



White Paper

Version 1.06

Abstract

This white paper shares the vision for **CinemaWell.com**, a **revolutionary social network for sharing and viewing video content platform**. It also introduces the ICO schedule for its **cryptocurrency called ApplauseCash (APLC)** tokens. The Legacy version is available now at <http://CinemaWell.com>. Users may open a virtual cinema theater and/or simply watch movies and other video content. Try it today! For a quick video overview for filmmakers, visit:

<https://youtu.be/nFUz9sqn6oM>

and for film viewers:

<https://youtu.be/c7Dq6KO9IJU>

In addition, the **inVision prototype** for the new **Redesigned version of CinemaWell.com** is available at:

<https://youtu.be/7HbO9w6PlxA>

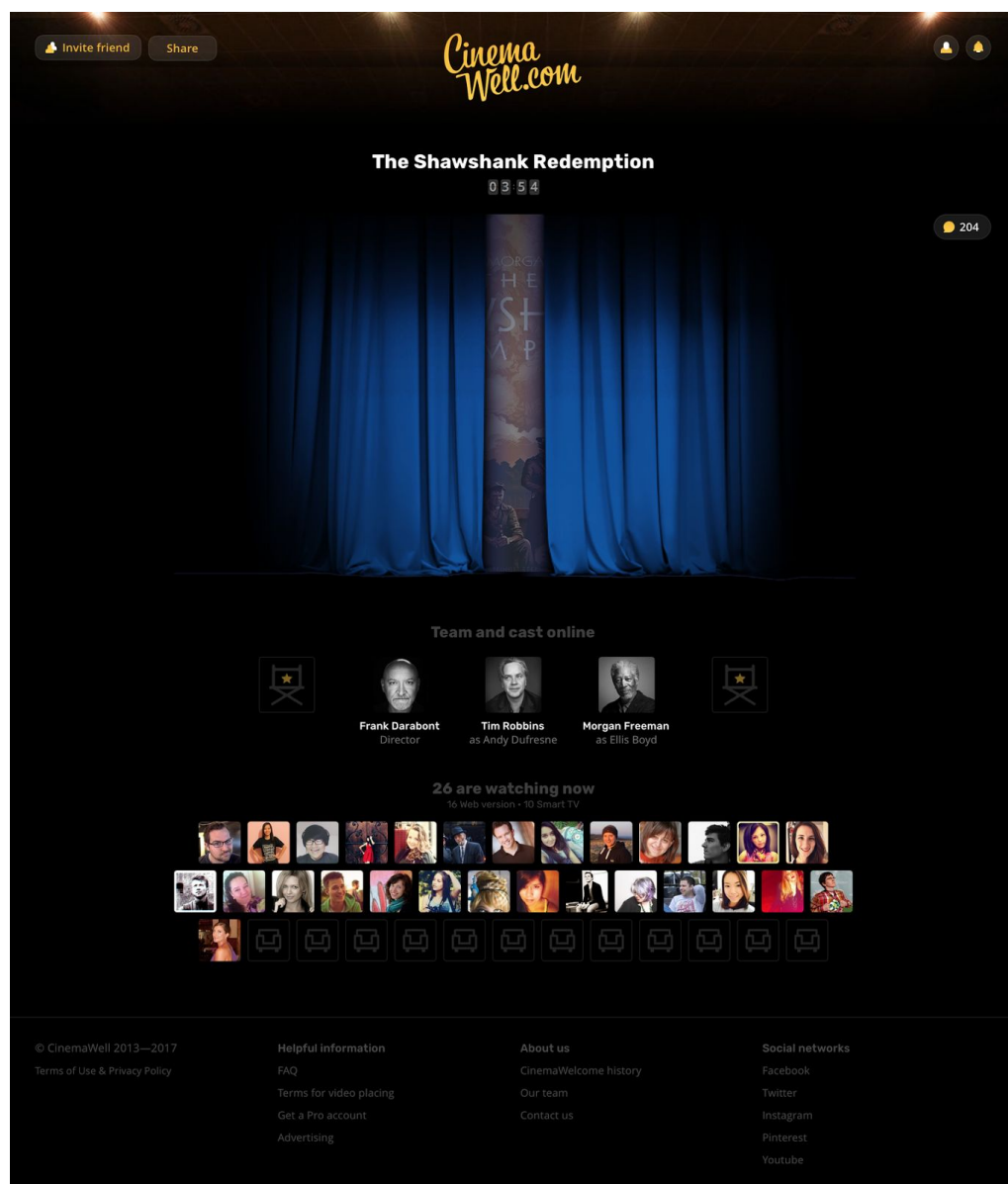
Film viewers use CinemaWell.com to gain access to diverse film content that they would otherwise never see, as most independently produced film content never finds its way to a traditional physical cinema. Viewers will also be able to **watch movies** and write reviews, and even better, they **(viewers) will be paid in APLC cryptocurrency for these activities!** In addition, they can meet and interact with other viewers, participate in group chats before or during films, invite friends to attend shows together, and meet new friends who are viewing the same films. They can even open own online cinemas to share unlicensed content with all tickets sold for a price of \$0.

CinemaWell.com allows filmmakers to share all types of video content (full-length films, corporate training videos, concerts, sporting events, theater productions, dance company performances, short films, etc.) with **unlimited audiences at one place at the same time**. Owners of video content can create online cinemas and sell tickets (Pro Account Users) to unlimited worldwide online viewers, using a newly issued cryptocurrency called ApplauseCash (APLC), or they may establish their own independent cryptocurrency if desired. Filmmakers also gain access to **full data**

analytics about viewing audience (which is not provided by any other existing platform, however, is so useful for filmmakers), the ability to communicate with viewers of content for feedback, and marketing future films. Additionally, filmmakers may use a crowdfunding feature to **raise money for development of future films**.

"All CinemaWell.com cinemas have an amazing future, because the Internet opens doors to the whole world, and movies present us with opportunity to experience a high level of emotions. When we watch movies, we worry, meet, fall in love, laugh, cry together with the characters, in other words, live the whole life through the cinema. And there will always be a way to experience these emotions"

Serge Petrov - CinemaWell.com - Founder

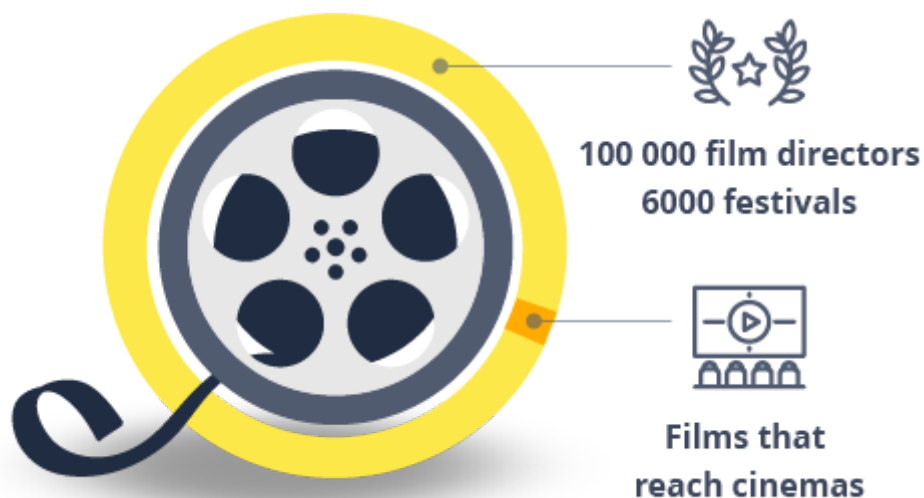


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1. Introduction

Every year there are approximately 6000 film festivals worldwide, with participation of over 100,000 film directors. With so many films being made, only a small percentage ever reach the big screen of the cinema. Only a maximum of 100 films from a festival will ever even reach the rental market. Even large film companies are not able to show their movies physically in the cinema. Film companies and individual independent filmmakers must spend huge dollar amounts to market their films, because without advertisement, cinemas will never show those movies. The result is that there are many quality films that never make it to the movie screens. This is a lost opportunity for both filmmakers and audiences.

