



# monuid

STREAMING PLATFORM

The traditional way of video  
streaming is gone!

A team managed by

**Antonio Jacobs**  
**Adrian Werner**  
**Steven Marris**



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# INTRODUCTION

## MONVID PLATFORM & TOKEN SALE

This document is not an offer of securities or a collective investment scheme. The purpose of this white paper is to share information about the proposed establishment and operation of the **monvid** platform, which is a paid content video streaming platform and a adverb-free, and a proxied video streaming platform. The platform allows all type of members to watch videos and movies without any restriction in every country without having access to any extra infrastructure and banking access. The platform will work with help of cryptocurrencies, the decentralized money transfers with the monvid token called (“MVID”) to reward the users and content owners.

The information below may not be exhaustive and does not imply any elements of a contractual relationship. The white paper is not an offer or invitation to any person to subscribe for or purchase shares, rights or any other securities of **monvid** or any affiliated entity.

Contributors are advised to read this document carefully and to perform due diligence.



# SUMMARY & OVERVIEW

If you are a fan of videos, films, series or watching television in general than you know how expensive subscriptions are and how frustrating it can be when you travel and then found out that the country has placed some kind of restrictions on the content and you cannot view nor do anything about it. This is the predicaments of most people because even with VPN connections, you still can't bypass these restrictions and this was what prompted the founders of Monvid to create the platform.

The **monvid** platform is a decentralized community network which uses the blockchain technology to cut-pass restrictions, filters, and censorship to deliver a video streaming service platform that is easy to use and advert free. The founders wanted to give people the experience of watching their favorite videos without any restrictions irrespective of where they are. Their vision was to use the blockchain technology.



# MONVID'S MISSION

Our mission is to launch the **monvid's** platform with- a decentralized and proxied video and TV streaming to bypass all restrictions and censorships around the world.

*“Due to the blockchain technology and the fact that it is decentralized enable Monvid to provide its users with services that are better than what they are already getting.” says Antonio Jacobs CEO of monvid.*

We at monvid understand all the problems and issues one can have in a lot of countries for watching their TV-Programs, Movies and Videos just because the county has a lot of censorships or the TV-providers do not support the country for showing the contents in. This is why this project has started.



# MONVID'S PLATFORM

The platform is going to be developed to function in two different ways.

## Peer-to-Peer Video Sharing

This functionality will allow content owners and video creator to share their videos for everyone to see for free without any fees and this video can then be rewarded by the community members.

Whenever a user watches a creator video and would like to support their work, they can reward the creator with some MVID. The owners usually will get these rewards at no additional or hidden cost. These rewards may depend on the quality of the creator's videos and the streaming quality that the community members got.

This type of streaming is transparent, flexible and private.



# MONVID'S PLATFORM

## Proxy Video Streaming

Monvid platform allows users to be able to bypass any restrictions that would have hindered it from streaming videos on the normal centralized platform.

Due to its decentralized nature, the user can create a bridge between the platform and themselves using their computer from wherever they are.

In simpler terms, if a user is one country and the creator is another country and the user wants to stream the creators content but due to some restrictions cannot in the regular streaming app with Monvid all those restrictions can be easily bypassed and the video streamed. The user is still safe as the platform only accept stream packets.



# PROBLEMS IN THE MARKET

One of the main questions everytime will be asked once a new project is started is to see what problems we currently have in our market and why is one project useful!

## *The demographics of the world is changing*

Film producers and film sales agents sell films to local distributors for distribution in their country or territory. For most films, there is little or no incentive to sell a film in underdeveloped countries. This is because of the high risk – low reward which these countries offer.

There is a high risk of piracy than in developed countries, and there is uncertainty about the legal position in case of a breach of contract, nonpayment of revenue shares, etc. In 2006 the share of the global population registered as living in a less developed country was 61%.





# PROBLEMS IN THE MARKET

*The need for better hardware and faster internet is growing*

The competition between the existing main Video on Demand market players has meant that there has been a general upward trend in the picture quality of the movies which are streamed on these platforms. From an SD quality to HD and now UHD, the hardware and internet connection speed necessary to access the films now and in the future makes it increasingly inaccessible for non-developed country users. For most smartphone users, even SD quality is more than enough to ensure an excellent visual experience.

Therefore, a lower data size and internet speed would provide an equally enjoyable experience.



# PROBLEMS IN THE MARKET

*Users do not want to pay the same to watch a popular movie as a not-so-popular one*

The pricing strategy of the leading video on demand suppliers does not distinguish between acclaimed/high budget and poorly reviewed/low budget movies or it does not consider popularity.

The pricing is usually based almost entirely on how recent a movie is. This means that all films are equally priced between \$3.00 and \$6.00 US dollars for rental and from \$10.00 to \$15.00 US dollars for purchase.

If we exclude all kind of promotions, they mostly have the same price tier structure. The issue with this pricing structure is that it often makes legal Video on Demand less appealing even in Western countries and since there is no option to choose a lower than SD quality, the cost to transfer the content is equally too high.



