



White Paper

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A Frictionless Digital World for Leisure and Investments

Millennials and Post-Millennials, i.e. those born since the early 80s of the last century, are driving societal changes and new trends in consuming patterns which will shape the future of retail commerce and services. A wide range of surveys and market analyses have identified key demands and trends from this generation: they are keen to buy digital assets, products and services, and expect fast, **frictionless, mobile management** of them. Millennials like to engage with brands on social networks, they are brand loyal, and value **authenticity** as more important than content. These trends are reflected e.g. in their approach to financial services, which has been described by Goldman Sachs as the *socialization of finance*¹. Also, valuing authenticity is consistent with the current strong growth of the collectibles market.

UNICO's ambition is to become the worldwide market leader for digital collectibles, leveraging a potential convergence between digital entertainment and investment products.

We are different from other players in the digital collectibles arena.

- Anybody can release online digital content,
- Many players offer premium content on a pay-per-use basis,
- Few companies offer limited-edition digital collectibles,
- Very few of them use the blockchain to certify them,
- **We are the only player offering blockchain-certified digital collectibles with an innovative and proprietary Proof-of-Attendance protocol named ME, HERE & NOW" (MHN)**². It can certify Collectors' attendance at specific locations and times (e.g. at events such as concerts, football matches etc.) and increase the market value of the collectible.

Our collectibles are based on limited-edition tokens which play the role of access keys to premium digital content. Our tokens are "perfect" collectibles and investment assets for Millennials, as they are endowed with

- **Authenticity**, guaranteed via the blockchain;
- **Frictionless mobile management** via our Collector Apps;
- **Seamless trading** in the highly liquid Ethereum ecosystem;

¹ <http://www.planet-fintech.com/file/167061/>

² <https://blog.unico.global/me-here-and-now-making-your-unico-digital-collectible-unique-9366954cbf7d>

In some cases, our tokens will behave as multi-function access keys to a holistic collector experience. For example, a single token might grant access to a limited-edition video, plus weekly comedy shows broadcast live via the web, concert ticket discounts, online games, etc. Our business model is frictionless, as our products are issued, sold and exchanged via a Smart Contract deployed on the Ethereum blockchain, and will be profitable virtually from day one: By creating and monetizing digital scarcity, and leveraging several megatrends (blockchains, collecting, online live feeds, 3D models and VR) we will decentralize and blur the boundaries between the businesses of Kickstarter, Youtube and Ebay.

Opportunity

Collectibles

A **collectible** is something regarded as desirable by many people, and scarce. Examples are virtually unlimited, as almost any object can become a collectible: artwork, stamps, coins, cars, postcards, fridge magnets...

US statistics indicate that out of households with an income of 100,000 U.S. dollars or more, 6.9 percent spent 500 to 999 U.S. dollars on artwork and collectibles in 2016³. On the high-end market side, a recent report by Deloitte highlights the growing relevance and the untapped potential of collectibles in the framework of wealth management:

“In the current climate of economic uncertainty, the investment focus of High Net Worth Individuals (HNWIs) is shifting towards alternative investments, such as art and other collectibles. Besides emotional and social value unique to art and other collectibles, this asset class has shown low correlation with traditional asset classes, and hence is an ideal hedge against inflation and an important part of a HNWI’s portfolio diversification strategy”⁴.

Total investment in art and other collectibles is estimated at USD 621 BN in 2017⁵

Collector communities span every age group, culture, and income range, resulting in a huge, inefficient market, begging for innovation. The following pain points must be addressed:

1. No physical collectible item is 100% forgery-free, with an auditable provenance trail,

³<https://www.statista.com/statistics/241731/expenditure-of-affluent-us-households-on-artwork-and-collectibles/>

⁴<https://www2.deloitte.com/global/en/pages/financial-services/articles/arts-collectibles-and-wealth-management.html>

