

screenist

BUY AT FIRST SIGHT



SCREENIST™ TOKENOMICS

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INTRODUCTION

Screenist aims to revolutionize the advertising business joining product placement and CPC based advertising solutions. How does it work? Screenist provides a mobile application along with several built in plugins for various content provider platforms. These applications and plugins are able to recognize the content on the screen, then these elements show every tagged product on a given screen. If the customers want to buy the displayed product, they can immediately reach the retailers webshop / Screenist Marketplace.

The Screenist platform runs on the NIS token. Our token is the basic building block and settlement unit of the Screenist ecosystem. We understand that the Achilles' heel of token based models is their ability to interact with the underlying business model; this is why we designed our token to be the fuel of the ecosystem. Holding and spending the NIS tokens is the perfect way to use Screenist's existing and future services.

The basic role of the NIS token is to grant rights to use the services of the system and pay the toll, while also serving as a form of compensation for various actors who carry out tasks related to content creation rather than active end users of the platform. Screenist is a self-governing autonom organization, where users interact with the product while the sharing and distribution of platform rewards is carried out autonomously between its stakeholders.

Customers do not interact directly with the Screenist blockchain, they can instead use an app designed for video content consumption (with a built-in Screenist Ad Route), or use the free dedicated application designed and built by Screenist to recognize video content. Users of the platform indirectly facilitate the joining of new stakeholders to the platform. The more user interactions and better conversion rates, the more stakeholders join Screenist.

WHY DO WE NEED BLOCKCHAIN?

The Screenist platform enables various actors (Product owners and Resellers) to place their products on our chain and participate in auctions and acquire the best conversion pools. The platform also ensure opportunity to execute tasks, such as tagging and validation. It allows us to compensate for the work done by Validators and product Taggers. Using a blockchain also allows us to offer a fully transparent service and keep safe records of the work done on the platform.

WHAT IS THE ADVANTAGE OF RUNNING THE PLATFORM ON A BLOCKCHAIN?

Transparency and trust

The actors do not have to trust or know each other. As a reseller, you can make sure your advertising budget is used how you specified and allows you to see when an order is fulfilled, when a deal gets done. As a Product owner, you can see if your product was recorded in the right content with accurate details.

Immutability

The actors can make sure the work and deal will be stored in an immutable way that ensures their future revenue.

Why would it be pointless to implement our platform on a centralized system?

Deploying this platform on a centralized network would result in the loss of transparency and the trustless nature of the system. Since revenue shares are driven by Smart contracts, actors of the platform can monitor and predict their incomes. When Resellers create a CPC campaign the parameters are recorded on the blockchain. This revenue is then redistributed according to the Smart Contract distribution logic.

What advantages do we gain in terms of adoption by incentivizing both the Tagger and the Validator roles?

The incentive system that we have developed ensures that even individuals are allowed to participate in tagging or validating products on the platform. Users tend to be much more motivated in using the app if they are able to participate in content generation, which is similar to playing a game. By allowing a large user base to contribute to content tagging, we also increase product visibility and recognition.

The adoption will be accelerated by the introduction of incentive structures for Validators and Taggers. Taggers will be motivated to find as much content as they are able to, because they receive a significant part of their reward from the one time bonus pool, while the smaller part comes from the recurring bonus. Validators are responsible for overseeing the work of Taggers and also to check other Validators' work - as they receive a portion of their rewards from the recurring pool - their main incentive is to validate content that is most likely to be often used.

What kind of blockchain do we have?

The platform is running on an internal consortium chain, but everyone is able to explore it to check the information necessary to complete their role. The NIS tokens are converted to the consortium chain, this enables the use of custodial wallets with near-zero fee settlements.

WHY DO WE NEED TOKEN?

NIS tokens represent compensation for platform usage and for tasks executed on the platform in a scalable and flexible way. A fully predictable and transparent settlement mechanism is ensured by the use of Smart Contracts.

Efficient operation of the platform would be impossible without tokens. Using tokens, rewards can be spread effectively between the various independent actors even in small amounts. Settlements with tokens can be done more frequently than, for example with Google's CPC model, where beneficiaries are compensated once a month with transaction fees deducted from their rewards.

Value is stored in Smart Contracts (tokens in this case), which provides transparent accountability without the need for a trusted intermediary.

ACTORS

- **Product owners** (Neutral or Contributor): They want to present their products or services in the Screenist ecosystem. Product owners are only able to place their products on the blockchain, they do not get rewards directly from sales. They can load dedicated pools to boost their product's tagging.
- **Product resellers** (Contributor): They're actors who sell the tagged products in their shops and wish to use Screenist services as a form of advertising to boost their sales. They bid and pay in tokens for reseller opportunities. They are able to set the CPC price they wish to spend to channel traffic to their shop based on various parameters, including location, region, usage frequency, platforms, etc. - the process is similar to a Google Adwords CPC campaign setup.
- **Content creator** (Neutral or Contributor): Content creator is the owner of the copyrights of the content. They can load dedicated pools to boost their content tagging.
- **Content provider** (Neutral): App developer, who integrates the blockchain based product placement service into their own broadcasting application and displays the advertisements.
- **Customers** (Neutral): They enjoy the contents using the data stored on the blockchain (also through other applications) and buy products directly from Screenist leads.
- **Blockchain Taggers** (Beneficiary) : Independent actors (bounty hunters) who feed the product placement information into the blockchain with tag/product-content pairs-time
- **Blockchain Validators** (Beneficiary): Independent actors who validate the unconfirmed tags.

