



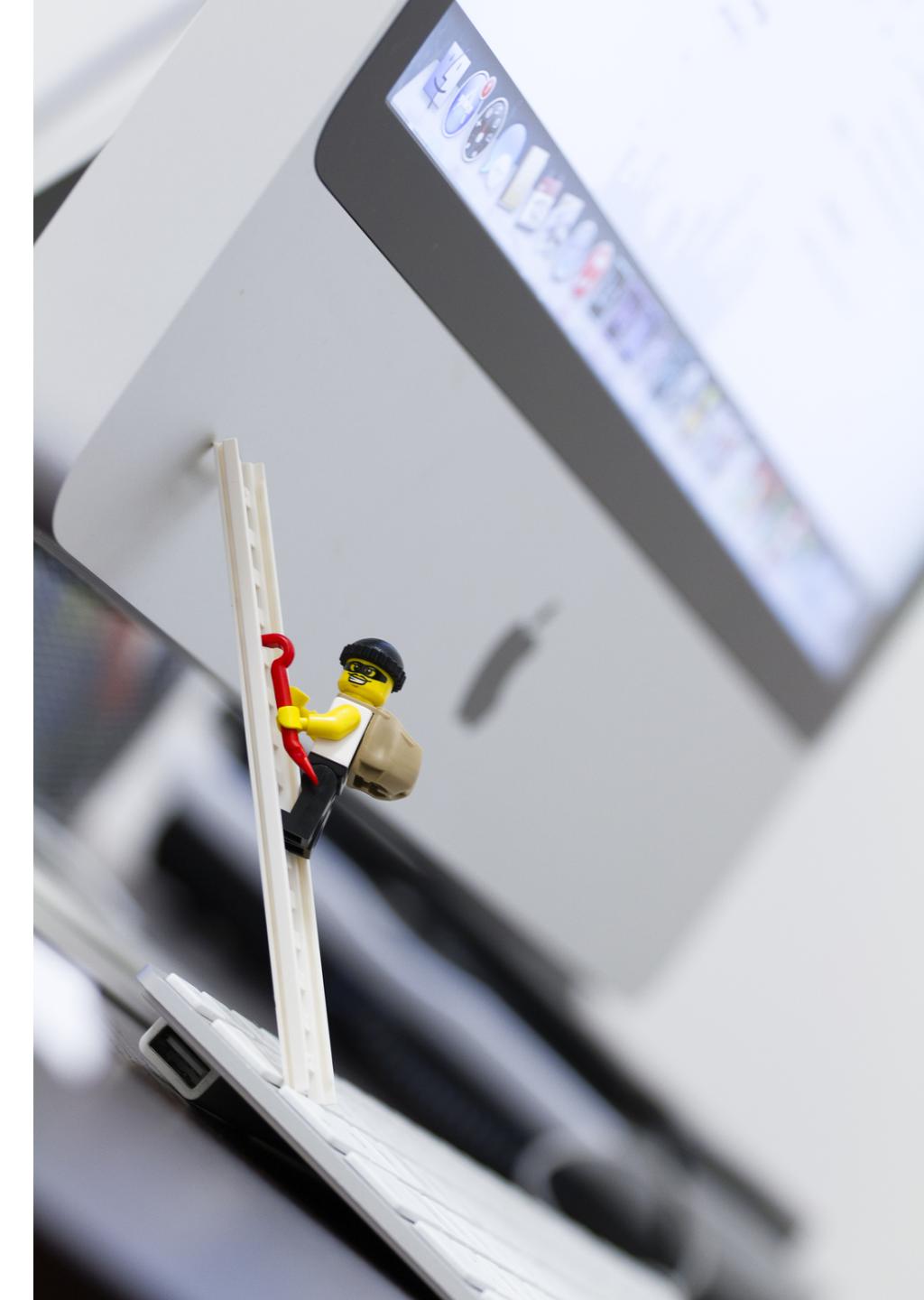
INTRODUCTION

We are a team of Factom investors and blockchain enthusiasts from around the globe that has united our collective skills, experience, and passion to further the Factom protocol through a broad-reaching, interactive news and marketing platform.

