

# spectiv

A dedicated virtual reality streaming platform.



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## Abstract

The Spectiv ("Spectiv") platform is managed by Spectiv LLC (USA) and Spectiv LTD (Mauritius) (together the "Spectiv Company"). The responsibilities and functions of both entities are outlined in this General Business Document ("GBD").

Spectiv is a platform that enables users and organizations across the globe to stream unique virtual reality content ("VR"). Viewers can discover, share and experience the full capabilities of VR in the comfort of their homes.

Spectiv's mission is to offer the truly immersive power of VR to everyone.

SpectUS and SpectMR propose to pre-sell credits (tokens called Signal Tokens or SIGs) to access and utilize the full functionality of its platform. Following the SIG sale, SIG will also be available to purchase from the Spectiv platform.





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## Introduction

VR is growing in exposure globally and, what was initially available to a small group, serviced by an even smaller group of products by innovators, technocrats and entrepreneurs, is growing rapidly.

For many, this is now a commercial reality. VR is expected to be the next revolutionary tech boom, projected to grow from US\$3.7b in 2016 to US\$30B+ by 2020 – making it one of the fastest growing industries in the world.

## Spectiv offers, or will offer:

### Community-Driven VR Content

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 live streams will address sporting events, concerts, and more from premium seat proximities for a truly engaging perspective. This enables viewers to not only watch popular events, but to be fully immersed in the atmosphere remotely.

### Spectiv Originals™

Original VR content produced by Spectiv, voted on by the community. Spectiv users have a say in what they want to experience.

While the Spectiv Company is the issuer of SIGs, for technical security purposes, each user will have complete control over the SIGs they purchase. Hence, a repeat of the possibility of an Equifax-style<sup>1</sup> hack, due to the centralization of information management, would not be possible as each user's account ("Wallet") must be compromised individually<sup>2</sup>.

SIGs will be available for purchase on 8 December 2017.

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1. Federal Trade Commission, 2017; accessed via <https://www.consumer.ftc.gov/blog/2017/09/equifax-data-breach-what-do>

2. This assumes that there are no inherent security flaws in the Wallet that is shared across the pool of users.





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## The Problem with Advertising

Online attention is becoming one of the most valuable and sought-after assets in the world. As a result, entire economies have formed around the exchange of attention. At the most fundamental level, there are four actors in these attention markets:

**Advertisers:**

Advertisers are the driving force in this market vertical; that is, they are the purchasers of attention.

**Publishers:**

Publishers are the producers of attention. By publishing quality contributions, they drive audiences to view their media content.

**Viewers:**

The viewers are the "commodity", providing the raw attention that advertisers value.

**Curators:**

Curators are the influencers of attention and share content with their unique audience of engaged viewers.

It follows that advertisers should buy or reward attention by interacting directly with publishers, viewers and curators. However, this is not the case today.

Advertisers pay for campaigns through centralized entities that act as attention brokers between advertisers and publishers (Google, Facebook etc.). This creates a barrier that advertisers and media publishers must funnel through to reach viewers. As such, these intermediary entities control access to, and the management of, attention data related to an advertising campaign. This leads to the charge of substantial matchmaking fees.





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## Decentralizing Attention Markets

The Signal Token Protocol ("Protocol") is designed to decentralize the buying, selling and rewarding of attention by removing the middleman from the equation. This is achieved through **Ad Campaign Smart Contracts**.

### **Ad Campaign Smart Contract**

Using the Protocol, an advertiser can use SIGs via a smart contract associated with target content. This content is now active, or "hot", which means publishers, viewers, and curators can engage with that advertiser through the smart contract and be rewarded with SIGs for driving attention to that content.

Every ad view, click, and reward that occurs is communicated to the Ad Campaign Smart Contract through a third-party oracle. The Ad Campaign Smart Contract will then autonomously distribute SIGs to the users participating in that engagement.

By utilizing smart contracts, a publicly verifiable blockchain, and trusted oracles, this protocol can directly disintermediate the "trade" of attention.

The Protocol enables advertisers to execute ad campaigns by directly rewarding the producers, providers, and influencers of attention – rather than going through a broker. Advertisers can target their smart contract to a wide portfolio of content or even one specific media item. Advertisers choose the budget of their campaign by committing the exact number of SIGs that they want to be dispersed.

Advertisers also set custom conditions for the smart contract; e.g. .01 Sigs rewarded per ad click or .05 Sigs rewarded per ad click. This supports a transparent, competitive marketplace, where participants compete for the highest-rewarding smart contract. Advertisers can then visibly aim for low-cost, or appropriate and effective cost campaigns. This provides a reward opportunity for all participants.

### **An Open-Source Protocol**

The Spectiv Company developed the Signal Token Protocol specifically for use within Spectiv, but we understand that accurate attention data analytics is difficult to perfect. Additionally, we understand that for real-world advertisers to engage with SIGs, the protocol must accommodate more than just Spectiv content.

