



**mimic**

**mimicoin**

**first social cryptocurrency**



(click the button)

<http://www.hellomimic.com/ico>



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## Social network facts

One of the defining phenomena of the present times, reshaping the world as we know it, is worldwide accessibility to the internet. Social networks are the internet's lovechild. They come in many forms, including blogs, forums, business networks, photo-sharing platforms, social gaming, microblogs, chat apps, etc.

The number of worldwide users is expected to reach around 3 billion by 2020 – about a third of Earth's entire population. The region with the highest penetration rate of social networks is North America, where around 60% of the population has at least one social network account. As of 2016, 78% of the population of the United States had a social networking profile.

Overview	
Number of social network users worldwide in 2017	2.46bn
Number of social network users in the United States in 2017	208.9m
Number of social network users in the United States in 2022	220.6m
Social media platform with the highest revenue in 2016	Facebook
Leading social media billionaire worldwide as of March 2017	Mark Zuckerberg

Table 1 - <https://www.statista.com/topics/1164/social-networks/>

<sup>1</sup>Some of the most popular and used social networks among teenagers and college students are Snapchat, the recently acquired network THB, Instagram, Twitter, Kik, YikYak (RIP), HouseParty, Musical.ly ... should I go on? The point is that social networks keep spreading and will never die. They will keep evolving and adjusting to their audience.

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<sup>1</sup> <http://www.businessinsider.com/best-and-worst-social-networks-according-to-college-student-2017-1>



<sup>2</sup>As we can see from the statistics below, the number of online users is growing, as is the number of mobile users and people using social networks. A high percentage of social network users are young adults, like teenagers and college students, whom Mimic is initially targeting.

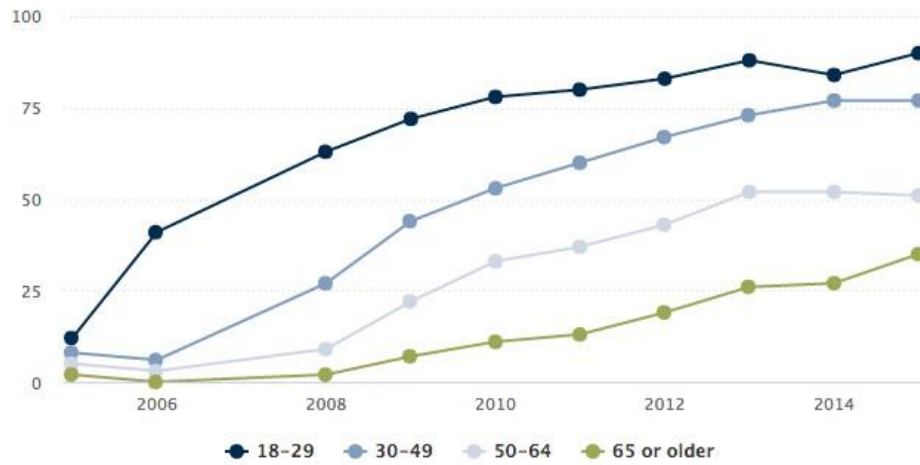


Picture 1 - Key statistical indicators for the world's internet, mobile and social media users



Picture 2 - Annual growth continues apace, particularly in the number of mobile social users, which hit 17% last year

<sup>2</sup> <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>



Picture 3 - % of all American adults and internet-using adults who use at least one social networking site



## Executive summary

Mimic is a movement that gives you the power of targeted virality. It's a platform consisting of several key factors: people, communities, videos and, finally, the app that brings them all together.

It's based on the key insight that the allure of virality isn't in the number of views. It's about people following your example. It's about you setting a benchmark which someone will try to copy and make better - out of respect or a simple desire for improvement.

This is why we imagined and started working on an app that will enable users to do just that - mimic other people's achievements, moves and ideas, no matter how challenging or wacky they might be. Then, we will give them a way to show it to the world. Regular people will have the power to connect to the "viral guy" who set the example, getting a small piece of fame for themselves and, in the process, propelling the original to an even higher level.

This will start as an alternative movement - gathering communities like skateboarders and social experiment vloggers, then moving on to more mainstream topics. However, it will always remain about connecting people through microachievements in their common field of interest.

Finally, we believe that an app made for the people should be owned by the people. Therefore, we're also creating the Mimic cryptocurrency and rolling out the ICO. We will invest in the creation of the platform, incentives for thought and example leaders and brand ambassadors, online and offline guerilla marketing and, most importantly, measuring activity details, collecting insights, updating the app and creating additional value for people to stay on the platform.

