spectiv

WHITEPAPER

A dedicated virtual reality streaming platform.

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June 19th, 2017

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Introduction

With the growing development of virtual reality, the world is beginning to see previously unreal possibilities become commercial realities. As such, many speculate VR to be the next revolutionary tech boom. On the market side, the VR industry is projected to grow from $1B in 2016 to $30B+ by 2020, making it one of the fastest growing industries in the world. Naturally, as VR technology becomes increasingly more widespread, so will the companies and platforms that start up around it. Currently, the industry is focused on developing the technologies that will make mainstream VR services viable. Spectiv utilizes these technologies to create a dedicated VR streaming platform with mainstream capacity.

ABSTRACT

Spectiv is a platform that enables users and organizations to stream their unique virtual reality experiences to the world. Viewers will be able to engage in these experiences from home, through virtual reality. Our mission is to create truly immersive shared experiences with the power of VR.

Community-Driven VR Content – VR experiences contributed by general users. Spectiv enables ordinary users to stream any personal experiences with their own VR equipment. This content can range from professionally produced to casually recorded uploads.

Commercial VR Events – VR livestreams of sporting events, concerts, and more from premium seat proximities for a truly engaging perspective. This enables viewers to not only watch popular events from home, but to fully immerse themselves in the atmosphere with VR. For these mainstream events, we will directly partner with relevant hosting organizations.

Spectiv Original VR Content – Original VR content created by Spectiv. This content will be produced with the most cutting-edge VR technologies and will be overseen by the Spectiv productions team. Spectiv original content will be introduced to the platform after development of the more critical community-driven and commercial components.

Tokens: Specs & Sigs – Spectiv will be driven by a two token ecosystem, with "Specs" operating as an internal platform currency and "Sigs" operating as a decentralized ERC20 token. Sigs connect attention markets with the Ethereum blockchain to foster growth in the virtual reality industry. They will be created and distributed through a token creation crowdsale.

1. VIRTUAL REALITY CONTENT

Virtual reality content streamed through the Spectiv platform.

1.1 Community-Driven VR Content

The biggest difference between Spectiv and other VR streaming platforms is the user-driven content. Spectiv is a decentralized, user integrated exchange of virtual reality experiences. In other words, Spectiv is not just a portal for viewers to watch popular VR events – it is an environment where users from across the world can share their real life experiences with others. This could mean a viewer living in the United States could put on a VR headset and see through the lens of a streamer in Italy or Japan, from the comfort of their home. That streamer could be visiting a significant site or landmark that is local/commonplace to them, but unique and novel to viewers thousands of miles away. Community-driven content could be as simple as travels and regular day-to-day living, or as deviceful as guerilla journalism, wherein users could share real-time local perspectives of politically charged regions, creating an immersive news outlet. These are just a few examples of what is possible with community-driven content on the Spectiv platform.

In other words, Spectiv creates an environment for users to not only consume VR content, but to contribute their own and share it with others. This community-driven, user-based content promotes organic social growth among users. This model has proven successful for streaming platforms outside of the VR space and will be equally integral in building an active user base for VR streaming.

Initially, we plan to work with independent VR enthusiasts around the world who have already adopted VR recording systems. They will be the first general users to publish content on Spectiv, generating an immediate selection of community provided VR content. This content will include prerecorded productions and eventually livestreams – essentially any VR experiences users want to share. Building this selection of content will be a primary focus in the early stages of the Spectiv beta.

Spectiv also provides an ecosystem for payment and receipt between users, wherein viewers can tip streamers for content they enjoy as well as pay a subscription to be updated on new content releases. This is a core element of the person-to-person Spectiv environment because it enables users to generate income for sharing their VR experiences with the world. Additionally, both viewers and content contributors will be rewarded for ad engagement through

decentralized smart contract ad campaigns. All of these transactions will be executed with Spectiv's unique appcoin: Specs [see section 2.2].

1.2 Commercial VR Events

Sports, music, and other such performances were historically and naturally designed to be experienced in person. The thrill of these events lies in the atmosphere that surrounds them: the people, the energy, and the details. These real life elements cannot be replicated in a modern, at-home TV viewing experience. And unfortunately, while many consumers would love to experience these events in all their real life glory, most do not want to spend the time or money on tickets/travel and often simply prefer not to leave home.

With VR technology, Spectiv makes it possible for these viewers to experience that real life glory from the comfort of their living room. With the use of cutting-edge, HD 360° broadcasting technology, we will be able to livestream an event from the view of a premium seat, on-site. This means that when viewing these events from home with a VR headset, viewers will virtually be in that seat.

As live event viewership grows, we will offer different perspectives from within each event depending on user feedback. For example, while watching a concert, users might have the choice to enjoy it from front row for a more intimate experience, deep in the crowd for a more atmospheric experience, or even moving around for a more well-rounded, complete perspective.

1.3 Spectiv Original VR Content

Once the commercial/community-driven content channels are established and standardized, Spectiv will start contributing its own original VR content. Our goal is to produce and host the most innovative VR experiences that the industry can facilitate. In doing this, we aim to make Spectiv the premier destination for cutting-edge VR entertainment. This content could include live VR journalism, documentaries, real-time tours, or even movies wherein users can watch from the perspective of a character in the story.

Most of these Spectiv original experiences will involve partnership with a company/organization mutually interested in creating a VR project. For example, if the state of Hawaii wanted to produce a VR tour of the islands to attract tourism, we could work together to create a truly immersive perspective for the world to see. Or if a director wanted to create a VR documentary on the deep-sea creatures of the Pacific Ocean, we could accommodate the tools and expertise necessary to make a quality production.

