



Slidea is an easy to use, online collaboration service that provides users with a simple, real time and private way to buy and sell images, video, audio, documents and other digital content for presentations and social media posts through unique, user-created and controlled sharing points.

In just two clicks, users are able to seamlessly create sharing points, upload content via web, Each sharing point is non-searchable, non-networked, does not require any type of account registration and can be password-protected and set to expire after a period of time, so you can share exactly what you want with whom you want for as long as you want.

Slidea is targeted for a wide range of users seeking a convenient and private method for buying and selling all types of digital content, ranging from families sharing baby photos to large organizations using Slidea as dynamic, collaborative real-time tool for producing presentations.

Slidea is fully realtime enabled. this means realtime rich-media streaming collaboration and metadata like never before. In one click set up a slide, invite participants, and seamlessly exchange any media on the fly. With full mobile and third party client support, Slidea is the simplest way to present with exactly whom you want how you want.

## **OUR SOLUTION**

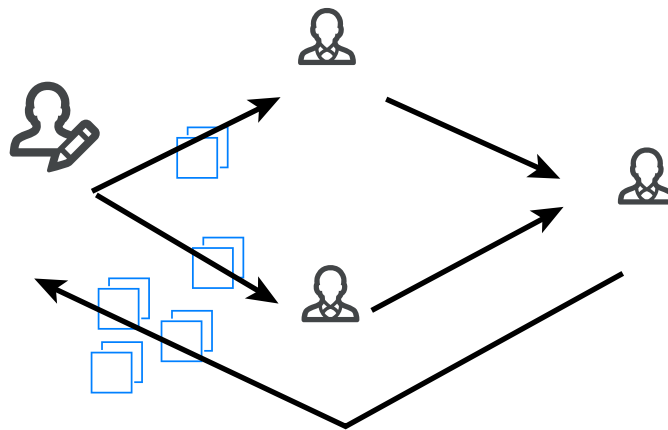
Slidea combines BitTorrents and smart contracts to create decentralized content distribution network for digital content.

Slidea creates a P2P network where authors can distribute and monetize their own content. They incentivize the distribution of their media and remove unnecessary intermediate parties by sharing their revenues with the “seeders” – a term coined in the torrents environment that refers to those who have downloaded content, keep it in their computer and share it. Slidea allows true end users to pay a fair price for using content in a friendly and safe environment.

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## OUR SOLUTION

Slidea is an open network, a friendly and intuitive platform, a BitTorrent client, a token and a wallet. As the network grows, so does its bandwidth and its storage space, making it more efficient and able to handle more users. The more content is being shared, the better bandwidth it will have for being distributed and streamed. The content spreads across the network, and a final user gets it from many seeders at the time. However, the payment channel is decentralized and the consumer is able to pay right to the producer, without any intermediary party being involved. The content producer chooses whether he/she wants to share its earnings with the network or not, and in which conditions he/she would do that.



## MULTIPLE AUTHORS, ONE PIECE OF CONTENT

There can be productions in which a content has multiple owners (such as crowd-funded content or cooperative productions). Today, all the current services work the way that a single producer collects all the earnings and shares them with his team on a preset time-basis (such as monthly payments). With Slidea, multiple authors are able to set how to split the payment for every single use of the content. It means that the uploader could set, along with the price and the percentage of the earnings that will be shared with the network, how to split the earnings on several addresses (for each of the producers team member's wallets).

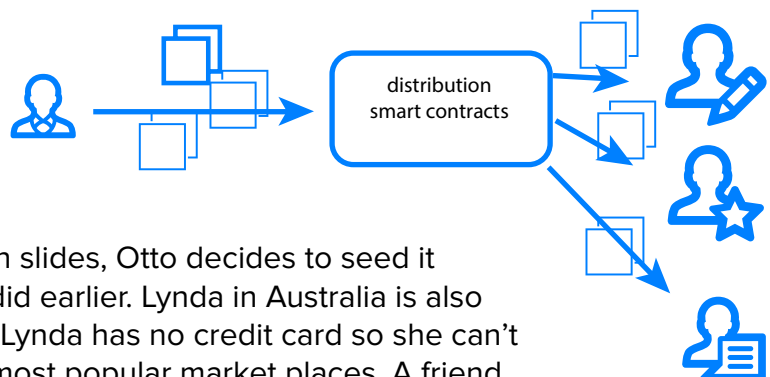
Also, an author may set rules for others to produce derivative works, and decide how the earnings will be split with the new co-author.

## HOW IT WORKS – USING SLIDEA TOKEN ON SLIDEA

Meet Jack. He is a American graphic designer, and he has decided to give Slidea a chance. He has connected his computer to Slidea and has told the network he had made available his last slide deck design, called “startup x” in high quality and with options for photos included. He has set a price of 100 Slidea tokens and has offered to share 50% of his earnings with the network. He has also set a warranty of 5000 Slide tokens blocked for two weeks in the Distribution Smart Contract.

Otto, a guy in Sweden, has found Jack’s presentation slides and consider it useful, Otto then sends those 100 Slidea tokens straight to Jack and enjoys a great quality copy of the designs, presenting it in no time further on Slidea platform.

Even though Jack has already earned his first 100 Slidea tokens, those funds will be controlled by the Distribution Smart Contract and will be held for seven days, in order to assure there are no licensing conflicts nor disputes.



After using Jack’s presentation slides, Otto decides to seed it forward with the changes he did earlier. Lynda in Australia is also looking for slide deck design. Lynda has no credit card so she can’t pay for a subscription on the most popular market places. A friend of hers invited her to participate in the network, and sent her a welcome reward of 100 Slidea tokens. Lynda is keen to pay straightly those 100 tokens to her slide deck she found via Otto. She is downloading deck version created by Otto. Jack now shares 50% of its earnings with both seeders. By now Jack has already earned 175 Slidea tokens and Otto has 25 tokens for creating new content.

