

QRAVITY

CREATION REINVENTED



WHITEPAPER | version 1.0

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WHAT IS QRAVITY?

Qravity is a crowdsourcing and collaborative project management web platform that offers content creators project profit sharing. We have constructed this unique blockchain-backed platform to help creatives bring their digital media projects to market by removing financial roadblocks, talent sourcing barriers, and middlemen.



Pitched as a new home for creative expression and development, Qravity is also an online community of digital media content creators and people with visionary concepts – providing a place where creators can collectively develop and produce monetizable digital media, such as movies, music, games, e-books, and more. The platform will rely on smart contract tokens to track digital content creation, distribute project stakes among team members, and bring digital content, finalized on Qravity, directly to market. The use of blockchain technology will make the platform's transactions transparent in revenue, product distribution, and profit sharing.

In summation, Qravity enables content creators to conceive, develop, and distribute their content in greater collaboration and with fewer hurdles.

Why Qravity?

The Qravity team endeavored to build a platform that could minimize the various barriers to digital content creators and projects, facilitating decentralized content creation, the uniting of resources, and providing the necessary tracking, trust, and security for new collaborations.

Our aim is for remote project collaboration to have the same transparency and trust as localized teams, with Qravity acting as the 'meeting point' for creators to bypass traditional obstacles, such as issues with familiarity, lack of project confidence, reduced individual accountability to project success, and uncertainties equating contribution to equity.

For individuals and start-ups, the market remains challenging. Financial obstacles such as large overhead, a lack of private investment funding or government grants, and inadequate infrastructure are often the beginning. Add on the difficulties of finding sufficient core skills (design or development) and limited access to the established "big name" development companies, and many projects are put on hold, abandoned, or canceled.

Since there was no platform that would offer the desired framework – a combination of crowdsourcing, project management features, cloud based collaboration, transparent project stake distribution, and social network features – Qravity was conceived. The concept was based on content creators being ready, willing, and able to invest time and skills in exchange for ownership of the final product; essentially, crowdsourcing and crowdfunding at the same time.

The goals of the Qravity platform are as follows: bring digital media content creators together to develop their ideas, empower digital media content creators to develop their skills, and give digital media content creators ownership of the projects they contribute to. Qravity will help facilitate clear communication between collaborating digital media content creators, and manage and track the contributions of every contributor.

How Qravity Works

The Qravity platform is a decentralized, collaborative content creation platform that provides project management tools, including asset production, asset approval, file sharing, and integrated messaging for community and team communication. Individual users use these features differently, based on their project role. For example, project founders will direct the content creators to generate content. Once the project is complete, the finished product will be marketed and the rights sold to content buyers and consumers prior to distribution.

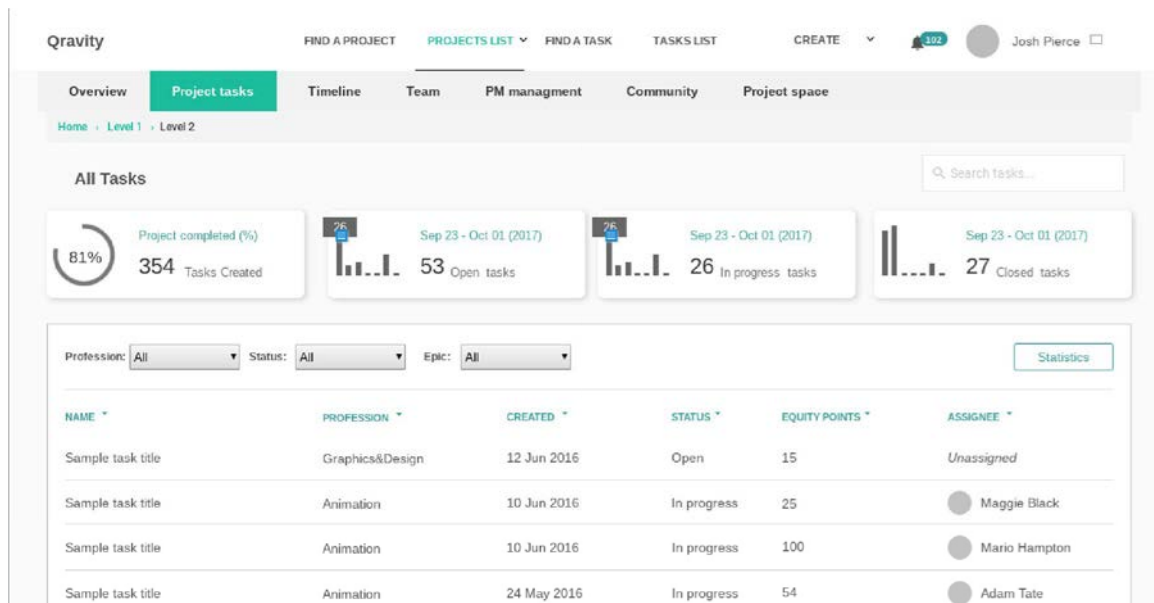
Each content creator's contributions are immutable due to the implementation of blockchain technology (smart contracts) [1]. Each contribution is rewarded with partial project ownership; whenever a content creator completes a specific task, the content creator is granted the number of Qravity Project Tokens (QPT) assigned to that task by the project founder. These QPT are tracked and created within Ethereum smart contracts, making them unique to specific projects and virtually immune to forgery or fraud [1]. Regardless of the size or complexity of the tasks, the more tasks a content creator completes, and therefore the more QPT collected, the more ownership of the project the content creator has.

Project creators have a large undertaking to plan and develop their project. By using the Qravity platform, they will have access to project development tools for creating project plans, assigning, tracking, and reviewing tasks, and communicating through a unified messaging system. After a project plan has been developed, the project creator will be able to leverage "cashless" crowd funding by incentivizing content creators to invest their time and skills into a project. For both project founders and contributors, projects will depend upon the risk-reward motif: the more time and resources spent on a project (i.e. risk), the greater the chance of a large return. Naturally, success is determined by a myriad of factors, and outcomes are not linearly generated, but Qravity is built upon the idea that continuous effort will, with suitable encouragement, freedom, and skill, eventually find success.