We will pursue original projects at our own discretion based on what we agree as a team will add value to the overall Spectiv user experience. Spectiv original content will be entirely independent of community-driven content and commercial events. Original content will not be introduced until Spectiv has a self-sustaining user base, robust user-to-user streaming environment, and at least one commercial broadcasting partnership.

2. TOKENS: SPECS & SIGS

Spectiv will be driven by a two token ecosystem, with "Specs" operating as an internal platform currency and "Sigs" operating as a decentralized ERC20 token built on the ETH blockchain. Sigs will be created and distributed through a token creation crowdsale.

2.1 Introduction to Tokens

Spec Tokens (Specs)

Specs are the internal currency which will be used to facilitate functions exclusive to the Spectiv platform, including ad rewards, tips, and premium content purchases. These tokens are limited to use within the platform, cannot be transferred out, and can only be acquired through ad rewards or direct purchase on the platform. Specs will have a fixed value and will be offered in three distinct denominations:

Gold Specs: $.10| Silver Specs: $.05 | Bronze Specs: $.01

Signal Tokens (Sigs)

Sigs are the decentralized token that will be used to generate unique signals to virtual reality content. Signal generators will be able to earn Sig returns for successfully driving viewership, creating a powerful incentive to share VR content and ultimately accelerate VR adoption. Sigs will be sold through a token creation crowdsale event via an Ethereum Smart Contract. This is how the total supply of Sigs will be determined.

2.2 Purpose of Spec Tokens (Specs)

To be used for ad rewards and ad payment smart contracts.

Spectiv will generate most of its operating revenue through fees charged to advertisers. We will achieve this by first implementing a system for ad payments backed by smart contracts. These smart contracts will simultaneously transfer Specs from advertisers to viewers, content contributors, and content curators as viewers engage with ads. Specs earned by viewers for engaging with ads can only be reused within the Spectiv platform for things like premium content, tipping streamers, etc. This assures minimal incentive for ad reward manipulation.

This system distributes advertising fees into four layers: payment to viewers, payment to content contributors, payment to content curators, and Spectiv hosting margin. Each ad campaign initiated by advertisers on the Spectiv platform will create a smart contract with a specific number of Specs attached to it. As viewers engage with the ads, a share of Specs is distributed to the viewer, a separate share is distributed to the content contributor and content curator (if applicable), and Spectiv collects a small margin on the overall distribution for hosting the ads. This advertising payment protocol establishes a balanced system for ad engagement and rewards within the platform.

To facilitate convenient tip transactions of extremely small denominations (<$.01) that users can identify as a full, gamified token.

The decentralized user-to-user tipping system within Spectiv is one of the most unique features of the platform. It works on a "rapid-tap" basis, wherein viewers can tap a small token button on the bottom corner of their viewing interface while engaging in a VR experience. Tapping this button expresses a liking for the content while also sending a miniscule tip to the creator. These small denomination tips create a powerful interactive user dynamic between viewers and content creators. This is because viewers from around the world will be more inclined to contribute to streamers when the contribution is gamified and immaterial. It also means the average content creator will potentially earn more because of the increased breadth of contributing viewers. Designating Specs as the currency of exchange between users facilitates this dynamic.

To purchase premium VR content.

Spectiv users will be able to use the Specs they've earned to buy pay-to-play VR content such as live event passes, VR movies, Spectiv originals, and more. These sales will be executed at a discount against the USD rate if paid for in Specs. This gives viewers an incentive to earn Specs by engaging with ads and encourages general users to buy Specs and ultimately engage more actively within the ecosystem.

2.3 Purpose of Signal Tokens (Sigs)

As a requisite tool to generate signals for VR content and earn ad interest based on signal traffic.

To fully appreciate this functionality, one must understand attention markets and the role that content curators play in the exchange of attention. At the most fundamental level, there are three actors in attention markets: advertisers, content contributors, and viewers (attention payers). Content contributors create content; the greater the quality of their content, the more viewer attention they drive. This attention is valuable to advertisers. As such, advertisers are often willing to pay for it. In many models, advertisers essentially pay content contributors for a share of their viewer attention. However, as production technologies have developed and scaled, it has become much easier to create and access high quality content online. This leads to an overwhelming surplus of information which general viewers do not want to sift through. As a result, these viewers are beginning to shift their attention away from content creators and are instead paying their attention to *content curators*, those who organize and endorse content catered to their unique following. These content curators represent a new actor in the exchange of attention: signal generators.

By generating signals (likes, retweets, shares), these curators effectively filter content for their network of followers and actively drive their attention to whatever content they signal. In other words, by generating signals, content curators are poised to become the biggest influencers in the exchange of online attention.

To employ this influence, we have created a protocol that will incentivize content curators to generate signals to VR content. This will be achieved through Signal Tokens, a tool that curators can use to earn interest for driving attention to VR content. Essentially, Spectiv users will be able to pay 1 Sig for the right to earn interest on signals they generate for a specified VR experience.

These users will earn interest on their deployed Sig based on how much attention their signal drives to the experience. In other words, curators will earn different return rates per signal based on their scale of influence. One curator might earn 50 Sigs for a signal (a 49 Sig gain) while another might only earn 0.25 Sigs for the same signal (a 0.75 Sig loss). This means it can be very profitable to deploy Sigs for some users but potentially uneconomical for others. Ultimately, this will depend on what the market determines to be the fair value of deploying a Sig for interest. The interest that users earn on deployed Sigs is distributed as a share of the ad revenue related to the content they signaled. Deploying a Sig gives the curator a unique embed code that they can use to share content on outside platforms of their choosing. Attention driven through these personalized links will be be accounted for, screened, and spam-filtered through Spectiv data analytics. As a note, anyone can share Spectiv VR content for free. Sigs are only required to earn interest on generating signals.

