



Snapparazzi

«Become part of our Snap circle  
and join a media revolution»

# Executive Summary

Snapparazzi is a revolutionary Blockchain-based platform where users get paid for the media content they generate and view. Snapparazzi revolves around users creating photos and videos which can be sold to TV, newspapers and other media outlets. App users therefore become freelance reporters whenever they film or photograph events of major importance during their daily lives.

Snapparazzi permanently solves the problem of incomplete media coverage. With over 2.3 billion smartphones in the world in 2017, every user can become a potentially unique and unrivalled source of exclusive footage and photos of newsworthy events.

The Snapparazzi's offer aims to disrupt a video-on-demand and digital ad spending markets, which will be worth \$90 billion and \$285 billion respectively by 2020.

— Please note that team's tokens are locked for 12 months —

Amount Raised So Far:

**US \$5 MILLION**

“You share your footage with us.  
We share the profits with you!”



# Situation and Problems Solved

- The declining importance of traditional media
- The issue of 3rd party advertising
- Limited content monetisation
- Copyright issues

Video Content  
is **KING**

## Video Ads Revenue Predictions:



2016 2,16 Billion USD

2019 3,57 Billion USD



2016 340 Million USD

2019 2,72 Billion USD



2016 674 Million USD

2019 9,58 Billion USD



2016 600 Million USD

2019 2,81 Billion USD



# Snapparazzi: The Solution

**Instant Content Monetization** - Take photos and videos of unique events that you are witnessing during your daily routine. Use the Snapparazzi app to sell them to local and global media outlets, getting paid immediately for your efforts.

**Higher Quality Content** - Snapparazzi is everywhere, because smartphones are everywhere. No limits as to what and when an event of social, political or entertainment value can occur. With Snapparazzi, any smartphone user becomes a potential news reporter, supplying real-time footage and photos of events to channels and media outlets, that no traditional media is covering.

**Cheaper Content** - If you are a media outlet, you are feeling the increasing pressure of competition from online sources. Finding and reporting good stories is getting harder - both being at the right place and the right time, and paying the costs of news reporters to do so. With Snapparazzi, you can virtually have an army of hundreds of millions of potential reporters - working for you in 200+ countries around the world, 24/7. Never again miss the chance of being the first media outlet to report on events of local, national or even global importance. Buy directly the content that interests you on the Snapparazzi app, directly from the persons who have created it. It's direct, is quick and it's safe.

## Snapparazzi: Main App Features

- **The Geo-localisation Feature** - "Be At the Right Place, At The Right Time", the Snapparazzi app has a variety of features to maximise its utility.

- **SnapCoin** - Get Paid Anywhere, Anytime. SnapCoin is the currency of the Snapparazzi platform. It is used for:

- Sale and purchase of content;
- Rewarding moderators for their content moderation activity;
- Rewarding users opting to view advertisements;
- Rewarding exceptional and popular content creators;

# Personae: **Everyone is a Protagonist**



## If You Are A **Breaking News Reporter:**

- You will earn SnapCoin when you sell your breaking news video or photos. This will be done via the auction system.
- You can offer potential buyers a 'buy-it-now' price at the time the auction commences.
- You will earn 80% of the revenues generated by content sales, with the remaining 20% going to Snapparazzi.

## If You Are A **Content Creator:**

- As a content creator you will also earn SnapCoin when your uploaded video is watched by users selecting to view with the advertisement option.
- You will receive a pro-rata reward based upon a 60% share of the advertising revenue paid by the advertiser to Snapparazzi.

## If You Are A **Viewer:**

- When you watch video content on the Snapparazzi platform, you will be rewarded with SnapCoin, when you choose to watch a video which includes advertisements
- You will receive a pro-rata reward based upon a 20% share of the advertising revenue paid by the advertiser to Snapparazzi.

