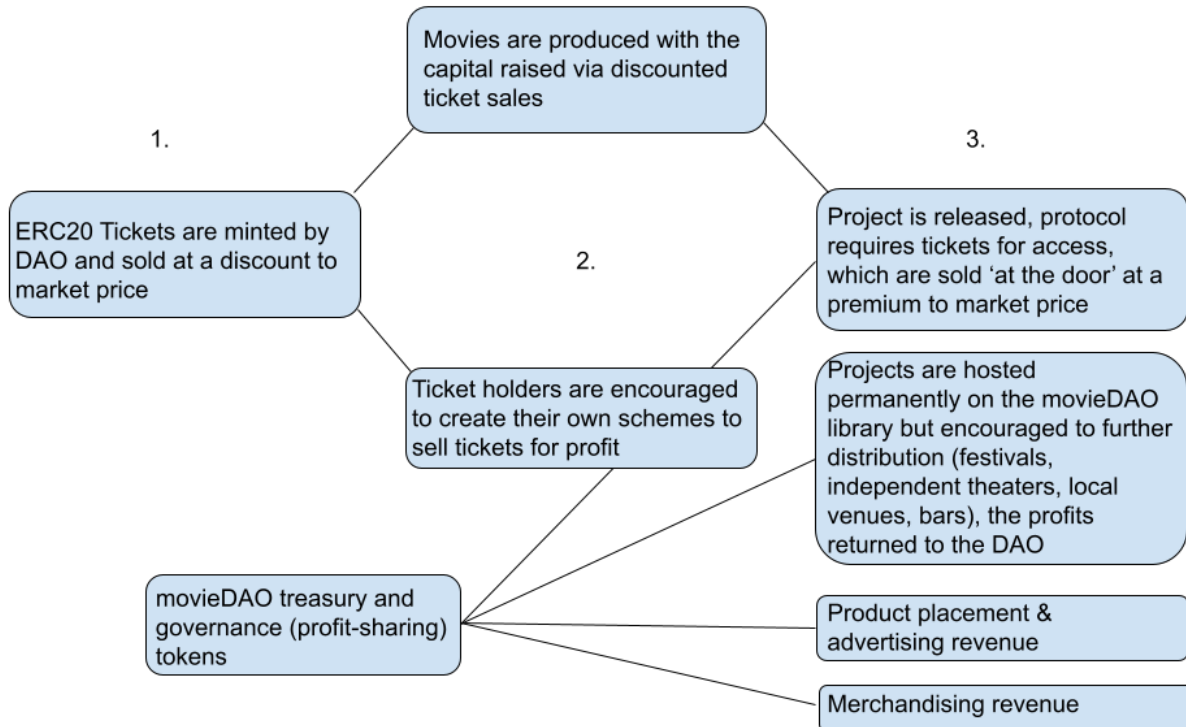


movieDAO: a decentralized film studio



Our model will include a streaming library, hosted on Arweave, that requires the redemption of ERC20 tickets in order to access. Every season, we will mint and sell new tickets into the open market at a discount to market price. The capital generated in the sale of these tickets becomes the production budget. During production, ticket holders marketing the DAO and our movies successfully will increase market value. Upon release, it is possible to purchase tickets from the open market or directly from our protocol ('at the door'), however we will charge a premium 'at the door.' Revenue generated by that premium is distributed to the DAO as profit. Additionally, all revenue derived from sponsorship advertising (product placement, etc) and outside distribution (theatrical runs, live shows, etc) is distributed to the DAO. IP produced by the DAO is owned by the DAO and profits derived from that IP is redistributed to the DAO. All production labor will be compensated at guild rates or better and all ticket sellers will keep their own profits from the arbitrage between our seasonal ticket minting and market price. All participants can become members of the DAO and all members of the DAO receive a share of the total revenue.

Right now, we need capital in order to compensate developers to build our platform, until profitability. Once the ticket minting is live, we can begin raising funds. Once raised, we can make movies. However, it will require many full seasons before our library is robust enough to fully realize the potential of this project. In the early seasons, we will need to aggressively market ourselves within the traditional film business and incentivize labor to join us. 'Control of the network' is two-fold for our model: content and talent. We must, every season, strive to control more of both networks. As the project scales, we will decide together as a DAO when it is fiscally appropriate to increase the supply of our governance tokens in order to grow the project.

If you are interested in joining this project, we need developers and capital. During platform development we will immediately begin pre-production on our first season of content. Once the tickets can be minted, we will raise funds and begin production. Help us build the future of film.

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