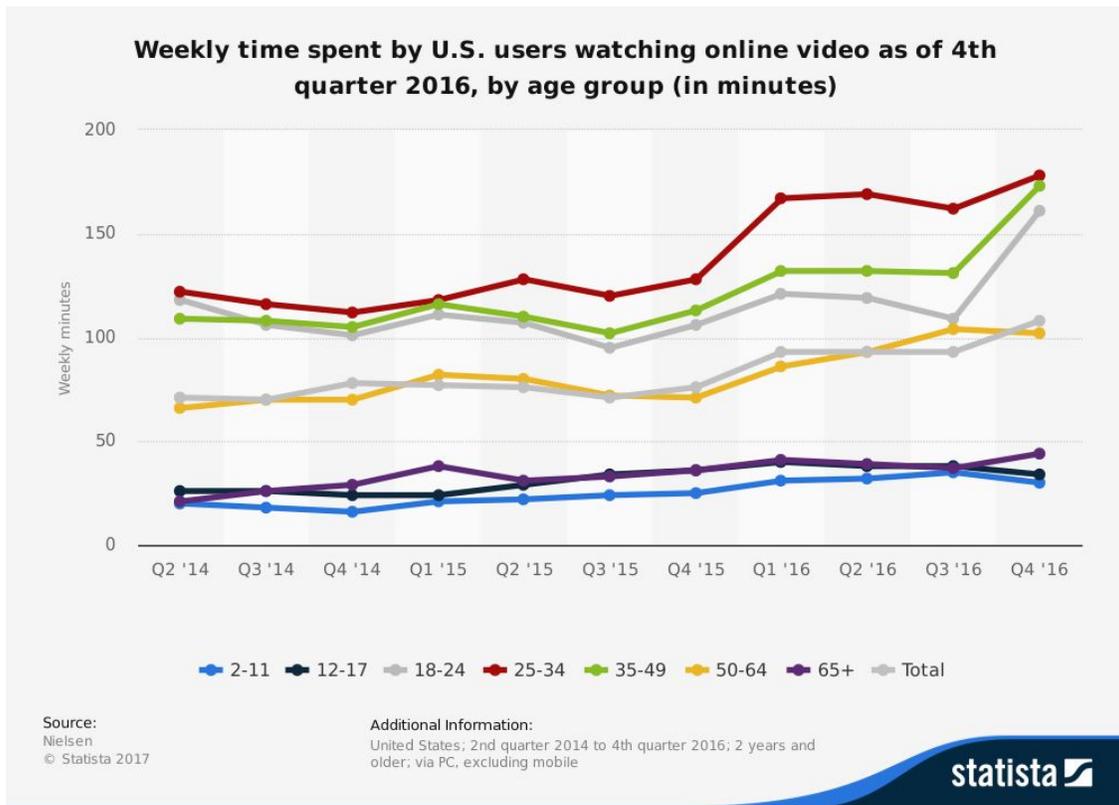
⁵ WealthInsight Luxury Investments Report, 2013.

- Collectors are keen to trade collectibles, but markets are fragmented, and hampered by risks related to fraud, delivery and storage, lack of liquidity.

From an asset management perspective, physical collectibles are therefore risky and difficult to manage compared to mainstream financial assets.

Digital Content Monetization

Watching online videos accounts for a significant fraction of leisure time for adults under the age of 50. Millennials spend on average close to three hours per week watching videos (see below).



Nowadays, monetizing online video content (and digital content in general) is a challenge, both for established artists and emerging performers. Content is either free and freely shareable, or purchased on pay-per-play/pay-per-view/subscription modes. Ads-based monetization only works for very popular authors, while it negatively affects the user experience.

We believe that the standard business model for online content delivery contains structural weaknesses, as it lacks any notion of OWNERSHIP, AUTHENTICITY and SCARCITY.

Such notions, which characterize collectibles, are fundamental value drivers. As already mentioned, collecting is on a strong uptrend. In the context of music, vinyl collecting is growing fast, but we believe that the real market winner is bound to be digital collectibles.

To get a clue for this, one just needs to look at music fans attending a concert today; they spend more time making videos with their smartphones and trying to get a selfie together with their favorite star, rather than simply watching the events. In other words, they want to make their unique digital collectible, something which is different from any other video or picture. A selfie taken together with a star is the new age version of a dedicated autograph.

The market is ripe for digital collectibles, but they must bear a credible notion of *OWNERSHIP*, *AUTHENTICITY* and *SCARCITY*.

Solution: UNICO

UNICO simultaneously addresses the pain points of the general collectibles market and the digital content monetization challenge, by creating frictionless collectibles out of premium digital content. This is achieved by issuing, for each piece of collectible content, a limited number of access tokens on the Ethereum blockchain.

From an asset management perspective, our tokens remove all the weaknesses of real-world collectibles and have the potential to elevate entertainment products to financial assets, as summarized in the table below

Asset management Priorities	Financial Assets	Physical Collectibles	UNICO Collectibles
100% forgery-free	✓	✗	✓
Free custody	✗	✗	✓
Safe, instant trading and settlement	✓	✗	✓
No asset degradation over time	✓	✗	✓

Our Product

A UNICO collectible token is a cryptographic representation of a licence to access a specific piece of digital content. From a legal point of view, tokenized licences are in fact sub-licenses to

access the content, issued by UNICO based on our license agreement with the content rights' owner. In most cases, UNICO will seek to obtain exclusive licenses on collectible content.

Token holders will access content via our Collector software (source code will be released on github at a later date) including a media player and a wallet. Access validation is based on checking that the user requesting access holds the correct token. For each piece of content, digital scarcity (i.e. limiting the total number of access tokens) will be established based on one (or a combination of) the following criteria:

- **A priori** Total number of tokens fixed before the beginning of sales.
- **Time-based** Token sales only allowed within a specific time window (e.g. for tokens giving access to live streaming events).
- **Time + Location-based: ME, HERE & NOW (MHN) proprietary protocol** Tokens can only be purchased if the Collector is detected in a specific location during a fixed time window (e.g. in the context of proving physical attendance to concerts and other events). Our mobile Collector App will support multiple localization technologies, catering both for indoor and outdoor events.