## If You Are A **Moderator:**

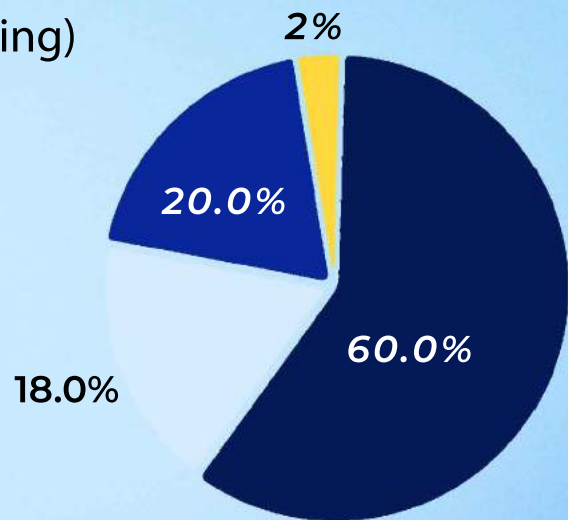
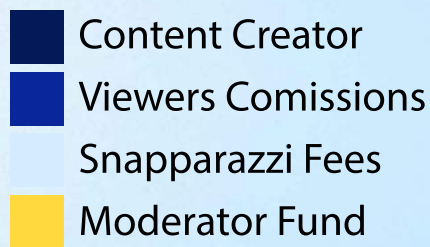
- As the screening of content involves an element of human moderation, any Snapparazzi user can be a potential moderator and can therefore earn SnapCoin.
- When a video or photo is uploaded, before it can be viewed on the Snapparazzi platform, you will moderate it and validate its contents.
- After an additional 5 moderators successfully validate the contents, in line with Snapparazzi rules and regulations, the video will be immediately available online for viewing.
- For your moderation work you will be rewarded with SnapCoin.

# The Business Model: **Commission and Advertising**

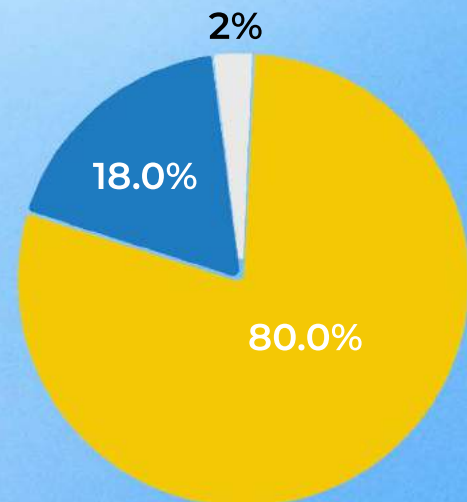
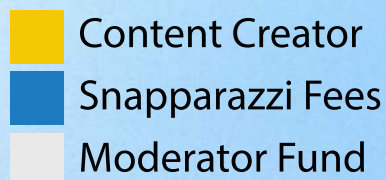
Snapparazzi generates profits from these sources:

- Commission fees (18%) on all content auction transactions on the platform;
- Advertising revenue (18%) from companies placing targeted advertisements;

