



ShowCoin

WHITEPAPER

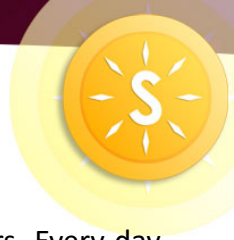
SHOWCOIN - TOKEN OF KTO.TV
FUNCTIONING BETA VERSION OF PLATFORM
FOR ALL PEOPLE FROM SHOW BUSINESS



Introduction

Before going on to describe our project in detail, we would like to pinpoint that our platform Kto.tv beta version went live on November 10, 2016 in the Russian segment of the internet, and around 24000 users have registered in the system since its launch. Currently the platform is fully self-sustaining financially. Now it needs to go further, it needs new functionality, new modern look and quality UX, it needs marketing and advertising, it needs to get an extensive exposure. We want to implement smart contracts on blockchain, launch project's own cryptocurrency for all people from show business, we want to enter new international markets and make it a global platform for worldwide use. We are serious at what we do and we work hard to create a great tool for an entire show business to profit, and we propose you to be a part of it and to earn on that!

The show must go on!



Whitepaper

The world market of the entertainment industry is estimated to value 2 trillion dollars. Every day famous and beginner artists perform live, fashion photoshoots and shows are being organized and held, Hollywood films and TV series are being shot and released, and much more.

What if we remove all borders and barriers for the international show business and entertainment industry, and move conclusion of contracts to international decentralized platform, bypassing the chain of intermediaries?

We will unite the entire world's show business, all experts of entertainment, fashion and media industry, all of them on one platform! For example, a model from Russia will be able to sign a contract to work in China or US, a famous American rapper will be able to perform at private parties in Europe or Korea. Talented beginner musicians, dance and circus artists, models and fashion designers, actors, photographers, cinematographers, directors, sound designers, music composers and many other show business professionals will have opportunity to connect with their clients directly and sign contracts with them on the Blockchain. Lonely enthusiasts will be able to build a team of like-minded people, fans will be able to support their favorite artist or any other member of our platform by sending them our platform's internal cryptocurrency – Showcoin (SHC).

Decentralized platform Kto.tv is a step to the future for the whole show business world and for the crypto industry community, we believe in the bright future of cryptocurrencies and in Blockchain technology. To create such a global product, we are launching our own cryptocurrency based on the Ethereum blockchain ERC20 token standard.

Our audience is:

- Artists of all genres, including musicians, dancers, acrobats and circus artists.
- Actors and actresses, including theater and cinema actors, stuntmen, extras, body doubles, dubbing and voice over actors.
- Models, sport celebrities, movie stars and bloggers.
- Professionals of the fashion industry, including stylists, fashion designers and couturiers.
- Experts of film and video production, including producers, directors, cinematographers, post production specialists.
- Writers, poets, script writers and songwriters.
- Photographers, painters, sculptors and other artists.
- Media and television professionals, including reporters, journalists, TV presenters, radio hosts, editors and critics.
- Other representatives of show business, culture and art, including highly specialized ones.
- Clients, fans and all people interested in show business.



Showcoin (SHC) – the show must go on!

Showcoin is an internal cryptocurrency of our global platform, which will be the only way for anybody to pay for anything on our website, i.e. clients will only and exclusively pay contractors with Showcoin. Same applies for any and all services sold on and via our global platform. We are releasing a limited lot of 69 million tokens, because this number has a sacred meaning. Number 69 is an analogue of Yin-Yan sign which symbolizes harmony, and we would like that the Blockchain technology brings harmony to all spheres of our lives.

Our team believes in our project and we work hard for it to succeed, at the moment we have released a fully functioning demo of our platform aimed at the Russian-speaking audience. For the first year of its existence, our platform already achieved considerable popularity in the Russian market. We do not stop on that and want it to grow, and to become the world's largest decentralized platform for all people from show business, using the power of Blockchain technology.