MOTIVATION

- **Product owners:**

- Widening their sales channels and getting direct and measurable feedback from paid product placement by content.
- Also, they can boost the conversion rate of product placement because Customers can directly access a placed product' information during the 'consumption' of the content.

- **Resellers:**

- Access to the product placement direct sales channel.

- **Content provider:** Content provider is a neutral member of the ecosystem by default, however content broadcasters started to create their own contents as well (e.g. Netflix, Amazon, etc.)

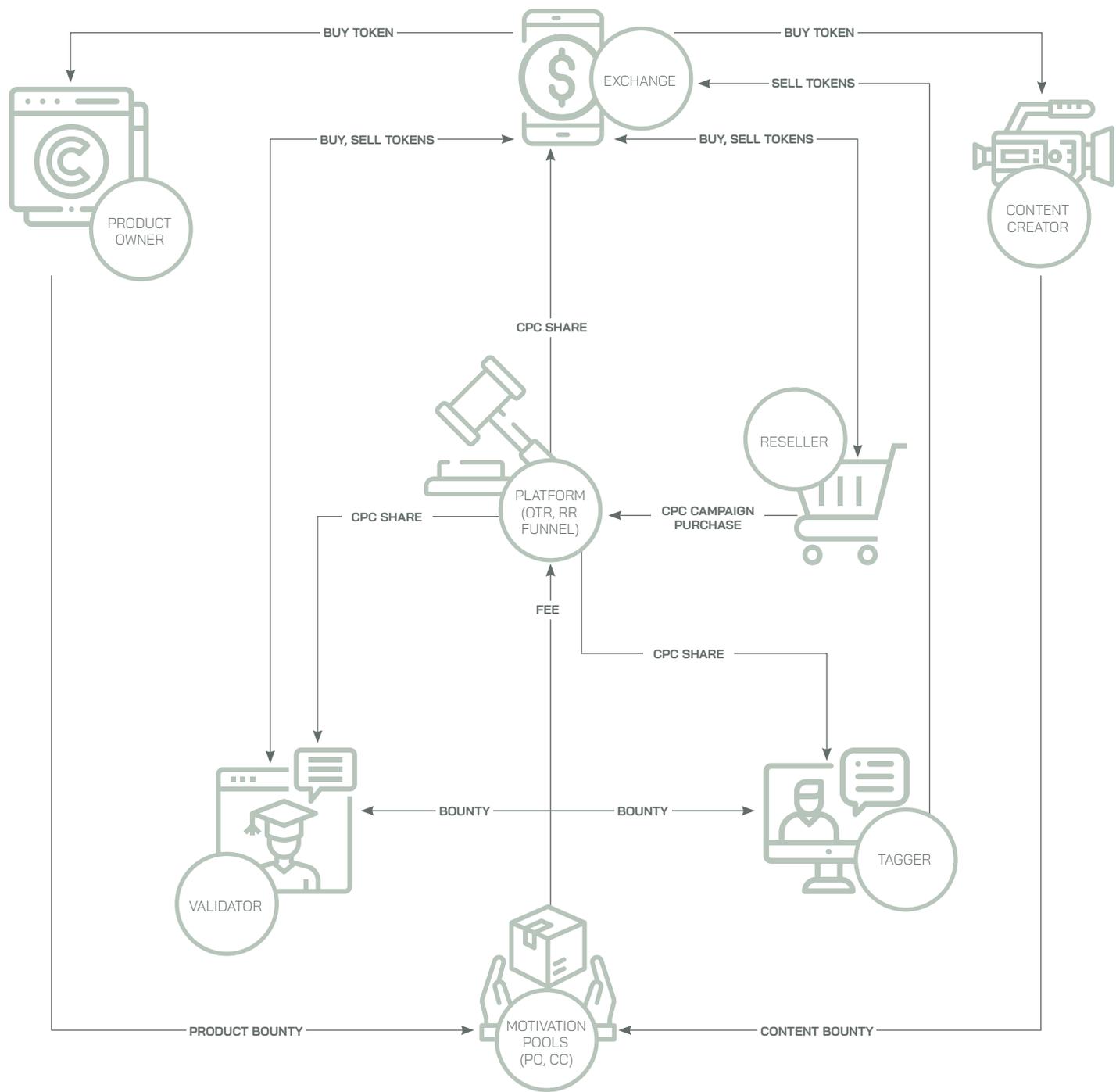
- **Content creator:** Content creator is a neutral member of the ecosystem. They have no direct motivation to allow or deny their visual content to be listed on the Screenist blockchain. Their method of operation will probably depend on their agreements with product owners. If they make a deal with the product owners that includes product tagging, they are able to speed up the tagging process by allocating tokens in a bonus pool for Taggers and Validators. (Content creator promotional pool - Figure: Revenue streams of Screenist platform).

- **Customers:** Customers are neutral members of the ecosystem. They will use this service just like how customers use modern content related smart services (e.g. Shazam, etc.). Their typical motivation is to get those shoes, sunglasses, etc. displayed in the content they're watching. Customers can also take on other beneficiary roles (Tagger/Validator).

- **Tagger:** Taggers are rewarded based on data placement on blockchain and can also get commissions based on sale succession rate.

- **Validator:** The Validator's incentive is essential for the Platform's operation. To become a Validator, one must allocate a certain amount of tokens to create a stake - more info can be found in "Stake of Validators" section of this document. The Validator is responsible for the validity of the tags - if the tag validation information is proven to be invalid, the Validator loses it's stake. Their incentive structure also motivates them to validate tags on the blockchain that will potentially reach the best conversation, because significant part of their income is generated through the performance of such tags. Clearly illustrated by the given incentives, the underlying motivation system is dual, assuring high quality data and guaranteeing high rewards for participants.