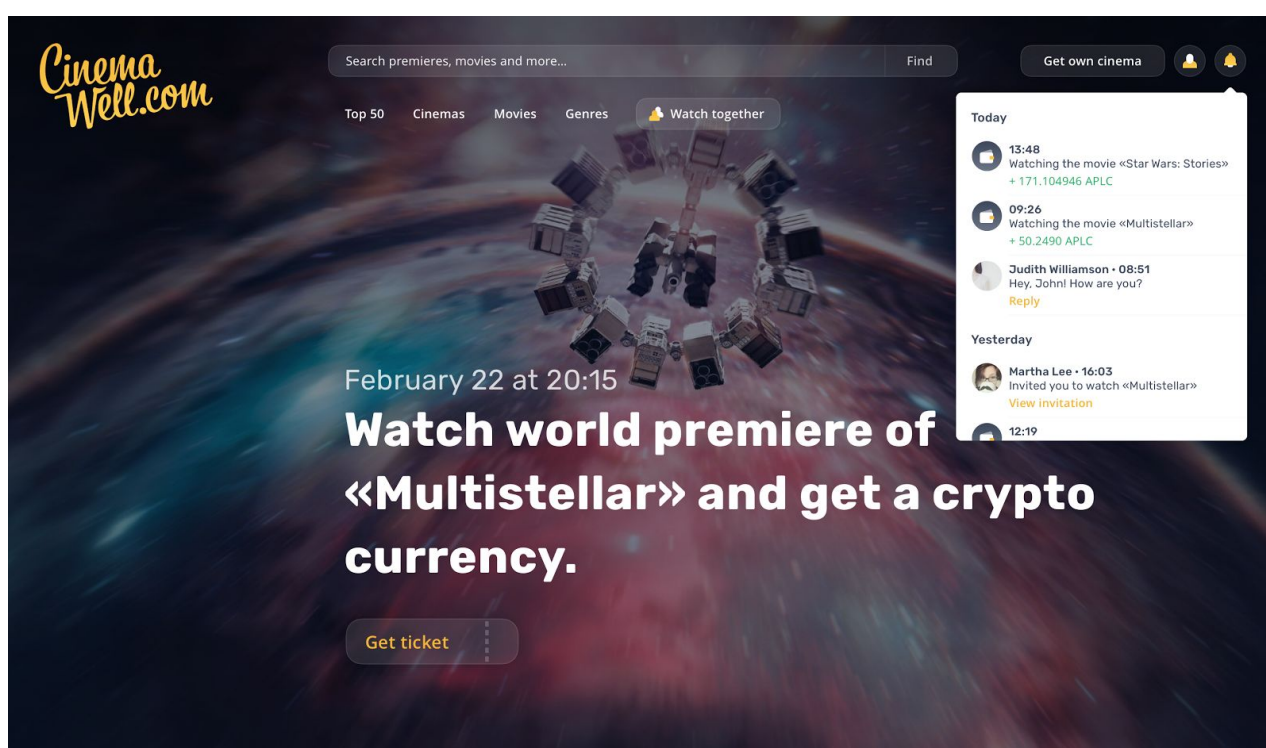


CinemaWell.com seeks to create a social network of cinemas, hence resolving this issue! Now anyone with an internet connection can open an online cinema, share a film, schedule a **movie premier (like in an offline cinema)** and other viewing sessions, sell and share tickets with viewers from around the world. Movies can be shown using an online platform, filmmakers can see each member of the viewing audience, and viewers and filmmakers can chat about the movies as they are viewing. **Everybody wins!**

Currently, one of the most popular platforms available for filmmakers to share video content is YouTube. **CinemaWell.com provides a much more user-friendly platform with far superior functionality.** When movies are viewed on YouTube, one of the most available metrics is just number of views. CinemaWell.com offers **much more valuable marketing data.** Filmmakers will see all members of the viewing audience, and will be able to save these users information for inviting them to give feedback about the film and view future films as well. This will be a

convenient tool for growing the filmmakers' business, as they **can analyze audience, obtain feedback from them, and invite to view future films as well.**

Moreover, CinemaWell.com is a win-win platform, providing benefits to movie-makers and movie-goers. For filmmakers, the tool will enable films and other content (sporting events, business training, online theatrical plays, etc) to be shared with viewers worldwide. CinemaWell.com will also have benefits for moviegoers. First, of course, a whole new world of entertainment will be open to viewers. In addition to the obvious viewing pleasure, users will be paid for viewing films using cryptocurrency, named ApplauseCash (APLC) and used only inside the product.



Blockchain, as a digitized, decentralized, public [ledger](#) of all [cryptocurrency transactions](#), is a fundamental technology used in the further development of CinemaWell.com. Blockchain makes the technological infrastructure of distributed CinemaWell.com network and payments for the content secure and transparent for all participants of the network. This revolutionizes the mechanisms paid market of film industry and any other content screening is currently built upon. CinemaWell.com will start these revolutionary changes with the segment of any content in online screening market. CinemaWell.com token APLC will be sold during pre-ICO (January 18th-24th, 2018) and ICO period (February 1st-28th, 2018) and, according to our smart contract, will be distributed next day after the end of the token sale (March 1st, 2018). Payment for content and any action in CinemaWell.com

APLC tokens in CinemaWell.com platform will be possible when CinemaWell.com Alpha Platform will be released (late April, 2018).

2. Market Overview

"In the future, you'll probably see less and less of what we recognize as cinema on multiplex screens and more and more of it in smaller theaters, online, and, I suppose, in spaces and circumstances that I can't predict...Because for the very first time in the history of the art form, movies really can be made for very little money...You can get beautiful images with affordable cameras. You can record sound. You can edit and mix and color-correct at home. This has all come to pass."

Martin Scorsese, Legendary Film Producer¹



We are truly in a golden age for films, which is only a part of entertainment and content screening industry, together with concerts, festivals, theatrical plays, sport events, business and education trainings, news, Christian events, and much more.

IMDb (an Amazon company) is a historical database of film content, listing 373K feature films, 477K short films, and 167K documentaries, dating back to the beginning of cinema. In recent years, film production has exploded, with almost 13K films produced in 2017 alone. This number does not include independent films that are not included in the databases due to limited distribution or lack of awareness.

But just how large is the independent film content market? Festival Genius, the software that tracks independent film festival content lists 6.4 million viewers

¹ <http://espresso.repubblica.it/visioni/2014/01/02/news/martin-scorsese-a-letter-to-my-daughter-1.14751>

enjoying almost 70K films in 2017. Chris Hyams, creator of Festival Genius and founder of B-Side Entertainment says that there may be as many as 50K films created each year.

In addition to independent films, there are many other types of video content being shared online each day. In April, 2017, Blue Corona Measurable Marketing Solutions shared that, ***"In the past 30 days, more online video content has been uploaded to the web than the past 30 years of TV content."*** ***In addition, a staggering, "100 million hours of video content are [watched on Facebook daily](#)."***²

The recent explosion of growth in the film industry can be explained by lower cost of equipment for shooting, producing, and editing films, making film production a viable option for thousands of artists worldwide. In addition, the internet enables global film sharing, opening markets worldwide to filmmakers all around the globe. Notable genres include Bollywood (India) and Nollywood (Nigeria), both becoming major production sites in the past decade.

2.1. Challenges

The current environment creates huge challenges for both the filmmaker and the film viewer. Currently, film viewers have no way to find most independently produced film content, and film producers have no way to find viewers for their work. Major studios control all viable distribution channels, including theaters, cable television, DVD, etc. Independent film festivals attempt to fill the void in distribution methods for smaller filmmakers. However, each film festival may only provide 100 film slots for smaller films to be picked up by a smaller distributor such as Alphabet's YouTube, the "indie film" section of Netflix or Amazon, or a smaller Streaming Video on Demand (SVOD) portal.

Sadly, most content that does reach these channels receives only a very small number of views. Even those independent films that are picked up by these smaller distribution methods generally do not make a financial profit for their work. For the small number of films that do become popular, piracy is a growing problem. In China, for example, over 90% of film views do not result in financial gain for the copyright owners. In short, independent filmmaking has become a low-return financial investment, and as such, studios generally pursue only blockbuster action films by major producers. Consequently, there are very few opportunities for independent filmmakers to reach an audience and have the chance to generate income with their work.

