WHITE PAPER

FLY HIGH - Share and Connect Global Music Economy on Blockchain

1. Abstract

Inmusik is an ecosystem based on a blockchain database that supports the music industry, streaming, and social interaction, with cryptocurrency rewards and a financial framework on which future music industry applications can be built.

Also Fly High is an emerging tailor-made Music Entertainment Social Media Platform Powered By BlockChain, Uniting Artists, Executives & Music Lovers worldwide, regardless of their age, experience, race or beliefs, providing exclusive international music entertainment content, networking, events, contests, prizes, products & services. We also pledge live exclusive global concert/charity fundraising streaming online, as well as feature exceptional co-creation content designed to facilitate & revolutionize the management of online .

The platform is a fusion of concepts from music streaming and social media which includes community curation, verification and transparent payouts to both content owners and contributing listeners/fans. To enable a fair market economy for an industry built on all   types of music assets requires a system capable of easily accounting every users' contribution. Fly High 's Token is the first cryptocurrency that attempts to accurately and transparently enable an industry to thrive in this new digital age, while rewarding its users for their subjective contributions to the ecosystem and enabling a host of applications not yet imagined.

2. Introduction

The emergence of the internet and digital audio files created a massive challenge for the music industry and these new technologies outpaced any adaptation made to counteract. While streaming services like Spotify, Apple Music and Pandora have presented a solution, it's far from being transparent and fair for everyone who uses these services. These centralized platforms continue to create billions of dollars for their shareholders, while artists receive meager payouts and paid members get no reward for their contribution.

The internet is experiencing a revolution where centralized content services are being replaced with decentralized community platforms, allowing tasks like content verification and curation to be entrusted to a peer-to-peer network who are rewarded fairly and consistently for their measurable contributions.Fly High aims to support an industry of music by empowering and accelerating this change within the business of music.

In the music entertainment industry, it is clear through music television shows, that people all over the world are trying everything in their power to either be discovered as a new talent, or to find new musical talent.

The music industry is the engine helping to drive different segments of the entertainment world:
• Sports industry $90 Billion USD globally
• Film industry $106 Billion USD globally
• Music industry $130 Billion USD globally
• Fashion industry $1.2 Trillion USD globally

Worldwide entertainment & media markets generated revenues of approximately $2.1 trillion USD.

2.1 Global music industry revenue 2012-2023

In 2018, preliminary estimates suggested that the total revenue of the global music industry amounted to 53.77 billion U.S. dollars, up from just under 51 billion a year earlier. The figure is expected to consistently increase each year and surpass 65 billion U.S. dollars in 2023.

Music industry revenue worldwide from 2012 to 2023 (in billion U.S. dollars)
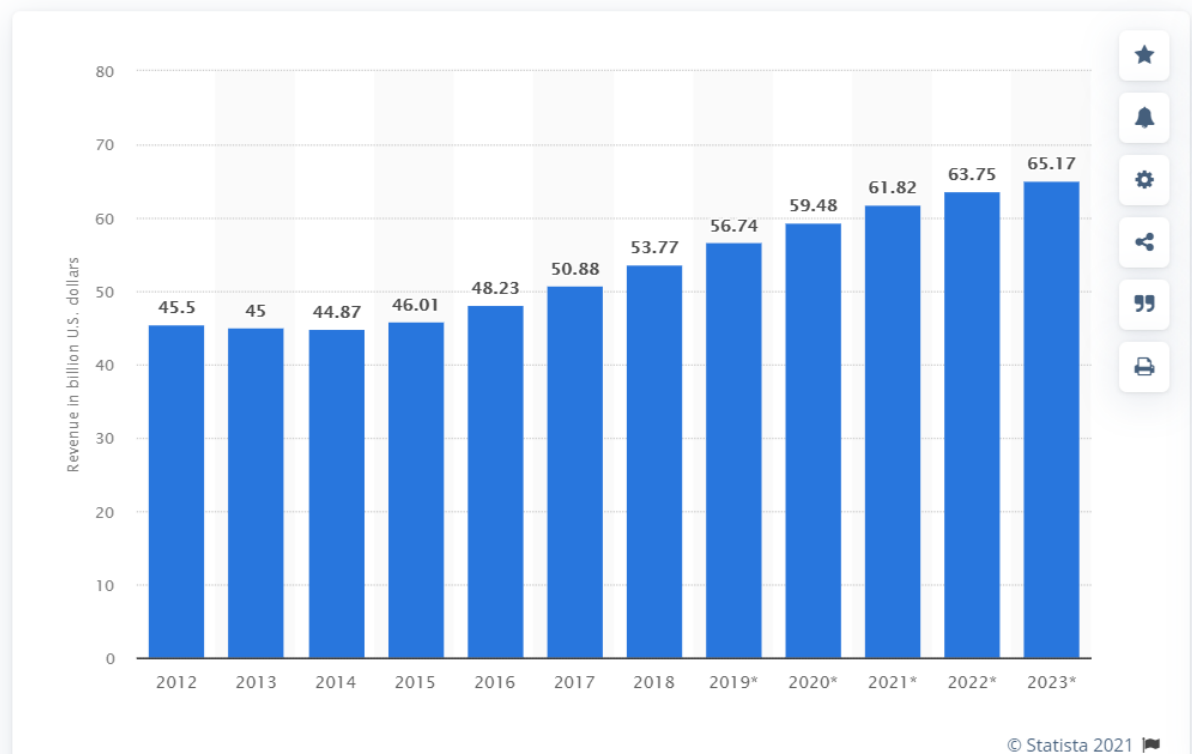
2.2 Global recorded music revenues grow 7.4%