TOKEN FLOW





CHALLENGES



WHY DOES THE INCENTIVE SYSTEM GUARANTEE THE INTEGRITY OF TAGGERS?

If you would like to contribute as a Tagger, your main revenue source will be the one time rewards after your validated tags, and you'll also receive recurring rewards that are paid after every CPC conversion to those who cooperated in the creation of the given tag. How does this prevent any kind of fraudulent activity? Your main goal as a Tagger is to achieve a validated tag, you do not have any control over Validators and their validation preferences. The proper tagging criteria must be met in all cases, and you can increase the likelihood of your tag being validated if you establish valuable product-content pairs.

PENALTY OF TAGGERS

When Taggers check the previous work of other Taggers – to prove that they are real people – solve Captchas. One Captcha is to be solved by multiple Taggers. The decision is based on simple majority principle. If the Taggers do not approve the Captcha according to the majority, the ones that selected approve - presumably did not do their work with due diligence - are punished

by losing the right to contribute in content creation on the Platform. In case of the majority finds the Captcha invalid, the original Tagger whose content it is based on will also lose the right to contribute as Tagger.

WHY DOES THE INCENTIVE SYSTEM GUARANTEE THE INTEGRITY OF VALIDATORS?

If you would like to contribute as a Validator, you must deposit a set amount of tokens, which lets you perform validations until the sum of your one time rewards reaches 50% of your deposit. The deposited tokens serve as your incentive to perform proper validations, and since your main revenue will come from the recurring reward - based on all CPC conversions - you are motivated to validate those tags that will potentially reach higher conversion rates first.

STAKE OF VALIDATORS

To be a Validator, one must hold and lock at least \$100.000 USD worth of tokens. This stake guarantees that the Validator is incentivized for honest behaviour. This stake also limits the value of validations a Validator is able to complete (50%). To provide an example, if a Validator deposits a stake with 1 000 000 NIS tokens, he is able to complete 500 000 NIS tokens worth of validations. The value of a validation is based on the one-time validation reward. The stake is locked for 4 months, and if the Validator reaches the stake limit he has 2 options:

- wait until their stake is unlocked
- create another stake parallel to his first one.

PENALTY OF VALIDATORS

If the consensus cannot be reached among Validators the tag will be dropped. Otherwise it proceeds with a Validator consensus to the Captcha pool of Taggers. This serves as a double-check for the Validators and if the Taggers decide that the tag is invalid, the Validator will lose his stake. These tokens are sent to the one-time reward pool where it gets redistributed.

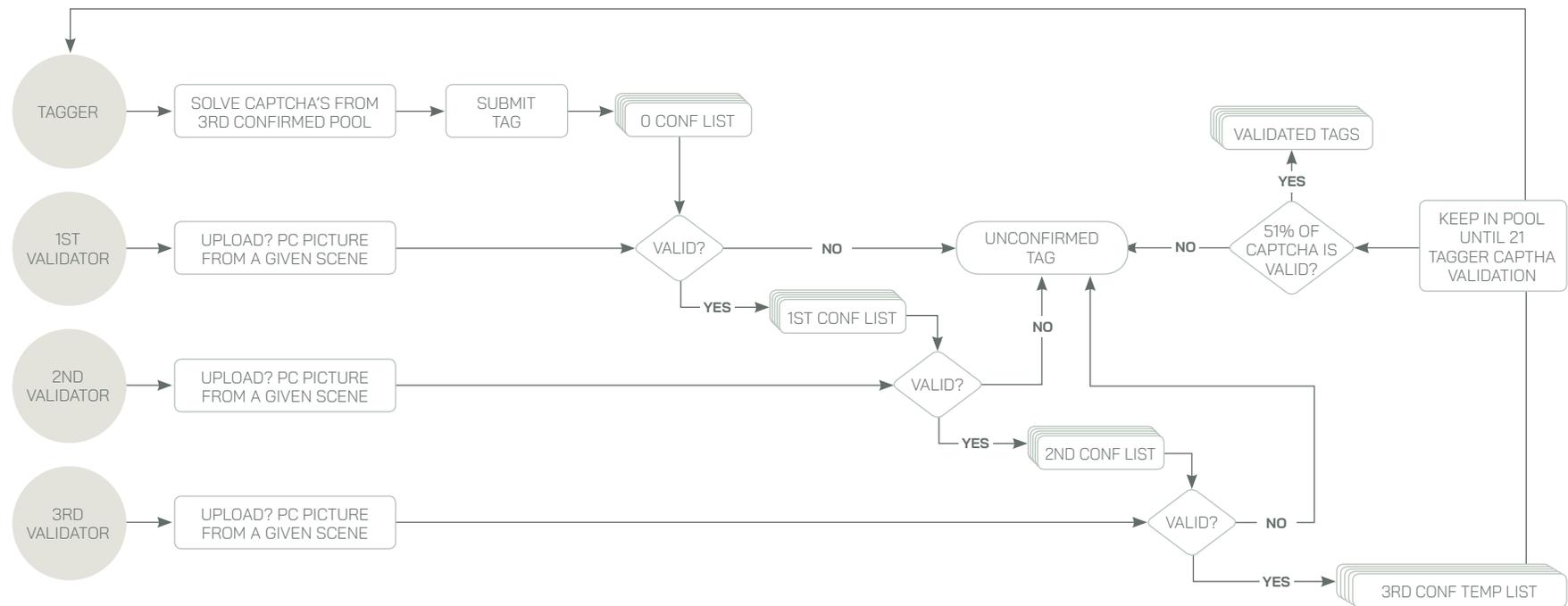
RESELLER DEBATE

If somehow an invalid tag entry goes through the Screenist validation process and it is generating false conversions, the Reseller can signal such false tags. The platform is able to overrule the tag status and set it to disabled if the claim is rightful. In this case both the original tagger and all 3 Validators will be punished (Tagger is banned from the platform and the Validators will lose their stake). From this stake the Reseller is compensated by the platform, while all remaining tokens are sent to the one-time reward pool.

