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## VEVUE SOFTWARE (vay-view)

### DAPP UTILITY TOKEN FOR TRACKING AND EXCHANGING CONTENT

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#### Abstract

Vevue is developing a future for protecting and monetizing the value of video experiences. Today's video market, live or recorded, is distributed in multiple forms across various desktop and mobile platforms. Cross platform virality and rampant copyright infringement impose on the ability for content creators to retain control and benefit from their intellectual property. The blockchain and smart contracts are new means to organize this chaotic market.

Vevue DAPP is a decentralized copyright tracking and video exchange based on Blockchain. Users exchange incentive based Vevue Requests thru the mobile app to earn Vevue Token. Pin any amount of Vevue Token to any location and attach a short message. Receive video content in return.

Users can also use Vevue Token as utility token for decentralized video copyright exchange. Copyright information is stored on the Qtum blockchain. Content creators can retain or transfer their copyright using Vevue Copyright Wallet.

TEAM



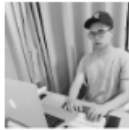
**THOMAS OLSON**  
Founder | CEO:USA

Thomas founded Vevue in 2012. After building Android versions 1 & 2 with Whizpool he met XiangYu in mid 2014 and started work on a blockchain based Vevue. Thomas' background is in digital entrepreneurship. He's dedicated the past seven years to investing in new technologies and partnering with other visionaries.

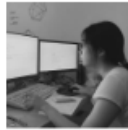


**MENG XIANGYU**  
Co-Founder | CEO:China

Xiangyu or Codeeer as he prefers, is an ACM International Collegiate Programming Silver medalist. Based in China, he is the driving force behind Vevue's innovations into the blockchain world. He leads a team incremental to Vevue's goal of unprecedented global access.



**HAOZE LEE**  
IOS Developer



**WANTING QI**  
Web Developer



**PENGSHENG CUI**  
Finance



**KATHRINE REYES**  
Design

PARTNERS



In exchange for 10 million Vevue Tokens, our team entered into an incubation period at Qtum's Shanghai headquarters. Our incubation period includes: office space, smart contract support, and guidance as we transition into a functioning DAPP under DAO operation. Vevue uses Qtum's Blockchain for creating Vevue Tokens and recording each video's copyright. Qtum's mobile smart contracts will power Vevue Requests.



CoMakery is a platform for completing tasks in exchange for earning equity or Royalty Tokens in projects. Vevue Designer Kathrine Reyes worked alongside the CoMakery team in creating the design and functions. Thomas Olson helped consult on what functions would assist in Vevue's transition to operating as a DAO. Vevue will use the CoMakery platform to distribute Vevue Tokens in exchange for completing tasks that improve Vevue.



Swarm successfully raised \$1 million in Bitcoin during its May 2014 ICO and has another ICO schedule for September 2017. Vevue was selected by the Swarm network (1,000+ members) for a 1 year incubation to learn about the DAO/DCO structure.

\*RISK DISCLOSURE: information on SEC regulation for ICO in USA  
<https://www.investor.gov/additional-resources/news-alerts/alerts-bulletins/investor-bulletin-initial-coin-offerings>

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## 1.0 Introduction

*"In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba the most valuable retailer has no inventory, and Airbnb the world's largest accommodation provider owns no real estate."\**

Through collaboration and value distribution, decentralized autonomous organizations (DAOs) will be just as disruptive to the above centralized business models. Building on the blockchain provides us a new set of tools to change our evolutionary course.

Vevue, structured as a DAO, will distribute its Vevue Token throughout the world in exchange for answering Vevue Requests, building a monetized video database and API to power this new revolution. Properly monetized, our database will create a loop of incentivised video Requests for the community to answer. By tethering with virtual reality devices like Oculus, Vevue will bring Google Street View to life and become the primary outlet for user-generated video experiences. Vevue has begun building its community.

Over the coming months we will open-source our technology, release our API, and begin issuing Vevue Token. Join our [slack](#) and help our community build a shared vision. Vevue Beta is available for download on [Android](#) and [iOS](#). The DAO model is the business model of the future that best distributes the value created by these new technologies. This paper showcases Vevue as a Blockchain based solution for reorganizing how video ownership and creation is published, tracked and exchanged.



