethereum blockchain. Planet Kids Coins comply with the ERC20 token standard.

While we are implementing our token on the Ethereum blockchain, if we deem that another blockchain gains more robust support, we will transfer tokens on a 1:1 basis to said blockchain. This ensures that there is no loss of value in terms of PKC utility.

6.1 - TOTAL SUPPLY

A maximum of 125,000,000 PKC will be issued. Ethereum blockchain totals can be stored on the blockchain up to 18 decimal places. Thus the smallest unit for PKC is 0.000000000000000001 PKC. 100,000,000 will be released to the general public and the remaining balance 25MM PKC (20%) will be reserved to support the ecosystem and the volume bonus structure.

6.2 - NON-INFLATION

We understand that inflation would hurt the value of PKC and its utility to our users. The smart contract we have created will prohibit new tokens from being created, thus mitigating inflation problems.

6.3 - COMMUNITY

Building and maintaining an active community is an important facet of our ICO development. We will foster discussion on platforms such as Reddit, Facebook and Bitcointalk in a variety of languages. This will help to build a truly global user base, democratize creative content development, and ensure that children involved with ZOGO's adventures and the entire Planet Kids Universe foster an open-minded and inclusive mindset. In short, we seek to nurture and develop the global citizens of tomorrow.

6.4 - COMPLIANCE

The crypto token market space is relatively young, and our utility token and blockchain may be subject to fundamental changes. Thus, we want to state that there are no guarantees of any form, and that contents in this document do not constitute legal advice. There is also uncertainty regarding the applicability of US securities regulations for ICOs.

In the case of the 18moons ICO we refer to the Howey Test SEC v. Howey: 1946). We believe that PKC's do not pass the Howey Test (SEC v. Howey: 1946) it because: 1) ownership of PKC does not translate to any ownership or related rights such as equity in the 18moons parent company, 2) PKC have real utility via the Planet Kids platform, and 3) PKC primarily serve as in-app credits rather than a financial instrument and/or speculative holdings.

We strongly recommend that prospective token holders seek legal counsel. We do, however believe strongly in the value and lifespan of our product, including both its blockchain functionality and the subscription/content submission utility of our token.

6.5 - USE OF FUNDING

The funding received will be used to fuel the development and maintenance of the platform.



The existing structure of 18moons as an established media company allows us to focus more funds towards fleshing out ZOGO's adventures, the creative content ecosystem, and content acquisition. In order to add value for content creators we will focus significant funding towards furthering strategic partnerships. These additional partnerships will broaden our reach and get content submitted in front of larger global audiences.