HOW DO WE PREVENT THE COLLUSION BETWEEN THE TAGGER AND THE VALIDATOR?

The validation process is extended to the Taggers as well. Before a Tagger can submit a tag, they have to prove they are a real person. In order to do so, they have to solve a Captcha that comes from a pool. The loading of the pool will be clarified later. Once a Tagger submits a tag, it forwarded to the list of tags with zero confirmation. The Validators can read this list and pick those they want to validate. The actual Validators compete with each other, as more validating processes can run for the same product at the same time - the process that completes first will be the basis of reward distribution. The 1st Validator takes higher risk, but also receive a higher reward if the validation is correct. As a 1st Validator, before they can submit a vote in terms of the displayed content, they have to prove they have the given content that is included in the tag. - Important to highlight here that the Validators are not chosen by the platform to perform a given tag validation, because we don't know which Validator in possession of a given content, therefore Validators are able to select which content tag they wish to Validate - As a proof, they have to upload a screenshot between given time codes where you think the tagged product is visible before you can vote. If you vote for the tag as "valid entry", it becomes first confirmed. Otherwise it goes to the unconfirmed list and the given tag cannot be confirmed anymore.

Once you become a 1st Validator of a given content, you won't be able to act as a second and third Validator. This is also true for the second Validator, meaning they can't be the third Validator of a tag that they have already validated. The second Validator also has to prove they own the given content. They have to upload a different screenshot from the first one between given time codes. Once the 2nd Validator has uploaded their proof, they will be allowed to vote for the given content. Once it gets validated by the second Validator, it goes to the 2nd confirmed list, otherwise it goes to the unconfirmed list. The third Validator has to complete the same steps as the 1st and 2nd Validator, and if the tag doesn't get the 3rd validation, it goes to the unconfirmed list. If it receives the 3rd validation, it goes to the temporary confirmed list which will work as a pool of Tagger Captcha source. Once the Captcha pool is finally validated a tag, it becomes a part of Screenist blockchain content.



CAPTCHA POOL AND VALIDATOR EVIDENCES

There is a strong connection between the uploaded evidences - screenshots between the start-end timestamps and the Captcha to be solved. The Screenist system will generate Captchas based on the uploaded screenshots. The Captcha pool of a tags will present 21 permutation instances of the uploaded pictures. The odd number of instances is important to be able guarantee consensus (51%+) at all times - which is the evaluation basis of the Validators. For copyright compliance reasons the screenshots are never used in their full entirety - only the relevant part is shown. For example a photo is shown with the text: mark the purse on the picture! Mark those pictures where you do not see a purse! etc.

TAGGERS AND VALIDATORS COMPETITION SYSTEM

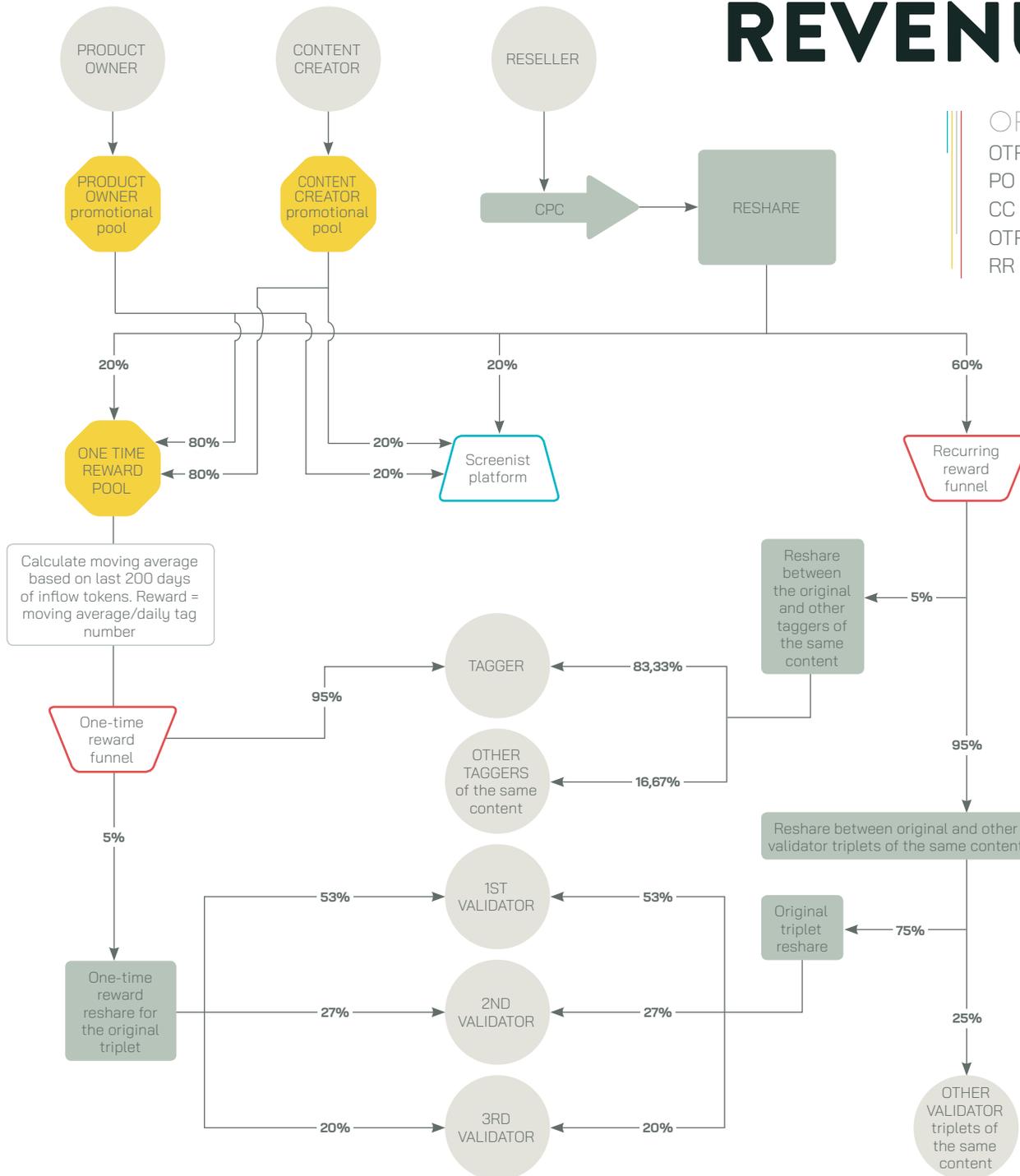
One time rewards for tag creation are being paid, after it has been validated by 3 independent Validators. Since Taggers are motivated (to a lesser extent) to produce tags which perform well, it is entirely possible that certain contents or products are being created at the same time. The first group of Validators and Taggers who finish the process will get the rewards. Upon a validation process is completed, all other concurrent processes are dropped without rewards.