In short, investment in marketing will not rely solely on conventional marketing channels. Instead, it will convey an underground story - focusing on dedicated communities like those on Reddit and using the money to create value and pull people in instead of pushing our product out.



## MimiCoin & Mimic app

### Mimic app

Mimic is an app that encourages people to copy each other's moves, selfies or any other actions they want. *"Want to challenge others to copy your moves? Have a funny response to a post? Mimic encourages top half, bottom half photo and video posts and replies. Swipe through, upvote and add your own."*

The app is made of a split screen – a top half and a bottom half. The top half of the screen is what we call the "original" video/photo of a person. The bottom half is what we call the "response" video/photo. Both parts of a screen are swipeable to the right and to the left.

Example #1: On the top half is a picture of a person making a funny face. The bottom half will present a collection of photos posted by other people of their funny selfie faces.

Example #2: On the top half is a video of a skater doing a flip. The bottom half will present a collection of videos uploaded by other users trying to mimic that original flip.

Example #3: Use your imagination to think of example #3.

Content is user generated, videos are limited to 10 seconds and pictures are in 16:9 resolution to best fit a screen. The app is made primarily for teenagers and college students as the initial target group. The current goal of mimicking people is simply to create a purpose for the app. The app will adjust to users' needs and usage statistics.

### MimiCoin

**MimiCoin represents the first global crypto currency for all current and future online social networks and networking.**

Imagine having an extremely popular and viral app as a huge entry point into the social crypto currency. Imagine having a huge media presence and a huge audience in one place and simply introducing the idea of a social crypto currency to the world's youth in the hopes that they will use the crypto currency just as they use dollars and euros.

People nowadays are born with a phone in their hands and with a social network profile. Young adults, Millennials, are the future and the bearers of the crypto world. We must find a way to standardize and popularize crypto currency among today's influencers - people who impact the everyday world without realizing it, people who hold the future and who are not afraid to try something new. We must get rid of the old-fashioned banking system. The best way to do this is to introduce crypto currency as something natural, something deeply implemented within the app, the social network they love and use every day.

Crypto currency will suppress old-fashioned currencies and the old-fashioned banking system. **MimiCoin wants to be the first and largest social coin, and our app is the means to distribute, popularize and bring value to it.** Mimic wants to be the first viral social network which will standardize and popularize the usage of crypto currency. MimiCoin will not be strictly tied to the Mimic app. **Mimic is the first big social network that will push crypto currency (MimiCoins) to young people, Millennials.**



Mimic merges the best of both worlds - real and crypto. Social networks become more valuable as they attract more users. Consider Snapchat, Vine, TBH, etc. All of them attracted a huge number of young people who were not afraid to try and embrace something new.

As Mimic grows, and the number of its users grows, the network will become more valuable. More people will join and be introduced to the MimiCoin. There will be more chances for them to use the coin and, thus, demand will grow. MimiCoin and its value will ride on the wave of the virility and popularity of its app.

#### MimiCoin usage

As Mimic grows, the company will start implementing MimiCoin into the app. MimiCoin will be the main currency used to pay for:

- Advertising within the app
- In-app purchases
- Gamification
- Any other social activity within the app that requires crypto currency

In the first phase (until Mimic implements coins in the app), MimiCoins will be treated as shares and used as such. At the moment of implementation of MimiCoins in the app, they will be treated as coins (e.g. paying for virtual goods in Mimic and other social networks) and shares, and will be used as such.





## ICO

### Legal disclaimer

The purpose of this White Paper is to present the Mimic and ICO token to potential token holders in connection with the proposed ICO. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring ICO Tokens.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which are designed to protect invest.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, 3 which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements

### ICO smart contract

MimiCoin is an Ethereum token. It complies with and extends ERC-20 - a de facto standard and widely used token API.