3.1 Qravity Project Flow

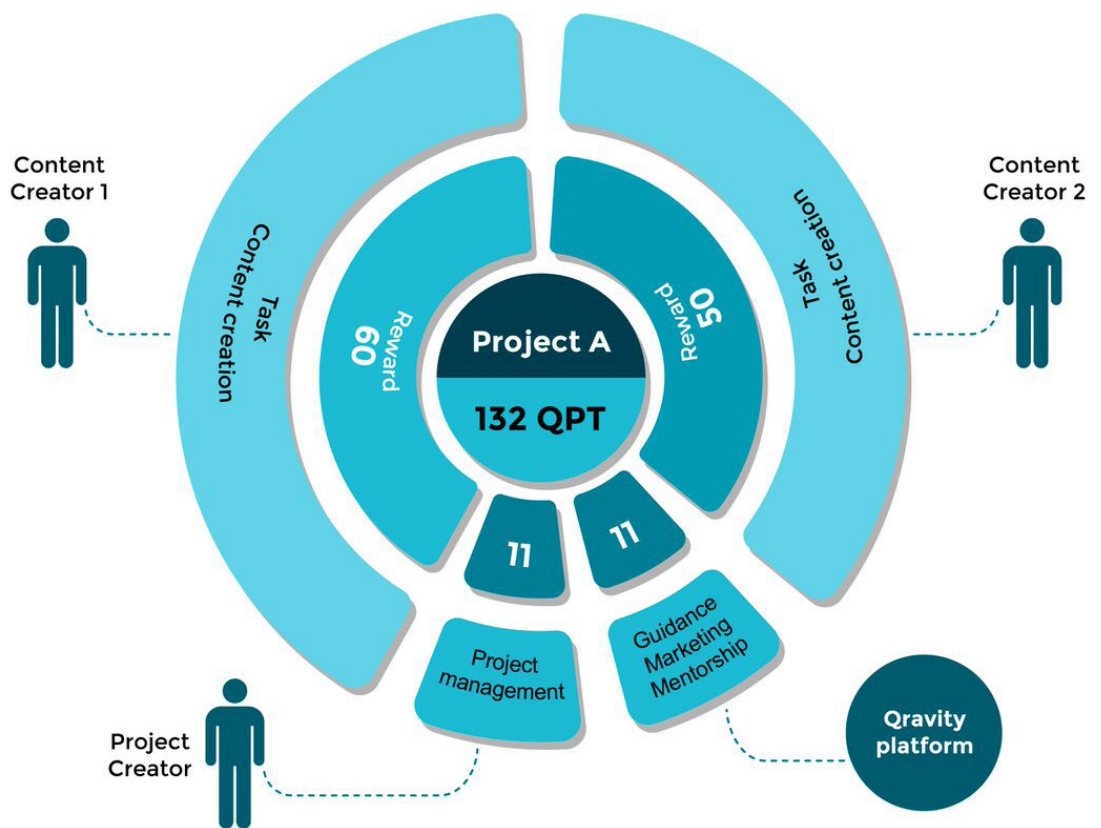
3.1.1. Project Tasks

Each Qravity project will be divided into various tasks, and each task will be assigned to an individual team member to complete. The goal of this system is to create a framework for the project founder to define a set of clear expectations for the project and content contributors, using the tasks and task criteria and task completion as milestones. Further tasks can be added to each project by the project founder on an as-needed basis. When a task is completed by a team member, the team member will receive QPT in the amount specified by the project founder when the task was created/defined. The more QPT collected by a team member during the creation of a project, the more ownership of the project that team member will acquire.



The platform is awarded 10% of the QPT of each project to pay for platform maintenance and improvements. Qravity is awarded the 10% stake when a project is ready for distribution. The project founder also receives a fixed percentage of up to 10% of the project's QPT at the time the project becomes ready for distribution. This percentage is incentive for the project founder to ensure the project is completed, and is determined using a sliding scale bar within the platform and can be adjusted

according to the individual input required by the founder. Project founders will likely be completing some of the tasks themselves, but will not be receiving any QPT for performing the tasks. Additionally, the project founder can appoint a project manager to manage the project for a fixed percentage. This percentage will come out of the founder's project management pool. This pool is defined by the slider tool that is set at the project's onset.



As previously discussed, each project will be divided into various tasks, which will be completed by content creators in exchange for project ownership, QPT. Above is a general example of how the tasks will be assigned and how QPT will be awarded.

Project founders will define new tasks by what needs to be done and how the task fits into the project, to backup and rationalize the inclusion of new tasks. QPT value will be based on the approximate hours expected to complete the task and/or the complexity of each task. For example, if 1 QPT = 15 minutes, a task that is estimated to take 1 hour to complete would be assigned 4 QPT. Five 1-hour tasks would then equal 20 QPT in total. QPT has a running total to show how many have been created to date.

The process of hiring and joining a project and assigning and accepting a task is simple, to help the project evolve quickly. The project founder will be responsible for encouraging content creators to join the project, for accepting content creators' applications to participate in the project, and for assigning tasks to the content creators who have been accepted onto the team.

After a content creator has been accepted onto the team, the project founder can assign a specific task to that team member. Each task will be explained and have a set of criteria outlined by the project founder. The team member will accept or decline that task. If the task is accepted, the task will be expected to meet the criteria outlined by the project founder. Once the task is completed, the project founder will review the content, and

either approve or reject the material based on whether the material meets the criteria assigned to that task.

If it is rejected, the project founder will provide guidance on how to meet the requirements and await another submission. If the content meets the criteria associated with the task, the team member will be awarded the amount of QPT associated with that specific task. If the content of a task meets the criteria outlined in the task description, but does not meet the project founder's expectations, the task will be accepted, and the project founder will be responsible for creating a new task, with more specific criteria, to meet the desired result.

Project Completion and Monetization

To complete a project, the project founder will have to ensure all tasks are completed, approved, closed, and in the case of obsolete, abandoned, or redundant tasks, removed. There can be no outstanding tasks when the project founder declares the project finished. The project founder will then receive an amount of QPT equivalent to the percentage he or she defined using the project management percentage pool slider.

The project founder must also confirm the project team, and declare the project as completed. Upon project completion, Qravity will commence project monetization. Monetization of the products will be achieved through the sale or lease of the product rights on the Qravity platform. Purchasers will obtain QCO and trade it for the right to use the products listed on the platform. Other means of monetization will come from selling to distributors and

marketplaces, who are willing to buy rights for a large audience or sell the content in digital stores for commission. These rights can be purchased on the platform using QCO, in the same way as individual content consumers. Once the transaction is complete, the QCO will be transferred to the QPT holders through the smart contract. Protecting against piracy will be handled through code and hashing [3] to provide an immutable record of each authorized user. In the event a distributor opts to purchase the rights using standard methods, i.e. fiat currency and paper contracts, the platform administrators will then manually transact these contracts. Upon receiving the fiat currency, the platform will convert the fiat to QCO and use the smart contracts to distribute the QCO to the team members accordingly.

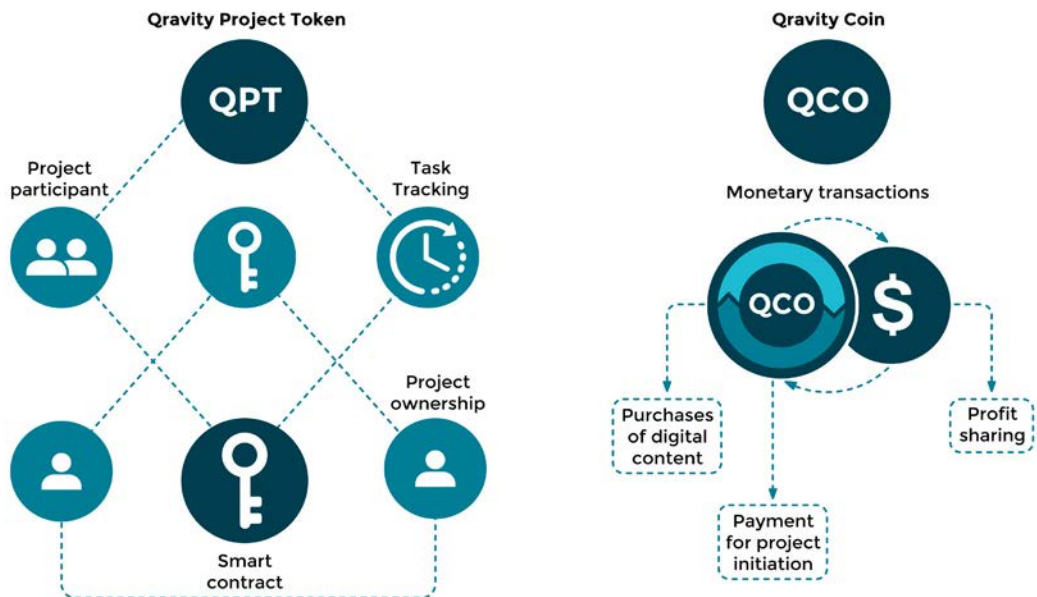
Qravity Blockchain Technology

This section of the whitepaper outlines the functionality of the smart contracts to allow tech-focused readers to see how Qravity plans to use smart contracts in greater detail. Some challenges of using blockchain, such as scaling, will be worked out using an off chain technology or an ethereum developed technology such as Plasma. As blockchain users grow, more focus will have to be on how to manage this scaling issue. Qravity also is under the impression that the scaling challenge along with the mining efficiency is being worked on by the Ethereum foundation. Qravity will not rely on Ethereum founders to provide a solution and will look for alternatives as the platform is built.