HOW AND WHY ARE WE CONVERTING NIS TOKENS TO INTERNAL BLOCKCHAIN CONTRACTS?

Blockchain is essential to store and handle a tamper-evident and transparent register that provides information about each actor's history. The Screenist platform's main goal is to operate a fully transparent marketplace for product resellers and customers. As an intermediary, the platform ensures a level playing field and a unified experience for all customers across the platform. This goal can only be achieved by using smart contracts and a blockchain. All auctions and tagging contracts are running in separate smart contracts, all of which are easily accessible by the contracted parties.

Long-term sustainability is very important for us and with this model we can eliminate the risks of any price fluctuations of the ERC 20 token on the Ethereum network.

REVENUE STREAMS



OF SCREENIST PLATFORM

OTR pool: Token allocation for one-time rewards

PO pool: Token allocation for Product owner promotional pool

CC pool: Token allocation for Content creator promotional pool

OTR funnel: One-time reward funnel

RR funnel: Recurring reward funnel

Since our net beneficiaries (Taggers and Validators) carry out different types of work, we structured our revenue distribution model to offer different incentives to each group. Taggers add the most value to the platform when they register high quality and quantity data on the blockchain. To effectively incentivise Taggers for tagging new content, they receive the majority of their payment from the one-time rewards given for new tags, while recurring revenue generated from conversion makes up only a fraction of their total income. This ratio is reversed in the case of Validators, since Validators are responsible for making sure only those tags that represent true content-product pairs are used. Their job generates the most value for the platform when they don't only filter the incoming tags based on the validity of content-product pairs, but also prioritize them based on potential revenue generation (validate the ones with higher projected revenue first). The one-time reward for Validators is low, while a significant portion of their income comes from conversions (recurring type). Product and content owners can speed up the validation process by creating bonus pools.

The revenue of NIS tokens generated by the platform will be sold immediately ensuring the re-entry of all used tokens back into circulation thus stabilizing the market price of the tokens.

DETAILS

There are 3 separate revenue streams in the Screenist ecosystem:

- CPC campaigns
- Product tag bounty campaigns
- Content tag bounty campaigns

1. CPC – COST PER CLICK

The most important and complex value stream is the CPC campaigns of the Platform. Resellers use their purchased tokens to create a campaign allocation where they set the maximum tokens to be used during the campaign and the maximum CPC for a tag.

After every click the set amount is deducted from the reseller's allocation, which is then distributed: 20% to the One-time reward pool, 20% to the Screenist Platform and the remaining 60% to the recurring reward funnel.

[RR funnel]: the recurring reward funnel distributes the token rewards between Validators and Taggers who participated in the creation of the clicked tag.

- Taggers receive 5% from the recurring reward funnel as a secondary motivation layer (their primary motivation is the one-time reward). As there are many Taggers contributed to the creation of a tag, the distribution is done proportionally: 83,83% goes to the Tagger who initiated the process, and the remaining 16,67% is distributed among all the other Taggers who created different products/tags in the same content.
- Validators receive 95% with the distribution of 75% goes for the 3 Validators who actually validated the tag dispersed to {V1: 53%; V2: 27%; V3: 20%} reflecting the risk level of each Validator. the remaining 25% (of the 95%) distributed among the al the other Validators who participated in creating other tags in the same content.

The recurring reward funnel is effectively distributing the recurring rewards based on the clicks.

[OTR pool]: the one-time reward pool is used to distribute one-time fees which are being paid out when a tag was created and fully validated. This pool is an allocation pre-filled by Screenist - the rewards from this pool are not fixed, it is proportional to the influx of tokens. These daily one-time rewards are calculated based on the 200 days moving average of the 20% CPC income reshare.