Our tokens will grant access to the following types of multimedia content:

- **Videos and images.**
- **Live video streams** Tokens will function like entry tickets for on-demand live streaming of shows and concerts. At the end of the show, the token/ticket will turn into a collectible, granting access to a recorded video of the show.
- **VR/3D** Depending on market demand on specific segments (see "Go to Market Strategy" section below), our collectible product portfolio will include 360-degree videos, 3D models of physical objects, Virtual Reality scenes, etc.

We are currently releasing the beta version of the UNICO Collector App (Android & iOS versions). This release already includes a MHN module, which will be tested at the [Blockchain Summit](#) in Zug on 22/11/2017.

The final App will enable a number of mobile transactions and content visualization options. When watching content through our platform, access token holders will also be able to visualize limited edition information. We will enrich our platform by adding advanced functionalities, such as a user-friendly interface to access a secondary market for token trading (see Road Map for more details). Later on, we are going to introduce multi-function tokens, granting access to collectible content while also unlocking additional benefits, e.g. discount vouchers, VIP access to events, etc. In order to ensure maximum perennity and security for our collectibles and security, all transactions, their records, and file storage will be managed in a decentralized manner:

- We will deploy smart contracts on the Ethereum blockchain to certify limited editions and to manage initial sales (from author to collector) as well as resales between collectors,
- We will use the IPFS protocol to store our collectible content files and will deploy our own IPFS node.

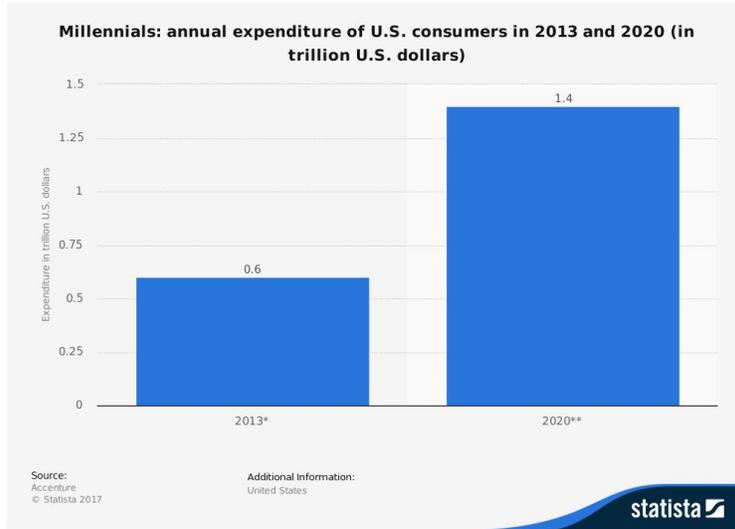
More information on our technology stack can be found in [this blog post](#).

We feel that our business launch is very timely, as in 2017 we are witnessing an explosive growth of live video streams via Facebook, Youtube, etc, and a strong rise in the interest for advanced/immersive visualization experiences in the framework of videogames, leisure drone piloting, etc. Additional elements supporting our timeframe choice include early signals from specific segments for the strong potential of the digital collectibles market.

Target Market

Market Demographics

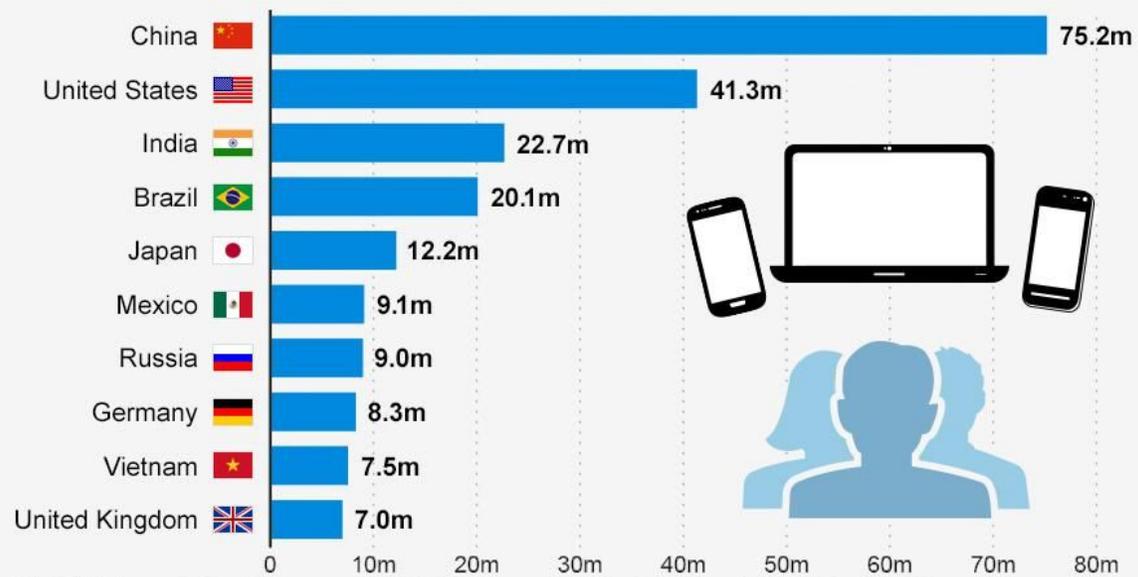
As discussed in our Go To Market section, we will enter a few vertical markets, which are of interest to a very diverse customer base in terms of age. Nonetheless, we expect early adopters to be mostly in the Millennials and Post-Millennials age group. In the U.S. only, this population has a size of roughly 120 million individuals. In particular, the “adult” Millennials segment (ages 20-36) amounts to eighty million people in the U.S. with \$200 billion in annual buying power.



