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Veredictum.io

VENTANA TOKEN SALE

<https://tokensale.veredictum.io>

Executive Summary 2.5

Last updated 25.7.17

**DISCLAIMER**

The enclosed Executive View is designed to be a snapshot of the full funding pack. It is designed for information purposes only and may be subject to change. Whilst significant changes are not anticipated, changes may occur as a direct result of many areas that could affect our Token Sale – for example but not limited to - the profile of our funding supporters, technology changes and regulatory changes. As a result, this document is provided for information purposes only and should not be relied upon as a statement of fact. Blockchain-based technologies are very immature and constantly evolving. The risks within the cryptocurrency markets are very high, varied and constantly evolving. This could have impacts resulting in you losing part or all of any financial commitment made. Professional advice and guidance before considering supporting the VENTANA Token Sale is advised.

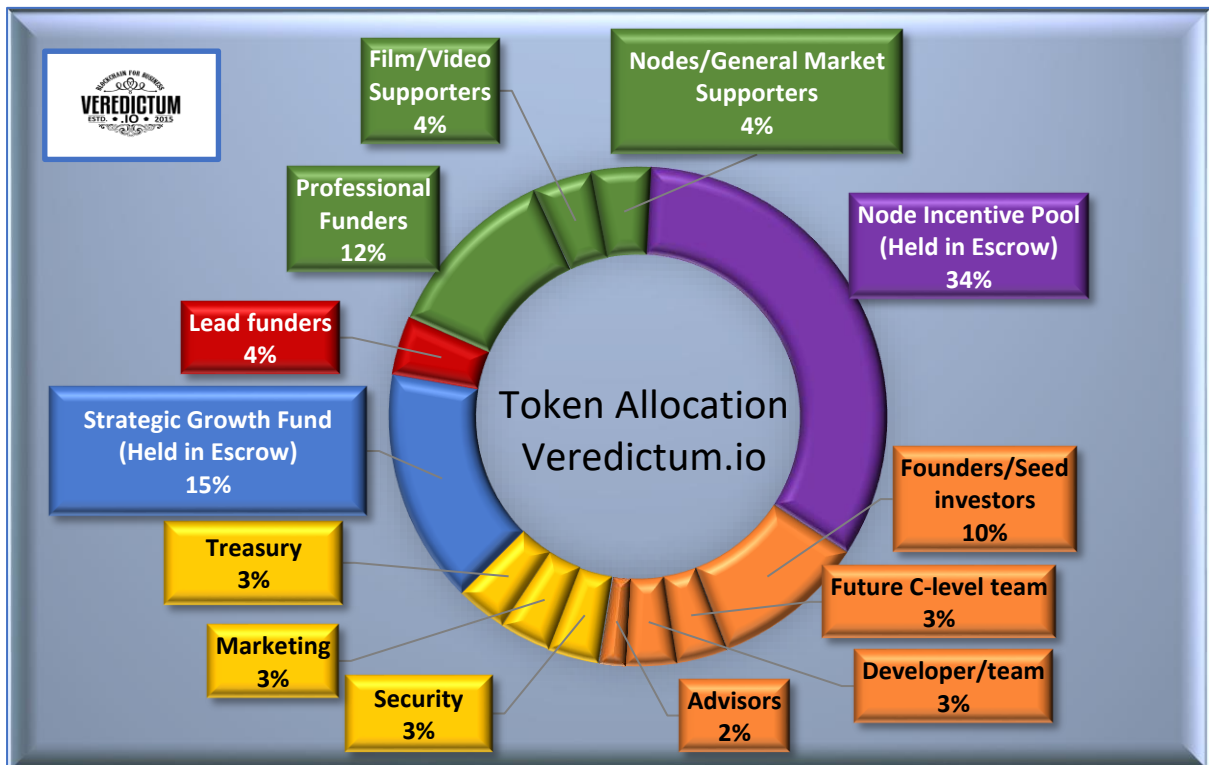
**Please Note:**

- **We are unable to accept support from US citizens or Singaporean citizens**
- **For any support in excess of \$10,000 USD we will need to undertake AML/KYC processes.**