**WHAT VEVue AS A DECENTRALIZED AUTONOMOUS ORGANIZATION MEANS FOR EACH PARTICIPANT:**

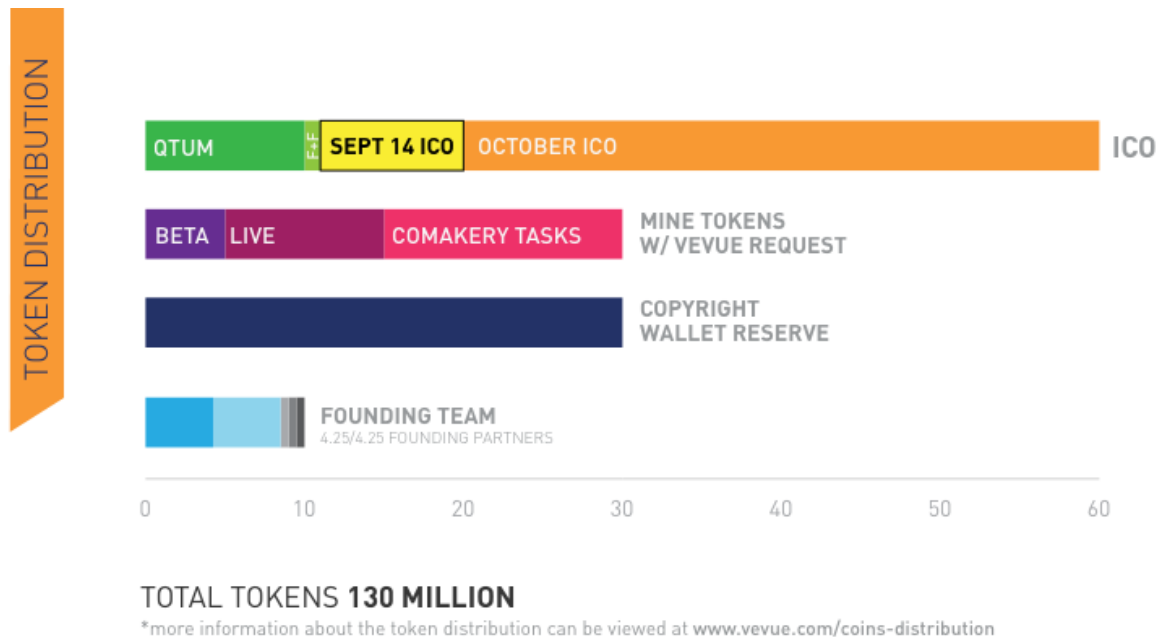
- collaborative/equality among participants
- transparent/all operations public
- distributive/value-sharing throughout network

\*citation: The battle for the Customer Interface, Tom Goodwin, techcrunch, <http://techcrunch.com/2015/03/03/in-the-age-of-disintermediation-the-battle-is-all-for-the-customer-interface>

## 1.1 About Vevue Foundation

VeVue Foundation is a non-profit registered in Singapore. Our software ranges from centralized Android, iOS and webview apps to decentralized applications, VEVUE Token (DAPP). We are pragmatic in our approach to building VeVue into a fully functioning DAPP and DAO. The Foundation was created to fund, guide and fulfill this vision.

## 1.2 Token Distribution - 130 million VeVue Token



Our goal is to distribute VEVUE in many different ways to fully capture the full potential utility tokens offer when building a networked community.

We will distribute 60 million VEVUE during our ICO period. Our first distribution began in June 2017. In exchange for 10 million VEVUE, Qtum is providing BTC, Shanghai office space and advisory support. In July we secured \$50,000 for 1 million VEVUE during a friends and family round.

### ICO - 60 million

- 10 million @\$0.025 - Incubation with [Qtum](#) team
- 1 million @\$0.05 - \$50,000 Family/Friends round

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Our pre-ICO is scheduled for September 14th at an approximate value of \$0.15 per VEVUE bought. We'll offer 20,000 VEVUE in exchange for 1 BTC and 60 VEVUE in exchange for 1 QTUM.

- 9 million - PRE-ICO September 14th @approx \$0.15
  - 1 BTC = 20,000 VEVUE (100 BTC total)
  - 1 QTUM = 60 VEVUE (117,000 QTUM total)

In either late October or early November we'll schedule our final phase ICO.