Post-Millennials, often referred to as Digital Natives, are the generation that was born during or after the introduction of digital technologies and therefore has a greater level of comfort using it. They are basically the “native speakers” of the digital language of computers, video games and the Internet. They generate an estimated \$44 billion in annual spending.

41 Million Americans Are Digital Natives

Top 10 countries with the largest population of digital natives* (in millions)



* The ITU defines a digital native as someone who is 15-24 years old and has been using the internet for at least five years

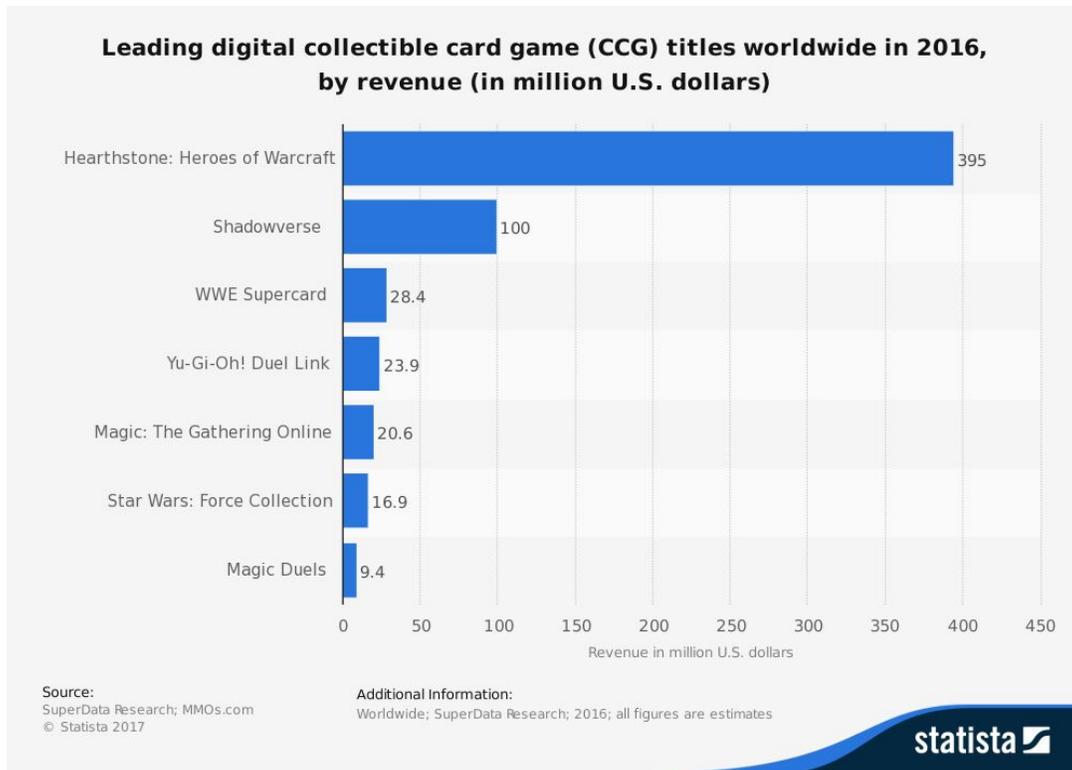
statista
The Statistics Portal

Mashable

Source: International Telecommunication Union

Market Size

Based on current estimates in excess of USD 600 BN for the total collectibles market value, we estimate the digital collectibles market to attain USD 6 BN within a 3 to 5 years horizon, i.e. 1% of the current total market. Our estimate is probably conservative, as the niche market for digital collectible card games has already attained in 2016 an estimated value in the region of USD 600 M (see below).