We invite you to become partners in this global innovation and we invite you to invest in our platform, by purchasing our project's cryptocurrency.

Showcoin (SHC) :

- Kto.tv platform's own Token. All token holders will be able to participate in decision making on platform development.
- The internal currency for all accounting purposes on the Kto.tv platform. The token will serve as platform's main currency with which all payments and transactions on the platform will be made.



Possibilities of our platform and our token

1. Use of smart contracts for transactions between users from different countries

Legislation differs in different countries and there are many bureaucratic barriers for simple and reliable cooperation between representatives of different countries. On our platform we plan to confide all deals to smart contracts to remove obstacles for cooperation of users from different countries, as well as to protect them from fraud and deception. To support our users, we plan to open multilingual support services in different countries, with possibility of providing private consulting and legal assistance.

2. Intelligent automated search of performers and projects

We will implement a powerful search system using different criteria among both show business performers and projects. Thus if performer fully fills in all his parameters, he will get suggestions about participation in a project or job, best suited for his profile. Same about projects: when you create a project, client will be able to fill in a maximum number of parameters and he will get a list of performers best suited for his requirements.

3. Support for novice performers and stars from the community and fans

Very often beginner talents have financial difficulties and cannot properly realize their creative ideas and potential. On our platform users will be able to make gifts to their idols, or to simply send them Showcoins (SHC) to support them, so that they could finance their creative projects.

4. Coverage of the entire world's show business community

We want to make a single database of entire world's show business, everybody from humble beginners to the world class experts will be there. For each type of show business professional, we will implement its own functionality, by considering the specificity of its domain and its own particular parameters, which will give him an exposure he needs, and will ultimately allow him to be discovered.

5. One cryptocurrency for all people of the worldwide show business

Showcoin (SHC) is not just a part of our project, it is a worldwide cryptocurrency for the entire show business industry. With Showcoin (SHC) you can buy performances of world stars or a service of any show industry's professional. Showcoin will become a new trend and a mainstream among show business performers.

6. Going beyond language barriers

For users from different countries to understand each other, we will implement the ability to choose his language. That way a client from China will be able to agree with a contractor from Europe or USA. Similarly, a performer from Russia will be able to find a job in the USA or, e.g. in South Korea.



7. Full coverage of various sources of information

We will collect all available information about casting, projects and jobs in the field of show business from all over the world and we will classify that by parameters and categories for an easy and convenient search. That way every our user will be able to find the best opportunity he is looking for.

8. Convenient selection and casting of performers entirely online

We will enable our clients to conduct casting and interviews directly on our platform. No more exhausting waiting lines, no more time to waste, everything is done online, directly from PC or mobile device.

9. Quick and easy search for like-minded people

Very often talented people have problems with finding like-minded individuals, now with our project this task will be greatly simplified. The user will be able to pick up a team with help of a huge number of search settings and filters. We will also implement automatic suggestions of like-minded people based on similarity of their parameters, interests and services that they propose or need.

10. Ratings and reviews of all show business people and of their services from all over the world

We want to make a single database of reviews and ratings, so that conscious and talented performers would be the first to receive jobs.

11. Community-driven development of the platform

We are committed to a democratic decision-making model, so all holders of our Showcoin (SHC) tokens will influence and direct the platform development process. Those who own the highest number of Showcoin tokens will have highest voting priority.

12. Online store of offers and specialized goods and articles, all related to show business

Through this online store you will be able to sell your performance programs and other offers of creative services, as well as costumes and all sorts of specialized show business goods or equipment.

13. A wide range of opportunities to promote artists and their creativity

There are several promotional promo blocks with classification by country and by area of activity for promotion goals. We will implement blogs where artists will post their content to expand their audience even further, by popularizing their creative projects.