² <https://www.bluecorona.com/blog/video-marketing-statistics-must-see/>

CinemaWell.com solves these problems by introducing a social network of online cinemas, providing viewers with access to diverse and innovative film content that is currently not available in the general marketplace. Filmmakers benefit from a worldwide targeted viewing audience, a secure marketplace, and increased financial benefit from their labors, with 80% of proceeds from ticket sales going directly to filmmakers.

The screenshot shows the CinemaWell.com website interface. At the top, there's a search bar with the text "Search premieres, movies and more..." and a "Find" button. Below the search bar, there are navigation links: "Top 50", "Cinemas", "Movies", "Genres", and a "Watch together" button. The main heading is "Search results", followed by filters: "All filters", "Sort by: Rating", and "Show PRO only".

The results are divided into two sections: "Premieres • 3" and "Movies • 42".

Premieres • 3

- The Shawshank Redemption**: Drama/Black comedy - 2h 31m. March 22 at 20:15. Will go Anna Sterling and other 4569.
- Pulp Fiction**: Drama/Crime film - 2h 58m. March 23 at 16:30. Will go Robert Wilton and other 2847.
- Ghost in the Shell**: Drama/Mystery - 2 hours. March 24 at 22:00. Will go Karina Roberts and other 1942.

Movies • 42

- Rush**: 2013 - Drama/Sport - 2h 3m. 20:25 22:40 00:55. 4 stars, 1230 reviews. 3405 will go.
- The Dark Knight**: 2008 - Drama/Crime film - 2h 32m. 20:20 23:00 00:40. 4 stars, 34294 reviews. 3405 will go.
- Léon: The Professional**: 1994 - Drama/Crime film - 1h 50m. 20:15 22:20 00:30. 4 stars, 12498 reviews. 3405 will go.
- The Mask**: 1994 - Fantasy/Action - 1h 41m. 20:04 21:55 00:55. 4 stars, 14596 reviews. 3405 will go.
- Mad Max: Fury Road**: 2015 - Fantasy/Science fiction film - 2 hours. 20:00 22:10 00:10. 4 stars, 22341 reviews. 3405 will go.
- Scream**: 1996 - Mystery/Slasher - 1h 51m. 19:50 21:55 00:05. 4 stars, 1345 reviews. 3405 will go.
- Star Wars: The Force Awakens**: 2015 - Fantasy/Science fiction film - 2h 15m. 19:30 22:00 00:30. 4 stars, 123569 reviews. 3405 will go.
- It**: 2017 - Drama/Thriller - 2h 15m. 19:25 21:45 00:05. 4 stars, 4506 reviews. 3405 will go.
- The Martian**: 2015 - Drama/Science fiction film - 2h 31m. 19:15 21:55 00:20. 4 stars, 15934 reviews. 3405 will go.
- Star Wars: The Phantom Menace**: 1999 - Fantasy/Science fiction film - 2h 18m. 19:00 21:15 00:15. 4 stars, 236097 reviews. 3405 will go.
- The Birds**: 1963 - Drama/Thriller - 2 hours. 18:25 20:35 00:40. 4 stars, 573 reviews. 3405 will go.
- Batman Begins**: 2005 - Drama/Fantasy - 2h 20m. 18:00 20:40 00:10. 4 stars, 46387 reviews. 3405 will go.

A "Show more cinemas" button is located at the bottom of the movie list.

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Helpful information
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CinemaWellcome history
Our team
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2.2. Available Platforms

Traditional physical movie theaters do not provide a scalable method for making the exploding amount of video content available to viewing audiences. Online platforms are already entering the market to fill this void. The most popular online platforms

for sharing and discussing video content are YouTube and Vimeo. Each of these two services has a lot to offer, but lack many features that CinemaWell.com has.

Existing online screening platforms do not allow for gathering of unlimited audiences. Viewers watch video content independently. There is very little online community, so movie-goers are left without opportunity to interact with other viewers and share feedback with filmmakers.

Filmmakers have very little data analytics about their online viewing audiences, with the only datapoint currently available being number of views. This makes it very difficult or impossible for filmmakers to gain feedback from viewers, invite them to see future films, and use crowdfunding to support development of future projects.

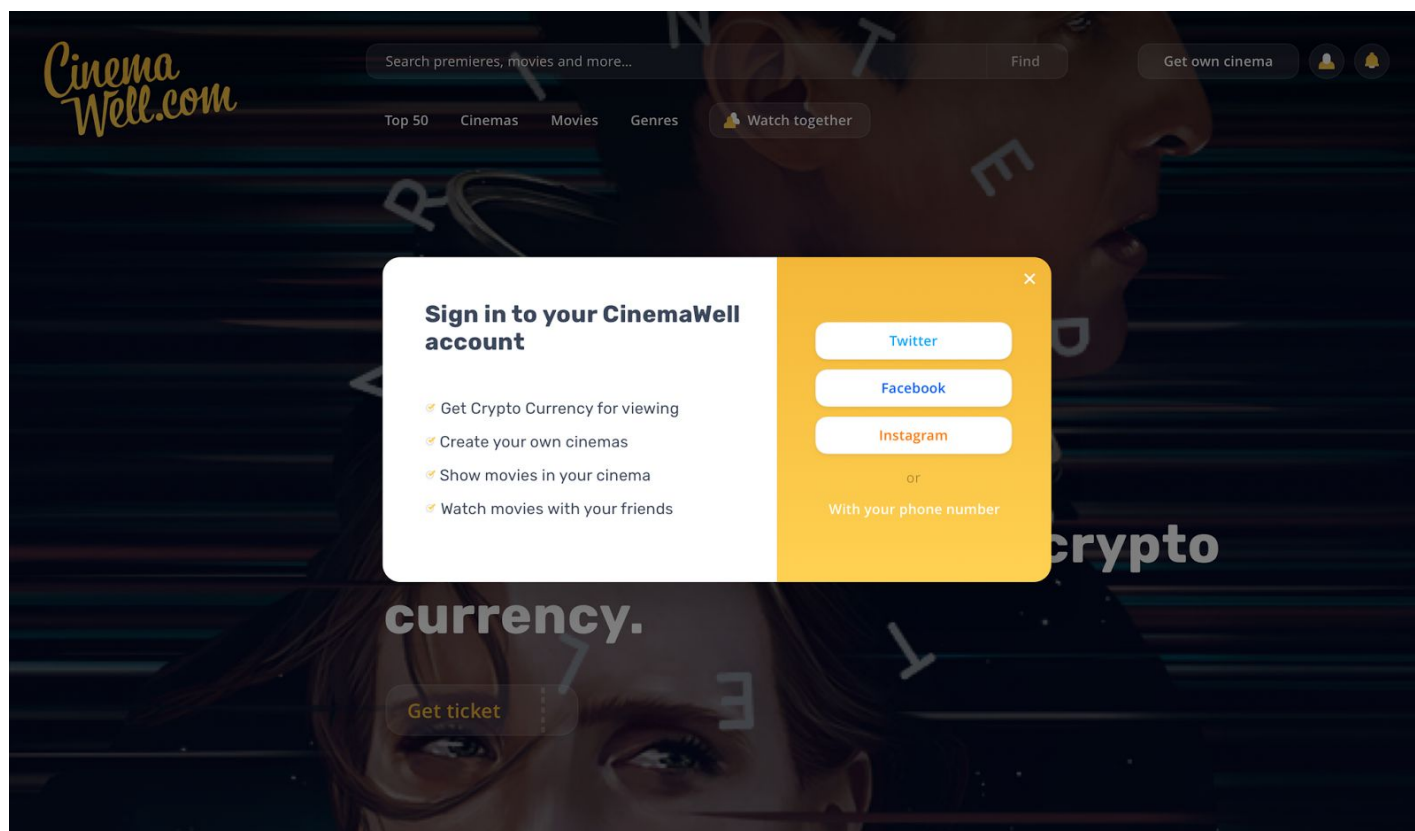
3. Solution: CinemaWell.com

The future of cinema is now!