Business Model

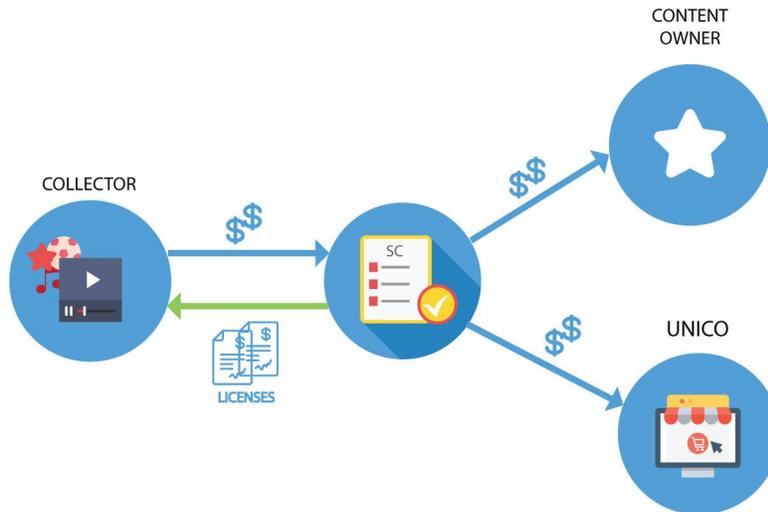
Stakeholders

The key stakeholders in our ecosystem are:

- **Content owners** Artists, performers, celebrities and legal entities owning all the legal rights on the content.
- **Collectors** People and organizations interested to buy and trade tokenized licenses on the content.
- **UNICO** Receiving a fraction of sales proceeds.

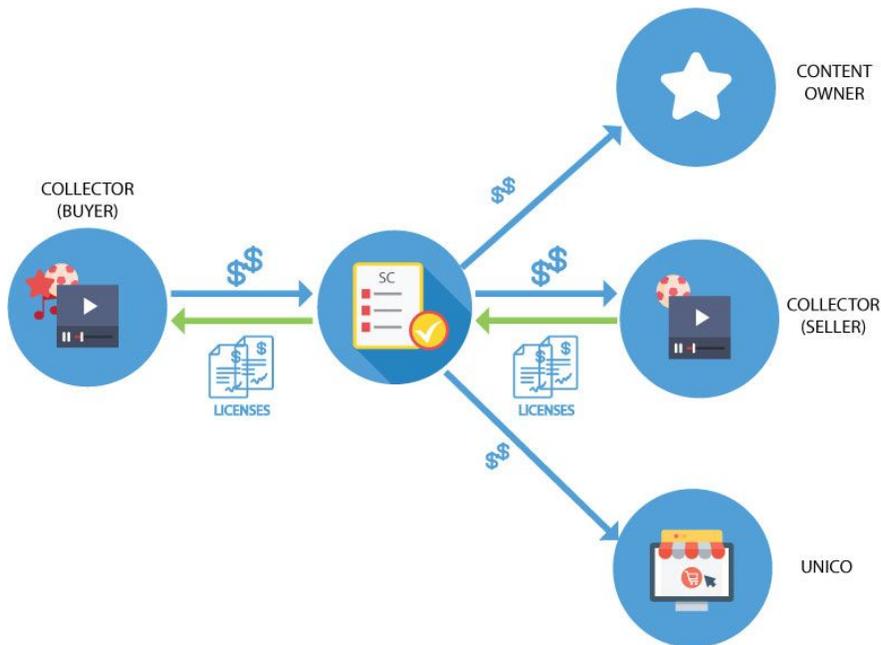
These stakeholders power the core processes in the UNICO ecosystem, namely the purchase of newly minted collectibles:

PRIMARY MARKET



and the trades in the secondary market:

SECONDARY MARKET



Additional stakeholders will emerge at later stages, such as people with an interest in promoting UNICO collectibles to gain visibility or commission from content owners, and services extracting UNICO-related data from the blockchain to monitor the collectibles market.

All transactions (both on the Primary and Secondary Markets) will be processed via a Smart Contract on the Ethereum blockchain, which will automatically split sales proceeds among the relevant stakeholders. As a consequence, we will be able to manage each product launch like a mini crowdsale, capitalizing on marketing and technical best practices developed in the crowdsale context. All transactions will be safe, frictionless, and transparent.

The UNI Token

In order to minimize friction, purchases of newly minted collectibles will not require ownership of UNI tokens, as they will be payable either in UNI or in fiat money, or in ETH.

Token's utility arises from the following features:

1. UNI will be the currency for settlements of transaction fees in our secondary market,
2. UNIs will be used to reward Collectors and Content Owners who are particularly committed to our ecosystem and help grow it:
 - **Collectors** will earn UNI by e.g. sharing UNICO news and product launches on social media, and in the form of loyalty rewards based on their monthly purchase volumes,
 - **Content Owners** will earn UNI based on their monthly sales,
3. Staking: holding at least a set amount of UNIs will unlock premium features both for Collectors and Content Owners:
 - **Collectors** holding a minimum amount of UNIs will get VIP Collector status, with exclusive access to presales for new collectibles, discounts, etc.
 - **Content Owners** holding a significant UNI stake will be given priority and enhanced visibility for new product launches.
4. UNIs will be the only means of payment for some premium UNICO goods and services, such as:
 - a bespoke "Artist" App (Android and iOS) that fans will be able to download for free from Google Play and iTunes. Through the App, fans will follow the artist's social streams, receive notifications for new product launches, browse, purchase and visualize collectibles, etc.
 - additional marketing & communications services.