The global recorded music market grew by 7.4% in 2020, the sixth consecutive year of growth, according to IFPI, the organisation that represents the recorded music industry worldwide. Figures released today

in IFPI's Global Music Report show total revenues for 2020 were US$21.6 billion.

Growth was driven by streaming, especially by paid subscription streaming revenues, which increased by 18.5%. There were 443 million users of paid subscription accounts at the end of 2020. Total streaming (including both paid subscription and advertising-supported) grew 19.9% and reached $13.4 billion, or 62.1% of total global recorded music revenues. The growth in streaming revenues more than offset the decline in other formats' revenues, including physical revenues which declined 4.7%; and revenues from performance rights which declined 10.1% – largely as a result of the COVID-19 pandemic.

The work and investment of record companies has helped lay the foundations for a predominantly digital industry that proved its resilience against the extraordinary circumstances of 2020. In a challenging year, record companies have worked alongside their artist partners to support them in creating and recording music and the whole sector has continued to drive innovations in the ways fans can experience music around the world.

"Fuelled by record companies' ongoing investment in artists and their careers, along with innovative efforts to help artists bring music to fans in new ways, recorded music revenues grew globally for the sixth consecutive year, driven by subscription streaming. As record companies continue to expand their geographical footprint and cultural reach, music

has become more globally connected today, than ever before and this growth has spread across all regions around the globe.

"With many impacted by the pandemic, and concerned with growing social injustices, record companies have worked hard to make a meaningful, lasting contribution to the world we want to live in."

Growth in all the world's regions

Recorded music revenues grew in every region around the world in 2020, including:

- Latin America maintained its position as the fastest-growing region globally (15.9%) as streaming revenues grew by 30.2% and accounted for 84.1% of the region's total revenues.

- Asia grew 9.5% and digital revenues surpassed a 50% share of the region's total revenues, for the first time. Excluding Japan (which saw a decline of 2.1% in revenue), Asia would have been the fastest-growing region, with exceptional growth of 29.9%

- Featured as a region in the report for the first time, recorded music revenues in the Africa & Middle East region increased by 8.4%, driven primarily by the Middle East & North Africa region (37.8%). Streaming dominated, with revenues up 36.4%.

- Revenues in Europe, the second-largest recorded music region in the world, grew by 3.5% as strong streaming growth of 20.7% offset declines in all other consumption formats.

- The US & Canada region grew 7.4% in 2020. The USmarket grew by 7.3% and Canadian recorded music revenues grew by 8.1%.

3. Fly High Overview

While the overall solution is powered by a solid cryptocurrency, our streaming app is only the first step. This document explores how an industry can be built around this framework and how that, by introducing a brand new business model, we can contribute significantly to growing the entire economy of music when put into practice with our own music platform.

There are four fundamental principles which have been used in the design ofFly High to serve as checkpoints to which all concepts and ideas must adhere. They are:

1.   All people who actively contribute to the success of a venture should be rewarded in direct proportion to the measurable value of their contribution.

2.   All people who create artistic content should be rewarded in direct proportion to the measurable value that content provides those who consume it.

3.   All people who give their time in helping high quality content find an audience should be rewarded in direct proportion to the earnings of the content creators.

4.   The cryptocurrency platform should be built on a real, viable and scalable business model.

TheFly High cryptocurrency serves the music industry by:

1.   Being a fair and transparent system that enables the business of music to take place.

2.   Being governed by the community so that the system is defined by those it provides value to.

3.   Allows 3rd parties to utilize the currency, platform and system to create new and more efficient solutions for problems not yet imagined.