CinemaWell.com introduces Internet Video Co-Viewing (IVCV), a new way of distributing video, which allows an unlimited number of online users to gather together and view the same video content in one virtual theater at the same time. The IVCV experience is far superior to traditional independent viewing experience offered by current platforms such as YouTube and Vimeo.

CinemaWell.com seeks to become the primary provider for both independent filmmakers and film viewers.

CinemaWell.com is the first social network of online movie theaters with many great features. CinemaWell.com gives users a unique opportunity to be part of the new age of distributing movies, viewing films with thousands of other viewers, going to the cinema with friends even if they are oceans apart! Best of all, all user accounts are set up for free, **and users actually get paid, using cryptocurrency (APLC tokens) for using CinemaWell.com!**



CinemaWell.com uses two account types, which will be described here.

3.1 Basic Account

CinemaWell.com Basic Account is designed primarily for viewers of content. Basic Account owners may set up their own cinemas, but they may only share publicly available content, to which they do NOT OWN THE RIGHTS.

All CinemaWell.com users can purchase tickets (many for free) and watch films online. Viewers will enjoy the personalized content suggestions, IVCV shared viewing experience that encourages networking with other viewers and filmmakers. CinemaWell.com allows audience members to get to know each other, invite friends to shows at specific viewing times and view the content together, using live chat features to discuss the film as they are watching it. (Chat is developed in a way that it does not interfere the ones who only want to watch movie. Movie goer can turn off chat or enlarge view screen.) Viewers can invite new friends to view films together, and may even decide to start virtually dating on our social platform. They can buy flowers or pop corn virtually, just like at a traditional cinema. After the show, viewers may send feedback to the filmmaker and continue discussions with audience members. This fosters relationship development between viewers who have similar

interests. In addition, CinemaWell.com allows viewers to be paid for all of this using ApplauseCash (APLC) cryptocurrency!


The screenshot shows the CinemaWell.com user interface. At the top, there's a navigation bar with the logo, a search bar, and links like 'Top 50', 'Cinemas', 'Movies', 'Genres', and 'Watch together'. Below this, the 'Your account' section displays the user's balance as 2620,05 APLC. It also shows conversion rates: 3,08241176 APLC/ETH and \$2620,05 APLC/USD. A 'Withdraw' button is present. The 'Transaction history' section lists three transactions: watching 'Star Wars: Stories' (+171,104946 APLC), 'Interstellar' (+50,2490 APLC), and 'Toy story 3' (+10,2490 APLC), with their respective total balances. The footer contains copyright information, helpful links, and social media connections.

Date & Time	Description	APLC Amount	Total APLC
September 22 • 13:48	Watching the movie «Star Wars: Stories»	+ 171.104946 APLC	2620,05 total
September 18 • 21:16	Watching the movie «Interstellar»	+ 50.2490 APLC	2418,90240 total
August 21 • 19:32	Watching the movie «Toy story 3»	+ 10.2490 APLC	2368,90240 total

Benefits to Film Viewers include:

- Dramatic increase in film content available to view, making available thousands of independent films from all over the globe.
- Ability to interact with viewers who enjoy similar content, and find a new friend who will view the show with you.
- Ability to invite friends to view content together in online virtual cinema.
- Ability to make targeted searches to find enjoyable content for personalized viewing experience.
- Get paid for enjoying film content.
- All of this is done from the comfort of your own home, with high-resolution and professional service.

The platform also lets any user open own online cinema and load any unlicensed video content there, all for free. If the cinema owner *does not own the copyright to the content* he shares (e.g., the user copies content from YouTube), owner of the cinema is assigned a basic account, and the price of the tickets will always be \$0.



[Top 50](#)
[Cinemas](#)
[Movies](#)
[Genres](#)
[Watch together](#)


New cinema

Information about the owner

Avatar

No more than 2Mb

Change



First and last name

Email

Country and city

Mobile number

Logotype

No more than 2Mb

Change



Cinema name

Description

First

Second

Third

☒ I agree with the [terms of accommodation](#)

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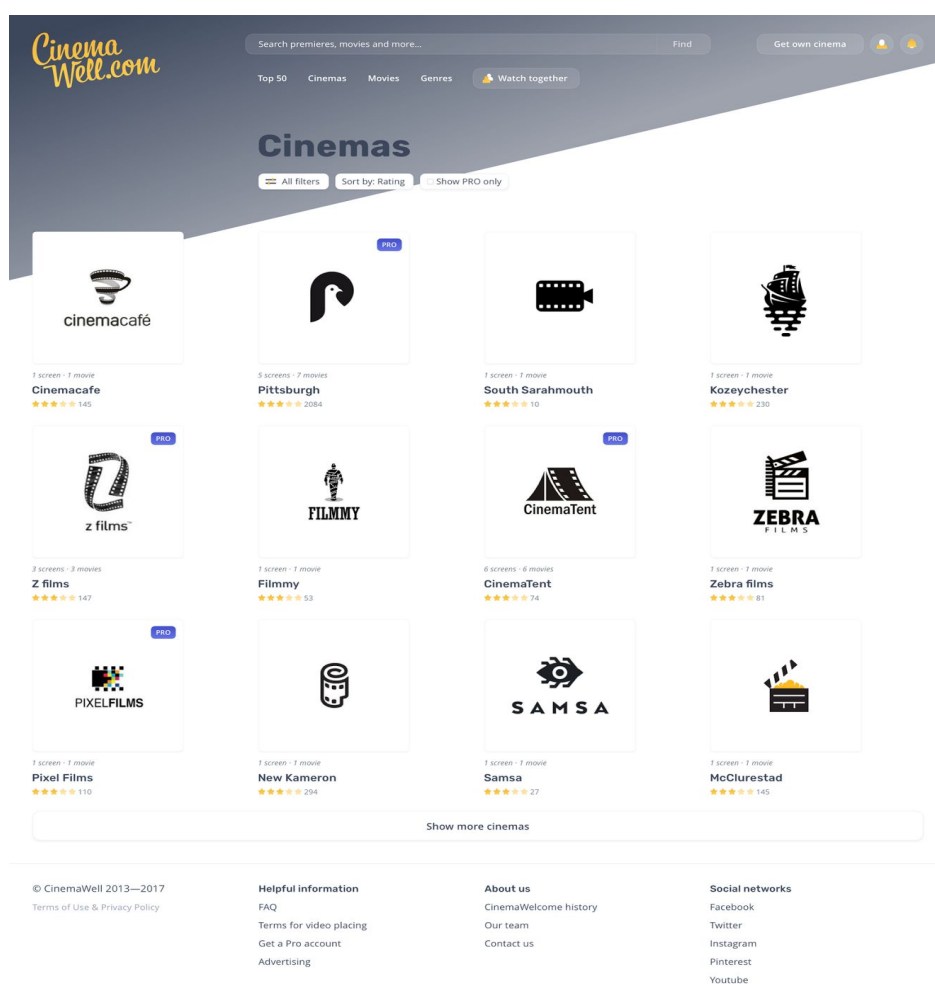
Summary of Basic Account Features:

- Get paid for watching movies (using cryptocurrency APLC Tokens)
- Watch a film with stranger and find new friends (dating features)
- Chat in the cinema hall before, during and after the show
- Review movies and get paid (in cryptocurrency APLC Tokens)
- Make a donation to help filmmakers produce movies they would like to see
- Participate in endless cinema hall (millions moviegoers can watch movie all together in one place at the same time)
- Open a cinema and show **unlicensed** movies on SMART TV around the world
- Make Private Shows
- Make online streaming for films, sporting events, business training, and other popular events

- Help others pay for movies they'd like to see by making a gift, using a Donate feature

3.2 Pro Account

CinemaWell.com Pro Account is designed for Film Makers, Film Companies, and all OWNERS of video content.