QPT and QCO

The platform will use Qravity Project Tokens (QPT) and Qravity Coins (QCO) – two smart contract utility tokens. QPT is used specifically for internal interactions that must be kept on the blockchain, such as project ownership and task tracking. QCO on the other hand is used for all platform monetary transactions, including purchasing digital content, profit sharing payouts to content creators, and starting a project. QCO that is collected during project start-up is used to pay for the internal costs of creating the project, while QCO that is collected from the content buyer is divided up among the QPT holders based on the amount of QPT each holds.

QPT owned by the platform, then the platform would receive 10 percent of the QCO that was collected from the content consumer. Each digital content creator will collect based on the number of QPT they have earned by completing tasks outlined by the project creator. The project creator will collect QCO based on the final issuance of QPT by the platform for completing the project. Below is a diagram that shows the flow of QCO within the platform and how it will operate once a project has been completed and is ready for distribution.



Smart Contracts

Qravity smart contracts will contain several components, such as Qravity Coin (QCO), Qravity Project Tokens (QPT), account functions/data, project and task functions/data. To be able to continually improve the platform through upgrades and feature additions, the smart contracts must be partially upgradable. To maintain the integrity of the token, the QCO token will not be upgradeable.

Typical software development practices, sending out revisions, and bug fixes do not work the same way for smart contracts. Therefore, to change and make upgrades, a specific coding pattern has been employed to be able to make Ethereum smart contract changes. This pattern consists of setting some contracts up in a relay or registry contract, as outlined in the best practices by ConsenSys [4]. This allows for references to be made to new smart contract addresses. When the reference is changed, or the new address defined, the old contract becomes obsolete or derelict, but stays accessible in the blockchain. As a part of the coding pattern for revisions, a shutdown function will be added to prevent people from attempting to use the old contract. This shutdown function is often called a kill switch. To prevent excess contracts from floating around without a purpose, as few changes as possible will be made.



For the interactions between the token, project, copyrights, and account addresses, there will need to be an overriding platform contract that will manage the various flows of QCO and QPT. As a consumer trades QCO tokens to watch a movie, the account address that paid the QCO will be set as an approved address to access the specific digital content. Then, the QCO transferred to the project from the platform will be distributed to the various QPT holders' addresses based on the amount of QPT held by each address mapping.

As the platform becomes more complex and introduces new functionality, such as QPT trading and QPT selling to the platform, the platform contract will require additional complexities to ensure the stability of the platform is not compromised. Further bug testing will also likely be required and can occur on the Ethereum testnet prior to implementation on the Ethereum mainnet.

The upgradable components of the contracts will be restricted to the project structure, project tasks and functionality, and the creation of new accounts. Upgrading will be done in such a manner that existing data will not be tampered with, to remain usable, but will have access to the newly added features. This is critical for the longevity of the platform as further attributes and functions are added. The data does not change, but the functionality can. These upgrades to the platform will only be accepted with a majority vote of the directors in a multi-signature wallet. Voting in this instance is different than project task voting, as the task voting is up to the content creators to initiate a vote. The voting referred to in this section is to adopt platform programming changes – specifically blockchain program changes.

Smart Tasks

Tasks within the smart contract will be instantiated using a structure (struct) to hold the tasks of that project. The structure will be held in a mapping that organizes tasks by name or number. This task structure will be a part of the project contract that tracks the QPT earned by everyone, along with the total amount of QPT for the entire project. Project managers will be able to add, assign, and edit tasks. These functions will be restricted to the project founder or the platform administrator. Adding new tasks to the project and assigning a team member to a task will be the job of the project founder. In order for the tasks to remain manageable, there will be a maximum amount of QPT that can be rewarded for each task. This maximum amount will be used to keep the task shorter than three days' work.

Qravity Accounts and User Roles

4.1. Account Creation

To participate in the Qravity online community, create and contribute to projects, or purchase digital content, different account types must be created to access the desired aspects of the platform. Each account type will require members to agree to site wide Terms of Service (TOS). Account creation includes help with platform functionality on, for example, how to use the platform, how to start a project, how to create a task, best practices for allocating QPT, etc. Mentorship and tips on masterful completion of projects and general project development assistance may also be provided through the Qravity community network and the Qravity platform team. During account creation, users can link an existing Ethereum wallet to their accounts, or create a Qravity branded Ethereum wallet

within the platform to manage their tokens. Management of external Ethereum account information, such as passwords and private keys, will be the responsibility of the account/wallet founder and will not be stored on the platform in any way. Platform generated Ethereum accounts/wallets will have private keys stored on the platform, and an account retrieval function will exist to help users who have forgotten their login credentials. This is applicable to all account holders and future account creators.

Project Founders

Project Founders will build their projects on the Qravity platform because of its unique combination of tools and features, such as crowdsourcing, advanced project management tools, and project profit sharing.

Each aspect of the platform is backed by the blockchain, making the sharing and sourcing trustworthy. Creators and contributors participate in the understanding they will be treated fairly and with transparency, which is essential in forming successful working relationships and creating a supportive, collaborative community.

Qravity ensures immutable equitability and equilibrium amongst workers, facilitating a truly digitized work economy that is spared the discord of mistrust and unfamiliarity. With Qravity, commitment, skill, and vision are the only determiners, and founders' chances for successful project completions are greatly improved.

Project Founder Accounts

The project founder account will have ID verification requirements and can submit any type of digital content project, as long as it has a clearly defined end product that can be monetized and distributed. Types of projects may include, but are not limited to, movies, music, games, audio books, and e-books. Qravity will review submitted projects in accordance with their market potential and whether they adhere to the platform's content guidelines outlined in the ToS. To initiate a project on the Qravity platform, all relevant information must be entered into the smart contract form and the project start-up fee, \$50 worth of QCO, must be paid. The start-up fee will be used for the cost of creating the project. Once the project has been started, project storage space will be provided. Only team members and the project founder will be able to access the files.

Qravity will always be allowed access to the content, to ensure that no data is illicit and that all content follows copyright and intellectual property laws.

Once a project is created, a project founder will divide the project into various tasks. The project founder will budget and assign QPT to be awarded for completion of each task. The QPT isn't created in the project smart contract until after the task is complete. The project founder will then assign the tasks to individual team members, who must complete the work to receive the QPT reward. Tasks will be visible to all team members along with their reported progress. The project founder will be allowed to create more tasks and add team members to his or her project, as needed. If a task is out-of-line with the project requirements or is unfair in terms of the reward, content creators currently working on the project can vote to have the project founder change the task. Votes are reversible, but must be initiated by the project founder. Voting will have a reasonable time limit – long enough to allow creators from different time zones sufficient opportunity to decide.

When a project founder initiates a project, a smart contract is generated and associated with the project founder account. Accounts are used to establish identity while participating in the online community. The project founder is the founder of the smart contract for the project. Control can only be transferred by the current founder. Terms and conditions for changing the founder of a project are laid out in the platform's ToS, which must be agreed to during account creation.

Content Creators

Content creators are motivated to use the platform because it offers more than a job. They do assume some risk, more so than getting a wage, but the reward for their closely tracked contributions is a potential large pay-off. Additionally, content creators can work on their own schedule, have access to mentorship, and build their professional network. Serving a similar function to GitHub for developers, Qravity will also allow creatives (and developers) to showcase their skillsets. Content creator profiles will serve as a repository of creator contributions to date and, as with platforms such as Upwork, enable interested

parties to see the real-world application, realization, and outcome of an individual's skills. Project success here is irrelevant; content creator profiles will display the accrument of skills, the creator's tenacity for project engagement, and their ability to collaborate within a group of mixed skillsets. It is our belief that success is achieved by surviving a chain of failures – and we've designed Qravity so that each project has every tool necessary to achieve large returns.