To incentivize online VR curation and ultimately accelerate mainstream VR adoption.

Most of the world is still intimidated by the VR space and perceive burdensome barriers to participating. As a result, the VR industry has not yet been able to break through into its mainstream adoption phase. This presents a major hurdle for emerging VR technologies and services.

However, Spectiv presents an exciting opportunity to accelerate mainstream VR adoption. This is because the Spectiv platform focuses on the simplest, most welcoming VR application: streaming real-life experiences. This is essentially the most popularly relatable use of VR technology, as it takes an already adopted mainstream activity – video streaming – and simply presents it a new way. The only direct barrier that exists for consumers to engage in VR video streaming is the purchase of a mobile-compatible VR headset. Supporting this introductory VR application will almost inevitably be the key to building a critical mass of participants within the space.

A large part of our motivation for setting up Sigs was to directly create a system which encourages VR adoption. Utilizing the Ethereum blockchain, we will be able to create a network for the exchange of VR attention that rewards curators for sharing VR content. In doing this, Sigs will serve as a product which inherently incentivizes holders to share VR content, effectively accelerating VR exposure and participation in VR activities.

As a note, it is likely that the utility value of Sigs will directly relate to the climate of the VR industry as a whole. In other words, as VR technology adoption

grows, so will the attention that curators can drive to VR content. While right now a curator with 10,000 followers might only be able to drive 100 impressions per signal generated, as more and more of these followers begin to participate in VR, the amount of impressions that curator can drive will increase – perhaps to 400 impressions per signal generated. This means that the value of Sigs to a curator increases proportionately with growth in the VR industry. This attributes an inherently growing utility value to Sigs, assuming future growth in the VR industry.

To attract a global audience of supporters to commit early interest in Spectiv's success and subsequent engagement as users through crowdsale.

Traditional fundraising for a platform of this nature would usually involve venture capital from one or a few outside sources who would subsequently guide us along the path to a successful enterprise. This is beneficial, however, we believe that raising seed capital through an appcoin is a far more effective method of fundraising. By implementing a token crowdsale, we get to reach a massive, global audience of supporters who will grow an active interest in the success of our platform while simultaneously funding it. This means our fundraising efforts double as an early marketing strategy that costs nothing, freeing up funds for other aspects of development. Furthermore, we will be able to create incentives for users who purchased Sigs in the crowdsale to immediately register and engage with the platform upon release. This will help us quickly build an early initial user base to test the platform alpha with. Finally, because this is not a securities offering, we will retain equity that can be used to raise capital through more traditional means later on.

To exchange for Specs which can be used on the Spectiv platform.

Some crowdsale participants may want to transfer their Sigs into Specs that they can use for general platform functions. We will facilitate this by allowing buyers to exchange their Sigs for Specs at market rate through their user dashboard. In other words, Sigs can act as a voucher for Specs.

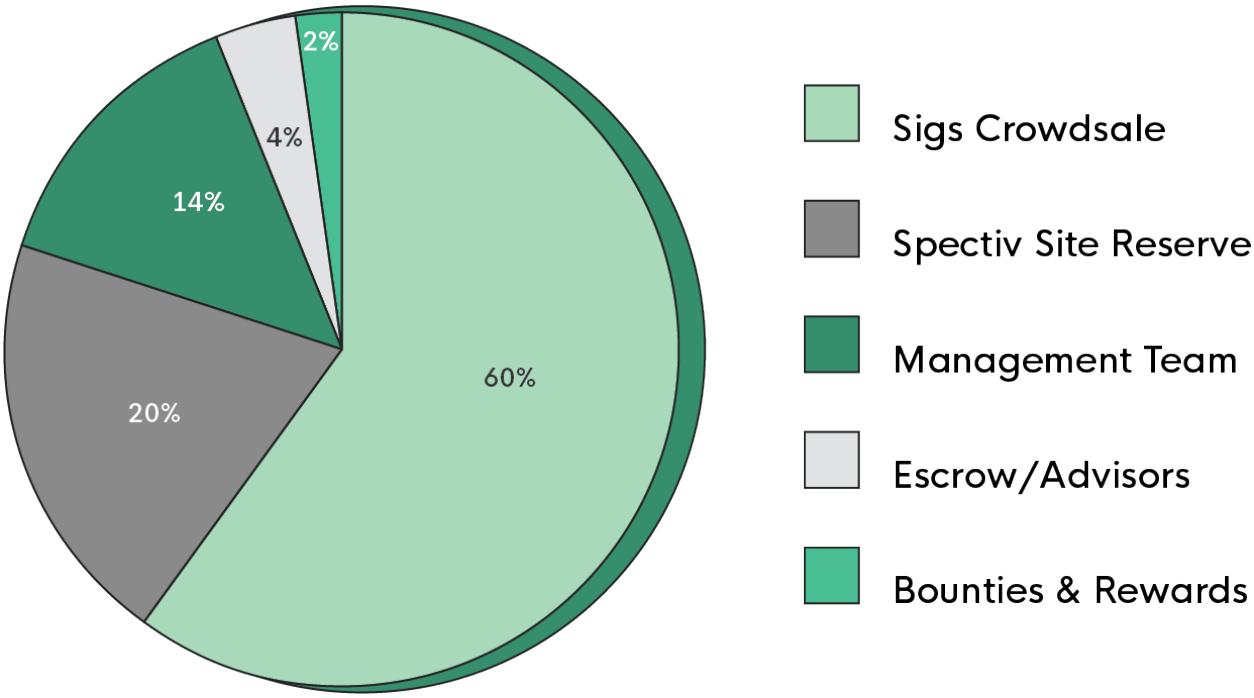
For voting rights on Spectiv platform decisions and direction.