We have developed SIGs for any ad-driven media platform to use and build upon; video-based, audio-based, written-based, or mixed. In other words, the SIG's utility is not fixed to Spectiv. Rather, it is built to be its own decentralized, autonomous protocol that can support multiple attention economies. Each media platform can integrate its own unique mechanisms for monitoring genuine attention data, contributing to the long-term effectiveness of the protocol.



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## Initial Use Case: Spectiv VR

Decentralized protocols make great sense in theory, but are often faced with a fatal challenge when applied to the real world: early adoption. Without a dedicated early adopter to champion a new product, it can be extremely difficult to generate traction and compete with established players.

Spectiv serves as the pioneer and first use case for the Signal Token Protocol.

Through trial **ad campaigns**, SIGs can be used to experiment with protocol economics and develop early abuse-mitigation logic using real attention data. This can provide a strong, welcoming foundation for other media platforms to use and build upon its architecture, thereby providing a protocol for the reward of attention.

**The Spectiv Company's ultimate goal is to become the foundational layer for connecting and transacting rewards between advertisers, publishers, curators and viewers across a variety of platforms, the first of which is Spectiv.**

Below we have listed the fundamental, open-source uses for Signal Tokens that will be implemented into the Spectiv platform:

### **Publishers**

When a publisher contributes VR content, they will have the option to be included in all Ad Campaign Smart Contracts for that particular content. To do this, a publisher can simply tie their SIG wallet to the content they contributed. If an advertiser runs a campaign on that content, the publisher will be rewarded with a percentage of SIGs for every view and conversion that was incurred while hosting the ad.

### **Viewers**

Viewers are able to get SIG rewards by directly engaging with advertisements. If a media platform adopts the Protocol, it can offer registered users the option to obtain SIG rewards. This simply ties the user's Sig wallet to their account on the platform. When this viewer watches a full ad, visits a link, or makes a purchase, that information is sent to the relevant Ad Campaign Smart Contract. If engagement conditions are met, the contract distributes a fraction of SIGs to the viewer's wallet.

### **Curators**

Curators can be rewarded with SIGs for sharing content with their friends and followers. To do this, a curator must generate a personalized Signal link URL to the content they wish to share. This unique URL connects the curator with the content. If the curator shares this link with their followers, all attention driven through the link will be tracked and communicated to the Ad Campaign Smart Contract. If reward conditions are met, the contract will distribute a portion of SIGs to the curator's wallet.

### **Tips**

The community-driven 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 their viewing interface while engaging in a VR experience.



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Tapping this button expresses a “like” for the content while also sending a miniscule tip to the creator. These small denomination SIG tips create a powerful interactive user dynamic between viewers and content creators. This is because viewers from around the world may be more inclined to contribute to streamers when the contribution is gamified and immaterial. It also means the average publisher can be rewarded based on the breadth of contributing viewers.

Note that this can also reduce “like” spam or act as a control for “like” farming, the intent of which is solely to appear as if a specific content is popular.

### **Premium Content**

Spectiv users will be able to use SIGs to redeem for pay-to-play VR content such as live event passes, VR movies, Spectiv Originals, and more. During the beta Platform, these sales will be executed at a discount against the USD rate if paid for in SIGs.

This encourages publishers, viewers, curators to earn SIGs by engaging with ads, generating crucial early data and feedback that we will use to optimize Spectiv’s ad campaign economics.

### **Indicating Preference**

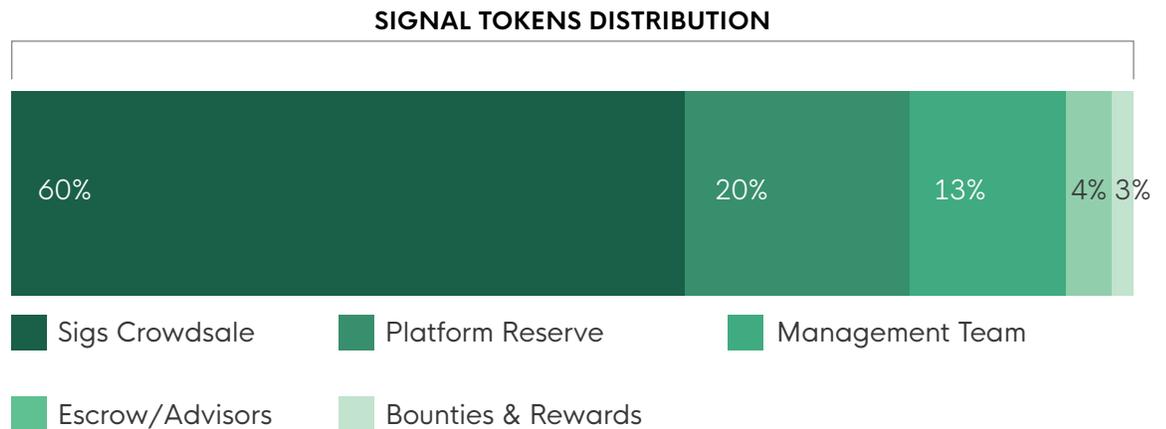
Spectiv users who hold SIGs will have the ability to show their support for particular content that they would like to see on the platform. These act as a feedback from viewers to Spectiv in relation to major content contributions (for example, which country might be featured for an exclusive VR walkthrough). This aspect is important to Spectiv as it engages the audience by giving them what they’d like to see and experience.