## Revenue Distribution (Advertising)

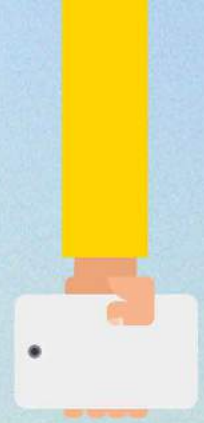


## Revenue Distribution (sale of content in the "breaking news" category)

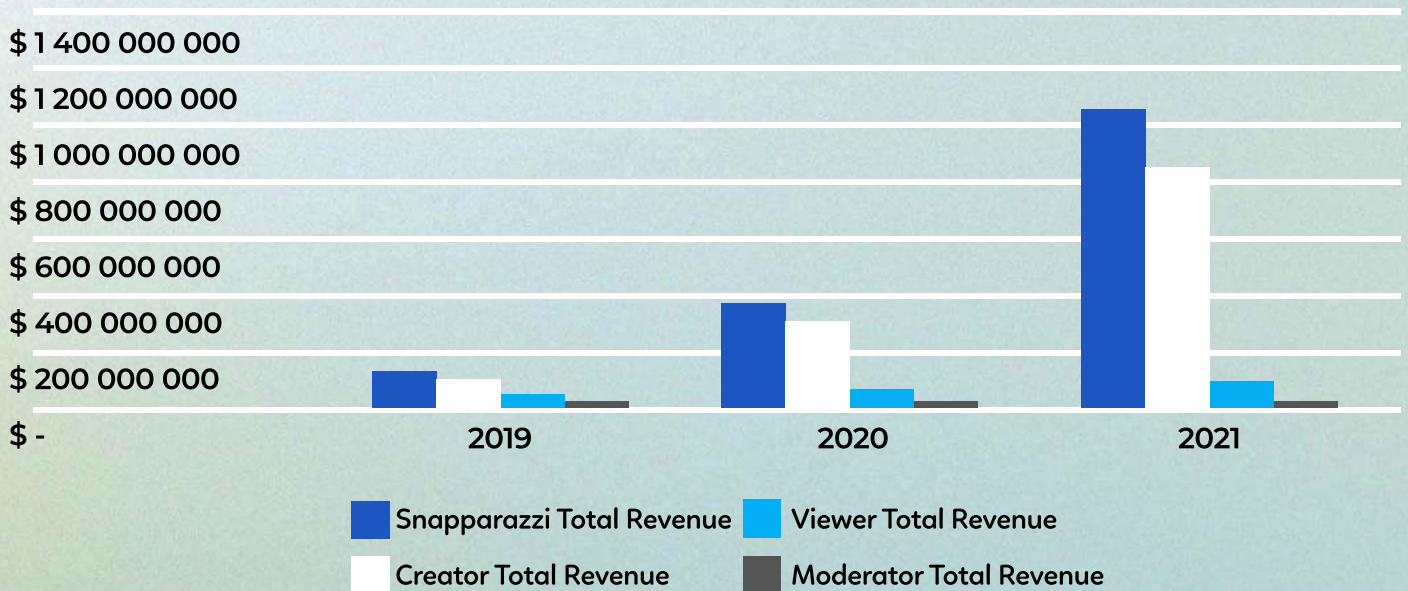




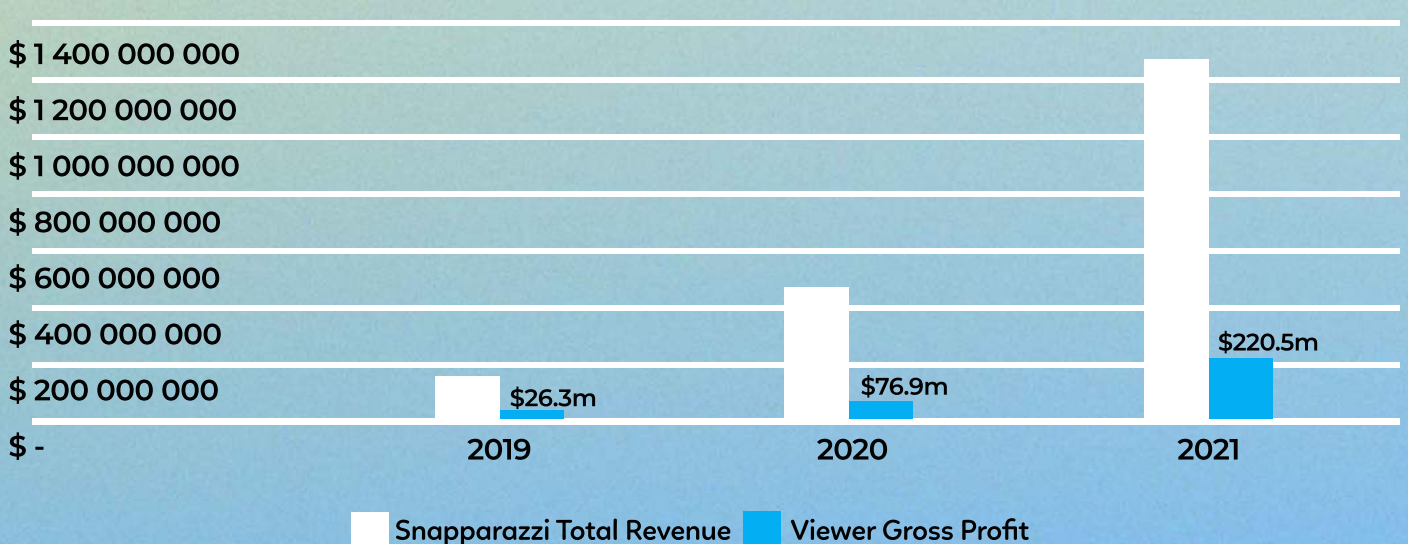
# Revenue & Profit Projections



## Snapparazzi Revenue Forecast



## Snapparazzi Gross Profit Forecast



# ROADMAP

## PATH TO HOLLYWOOD



### **JULY 2017**

Snapparazzi concept is born.

### **NOVEMBER 2017**

Private funding secured to launch the project.

### **FEBRUARY 2018**

Team of developers begin work on the app's architecture, developing the Snapparazzi app engine from scratch.

### **JUNE 2018**

Snapparazzi Company structure formed.  
Whitepaper release.  
Website launch.  
Private Sale.

### **JULY 2018**

Private Sale.  
Development and  
Marketing Team expansion.

### **AUGUST 2018**

Smart contract deployed on the ethereum blockchain.  
Development of the auction platform & auction Smart contract.  
Beta testing.  
Private ICO sale.

### **SEPTEMBER 2018**

Pre ICO Sale.

### **OCTOBER 2018**

ICO Sale.

### **NOVEMBER 2018**

Snapparazzi App Beta testing.  
Snapcoin released on exchanges.  
Team expansion.

### **DECEMBER 2018**

Snapparazzi App release to the public via AppStore and Google Play.

### **Q1 2019**

Opening of Offices in the  
USA/Europe/Asia.  
Strategic partnerships  
with Media Companies;

### **Q2 2019**

Release Beta Version  
of Live Broadcast  
features.



# Key Dates

Pre-ICO will begin on **September 14th** and will last until **September 24th, 2018**.

## SNAPPARAZZI PRE-ICO

Token Price: **\$0.18**

Token Price Discount: **25%**

Target Hard Cap: **154 000 000 SnapCoin**

The ICO will take place between **October 1st** and **October 29th, 2018**.