While Matter of Fact will provide utility and inspiration to anyone with an interest in Factom, the focus will be on producing and curating accessible, engaging content for the full-spectrum of Factom stakeholders, current and future.

We intend to bring an engaging and authoritative presence to the space, and are excited and prepared to operate the number of nodes the Factom community deems necessary for collective success.

Our incorporated business is fully operational and within good standing, operating under the name Matter of Fact, LLC, in the State of Wyoming.



MISSION

Matter of Fact will establish itself as a respected media collective that furthers the Factom protocol by aggregating and creating content while assisting Authority Set members with their online presence.

COMMITMENT TO FACTOM PROTOCOL

- Principal goal of amplifying the discussion surrounding Factom's groundbreaking technology
- Inform global communities about Factom's mission and capabilities
- Collaborate with and assist Authority Set members and the Factom community as a whole
- Offer our copy-editing resources to other members of the Authority Set
- Share content and perspective on the protocol's technical applications
- Feature thought-leadership content on a spectrum of data integrity issues
- Set an example of a highly functioning and well-rounded team
- Factomize our content overtime, exemplifying one potential use case
- Create and maintain a Factom Wiki page accessible to the global community
- We've created a mock website (with a functioning Factom Wiki link) and are excited to invite you to check it out! <http://www.miniature.se/>.

TEAM



**DOMINIC LUXFORD
(88MPH#0088)**

Dominic's writing has appeared in a variety of magazines, newspapers, academic journals, and books. He has worked as an editor at McSweeney's (called "the first bona fide literary movement in decades" by Slate) for the past seven years, and was an editor of the Believer magazine from 2006–2017. A number of the several-dozen books Dominic has edited have received national awards, and many have garnered critical acclaim from publications such as VanityFair, Publishers Weekly, LA Review of Books, Boston Review, Huffington Post, The San Francisco Chronicle, and The Los Angeles Times.

Dominic recently moved from San Francisco to Boulder, Colorado.



**BROOKE GLEW
(BROOKE#0702)**

Brooke brings 15 years in global scale marketing, community, and event management to the blockchain space. Apart from being a passionate technology enthusiast and active blockchain investor, Brooke is renowned for her ability to translate high-level client strategy into effective ground-level implementation. Brooke is Senior Community and Digital Marketing Manager at Rivetz and heads up a blockchain specific community management agency to support ICOs in the crowdsale phase and beyond. She often speaks at Australian blockchain events.

Brooke lives in Sydney, Australia, with her partner and two children.



**DAN GUSTAFSON
(DANG#4154)**

For more than 20 years, Dan has formed and worked with teams in the real estate, travel, and health care industries. His unique skill set and background has resulted in successful businesses and collaborations around the world. Dan's innate ability to communicate with people across every socio-economic demographic has enabled him to connect, inspire, and direct a multitude of teams to achieve their common goal. He's inherently ethical, transparent, and caring, key traits that help him empower teams with a sense of purpose and clarity. Dan is an early investor and believer in the Factom protocol.

Dan currently resides in the USA with his partner and three children.



**PER NYSTRÖM
(PERLY#6348)**

Per Nyström is a technical artist with a background in fine arts and 15 years experience in digital content creation, including video game development, motion graphics, spatial installations and Web development. As an early technology adopter, he invested in Bitcoin in 2012 and has been an avid crypto enthusiast ever since, including early investments and involvement in the Bitshares project. Per runs a Web agency specializing in delivering websites with a combination of speed, security, and SEO-optimized copywriting.

Per lives in Stockholm, Sweden, with his partner and two children.