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## Signal Tokens Distribution

The total number of SIGs created will depend on how many are sold during the sale period. Once this supply is determined, SIGs will be allocated as follows:



### 60% Sigs Crowdsale:

SIGs will be sold through a public crowdsale at a discount to a maximum value of US\$40MM. Purchasers will be able to purchase SIGs through the use of a smart contract using the Ethereum protocol. Once the sale is over, there will be no further opportunity to buy SIGs at a discount from the Spectiv Company. SIGs will be distributed following the sale and an accounting audit process.

### 20% Platform Reserve:

This will be held in reserve to primarily be used as a stimulus to run trials on the token protocol and establish an active ecosystem within Spectiv. These reserve tokens will be released slowly over the course of an extended pilot-testing period. In addition, the tokens will be available from direct purchases from the platform at a price to be set by the Spectiv Company, which shall not be less than the discounted price obtained in the token sale. Further guidance on this process will be elucidated in subsequent documentation prior to the sale of SIGs. Finally, these tokens may also be used for partnerships or deals that are for the betterment of the Spectiv VR platform. Examples of this could be using Platform Reserve tokens to acquire licenses for content, bringing on advisors specific to Spectiv VR, acquiring VR related technologies, etc...

### 13% Management Team:

These SIGs will be reserved for the company and divided among the management team. The management team will pay a consideration of US\$10 per % point for a total of US\$130.

### 4% Escrow and Advisors:

Escrow partners and consultants will also be able to purchase SIGs at the equivalent of US\$10 per % point for a total of US\$40. 2% of the SIGs supply will be evenly split amongst two escrow partners for the work in using and supporting Spectiv. The remaining 2% of the total SIGs will be evenly split and offered to consultants. SIGs will be released after a 3-month period following the end of the token sale.



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### 3% Bounties and Rewards:

This will be allocated as a reward to proactive purchase participants through a bounty campaign.

## Signal Tokens Crowdsale

SIGs will be publicly sold through a token issuance event. The issuance will open via a Pre-ICO which will run from December 8th, 2017 at 2:00PM (GMT -5) through December 21st, 2017 2:00PM (GMT -5). Starting December 21st, the Pre-ICO will end and then the ICO will run from December 21st-29th 2:00PM (GMT -5). The number of SIGs sold will determine the total number of SIGs created. The public token sale will be capped at US\$40MM. The sale will end immediately if the max cap is reached. The Spectiv Company will host the SIG sale at [www.spectivvr.com](http://www.spectivvr.com).

### Pricing

SIGs will be valued at a fixed price of 650 Sigs/Eth each. Early crowdsale participants will have the opportunity to buy SIGs at a discount to this price, based on the timing of their purchase. SIGs will be sold through 4 levels, with each level representing an early bird bonus opportunity. The earlier the purchase, the greater bonus that can be expected. This system essentially rewards buyers in extra SIGs for showing early support and engagement.

### Early Bird Bonuses

The different bonus opportunities are spread across 4 levels:

#### Early Bird Bonuses:

**Level 1:** 40% Bonus (buy 1, 0.4 free) | December 8th-11th

**Level 2:** 25% Bonus (buy 1, 0.25 free) | December 11th - 18th

**Level 3:** 10% Bonus (buy 1, 0.1 free) | December 18th - 21st

**Level 4:** 0% Bonus (buy 1, 0 free) | December 21st - 28th

### Examples

To illustrate how this bonus schedule works, let's say four different buyers participate in the crowdsale. Each buyer contributes \$25 at a different level in the bonus schedule:

#### Level 1: Adam sends 1 ETH

He gets 650 Sigs by default, plus an additional 40%.  
 $(650 \times 1.40) = 910$  Sigs

#### Level 2: Paul sends 1 ETH

He gets 650 Sigs by default, plus an additional 25%.  
 $(650 \times 1.25) = 812.5$  Sigs



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**Level 3: Jane sends 1 ETH**

She gets 650 Sigs by default, plus an additional 10%.  
(650 x 1.10) = 715 Sigs

**Level 4: Bill sends 1 ETH**

He gets 650 Sigs by default, with no bonus added.  
(650 x 1.00) = 650 Sigs

This means purchasers get significantly more SIGs for engaging with the crowd-sale proactively.

**How to Participate**

Purchasers will need an ETH wallet.

Any non-exchange ETH wallet will be required to receive SIGs. This ETH wallet will generate a personalized ETH address. When the crowdsale launches, users will be able to specify how much ETH they would like to pay in return for SIGs.

Users will then be prompted to input the unique ETH address tied to their ETH wallet – this is where their SIGs will be sent. After a user inputs their ETH address, they will be provided with the purchasing address that they can send payment to.

Once payment has been made, users will see a receipt detailing the number of SIGs they purchased and bonus SIGs redeemed. SIGs will be distributed to user-provided ETH addresses through the smart contract 30 days following the end of the sale to account for the audit process.