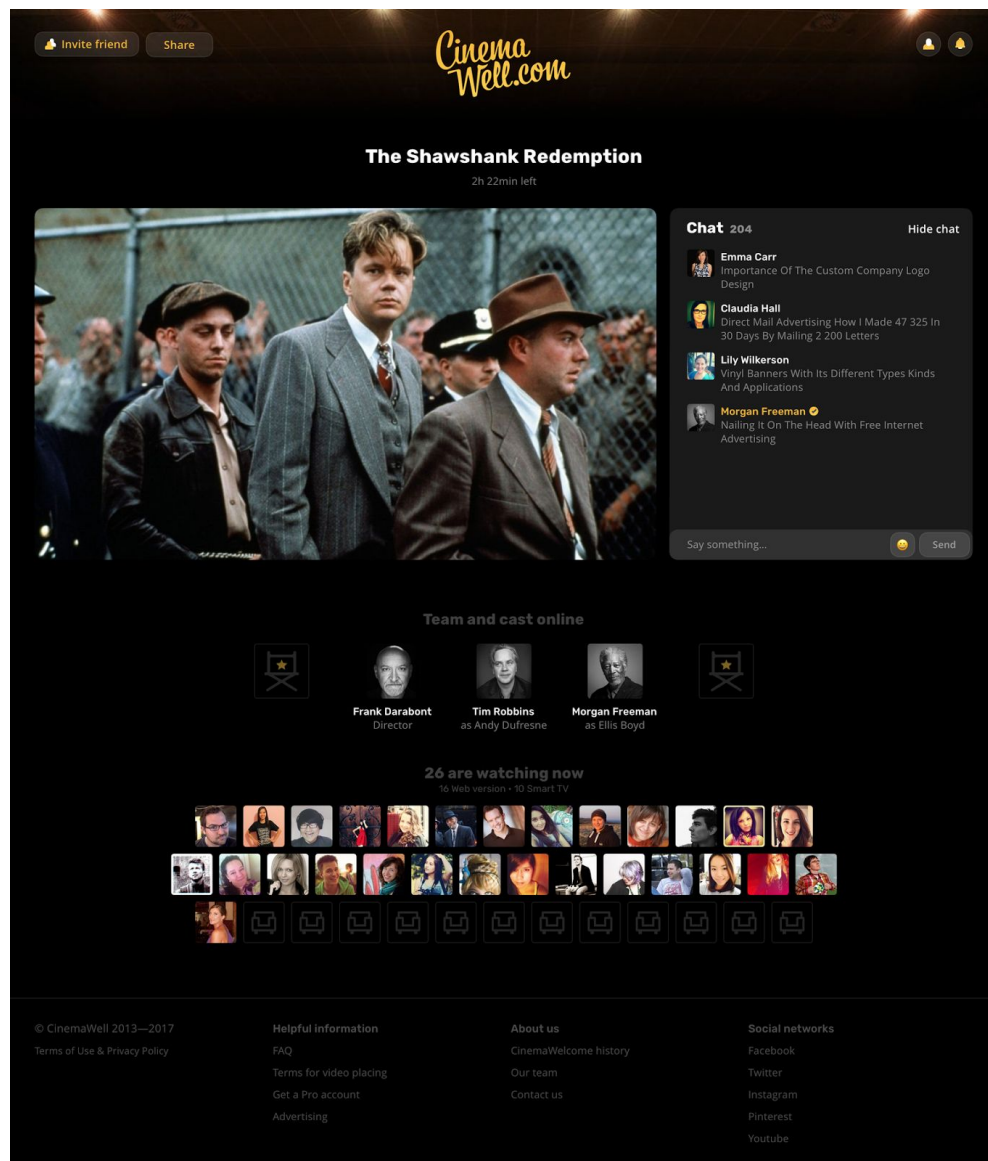


When a cinema owner loads video content into CinemaWell.com, he will specify whether or not he owns the rights to the film. If he does own the rights, he will be assigned a Pro Account. This means that he can sell tickets for any price he chooses. CinemaWell.com allows for unlimited number of movie-goers, so revenue potential in ticket sales is endless! All prices will be paid in cryptocurrency, Applause Cash (APLC).

Learn more at: https://www.youtube.com/watch?v=Slszbl_Y_Co

Pro Account Users will benefit from the low-cost distribution of film content, a worldwide audience, feedback from viewers, and targeted marketing of future films.

Filmmakers who create video content and share it via CinemaWell.com have access to the online profiles of each viewer. This helps to get more information about audiences, and provides useful data analytics.



The Social Network movie theaters CinemaWell.com provides a unique opportunity for the Pro Account Users (Filmmakers or Film Companies) to announce the creation or release of a new film. Now, in one place at a certain time, they can share the trailer of the next blockbuster. It is possible to collect in one virtual theater even a million (or more) fans for a new movie premier!

Benefits to Pro Account Users include:

- Ability to break into the worldwide viewing market, that is currently closed for all practical purposes.
- Ability to gather unlimited audiences for free.
- Ability to receive feedback from viewers.
- Ability to know exactly who is in the viewing audience.
- Ability to target past viewers for future similar content.
- Ability to announce premiers for new films.
- Ability to sell tickets and make a profit for your efforts.

Summary of Pro Account Features

- All features of the Basic Account... PLUS...
- Get full data analytics for your films (age, gender, location, content preferences, etc.)
- Sell unlimited number of tickets at your preferred price
- Establish your own cryptocurrency if desired
- Use Crowdfunding platform for new film projects, festivals

3.3 Additional Applications

For Film Festivals

CinemaWell.com provides a special feature that any Festival can take an advantage of. This includes the selection of films, and for the assessment and feedback, such as the nomination of "People's Choice Award."

Performing Groups

Due to online streaming, every theatre, circuses, dance company, band, etc. can show its plays or other performances to the unlimited amount of viewers around the world. Instead of limited amount of audience of perhaps 200-300 who could fit in the theater, they can get thousands or millions for their e-plays or e-shows.

This functionality will also be applicable for sport events, business training programs, company meetings, or musical albums, dance company performances, concerts, and the list goes on! In other words, CinemaWell.com provides a platform for sharing any content people could watch and enjoy!

Business Training Applications

The social network of cinemas allows public shows, or private shows that can only be viewed by those who tickets. It is possible to see which ticket-holders have and have not viewed the content. This could be a useful feature for managers to know which employees have viewed the employee training films, for example. The applications are limitless!

4. Why Cryptocurrency

4.1. Blockchain and Smart Contracts

Although cryptocurrency investors are typically familiar with the underlying blockchain technology, for the sake of clarity, we include a brief review of blockchain and the smart contracts it enables. A blockchain is a type of digital ledger that is not maintained in one central location but is instead distributed among peers. The distributed records are kept on thousands, even millions, of individual computers all over the world – in contrast to the traditional form of database administered by a single, central body like a bank or federal reserve. Due to the decentralized nature of the distributed ledger, all recorded transactions are fully traceable and virtually impervious to tampering. This decentralized ledger, or blockchain, is synchronized within a given network via the internet, making all transactions visible to anyone within the network. Blockchain networks can have restricted membership or be open to the public. Because there is no centralized body with authority over blockchain networks, any individual with sufficient technological knowledge and resources can set up a blockchain. Every time a digital transaction is carried out between members of the network in question, the specifics of the transaction are compiled into a “block” that is protected by sophisticated cryptography. This block is bundled with other transactions occurring within the same timeframe and sent out to every participant in the network. Members of the network then compete for the right to validate these transactions by solving a complex, cryptographic puzzle, a task that requires significant computing power. The first member to solve the problem and complete the validation receives a reward. This process of competing for the right to validate a block is called mining. Each validated block receives a timestamp and is appended to older blocks, creating a chain of blocks that shows every single network transaction in chronological order. The entire blockchain is updated every few minutes so that each network member’s ledger contains identical information. Because any member can prove what is owned by whom at any given time, the blockchain is a completely transparent and tamper-proof record of transaction values and ownership.