**AMERICO PAGLIUCO
(RICO#6883)**

Americo "Rico" Pagliuca is a polymath techno-wizard at heart. Professionally known as "server guy" and an autodidact from an early age, he was an early and eager citizen of the Internet. His first brush with the command line in '93 was the beginning of a storied career of saving people from technical calamities. Twenty-five years of intensive study, research, and quality work has yielded a dizzying array of skills. Being early to blockchain and passionate about social justice, he sees Factom as the path forward to a more perfect world.

Rico lives in Phoenix, AZ, with his two dogs.



SUE RALSTON

Sue is an international corporate communications professional with 20+ years experience working on high profile global brands, particularly in the adtech and media space. She began her career working in financial PR and investor relations in the London during an era of active mergers and acquisitions, before becoming involved in the then nascent dot-com scene as a member of the First Tuesday networking group (co-founded by Nick Denton who went on to head the now defunct Gawker) and being involved in a number of early IPO pitches. Sue then joined Yahoo! Europe in 2000 where she spent five years as Director of Corporate Communications, building the pan-European team before moving to Discovery Networks Europe to lead the communications across Europe, Middle East, and Africa.

Sue is currently consulting for a number of emerging and established adtech and pure tech companies in Sydney, Australia.



CASSANDRA CAVANAH

Cassandra is a senior editor, writer and PR executive who began her career as a journalist in the technology and business space, working for one of the first publications dedicated to handheld and portable computers. Cassandra was among one of the early dot-com marketers and content creators, working with dot-com startups as early as 1995. She also spent 10 years in London as the executive director of Spafinder Wellness Europe, launching the US company into the UK. Cassandra continues work in the wellness sector as a consultant for the Global Wellness Institute and is the author of a technical manual on building wellness areas in hotels, private residences, and spas.

Cassandra currently runs a PR/marketing and content creation company in her hometown of Los Angeles, CA.

ADVISORS



COREY FLAA

Corey is a serial entrepreneur and consultant with experience in management, business development, strategy, business planning, restructuring, acquisitions, due diligence, financing, forecasting, and scenario planning, and competitive and economic research for both public and private companies. Corey's consulting firm works in the following sectors: biotech, mining, government service contracting, real estate, engineering, and gaming. Corey has sat on the boards of five companies and is currently on one board. Prior to establishing his own firm, Corey was engaged with Del Webb Corporation, Prudential Securities Incorporated, and Prudential Americana Group, and worked on the successful construction company roll-up known as Sunbelt Integrated Trade Services, Inc., contributing M&A due diligence and financing.

Corey lives with his wife and two children in Las Vegas, Nevada.



CHRIS BAILLIO

Chris Baillio has more than 15 years of accounting experience within the real estate industry. From 2010–2016, Chris owned and operated Elevated Property Management, Inc., a property management company located in Big Sky, MT, focusing on residential rental property. Prior to that, Chris was a Senior Vice President for HSM, Inc., a real estate firm in San Francisco, CA, with more than 750 units under management, heading up their property management and accounting division.

Chris currently resides in Montana and serves as an accountant and advisor to his former company.

SITE CONTENT

FACTOM NEWS

Matter of Fact's focus is to provide quality news content from a variety of sources on everything related to Factom. This will include news from Factom Inc. and other entities developing products on the protocol, FCT price analysis, interviews, examinations of potential future use cases, analysis of Factom-related data, and commentary on Factom's relationship to the crypto space at large.

EVENTS

As part of our focus on growing a thriving Factom community, we will endeavor to engage in a variety of crypto events—Meetups, conferences, hackathons, etc. We aim to spread excitement and knowledge about Factom through information booths (possibly including the ability to Factomize content on the spot), and hosting Factom-related events of our own. This project's efforts will be evident both online and in real life. The project's output will be evident in both the on and off-line world.

USE CASES

Paul Snow describes Factom as a “decentralized data integrity platform.” As such, we believe Factom is applicable to almost every aspect of business and governmental processes. We strive to aid in the discovery of these new applications and will actively explore questions such as, for instance: “How can Factom prevent intellectual property theft?” and “How can the documents in a living will be Factomized?”