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## Content Strategy

### Community First

The biggest difference between Spectiv and other VR streaming platforms is the community-driven focus. Spectiv is a user-integrated market 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 means a viewer living in the United States can put on a VR headset and see through the perspective of a streamer in Italy or Japan. That streamer could be visiting a significant landmark that is local 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.

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 pre-recorded productions and live streams – essentially any VR experiences users want to share. Building this selection of content will be a primary focus for the Spectiv alpha V1 release.

Spectiv also provides an ecosystem for rewards between users, wherein viewers can tip streamers for content they enjoy as well as subscribe to be updated on new content releases. This is a core element of the person-to-person Spectiv environment because it enables users to be rewarded for sharing their VR experiences with the world.

### Commercial 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 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 live stream 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.



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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.

### **User Feedback Driven Content**

Once the commercial and community-driven content channels are established and standardized, Spectiv will start contributing its own original VR content. We will pursue original projects based on user feedback.

Our mission for this content is to give VR participants a voice for what they want to see. 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 Originals™ will involve partnership with an 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. Most importantly, we want to present all options to the community and give viewers what they want. Original content will not be introduced until Spectiv has a self-sustaining user base, robust user-to-user streaming environment, and live commercial broadcasting channels.

## Users & Participants

**Advertisers:** those who wish to advertise on Publisher's contents or by creating new advertising content of their own.

**Publishers:** 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 objectives 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, Spectiv's VR content selection should grow organically alongside that of the industry.

**Viewers:** consuming the VR content on Spectiv. They are the most important element of Spectiv. There are two main objectives that must be achieved to offer viewers the best experience possible. First and foremost, the Spectiv Company is to 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 contributions, and eventually Spectiv Original VR productions. Second, we will make the viewer interface simple, intuitive, and unimposing.



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**Curators:** users who share VR content with their friends and followers. They play a critical role as attention influencers for online media and will play an especially big role in driving users to Spectiv content. As a streaming platform, it is important that users are compelled to share their experiences.

#### **More on Curators**

There is an overwhelming surplus of quality content on the Internet. 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. Thus, 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.

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 send out signals to their followers. And since viewers are rewarded for their attention almost exclusively on these signals, they most likely will not be exposed to the content.

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.

**Licensed Partners:** partners from which we aim to license rights to broadcast mainstream events like sports and concerts. The Spectiv Company has 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. Certain broadcasting partnerships will be non-exclusive.

## VR Market Outlook

Statista states<sup>4</sup> that the VR software and hardware market size worldwide was estimated at US\$3.7b and is expected to reach US\$40.4b in 2020. Next year, this is

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4. The Statistics Portal, 2017; accessed via <https://www.statista.com/statistics/528779/virtual-reality-market-size-worldwide/>

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predicted to reach US\$12.1b. However, this estimate involves the sales of hardware as well. By contrast, the VR software market in 2016 was US\$0.6b.

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Nonetheless, the advertising industry still needs to adapt to the delivery of content via VR. We estimate that this should be directly proportional to the growth of VR software (and content). The addressable market size for Spectiv is therefore hard to estimate, especially considering the rapid growth of that industry vertical. The creation of VR advertising or embedded advertising in VR content also depends on the effectiveness of this delivery to users, which the Spectiv Company is optimistic about, although that still has yet to be properly quantified.

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Further, adding the element of the blockchain and cryptocurrency community in the mix may also accelerate adoption of VR due to users from the digital currency (or token) ecosystem pre-purchasing SIGs for use or redemption on Spectiv.

**LEGAL****Market Growth**

The growth of the VR market is undeniable. With companies like Intel, Samsung, Google and Facebook working on providing medium of interaction for VR and Youtube amongst others providing VR content, these efforts may add significantly to the growth profile of this industry.

Moreover, Bloomberg reports that there are at least 200 startups working in China's VR industry<sup>5</sup>. In relation to hardware, "the best-selling unit seems to be the Ritech headset... selling just over 100,000 units per month."<sup>6</sup> The growth of headsets should drive the demand for more VR content.

## Competitive Landscape

**Competitors**

Today, several large organizations have, or are creating, VR platforms to experience VR content from home, such as NBA VR, Netflix VR, Google's Daydream, HBO GO VR and YouTube VR to name a few. This is an extension of their current media delivery platforms, governed by the same traditional structure. However, they can source from their existing user base to provide these experiences much faster and easier than new entrants. The latter need to generate traction, race against time, offer a different value proposition by competing with these platforms or onboard a new demographic before they do.

**Differentiation**

Spectiv has several points of differentiation with the traditional models.

**Traction sales and support:**

Spectiv can deviate from the use traditional channels of organic growth or sales.

By pre-selling SIGs<sup>7</sup>, which are used as a platform credit, the strategy is to achieve

5. Bloomberg, 2017; accessed via <https://www.bloomberg.com/news/features/2016-05-15/china-s-virtual-reality-market-will-be-worth-8-5-billion-and-everyone-wants-a-piece>

6. Forbes, 2017; accessed via <https://www.forbes.com/sites/paularmstrongtech/2017/04/06/just-how-big-is-the-virtual-reality-market-and-where-is-it-going-next/#2df6cd6e4834>

7. Note that "pre-selling" in this context refers to the act of selling product and services prior to offering for sale directly from the Spectiv site. This should not be confused with the "pre-sale" terminology used in Initial Coin Offerings (ICO), which generally relate to the period prior to a public sale of tokens or coins.