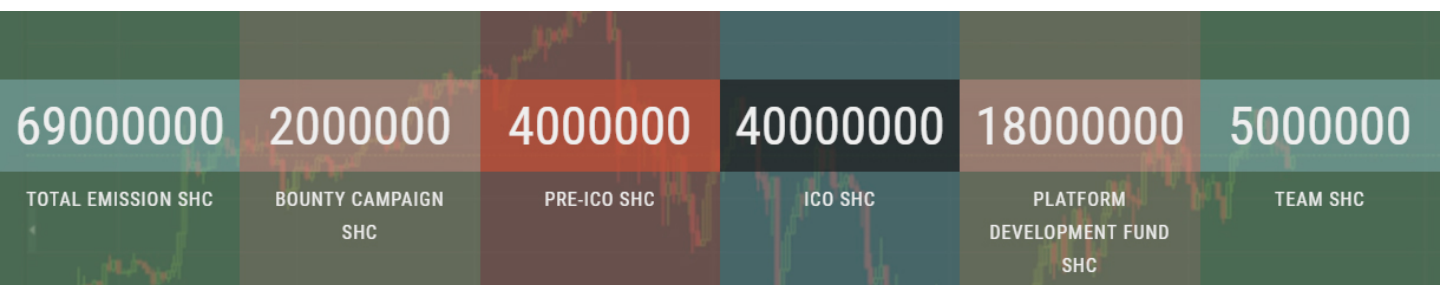
14. Worldwide knowledge base for all show business people out there

We will implement a FAQ service to find answers to questions within the domain of show business. We will then build a global worldwide knowledge base on top of this service for all show business professionals out there to simplify intercultural integration.

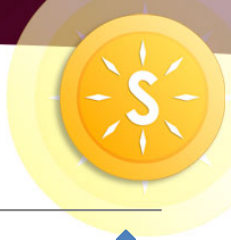


Emission and realization of Showcoin

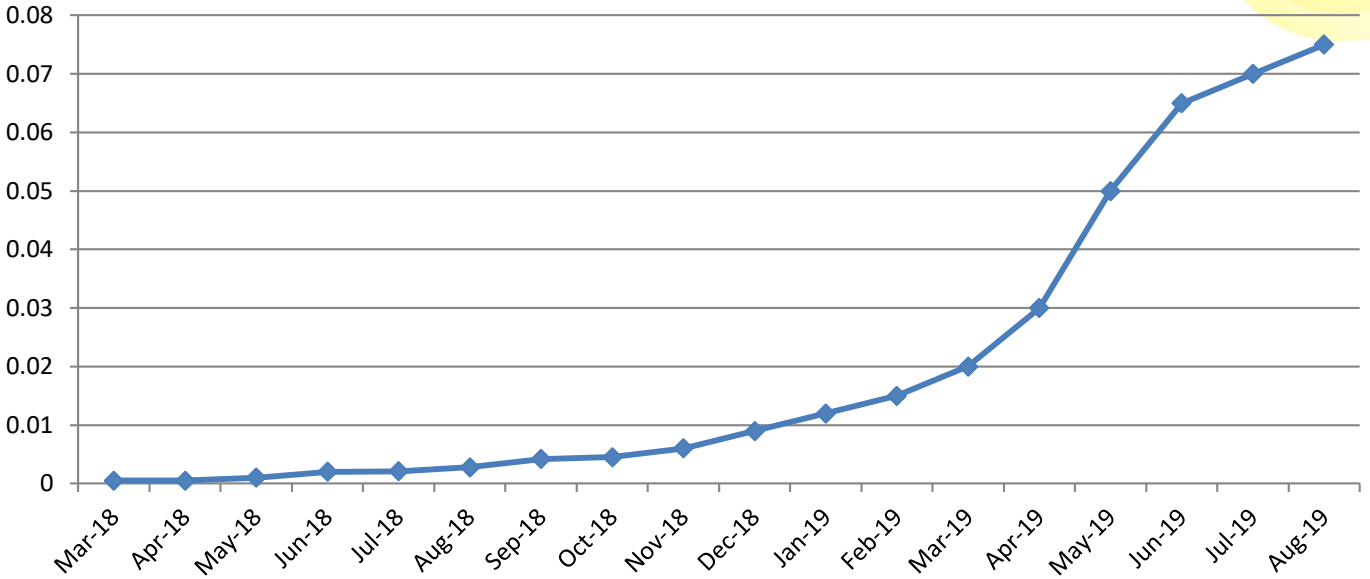
In total, we plan to sell 46 million tokens, of which 2 million will finance our bounty campaign, 4 million will be sold at a very competitive price during pre-ICO, and the remaining 40 million will be sold during ICO. 18 million tokens will be put to the company's reserve fund and will only be used for platform development. 5 million tokens will be kept by the team. All unsold tokens will be put in company's reserve fund.