Revenue Model

- Revenues from the sales of newly minted collectibles are automatically split between UNICO and content providers via the Smart Contract, based on an agreed royalty percentage;
- An additional revenue stream comes from trades on the secondary market, which are again managed via a Smart Contract. A commission will be charged on the resale price, and again split between UNICO and the content provider.
- It is also foreseen that some types of collectibles, e.g. 3D models of artwork and VR reconstructions of heritage landmark sites may be suitable for a “buy-to-rent market”, whereby investors would buy licenses on premium content and then get a passive income from short-term rentals to schools, museums, site visitors, etc.

Initially, digital content for UNICO collectibles will be centrally sourced. Later on, we will decentralize operations by enabling content providers to self-upload content and set the price and the number of access tokens for sale.

Go to Market Strategy and Early Achievements

Verticals

Our priority areas for partnerships with Content Providers are:

- **Music** Currently we have a strong focus on pop music stars, although we will also feature well-known classical music performers. We are finalizing partnerships with Italian event organizers and talent management agencies. In addition, we have strong expressions of interest from some major record companies. Such partnerships will provide us with exclusive content to generate collectibles.
Our music-related collectibles will be different from Youtube-grade content: we will focus on improvisations, backstages, and other “unconventional” creative experiences.
- **Sports** Currently we are discussing partnerships with major European football teams and individual players, and we are also taking preliminary steps to enter the US market. We are testing customers’ interest for very innovative products such as limited-edition 3D human scans of players and of physical memorabilia (trophies, footballs, etc.).

- **Arts and Heritage** We have signed a Memorandum of Understanding with a US-based Art Collector which will enable us to commercialize a limited-edition digital collectible linked to the portrait of a great rock star. Also, we are finalizing a partnership to make a limited-edition collectible out of a Virtual Reality experience in a reconstructed palace in ancient Rome⁶. Finally, we are discussing partnerships with digital artists and well-known Italian institutions (museums, etc) the possibility to create digitally-signed, limited-edition images and 3D models of physical paintings and sculptures.

Marketing strategy

Before the main crowdsale, our marketing strategy will be driven by the specifics of the partnerships that we manage to strike. Promotion activities will mostly target the Content Owners' online follower base and proceed via social media channels (Facebook, Instagram, Youtube...). Whenever applicable, we will expect Content Owners to promote UNICO products on their own channels. We also plan to source "grassroots" Content Owners from specific ecosystems such as Steemit. [Steemit](#) is a fast-growing, blockchain-based social network with currently over 400,000 accounts. Their ecosystem provides an ideal beta-tester community for UNICO because a vast majority of its members are crypto-educated Millennials and Post-Millennials worldwide. We will run a range of promotional activities there, such as contests to identify emerging talents. We will leverage Steemit's unique reward system to maximize our own visibility and engage both content providers (digital artists and musicians) and customers.

After the crowdsale, we will scale up our promotional and content-sourcing activities, building a global ecosystem of Content Owners and Collectors. We plan to open at least two regional offices, in the US and in Asia. We might also set up a network of "UNICO Ambassadors", aiming to source content provider talents in their own countries.

For projects involving very well-known stars and VIPs, we aim to channel a significant fraction of the sales proceeds towards charitable projects. We will then set up specific wallets for partner charities, so that financial donations flows will be 100% transparent and visible in real-time on the blockchain. Here we are solving a frequent pain point in this type of projects, namely donors' lack of trust in the actual delivery of donated funds.

Our marketing and growth strategy is summarized in the table below.

⁶ <https://blog.unico.global/making-a-piece-of-ancient-rome-a-unico-digital-collectible-5c5e456d8014>



Competitive Landscape

The digital collectibles market is still in its very early days. The scope of the digital collectibles market is huge, just like it is for physical collectibles, and the competitive landscape is potentially very diverse, in terms of target segments, market strategies and technology choices. As discussed in the “Market Size” section, a few US companies are already active in the collectible cards market. A representative player in this category is [Quidd](#). On the opposite side of the pricing range, [Sedition Art](#), a UK-based company, targets the market of mainstream art collectors.

Despite the strong sales figures for digital collectibles in the US market, we believe that the aforementioned companies are just scratching the tip of an iceberg. It should be noted that neither of them is adopting blockchain technologies. They use centralized, closed ledgers to store ownership and attributes records for their collectibles.

The weaknesses in their approach are:

- Liquidity is capped by the size of their registered customer base, as no trading on open markets is possible.
- Should one of these companies go bust and/or their ledger go offline, collectibles would simply disappear.