Content Creator Accounts

Similar to project founder accounts, a content creator account will have ID verification requirements, as content creators will earn a stake in projects and accumulate value on their accounts. To both protect their property and maintain security of the platform and community, members are required to provide detailed information that adheres to Know Your Customer (KYC) [6] identification.

The secure third-party ID verification service Jumio [7] will be used to complete this verification process. Once the data is entered, the platform will generate the appropriate content storage space and access capabilities to the platform's project creation, collaboration, and profit stake earning features.

Distributors

Digital content is usually distributed through downloads, streams, theatrical releases, television, or physical media, such as Blu-Rays and DVDs. Typical distributors of popular content are, as examples, large film publishers, game publishers, smaller territorial media distributors, and video-on-demand platforms.

For the most part, distributors are used to acquiring digital content through the traditional way of pre-financing productions, making pre-sales agreements, and acquiring different distribution rights for their respective territories.

We recognize that the ways media is acquired and distributed must change, to mirror the new pace and dynamism of media production. The Qravity platform provides flexibility in the 'how' and 'when' of media distribution. Using Qravity, distributors can acquire the distribution rights at any point of the production process, observe completion statuses, and have access to content crowdsourced from a global market. In the end, distributors will benefit from having a finished product that is readily available to provide to consumers, netting them multiple revenue streams.

Distributor Accounts (Client Accounts)

Ideally, a Distributor account will be created to obtain a product's distribution rights. However, due to potential adoption challenges of blockchain-backed B2B payments in the immediate to near future, standard paper bound agreements and fiat currency may be accepted and processed using manual methods. The use of the tokens for payments will be incentivized to generate pressure to move to the more efficient methods of procurement. Digital media will be purchased from the Qravity platform and the fiat currency will be converted to QCO by the platform to distribute to the project team. If the client wishes to use our blockchain technology, they may acquire QCO through a cryptocurrency exchange.

End Consumers

End consumers will have the benefit of accessing quality digital content produced by a global, diverse market. Qravity's offered diversity will come from opening production and distribution to fringe markets and underrepresented niches. Producers that struggle to create awareness, garner initial enthusiasm, or attract pre-production finance will have new opportunities in the Qravity marketplace. Likewise, as media producers become more experimental, and their content unrestrained by mainstream politics or extraneous influences, consumers will gain access to new, otherwise unexplored, shelved, or undeveloped content.

The Qravity platform provides direct access to all products created within it, and will be open to cooperation with movie distributors and Video-On-Demand (VOD) platforms (e.g. Amazon Prime, Netflix, Shaw On Demand, Telus On Demand, Hulu, etc.), games marketplaces (e.g. Steam, GOG, GMG, Humble, Itch.io), and audio-book and e-book platforms (e.g. Amazon and Audible). To elevate platform awareness level, we intend to retain brief time periods to advertise and premiere Qravity content exclusively on the platform, unless there are specific distribution deals agreed to by Qravity to yield additional revenue for premiering content.

End-Consumer Accounts

An end-consumer account only requires an email address, password, and Ethereum wallet address to get started. This account allows consumers to quickly begin consuming digital content from the platform. This account will also be used for the ICO participants giving them the ability to use the platform once the consumer options become available.

Platform Roadmap

From the platform's conception in 2016, development has come a long way. Currently, the platform is undergoing the final stages of wireframe development: each stage and function of projects are being carefully planned out and integrated into the platform. Once these aspects are finalized, blockchain integration will begin. The development of Qravity to date has been funded by the founding team; the funds raised from the ICO will carry the operating platform into advanced development, project/product creation, and distribution of products.

Upon completion of the Initial Coin Offering (ICO), the sale of the Qravity Coin (QCO), a full-length 3D animated feature film named Lizzard Maddox (LM) will be produced using the Qravity platform. Lizzard Maddox will be Qravity's prototype project – the first digital content production to exclusively utilize the platform's features and technology for development, distribution, and monetization. Initially planned to be produced and distributed traditionally, Lizzard Maddox will accomplish three goals for the platform: one, attract content creators to use Qravity, kick starting its growth; two, ensure the platform is functional; and three, identify deficiencies and improvement opportunities, serving as its beta test.

The beta release will consist of the already existing platform that has been undergoing additional development as shown in Phase 2 in the timeline diagram below, combined with functional blockchain smart contracts. This beta release will be used as discussed.

Project Investment

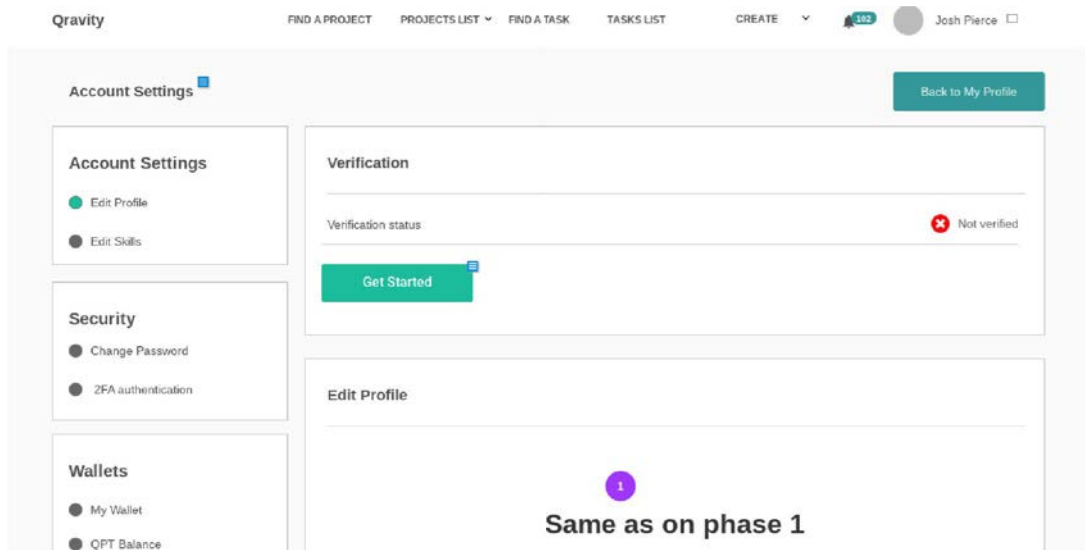
A future feature of the platform will be to have project specific investment in the form of QCO being deposited into the project for ownership in the project. Much the same way as Project Founders will be granted a specific percentage of ownership, the Private Investor will also be given ownership, in the form of QPT, upon the completion of the project, the amount of ownership will be determined by the founder using a similar tool currently used to allocate the QPT percentage given to the founder or project management team.