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traction quickly from supporters globally. They may turn into advocates of Spectiv choosing to support the growth of content, advertising, and viewership and act as a mouth-piece for Spectiv. Hence, the commercialization aspect of the business is achieved at the end of the SIG sale. This can then quickly make Spectiv a viable competitor to other platforms that are achieving VR traction organically or from a current user base.

**Security and overheads:**

By adopting a user-controlled wallet, the ability to introduce a systemic security risk is greatly reduced. Any reward transactions (transfers) for activities on the platform amongst users can be done from one user controlled wallet to another. This reduces the computation intensity from Spectiv as this is handled by smart contract transactions on the [Ethereum] blockchain.

**Smart Contracts:**

By integrating the front-end Spectiv platform with a smart contracts backbone, all transactions are still available to users independently of whether or not Spectiv experiences technical issues.

**New Possibilities:**

The results of points 1 through 3 above, is that new possibilities are created by streamlining the process of connecting advertisers, publishers, curators and viewers in a frictionless manner. This means that they have more control over their activities without an intermediary broker in between.





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## 2017

### Q4

- › **Hire additional developers**  
Bring on two full-time platform developers and an additional solidity developer.
- › **Develop and release Signal Token protocol**  
The initial token contract for the Signal Token protocol will be written, audited, and ready for the SIG sale.
- › **Release Spectiv platform alpha V1**  
360°-video upload  
360°-video viewing for mobile/desktop  
user account hosting/dashboard  
channel management  
one 360°-video livestream event hosted by Spectiv  
user-to-user Signal Token reward/tip functionality
- › **Secure content contributions with existing VR enthusiasts**  
Drive VR content contributions to the platform from users around the world.
- › **Launch SIG token**  
The official Signal Token crowdsale will be held on December 8th, 2017.

## 2018

### Q1

- › **Optimize and update Signal Token protocol**  
Major focus on abuse-mitigating mechanisms.
- › **Integrate Signal Token advertising protocol into Spectiv platform**
- › **Build primary Spectiv user base and support/incentivize user-driven contributions**
- › **Update Spectiv platform**  
Gather feedback and resolve kinks found in alpha V1.
- › **Release Spectiv alpha V2**
- › **Open discussions**  
Licensing deals and partnerships with commercial organizations for Spectiv live streaming.



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## 2018

### Q2

- › **Update Spectiv platform**  
Gather feedback and resolve kinks found in alpha V2.
- › **Update Signal Token advertising protocol based on performance in alpha V2**  
Develop support for open-source use by outside media platforms.
- › **Release official Spectiv beta platform**  
Beta-level functionality: 360°-video upload, viewing, user accounts, user-generated VR live streaming, Signal Token integration for payments, rewards, tipping, and ad campaign smart contract engagements (test ads).

### Q3

- › **Apply final-round updates to Signal Token protocol and open up to integration/optimization by outside media platforms**
- › **Make pointed efforts to establish a wide selection of VR experiences**  
Focusing specifically on varied user-driven content and popular commercial events.
- › **Contingent on meeting all milestone expectations**  
Begin plans for Spectiv Original VR content.
- › **Official launch of Spectiv platform and online marketing campaign**





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## Preface

### **Additional Documentations**

This General Business Document ("GBD") is one of two documents that make up the full sale documentation to prospective purchasers. The other document is the token product disclosure statement ("TPDS") containing the relevant detailed particulars of importance for the prospective purchasers.

This GBD contains some elements overlapping with the content of the TPDS. The TPDS is a more focused document specifically detailing token mechanism and risk analysis for those wanting to know more about the token sale process.

### **Presales**

Spectiv conducted its first presale during the end of August. The purchase amount received was performed pursuant to a Know Your Customer ("KYC") process and audited by the global accounting affiliate firm Baker Tilly (Mauritius). The summary audit letter is attached in the Notes section to this document. During this process the amount of ETH, BTC, and USD received were as follows:

**Eth - 3547.66**

**BTC - 31.58**

**USD - \$57,922.50**

### **Governance of Token Sales Revenue**

Participants should be confident that payments made for SIGs are directly attributed to benefits on the platform and the provision of better and more exciting experiences. With that said, we have established assurances and transparency policies that will directly govern the revenues received through the token sale.

#### **Spectiv LTD (Mauritius)**

Spectiv LTD acts as the issuing entity for tokens for purchasers, except residents of the USA. Spectiv LTD shall be an entity focused and responsible for the community management and the administration efforts to ensure supporters' voices are heard.

#### **Spectiv LLC (USA)**

Spectiv LLC acts as the issuing entity for tokens for purchasers from the USA that meet the classification of "accredited Investors" under the Securities Act of 1933. Spectiv LLC shall be the operational headquarters for the Spectiv Company.