Spectiv users who hold Sigs will have the power to vote on certain decisions that will directly influence Spectiv's future. Additionally, holders will be able to vote on major content contributions (e.g. which country we might feature for an exclusive VR walkthrough production). Our goal is to set up a democratic forum for the community to play an active role in our early stage development, for those who wish to do so.

2.4 Signal Tokens Distribution

The total number of Sigs created will depend on how many are sold during the token creation period. This will be determined through the Sigs crowdsale, where Sigs will be sold over a 21 day time period, or until a maximum total value of 45000ETH is sold. Once the supply is determined, Sigs will be distributed as follows:

Signal Tokens Distribution



Sigs Crowdsale (60%): Sigs will be issued through a public crowdsale where a maximum of 90Mil Sigs will be sold for 45000ETH. If this limit is reached, the total supply of Sigs will be 150Mil Signal Tokens. This is based on the 90Mil Sigs sold in the crowdsale representing 60% of the total supply. Once the crowdsale is over, there will be no further opportunity to buy Sigs until platform launch. Crowdsale participants can purchase Sigs with either Ethereum. The supply of Sigs created and committed to buyers will be distributed through an Ethereum Smart Contract following the crowdsale close.

Platform Reserve (20%): A portion of the total Sigs supply will be held in reserve to support Sig interest returns for early curators. These Sigs will be used as a

temporary buff to pay curators who generate signals prior to ad integration. This will also help us begin developing our attention data analytics protocol.

Management Team (14%): These Sigs will be kept within the company and divided among the management team.

Escrow & Advisors (4%): Escrow partners and advisors will be compensated in Sigs. 2% of the total Sigs supply will be evenly split among two escrow partners. 2% of the total Sigs supply will be evenly split and distributed to advisors.

Bounties and Rewards (2%): A portion of Sigs will be allocated to reward proactive crowdsale participants through our bounty campaign. Sigs for the bounty campaign will be split up as follows:

Bounty Campaign (2% of Sigs)
Bitcointalk Signatures: 40%
Translations Bounty: 15%
Blog Posts & Articles: 10%
Twitter Retweets: 10%
Bugs Audit: 10%
Facebook Shares: 5%
Newsletter Sign-up: 5%
Marketing & Promotion: 5%

2.5 Signal Tokens Crowdsale Event

Sigs will be publicly issued through a token creation crowdsale event. The crowdsale will open on 08/14/2017 at 12pm (GMT -5) and will run through 09/04/17. Total Sigs created will cap at 150Mil Signal Tokens, with 90Mil Tokens being sold through the crowdsale for a total of 45000ETH. The crowdsale will end immediately if the 45000ETH cap is reached. We will host the Sigs crowdsale at www.spectivvr.com.

PRICING:

Level 1: 0ETH – 9000ETH = 2,400 Sigs/ETH = 21.6Mil Tokens
Level 2: 9000ETH – 18000ETH = 2,200 Sigs/ETH = 19.8Mil Tokens
Level 3: 18000ETH – 27000ETH = 2,000 Sigs/ETH = 18Mil Tokens
Level 4: 27000ETH – 36000ETH = 1,800 Sigs/ETH = 16.2Mil Tokens
Level 5: 36000ETH – 45000ETH = 1,600 Sigs/ETH = 14.4Mil Tokens

How to participate:

Users will need an Ethereum wallet; Spectiv suggests myetherwallet (MEW), but any non-exchange Ethereum wallet will just as well be able to receive Sigs. This Ethereum wallet will generate a personalized Ether address. When the crowdsale launches, users will be able to specify how many Sigs they want to buy. Then users will be prompted to input the Ethereum address tied to their Ethereum wallet, this is where their Sigs will be sent. After a user inputs their Eth address, they will be provided a unique payment address where they will send their Ethereum to pay for Sigs. Once payment has been made, users will be able to see the number of Sigs they purchased. Sigs will be distributed to the user provided Ether addresses through an Eth Smart Contract following the end of the crowd sale.

3. USERS & PARTICIPANTS

Spectiv experience for viewers, content contributors, licensed partners, and advertisers.

3.1 Viewers

Naturally, the most important element of the Spectiv platform will be the viewer experience. There are three main objectives we must achieve to offer viewers the best experience possible. First and foremost, we will make it a priority to offer a very wide range of VR experiences to choose from. This includes officially licensed live events, global user driven content, and eventually Spectiv original VR productions. Secondly, we will make the viewer interface simple, intuitive, and unintimidating. Mainstream VR adoption is currently in its earliest stages, so it is critical that the Spectiv UI is as seamless as possible. Lastly, utilizing our unique appcoin built on the Ethereum blockchain, we will make pointed efforts to ensure that viewer transactions are robust and easy to execute. Viewers will be able to earn Specs by engaging with ads. They will then be able to use those Specs to buy premium VR content or tip/subscribe to their favorite content contributors.