4.   Supporting the creative arts to ensure the creation of music thrives.

5.   Increasing the music industry's economy by opening up business in new and unrestricted ways.

TheFly High platform serves its fan/listener members by:

1.   Enabling fans to own a stake music they love, through Token Votes, and receive payouts in direct proportion to a songs success

2.   Enabling fans to receive rewards for verifying ownership and the performers of newly added music.

3.   Enabling fans to receive rewards for curating new music (through their enjoyment of the platform) and directly control which content deserves attention from the community.

4.   Allowing fans to consume music for free with consistent contributions to the community.

5.   Receive a percentage of earnings by helping artists reach success milestones.

While also serving artists, labels and other industry professionals:

1.   Enabling a streaming service which increases payouts to owners of copyrighted music content by adding a new form of revenue with Token Votes

2.   Making it possible for any artist, musician or songwriter to receive fair and transparent payouts which are in direct proportion to their impact within the community.

3.   Helping artists find and build an active fan base.

4.   Gives the industry a single currency to allow distribution of payouts which automatically includes all creatives and professionals in the value chain.

In this whitepaper, the BlockChain will be defined as: A BlockChain is a registry of facts, replicated on several computers linked together by a peer-to-peer network.

Network computers are called nodes. The communication between the nodes is encrypted & guarantees the identity of the sender & the recipient. When a node wants to add a new fact to the register, it proposes it to the network that forms a consensus to determine where (and especially when) this fact should be entered in the register. This consensus is called a block.

The Fly High application promises to be an advert free streaming music platform with a vast number of artists, songs and albums, where fans can earn money and/or gain free membership by contributing to the community, serving as a backbone to the Fly High ecosystem. Artists can upload and manage their content, connect and communicate with fans, generate revenue in new ways and incentivize fans that help promote their music. All done with fairness and transparency at the core by utilizing Blockchain.

For artists, Fly High is a fan creation machine. For fans, a place where they can earn rewards for discovering music. For labels, a frictionless source of generating revenue. For the music industry, a new way to conduct business that will drive economic growth.

This white paper will explore the economic benefits of a decentralized industry of music and how the outcome creates a scalable, just and thriving ecosystem. This document contains a number of breakthrough innovations which are world firsts made possible by bringing blockchain to a community platform that revolves around content.

3.1 Our mission and vision

The Project's approach provides for a people-generated, user-driven structure.

In this new environment ("Ecosystem"), the very concept of "producer" is blurred because anyone can broadcast to any number of people anywhere, from their loved ones to the entire planet. What this Ecosystem has lacked up until now is self-awareness (our members & partners are self aware but

the larger world is not) & a few core central organizing principles. We believe that both of these will be "emergent properties " if there is a serious effort to broaden the use & applications whereby this symbiosis of human creativity & technology is combined. This is part of our methodology. We also believe that it is not possible for any one organization or company (no matter how attuned to this Ecosystem) to bring all these changes about. Therefore, we are focusing our efforts on bringing the symbiosis to the music production, social media, digital, & mobile landscape consumer consumption & distribution sub-Ecosystem

3.2 Effective and understandable user interface:

Our platform is a horizontal-adaptable business model based on the strategic use of Multi-Sensory Branding, Co-Creation, Product Placement, Immersive User Experience Applications & ROI Relationship/Currency with Economy & Licensing Structures. It is built to adapt & to embrace the monumental shifts & disruptive technologies that are changing every facet of business. Fly High is positioned to leverage & facilitate change in the global, end user-driven Digital/Mobile content/Product Placement Ecosystem.

Fly High is based on user experience sensory aesthetics. It is optimally designed around end users' perceptions & creates the milieu that allows end users to act as lead designers, co-creators & actual tastemakers of lifestyle brands, products & services in a rapidly changing market.

Through our social media platform & Web 2.0, we will be able to involve consumers in more exciting & different ways, both through mass collaboration & intimate co-creation while at the same time finding ways of accumulating robust qualitative data from the web. Then research will have an exciting future ahead of it: it will herald a new era – Research 3.0.

4.   Economic incentives

The Fly High platform is designed to be the first platform that rewards both listeners and content creators, in equal measure, based on the value they provide to the community. In this way, the growth of a new social content platform can be greatly accelerated using the economic incentives enabled by cryptocurrency. Furthermore, this system is built on a real, viable and scalable business model, supporting the Fly High cryptocurrency and giving Fly High a formidable market advantage.

4.1   Curation – Token Votes

In the music industry today, curation is almost totally centralized. Record labels and other music professionals serve as an effective filter - finding promising new talent, working with them, promoting them, and ensuring they get favorable placement on playlists on streaming applications. While this works to a degree, labels risk large investments in new talent (similar to how an investor might invest in a start-up) without any certainty they will be well received by an audience.