FACTOM WIKI

Demonstrating our commitment to supporting all aspects of the Factom community, we have included a Factom Wikipedia page on our site. As with many aspects of our project, the Wiki page will be an evolving resource, allowing community members to add/delete/edit content as fresh news and insight comes to light.

AUTHORITY SETS

Collaboration with the Factom community is an integral part of our business plan. We aim to collaborate with other Authority Set teams and assist in promoting their marketing and related content in any way we can. We will host content specifically related to the Authority Set—striving to create an archive of resources for anyone who is currently within the Authority Set—as well as create a space for those who are considering applying to come and see what all the excitement is about. This space will contain updates and interviews from other Authority Set teams—for instance, detailing the technical trials and tribulations of running a Factom server business—and will function as a running chronicle of our collective journeys. From a business standpoint, this will save Factom Inc. and other members of the Authority Set time and money. And this, ultimately, will accelerate the advancement of the Factom protocol.

PARTNERSHIPS

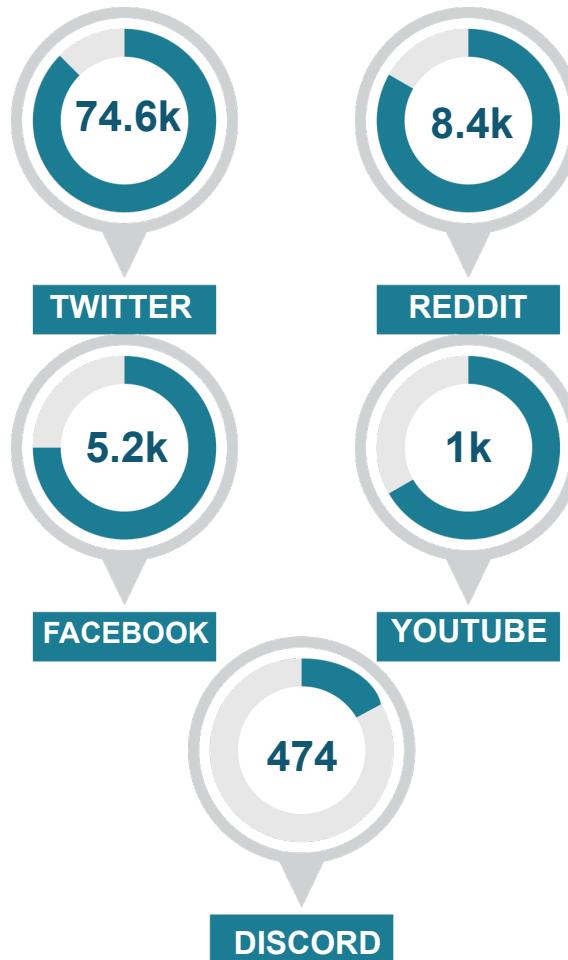
As Factom Inc. and other entities running on the protocol announce partnerships, Matter of Fact will provide informed and expert coverage of the news. This includes interviews, research documents, functioning use case studies, and other content.

MATTER OF FACT PODCAST

Our proposed podcast will cover weekly chatter from this team and from other important members of the Factom community. All topics considered.