Smart Contract guarantees:

- Transparency
- Balance the information on the number of tokens held by any user is public
- All information on transfers is public and can be traced back in time

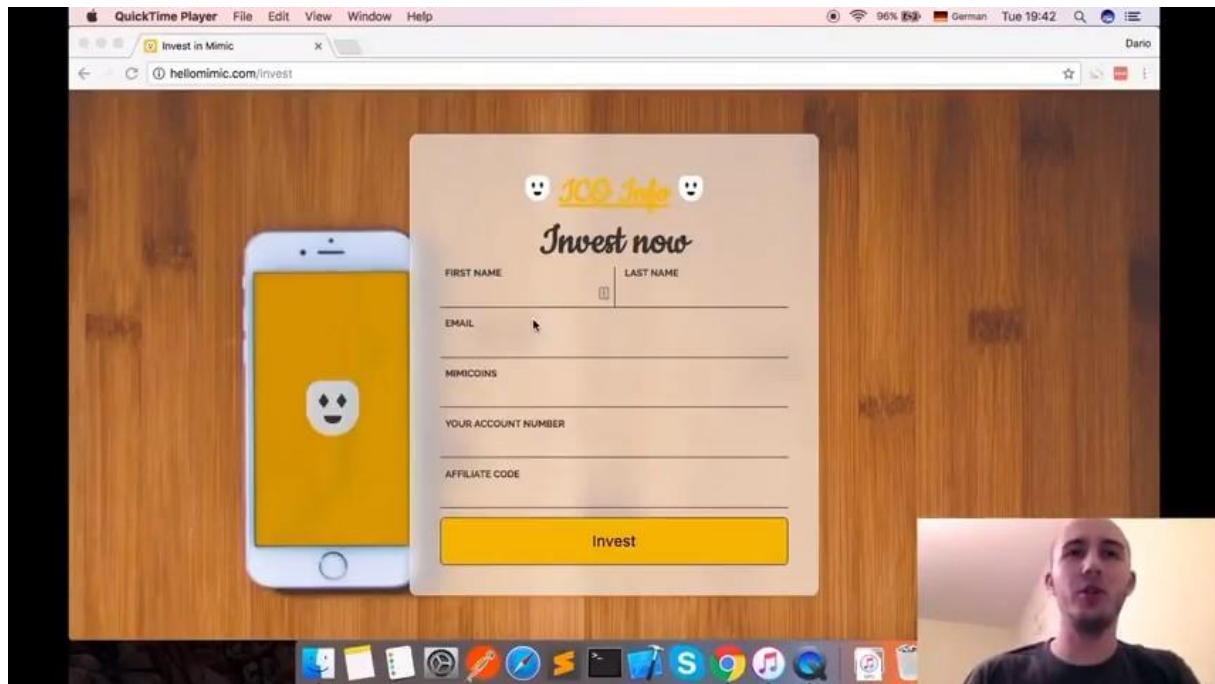
### Ownership

- **Scope.** Only Ethereum users and contracts can be token holders.
- **Uniqueness.** Each token belongs to one user-owner. There are no shared tokens.
- **Right to transfer.** A token can be transferred to another user only by the direct command of its owner or by the command of the receiver directly authorized by the owner. No token transfer may be initiated by another user
- **Double issuance.** Tokens are issued at the time of deployment, and second when tokens become part of transactions in app. (1. Ownership phase, 2. Transactions phase)
- **Destruction.** Any extra tokens that are not sold or are leftovers will be destroyed
- **Failed transaction.** Any failed transaction will be recorded and re-executed. Failed transaction can be reported by a token receiver.

### Investment steps

Tokens can be purchased with ETH only.

Token buyers have to visit [Mimic's ICO site](#) in order to invest in Mimic. Steps user needs to take to invest in Mimic are shown in the video below:



Picture 4 – YouTube tutorial how to invest in Mimic <https://www.youtube.com/watch?v=r40RMD3Aupg>

### ICO information

Thirty percent of the total budget will be invested in handling, upgrading and maintaining tokens, coins and the crypto platform. Seventy percent of the budget will be invested in the app's growth (marketing), the company's expenses and the technical aspect of the app. The company's future earnings will be invested into MimiCoin and the crypto platform running it.

**The name of top 10 investors (those who give their permission) will be listed publicly on our “[Wall Of Fame](#)” online for its lifetime** and you'll have lifetime access to Mimic's advertising, with major discounts and all of Mimic's current and future paid features for free.