We will be implementing a new user sign-up campaign effective as soon as the official platform is released. In this campaign, we will credit $3 in Specs (30 Specs) and send a complimentary phone-compatible cardboard VR headset to every new user who signs up with Spectiv. Our objective is to give viewers an immediate experience with the gamified tipping process as well as a basic means to begin enjoying VR content instantly.

3.2 Content Contributors

This refers to all users who upload VR content, live or pre-produced. This content can range from experiences as novel as skydiving to activities as simple as grocery shopping. One of our initial goals is to build an immediate selection of global VR experiences for viewers to choose from. As such, we will implement incentives for users to upload content from their uniquely local regions to quickly build a global portfolio of VR content on the platform. And with the rapid commercialization of consumer-level VR recording technology, we are confident that Spectiv's VR content selection will grow organically alongside the industry.

Content creators will be able to collect tips, solicit paid subscriptions, and get compensated directly by advertisers for their contributions. We will ensure that these contributors have a smooth and robust interface to account for collections and to withdraw funds. While content creators will be paid in Specs, they will have the option to withdraw funds in other currencies, such as USD. It is important that we make this process as seamless as possible, as many VR content creators will be coming from outside of the crypto world. In other words, we will ensure that content creators will be able to easily contribute VR content and collect payment without needing to know anything about blockchain. Content contributors must go through a basic approval process in order to qualify for withdrawal of funds. This is simply to protect against spam contributions.

3.3 Content Curators

Content curators describe users who actively share VR content. These users will play a critical role in the success of the Spectiv platform as well as general adoption of VR streaming technologies. To further encourage content curators to share VR content, Spectiv is implementing an earnings system that rewards curators for capturing attention and driving it to the VR space. These curators will earn interest through Signal Tokens by generating signals to VR content.

As technological developments have made it such that there is now an overwhelming surplus of quality content on the internet, most attention payers are no longer making direct efforts to find content. In the attention market, curators provide value to attention payers by filtering through and consolidating content uniquely catered to their following. This is done by generating signals through likes, retweets, shares, etc. Today, followers are paying most of their attention to these signals rather than to the actual content creators. This creates an intermediary layer between content creators and their viewers, where a

content creator's ability to connect to viewers is no longer just based on the quality of their content, but also on how effectively their content is shared over the internet. This means that content curators play a critical role in influencing the content's overall viewership.

This new intermediary role does not present a problem in mainstream content mediums like music, video, news, etc. This is because these mediums have already been critically adopted on a large scale, such that there are more than enough curators to spread the content. In other words, this layer acts fluidly as a channel to ensure quality content gets the exposure it deserves, as determined by viewer preference.

However, this layer creates a degree of friction for an emerging content format; if curators have not adopted the new content medium, they will not generate signals to it. And since viewers are paying their attention almost exclusively to these signals, they most likely will not be exposed to the content.

Most online attention payers are no longer investing the time to search for quality content – rather, they are passively receiving it through curators generating signals on intermediary platforms. This dynamic has become an integral characteristic of attention markets and will likely stay that way.

To accelerate mainstream VR adoption, we must deliberately penetrate this dynamic. We plan to do this by capitalizing on the influence of existing content curators to reach a critical mass of attention payers. Using Sigs, we are creating a decentralized economic incentive for curators to generate signals to VR content and ultimately promote mainstream VR adoption.

Curators will be able to deploy Sigs to generate ad interest on signals to VR content. Curators will be incentivized to share the best quality VR content that they consider most relevant to their specific followership, so as to maintain follower interest (just like with any other content they signal). This means that attention payers will specifically be exposed to tailored VR content, more likely to pique their interest.

3.4 Advertisers

Commercial organizations will be able to run ad campaigns through our platform. These advertisers will pay a certain USD sum to run a campaign. Spectiv will immediately collect a margin on this sum as operating ad revenue, and the remaining share will be transferred into a Spec wallet that administer Specs as viewers engage with ads. Here is an illustration of how this will work:

An advertiser pays $100,000 to run an ad campaign through Spectiv.
Spectiv collects $30,000 as ad revenue, leaving $70,000 to be distributed.
This $70,000 equates to 700,000 Gold Specs (fixed price: $.1).
These Gold Specs will then be held in a smart contract that will only release funds when viewers directly engage with ads.
When a viewer engages with an ad, four things simultaneously happen:

1. A share of ad funds are released from the smart contract.
2. Viewer receives Specs.
3. Content contributor receives Specs.
4. If applicable, content curator earns Sigs for generating signal.

For example, a viewer might be able to earn 5 Gold Specs for engaging with an ad. The Specs distribution would go something like this:

Viewer receives 5 Gold Specs ($.50).
Content contributor receives 5 Gold Specs ($.50).
Content curator earns 1 Gold Spec ($.10), distributed as Sigs at market rate.
Advertiser's total cost for attention, net of Spectiv margin: $1.10

These numbers and related ratios will be subject to change based on a multitude of factors, primarily what advertisers are willing to pay for this attention. The basis for a viewer engaging with an ad might be $1.10 for one ad and $.30 for another. Advertising through the Spectiv platform will likely be cheaper than advertising on other platforms, as VR is still in its early stages. However, as VR technology continues to commercialize, the value of VR advertising will grow proportionately. Furthermore, it is likely that as the market value of VR advertising grows, the value of generating VR signals with Sigs will also grow. This provides the inherent value that supports Sigs: as VR gradually becomes more mainstream, the demand for Sigs by curators will also increase.