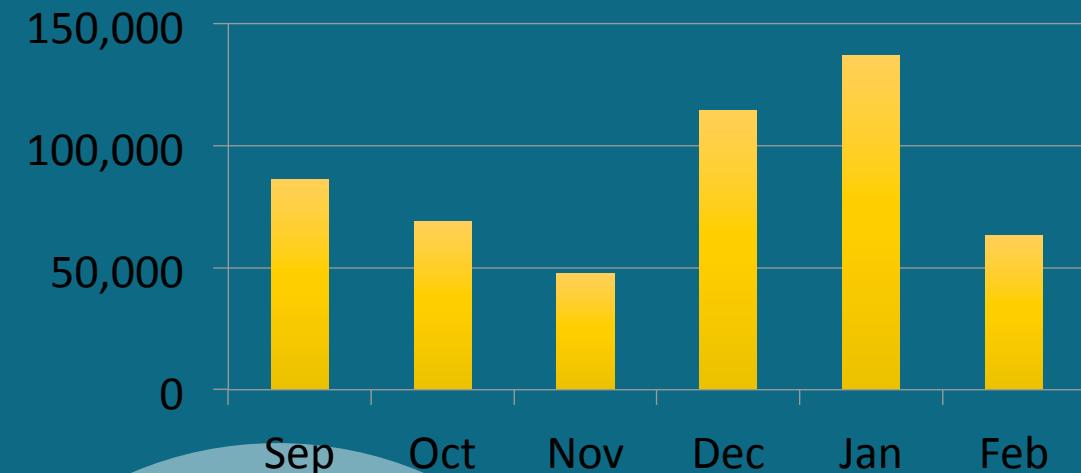
FACTOM'S AUDIENCE

As of March 2018, Factom's social media reach spans **89,642** individuals. We are at the disposal of Factom Inc. for potential collaboration to leverage their social media audience by sharing content/news on their various social media platforms, as well as creating "cross-pollination" with our own social media presence.



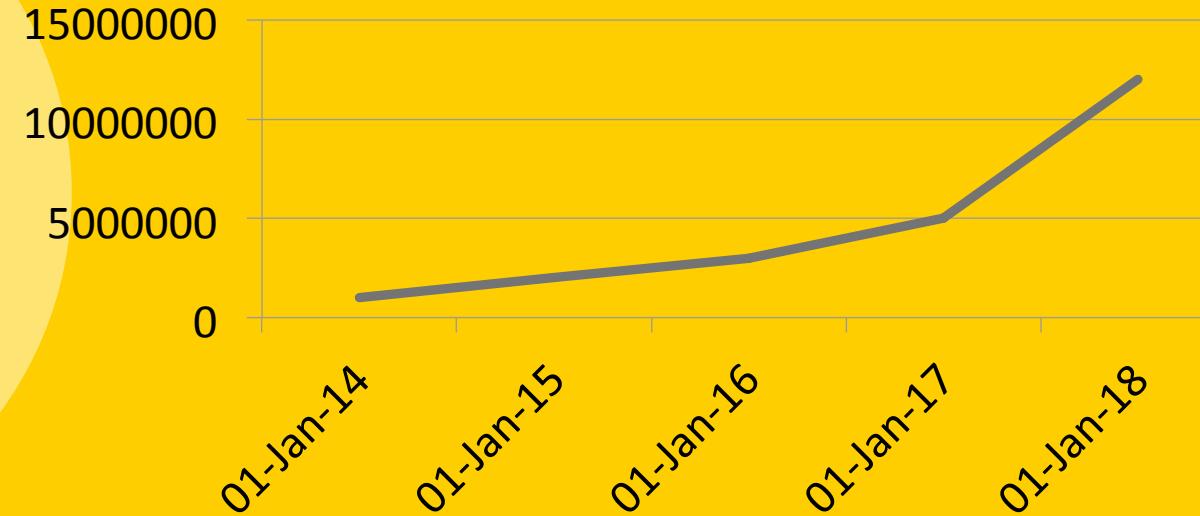
MARKETING REACH

FACTOM WEBSITE TRAFFIC



Factom.com averages **86,000 visitors** per month as of February 2018. Our expert team members have a wealth of recommendations ready to provide Authority Node operators on how to better leverage their social media and website presence for the betterment of the protocol and their company.

COINBASE USERS OVER TIME



BLOCKCHAIN ENTHUSIASTS

In November 2017, CME announced Bitcoin futures trading and Coinbase subsequently opened 100,000 new accounts in a single day. The growth within the cryptocurrency sector is evident, and we intend to reach, educate, and entertain developers and enthusiasts within the blockchain space, as well as newcomers.