**For each generated coin, one extra will be generated for owners (us) to maintain 50% ownership.**

<b>Role of coin/token</b>	Used as a share in ownership (in future as currency in social networks)
<b>Symbol</b>	MIM
<b>Emission rate</b>	No new coins will ever be created
<b>Accepted currencies</b>	1 ETH = 15 MIM
<b>ICO sale period</b>	45 days



<b>Coin distribution</b>	Contract will distribute coins/tokens instantly upon receiving ETH
<b>Minimum MimiCoins</b>	Minimum amount of MimiCoins you can buy is approximately \$1 worth of MimiCoins

<b>ICO Duration</b>	Phase	Days	MIM	ETH	Total days
	1	10	1	0.5	45
	2	15	1	1	
	3	20	1	1.5	

## Bounty hunters

### Active investor

<b>Bounty hunters</b>	Investor #1	Investor #2
<b>Existing investor (person who invested in Mimic and got a code from us)</b>	- Buys X MIM, gets autogenerated code	- Buys 10MIM. Enters the code from Investor #1. - Gets extra 50% MIMs (5). - Total 15MIM. - We send extra 50% of MimiCoins investor #2 bought to investor #1

### Example

Percentage	Investor #2 buys	Investor #2 gets	Investor #1 gets (other acc)
50.00%	MIM10.00	MIM15.00	MIM5.00



## Guests

Bounty hunters	Investor #1
<b>Guest (person who doesn't buy MIM but attracts other investors)</b>	<ul style="list-style-type: none"><li>- Buys 20MIM, gets autogenerated code</li><li>- Person (guest) who gave him/her a code gets 20% of what Investor #1 bought, that is, 4MIM</li><li>- Investor #1 gets 10% of his/her 20MIM</li></ul>

## Example

Guest percentage	Investor percentage	Investor #1 buys	Investor #1 gets	Guest gets (other acc)
20.00%	10.00%	MIM10.00	MIM11.00	MIM2.00



## Roadmap

### Marketing

#### Targeted customers

Mimic will focus on creating communities by giving incentives to thought and example leaders, which will attract people with similar interests. These are the people who are natural creators of content, and others follow their examples, whether because of their skills, charisma or humor.

For example, when it comes to skills, a simple YouTube search like “skateboard kickflip” offers around 773,000 results with more than 50 million total views. This way, it’s hard to even start looking for direct responses to someone’s video, but we can see that almost a quarter of views are dedicated to a single channel - and that’s our leader. On the other hand, the search “dragon flip challenge” offers better insight into the scope of people copying their peers’ moves and looking for ways to show that they’re as good or even better. This is an example of a closed, tight community. However, even there, the more popular a certain topic is, the harder it is to get attention.

On the other hand, an open community (one whose uploaders' moves and actions can be copied by anyone) holds even more potential for big numbers, though also lower expected loyalty. Social experiments are a good example; videos of people flirting, pranking or performing magic tricks (or all three at once) get a ton of reactions worldwide from people trying to mimic the original. One might also notice that it’s difficult to get a bit of a spotlight on those keywords; no matter how good you are, your chances of exposure are minimal because the famous ones get 99% of the exposure. And those chances will get even lower.

So, why would our platform be interesting to most of the mentioned people? Mimic will offer a special way for people to react to a single video and show their skills in anything from approaching a girl to peeling an orange, in an attempt to be even better than the original uploaders.

#### Two types of marketing targets

##### Uploaders

Here are some examples of possible groups, with initial highlighted examples of estimations regarding the scope of the communities and the amount of video material. The estimations are made or found based on the U.S. population:

Example: Skateboarding - (6.44M in 2016 <https://www.statista.com/statistics/191308/participants-in-skateboarding-in-the-us-since-2006/>)

**Gaming** (37.5M in 2017 <http://steamspy.com/country/US> )

**Social experiments and dares** (app. 1 hour of content uploaded every minute on YouTube)

**Crazy viral ideas** (“Harlem Shake” YouTube search offers almost 10M results)

**Parkour**

**Sports tricks**

**Etiquette...**

The following videos might be more important in our second phase, when the 10-second rule won’t be as strict due to an expansion to mainstream communities and the evolution of existing categories.

**How-to videos** (Make-up, Cooking...) (The search for this popular category has increased 70% year on year and whilst doing the task at hand, 91% of smartphone users watch how-to videos.



<http://www.laikanetwork.com/blog/the-6-most-popular-types-of-youtube-videos>)

**Singers/Musicians...**

#### *Viewers*

Although we can assume that most of the first group consists of young people, predominantly teenagers, we can be much surer about it here.

Here's an interesting U.S. high school poll about teens' preferences regarding YouTube, including uploads. Almost three-quarters look for advice and ideas there, and practically everyone agrees that it influences their culture:

<https://www.stageoflife.com/Portals/0/High%20School%20Images/WritingContest/Polls/2014-June%20and%20July/YouTube-Teen-Usage-Statistics.pdf>

The idea behind Mimic is to do just that, but also empower users to voice their efforts and ideas more easily.