Spectiv LLC will be responsible to produce the relevant software component of the platform (and under an understanding between Spectiv LTD (Mauritius) it will also be responsible to produce the smart contract component that addresses issuance for the Mauritian entity). It will also manage the operational components of the global business of the Spectiv Company.



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## Escrow

Participants should be confident that payments made for SIGs are directly attributed to benefits on the platform and the provision of better and more exciting experiences. With that said, the Spectiv Company has established assurances and transparent policies that will directly govern the revenues received through the token sale.

Spectiv's first level of token sale security will come from the smart contract itself. The second level of security is via multi-signature for the release of revenues. At the most fundamental level, we are implementing an escrow that will oversee the release of revenues – all revenues will be controlled by 3 independent actors, as follows:

- 1. CoinVault ATM CEO, Sheldon Weisfeld**
- 2. Sutton Stone LTD**
- 3. Spectiv LLC**

Revenues received through sale will be locked in an escrow wallet until the Spectiv Company's audit process has been successfully completed and distributed to all purchasers. Once SIGs have been distributed, escrow actors will be able to approve the release of token revenues to USD where they will be held in either Spectiv LTD or Spectiv LLC.

The receipt of moneys in Spectiv LTD shall be used to account for Spectiv's Mauritian team and the rest transferred to Spectiv's LLC account evenly over two separate disbursements, contingent on the achievement of predetermined milestones tied to the benefit of the community.

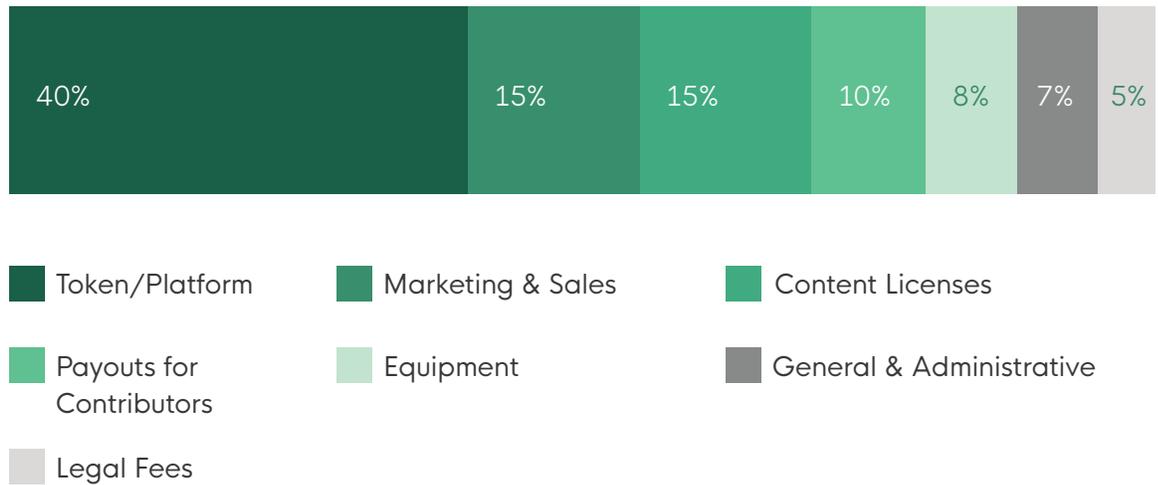
The disbursement schedule is outlined here:

- 1.** 1/3 of revenues will be transferred immediately following the distribution of SIGs purchased through sale for payment of the smart contract build for the token sale process. This will be used to cover long-term development and updates for the Signal Token protocol. These revenues will also support development for the Spectiv platform – specifically in driving exciting, high-quality VR content to the site. A minor allocation will be used to support general business operations and infrastructure setup for the company.
- 2.** 1/3 of revenues will be transferred upon launch of the beta platform. These revenues will be used to fuel the next stage of token development and expansion. This will include bringing in other media platforms to build attention economies on the Signal Token protocol using Spectiv's use-case data. Additionally, these revenues will be used to optimize the Spectiv platform, build a user base, and reach licensing agreements with mainstream organizations to broadcast popular events. These revenues, amongst other things, shall be used to support the long-term business operations for Spectiv, including development and platform maintenance expenses.
- 3.** 1/3 of revenues shall be retained in the Mauritian entity to be used for content production, administration of the community, global events and the like.



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## Use of Funds



### 40% Token/Platform:

These revenues will be used to develop the Signal Token protocol and Spectiv. This includes hiring additional full-time developers, collaborating with other media platforms to build on the Signal Token protocol, and supporting operations for Spectiv. Generally, these revenues are earmarked to compensate all personnel and partners involved in technical development.

### 15% Marketing & Sales:

These revenues 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 a simple, welcoming destination for VR experiences. This gives novice VR users a dedicated but unimposing platform to get started with. Revenues allocated for marketing and sales will specifically go toward customer acquisition/referral campaigns that help us reach this segment of users.