- 40 million - ICO Late October @\$0.20\*

After our ICO period concludes we will begin distributing with our “mining” system. Mining VEVUE has similarities to Pokemon GO. Our algorithm will select millions of popular locations around the world and pin VEVUE bounties at each location. Anyone will be able to visit those locations and earn the bounty. The first bounties will focus on simple 30 second video reviews, and evolve in complexity as our network matures. The reviews are monetized and packaged into an API that sites like Yelp or Google Local can use to place next to written reviews. We also offer a Chrome Extension that places reviews on corresponding location profile pages.

Included in our “mined” section is CoMakery Awards. CoMakery is a platform for issuing VEVUE to ambitious individuals that complete tasks that propel our vision forward. Under the “Contribute” tab at [vevue.com](http://vevue.com) we will maintain a task list. Anyone can apply to complete a task, tasks will range from simple to complex. The 10 million VEVUE reserved for CoMakery plays a key role in recruiting skillsets that will help Vevue transition into a DAO.

The below figures represent an approximate distribution table for our 30 million “mined” VEVUE. The number of Requests created is subject to change as the value of VEVUE fluctuates.

### **30 Million - “Mined” Tokens with Airdrop Requests**

- Beta testing

- 5 million
- 1 Request = .5 token
- 10,000,000 videos added to database
- Live - scaling distribution
  - 20 million
  - 1 Request = .25 tokens (subject to change)
  - 80,000,000+ videos added to database
- Requests & Awards on [CoMakery](#)
  - 5 million

Each time a video is uploaded using Vevue, our system copyrights the video to Qtum's blockchain. The copyright is recorded using Vevue Tokens and stored in the creator's Copyright wallet. We have reserved 30 million VEVUE for this purpose.

#### **Copyright Wallet reserve - 30 million**

- Tokens distributed to users Copyright Wallet as video is created
- Scaling distribution over *time*

The remaining 10 million VEVUE will be distributed to our team. These tokens will have a lockup period of 6 months, starting the day our ICO closes.

#### **10 Million - Founding Team ([investment to date](#))**

- 42.5% Thomas Olson
- 42.5% Xiangyu Meng
- 5% Kathrine Reyes
- 5% Joshua Mix
- 5% Whizpool

## **2.0 Utility Token smart contract Key features**

Vevue Token, a Token created using Qtum, plays a unique role in this new marketplace. Qtum is an open source, blockchain-based, distributed computing platform oriented towards mobile smart contracts. Qtum is a distributed virtual machine that allows end users to construct mobile smart contracts for transactions. Smart contracts are stateful applications stored in the Qtum blockchain. These contracts are cryptographically secure and can verify or enforce performance

of the contract. Token contracts are a standard feature of the Qtum ecosystem.

### **Original Wallet**

This is the main VEVUE wallet and functions like most other original wallets. Your VEVUE balance will be reflected here.