OTR_{pool} :	Prefilled One-time reward pool
$INFT_{OTR_{pool}}$:	The amount of inflow tokens on daily basis
ND_{tag} :	Number of tags on daily basis
R_{base} :	Reward base for a given day
R_{tag} :	Reward of tag on a given day
D :	Current day

To define the daily reward base we are using a 200-day moving average:

$$R_{base} = \frac{\sum_{i=D-201}^{D-1} INFT_{OTR_{pool}}}{200}$$

The one-time reward of a tag on given day, is the dividend of the daily reward base and the daily numbers of tags:

$$R_{tag} = \frac{R_{base}}{ND_{tag}}$$

Distribution of the one-time reward funnel: similarly to the recurring reward funnel, but in opposite proportions: Taggers 95%: { $T_{original}$: 83,3%; T_{ot} : 16,67%} and Validators 5%: { V_1 : 53%; V_2 : 27%; V_3 : 20%} respectively.

2. [PO pool]: product owner promotional pool

Product owners are able to create campaign allocations to boost the tagging of their own products by defining a period of time where this allocation is used to provide extra motivation through one-time rewards. 80% is distributed among the taggers and 95%: { $T_{original}$: 83,3%; T_{ot} : 16,67%} and Validators 5%: { V_1 : 53%; V_2 : 27%; V_3 : 20%} respectively. Their motivation is to create proper product tags as fast as possible.

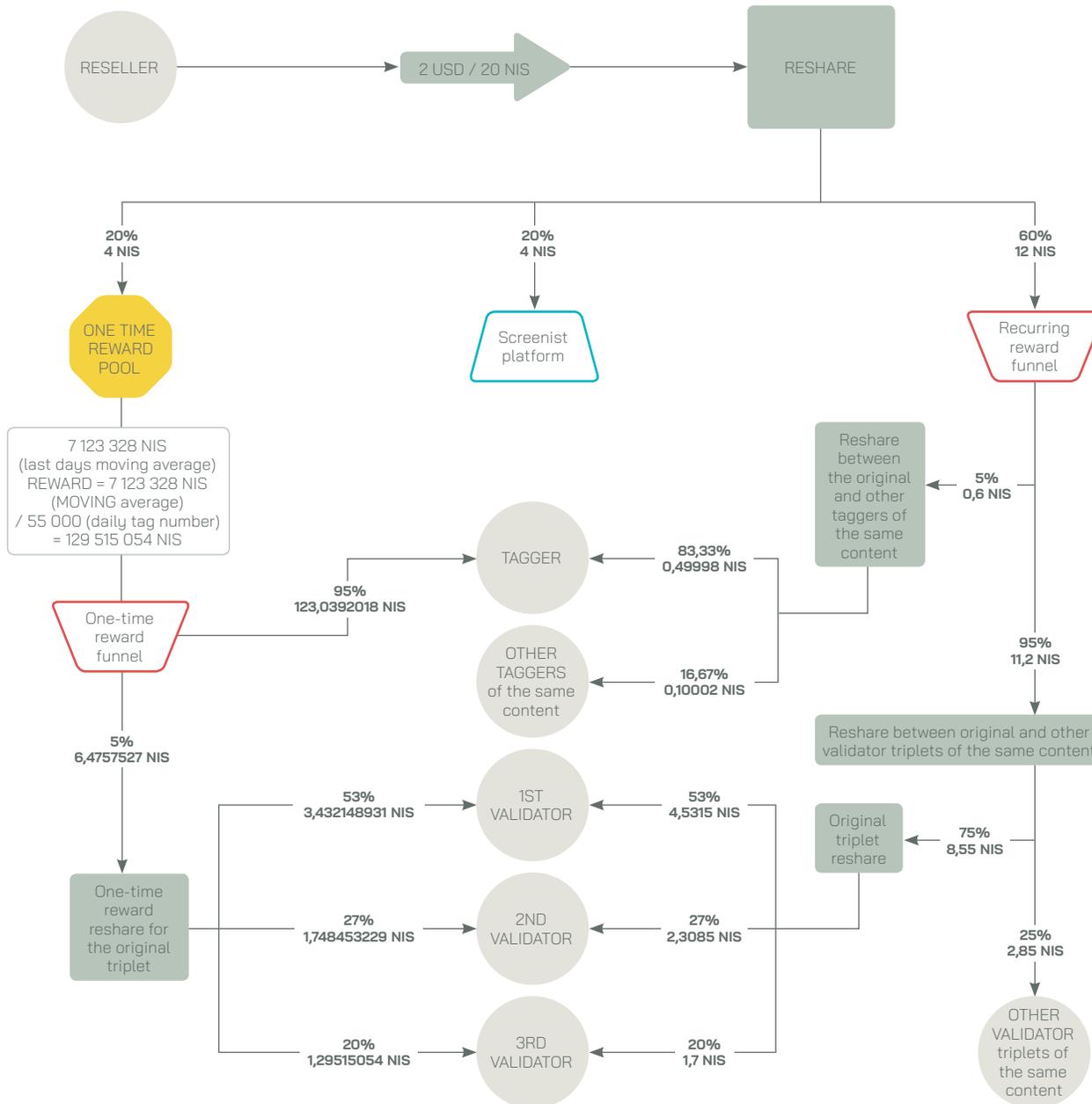
3. [CC pool]: content creator promotional pool

Content Creators are able to create their own extra campaign allocations (for example when they make a product placement deal with a manufacturer and that includes the rapid tagging of such products in the Screenist system) 20% of the allocation goes to the Platform, while 80% is distributed by the same logic as the one time reward funnel:

Taggers 95%: { $T_{original}$: 83,3%; T_{ot} : 16,67%} and Validators 5%: { V_1 : 53%; V_2 : 27%; V_3 : 20%} respectively.