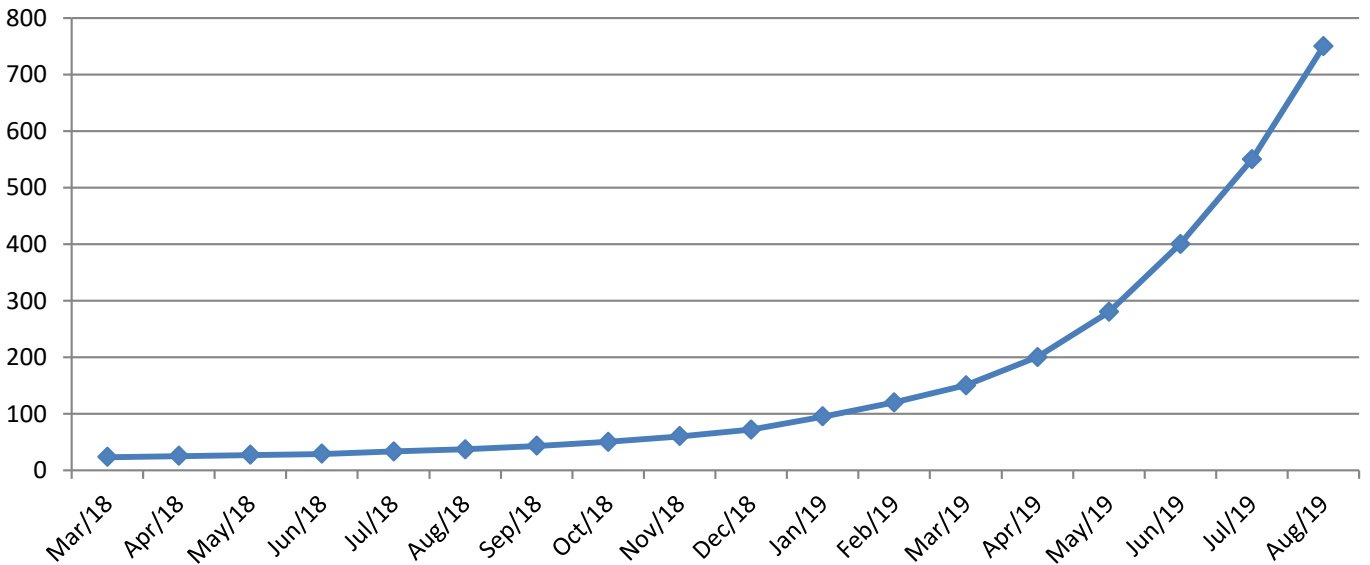
We will implement possibility of transferring Showcoin between our platform and crypto exchanges, making it a highly liquid asset. Our platform will allow deposits and withdrawals of fiat money to buy/sell Showcoin. Thus people who have earned with Showcoin, will be able to withdraw it to fiat money.



Price in ETH

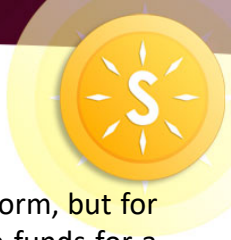


Platform users, k persons



Showcoin price growth factors:

- Listing on popular crypto-exchanges.
- Buying back and freezing a part of Showcoin, using 30-55% of the project's profit.
- Growing number of users, and as such, a growing need of having more Showcoins in circulation.
- A growing trend in ownership and use of Showcoin for all people of show business.