### 15% Content Licenses:

This percentage of revenues will be set aside for broadcast licensing deals with major organizations. The prices of these licenses vary significantly depending on the organizations and events. These licenses will help attract organic viewership from outside the VR space in a major way.

### 10% Payouts for Contributors:

A percentage of revenues will be used to promote immediate content contributions. 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 allocate revenue to these efforts because this initial content directly effects early platform engagement.



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**8% Equipment:**

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

**7% General & Administrative:**

For day-to-day overhead expenses; rent, utilities, travel, etc.

**5% Legal Fees:**

5% of revenue or at least \$200,000 will be set-aside in reserve for legal contingencies.

## Platform Rewarded

**Content creators:**

They will be able to receive tips and access subscriptions through Spectiv. Moreover, these users will be able to earn SIGs through ad campaign smart contracts. Verified content creators holding SIGs will be able to deal with SIGs at their absolute discretion since they are the custodians of those tokens. These users will have a smooth and robust dashboard to account for collections. Content Creators will have a seamless experience whether or not they are familiar with blockchain or cryptocurrencies. We may offer content creators the ability to go through a basic verification process in order to qualify for conversion to USD.

**Appcoin:**

They will be allowed to redeem SIGs for premium VR content, monthly memberships, or to tip/subscribe to their favorite content contributors. The Spectiv Company aims to implement a new user sign-up campaign that will credit \$3 in SIGs and send a complimentary phone-compatible cardboard VR headset to a limited number of new users who sign up to 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.

**Curators:**

To engage with an ad campaign, curators must deploy Sigs through a specific video they would like to share. This action generates a unique URL for that video which is directly associated to the curator. All attention driven through this link is monitored and analyzed to track ad engagement levels (views/clicks/sales/etc.). This attention data communicates with the smart contract, which then releases SIGs to the curator through if-then triggers; if "x" traffic is driven through the link, then the curator receives "y" SIGs

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 seekers will be exposed to tailored VR content, more likely to pique their interest.



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**Broadcasting:**

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 may also 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.





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## Executive Team – The Spectiv Company

### **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.

### **Ramon Hernandez – UI Developer**

Ramon 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. Ramon is a remarkably talented artist with a unique interest in the operations side of the projects he designs.

### **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.



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**Justin Wood – Platform Developer**

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 – Director of Strategic Planning**

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.

## Advisory Team – The Spectiv Company

**Adam Richard****Co-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 and Plug and Play alum), co-founder & partner of Sutton Stone, founder of the Houston Bitcoin Meetup, co-founder of the Houston Ethereum Meetup, and previously co-founder of Metal Networks, Inc. (Surge Accelerator alum) (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****Co-Founder of Volt Markets & 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 and Plug and Play alum), 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.



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**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 cryptocurrency 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 events.

## Contributors

**Ned Scott****Founder of Steemit**

Ned gave us insight into his experience with Steemit's Steem Token. Talking to Ned helped us hone in on the economic behaviors and attention dynamics that will drive Spectiv's Signal Token. Ned is not actively advising for Spectiv, but our meetings with him helped us shape our direction for the Signal Token protocol.

**Joe Urgo****Founder of District0x**

Joe was one of the most important early advisors who assisted us in fleshing out the Signal Token Model. Through conversations with Joe, we learned more about the nuances and existing problems faced by online attention markets. We determined that these attention economies would benefit greatly from transparency and decentralization. This sparked the inspiration for us to build out the Signal Token protocol and act as a primary adopter for it through the Spectiv VR platform. Joe is not actively advising the Spectiv Company.





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## Features

### **Community Driven VR**

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 live streams will address sporting events, concerts, and more from premium seat proximities for a truly engaging perspective. This enables viewers to not only watch popular events, but to be fully immersed in the atmosphere remotely.

### **Spectiv Originals™**

Original VR content produced by Spectiv, voted on by the community. Spectiv users have a say in what they want to experience.

## The Players

### **Advertisers**

Advertisers are the driving force in this market vertical; that is, they are the purchasers of attention.

### **Publishers**

Publishers are the producers of attention. By publishing quality contributions, they drive audiences to view their media content.

### **Viewers**

The viewers are the "commodity", providing the raw attention that advertisers value.

### **Curators**

Curators are the influencers of attention and share content with their unique audience of engaged viewers.

## The Spectiv Approach

The VR industry is in a period of significant growth. With its token sale, Spectiv aims to commercialize the business of VR content dissemination. Spectiv uses a smart contract architecture that allows users to be the custodian of their tokens. This reduces the impact of security breaches of the Spectiv platform. It also allows Spectiv users to engage with the relevant persons via the Spectiv platform.

**The Spectiv Company's ultimate goal is to become the foundational layer for connecting and transacting rewards between advertisers, publishers, curators and viewers across a variety of platforms, the first of which is Spectiv.**



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## Additional Notes: Tokenization Issuance Model

As the cryptocurrency field is new and often abused, we appreciate the fact that transparency is important and that there is a need to protect our users. For this reason, we have done the utmost to self-regulate in the absence of regulatory clarity; and distinguish ourselves from the significant amounts of noise and misleading actors in the space.