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## HOW IT WORKS – USING SLIDEA TOKEN ON SLIDEA

Now Otto wants to download Jenna's content. She's a famous YouTuber with a lot of followers but she is tired of the unfair revenue model of that platform.

She has already allocated her video intros on Slidea network, setting a price of 30 tokens per download and sharing 75% of her earnings with the network (although this amount might sound a little bit too generous, she will earn much more per view than on any other platform).

As Jenna has a partner who shoots and edit her videos, they have decided to split the revenues 60%-40% straight on the Distribution Smart Contract.

Since Otto doesn't have enough tokens for downloading the content he wants, and he doesn't want to buy more tokens nor wait to earn more credits by sharing Jack's slide design, he asks for Sponsored Content.

Mr. Fox is the Marketing Director of a car manufacturing company in Germany. They spend millions of dollars each year on digital advertisement, and they have found that the actual models are not working anymore. More and more, consumers use ad-blockers or they skip video AD as fast as possible on most of the platforms. Mr. Fox has heard of the new model of Slidea, and gives it a try.

Elizabeth another creator has been publishing her designs long enough on the platform – so she already has a lot of tokens – and Mr. Fox reaches her in order to buy her tokens for his Ad campaign. He pays 1ETH for 33,000 tokens (1 token=\$0,01), setting a market price for Slidea's token.

Advertisers spend an average \$0,10 per an effective and complete view of their content. Content creators reach only a small portion of that amount, as there are a lot of intermediaries (cut of the platform, taxes, exchanges)

Mr. Fox – along with other advertisers – sets an organic and fair price for Slidea tokens, creating a real market. Not a speculative one.

Back to Otto; he asked for sponsored content and gives 30 seconds of his attention to Mr. Fox new commercial. At the end, Mr. Fox gives away 9 tokens to Otto as a reward, and pays a commission of 10% to the platform (0.9 tokens) He has spent \$0,10 for a more effective way of showing his AD.

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## HOW IT WORKS – USING SLIDEA TOKEN ON SLIDEA

Now Otto has reached 34 tokens and is able to download Jennas new animations on Slidea.

Even though Jenna has given away 75% of her earnings to the community (distributors), she (and his partner) had earned 7,5 tokens for this unique view.

Set the price on \$0,01 per Slidea token, she has earned USD 0,075, which is seven times the average \$0,01 she would have earned on YouTube.

## SLIDEA TOKEN GENERATION EVENT AND SALE

Slidea is an ERC20 standard token. The supply will be fixed at the beginning and no mining — or any kind of token creation — will be possible after the initial contract setup.

As Slidea is a token needed in order to use Slidea platform. Slidea tokens are not an equity representation of the company.

A total of 900,000,000 (nine hundred million) Slidea tokens will be issued. A maximum of 200,000,000 (two hundred million) tokens will be sold.

Slidea Token Sale (ICO) will start on NOVEMBER 27th, 2017 14:00 CET. Crowdsale will run for 30 days.

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## DISTRIBUTION OF TOKENS

Slidea 200,000,000 (two hundred million Slidea) will be sold and distributed over the Token Sale.

Slidea 100,000,000 (one hundred million Slidea), will be allotted for the development.

100,000,000 (one hundred million Slidea) will remain for the company (Viveca Media Inc.), covering the costs of the future partnerships with authors. As authors need tokens in order to upload content, these tokens will be seen as a loan while they earn more tokens from further contributions.

Slidea 500,000,000 (five hundred million tokens) will be distributed in a predefined and regulated manner via smart contract as an incentive for users and contributors to join the platform.

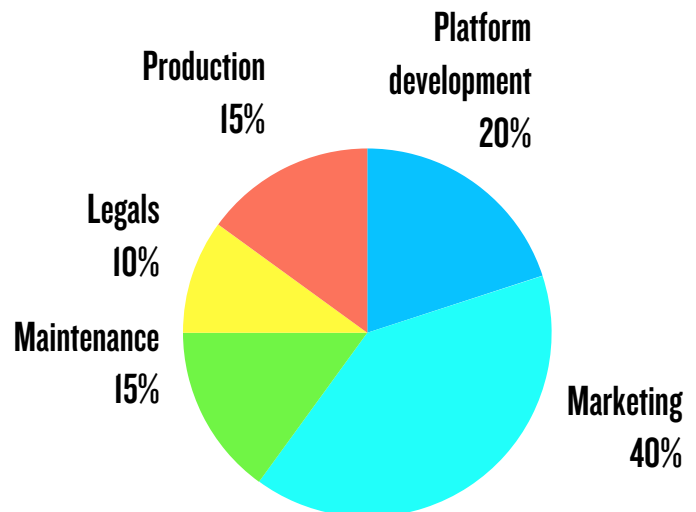
Those incentives will decrease to zero over the first ten years and will be given away to users who join the platform and share content, as well as a reward for reaching certain social goals (basically as a way of building a strong community).

Slidea price will be set at a fixed rate of 1 Slidea token = 0,00025 ETH (1 ETH = 4000 Slidea tokens).

Hard Cap is set in tokens (200M)

Minimum CAP of 2,000 ETH would let us develop the platform, initial content and build up a digital marketing and communication campaign.

Tokens not sold at the token sale event will be burned.



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# ROADMAP

Q3 2017 - Slidea prototype (DONE)

Q4 2017 - Token Generation and Distribution Event

Q1 2018 - Functional ALPHA

Q2 2018 - Content gathering

Q3 2018 - Fully functional platform premiere

Q4 2018 - Network integration for streaming video

Q4 2018 - Launch of Slidea Marketplace and decentralized Slidea exchange