Smart Contracts

One particularly promising application of blockchain technology comes in the form of “smart contracts.” Smart contracts are self-fulfilling agreements between network members. Any information inserted into these contracts is automatically treated according to a previously agreed upon protocol. Since the previously agreed-upon protocol is the sole arbiter of the transaction, the transaction can be carried out

transparently, free of conflict, and without expensive and time-consuming middlemen. Traditionally, legally enforceable agreements have required the intervention of expensive lawyers and notaries who draft and validate contracts. The costs and delays associated with this lengthy process become even greater in cases where parties disagree about contractual obligations. With smart contracts, agreement stipulations and enforcement functionality are already built in. This functionality includes when, how, and where a given payment or return is to be made. The smart contract even carries out such payments. Smart contracts both define the terms of the agreement and automatically enforce applicable obligations. Once deployed to the blockchain, a smart contract is given an immutable address, and the deployed contract cannot be altered. That makes smart contracts a direct, secure way of agreeing on the exchange of money, property, shares, or practically anything of monetary value. The Ethereum blockchain is especially dedicated to the development and application of smart contracts. Ethereum is an open blockchain that works as a decentralized computer, and as such, its source code is nonproprietary and visible to all. Although Ethereum has its own cryptocurrency (Ether or ETH), it also accommodates other cryptocurrencies. CinemaWell.com adheres to the standards of the Ethereum blockchain and shares with Ethereum a philosophy of creating access and transparency. Cryptocurrency Volatility While cryptocurrencies have seen a significant increase in value in recent years, the cryptocurrency market has also experienced material volatility. Moreover, with governments around the world beginning to focus on cryptocurrencies, volatility could be amplified as market participants react to the possibility of increased regulation. However, such effects are difficult to predict, and cryptocurrency holders are therefore advised to diversify their holdings. For example, asset-backed tokens represent a promising source of diversification since token values are backed by real-world assets.³

5. APLC Token Implementation

5.1. Financial Model

CinemaWell.com ecosystem will allow for smart contracts using our unique crypto currency tokens named ApplauseCash (Index: APLC).

Total supply = 300,000,000.0000 (300 Million) ApplauseCash

CinemaWell.com will charge a percentage from tickets with price above \$0. Within CinemaWell.com platform, APLC tokens cryptocurrency will be used for:

³ https://realisto.io/files/papers/Whitepaper/REALISTO_Whitepaper_V1.2_EN.pdf

- purchasing tickets
- purchasing advertisements
- advertised seats
- video of advertisement before beginning of movies
- announcements, etc.



The screenshot shows a web browser window displaying a Solidity source file on GitHub. The browser's address bar shows 'github.com'. The file's metadata indicates it is 18 lines long (13 sloc) and 474 Bytes. The code is a Solidity contract named 'ApplauseCashToken' that inherits from 'StandardToken' and 'PausableToken'. It defines several public constants: 'name' as 'ApplauseCash', 'symbol' as 'APLC', 'decimals' as 4, and 'INITIAL_SUPPLY' as 300000000 * 10000. A public constructor function 'ApplauseCashToken()' is also defined, which sets 'totalSupply' to 'INITIAL_SUPPLY' and assigns 'INITIAL_SUPPLY' to 'balances[msg.sender]'.

```
1  pragma solidity ^0.4.18;
2
3  import "./StandardToken.sol";
4  import "./PausableToken.sol";
5
6
7  contract ApplauseCashToken is StandardToken, PausableToken {
8      string public constant name = "ApplauseCash";
9      string public constant symbol = "APLC";
10     uint8 public constant decimals = 4;
11     uint256 public INITIAL_SUPPLY = 300000000 * 10000;
12
13     function ApplauseCashToken() public {
14         totalSupply = INITIAL_SUPPLY;
15         balances[msg.sender] = INITIAL_SUPPLY;
16     }
17 }
```


5.2. ICO Structure

- CinemaWell.com releases 300,000,000 (300 million) (100%) . It is the plan that no additional APLC tokens will ever be released.
- CinemaWell.com tokens named ApplauseCash (APLC Tokens).
- Minimum investment during pre-ICO and ICO by any investor is .02 ETH. This is approximately 18 ETH using conversion rate of \$1 US = .0011 ETH as of January 2nd, 2018.

ICO Structure

CinemaWelcome releases 300 000 000 (100%) CinemaWelcome tokens named ApplauseCash APLC total!

Pre ICO

Offering size

3 000 000 APLC tokens (1% of all available APLC)

to be sold at special Pre-ICO price:

1st hour: 8 am - 9 am EST January 18th, 2018 -- with **90% bonus**

Rest of the time of pre-ICO (until Jan 24th) -- with **50% bonus**



START: 18 Jan 2018 at 8:00 am EST

FINISH: 24 Jan 2018 at 11:59 pm EST



1 APLC = 0,0011 ETH (Ethereum)

1 ETH = ~ 850 APLC

(\$1 = 1 APLC) - APLC is dependent on Ethereum

ICO

Offering size

144 000 000 APLC tokens (48% of all available APLC)

to be sold at special ICO price:

45% bonus - first hour of ICO (8 am - 9 am EST February 1st, 2018)

40% bonus 1 Feb till 7 Feb **20% off** 16 Feb till 21 Feb

30% off 8 Feb till 15 Feb **10% off** 22Feb till 28 Feb



START: 1 Feb 2018 at 8:00 am EST

FINISH: 28 Feb 2018 at 11:59 pm EST



1 APLC = 0,0011 ETH (Ethereum)

1 ETH = ~ 850 APLC (\$1 = 1 APLC)

The rest tokens left, 3 000 000 (3 million - 1% of all available APLC tokens) will go towards bounty promo campaign. We will transfer them manually to bounty participants.

5.2.1 Pre-ICO

Timing

- Start: 18 Jan 2018 at 8:00 am EST
- Finish: 24 Jan 2018 at 11:59 pm EST

Offering size

- 3,000,000 (3 million) APLC tokens (1% of all available APLC) to be sold at special Pre-ICO price:
- 1st hour: 8 am - 9 am January 18th, 2018 -- with 90% bonus

- Rest of the time of pre-ICO (until Jan 24th) -- with 50% bonus

Pre-ICO Pricing

- 1 APLC = 0.0011 ETH (Note: price of 1 APLC token will be set at the ETH equivalent of \$1 US. Figures in white paper reflect the Ethereum rate as of January 2nd, 2018)
- Soft cap for Pre-ICO: 50,000 APLC
- Hard Cap for Pre-ICO: 3,000,000 APLC

5.2.2 ICO

Timing

- Start 1 Feb 2018 at 8 am EST
- Finish 28 Feb 2018 at 11.59 pm EST

Offering size

- 144,000,000 APLC tokens (48% of all available APLC) to be sold at special ICO price:
- 45% bonus -- first hour of ICO (8 am - 9 am February 1st, 2018)
- 40% bonus 1 Feb till 7 Feb
- 30% bonus 8 Feb till 15 Feb
- 20% bonus 16 Feb till 21 Feb
- 10% bonus 22 Feb till 28 Feb