### **Vevue Requests**

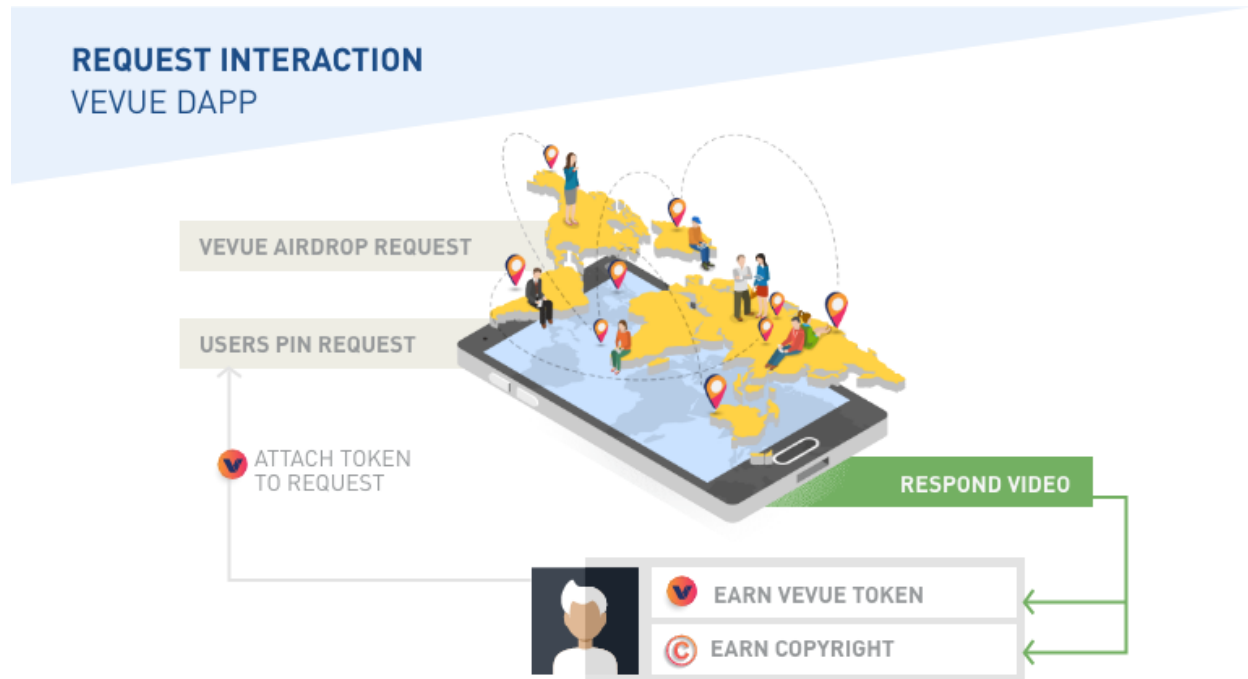
#### Airdrop Requests

Our algorithm will place Vevue tokens at high traffic locations across the globe. The pins placed and videos created will serve a purpose of adding value to our API.

#### User Requests



Requests funded and placed on the Vevue map by users.



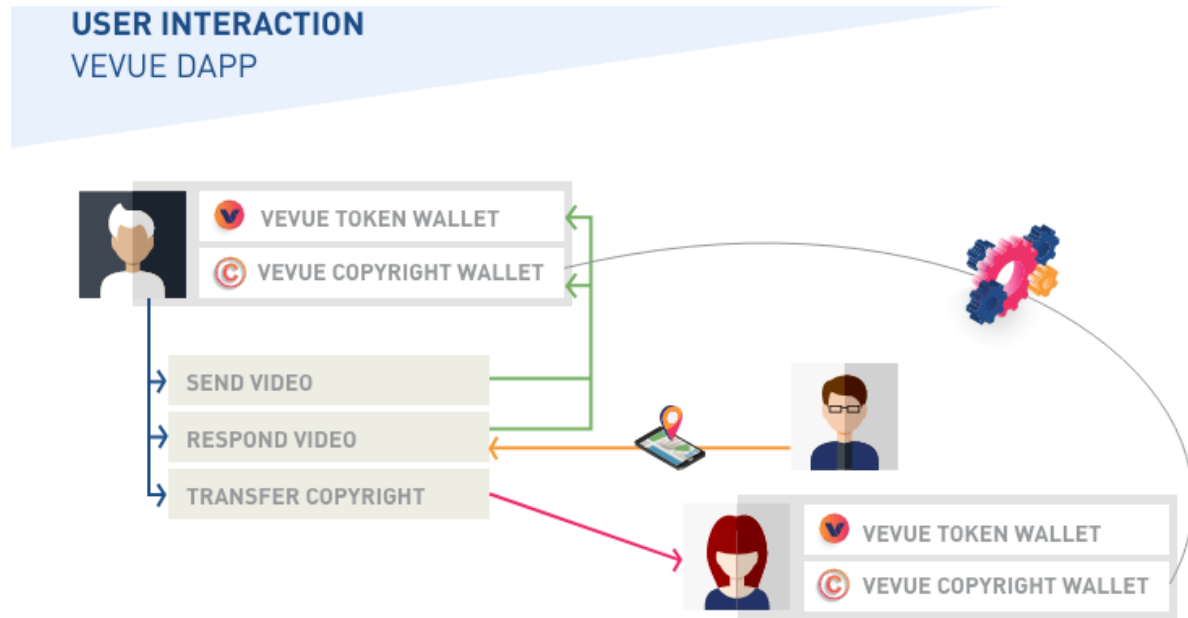
### Copyright wallet

Each time a user uploads a video our system will deliver a token to the users copyright wallet. This transaction contains a stream of information that is recorded to Qtum's blockchain;

- copyright
- video uploader
- upload time
- upload location
- more...