Pre-ICO

Why we are holding pre-ICO in the first place

Now we have only implemented a partial functionality of our future international platform, but for full scale development we need financing. The main purpose of our pre-ICO is to raise funds for a full blown marketing campaign to successfully conduct ICO, to pursue a further development of our platform's beta version and to complete our team with highly qualified personnel, including web developers and experts of blockchain, PR, marketing and advertising.

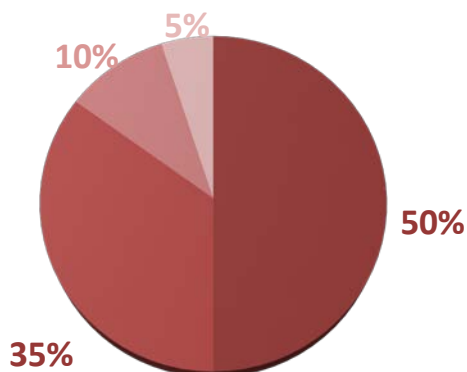
How pre-ICO money will be used:

50% - Marketing, PR-campaign and advertising;

35% - hire developers and other IT professionals to continue platform's further development;

10% - hire advisors, project managers, translators, content managers, moderators, SEO and SMM specialists, as well as other highly specialized experts;

5% - other expenses;



Benefits of pre-ICO

As part of pre-ICO we have put in sale a limited batch of tokens, only 4 million SHC. Investors who will buy it, will earn on it, as later during ICO its price will be significantly higher. Token's price during pre-ICO:

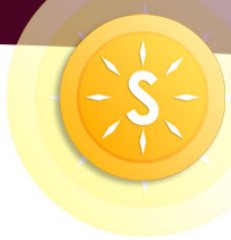
Quantity	SHC for 1 ETH	Hardcap pre-ICO
4M	2k SHC	2k ETH

ICO

After pre-ICO, our team will conduct a global PR campaign to popularize our project and our ICO, we will organize quality marketing and good advertising at international level. During ICO we plan to sell 40 million SHC.

Batch Sequence number	Quantity	SHC for 1 ETH
1	6.5M	1.3k (+30%) SHC
2	11M	1.1k (+10%) SHC
3	22.5M	1k SHC

Hardcap ICO – 37.5k ETH



How ICO money will be used?

40% - platform further development, creation and maintenance of mobile apps (iOS/Android), implementation of blockchain technology; hiring staff – software and web developers, other IT related staff and blockchain experts;

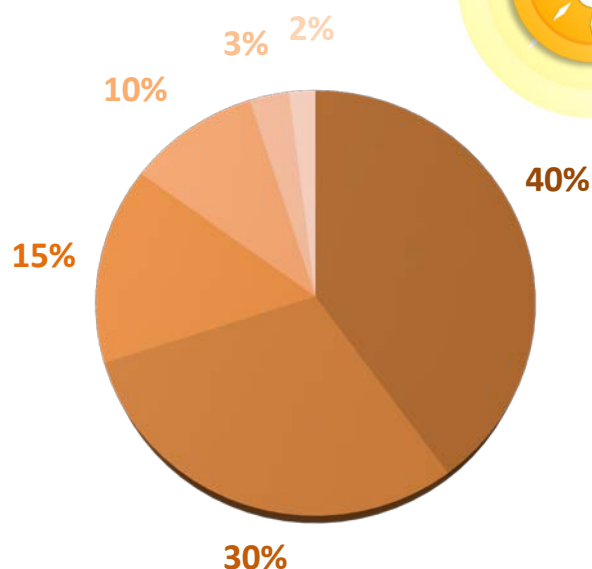
30% - advertising campaigns and extensive PR at the international level, attracting world show business stars for platform promotion and popularization, organization of conferences and promo campaigns;