ICO Pricing

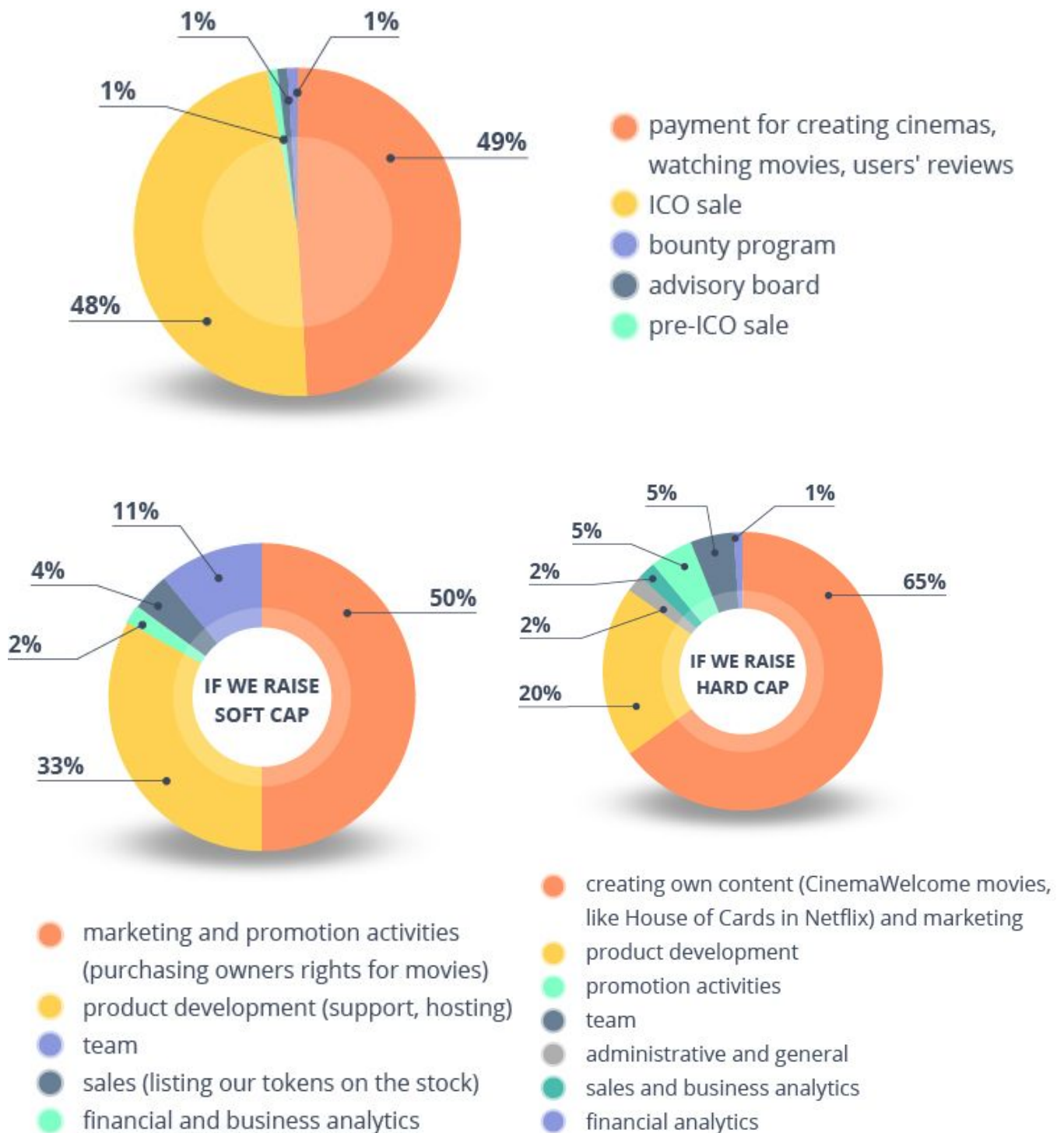
- 1 APLC = 0.0011 ETH (Note: price of 1 APLC token will be set at the ETH equivalent of \$1 US. Figures in white paper reflect the Ethereum rate as of January 2nd, 2018)
- Hard Cap for ICO: 144,000,000 APLC

5.2.3 Additional Token Distribution

Bounty Promo Campaign

The rest of the APLC tokens will be 3,000,000 (3 million - 1% of all available APLC tokens) will go towards the Bounty promo campaign that precedes the Pre-ICO phase. CinemaWell.com team will transfer them manually to Bounty participants.

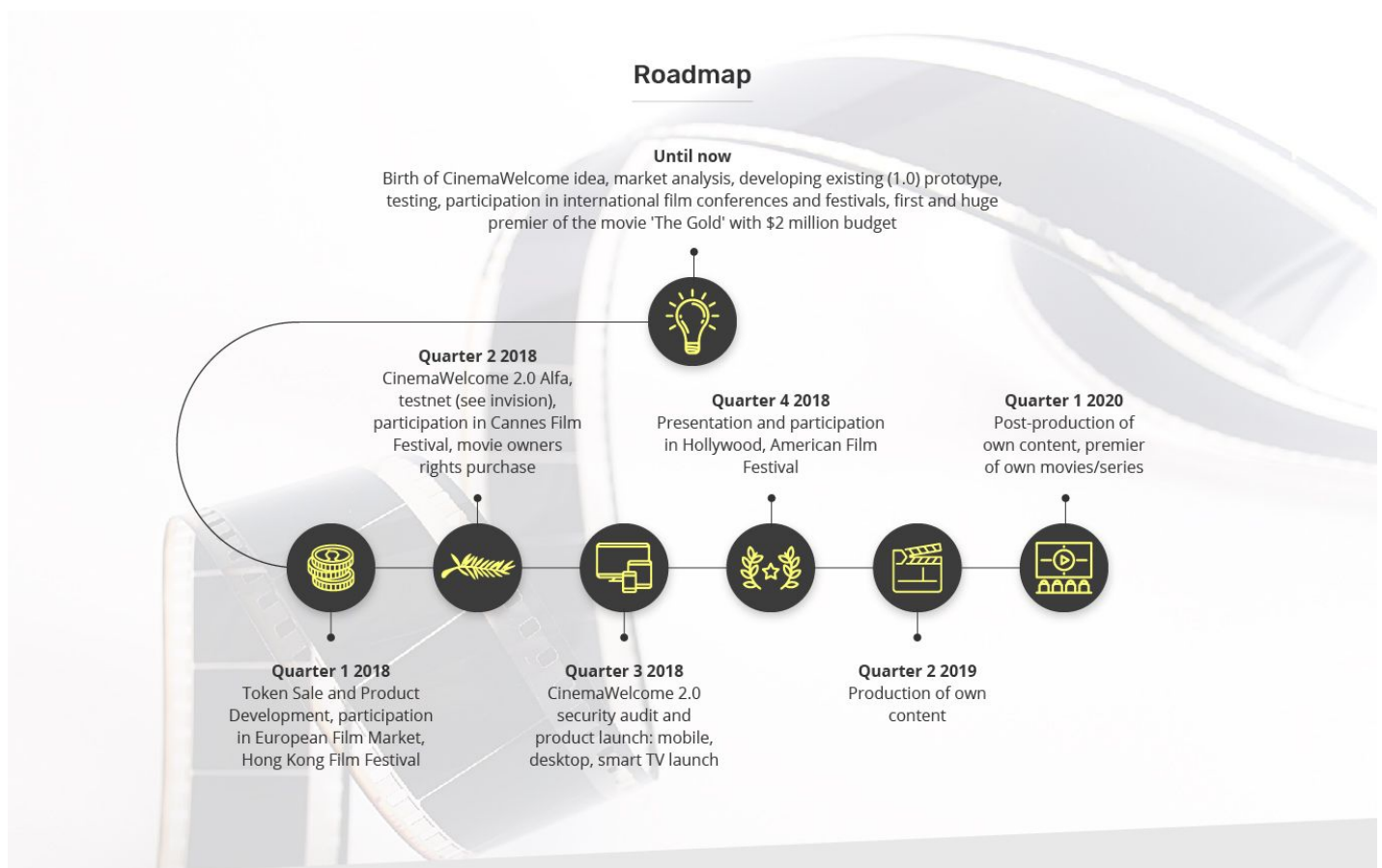
APLC Token Distribution



6. Road Map

- Until Now - Birth of CinemaWell.com idea, market analysis, developing existing (1.0) prototype, testing, participation in international conferences and film festivals, first and huge premier of the movie "The Gold" with \$2 million budget only on CinemaWell.com

- Quarter 1, 2018 - Token Sale and Product Development, participation in European Film Market, Hong Kong Film Festival
- Quarter 2, 2018 - CinemaWell.com 2.0 Alfa, testnet (see invision), participation in Cannes Film Festival, movie owners rights purchase
- Quarter 3, 2018 - CinemaWell.com 2.0 security audit and product launch: mobile, desktop, smart TV launch
- Quarter 4, 2018 - Presentation and participation in Hollywood, American Film Festival
- Quarter 2, 2019 - Production of own content
- Quarter 1, 2020 - Post-production of own content, premier of own movies/series



7. Team

Serge Petrov, Founder. The One who makes this product creative and innovative! 25 years as a writer.

LinkedIn: <https://www.linkedin.com/in/serge-petrov-b755417b/>

Liliya Valihun, CEO. The Person who is turning all these ideas into reality! 10 years of experience in and for US businesses.

LinkedIn: <https://www.linkedin.com/in/liliya-valihun-4815a1b2/>

Yuryi Pavliyk, CFO. The One who knows exactly how to multiply any investment in x times! 15 years experience in trading.

LinkedIn: <https://www.linkedin.com/in/yura-pavlyuk-a08433132/>

Ihor Bula, Project Manager. The Person who is putting all puzzles into one cool stable picture!