By implementing an ad revenue protocol that rewards viewers, content contributors, and most importantly content curators, we are establishing an incentive system that will aggressively drive attention to VR content and subsequently the advertising we host through this content. The most critical elements in developing this system will be our attention data analytics, manipulation protection mechanisms, and reward limits. Developing these components to support a robust ad rewards system will be one of our major early focuses.

3.5 Licensed Partners

Once we build a significant and active user base, we will be able to license rights to broadcast mainstream events like sports and concerts. We have spoken to broadcasting representatives from popular commercial organizations and they have all confirmed that viewership is the most critical element to reaching an agreement. As such, our strategy is to build our initial user base through community-driven content and then present this user base to relevant organizations. Once our viewership satisfies an organization's requirements, we can begin the licensing process. Organizations such as the NBA and NFL are already adopting these VR broadcasting partnerships*.

Revenue models for these licensed partners will vary depending on the nature of the broadcasting agreement. Oftentimes organizations will have a network that users must subscribe to for content access, and sometimes they will operate on a pay-per-view basis. Spectiv will facilitate both revenue models and also adapt to other more nuanced arrangements.

Spectiv will implement and oversee on-site VR broadcasting systems to ensure viewers the greatest possible streaming quality and experience. Spectiv will uphold the highest standard of service for viewers and as such openly welcomes all quality assurances from the organizations we represent.

*These VR broadcasting partnerships, like TV channels, are nonexclusive.

4. OBJECTIVES & ASSURANCES

Outline of objectives to meet for platform engagement and assurance protocols for capital raised in Crowdsale.

4.1 Spectiv Timeline

Q2 2017

- Finalize terms of employment within team and recruit supplemental developers and interns.
- Finalize company structure, including equity split, advisor/investor relations, employee agreement.
- Start initial platform marketing campaign.

Q3 2017

- Launch full Crowdsale of Signal Tokens.
- Hire additional platform developers.

- ❖ Work on development of Alpha platform.
- ❖ Secure content contributions with existing VR enthusiasts around the world.
- ❖ Subsidize popular content creators to adopt VR recording systems and contribute their content to our platform.

Q4 2017

- ❖ Grow user base and incentivize user-driven contributions.
- ❖ Release Alpha version of platform.
- ❖ Optimize platform; gather feedback and resolve kinks found in alpha.
- ❖ Begin discussions for licensing arrangements and partnerships with commercial organizations.

Q1 2018

- ❖ Release beta version of platform.
- ❖ Execute full online marketing campaign and referral program.
- ❖ Introduce advertisers and ad rewards.

Q2 2018

- ❖ Make pointed efforts to establish a wide selection of VR experiences, focusing specifically on variety of content.
- ❖ Launch official Spectiv website and platform
- ❖ Robust ad rewards system for advertisers, viewers, and content creators.
- ❖ Contingent on milestones met, begin plans for Spectiv original VR content.

4.2 Governance of Funds

Our mission is to make a platform that creates value for users. Crowdsale participants should be confident that funds spent on Sigs are directly supporting that platform. With that said, we have established assurances and transparency policies that will directly govern the funds received through the crowdsale.

At the most fundamental level, we are implementing an escrow that will oversee and regulate release of funds – all crowdsale funds will be received to a multisig wallet controlled by 3 independent actors:

1. **CoinVault ATM CEO, Sheldon Weisfeld**
2. **To Be Determined**
3. **Spectiv Virtual Reality, LLC.**

Funds received through crowdsale will be locked in the multisig escrow wallet until Sig tokens have been adequately distributed to all buyers. Once Sigs have been distributed, escrow actors will be able to approve the first release of funds. These funds will be unlocked evenly over three separate disbursements, contingent on the achievement of predetermined milestones and subsequent escrow approval. The disbursement schedule is outlined here:

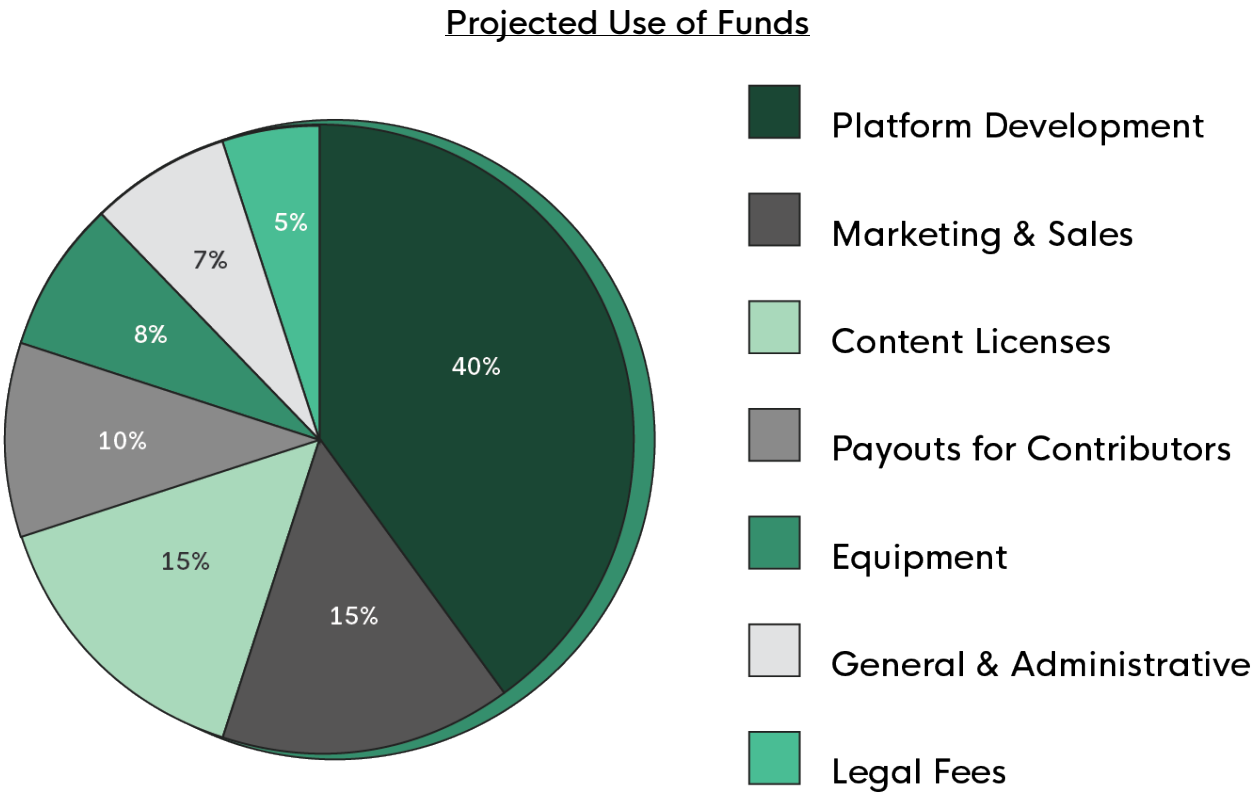
The first ⅓ of funds will be released to Spectiv immediately following the distribution of Sigs purchased through crowdsale. These funds will be converted to USD as soon as they are released from the escrow wallet. They will be used to cover further development expenses and initial marketing efforts – specifically in driving exciting, high quality VR content to the site. These funds will also be used to setup the general business operations such as setting up the infrastructure of our company, including employees, offices, etc.