Token Project Details	
Project Country of Origin	Australia
Jurisdiction of Project Platform	Singapore
Pre-Sales Period	Expressions of Interest to be received by 7 <sup>th</sup> August 2017
Pre-sales assessment period ends	13 <sup>th</sup> August 2017
Token Sale Begins	14 <sup>th</sup> August 2017
Token Sale Period	28 days
Token Sale Ends	11 <sup>th</sup> September 2017
Total Token Issuance (no further issuance)	300,000,000
Minimum Target	\$2m
Core Target	\$ 7.5m
Stretch Target (Hard Cap)	\$ 20.0m
Token Price (USD)	\$ 0.35

**Elevator Pitch**  
**Decentralised anti-piracy and distribution platform for the film and video industry.**

**Mission Statement For The Project**  
**Reduce film and video theft and piracy by 80% over 10 years**



Projected Token Circulation (See Cryptoeconomic model)									
	2017	2018	2019	2020*	2021	2022	2023	2024	2025
Est. Tokens in Circulation (m)	116.9	136.9	149.7	191.8	199.9	206.6	211.8	215.9	219.3

## Summary Description Of the Veredictum Platform

The Veredictum platform is being designed to reduce film and video piracy, a \$20bn global problem, by attacking the drivers of piracy, not just its symptoms:

- Consumers not able to access content when they want, how they want and at a price point that is fair.
- The lack of sufficient deterrents and tracking capabilities.

The platform is being built in 4 phases:

- The ownership and distribution rights of producers' content will be registered formally to a decentralized, global blockchain-enabled registry. A digital fingerprint is inserted into the video which links back to those rights.
- Members of the creative community will act as nodes within a decentralized structure to enable the distributed search and detection of digitally fingerprinted video content. By providing their unused computing power and bandwidth, Veredictum will be the SETI\* of pirated content. Nodes will be rewarded with VENTANA, our cryptocurrency token.
- The community will be a strong anti-piracy advocacy and, as a result, will provide the infrastructure to enable "white-hat" peer to peer distribution.
- The platform will build a marketplace directly connecting content producers to key market influencers & their "tribes", who can buy content at defined market prices.
- Content producers get access to new performance-based targeted wholesale channels.

Collectively, content would be available more easily and at market-based pricing with enhanced deterrents further providing incentives for consumers to pay for content rather than pirating it.

\* Search for Extra-Terrestrial Life – Berkley University see [www.seti.org](http://www.seti.org) for more details

## Utility of the VENTANA Token

VENTANA is an intrinsic part of the Veredictum anti-piracy and distribution platform and represents the incentivisation structure required to economically motivate our network. While the emotive component to creative professionals of reducing piracy is very strong, economic incentives provide them with a business model to provide search and detection services together with peer-to-peer distribution services, to exceed their core costs – primarily electricity. Traditional routes to incentivization are inappropriate given the minimum credit card fees of around \$0.30c - \$0.35c.

## Strategic Growth Fund

Token fund held in escrow with 30 days' notice to token holders designed to enable the future acquisition of, or investment in, technology & technology companies appropriate to the platform.

## Node Incentive Pool

Token fund held in escrow, with a reducing rate of annual release to incentivize nodes in the early stages of testing & to allow for differing electricity costs globally to ensure optimization of search and detection services.

## Project Collateral

<b>Website</b>	<a href="http://www.veredictum.io">http://www.veredictum.io</a>
<b>Token Sale Website (core documents available here)</b>	<a href="https://tokensale.veredictum.io">https://tokensale.veredictum.io</a>
<b>Twitter</b>	<a href="#">@veredictumio</a>
<b>YouTube channel</b>	<a href="#">Veredictum Youtube Channel</a>
<b>LinkedIn</b>	<a href="#">LinkedIn Profile</a>
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