MARKETING REACH

INDUSTRIES RIPE FOR THE FACTOM PROTOCOL

Potential use cases for the Factom protocol—enabling immutable, timestamped data—is vast. Many industries could benefit from implementing Factom's capabilities into their processes. We propose broadcasting these capabilities across some of the more promising industry spaces and their respective associations. Associations reach their audiences through websites, member apps, newsletters, email marketing, online/paper magazines, and events. We intend to push relevant use-case content from Matter of Fact to these industry associations in an attempt to educate and excite them on possible collaborations and usage.

USE CASE INDUSTRY EXAMPLES FOR THE PURPOSES OF THIS PROPOSAL:

HEALTHCARE/MEDICAL DATA



MORTGAGE INDUSTRY



OPPORTUNITIES TO EXPAND REACH

1. WITHIN FACTOM

Potentially leverage existing Factom social media channels
Aggregate news from within the Factom community/
Authority Set

2. EVENTS

Leveraging the attendance numbers and social reach of multiple events.

1. Crypto events
2. Relevant industry-related events (eg. fintech, finance, real estate)

3. PAID REACH

Paid marketing reach has been considered within our projected budget. The flexibility here will be determined by market volatility and could be an area where a grant would allow us to maximize our reach. Some platforms have restricted crypto related ads: Twitter, Google, Facebook. We don't see this as a problem and have identified multiple spaces to target with the appropriate budget. Some examples include:

CRYPTO NEWS OUTLETS

Advertisorials within blockchain news outlets such as Cointelegraph, CoinDesk, etc.

INDUSTRY ASSOCIATIONS

Opportunity for paid ads within industry association outlets. Online magazines, websites, apps, newsletters, and events that are specific to the application of Factom's technology

4. ORGANIC REACH

With our team of experts in digital marketing, Matter of Fact will be an SEO-optimized website with a data-driven content calendar to maximize organic search load and click-through. This is an ongoing process that is an integral part of a successful news site.

SERVERS AND TESTNET

Our team has had a fully operational server performing on the Factom testnet without any glitches since March 19th. High-quality server performance is of the utmost importance to the success of the protocol and to our team. In light of this, we have hired a team of experienced, sought-after server administrator professionals who will monitor our own dedicated server(s) 24/7. Matter of Fact, LLC, and this highly competent server administration team are ready to scale at a moment's notice.

BUDGET



Our team has already demonstrated a high level of commitment through our ability to collaborate efficiently, combine resources, and clearly define our mission. Additionally, we have displayed our aptitude as a professional, functioning business through raising startup funds, architecting sustainable business structures and designs, budget forecasting, and acquiring marketing talent.

REVENUE AND CAPITAL

One of the difficulties in forecasting a budget is that our company's monthly revenue is dependent on the price of Factoids (which is in turn dependent on the price of Bitcoin). Due to this, we have raised \$100,000.00 of capital to ensure we are prepared for the best- and worst-case market-condition scenarios. Growth requires capital, so in the best-case scenario we may draw on this additional capital to keep up with the speed of growth.

DEFERMENT PERCENTAGE

With more than one server, we will maximize our deferment to the protocol. With one server, we will need to take a more conservative approach, at least initially, with the intention of increasing the deferment allocation as the price of FCT allows.

EXPENSES

Expenses at the beginning (aside from server-operation costs) will vary depending on revenue received. We have forecasted adaptable plans to prepare for a multitude of scenarios. If successful, the number of servers allocated to our team will have an affect on our initial marketing reach.

TAXES

Due to the volatility of the crypto market, it has been recommended by our advisors to convert the necessary tax consequence of FCT revenue into USD at time of dispersal.

GRANTS

We have an experienced grant writer at our disposal and will seek grants from within and outside the community to further enhance our vision of how to promote the Factom protocol as a news and information resource.

Collaboration is a central part of our mission. We welcome input from other Authority Set members and the community at large. Feel free to reach out to us through Discord and let us know your thoughts on how we can assist in furthering our collective news/marketing/outreach goals!

FOR FACTOM