The FLY Token and related voting Platform enables users around the world to easily manage or participate in online voting with the highest possible level of verifiability, accessibility, security, and transparency. The

FLY Token and related Platform improves the efficiency of voting by ensuring the integrity of the voting process, the confidentiality of the voters' choice, and validity of the results - for both private and public Celebrity/Influencer contesting.

The FLY Token can also be used for every transaction on the platform. The Token application will be fully supported by smart contracts technology & used for the suggested payments of all active user activities & features such as:

• Multiple Membership Purchasing Options

• Celebrity Contest Entry Purchasing Options

• Influencer & Ambassador Event Purchasing Options

• Co-Creation Workshops Purchasing Options regarding Music, Film, Fashion & Sports

• Profile Use as Electronic Press Kit & Other Purchasing Options

• Monthly Magazine Subscription & Membership Purchasing Options

• E-Card & Virtual Gift Purchasing Options

• Merchandising & E-Commerce Payment Options

• Live Streaming Payment Options

The other curators are the listeners themselves. Through social media, streaming platforms and other channels, listeners are exposed to new music and cast their opinion with virtual thumbs up or thumbs down

and/or, the number of times they listen/engage. With listeners being the end user, their opinion is, essentially, what drives this entire industry. Yet, a listener's contribution to the rise of an artist is rarely, if ever, recognized and is certainly not financially rewarded.

The challenge therefore, is twofold: One. Few people have the time to listen to new music and decide if it is worthy of the attention of their peers - a completely new system, which takes seconds to make an evaluation of new music based on personal tastes, is required. Two. How to calculate contributions by developing a system where individuals gain rewards based on their overall meaningful contribution within the community and music economy.

At the discretion of the Celebrity/Influencer contesting authority, contests can be held directly on the underlying public BlockChain if the scale and cost metrics suit the application needs.

The token will provide us with the basic building blocks for certain privacy guarantees. Our focus is to handle voting scenarios with demanding requirements by coupling a private BlockChain onto the base layer. In such applications, every contest is initiated on the public BlockChain, and creates an initial branchpoint, a Genesis Block, for a corresponding, dedicated private BlockChain. The maintenance of this private BlockChain can then be performed in full compliance with the Celebrity/Influencer contesting authority`s requirements, no matter the complexities. The voting ballots are then posted back onto the public BlockChain at the conclusion of the contest. The resulting private BlockChain can be made public if desired

Voter Anonymization

In order to conduct fair and tamper-free Celebrity/Influencer contesting, votes must be protected from untrusted parties and voter anonymity must be ensured.

We developed our protocol with the assumption that both mobile devices and desktop browsers and applications contain viruses, malware and other compromising software. The validity of the voting record is the most important aspect.

4.2   Recognizing contributions

For users partaking in Quick-Play on a daily basis, they receive rewards for simply participating, as their contribution (while self-serving) helps new music find an audience faster and provides the system with valuable data. In keeping with our first fundamental principle - All people who actively contribute to the success of a venture should be rewarded in direct proportion to the measurable value of their contribution - that participation should be awarded, and so it is.

Curating content shouldn't be done with a snap decision. Therefore, a bigger gesture should be required, and with greater effort, a greater reward is deserved. The act of curating content on Fly High is managed via a voting/betting system designed to maximize the chance of the community

working together to help great music surface while also impacting the long-term investment users make to the community. A listener may vote on a song using their Tokens. The vote is a speculation on whether this song will become widely played on Fly High over a period of time. If that speculation is correct, the listener receives a reward related to the total earnings that song makes over time and the total amount of votes within the pool over time. Therefore, early voters on successful songs earn more, voters jumping on later earn proportionately less.

The curation of artists and bands is done in a similar way, though payouts are higher due to the long-term investment made by the listener/fan. All votes contribute to the overall payouts artists receive in addition to their streams, potentially making Fly High the highest paying music streaming platform.

To incentivize listeners to vote, a number of Tokens are gifted to them daily for voting. Gifted tokens are only replenished when used and do not accumulate daily.

This innovative system works in numerous ways to benefit the overall community.
1.   It brings a new revenue stream for recorded music, a first of its kind.
2.   With a set monthly fee for the music streaming business model, revenue is limited to the number of subscribers. With Token votes, the potential spending on recorded music is unlimited and can significantly grow the entire economy of music.

3.   It gives listeners/fans an economic incentive to actively search for the best new music, helping newer artists break through the noise.

4.   It gives listeners/fans a reason to wholeheartedly get behind an artist and actively participate in their success, in-turn facilitating more artists to make more money due to the listener's emotional and financial incentives.