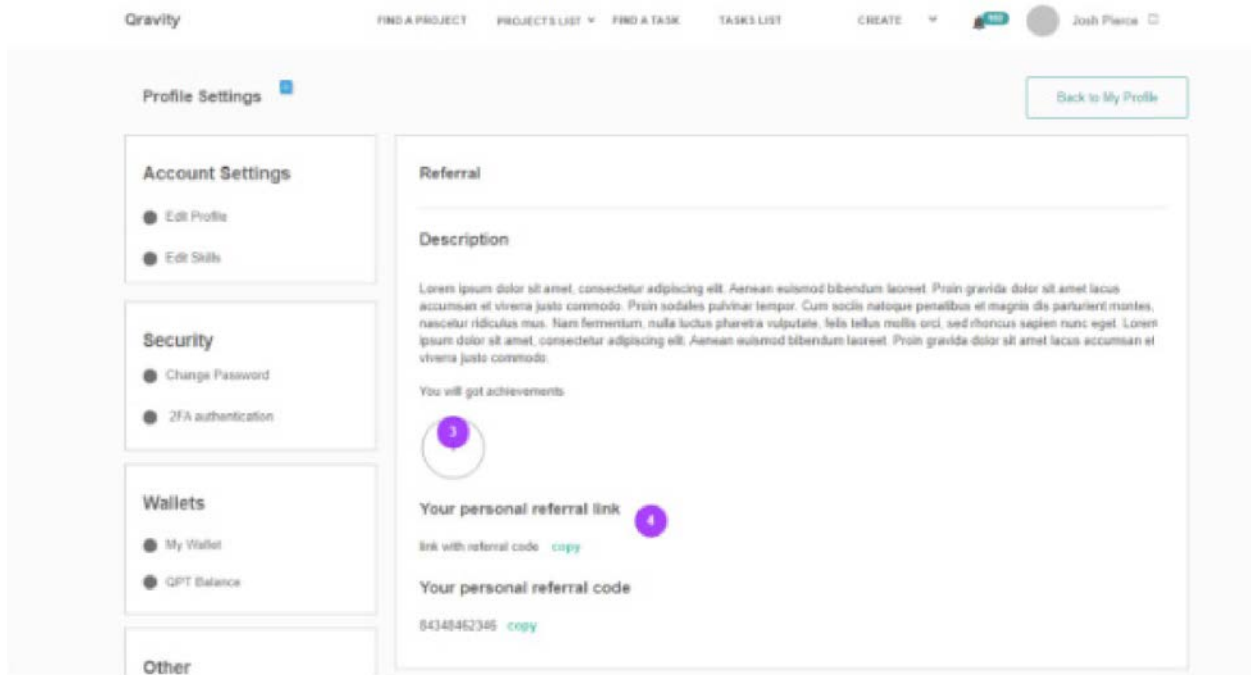
Achievements

Gamification and individual achievements will also be added in the near future. These features will allow people to gain non-monetary experience points (XP) as they complete tasks and start projects. These points will generate an internal ranking system that will show the amount of involvement or contributions each content creator has made by an informal score. This can be used by the Project Founders to help choose their team. In the wireframe screenshot below you can see the test data showing the content creator's score, and experience points until the next level.

Referrals

Individual referrals will also be a part of the platform's future where users will have the opportunity to invite colleagues and friends to contribute to various digital media projects. When these referred people sign-up and start a project, the individual that referred them will earn an achievement and experience points as an incentive to help build the platform user base. The screenshot below shows the user's referral page conceptual design.



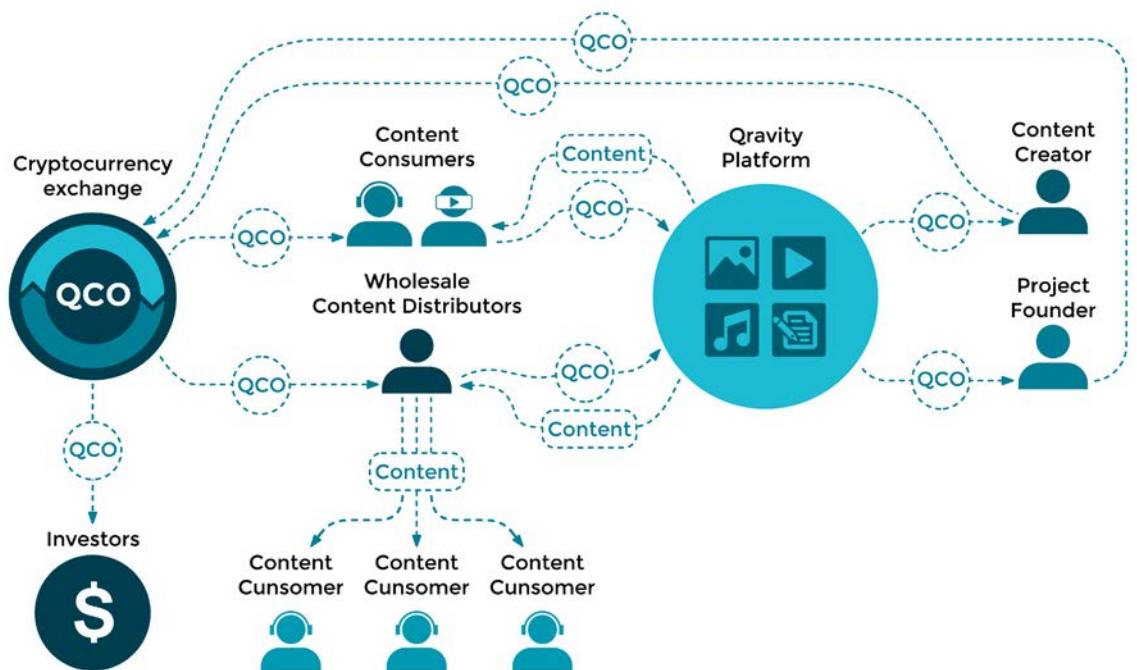




The platform will be live, but only for those that will be creating the movie. Upon completion of the movie, approximately in Q3 of 2019, the platform will be updated according to the findings of the beta test. In addition of the community driven features and platform improvements being added, this stage will address scaling. By addressing scaling at this point, we will prepare the platform for widescale user adoption. Once these updates have been completed, and the movie is in the distribution phase, the platform will open to new users.

Business Model

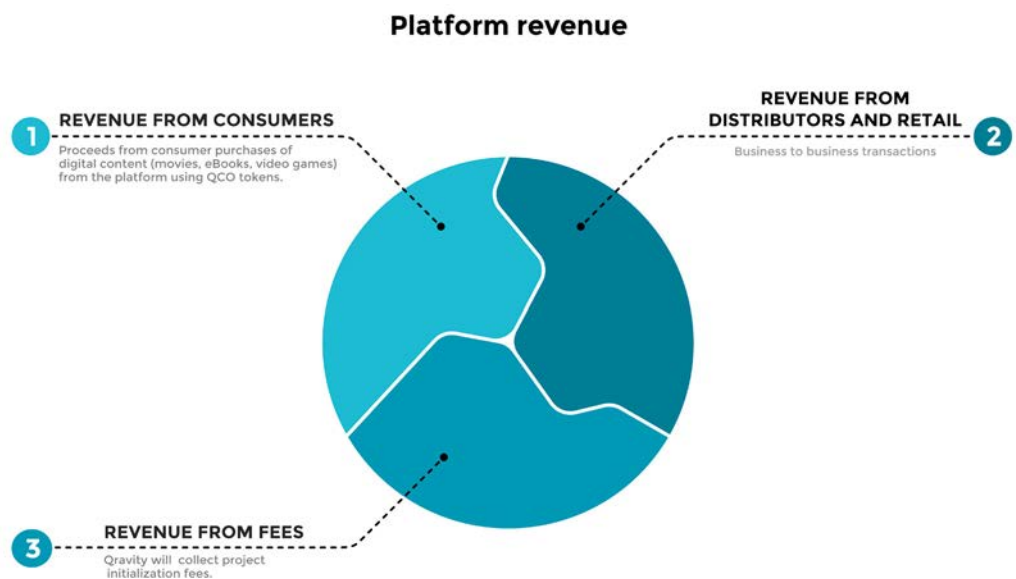
The platform revenue is generated by sharing ownership in each project, on a percentage basis, and by licensing content to consumers. The percentage Gravity takes is fixed at 10%. To earn this percentage, the platform offers a host of supportive and guiding features such as mentorship, marketing help, transparent payment dissemination, and product distribution. The following diagram shows the flow of QCO or revenue in the platform. Where the Wholesaler Content Distributor (WCD) is depicted, Gravity can manually create paper contracts and transfer the fiat into QCO on behalf of the WCD then inject it into the platform – up until the time B2B blockchain transactions are used.