The transfer of copyright to the user is the transfer of this record from the current copyright

owner to the new copyright owner.



### Creating more Requests from Transaction fee

Each Request generates an X amount transaction fee that is collected and delivered to our “fee pool” . Anytime pool reaches X amount, more Requests are created.

### Roadmap

ROADMAP



SEPT 2017

- Use app to pin Vevue Requests with Bitcoin anywhere in the world
- Complete Tasks that improve Vevue and earn VEVUE Tokens



WINTER 2017

- Create Vevue Requests using VEVUE Tokens
- Earn Vevue Tokens: Answer "video review" Requests that add value to our API



SPRING 2018

- Copyright Wallet: ability to transfer or sell the rights to your video



SUMMER 2018

- Users can monetize their video copyright with ads and earn money from viewers

### 3.0 Vevue use cases

#### Ordinary users

Anyone can download Vevue to their mobile phone and pin Tokens to the Vevue Map. Anyone, as long as Tokens are pinned near their location, can earn. Vevuers create Requests to explore new areas and meet random people. Recorders answer Requests to earn money and meet new people.

#### Videographers - content creators

New avenues for professional videographers. There are many small-scale groups in WeChat or Slack, each of which communicates and learns with each other. The point is that each of the two groups has no connections. That is where Vevue comes into play. We provide the platform for different groups, where they could build their own groups and they can take part in the groups for communicating, learning and sharing easily like before. Vevue will use Smart Contract technology to support forever storage services. Blockchain technology is so powerful that videographers could regard Vevue as an original releasing platform and we will mark the copyright signature of uploader and their works on Blockchain. Everyone could see the whole chains, all the works and their copyright signature. What's more, we will provide the complete protection.

#### Businesses

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Any business will be able to create a Vevue profile and pin Vevue Tokens at their location to incentivise customers to visit. We see a lot of unique opportunities created when using Requests in this manner. Similar to Groupon, Vevue intends to become a source of marketing for any business or event. Vevue will also market to businesses the use of Royalty Tokens created using the [CoMakery](#) Platform. Similar to [Domino's Pizza's](#) promotion of earning Stock in their company.

### **Guided Tours**

Vevue development plan for tourism Request module is the core feature of Vevue. We support multiple methods for different demands. For ordinary Requests, user could send a PIN Request anywhere on the Map and only pay minimal Vevue Tokens and for a limited 1 minute video. For custom Requests, users could find assigned professional videographers, such as Tour Guides, anywhere in the world. Our AI system will choose the best qualified videographers and send them the Request and show the price you give. Also, allowing other users to add Tokens to your Request (crowdfunding requests), improving the probability of high profile professionals answering. It is a new method for videographers. Users break the limitation of time and distance through Vevue and enjoy immersive online travel, therefore we believe that this is the future of virtual tourism.

### **Meeting random people around the globe**

Like Chatroulette but instead of a computer's webcam Vevuers use their phone and let others explore their location.

### **Breaking international barriers**

Different countries have different cultures and requirements. Therefore, so many famous apps are not allowed in China and other countries. The point is that China is a huge market with 1.4 billion people. Vevue has an advantage in that our development team is built in China, we are familiar with Chinese market, we believe this fosters good international relations.

### **VR, AR, Drones - Multi platform**

Vevue provides a method for immediate-views anywhere as long as users pin a Request on the map, anyone can Respond to Requests near the target location. The Request can be sent by Vevue inside other social apps, Twitter, Facebook, Google Plus, WeChat and Weibo. In the future, we will support VR 3D views and drone observation angle, which will let people view the whole world in home with VR devices.

Users could upload video through your iPhone, Android phone, Pad and any other platform you

think. We have different methods for different platforms so users won't worry about how to use it, they just use it. We even support the professional devices like Gopro. Users could select the method they like in Vevue app and web client.