5.   As an artist's success doesn't come overnight, listeners/fans become long term investors in theFly High community benefiting everyone in the music value chain.

This combination creates a mutually beneficial relationship between fans and artists and brings about a new era of music distribution, empowered by Blockchain.

4.3 Advertising revenue

Once we have a certain number of active members, we would potentially have a huge number of advertisers that should be very eager to advertise their products and/or services to our members. Any medium used for music, such as satellite radios, smart TV's, phones, tablets, instruments & MP3 players could be advertised.

In addition, since we would also have a social media platform, a wide variety of potential advertisers could arise based on the knowledge of members' behavioural patterns through the dashboard/portal page—such as interests in real estate, finance, dating, gaming & so on.

Co-Creation Advertising, Advertising, Sponsorships & User-Generated Revenue will be our main source of revenue. However, we will simultaneously be exploring diverse revenue streams:

• Behavioural based advertising

• Token competitions, airdrops & multiple gaming options

• Premium subscription services

• Contest participation

• Promotions with music entertainment artists

• Exclusive live global concert streaming

• Music downloads

• On-line fashion & cinema network fees,

• Fly High monthly magazine subscriptions

• E-cards & virtual gift

• Purchase musical instruments, audio equipment & a multitude of other products possibly at a preferred rate, etc.

4.4   Verification

100% Verifiable
Contest watchdog organisations can independently validate votes, and voters can confirm their votes were correctly counted, ensuring trust and preventing contest irregularities

Fly High will enable you to create a user profile that displays your talent or expertise in the entertainment business, (artists, professionals or technicians) enroll in contests, get discovered & win exclusive prizes. You can also simply be a music fan that enjoys listening to music, socializing or following & supporting others.

Each member will be able to network within our community in order to find what they're looking for globally, & possibly enable his/ her talent to be reviewed by successful entertainment influencers within their field; thus, transforming part of our platform into an exclusive worldwide online community based on the same principles as multiple mainstream music television shows with successful international growth worldwide.

As Fly High is an open, free to use platform, there is a possibility of some people falsely creating an artist's profile and uploading music illegally, causing a negative impact to the community. Verifying and checking content can be a significant drain of resources, a cost which eats into the overall payouts to copyright owners.

Inmusik solves this problem by decentralizing this task, handing it over to users and rewarding them for their efforts. In order to gain a 'verified' account, the artists or band members are asked to share an image of them holding a hand-written note showing that day's date. The artist/band needs 20 users to verify their profile as proof of identity. Each user who partakes in this verification process earns Tokens as a reward.

Rewards can also be earned when verifying a newly uploaded song that is, in fact, performed by the uploader. When an artist uploads a song, they can

tag each person that contributed to that song, (i.e. singer, guitarist, drummer, producer, songwriter etc.) allowing automatic distribution of earnings. These 'tags' also need to be verified offering further reward opportunities for the community.

This unique system can be used in other ways to ensure that all copyright holders and performers are compensated for their work fairly. This application of a distributed ledger is incredibly effective for tracking covers of known songs and ensuring the copyright owner earns fairly from streams, in keeping with our second fundamental principle - All people who create artistic content should be rewarded in direct proportion to the measurable value that content gives to those who consume it. Fly High is the first and only platform that enables more established artists to earn from covers performed by up-and-coming singers, musicians, etc. It's also incredibly effective for tagging samples used in remixed material. A powerful use of a distributed ledger to bring greater transparency and fairness to this area of music creation.

4.5   Contribution

Artists also receive monetary rewards for simply adding content to the platform. In recognition of our first fundamental principle - All people who actively contribute to the success of a venture should be rewarded in direct proportion to the measurable value of their contribution. We believe that all content adds to the overall value of the community as each song has the potential to be well-received and entertaining.

This is also true with social contributions done by artists when they engage an audience with photos, videos and posts. However, in keeping with our second fundamental principle

- All people who create artistic content should be rewarded in direct proportion to the measurable value that content gives to those who consume it - only content that is perceived as valuable to the community by way of voting, shall receive meaningful rewards. Constant posting of low quality content which fails to engage the community will have a negative impact. Whereas, consistently adding quality content earns larger rewards and builds up Influence. Therefore, it is always in the best interest of the artists to ensure the content they share is high quality and deemed entertaining by their community.

To add to this, creating a strong referral system can cause 'the viral effect' as demonstrated by many massively successful platforms (Facebook, Gmail, Dropbox, to name a few). On Fly High , both fans and artists can earn by simply inviting others.