Some may consider this overkill, but the Spectiv Company believes in going beyond what is generally seen in the industry and setting a standard for transparency and accountability. Further, the Spectiv Company believes in the cryptocurrency and blockchain industry and is there to help it along in a manner that strengthens it while weeding out those that are only interested in abusing it.

### **Corporate SIG Issuance Structure**

The Spectiv Company aims to have two teams at opposite sides of the world, one in the Republic of Mauritius and the other in the USA. This will allow Spectiv Company the ability to work on a 24-hour rotation cycle as we are conscious of the fact that the blockchain and cryptocurrency world never sleeps and is a global phenomenon.

In addition, a Regulatory Sandbox License is being sought under the Mauritian Sandbox Regulatory Scheme for the issuance of SIGs to all purchasers, except residents of the United States of America. The structure of the sale is as follows:

#### **To citizens, residents of the United States of America**

For persons living in the United States, Spectiv LLC will only sell to purchasers that have met the Securities Exchange Commission (SEC's) accredited investor status pursuant to Rule 501 of Regulation D of the Securities Act 1933.

Although Spectiv LLC is not issuing securities (SIGs are utilitarian and to be used within Spectiv and other similar platforms), it seeks to ensure that those purchasing SIGs are deemed to have a level of comfort in making token purchases using the test that the US authorities prescribed for the identification of what it deems "sophisticated" persons.

For this, the Spectiv Company chose the SEC's definition of "accredited investors". The Spectiv Company is respectful of this classification although it has some ideological differences with the foundational basis for the same.

Further, Spectiv LLC does not wish to introduce non-sophisticated persons to this young industry, if there is a risk that it leads them to purchase other tokens because of the hype of significant returns surrounding the Initial Coin Offerings ("ICO") movement.

Spectiv LLC understands that this may be a temporary situation before clarity and guidance is obtained from the US authorities, but for now with the current state of affairs with ICOs, it prefers to accept a "classification" of US persons, which seems acceptable to US authorities, and therefore its residents.

#### **To everyone else, except the United States of America**



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Blockchain and cryptocurrency is global from day one, and we welcome those jurisdictions that do not claim extraterritorial jurisdictions over the actions of their residents to participate freely in the purchase of SIGs. These SIGs will be issued from Spectiv LTD in the Republic of Mauritius, a country, which is working towards creating an Ethereum and Blockchain Island.

## Proceeds Breakdown Sheet & Historicals

### Presale: Completed (August 27th - September 5th)

#### Auditors: Baker Tilly (Mauritius)

- › Additional personnel: 2 platform developers, 1 solidity developer, 1 external CFO
- › Development salaries associated with Spectiv platform alpha V1
- › Payments to VR content creators for initial platform media
- › Conference and exhibition schedule + sponsorships
- › Marketing efforts to drive awareness for token sale

### Public Sale

#### Level 1: \$2,000,000

- › Develop Signal Token traffic data analytics system for decentralized ad campaigns
- › Develop robust VR video uploading backend + hosting support
- › Legal costs associated to company formation and crowdsale structure
- › Operating expenses (G&A, data hosting, salaries, etc.)
- › Payment for independent VR content creators to port existing content to Spectiv platform

#### Level 2: \$10,000,000

- › Actively pursue partnerships with sports and entertainment organizations
- › Enter partnerships with professional VR producers to contribute new content
- › Launch targeted marketing and promotion campaign to reach new users
- › Expand equipment compatibilities (Oculus Rift, HTC Vive, etc.)

#### Level 3: \$25,000,000

- › Support greater data hosting bandwidth to accommodate for more content
- › Develop full commercial event and user-to-user live stream functionality
- › Integrate system for interactive embedded virtual reality advertising through Spectiv
- › Broadcasting deals for major live events in sports and entertainment
- › Launch new user sign-up campaign: \$3 Sigs credit + cardboard headset for limited number of new users

#### Level 4: \$40,000,000

- › • Reserve capital for future data hosting and additional hiring needs
- › • Global marketing efforts to promote community-driven contributions
- › • Support Spectiv Original Content; VR production equipment + team



**ABSTRACT**

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**SPECTIV**

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## UNITED STATES

### SPECTIV LLC

1934 W Gray St Level 4. Houston TX 77019 +1 (888) 682-8167

(Name, address, including zip code, and telephone number, including area code, of agent for service)

**451030** (Global Industry Classification Standard)

**SR 20173677496 F/N 6415074** (Secretary of State - Delaware)

**82-1612265** (I.R.S. Employer Identification No.)

## REPUBLIC OF MAURITIUS

### SPECTIV LTD

1st Floor, Cyber Tower 1, Ebene, Republic of Mauritius +230 460 8800; Baker Tilly (Mauritius) – Attention: Mr. Sin Li, Managing Partner

(Name, address, including zip code, and telephone number, including area code, of agent for service)

**451030** (Global Industry Classification Standard)

\*\*\*\* (Issuing Authority)

Sandbox Application Date: 7 October 2017

Versioning Control

Version: SR0.1 Spectiv, LLC.

## In collaboration with:

### Sutton Stone, LLC

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