15% - operating expenses; hiring administrative and operational staff; creation of global multilingual support service;

10% - acquisitions and partnerships;

3% - legal and financial support of the platform;

2% - other expenses;



Roadmap

- Beta version launch - November 10, 2016
- Pre-ICO start - May 2018
- Hiring developers, marketers, PR professionals, project managers and other highly specialized experts - June 2018
- ICO start - July 2018
- Listing SHC on crypto exchange - August 2018
- New modern design, quality UX, implementation of new functionality - October 2018
- SHC website integration, the token becomes website's currency - November 2018
- Platform's functionality extension, platform and support service in English - January 2019
- SHC listing on 2nd crypto-exchange, platform and support service in German, French, Italian and Spanish - February 2019
- Android and iOS apps release - March 2019
- World show business stars are hired for popularization to become official face of the project, global PR campaign is launched, platform and support service are available in Chinese, Japanese and Korean - April 2019
- Platform and support service in Turkish, Arabic and Hindi - May 2019
- Implementation of smart contracts and new functionality - June 2019
- Buyout of first batch of tokens using 50% of company's profit - July 2019
- Token holders gain ability of influencing and directing platform development - September 2019
- Vote for direction of platform's further development by token holders, roadmap update - October 2019



Monetization

Registration and use of the main basic functionality is free of charge. The user only pays for premium functionality and for various premium features, for quick searching and for access to contact information. Here are all current ways of monetization of our platform:

1. Commission 5-10% for each transaction on the platform through smart contracts

As mentioned above, transactions on the platform will use smart contracts on Ethereum blockchain. We will charge a commission of 5-10% of the contract amount concluded with our platform.

2. Blocks of sponsored promotion

As show business, culture and art people are all media personalities, part of their job is to get best exposure, as much as possible. One of strategies of our business model uses that fact - show business people will always strive to be on top of others in our database of performers. Our platform has two blocks of paid ads that our users can submit. One of those ad blocks features an auction functionality, so that users can compete for a higher position. Our platform will allow users to place geo-targeted ads for individual cities and countries, as well as ads targeted at certain categories of show business.

3. Premium mailing lists

Paid mailings can be sent to our users' private mails, recipients can be selected by various criteria.

4. Premium access to contact information

This function is implemented through "Standard" status, which allows paid access to employer's contact details in casting announcements and jobs, and to contact details of any user from platform's database.

5. Platform's premium paid functionality

"Pro" status puts user dossier on top of others in search results. It gives additional advanced premium functionality for using business information from database, and allows to fill user's dossier with more premium details that are otherwise inaccessible: more photo albums, more works in portfolio, etc. "Pro" status unlocks advanced premium search with an extended number of premium parameters about performers, as well as advanced premium search in casting and jobs database. Also "Pro" status unlocks automatic intelligent selection of performers by casting parameters and vice versa – automatic intelligent selection of castings by performers' parameters.



6. Banner advertising

Possibility of placing banner advertisement mentioning third-party employers, not present in project database.

7. Commission for payments and purchases on the platform

Commission 0.5-2% for payments and purchases on the platform.

8. Possibility to put on top, highlight and pin casting announcement or job to a fixed position above other search results

Any user of our platform can submit an announcement about candidate seeking, casting, job, competition or any other show business project. There will be LOTS of announcements, that is why we will allow to put them on top, highlight or pin to a fixed position. In the future, when token holders will be able to direct platform development, we will add new ways of monetization, depending on token holders voting results.

Conclusion

Blockchain technology penetrates deeper and deeper in all areas of our lives and we want to be a part of it. The goal of our project is to adapt blockchain technology for show business, and we have everything to become the first and largest international platform for all people of show business. We want to provide \$2 trillion industry with first class functionality of the modern web and put away boundaries. Be the first and join us! The show must go on!