We believe that the aforementioned companies provide relevant examples for UNICO potential competitors. The table below summarizes the key differences between them and us:

Company	Quidd	Sedition Art	UNICO
Market Segment	Comics, TV series,..	Digital Art	Sports, Music, Art & Heritage
Product Type	Digital Stickers	Images and videos	Images, videos, 3D/VR, ...
Ledger Type	Corporate (centralized)	Corporate (centralized)	Smart Contract (decentralized)
File Storage	Centralized	Centralized	Decentralized (IPFS)

One company which has been advocating the use of blockchain technology to certify provenance of digital artwork and issue limited editions, also using author’s biometric data, is ascribe.io. They have a strong focus on the art segment. We do not regard them as a real competitor as they do not actively market collectibles or facilitate trades; they seem to position themselves as technology providers for artists and museums. Also, we could not find any corporate announcement or blog post in the last twelve months, so it is not clear whether the company is still active.

A few additional companies and projects are deploying blockchain technologies in the context of market segments of interest to us, but again, none of them appears to be a direct competitor to UNICO:

- MUSICONOMI aims to build a decentralized ecosystem for musicians through an innovative revenue sharing scheme. However, their business is based on a pay-per-play model, so there is no notion of ownership or limited editions, which are the key building blocks in our concept;
- ZENDAO is a project using the blockchain to reduce friction associated to physical collectibles, by creating a robust provenance tracking system and improving liquidity and trading opportunities. We don’t regard this project as a UNICO competitor as they focus on physical collectibles and there is no notion of full ownership of any artwork. Similar considerations apply to MAECENAS, which collateralizes physical artwork focusing on masterpieces and the high end of the market.
- It is worth mentioning artoken.io. Again, we don't regard them as direct competitors as we focus on the notion of collectibles, which means limited editions of premium content, and they don't.

In summary, none of the aforementioned projects seems to be a direct competitor to UNICO, and certainly none of them boasts all the features which are on UNICO's road map, namely:

- Full ownership of a limited-edition access license to the collectible,
- Multifunction tokens,
- Advanced scarcity management (time-based, location-based, etc),
- Support for live events,
- Support for virtually any type of digital content, ranging from images to VR/3D,
- Custom decentralized marketplace for collector trading,
- Decentralized tokens and storage of source files,
- All transactions taking place in the Ethereum blockchain ecosystem, to ensure high liquidity, perennity of records and maximum security.

As a final remark, we note that to the best of our knowledge no company has so far approached the sports collectibles market, which is one of our target segments, where we see huge potential.

Team

UNICO's core team includes seasoned professionals, with a strong track record of creating and growing successful companies, as well as younger engineers and professionals, mastering all elements of our technology stack as well as key marketing techniques. Most core team members have previous experience with being a startup (co)founder, so we all know what it takes to set up a business from scratch and make it successful!

In addition, we have very distinguished advisors who add value to our business either on specific verticals, or through their professional achievements and networks.

Core Team

Claudio Parrinello - CEO

Claudio holds a Ph.D. in theoretical physics and is a serial entrepreneur, as well as a former international management consultant and manager at CERN, Geneva. He has been in the crypto world since 2014.

Stefano di Lecce - COO

Stefano is also a serial entrepreneur, as well as a marketing expert and former IT consultant with “big 5” firms (Bain & Co, Deloitte, Ernst & Young...).

Ivan D’Ettorre - CTO

Ivan is an engineer and serial entrepreneur, with specific expertise in IoT technologies and marketing.

Massimo Barberi - Partnerships and Fundraising

Massimo is a seasoned entrepreneur, with connections in several industries relevant to our business.

Anthony Vipond - Blockchain Architect

Anthony is an experienced full stack Web and Blockchain Developer.

Roberto Falzone - Solution Architect

Roberto is a Senior Developer, with strong expertise on mobile and embedded technologies. He is coordinating Smart Contract development.

Antonio Usbergo - Art Director

Antonio is an experienced Video Maker & Entrepreneur, working with high-profile Italian Artists such as Jovanotti, Laura Pausini, etc.

Stefano Bonella - Marketing and Communications Manager

Stefano is a Strategy, Marketing & Procurement Expert with multiple experiences in International companies, passionate for innovation and emerging markets.

Advisors

Luigi Taglioni - Classical Music Advisor

Luigi is a professional musician, entrepreneur and music publisher.

Arturo Frixia - Strategy and Market Planning

Arturo is a very experienced General Manager, highly skilled in Marketing Management and Advertising. He also brings to us an impressive professional network.

Nicola Terrenato - Arts & Heritage Advisor

Nicola is a Professor of Classical Archaeology at the University of Michigan. He is also an expert on 3D modeling of ancient artwork.

Mirko Falleri - Institutional Partnerships

Mirko is a Parliamentary Collaborator with a strong track record in direct marketing and relations with institutional partners in Italy.

Road Map

Q2-Q3 2017 (Preparation)

- Beta website (www.unico.global),
- Preliminary White Paper,
- Legal framework for agreements with content providers,
- Smart Contract development.

Q4 2017 (Pre-Launch)

- White Paper and Beta Collector App release including first version of gamification engine,
- Smart Contract finalization and release on test network,
- Development and test of main features of ME HERE & NOW (MHN) protocol (based on iBeacon technology),
- Agreements with first lot of content providers and presales,
- Social and Marketing campaigns,
- Seed Crowdsale on 30 November.

