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Slidea is an intuitive online market place for digital content. Users can sell and buy images, video, audio, documents, presentations and social media post. Slidea is 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 for those who wish to monetize the cool digital content they have created. And those who wish to easily purchase cool content others have created.

**PRESENTATIONS.** Slidea In just two clicks, users are able to seamlessly create URL-links (“Sharing Points”) and share them to show content. Each Sharing Point is secured, non-networked, does not show up in search engines. Sharing Points do not require any type of account registration, can be password-protected and set to expire after a period of time. With Slidea you can share exactly what you want with whom you want for as long as you want.

Slidea platform is also the easiest tool for users to collaborate in team projects. Slidea enables realtime rich-media streaming collaboration at metadata like never before. In one click, a user can set up a slide, invite participants, and seamlessly exchange any media on the fly for others to contribute. Slidea is fully responsive and mobile-friendly. Slidea is the simplest way to work on digital content with your team.

Platform is already developed as working prototype and ready to be re-launched after blockchain technology & smart contract deployment.

## **OUR SOLUTION**

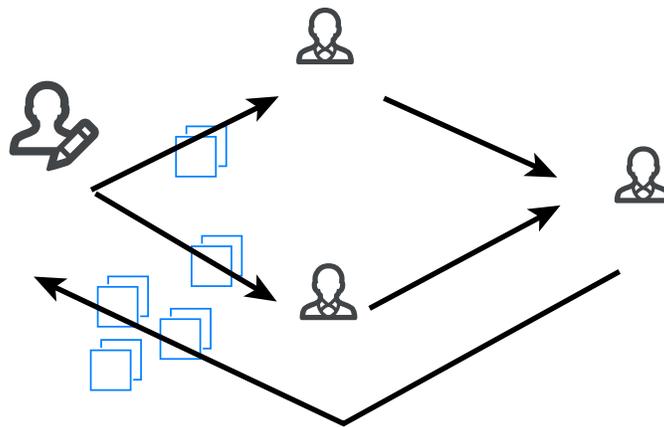
Slidea combines BitTorrents, smart contracts and blockchain to create decentralized content distribution network for digital content.

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 and a token. 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 the final user gets it from many seeders at the same time. However, the payment channel is decentralized and the consumer is able to pay right to the producer via smart contract, 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

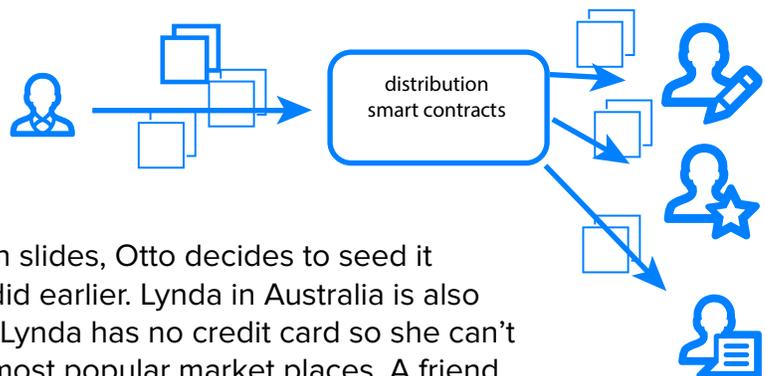
In some productions content has multiple owners (such as crowdfunded content or cooperative productions). Today, the current services work the way that a single producer collects all the earnings and shares them with his team on a preset time-basis (such as monthly payments). With Slidea, multiple authors 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.



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 Jenna's 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 access tokens and Slidea's internal currency. Slidea tokens are not securities nor do they represent an equity interest in the company.

Slidea Token Sale (ICO) will start on May 15th, 2019 14:00 CET. Crowdsale will run for 30 days.

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## TOKEN ALLOCATION

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

400,000,000 (four hundred million) Slidea tokens will be sold and distributed over the Token Sale.

100,000,000 (one hundred million) Slidea tokens will be retained by the company.

100,000,000 (one hundred million) Slidea tokens will be retained by the founders.

300,000,000 (three hundred million) Slidea tokens will be used for a bounty program.

This may include giving away tokens 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 = 1000 Slidea tokens).

Hard Cap is set in tokens (200M)

Minimum CAP of 2,000 ETH.

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

## PLANNED USE OF PROCEEDS:

LEGAL  
10%

PLATFORM FINALIZATION  
20%

PLATFORM  
MAINTENANCE  
35%

MARKETING  
35%

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# ROADMAP

Q2 2019 - Slidea platform (working prototype)

Q2 2019 - ICO Launch

Q3 2019 - Token Generation and Distribution Event

Q1 2020 - Development Phase 1 Functional BETA

Q2 2020 - Development phase 2 Platform premiere &  
Network integration for streaming video

Q3 2020 - Launch of Slidea Marketplace