LinkedIn: <https://www.linkedin.com/in/ihor-bula-b51220107/>

Kostia Kulyk, Project Architect. The One who makes the product technically safe, secure and intelligent! 15 years of experience as software engineer.

LinkedIn: <https://www.linkedin.com/in/kkulyk/>

Shelly Cline, Senior Business Consultant. The One who turns CinemaWell.com fun into real business.

LinkedIn: <https://www.linkedin.com/in/shelly-cline-078b6414b/>

Social Awareness

CinemaWell.com is not just another company or service! It's socially active and supportive! Half of the prospect will be targeted to help IT Academy for Orphans, Hebron! CinemaWell.com chose to be technically developed and supported by HebronSoft, a social enterprise. Read more about Hebron IT Academy and HebronSoft:

<https://itacademyfororphans.com/>

<https://hebron-Soft.com/>

8. Escrow

Marc Ivanchak, 25 years as CEO and Founder of Wego Ministries, Grace Life Outreach. Missionary in over 42 countries. Site: <http://www.gracelifeoutreach.org/>

Advisors

Peter Warren. Over 40 years in aerospace and business. Because CinemaWell.com is launching on the Moon!

LinkedIn: <https://www.linkedin.com/in/pete-warren-84b42835/>

Brian Lewis, Founding Partner at New Frame. Because CinemaWell.com makes a new frame for Hollywood!

LinkedIn: <https://www.linkedin.com/in/brian-lewis-582a2b9b/>

Eugene Cline, Cisco, Global Service Delivery Executive. Because CinemaWell.com is wanted globally!

9. Legal Disclaimers and Risk Factors

9.1 Legal Disclaimers

This White Paper is intended to present the CinemaWell.com platform and ApplauseCash (APLC) Tokens to potential token holders in connection with the proposed Token sale. The information contained within this document may not be exhaustive and does not imply or form any elements of a contractual relationship. Potential token holders may use the information within this paper to determine whether or not to make a more complete analysis of the company, and eventually determine to purchase ApplauseCash (APLC) Tokens during the ICO, dates outlined within this document.

No information contained within this white paper should be considered a prospectus of any sort, or an advertisement for investment. Also, it does not relate to any security in any jurisdiction. Applause Token is a utility token, designed for the sole purpose of usefulness within the CinemaWell.com social network, as described within this white paper. This document, nor the products represented within, is not subject to investor protection laws or regulations of any jurisdiction, nation or municipality, including the state or country in which a potential investor is a resident. ApplauseCash Token does not constitute a digital currency, or any other type of security, and as such has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other nation. It is not the intent that ApplauseCash Tokens would be sold or used in any jurisdiction in which the sale or use of digital tokens might be prohibited.

ApplauseCash Tokens are intended solely for the specific rights outlined in this white paper, and are not intended to infer any rights (such as ownership, profit, redemption, liquidation, intellectual property ownership, financial, legal, or any others not stated here). While this white paper does contain certain ideas, estimates, projected financial information, and potential future directions, it is critical that potential investors remember that all of these statements or information include and involve risks uncertainties that are both known and unknown. Such risks may result in outcomes that are different from the estimates and expectations provided and expressed within this white paper.

The English language version of this document will serve as the primary and official source of information about ApplauseCash. If or when this document or the information contained within it are translated into different languages, to be used in verbal or written communications with existing or prospective buyers or partners, some of the meaning may be inadvertently corrupted or misrepresented. The accuracy of information represented within this type of translations cannot be guaranteed. If there are found to be any inconsistencies between translations, the information contained within this English translation primary source will serve as the authority.

9.2 Risk Factors

Any investor who purchases any type of cryptocurrency token must enter such purchase knowing that this purchase will naturally include a high degree of risk. Risks of purchasing ApplauseCash (APLC tokens) include, but are not limited to:

- APLC tokens are designed to enable purchasers to use the CinemaWell.com platform to purchase tickets to watch video content. Any future enhancements to the platform may or may not provide additional functionality to the APLC tokens.
- While this white paper does describe legitimate and sincere intentions to release future versions of CinemaWell.com, there is always a risk that such goals may not be achieved. As such, buyers of APLC tokens are encouraged consider existing functionality, and not rely on expectations of additional benefits of future releases of the CinemaWell.com platform.
- For potential buyers of APLC tokens, it is recommended to carefully consider all of the information and risks outlined within this white paper, including but not limited to:
 - APLC tokens are completely dependent on CinemaWell.com platform, which is in turn, dependent on software applications, computer hardware, and the Internet. As such, CinemaWell.com cannot completely guarantee that a system failure would not harm the value and use of APLC tokens. In spite of implementation of all reasonable network security measures, there will always remain a potential risk of security breaches, viruses, or other service interruptions caused by third party relationships. Such events could cause delay or suspension of services available on the CinemaWell.com platform, thus impacting the value and usefulness of the APLC tokens.
 - Smart Contracts are in the early and experimental stages of development. As such, there are significant questions that remain regarding the regulatory, technological, operational, financial, and other risks. While there will be third party independent audits conducted to

reduce risk and increase authenticity, there cannot be any form of warranty, implied or actual, that the APLC Smart Contract is without vulnerabilities or issues which could cause degradation or loss of APLC tokens.

- Because of the cutting edge nature of blockchain technology, there are certain regulatory risks that such technology may be untested in some jurisdictions. Such jurisdictions may apply existing regulations or create new ones in such a way that may conflict with the current APLC Smart Contract setup or token concept. There is always a risk that such regulatory applications might interfere with or change the APLC Smart Contract and/or limit or terminate usefulness of APLC tokens functionality.
- The Tax implications of holding APLC tokens are not expressed within this white paper. APLC token holders must take responsibility for ensuring their compliance with tax laws of the relevant jurisdictions, and paying of all required taxes.
- Force Majeure (Superior Force) risks may diminish performance, interrupt service, or discontinue value of CinemaWell.com functionality, resulting in loss of value or usefulness of APLC tokens. Such risks include, but are not limited to:
 - Negligence or malfeasance of any party, having a harmful effect on the party's ability to perform its obligations,
 - Any result or natural consequences of uncontrollable and external irresistible forces that impact functionality and/or value
 - Any circumstances that are included in the contract or those that are not as well
 - Acts of nature, wars, armed conflicts, civil disorders, epidemics, lockouts, slowdowns, shortages of energy supply or communication services, governmental acts, and any other circumstances beyond the control of CinemaWell.com.

If such circumstances occur before the issuance of APLC tokens and CinemaWell.com is not able to issue tokens within a six month period from the projected date, the escrow agent may provide a refund at the purchaser's request. Such refunds would be issued in original form of payment to the same digital wallet or bank account from which funds were originally transferred.

- Any information received from APLC token purchasers about number of tokens owned, wallet addresses, etc, may be disclosed to governmental officials, law enforcement agents, and or other third parties when it is required by law or subpoena or court order. In such circumstances,

CinemaWell.com shall not be held responsible for the disclosure of this information.

- Fluctuation of APLC token value may be significant for various reasons. Such fluctuations are difficult and even impossible to predict. While CinemaWell.com team does believe that any forward thinking statements contained within this document are reasonable, CinemaWell.com cannot guarantee that any predictions contained herein are accurate, and cannot be held responsible for, any token value at any period of time.

Meet us

Meet our team and enjoy our presentation
at the following world events



Show Must Go On,
CinemaWell.com Team
ceo@cinemawell.com

<http://CinemaWell.com>

Bounty: <https://bitcointalk.org/index.php?topic=2696529.0>

Telegram: <https://www.t.me/cinemawelcome>

Facebook: <https://www.facebook.com/cinemawelcome/>

Twitter: <https://twitter.com/CinemaWell>

Instagram: <https://www.instagram.com/cinemawelcome/>

LinkedIn: <https://www.linkedin.com/company/11396181/>

Reddit: <https://www.reddit.com/user/CinemaWelcome/>

Slack: <https://cinemawelcome.slack.com/messages/C8NN18M5H/files/F8MRG145N/>

Medium: <https://medium.com/@cinemawell>