Q1-Q2 2018 (Launch)

- Main Crowdsale,
- Hiring of additional technical and business development resources,
- Release of App with full functionalities,
- Final MHN platform release,
- Smart Contract deployment on main Ethereum network,
- Completion of streaming infrastructure, deployment of IPFS node,
- Launch of dedicated secondary market for collectible token trades,
- Global marketing initiatives, Ambassador appointments,
- Acquisition of rights on premium content from global stars, including worldwide streaming of live events.

Q3-Q4 2018 (UNICO.LAND and Multi-Function Tokens)

- Enabling worldwide content creators to self-deploy their own collectibles
- Launch of UNICO.land, a virtual reality online collector environment (à la Second Life)

- Global business development, opening at least two regional offices (US and Asia)
- Cross-industry partnerships to create value out of multi-function tokens (e.g. tokens as collectibles AND discount vouchers AND VIP entry to concerts, etc.).

Financials

As discussed above, we forecast a serviceable market for digital collectibles valued in the region of USD 6BN, in the near future. Our strategic goal is to attain 2% market penetration, with annual revenues of about USD 120M, within five years.

Crowdsale Strategy

As agreed with cofound.it, we have a two-stage crowdsale approach. We will first engage in a Seed Crowdsale, taking place on 30 Novembre 2017. The Main Crowdsale will take place in the first quarter of 2018.

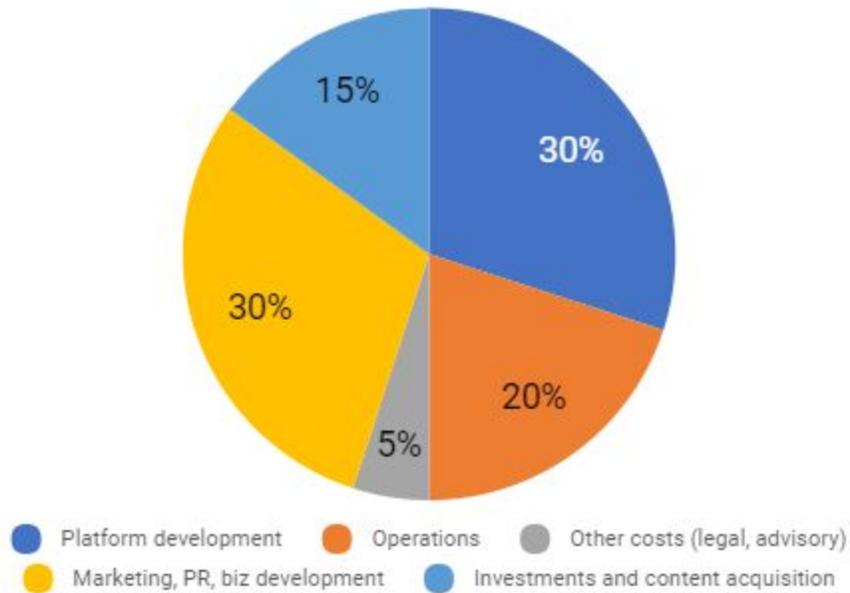
In the Seed Crowdsale, we aim to raise funding in a range between USD 150k and USD 350k. These funds will enable us to deliver before the Main Crowdsale a MVP, demonstrating the basic process of issuing and selling digital collectibles on the Ethereum blockchain, and delivering a basic user experience to Collectors via our Apps. Depending on the amount raised, we might also be able to secure exclusive rights on premium digital content in order to produce and start selling the first high-value collectibles.

Through the main crowdsale, we aim to raise funding in a range between USD 2.5M and USD 10M. Based on the amounts raised in the crowdsale, and subsequent revenues, we have a range of options to implement our road map either within schedule, or via an extended runway obtained by scaling down operational costs. If we manage to raise funds close to our cap of USD 10M, we will be able to attain our goals faster than expected, in particular via strategic investments, e.g. by acquiring rights to make limited-edition collectibles out of premium content from stars with worldwide visibility, and by taking a stake in a software house which will develop a VR environment for UNICO.land as well as online games where our tokens add value.

We will also develop strategic partnerships adding further functionalities to our collectible tokens (fidelity cards for stores, discounts on concerts, events and related merchandise, subscription-based services, etc.) and leveraging our MHN technology in order to enter the event organizing and ticketing market worldwide.

The projected breakdown for the use of crowdsale funds is shown below:

Use of Crowdsale Funds



Token Distribution

This is our tentative token distribution under the assumption that we fully attain our funding goals:

TOKEN DISTRIBUTION		
Main crowdsale	65.0%	10,000,000
Marketing & Bounties	2.6%	400,000
Team	15.6%	2,400,000
Advisors	5.9%	900,000
Reserve	5.5%	850,000
Seed crowdsale	4.6%	700,000
Private presale	0.8%	130,000
Total tokens	100%	15,380,000