CPC RESHARING EXAMPLE

Our example uses 0,1 USD token price and tracks a distribution of one transaction



REVENUE UTILIZATION

Screenist will use 30% of the total token income for referral programs. This is important to reach mass adoption in a short period of time. The referral programs include Taggers and Validators as well. The remaining part of its revenue will be sold on exchanges immediately to avoid token price influence.

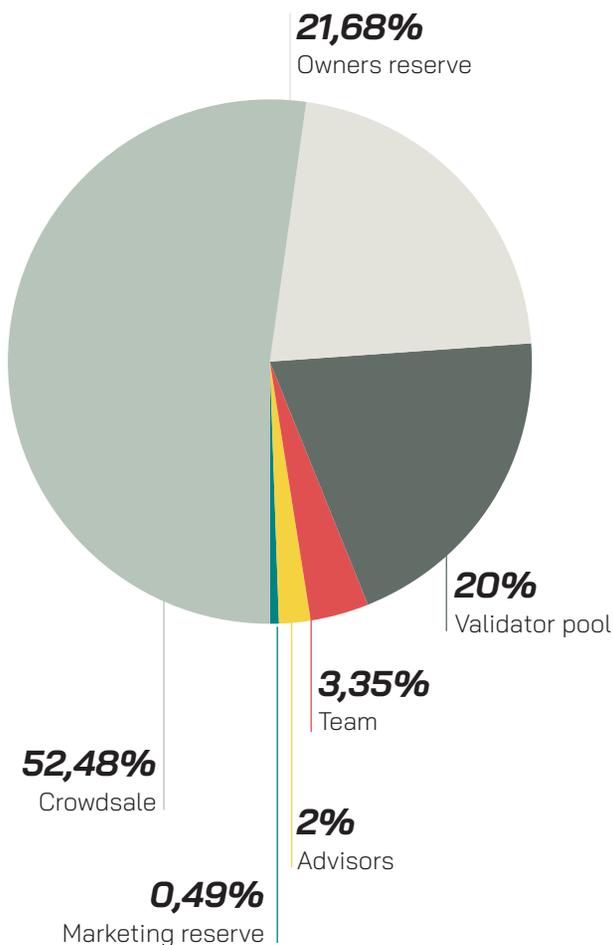
NIS tokens will be released under ERC20 token standard. Each NIS token can be divided into 8 decimal places. Due to the nature of utility token style ecosystems, the price of all NIS tokens issued is fixed and constant in every token sale period. The fixed price is 1 USD per 10 tokens, so 1 NIS = \$0,1. We use a reward model which benefits early supporters of the Screenist Platform throughout the token sale.

Anyone can buy and hold NIS tokens, and because of the ERC20 token design, it can also be stored in Ethereum wallets capable of handling ERC20 tokens. Our customers can also store their tokens in the Screenist eWallet service. NIS tokens used for payment of fees is not charged based on the Ethereum mining fee, nor it is influenced by the load on the Ethereum network and its price fluctuations.

All Smart Contracts regarding the Token sale - including all stages - will be verified by third party auditors from credible companies prior to launch to ensure the integrity and security of the code.

Screenist Blockchain Technologies GmbH is registered in Switzerland in and headquartered in Crypto Valley Labs Dammstrasse 16. CH- 6300 Zug.

NIS TOKEN DETAILS



TOKEN SALE PARAMETERS

- **21,68%** of the tokens are reserved to owners of the Screenist™ project proportionally to their share, this reserve have 24 months vesting schedule 6 months after the token sale.
- **52,48%** of total token supply will be sold during the token sale, there are different stages with different bonus level. The bonus tokens will be distributed with a 6-month vesting schedule 6 months after the token sale.
- **3,35%** of the tokens will be allocated for the core team with a with 9 months vesting starting 3 months after the token sale.
- **2,00%** of the tokens will be allocated to the advisors with 9 months vesting starting 3 months after the token sale.
- **0,49%** of the tokens will be allocated to marketing purposes, including a bounty campaign as rewards for bounty participants, miscellaneous costs associated with the token sale.
- **20.00%** of the tokens will be reserved for an initial tagging motivation pool. Based on our estimations, this amount of tokens will be enough to keep up continuous incentivisation of the tagging/validating activity without any other ecosystem activity for 400 days.

Remarks on the crowdsale marketing reservation: This pool will provide the necessary reserves for community rewards and motivation, including rewarding demo usage, feedback, community support and a small number of airdrops for prototype testing. During the final public crowdsale process, we will distribute all remaining tokens from the marketing pool as a bonus for public investors.

- Dates: DD/MM/YYYY 13:00 CET - DD/MM/YYYY 13:00 CET
- Token Price: \$0,1 cryptocurrency equivalent throughout all phases of the Token Sale (bonus levels will be updated frequently during the token sale period)
- Token Standard: Ethereum ERC20
- Soft Cap: \$1,000,000 cryptocurrency equivalent
- Hard Cap: \$5,838,958 cryptocurrency equivalent Min. Personal Cap: 1000 NIS (\$100 cryptocurrency equivalent)
- Max. Personal Cap: no limit on max contribution
- Accepted cryptocurrencies: BTC, BCH, ETH, LTC, ARK, XRP, TRX
- Stablecoins: USDT, TUSD, USDS,
- Whitelist: Yes, starting from 15/11/2019

BONUS SYSTEM

Contribution period	Bonus multiplier
(Private sale 1)	300%
(Private sale 2)	200%
(Private sale 3)	100%
(Crowdsale 1)	25%

TOKEN SUPPLY CALCULATION

We are issuing 155 million tokens at a 0.1 USD price. The following supply and demand calculations were done using the projected market penetration data at the end of the third natural business year.