4.6 Exact content creation

For content creators to adapt to the demands of connected consumers, they will need to get closer to the behaviours & needs of those consumers more than ever before. This includes harvesting data from social media, adapting the way products are created & distributed & embracing new business models, including partnerships. As they pursue these strategies, the good news for content creators is that content's central role in

attracting, engaging & retaining consumers has been strengthened by the fragmentation of media choices.

Fly High is positioned to radically change new business models for content creators to engage connected consumers. We are a "Facilitation Social Media Platform," harnessed by fans & consumers, that thinks & sees from a user perspective.

Therefore, we believe that in order to ensure content remains relevant & valuable to their audiences, content companies must build new business models around five imperatives:

• Harnessing the power of second & third screens, exploiting connected portable devices to allow users to access & deeply engage with content.

• Optimizing the windowing of video content to meet the needs of connected consumers.

• Bundling in order to add value for content providers, operators & consumers—people still love a bargain—including a bundle of services at a "discounted" rate.

• Overcoming the challenges of personalization by understanding consumers while respecting their privacy.

• Encouraging & facilitating content discovery/recommendations. Confused, connected consumers will need help navigating towards the content they want.

Digital distributors must deliver a differentiated experience to help deter piracy. Tackling piracy in the connected era cannot rely on just consumer education & tighter regulation & enforcement, important as they are. It means understanding consumers in order to deliver the right content to the right people, at the right time, place & price, via the right experience. It's also vital to signpost where the legitimate content is available. Fly High understands that connected consumers are clearly in control, & an even greater portion of viewing & interaction of TV & film content will take place on multiple screens & devices. Therefore, we will seize the opportunity to deepen engagement with consumers by trying different business models for delivering content & experimenting with price points & offerings.

5.   Inmusik Tokens (FLY token)

FLY token is the fundamental Token on which the Fly High ecosystem is based. The more votes a song has, the higher it is in our rankings; therefore, the voting user is helping the song gain traction - especially if the user commits more than 1 vote. The exact mechanics of this system are described in the tokenomics section.

External FLY tokens can be loaded into a user'sFly High wallet, allowing them to pay their monthly subscriptions using FLY. Users can also purchase tokens directly on Fly High from their verified account, or from the open market.

5.1   Economic Model

Strategically Integrated Modules

Our very own Fly High on-line radio station could also play a very important role in our growth & can add substantial diversified revenue such as on-air advertising that can be read by on-air personalities, our own special events or events in concert with advertising partners, possible syndication—if one of our shows became popular enough we would be able to sell the rights to air our show to other stations—and selling unique entertainment news feeds internationally as well.

Additional Strategically Integrated Modules to come:

• Members' Profile Page detailing additional "My Favourites" functions

• Custom Events Management System for members

• Website security certificate for member transactions

• Automatic Ad Management & Ad Display Rotation Banner System

• System for users to sell their own music & receive payment

• System that allows users to buy music directly from us

• Internet Advertising PPC/keyword search & competition analysis

• Unique music entertainment industry news created by Fly High

• Live Global DJ streaming service (Pay Per Use)

• On-line ticket purchasing capability for members' events

• Premium membership packages for advanced use of website & profiles

• Fly High charity foundation contribution capabilities

• Global event listings & online purchasing capabilities

• Cinema Portfolio Review by Influencer Section

Fly High will enable you to create a user profile that displays your talent or expertise in the entertainment business, (artists, professionals or technicians) enroll in contests, get discovered & win exclusive prizes. You can also simply be a music fan that enjoys listening to music, socializing or following & supporting others.

Each member will be able to network within our community in order to find what they're looking for globally, & possibly enable his/ her talent to be reviewed by successful entertainment influencers within their field; thus, transforming part of our platform into an exclusive worldwide online community based on the same principles
as multiple mainstream music television shows with successful international growth worldwide

5.2 Economic Benefit

The Fly High smart contract is designed to allow all contributors to benefit from the success (ie. Streaming revenue and accumulative token votes) of a song or artist, giving each party the incentive to discover, promote, and fund great content. Each song has its own smart contract containing 3 pools: Artist, Community, and Referrer .

Artist benefit

The Artist benefit consists of artists benefit, and/or their representatives. The Artist is granted when the smart contract is created, and sends of all streaming revenue to the entities in this contracts.

Community benefit

The Community pool consists of everyone who voted for the song by contributing Tokens to the smart contract. When a user Votes, they select the amount they want to stake on the song with the amount determining how much of the overall Community benefit they are entitled to. Once a Token Vote has been made, the user then earns a percentage from all Token Votes that come after them. The amount they earn depends on the percentage they own in relation to all other voters at the time of any new Token Vote. This incentivizes users to discover and contribute to new songs early, while still giving a chance to new users to participate

Referrer benefit

Users that have lots of influence can share good songs on their profiles they believe will be enjoyed by the community. Even if they did not contribute to the community pool of a song, they can still benefit from a new song by sharing it with their followers.