# PROBLEMS IN THE MARKET

*Many possible users do not have banking access or credit cards*

An estimated 2 billion working-age adults globally do not use formal banking services nor have access to a credit card.

Traditional video on demand players will only accept payments via credit card, PayPal or gift cards. Many consumers on a cash-only life have no other options than to buy or download pirated movies. Being able to offer payment by cryptocurrency means that this group of consumers will be able to top up their digital wallets and access content legally safely.



# COMPETITORS

There are some of strong competitors in the same market monvid is going to join.

- Netflix/Maxdome
- Youtube/Vimeo
- Amazon Prime
- Sky

## **How is it possible to compete with such strong competitors?**

In a typical underdeveloped country, a large part of the population will not have access to a traditional bank account or a credit card. Their typical smartphone or tablet will not be from Apple and some of our competitors have a limited geographical reach and/or a very limited selection of films.

In fact, we have also seen a transition from some major competitors towards producing more and more own content and limiting the selection of other films on their platforms.

We believe the freedom of video and movie streaming is the key of success, which other competitors are not providing this.



# COMPETITORS

Below are some of the services that make Monvid different.

- Privacy — the blockchain technology which Monvid is based on will ensure that every content creator and user's personal information is safe and secured. Its decentralized nature ensures that there are no any central servers or companies that control anything on the platform, which means information is stored only on the blockchain and are usually encrypted.
- Cost efficiency — Monvid distributed and decentralized network allows content creators to share their resources with the community members free and the users stream these content for a lot less than what is been charged. Unlike the centralized platform that is around now where users have to pay a subscription fee and usually don't have any say in how much they pay. With Monvid, content creators control the costs of their videos themselves and the community members' reward and rate them based on the quality.



# COMPETITORS

- No Advertisements — Monvid aim to give its viewers the abilities to stream videos online on the platform without any advertisements cutting in or disrupting the whole experience.
- Ownership of content by the producers — on the Monvid platform, the content creator has sole ownership of their content. They have the power to control it and cost it the way they want, unlike the traditional online video streaming platform where the content creator does not have any power over their content after it has been uploaded in the platform.
- Encrypted data transfer — data transfer on the Monvid platform are encrypted and untraceable providing extra security to users and content creators.



# TECHNOLOGY

The developers and the team of monvid is focusing on the new technologies, which makes the platform possible to deliver the contents easily in underdeveloped countries and other countries. The main technology we are going to use is the decentralized blockchain technology.

With this technology, the platform intends to store packets of the contents of the blockchain which is highly encrypted and can't be controlled by any agency or government. The application will be decentralized and the contents will be stored on more than one server, so instead of being served by one central server, the user gets served by the nearest server close to them, thereby enabling them to bypass all restrictions and censorships with ease.

The internet speed is not the same in all countries. If we take a look at an underdeveloped country we can see there are issues with the internet speed and not everyone in that country can access platforms like youtube or netflix easily from inside the country because the main server of those platforms are outside of the country and this is making a huge difference in the latency.



# TECHNOLOGY

What we are going to do is building an internal CDN service on the blockchain network where people can join and host videos and movies to give a better possibility of serving contents to such countries. This is also allowing people in the community to earn extra money for hosting the nodes of platform.





# MARKETING

The selected markets for the platform consist of users with a high percentage of access to social media. We envisage that our message will primarily go out via social media as well as through local partnerships in each market. We intend to be present on all current social media platforms, including YouTube and we will use referral campaigns as well as other social media-driven campaign tools.

The decentralized and proxied content in **monvid** will be available on the platform side by side. Our ambitions for both markets are equally high, and there will be natural cooperation between the two which will benefit our market share positively.

We will search for and introduce **monvid** Ambassadors in every country as well as internationally to support and represent the educational initiatives of the **monvid** Platform as well as the Charitable trust.



# CROWDFUNDING

## MAIN INFORMATION

**Monvid** is seeking funding between a soft cap of **\$500.000** and a hard cap of **\$5.000.000**. The tokens will be compliant with the stable ERC-20 standard and can be held in most common digital wallets. ERC stands for Ethereum Request for Comments.

There are newer versions of ERC like ERC-223 and ERC-721 but **monvid** decided to not use them because of some of disadvantages and risks with those newer versions.

- ERC-223 is a proposal right now, not a standard. Therefore, there are none of the high-profile ICO tokens deployed with this standard. Also it is not yet implemented in any production tokens.
- Exchanges might need to do some modifications in order to support such token. There is options that some of the exchanges might not be prepared for it yet.



# CROWDFUNDING

## THE MVID TOKEN

With the creation of the MVID Token we are taking a step towards fulfilling our mission but also to leading the International Film Business further into using and accepting virtual currencies.