## SNAPPARAZZI ICO

Token Price: **\$0.18**

Token Price Discount: **15 to 5%**

Target Hard Cap: **308 000 000 SnapCoin**

**SoftCap:** 10 million USD

**HardCap:** 59 million USD





## Some Technical Aspects

SnapCoin is an **Ethereum-based token**, the other advantages of Blockchain have been integrated within the Snapparazzi platform:

- An **immutable ledger of all transactions occurring on the platform** content purchases/sales, content filming & storage etc. All tamper-proof and safe from any cybersecurity threat. The Snapparazzi development team has created a Smart Contract that saves all bids on the Blockchain. Once the buyer and the seller agree on the content price, in an open auction-type process as per the terms of the Smart Contract, the content creator will receive the payment and the ownership of the content will be transferred instantly and automatically.

- A **secure and reliable database on the ownership of content and its transaction history**. Blockchain's Smart Contracts entail an accurate and indisputable record of who is the rightful owner of what content. All copyright infringement or ownership issues are therefore cast aside, assuring all parties of the validity of their claims. The end result is a seamless market for content production and exchange, without the associated risks.

# TEAM



**Ruben Valle**  
CEO & Co-Founder



**Pradeep Chandra**  
CFO



**Damien Larquey**  
CTO & Co-Founder



**Anton Adamansky**  
Blockchain Developer



**Vyacheslav Tyutyunkov**  
Blockchain Developer



**Bella Legard**  
Business Development



**Lisa Taylor**  
Creative Director



**Romain Chiaramonte**  
Marketing Advisor



**Andrey Denisov**  
Blockchain Specialist



**Xavier Regnier**  
Community Manager