5.3 Distributing Tokens

There are essentially two ways to get involved with the community - buy in or work in. Giving an equal opportunity to millions of users requires giving every user the opportunity to perform duties which bring value to the community.

There are two elements in creating this system which includes a fixed amount of currency that will be distributed to users and will be divided based on the value those users create within the community. The second is to reward everyone who creates some positive value for the community.

The mechanism which enables this is quite simple: everyone votes on who has provided the most value on any given day/week/month/year. The simple task of voting on the best song/album/artist either confirms all other votes or goes against all other votes and, therefore, every voter is also validated based on the trend of the votes.

Votes on songs are validated by the number of votes and the number of qualifying plays (streams) of that song. This model is not only fair, it's a breakthrough in the application - a distributed ledger and cryptocurrency within a community which revolves around content.

The same approach is used to measure payouts for all content onFly High , and even the content creators themselves, based on the impact to the community.

Voting is simply performed by clicking 'Up-vote' on any song, album or artist's profile. Influence strength is used automatically when voting.

5.4   The FLY Token

FLY tokens are smart contract Tokens built on the TRC20 token standard. It is an integral part of the community as it provides a mechanism for

financial transactions, conversion of rewards, and collaborations. Smart contracts enable us to facilitate a payment solution working flawlessly together with a decentralized trust and reputation system between parties via the blockchain.

The FLY Token is used to verify every vote and every stream that happens within theFly High community.

Token Description

Token Name   FLY HIGH TOKEN

Token Symbol   FLY

Token Type   TR C20

Total Issued   200,000,000

Distribution of funds

Marketing – 40%

Marketing will be the main expense for Fly High to attract millions of fans to the platform. With virality built in at the core and having experience in bringing millions of users to products our team has created, marketing is an area we excel at.

Technology and Design – 35%

Technology and design is at the core of our business. To ensure the user experience is exceptional from first use to sustained daily engagement, we consider product a priority.

Human Resources and Operations – 15%

Creating a vibrant environment from which to work is key. This applies more to the system of operations designed to encourage team members, nurture top talent and enable easy collaboration to ensure efficient use of time and funds.

Legal and Finance – 10%

To ensure that Fly High is operating in the most efficient way possible, while correctly licensing content through partnerships with major labels, we are allocating up to 10% of our resources to legal and finance.

6. Disclaimer of liability

To the maximum extent permitted by the applicable laws, regulations & rules, neither the Project nor the Fly High Team shall be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, & loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you. NO REPRESENTATIONS & WARRANTIES The Project does not make or purport to make, & hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy & completeness of any of the information set out in this Whitepaper.

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thereof (as the case may be), you represent & warrant to the Project as follows: (a) you agree & acknowledge that the FLY tokens do not constitute securities in any form in any jurisdiction; (b) you agree & acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort & is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities & you are not bound to enter into any contract or binding legal commitment & no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper; (c) you agree & acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction & the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with; (d) you agree & acknowledge that this Whitepaper, the undertaking and/or the completion of the FLY token sale, or future trading of the FLY tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Project, the FLY tokens, the FLY token sale & the underlying assets (each as referred to in this White Paper); (e) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, & where any restrictions in relation to possession are applicable, you have observed & complied with all such restrictions at your own expense & without liability to the Project; (f) you agree & acknowledge that in the case where you wish to purchase any FLY tokens, the FLY tokens are not to be construed, interpreted, classified or treated as:

(i) any kind of currency other than cryptocurrency; (ii) debentures, stocks or shares issued by any person or

entity; (i) rights, options or derivatives in respect of such debentures, stocks or shares; (ii) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss; (iii) units in a collective investment scheme; (iv) units in a business trust; (v) derivatives of units in a business trust; or (vi) any other security or class of securities. (g) you are fully aware of & understand that you are not eligible to purchase any FLY tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of China or a citizen or resident of Belize, Central America; (h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms & other material characteristics of cryptocurrencies, BlockChain based software systems, cryptocurrency wallets or other related token storage mechanisms, BlockChain technology & smart contract technology; (i) you are fully aware & understand that in the case where you wish to purchase any FLY tokens, there are risks associated with the Project & its respective business & operations, the FLY tokens, FLY token sale & the underlying assets (each as referred to in the Whitepaper); (j) you agree & acknowledge that the Project or any of the Fly High Team is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, & loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; & (k) all of the above representations & warranties are true, complete, accurate &

non-misleading from the time of your access to and/or acceptance of possession this White Paper or such part thereof (as the case may be).