In the end, by attracting only 0.5% (1 in 500) of these groups to our platform, with only 1 in 10,000 people actually posting videos (average four videos per uploader), we can have more than 1,000,000 users and more than 20,000 videos with 1% daily growth.

#### *Unique selling proposition*

Our USP is simple: Due to direct reactions and dual screen options, Mimic provides a unique platform for mimicking the behavior of one's role models (or nemeses) and even trying to do it better, taking one's share of the spotlight inside the community.

That community is the key. It is also the main barrier for competitors in terms of entering the mimicking market. By separating Mimic communities and creating small user infrastructures surrounding a certain topic, we'll ensure their loyalty.

Another important differentiator here is the timespan. Young people's attention spans are getting shorter. "Approximately 20% of the people who start your video will leave after the first 10 seconds." (<https://fortunelords.com/youtube-statistics/>)

To start, our core video format will be only 10 seconds long. In a series of experiments, we found that this is long enough to convey a message and show a complicated move, but still short enough that people have an incentive to move on to the next video.

#### *Positioning & pricing strategy*

Mimic will be advertised as a platform with an underground, alternative feel. This means two things. Firstly, it will be positioned as a free app, but its parts will be exclusive for certain groups of interest. Everyone is welcome to watch, but only those selected by the community can upload their own videos. Being a part of, for example, the Mimic skateboard community will be a privilege in and of itself, and the possible approval of the video by the community will convey a special status to that uploader.

In short, Mimic will be positioned as a special online place where all popular thematic content can be viewed and you can become a part of it - if you're chosen.\*

*\*for proper content and a feel of exclusivity, it is important that we don't have people posting unrelated videos about, for example, certain skateboard tricks.*



### Promotion plan

Given that this is a platform, it's more about distributing the idea than the product. This brings us to the topic of promotion. We believe that promotion in and of itself isn't something that gives people value. It might draw attention to a valuable product, but why wouldn't it be a part of that value?

The promotional strategy will depend on the launch phase.

### Prelaunch

The prelaunch phase will last for up to two months. At the time of the writing of this white paper, the prelaunch phase has started and is ongoing.

In the prelaunch phase, the founders of Mimic will invite their families, their friends and people they know to use the app, thus collecting feedback, adjusting the app accordingly, and fixing bugs and errors. This will help us seed the app, get initial users, and improve stability and UI/UX.

### Soft launch

After the prelaunch phase, we will start the soft launch phase. We will build awareness and start promoting the app among young adults, teenagers, students and targeted groups of people. This phase will help us attract more users and spread the word among users, as well as give us time to adjust to any technical issues like ensuring the server is strong enough to handle usage and slowly prepare for growth.

This phase will last about three to five months. Some of methods we'll use in this phase are:

- Handing out flyers around high schools and campuses
- Contacting influencers and making deals with them
- Contacting targeted bloggers and journalists and letting them know what Mimic is, building relations with them
- Looking for a specific U.S. city that is most suitable for the launch
- Organizing various events and challenges
- Targeting specific social network groups and pages
- Hiring app ambassadors

### Launch

The launch phase is when we go big. This is the time when people already know about Mimic and are aware of our existence. In this phase, we'll start engaging influencers, bloggers and journalists. We'll pick a specific U.S. city and prepare everything for the launch. One of the launch events will be a thematic party for targeted users.

We'll organize sponsored events. (Even if you can't be physically present at your favorite event, you can participate by mimicking the tricks as the competition goes on.)

The team will work on social media campaigns. We will start with campaigns that build awareness and encourage people to download and use the app. Through those social campaigns, we'll encourage word-of-mouth between people, thus creating a domino effect in which people invite their friends, their friends invite their friends and so on.

We'll engage professionals and influencers to create initial videos that will encourage their followers to follow them on Mimic and mimic their videos and photos. We'll hire freelance copywriters to create



alluring content for different channels like Reddit, Facebook and YouTube and for direct communication with influencers.

Special materials for different guerilla campaigns will be created (and also filmed) and guerilla campaigns will be executed around the chosen U.S. city.

#### Joint ventures & partnerships

We are currently in the preliminary phase of negotiation with influential representatives of groups mentioned in “Targeted customers”. The initial interest is above the charts; it’s extremely high, and we’re now waiting for solid predictions from the investment side of the deal to lock in the initial agreements with the example and thought leaders. For obvious reasons, we’re currently not disclosing the precise names and roles of the mentioned plans.

#### Business model

Finally, the reach and the prices will be estimated according to previous experiences and available online information. The conversion is calculated as 0.5% portion mentioned in the second chapter.