## 4.0 Technology

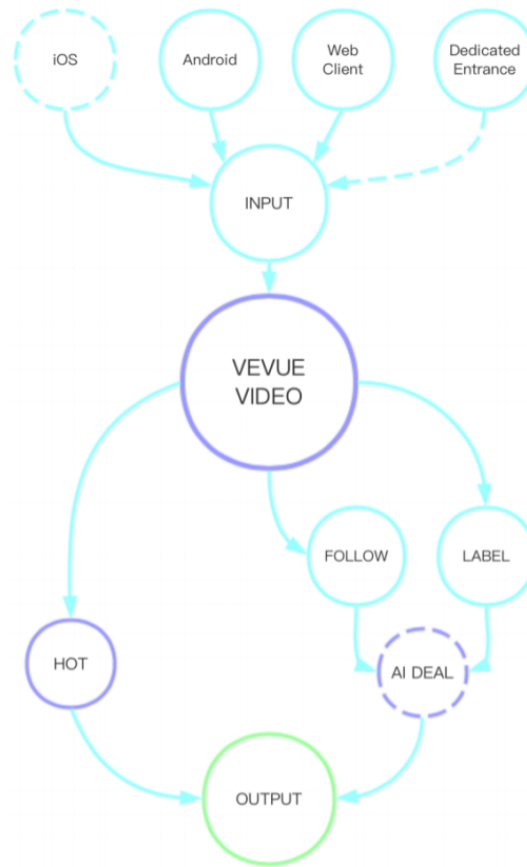
### Channels

Vevue has three channels in parallel.

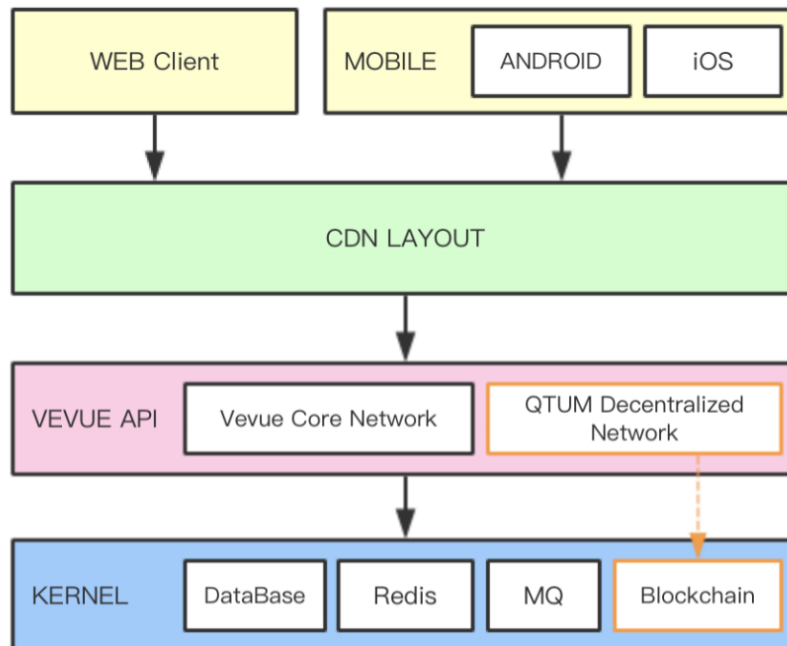
- social communication channel.
- video core information channel.
- Smart Contract Blockchain channel for marking user wallet and video copyright recording.

### Kernel Functions

Vevue has multiple methods for inputting video, and we support different methods for different demands. Now we support Android, iOS and Web client.. Vevue core function will calculate and spilt to group with AI technology.



We designed the processing architecture at the first stage of designing Vevue. Now it becomes the most important part of Vevue and we will keep updating and maintaining it, therefore we have a high speed running system with very low energy consumption. We built 3 layouts for underlying architecture and support stable service.



Vevue has opportunities working with Qtum for deep cooperation in Blockchain and Smart Contracts. Combining a modified Bitcoin Core infrastructure with an indecomposable version of the Ethereum Virtual Machine (EVM), Qtum merges the reliability of Bitcoins unfailing blockchain with the endless possibilities provided by smart contracts. Designed with stability, modularity and interoperability in mind, Qtum is the foremost toolkit for building trusted decentralized applications, suited for real-world, business oriented use cases. Its hybrid nature, in combination with a first-of-its-kind PoS consensus protocol, allow Qtum applications to be compatible with major blockchain ecosystems, while providing native support for mobile devices and IoT appliances.

Vevue will be built to use Qtum core, a solidity DAO framework and web-based DAPP. Vevue will use Blockchain technology for Unicom Recharge Entrance, which makes the recharging with no limitation. Vevue supports a variety of methods for recharging, including virtual currency, bank card and social app entrance.