6.1 Platform Revenue

6.1.1 Revenue From Consumers

As indicated above, in addition to shared ownership in each project, Qravity generates revenue from consumer purchases of digital content from the platform using QCO tokens. These 'purchases' include renting movies, or purchasing digital books (eBooks) or video games. This model is no different than existing models except for using QCO. The reason QCO is used is to create transparency in purchases for all the stake holders. As a blockchain technology, QCO will ensure each content creator, project founder, and Qravity is paid their share of the profits. Smart contracts ensure no tampering with profit sharing is possible, and that a history of activities and transactions is automatically created and secured.



Revenue From Distributors and Retail

Business to business transactions at this point have namely been processed in the traditional manner, pen and paper, and it's only a matter of time until businesses will adopt crypto tokens and crypto currencies for their business deals. The interim plan is to manually distribute funds collected through traditional business to business transactions from wholesale distribution networks, such as Steam, by converting to QCO and depositing the QCO into the project.

Ideally, Steam would collect payments from its customers in fiat, send that currency through an exchange to convert to QCO, and then send Qravity the QCO as payment – as this is the way the platform is intended to operate. Once Qravity receives the QCO, Steam will have access to the content.

Because of the adoption factor, QCO may not be used to directly make purchases from large institutional clients. In this case, the system used would be manual – and Qravity will have to set up client accounts and blockchain addresses with those it has created a paper contract with.

Qravity will accept the fiat payment on behalf of the entire project, convert the sum into QCO on an exchange, transfer the QCO to the platform client account, and then make the purchase on the platform using the client account. It will be a manual process compounded by adoption challenges, and there may be a set time period in which the process must occur.

Revenue From Fees

The platform will also collect fees from the initialization of new projects. Marketing will be paid for by project founders using QCO, or provided by crowdsourcing.

Competition

Qravity

Qravity will not be competing directly with production studios, as it will be offering an alternative production and distribution format for digital media. Competition in the digital media industry is extensive, but the business model that Qravity offers its collaborators is unlike any other- designed for a new generation of consumers and creators.

Qravity operates differently. Traditional digital media companies have large overhead and operational restrictions or costs (e.g., leasing and renovating workspace and salaries for employees). Content creators at Qravity, meanwhile, are able to work from home or other preferred locations, increasing the likelihood of a better work-life balance. The content creators will receive royalties and ownership in the product rather than salaries or hourly payments. As a result, content creators or content contributor stake on some of the risk of deferring payment until a future time or receiving no payment at all, but can reap the rewards of profit sharing and long-term residual income for successfully completed projects.

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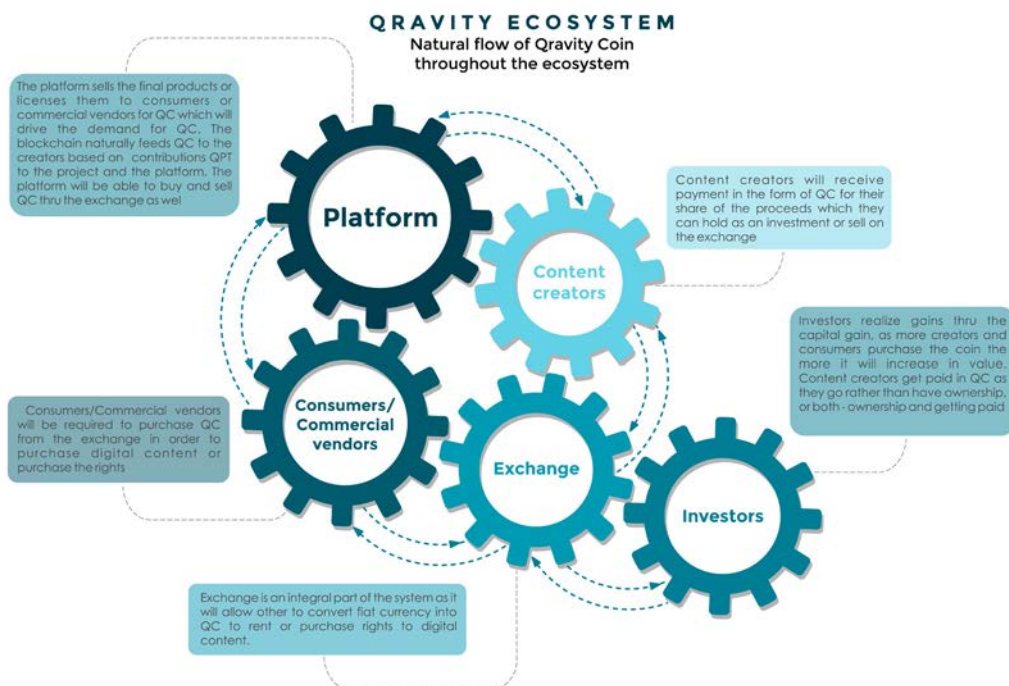
Qravity is facing competition from blockchain-backed companies like Colony, Co-foundit, and Decent. However, the three examples cover only specific aspects of what Qravity does. Colony does not have a single corporate leader; it leverages the crowd then pays individuals for time. Co-Foundit helps blockchain companies develop their idea, while Decent offers content distribution, development, and collaborative crowdsourcing/funding. Included in the indirect competition list is 21million that is a TV series that draws on the blockchain crowdfunding to create in involves some of the contributors in the filming. SingularDTV is another indirect competitor that creates live shows using project management tools and crowdfunding for their creations.

Qravity, meanwhile, uses crowdsourcing for crowd funding, and team members share project ownership. As a result, Qravity will be able to provide content creators and content consumers with more extensive benefits than all the current competition combined.

A recent addition to the competition is rhovit.info, who provide a partially similar offering to Qravity. The largest difference is that rhovit doesn't offer the ability to create projects and is lacking project management tools. The blockchain functionality is also different, as the tokens for rhovit.info are mined within the platform and fiat currency is accepted. Accepting fiat directly jeopardizes the value of the tokens and complicates the structure of the compensation to the content creators. Qravity offers its content creators value in the ownership of projects and the token is supported and reinforced by continually adding new projects and content consumers.

Crowdsale and Tokens

QCO will be sold to early investors and adopters during a crowd sale (ICO) in November 2017. The token will be used for multiple purposes – such as accessing digital content and creating projects within the platform. As more people consume the digital content curated and distributed on the platform, and more content is created on the platform, the demand for QCO will increase. As the demand for QCO rises, the value of QCO will rise. More frequent use of the token is expected within the first year of operation, as the number of products available on the platform increases and the number of people signing on to benefit from the crowdsourcing increases. [5]

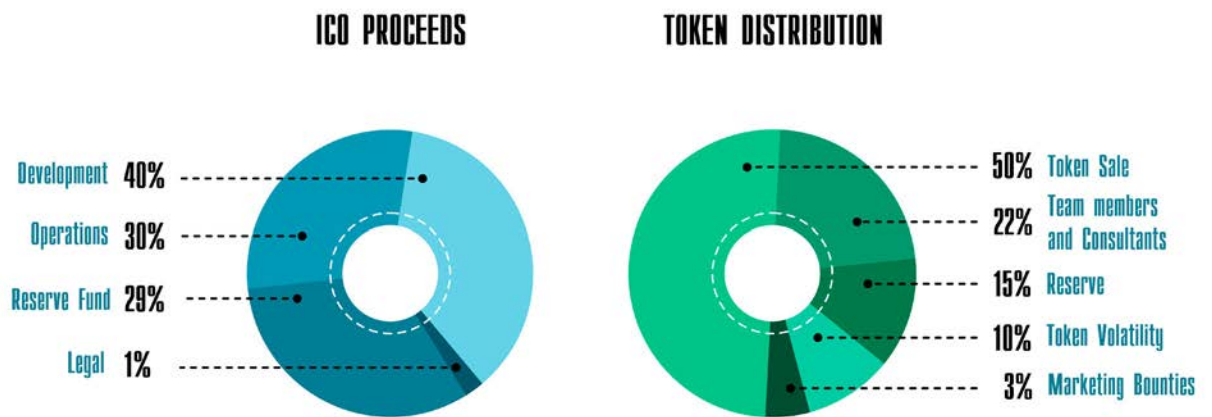


ICO Proceeds

Most of the capital raised by the Initial Coin Offering (ICO) will go towards paying for the developed product, further development, and operating the platform over the next several years until it is self-sufficient. The anticipated date of distribution for the first movie Lizzard Maddox is approximately Q4 2019. The reserve fund will be used to help minimize the volatility of QCO as reliability and consistency is important to consumers and contributors. Legal and incorporation costs will also be recovered with some of the funds.