The following ⅓ of funds will be released and converted upon launch of the platform beta. These funds will be used to fuel the next stage of development and expansion. This will include optimizing platform architecture, proactive efforts to build user base, and reaching licensing agreements with mainstream organizations to broadcast popular events.

The final ⅓ of funds will be released and converted upon the end of beta and official announcement of the Spectiv platform launch. These funds will support targeted online marketing efforts and platform maintenance expenses.

As a note, we reserve the right to convert the full amount of funds received from the crowdsale to USD in the case of any major crypto market movement. While the Spectiv platform runs on blockchain, the Spectiv business does not – it is our responsibility to act in the best interest of the service we are providing. As such, we would like to assure all crowdsale participants that in the case of a major market crash, we will liquidate funds to fiat as quickly as possible so that we can continue investing in Spectiv development with optimal economic efficiency. An emergency liquidation of this nature will require the same multisig escrow approval as any other release of funds.

4.3 Capital Expenditures



Platform Development: These funds will be used for building and promoting the platform. In order to meet our development objectives in accordance with our milestones timeline, we will need to recruit about 4 more full-time programmers. Additionally, these funds will be used to compensate employees/consultants for work done to help grow and expand Spectiv's user base, content contributions, and overall engagement.

Marketing & Sales: These funds will be used to raise brand awareness and drive new users to the platform. We plan to begin with a very targeted online marketing campaign aimed at reaching users who have had some exposure to VR. Our objective in marketing is not to educate people on the possibilities of VR – the industry is going to do that on its own. Our objective is to take these people who are slowly being exposed to it, and present them with the simplest, easiest to use destination for VR experiences. Our goal in doing this is to give novice VR users an unintimidating, dedicated platform to get started with. Funds for marketing and sales will specifically go toward customer acquisition and referral incentives that help us reach this segment of users.

Content Licenses: These funds will be set aside for potential broadcast licensing deals with major organizations. The prices of these licenses vary significantly depending on the organizations and events.

Payouts for Contributors: These funds will be used to promote immediate content contribution. We will directly pay existing VR enthusiasts from around the world to upload unique VR content to the platform. We will also sponsor existing influencers from other streaming platforms to contribute their content to Spectiv in VR. It is important that we dedicate funds to these efforts because this initial content will drive early viewer adoption.

Equipment: These funds will be used to acquire VR assets. This will include the setups we use to broadcast live commercial events and the camera rigs we use to record original and partnered content.

General & Administrative: These funds will be used to cover day-to-day overhead expenses; rent, utilities, travel, etc.

Legal Fees: 5% of funds or at least $200,000 will be set aside in reserve for legal contingencies.

5. ORGANIZATION & SUPPORT

Management, employees, and advisory support.

5.1 Management

Dylan Senter – CEO

Dylan is an accomplished entrepreneur who has founded multiple businesses over the past several years. He is currently a co-founder with Sensytec, a smart materials technology startup that has received over $3M in R&D funding to date. He is also an experienced e-commerce expert, operating his own Amazon storefront (SuperSenter) that generated >$500,000 in sales for 2016. His entrepreneurial achievements earned him honors and scholarship from the Texas Business Hall of Fame in 2015. His specialties are in business development, marketing, and growth strategies.

Nick Ravanbakhsh – COO

Nick has a double major in accounting and entrepreneurship from the University of Houston. He is the CFO of Sensytec and competed with Dylan Senter in

several business plan competitions across the nation. Together they won 1st place in 3 competitions and placed in several others. In addition to the work he does with Sensytec, he also co-founded Effortless Online Solutions, a digital development agency with Chris Peña, our chief of technology. Nick is a passionate virtual reality and blockchain enthusiast versed in sales, finance, economics, and emerging technologies.

