

Model-X TEAM

Model-X White Paper

model-x.net



Tom Jerkins, Ivan Abramov, John Taylor
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Table of contents

Introduction	3
Webcam Industry	4
Problems	5
MODX	7
Model-X Team	9
Model-X Roadmap	10
Legal Notice	11

Introduction

Sex industry is one of the oldest industries in history and despite attempts at its control it continues to grow in size. Its varied delivery methods. Today there are more women employed in the sex industry than any other time in history. In 2006 the sex and porn industry in the US amounted to \$13.3 billion and the worldwide sex industry at that time was reported to be \$97 billion (twice the size of Microsoft's sales at that time) and accounted for 12% of all Internet traffic.

The porn industry is fastest growing industry in the world and about to gain further from virtual reality. To keep developing, the adult industry will have to embrace new technologies and, in so doing, will be beneficial in the development of blockchain and cryptocurrencies.

Aided by the Internet the adult industry is thriving. One of the least harmful delivery channels is the webcam sector. The webcam or live content industry was reported to be earning \$1 billion annually in 2015 and growing rapidly. It can also cater for every kink and today is a multi billion Dollar market.

The most popular cam sites encourage visitors to register and to buy "tokens" to use as tips for models. Models can offer different performances according to the level of tokens sent as tips. The web cam sector also offers the opportunity to consumers to converse with models and with other viewers.

The future belongs to those prepared to embrace technology. **Model-X** is a webcam site with its own token payment system based on blockchain technology. **Model-X** provides the opportunity to reinvent the webcam industry.

Webcam Industry

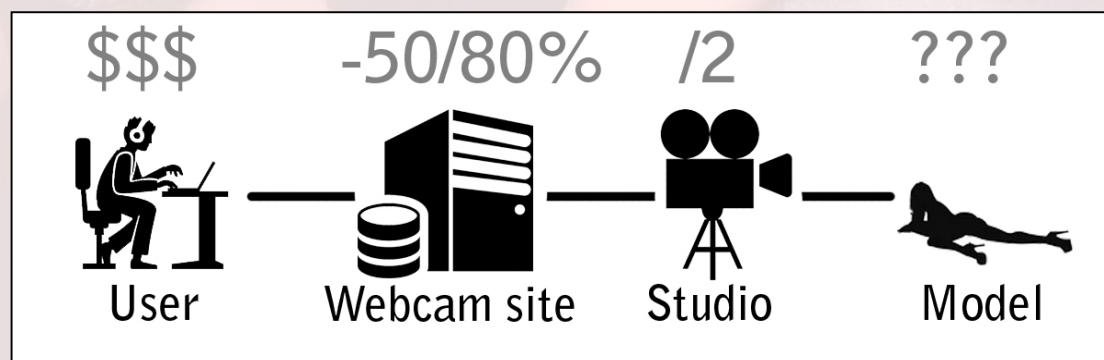
The current webcam sector involves the following parties:

- Clients/users who buy the services
- Models who provide the services either directly or via studios
- Studios who facilitate the provision of the models' services
- Webcam sites that provide the platform for broadcasting

The broadcasting websites are the established current business model. These businesses are responsible for age verification of all models and clients, controlling content and rules, paying studios and models, marketing and technical support.

The webcam site will take roughly 50 to 80 percent of the price of the tokens bought by users to cover their costs and make a profit. However, if the model uses a studio's facilities, he or she will then receive roughly 50 per cent of the webcam site's payment to the studio. In between these are the payment providers, like banks, who can take up to 2% of the buying tokens processed on credit cards.

Payments are processed into bank accounts on a set frequency.



Pic 1. Usually webcam site takes 50-80% of user's payment. Studio can also take 50% of model's funds

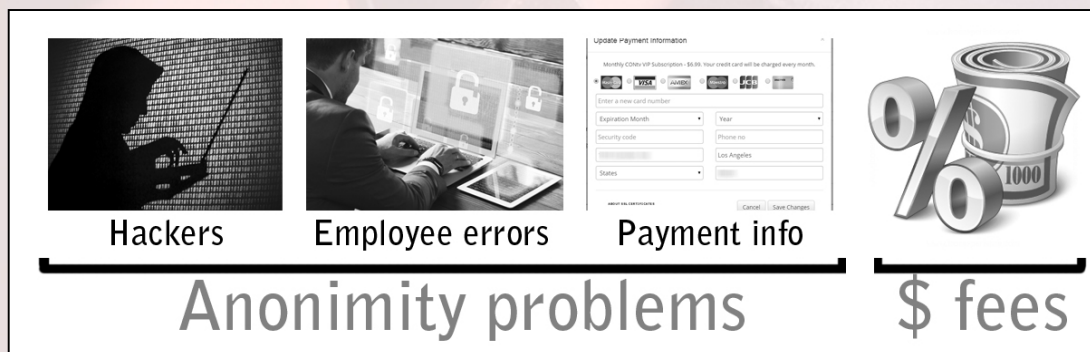
Problems

In the adult industry there are 2 main concerns: privacy and payment issues.

The Internet affords anonymity but currently the buying of tokens by users and the receiving by models of those tokens exposes each. Webcam sites keep information of both users and models on its database including details of activities and transactions on the site. An employee or worse a hacker may access the information and then abuse it particularly if it is not encrypted, deleted after a time or poorly stored.