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public & oral statements that may be made by the Project or any of the Fly High Team on behalf of the Project, that are not statements of historical fact, constitute forward-looking statements. Some of these statements can be identified by forward-looking terms such as aim, target, anticipate, believe, could, estimate, expect, if, intend, may, plan, possible, probable, project, should, would, will or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements.All statements regarding the Project's financial position, business strategies, plans and prospects & the future prospects of the industry which the Project is in are forward-looking statements.

These forward-looking statements, including but not limited to statements as to the Project's revenue & profitability, prospects, future plans, other expected industry trends & other matters discussed in this Whitepaper regarding Fly High are matters that are not historic facts, but only predictions. These forward- looking statements involve known & unknown risks, uncertainties & other factors that may cause the actual future results, performance or achievements of funds, cryptocurrencies, or the Project to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others: (a) changes in political, social, economic & stock or cryptocurrency market conditions, & the regulatory environment in the countries in which

the Project conducts its respective businesses & operations; (b) the risk that the Project may be unable or execute or implement their respective business strategies & future plans; (c) changes in interest rates & exchange rates of fiat currencies & cryptocurrencies; (d) changes in the anticipated growth strategies & expected internal growth of the Project; 14 (e) changes in the availability & fees payable to the Project in connection with their respective businesses & operations; (f) changes in the availability & salaries of employees who are required by the Project to operate their respective businesses & operations; (g) changes in preferences of customers of the Project; (h) changes in competitive conditions under which the Project operates, & the ability of the Project to compete under such conditions; (i) changes in the future capital needs of the Project & the availability of financing & capital to fund such needs; (j) war or acts of international or domestic terrorism; (k) occurrences of catastrophic events, natural disasters that affect the businesses and/or operations of the Project; (l) other factors beyond the control of the Project; & (m) any risk & uncertainties associated with the Project & its business & operations, the FLY tokens, the FLY token sale & the underlying assets (each as referred to in the Whitepaper); (n) the company could still pursue the development of the project if the team judges that the amount raised is sufficient to start the project. All forward-looking statements made by or attributable to the Project & of the Fly High Team or other persons acting on behalf of the Project are expressly qualified in their entirety by such factors. The actual WHITEPAPER, performance or achievements of Fly High may differ materially from those anticipated in these forward-looking statements. Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or

policies of the Project. Further, the Project disclaims any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

MARKET & INDUSTRY INFORMATION & NO CONSENT OF OTHER PERSONS:

This Whitepaper includes market & industry information & forecasts that have been obtained from internal surveys, reports & studies, where appropriate, as well as market research, publicly available information & industry publications. Such surveys, reports, studies, market research, publicly available information & publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information.

Neither the Project nor any of the Fly High Team has conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither Fly High nor its directors, executive officers & employees acting on its behalf makes any representation or warranty as to the accuracy or completeness of such information & shall not be obliged to provide any updates on the same. TERMS USED To facilitate a better understanding of the FLY tokens being offered for purchase by

the Project, & the businesses & operations of the Project, certain technical terms & abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions & assigned

meanings should not be treated as being definitive of their meanings & may not correspond to standard industry meanings or usage. Words importing the singular shall, where applicable, include the plural & vice versa & words importing the masculine gender shall, where applicable, include the feminine & neuter genders & vice versa. References to persons shall include corporations. NO ADVICE No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding the Project, the FLY tokens & FLY token sale & the underlying assets (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding the Project & its business & operations, the FLY tokens, the FLY token sale & the underlying assets (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of Fly High tokens for an indefinite period of time. NO FURTHER INFORMATION OR UPDATE No person has been or is authorised to give any information or representation not contained in this Whitepaper in connection with the Project & its business & operations, the FLY tokens, the FLY token sale & the underlying assets (each as referred to in the Whitepaper) and, if given, assets (each as referred to in the Whitepaper); (n) the company could still pursue the development of the project if the team judges that the amount raised is sufficient to start the project. All forward-looking statements made by or attributable to the Project & of the Fly High Team or other persons acting on behalf of the Project are expressly qualified in their entirety by such factors.

The actual results, performance or achievements of Fly High may differ materially from those anticipated in these forward-looking statements. Nothing contained in this Whitepaper is or may be relied upon as a

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Project could be materially & adversely affected. In such cases, you may lose all or part of the value of the FLY tokens.

Know Your Customer

The Fly High team is working to provide a KYC solution to require the individual to insert all the material that would comply with KYC. This material would include identification, proof of address & origin of funds. Decentralized storage could also be used to achieve the storage of KYC data., or via a trusted third part