On the other hand, by rolling out targeted videos with the CPV model, \$0.10-\$0.20 will be the standard revenue per view. The projections will be calculated taking into account a pessimistic approach (\$0.10). Only views over five seconds long will be taken into account, and the pessimistic estimation says that nearly 90% of views will be interrupted, with only 70% passing the five-second mark (<https://www.mediapost.com/publications/article/277564/survey-finds-90-of-people-skip-pre-roll-video-ads.html>). Finally, we estimate that a user will watch an average of 10 short videos per session, which equals two ads (1-in-5 model).

Other advertising methods we’ll test are sponsored mimics (videos/photos) based on users’ interests. In this way, we will inject other mimics (from influencers or non-influencers) between already curated mimics for those currently using the app. This method will be less intrusive for regular people. This method of advertising will be the dominant one on Mimic.

The method which creates the best results and which is more native to the app and to the users will be used.

A very important feature we’ll work on is influencer marketing and how to enable influencers to easily reach their audience and earn more money for themselves. In this way, we’ll attract more imaginative and creative people who will want to join Mimic, build their own network or community, and make a living from it.

#### Technical

Mimic is currently a hybrid iOS app (made in the Ionic framework), supported by the whole backend system created in PHP (Laravel framework). The app can be found on the [App Store](#).

The hybrid app will cover a pre-launch and soft launch. During the pre-launch (which will go on for two months) and soft launch (which will go on for three to five months), iOS developers will be hired to create the native iOS app. We will also higher a tester to test the app and a designer to create eye-candy design.

During the soft launch phase, another backend web developer will be hired to update, upgrade, maintain and adjust the whole backend system for scalability.





As marketing is executed, an Android and one extra web developer will be hired to create a native Android and web app based on the already stable iOS app.

The Amazon AWS S3 and CloudFront service will be used for the saving and serving of images and videos, handling scalability and bandwidth. Amazon AWS was chosen for this starting phase because it guarantees stability, scalability and ease of use. Cloud hosting, dedicated hosting or VPS (depending on the app's demand) will be set up to host core project code and the database.

Developers will be hired full time for at least a year, while short-term employees like designers and testers will be hired as needed. Any extra full-time developers, marketers, hosting administrators and crypto programmers for listed platforms/technologies will be hired as needed. Every employee of the Mimic company will be hired full time unless a freelancer is hired to for a short-term task.

Technologies used for Mimic are:

- Ionic for the hybrid iOS app
- Swift for the native iOS app
- Java for Android
- PHP/MySQL (Laravel) for web development
- Amazon AWS S3 and CloudFront
- Linux cloud hosting
- Crypto coding, Ethereum, Solidity, Python



### The future of Mimic

What you have read, and what you will read here, is only what we plan to do at the very beginning. Our vision goes much further.

**Mimic will actively promote MimiCoin among other social networks and will partner with major and upcoming social networks for usage and integration of MimiCoin.**



# MIMIC FUTURE



## 1. SOCIAL NETWORK

The Mimic app will introduce a crypto currency called MimiCoin to the whole world, to young adults and Millennials through the social network

## 2. MIMICOIN

MimiCoin will grow together with Mimic and the community and will become the main social crypto currency supported by Mimic



## 3. IOS/ANDROID/WEB

MimiCoin will be distributed and used via different major mobile and web platforms

## 4. MIMIC

Mimic will support MimiCoin and will grow as a social network beyond the initial idea



## 5. SPREADING THE VISION

Mimic will actively promote MimiCoin and partner up with other major and upcoming social networks for usage and integration of the coin



## Create a history with us

People have witnessed many great events in the history of mankind and in the history of the internet itself. People have witnessed the creation of companies that have changed the world, such as Apple, Google, Facebook, YouTube and Snapchat. Ask yourself: How many people were actually a part of history? With Mimic, not only can **you** be a part of history, **you** can help create it.

Mimic has the potential to become one of the major social networks and game changers. We'll put you forward because you matter. **The name of top 10 investors (those who give their permission) will be listed publicly on our "[Wall Of Fame](#)" online for its lifetime** and you'll have lifetime access to Mimic's advertising, with major discounts and all of Mimic's current and future paid features for free.

Remember, **you** can be the one who will one day talk to your grandson or granddaughter, show your name proudly on Mimic's "wall of fame" and say: "I was the one who invested in Mimic. I was the one who believed in them!"



## Team



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CMO  
Marketer



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CFO  
MimiCoin creator



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