Webcam sites are required by law to verify the age of models and users. Users are often reluctant to provide the sort of information requested by these sites and are concerned about how payment information they provide could be misused. Models cannot ask to be removed from any databases and there is no guarantee that the data is encrypted to avoid misuse.

Many bank accounts are American based as payments are usually made in US Dollars. However, increasingly the number of payment processors providing payments for services to anyone in the adult industry and to international models and studios has been decreasing either due to concerns about fraud or for political reasons. These banks can quickly cancel accounts and as a minimum make relatively high charges for the handling of the monies.



Pic 2. Webcam systems problems. Anonymity questions and high payment fees

The models can receive just a small share of the tokens bought by the users. They may be charged or fined for disputed penalties and the payments received in Dollars will be influenced by exchange rates when transferred into local currencies. They must also wait to receive payments. If the tokens used to tip a model were obtained by fraud, it's possible the webcam site will refuse to pay the model.

MODX

What is MODX?

MODX is a cryptocurrency token for payments on the Model-X webcam site. The Model-X webcam platform avoids many of the problems of the current webcam industry. It provides for a secure environment where models and users can interact safe in the knowledge that all data is secure and anonymous.

Due to blockchain technology, payments are open and non corruptible. The blockchain provides for an anonymous ledger and increases the trust relationship for all parties.

It supports the delivery of services and ensures models can be paid a fairer share without intermediary issues and without delays. All transactions use the decentralised technology associated with the blockchain.

MODX is the name of the Ethereum based token used to tip the models for their services. As the Model-X webcam site is not involved in the processing of fiat payments, it is released from requesting users' personal data necessary to purchase tokens. The MODX tokens will be purchased by users and converted to fiat by models on an exchange that will contract with Model-X. This eliminates many of the issues of the payment processors in the existing system.

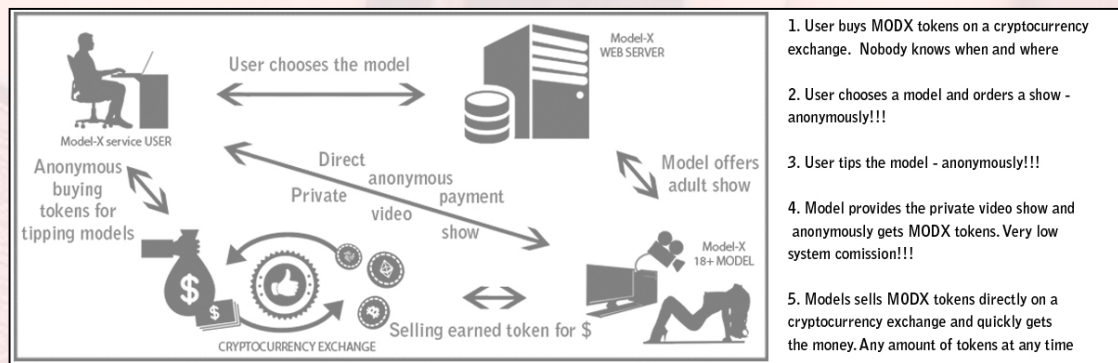
Transactions will be lower cost than existing arrangements and reduce commissions. The tokens will also provide a hedge against exchange risk for the models. There will also be no minimum or maximum limit to the amount of tokens a user can purchase and tip unlike the existing webcam sites.

The models will still need to be verified on the webcam platform but this information will be encrypted and can be deleted at the model's request

although that model will not be allowed to perform afterwards unless verified again.

The adult webcam service is a community: a community of merchants, service providers and consumers. The Model-X team will work with its community to ensure it achieves its goals and to provide for on going platform development

The Model-X webcam platform intends to implement a referral programme to allow models and users to earn from such a programme. This is still to be developed. However, the platform is already in Beta testing.



Pic 3. Model-X system simple 5-steps functioning

Model-X Team

The Model-X team has considerable experience both in creating cryptocurrency projects and in the adult webcam industry and has highly qualified individuals supporting it. A number of the team have direct experience of involvement in and ownership/managing a large studio so know first hand the problems and how to address them with blockchain technology. Our experienced developers have already launched several blockchain projects in different business areas.

The team will in the short term be expanding to meet the further demands of the project.

Model-X Roadmap

The Model-X team is planning the renewal of our project roadmap every year. We are going to plan main steps for every 12 months. You can find the current version of our roadmap on our web site (model-x.net).

Our most ponderable steps for 2018 year are:

- Team forming (**done**)
 - Paradigm development (**done**)
 - Basic modules development (**done**)
 - Information channels launch (**done**)
 - Token development and sale start (August 2018)
 - Full system testing (September 2018)
 - System audit (December 2018)
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Legal Notice

The purpose of this White Paper is to provide marketing information and basic data about the Model-X project to potential holders or purchasers of MODX tokens. The information given is not exhaustive and there is no intention in its publication and distribution of the White Paper to create any contractual obligations between Model-X and any individuals or any parties. The information given is not exhaustive and Model-X is not responsible for any omissions or any action you may take after reading the White Paper.

Nothing in this White Paper is intended as investment advice and the quotation of MODX tokens is not an offer to sell or buy securities in any jurisdiction. You are advised to take independent financial or legal advice.