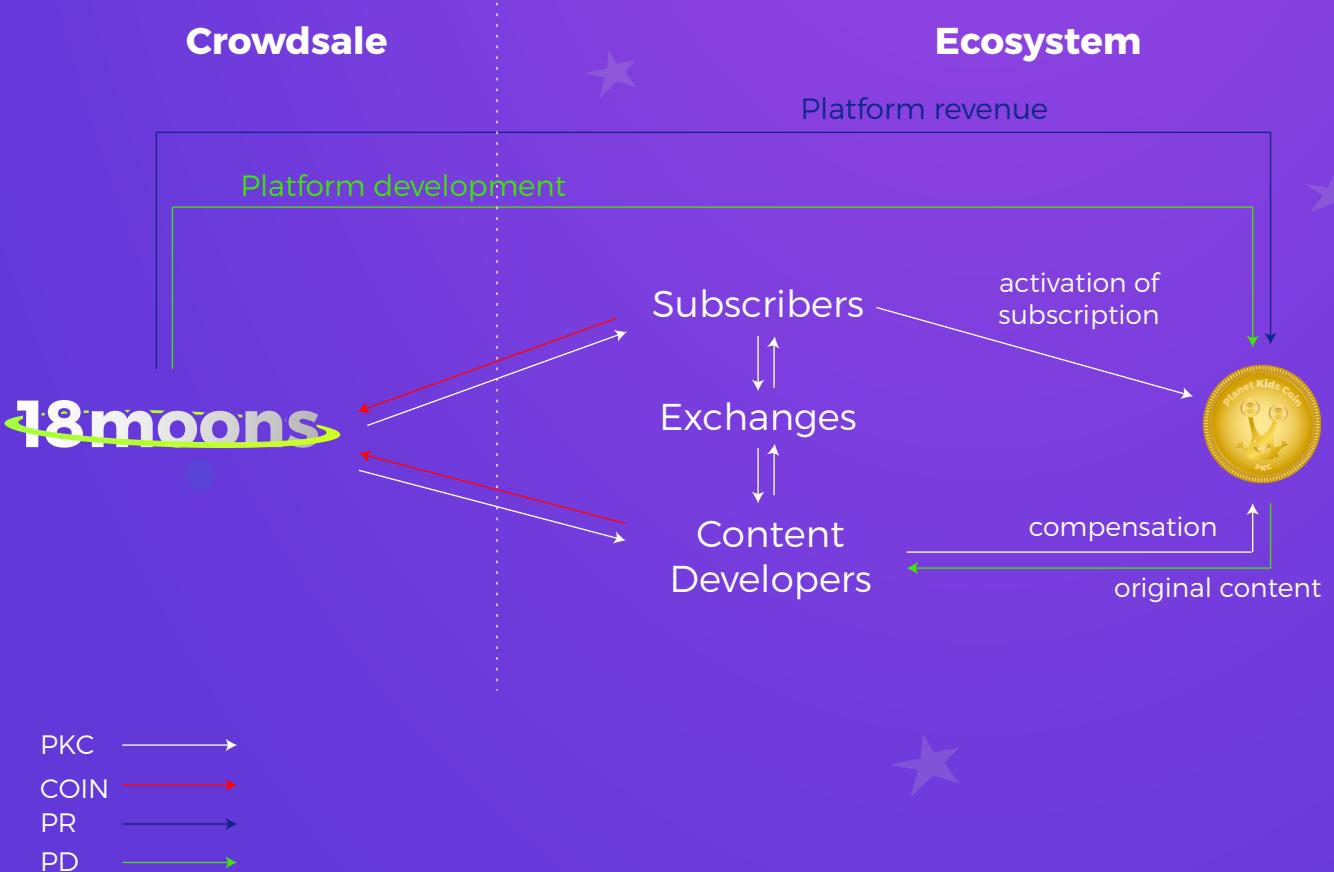
6.6 - TOKEN DISTRIBUTION

The first allocation of tokens will be the crowdsale wherein 85.2% of the total supply of tokens will be distributed to interested participants. At this time, 18moons will keep a minimum 14.8% to ensure a continuous vested interest in the wellbeing of the network. If the 18moons team deems that the demand exists we will consider opening a token presale.

Total Active Tokens	125,000,000 PKC
Tokens Available for Crowdsale	100,000,000 PKC
Tokens Reserved for Company	25,000,000 PKC

7 - ICO ECOSYSTEM

One of the major advantages of operating our intellectual property management via blockchain technology lies in mitigating third-party validation systems, while maintaining competitive processing speeds and costs for PKC tokens, and allowing a quick and transparent payment system that is accepted worldwide. The Planet Kids ecosystem has in-bound streams of tokens from subscribers and content developers, and out-bound streams of tokens as compensation to content developers. 18moons will target to keep approximately 25% of the total supply of tokens within the ecosystem. This target arises from the initial tokens kept by the 18moons team, as well as the activation of subscriptions and submission of content as the system gains traction.



8 - LEADERSHIP TEAM

18moons has extensive experience working with world-class content providers, brands, telecommunication companies and broadcasters to provide multi-media products and services uniquely designed to serve the fun-and-learning needs of today's digitally oriented parents and kids . We help talents and brands to connect with parents, children and caregivers through mobile and TV apps and are passionate about bringing high quality experiences to parents and children across the globe at an affordable price.



Vincent D'Alleva

Chairman

With over 25 years of experience marketing to preschool families through the Toy and Baby products industries, Vincent brings a wealth of energy and insight to our Board. He has worked in leadership roles in notable children's companies including Hasbro, Mattel/Fisher-Price, Dorel Juvenile Group, Tommee Tippee and Tomy International.



EDUARDO MACE

President/Chief Operations Officer

Serial entrepreneur and pioneer in multimedia software. Has worked with many of the Fortune 500 companies in software and built extensive experience driving software and media companies to leadership positions through partnership development.



JAN RIMMEL

Chief Marketing Officer

Lifelong Brand Activator, Innovator and Marketer. Cutting edge digital marketing program director with 20+ years in developing and managing multi-channel marketing initiatives for Hasbro and Marvel.

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DUANE MAYO
Chief Financial Officer

Over 30 years of senior executive management experience in multiple high tech product markets.
Served as the CEO of Electrolyzer and CFO of multiple companies including Augment Systems and Xerographic Laser Images Corporation.



FABIO SCARBI
Chief Product Officer

Relentless first-to-market multimedia innovator in Latin America.
Pioneered new advertising sales business model for global brands entering the Brazilian market.
Producer of the daily children's show TURMA DO ARREPIO.



JAY CROMARTY
Investor Financial Advisor

Serves on the boards of more than a dozen companies. Former CEO of the Investment Management & Wealth Advisory segment at Boston Private Financial Holdings where he led a \$200 million business that consisted of ten subsidiaries.

9 - BLOCKCHAIN TEAM



JESSE PHILLIPS

Blockchain Expert /ICO Analyst

Serves in an advisory role to 18moons for all matters relating to Blockchain. Brings experience in investing in and teaching groups about the Cryptocurrency ecosystem. Participated in research and co-writing of ICO whitepaper for 18moons.



MICHAEL KJÆR JØRGENSEN

Blockchain Advisor

Copenhagen Business School – MSc International Business Graduate student passionate about blockchain technology. Conducted initial research and developed strategic framework for 18moons whitepaper and initial coin offering model.



GABRIELE AMEDEO

Blockchain Intern

Master of Science student at the program in Banking and Finance of the Catholic University of Milan. Member of the team researching distribution and payment systems for the ICO.



WILLIAM SPANG

ICO Social Media Manager

Developing and managing social media for 18moons ICO.