Chris Peña – Chief of Technology & Development

Chris is a highly-regarded programming expert, proficient in most coding languages. He is best known for his YouTube channel, Dev Coffee, where he live codes apps and teaches programming through in-depth video tutorials. He is the CEO and head programmer of Effortless Online Solutions, a firm providing app development and design services. Most recently, he has been working on a platform for energy accounting and technology solutions under his independent firm, Rise Services. Chris has been active in the technology scene since he was a child and has a passion for keeping up with and utilizing cutting-edge technology. He has developed several commercial softwares and has experience managing teams. Chris has accumulated 11,000 subscribers on his programming YouTube channel, part-time around his personal work.

Raymond Hernandez – UI Developer

Raymond has a bachelor of fine arts with a focus in graphic design. He has done work for several local organizations in Houston through his independent design firm, RFHgraphics. His experience is in design, UI/UX, branding, and packaging. Ray is a remarkably talented artist with a unique interest in the operations side of the projects he designs for.

Bryn Bellomy – Ethereum Developer

Bryn is an experienced full-stack developer and entrepreneur, currently holding the title of Chief Technology Officer at ListenOnRepeat, a popular music discovery and curation service. The companies he founded previously have focused on a wide range of technologies, from real-time video processing to mobile applications to audio synthesis and music production tools. In addition to his experience with media tech, he has a profound passion for the cryptocurrency space and is excited to find the confluence of these two interests at Spectiv.

Justin Wood – Virtual Reality Specialist

Justin has a degree in Art and Technology from the University of Texas at Dallas and has experience in creating and sculpting 3D models for games, film, and print. Through his passion for new technologies, art, design, and making products that people enjoy, Justin gained an avid interest in front-end programming very early. This soon turned into an absolute passion for full-stack development and a dedicated career in programming. He is currently a lead developer at Rise Services, where he is working alongside Chris Peña to create a new platform for energy industry accounting.

Jasmine Nguyen – UX Developer

Jasmine is a creative, engaging, full stack developer with a passion for front-end development and UI design. She specializes in designing seamless user experiences and intuitive platform functionalities. More than anything, Jasmine has a keen ability to see through the "new users" perspective, understand what it takes to retain those users, and translate that into technical front-end objectives. Jasmine is a Coder Camps graduate.

Mirza Baig – Business Strategy

Mirza has a finance degree from the University of Houston, where he was Vice President of Corporate Relations for the Investment Banking Scholars club and placed first in the Oil and Gas Valuation Competition. He is knowledgeable in energy trading, investment banking, and strategic management and has work experience in investment management at Merrill Lynch and most recently in business development at AIG.

5.2 Advisors

Adam Richard

Founder of Volt Markets & Sutton Stone
Founder of Houston Bitcoin Meetup

Adam is a force multiplier with a broad spectrum of experience. He is the co-founder & CEO of Volt Markets (Boost VC alumnus), co-founder & partner of Sutton Stone, founder of the Houston Bitcoin Meetup, and co-founder of the Houston Ethereum Meetup, and previously co-founder of Metal Networks, Inc. (Surge Accelerator alumnus) (3-time winner at Rice University software start-up competitions). Adam has been a CTO, CPO, software project manager, start-

up advisor/mentor, branding manager, web developer, UX & UI designer, graphic designer, photographer & cinematographer.

James Duchenne

Founder of Sutton Stone
Representative for the Investment Board of Mauritius

James is an attorney, engineer, financial architect, and entrepreneurial thinker. He is an honorary representative for the investment board of Mauritius, co-founder of Volt Markets (Boost VC alumnus), and managing partner at Sutton Stone. James has experience in various fields, from Bitcoin and decentralized consensus systems, technology, mineral mining, waste management, logistics, marketing, loyalty & engagement products to capital investments. He loves working together with teams to find creative solutions for any kind of project.

Sheldon Weisfeld

Founder of CoinVault ATM

Sheldon is the founder of CoinVault ATM, an enterprise providing state of the art ATMs that allow terminal access to cash buy & sell transactions for the digital crypto-currency customer interested in Bitcoin. He is a seasoned entrepreneur and business development guru, well-versed in creating long-term value within organizations and seizing market opportunities. Sheldon is a prominent figure in the Bitcoin community and has been interviewed at several crypto conferences and events.

5.3 Legal

We have contracted José Ancer of Miller, Egan, Molter & Nelson as our company attorney, and plan to work with Perkins & Coie for our token crowdsale agreements. We have also consulted with several securities lawyers throughout the U.S. to confirm the classification of our appcoin. Our advisor James Duchenne is also an attorney and provides some legal council in addition to general business advising.

Formation of company

Spectiv will be structured as a Delaware LLC: Spectiv Virtual Reality, LLC. José Ancer is overseeing and facilitating this formation process and the related nuances. This will include structuring a cap table, adopting bylaws, appointing

board of directors, outlining equity distribution, and establishing employment policies. This is important for internal management purposes and future equity vesting options for employees. Proper structuring is also necessary for potential VC investment rounds and accelerator/incubator opportunities.

Sigs; legal implications

Signal Tokens are a product intended for use within the Spectiv platform. Sigs are not a security and do not represent any form of equity or stake in Spectiv Virtual Reality, Inc. Owners of Sigs are not entitled to any earnings or dividends associated to Spectiv Virtual Reality, Inc. We make no guarantees or projections on the future value of Sigs and we do not encourage investment speculation. Sigs are not an investing instrument. Sigs are a utility token that Spectiv users will be able to employ within the streaming platform. As such, funds raised through the Sigs crowdsale are legally recognized as product sales revenues.