Digital revenues for full year 2018 surpassed \$100 billion for the first time based on IAB internet advertising revenue report. The market is constantly growing, so the entire market in 2021 is expected to be between 130-140 Billion US dollars. The platform's planned annual advertising volume based on 1% penetration of the total internet advertising market is 1,3 billion USD. Based on the annual traffic of the platform without seasonal effects, the daily traffic is:

$$AT_{\text{daily}} = \frac{\text{Annual Advertising Traffic}}{\text{Number of days}} = \frac{1\,300\,000\,000 \text{ USD}}{365 \text{ day}} = \frac{3\,561\,644 \text{ USD}}{\text{day}}$$

If we divide the daily advertising traffic by token price, we can calculate the necessary daily token supply.

T_{supply} : Amount of pre-issued tokens

P_{Token} : Price of token in USD

AT_{daily} : Daily volume of advertising traffic

T_d : Representing the necessary daily token supply

T_{supply} : 155 000 000

P_{Token} : 0,1 USD

AT_{daily} : 3 561 664 USD

$$T_d = \frac{AT_{\text{daily}}}{P_{\text{Token}}} = \frac{3\,561\,664 \text{ USD}}{0,1} = 35\,616\,640 \text{ USD}$$

Near-constant allocations (Limbos) in the Platform

The OTR_{pool} : One-time reward pool is locking tokens for one-time reward.

The PO_{pool} : Product owner promotional pool is locking tokens for product tagging campaign.

The CC_{pool} : Content creator promotional pool is locking tokens for content tagging campaign.

V_{stakes} : Validator stakes is the amount of all tokens held and locked by Validators.

OTR_{pool} : 0,2

PO_{pool} : 0,005

CC_{pool} : 0,001

V_{stakes} : 0,05

$$(1 - (OTR_{pool} + PO_{pool} + CC_{pool} + V_{stakes})) * T_{supply} = T'_{supply} = (1 - (0,2 + 0,005 + 0,001 + 0,05)) * 155\,000\,000 = 115\,320\,000$$

T'_{supply} Is the deducted token supply with near-constant allocation.

$$L_{campaign} = \frac{\sum_{i=1}^4 X_n * P_n}{\sum_{i=1}^4 P_n} * T_d =$$

$$= \frac{1 * 10 + 3 * 35 + 5 * 35 + 7 * 20}{10 + 35 + 35 + 20} * 35\,616\,640 =$$

$$= \frac{35616640}{2} = 76\,575\,346$$

We outlined 4 different campaign lengths and hypothesized the probability of resellers choosing campaigns with the specified duration. The campaign duration in days is presented below with the corresponding choice probability.

1	2	5	7
10%	35%	35%	20%

Tokens locked in the campaigns on any given day can be calculated based on the following:

To ensure the daily settlement, we have to have more available tokens than T_d (necessary daily token supply).

$$T'_{supply} - (L_{campaign} + T_d) > 0$$

$$115\,320\,000 - (76\,575\,346 + 35\,616\,640) > 0$$

$$115\,320\,000 - 112\,191\,986 > 0$$

$$3\,128\,014 > 0$$

Our token supply is sufficient to cover for all daily settlements at a 0,1 USD price even when predicted market penetration has been reached.

INTRODUCING THE SCREENIST TOKEN ECONOMICS AND NETWORK EFFECT

The Screenist platform ecosystem is tokenized with NIS tokens; any kind of contractual activity requires a certain number of NIS tokens. The NIS token is not an equity or a security type token; it is a utility token - a fuel for the platform.

„A unit of value that an organization creates to self-govern its business model, and empower its users to interact with its products, while facilitating the distribution and sharing of rewards and benefits to all of its stakeholders.“

(William Mougayar)

SCREENIST TOKEN MATHEMATICAL AND MARKET DYNAMICS ANALYSIS

The Screenist marketplace mechanism has been designed with the aim of

- Creating a stable and scalable economy;
- Providing the right incentives for all participants;
- Ensuring win-win transactions at all times.

We have carried out a mathematical and market analysis to make sure the economic principles are emulated at all transaction levels.

THE EFFECTS OF MARKET VOLATILITY

Cryptocurrency markets have witnessed substantial volatility in the past. There are a number of factors behind adverse price movements:

The Ethereum ecosystem is still an emerging market. Rapid market development often correlates with high volatility.

- Media attention often amplifies otherwise valid price movements.
- Low market liquidity at times may cause larger-than-average price corrections.
- Speculators are able to cause substantial market rate swings.
- Changes in regulation tend to have a strong effect on the market.
- Market participants have to anticipate phases of higher volatility in the future, as well.

TOKEN AND SERVICE USAGE BASIS

PURCHASER ELIGIBILITY & KYC / AML COMPLIANCE

All rounds will strictly follow our KYC (Know-Your-Customer) and AML (Anti-Money Laundering) policy. NIS Tokens are the only currency used on the Screenist platform. NIS Tokens do not represent company shares or give rights to revenue sharing or voting rights. From the token economics point of view, the NIS Token is a payment token, therefore there is no guarantee of the future value of the NIS Token.

LIMITED TOKEN ISSUANCE

The total number of tokens issued is: 155.000.000 NIS; the release of new tokens is impossible as it is guaranteed by the smart contract. All unsold tokens will be locked until 09/12/2021 (2 years after the token sale). These tokens will be distributed among all token sale participants who still hold NIS tokens in the address they provided during the token sale. We wish to reward participants for their long term commitment. The distribution is based on the number of tokens they still have in their wallets in proportion to other holders. NIS tokens purchased and sent to these addresses do not count towards distribution.