Token Distribution

The tokens will be ERC20, and will be distributed according to the pie chart below. The largest portion of token distribution will be attributed to token sales. Token stability is an important part of an ecosystem and it will be a goal of Qravity to help minimize volatility – facilitating large transactions of QCO via the exchanges by selling large amounts of QCO when buyers want to purchase access to digital content. The remainder will be distributed to team members, advisors, directors, and consultants. Bounties will also be offered to those that assist in the marketing activities that result in ICO participation.



Token Spec Sheet

Token Name:	QravityCoin
Token Symbol:	QCO
Token Total Supply:	1,000,000,000
Token Decimal points:	10
Funding Hard Cap:	\$30,000,000 USD ≈ 30,000 Ether
Funding Minimum:	\$750,000 USD ≈ 750 Ether
Funding Target:	\$18,000,000 USD ≈ 18,000 Ether
Token USD equivalent:	\$0.08
Token Sale Address:	TBD
Token Utility:	Qravity Coin will be used to provide tracking and act as the financial currency to complete transactions within the Qravity platform. Workers will get paid in QCO when products are purchased. Products are purchased in QCO, and the platform earns its revenue in QCO. Projects are also initiated using QCO.

Token Sale

The tokens will be sold according to the table below.

Sale Dates	Token Price Eth	Token Price Eth
PRESALE: December 15 2017-January 15 2018	25,000 QCO/ETH (\$0.04)	25,000 QCO/ETH (\$0.04)
January 16, 2018-January 22, 2018	20,000 QCO/ETH (\$0.05)	20,000 QCO/ETH (\$0.05)
January 22, 2018-January 31, 2018	16,666 QCO/ETH (\$0.06)	16,666 QCO/ETH (\$0.06)
February 1, 2018-February 7, 2018	14,285 QCO/ETH (\$0.07)	14,285 QCO/ETH (\$0.07)
February 7, 2018-February March 1, 2018	12,500 QCO/ETH (\$0.08)	12,500 QCO/ETH (\$0.08)

Note that unsold tokens will be put into a specialized holding account for 36 months, to be used for future development. If the lowest fund target is not met, the funds will be refunded to each contributor. To help maintain a healthy token ecosystem, the QCO provided to team members, advisors, directors, and contractors are required to held for 18 months, prior to selling, using, or exchanging their QCO tokens. It is the expectation of the Qravity community that if sold, the number of tokens being sold is copacetic with the terms of the token compensation agreement. The agreement will be between the platform owners and the team members, advisors, directors, and contractors who received tokens as a form of compensation, to ensure the token is not compromised by large blocks of selling or buying, using the tokens provided as a means of compensation. During the crowd sale if something goes wrong, the contract will be paused until the issue can be remedied.

Liquidity and Stability

Content creators who use the Qravity platform will want to know if their efforts will be devalued by a price drop in the token caused by reckless behavior and a lack of planning. It is the goal of Qravity to instill value within the QCO and avoid extensive swings in price by providing liquidity to large purchases by content consumers or wholesale consumers. Essentially, the platform will sell tokens when there is a planned large purchase of QCO and purchase QCO when there is a large sale. Some of the proceeds of the token sale will also be used for this purpose. The level of this activity will be reduced as the platform catalog becomes more robust with more digital content, at which time the market can freely define the price of QCO.

In the event of a large, short-term purchase of tokens by a single client, the Qravity platform may agree on a price with the client and sell the desired number of QCO at a fixed price through an exchange. This type of buyer's agreement makes the transaction less prone to QCO price fluctuation by setting the price, and can help with liquidity in the token markets at the time of the QCO purchase (or at the time of QCO selling by content creators who will receive the tokens after the sale transaction is complete).

Tokens will be listed on XYZ exchange within six months of the ICO, to generate increased interest in the platform.

Corporate

Reinhard David Brandstaetter

Qravity Founder, Managing Director

David Brandstaetter is the founder and managing director of Qravity. He has a creative background in film distribution and music production and, before Qravity, worked on projects for Sony, Warner Bros, and New Line Cinema, including coordinating the recent UK Blu-ray release of the Lord of the Rings, Final Destination 4, and Time Traveler's Wife.

His music production projects include music orchestration for Harold Kloser on Roland Emmerich's 10,000 BC and audio production on Rockstar Game titles: Max Payne 2 and GTA Vice City. David is also the producer and co-developer of Tectonic Slide's current projects and, as well as being involved in many aspects of production, provides overall project management and quality assurance.

Christian Sascha Dennstedt MSc; Dr. med. univ.

Qravity Co-Founder, Advisor, Business Development

Christian S. Dennstedt is a co-founder of Tectonic Slide Entertainment, and a developer of investor relationships and professional networks. As an entrepreneur and business angel, he operates across a wide range of industries, including biotechnology and medical diagnostics.

Christian is a trained microbiologist and physician, and has founded several biotech start-ups, such as Quantapore Inc., USA, and MacroArray Diagnostics (MADx), Austria.

He is Tectonic Slide Entertainment's primary investor and business angel, and doubly serves as a creative and visionary business advisor for the company – involved in sales, licensing, and product brand marketing.

Michael Sormann

Platform Advisor, Project Management, 3D Animation

After several years working as lead artist at Vienna-based Rockstar Games Studio, Michael began creating character design and animation for international advertising agencies. He developed the original concept of Theme Planet – a project he always envisioned going to theatrical release. More than most, he's familiar with the challenges of producing and distributing animated content, and hopes his work will lead to better solutions for future creators.

His short film, Bunny Situation, created within the Theme Planet universe, was part of the Prix Selection of the Ars Electronica Animation Festival '08 and reached 1.7 million hits on YouTube.

Michael is now one of the most well-known 3D artists in the graphics community and has won a Master Award (Expose3, Ballistic Publishing). He gives lectures in 3D animation in Switzerland at University Zurich, as well as presentations in the US (Siggraph 2008, Sun Diego, Autodesk).

He serves as an advisor for the Qravity platform and Lead Artist and Project Manager for the platform's beta project – Lizzard Maddox, an animated film.

Christian Haas

Creator and Art Director of Lizzard Maddoxx
Advisor, Creative Consultant, 3D Animator

Christian has worked as a storyboard artist and 3D character designer in the video game and film industry for several years. After working on animations for commercials and The Sting 2, a video game, he moved onto develop concepts for animated TV series and feature films. He has also illustrated print cartoons for art magazines and art agencies.

Christian's combined experience in script writing, directing, and camera operation, and his experience in animation for films and TV and visionary concepts, make him Qravity's ideal first project founder – as the Creator and Art Director of Lizzard Maddoxx.

Christopher Barber

Blockchain Advisor and Whitepaper Author

Chris is a project manager, Blockchain consultant, and business analyst with 10 years' experience managing large engineering projects. His breadth of management experience, from the oil industry to software and platform development, enables him to confidently navigate complex, multi-stakeholder projects to successful outcomes.

He has a degree in Computer Science which, combined with his natural love for tech, led him to focus exclusively in Blockchain projects, as a space rife with both opportunity and missteps. Specifically, he helps companies develop their product by programming solidity smart contracts, as well as providing business analysis and solutions.