Users of monvid will be able to take advantage of a discounted payment for content by using MVID Tokens. Other alternative leading virtual currencies can also be used as payment on the Platform.

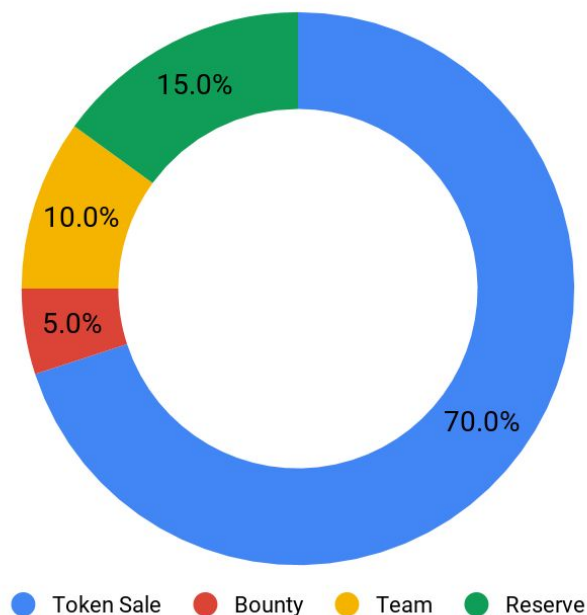
# CROWDFUNDING

## TOKEN SUPPLY

There are a maximum number of Tokens every can be generated during the Token-Sale which is 200M Tokens. Only 70% of these 200M Tokens will be for the Sale and the rest are for the team, reserved tokens and also the bounty programs for the marketing of **monvid's** Token-Sale.

All unsold tokens will be burned and no new tokens will be ever generated after the token-sale.

**Token Distribution**





# CROWDFUNDING

## TOKEN PRICE & BONUS

The monvid community wants to raise money for the actualization of this huge project through ICO (initial coin offering) and the pre-sale of the initial coin offering will start on the **15th of April 2018**. The main-sale of the initial coin offering is not announced yet but it would be in the second quarter of 2018.

The **MVID** which is the token to be sold through the ICO is priced at **0.00005 ETH** which is equal to about \$0.03 with the current rate of ethereum and during the sale bonuses of up to 100% can be yours at the beginning of the sale which will be ending on the **30th of April 2018**.

During the Token-Sale there will be up to 100% fix bonuses and also upto 20% bonuses for the “investments greater than”. A full table of all current bonuses is published on our website under <https://monvid.io/ico>

# MONVID'S TEAM



**Antonio Jacobs** is a highly motivated entrepreneur who is the idea founder of monvid. With having more than 5 years of experience in IT and having an interest in making the future life easier, he decided to build a new experienced team to make his idea happen. After researching decentralized applications and blockchain technology for a while, he found that the idea could work and certainly change the future of video streaming world.

**Adrian Werner** is one of the old best friends of him, who is always ready to help and work in a team for new technologies. With his high level of education and experience, he is going to help the company, investors, and customers by taking down the financial risks of the corporation and increase financial performance of the company.

# MONVID'S TEAM



**Steven Morris** is the other side of the team and also one of the co-founders of monvid. Steven promises to help the team with any technical chores and also maintain technical strategies and manage whole IT department. He is focusing on the success of monvid and the great video streaming project we have on the table. With his education and experiences in information technology, he was one of the best choices for this position in our team.

**Gabriel Sontoro**, the marketing manager at monvid team is the person who is going to generate the buzz and let you all know what a great idea is around. He is focusing to promote the project and increase the market for the company. With his education at one of the best universities in Italy and his experiences, he can do a great job for monvid and its projects.

# MONVID'S TEAM



**Carlos Fuentes** is responsible for developing whatever we don't see on the surface. He will work closely with all developers to build a smooth and secure application, which fits your needs.

**Samir Martin**, Probably he got the most challenging job in the company. Working on Blockchain, growing list of records, and closely working with developers for integration.

**Diego Cruz**, Smooth experience of watching online videos is the result of Diego's hard working. He knows mostly all streaming platform on the internet and will do his best for the best solution!



# MONVID'S TEAM



**Alessandro Rossi** is focusing to build a clean, modern and useful user interface which is easy to be used on any devices for our visitors. He makes the applications more user friendly day to day.

**Ricardo Gonti** manages whatever is btw. the visitor, core application servers, and streaming mirrors. Network flow is the most important part of this project which is managed by the best person!

**Pablo Lopez** works closely with Carlos and Alessandro to design, develop, test, and improve our software and web applications on a daily basis.



# CONCLUSION

Our developers and the rest of team are already working on the main part of this huge projects and this is a great way to show that monvid's promises will happen in the future.

We believe that the cryptocurrency in the video streaming market will be the next big thing, and this is why this idea and this project is one of the most interesting projects in the current and the future period of cryptocurrency world.

Our team is build with the most experienced members who have a lot of knowledge in developing such application, and this is the most important thing we rely on.

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