His role in Qravity is to ensure the successful integration of Blockchain by keeping apprised of the technology's evolution, emerging market opportunity, and framing the real-world application of smart contracts as they relate to Qravity's goals and mission.

Łukasz Cimer

XXXX

Łukasz Cimer is a Blockchain expert with extensive experience in IT problem-solving. His work for both start-ups and large corporations has provided a broad understanding of the IT challenges common across industries, and the idiosyncratic difficulties shared by each organization.

Łukasz graduated from AGH University in Krakow, Poland, with an Economic and Computer Science degree. Since then, a combined passion for economy and IT naturally led him to focus on Blockchain – as an exciting new technology with ample ground for complex problem solving.

His role in Qravity is to ensure the platform's Blockchain integration occurs securely and smoothly.

Kieran Costello
Brand and marketing director

Kieran Costello is Qravity's brand and marketing director. He has eight years' experience producing copy and developing communications for the market's leading giants and start-ups. He specializes in developing the brand identity of 'edge' companies – those innovating in uncharted spaces and developing new solutions to legacy problems. This naturally led him to focus on Blockchain-based solutions. He is responsible for developing Qravity's brand, communications, and marketing for the ICO and beyond, ensuring the platform's unique offering is effectively communicated to audiences, and building awareness.

B. Development Team

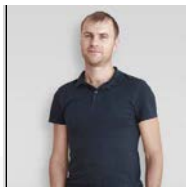
SteelKiwi

SteelKiwi is an international software development company, that has been working on astonishing web and mobile projects since 2011. SteelKiwi built Qravity from ground up, creating its design, backend architecture, running QA, audit and testing. The amazing idea behind this project has been a notable inspiration to everyone in the company, not only to those directly involved in its creation. SteelKiwi is very proud for having been a part of Qravity.



Sergey Shevchenko

Sergey is a young, ambitious and creative UI/UX designer at SteelKiwi. He has been working in this field for over 5 years. Over this time, Sergey has completed many interesting and challenging projects. You can find the examples of his work on Behance and Dribbble. Sergey created the stunning look of Qravity, made it logical, comfortable and user-friendly.



Igor Kravchenko

Igor is a member of SteelKiwi quality assurance team. He has been working in IT since 2011, and has been a QA engineer for the last 2 years. Igor meticulously examined all parts of Qravity, making sure it provides a seamless bug-free experience.



Alexey Morgaev

Alexey is a professional Python developer at SteelKiwi. He has been developing awesome projects since 2012. Alexey's positivity and attention to detail were a great contribution to the creation of Qravity. He is the one responsible for its backend development. With artful server architecture and its implementation, Alexey ensured the outstanding speed and efficiency of Qravity's performance.



Olga Semusheva

Olga is an experienced SteelKiwi Project Manager, working in IT since 2012. She is a positive, kind and dedicated person, willing to do whatever it takes to achieve the best results. Olga managed the development of Qravity. Her discipline and hard work united the team and helped them meet all deadlines and requirements.

Corporate structure



Qravity GmbH & Co KG, Zweigniederlassung Zollikon
Forchstrasse 104
CH-8125 Zollikerberg, Kanton Zürich
Switzerland



E-Mail: office@qravity.com
Phone +43 664 111 41 00
D. Corporate Partners
Partners: SteelKiwi

Security

User identification and security is an important aspect of the platform that must be addressed to ensure the integrity of the users, products associated with the platform, and the platform itself. Each user will be required to provide the platform with a valid copy of photo identification. This photo identification will be saved within the user's portfolio on the platform, along with a screen shot from a video conference call. A video conference between the project founder and the content creator will be required, to prove or confirm the identity of the person by comparing their photo identification to the person in the video conference. This is done so that content creators accounts are secure and so changes to billing or royalty payment information cannot be made without a facial match. Further to this, links to social media, websites, and blogs will help confirm the person's identity, ensuring the person matches the photo ID provided and is in fact who they say they are.

Mitigating risk and increasing security for the platform and ICO is essential in establishing a healthy community of content creators. The tokens being created and sold to the public will be made using already proven and tested ERC20 open source code as a base, then be tested to ensure no known vulnerabilities exist. This ERC20 token will be the QCO token issued at the time of the ICO.

QPT token contracts will undergo more in-depth testing as they are not necessarily already proven. As precautions, Qravity will ensure no external addresses to the platform will be allowed to call functions, and that voting and changes only happen using the project founder and team addresses. A bug hunt (or bug bounties) will be issued to improve security in the next iteration of the platform, and extensive testing will be completed prior to any further functionality additions.

Vulnerability to attacks increase with each new line of code, with new opportunities for unforeseen problems. The code for this platform will make every attempt to follow the best practices as laid out by ConsenSys [4].

Legal DISCLAIMER

The Qravity platform is dedicated to helping content creators build products and portfolios that they will retain the rights to. In this platform, it is the intention of the directors to abide by the most stringent Security and Exchange Commission (SEC) investment rules and regulations to protect the rights and of the content creators, customers, and potential supporters. A strong legal team has been hired to ensure that these rules and regulations are upheld.

Several key components of the SEC rules and regulations, including the Howey Test and section 21(a) of the securities and exchange regulations, will be discussed in this section, to ensure all reasonable actions have been taken to meet or exceed the requirements and standards set out.

None of the product ownership will be purchased by content creators or investors, but will instead be earned by each individual content creator. The platform reserves the right to refuse distribution of a product that is inappropriate, according to international laws, or of content that in the opinion of the platform administrators infringes upon the copyrights of specific materials.

The platform can agree to purchase the product ownership or QPT that a content creator has earned, under the terms of the service agreement. However, the platform is not obligated to purchase any QPT from any content creator. Know Your Customer (KYC) and Anti-Money Laundering (AML) will be discussed and adhered to.

(waiting on legal advice for more details). It is for project collaboration only.

Purchasing of the Qravity Coin will be done in agreement with the terms and conditions of the token sale. If a platform user would like to sell their Qravity Coins, they can do so through a licensed exchange.

Other whitepapers seem to have a fairly lengthy disclaimer, often a must is that any IP address that is US must prove its investment eligibility as an early round of funding. Disclaimers also typically include

QRAVITY

The Qravity platform will not distribute, sell, rent, lease, or otherwise redistribute copyrighted material that will infringe on intellectual property owned by third parties. All materials that require third party agreements will be done so through the platform where the platform can manage and maintain the rights digitally within the blockchain. Any third party licensed materials must only be used in the manner they were licensed. Licenses to use such materials must be provided by the team members that are using the materials, prior to any product going to distribution.

Obligations to initial seed investors will be respected and honored. These obligations are as follows:

An initial investment of \$250,000.00 USD was made by an Angel Investor to develop the platform concept and initial MVP.

References / GLOSSARY

- [1] Immutability and virtually immune to forgery or fraud as realized by the definition of safe data kept by thousands of copies around the world in blockchain, also known as consensus. This data is secured using cryptography. <https://en.wikipedia.org/wiki/Blockchain>
- [2] <https://cryptoinsider.com/blockchain-set-to-disrupt-the-entertainment-industry/>
- [3] Cryptographic Hashing function https://en.wikipedia.org/wiki/Cryptographic_hash_function
- [4] ConsenSys best practices <https://consensys.github.io/smart-contract-best-practices/>
- [5] Know your customer (KYC) is the process of a business identifying and verifying the identity of its clients.[1] The term is also used to refer to the bank and anti-money laundering regulations which governs these activities. Know your customer processes are also employed by companies of all sizes for the purpose of ensuring their proposed agents, consultants, or distributors are anti-bribery compliant. Banks, insurers and export creditors are increasingly demanding that customers provide detailed anti-corruption due diligence information.
- [6] Jumio, "Trusted Identity as a Service" is a company that provides ID verification to enhance security on web based systems. This will be applied to Qravity to keep users and contributors safe from fraud and theft. <https://www.jumio.com/>