



Qravity
CONTINUOUS CREATION

WHITE PAPER

"Qravity is a decentralized content production and distribution platform where creators own and profit from their work."

Version 1.0a
PUBLIC
5/22/2018

Contents

1. What is Qravity?	4
2. Why Qravity?	5
3. How Qravity Works	6
3.1. Qravity Blockchain Technology.....	7
3.1.1. QCO and QPT.....	7
3.1.2. Smart Contracts.....	8
3.1.3. Smart Tasks.....	10
3.2. Qravity Project Flow.....	11
3.2.1. Project Tasks.....	11
3.2.2. Project Completion and Monetization.....	15
4. Qravity Accounts and User Roles	16
4.1. Account Creation.....	16
4.2. Project Founders.....	16
4.2.1. Project Founder Accounts.....	17
4.3. Content Creators.....	18
4.3.1. Content Creator Accounts.....	19
4.4. Distributors.....	19
4.4.1. Distributor Accounts (Client Accounts).....	20
4.5. Consumers.....	21
4.5.1. Consumer Accounts.....	21
5. Platform Roadmap	22
5.1. About the Roadmap.....	22
5.2. Roadmap.....	24
5.3. Achievements.....	25
5.4. Referrals.....	26
6. Business Model	27
6.1. Platform Revenue.....	28
6.1.1. Revenue From Consumers.....	28
6.1.2. Revenue from Distributors and Retail.....	29
6.1.3. Revenue From Merchandising.....	29
7. Competition	30
8. Crowdsale and Tokens	32
8.1. QCO Distribution.....	33

8.2. ETH Contribution Allocation	34
8.2.1. Bolstering a marketing budget for Qravity projects (37% ETH allocation).....	34
8.2.2. Bolstering the marketing pipeline of the Qravity platform (19% ETH allocation).....	35
8.2.3. Scaling up operations, back-office structures, and customer support (18% ETH allocation).....	35
8.2.4. Ongoing development and feature additions (14% ETH allocation).....	35
8.2.5. Community Event, Tutorials, Workshops (9% ETH allocation) ..	36
8.2.6. Legal and Finance counsel (3% ETH allocation).....	36
8.3. Token Spec Sheet.....	37
8.4. Token Sale - QCO.....	38
9. Liquidity and Stability.....	39
10. Corporate.....	40
10.1. Corporate Team.....	40
10.2. Development Team.....	45
10.3. Corporate Partners.....	46
10.4. Company information.....	46
11. Security.....	47
12. Legal DISCLAIMER.....	48
13. References / GLOSSARY.....	50

1. What is Qravity?

Qravity is a decentralized content production and distribution platform where creators own and profit from their work.

Qravity provides a space for creative visionaries to collectively develop original monetizable digital content, including movies, music, games, e-books, and applications. The platform uses virtual tokens on the Ethereum blockchain to track digital content creation, distribute project stakes among creative team members, and bring Qravity-produced content directly to market. Blockchain technology makes the platform's transactions transparent in terms of revenue, product distribution, and profit sharing.

Generally speaking, Qravity improves collaboration and eliminates obstacles as producers and creators conceive, develop, and distribute unique content that consumers crave.

2. Why Qravity?

The goals of the Qravity platform are:

- ✔ Bring digital media content creators together to develop their ideas
- ✔ Empower digital media content creators to develop their skills
- ✔ Give digital media content creators ownership of the projects they contribute to.

The Qravity team is devoted to helping creatives overcome the myriad challenges that hinder digital content projects. To accomplish this mission, we are developing a truly unique and powerful digital content production and distribution platform - a platform that harnesses blockchain technology to unite remote resources and provide the tracking, trust, and security required for successful collaboration.

We want to give remote creative teams the same transparency and trust during collaboration as localized teams, with Qravity acting as a meeting point that enables creators to bypass chronic obstacles such as little to no exposure or recognition in their field, doubts about project success, reduced individual accountability, and uncertainties when equating contribution to equity.

For individuals and start-ups, the market remains challenging. Financial hurdles (such as large overhead and a lack of private investment funding and government grants), inadequate infrastructure, difficulty finding sufficient resources with core skills (design or development), and limited access to major development companies often cause project postponement, abandonment, or cancellation.

Since no platform was capable of offering the desired framework – a combination of crowdsourcing, project management tools, cloud-based collaboration, transparent project stake distribution, and social network features – Qravity was conceived. Its concept is founded on content creators being ready, willing, and able to invest their time and skills in exchange for ownership of the final product; essentially, crowdsourcing and crowdfunding at the same time.

We built Qravity to help facilitate clear, productive communication between collaborating digital content creators, and to manage and track the contributions of every creator.

3. How Qravity Works

The Qravity platform is a decentralized digital content development and distribution platform with integrated project management tools, including asset production and approval, file sharing, and messaging for community and team communication. Project team members use these features according to their role. For example, founders can use the platform to direct their creative teams, while creators can track their progress and stakes. Upon project completion, Qravity brings the content to market, making it consumable through its platform, selling rights to distributors, and selling directly through third-party digital marketplaces like app stores and streaming services.

The implementation of blockchain technology (smart contracts) [\[1\]](#) ensures that every contribution that a content creator makes to a project is immutable. Qravity rewards creators with shares of project ownership for each contribution; whenever a creator completes a specific task, they receive the number of Qravity Project Tokens (QPT) that the project founder has assigned to that task. These QPT are tracked and created within Ethereum smart contracts, making them unique to specific projects and virtually immune to forgery or fraud. Regardless of the size or complexity of the tasks, the more tasks a creator completes, the more QPT they earn, and the greater their share of project ownership.

Creators receive payment in Qravity QCO, the platform's currency, which is tradable on exchanges. The amount of QCO they receive corresponds to the amount of QPT they earned for their work.

For most, if not all, project founders, the interdependent processes of project planning and development can be complex and, at times, overwhelming. To help them achieve their vision, the Qravity platform includes a full suite of project management tools for creating project plans, assigning, tracking, and reviewing tasks, and communicating through a unified messaging system. After they've developed their project's plan, the project founder can leverage "cashless" crowdfunding by incentivizing content creators to invest their time and skills into a project. For both project founders and content creators, the risk-reward motif applies to all projects: the more time and resources spent on a project (risk), the greater

the chance of a large return (reward). Naturally, success is determined by a myriad of factors, and outcomes are not generated linearly, but Qravity is built on the idea that continuous effort will, with suitable encouragement, freedom, and skill, eventually find success.

3.1. Qravity Blockchain Technology

This section of the whitepaper outlines the functionality of smart contracts to give tech-focused readers insight into how Qravity plans to use them in greater detail. We are aware of some of the challenges that blockchain presents, so we're analyzing off-chain and Ethereum-developed scaling solutions. As blockchain usage grows, we will need to ensure that Qravity can overcome blockchain's scaling issues.

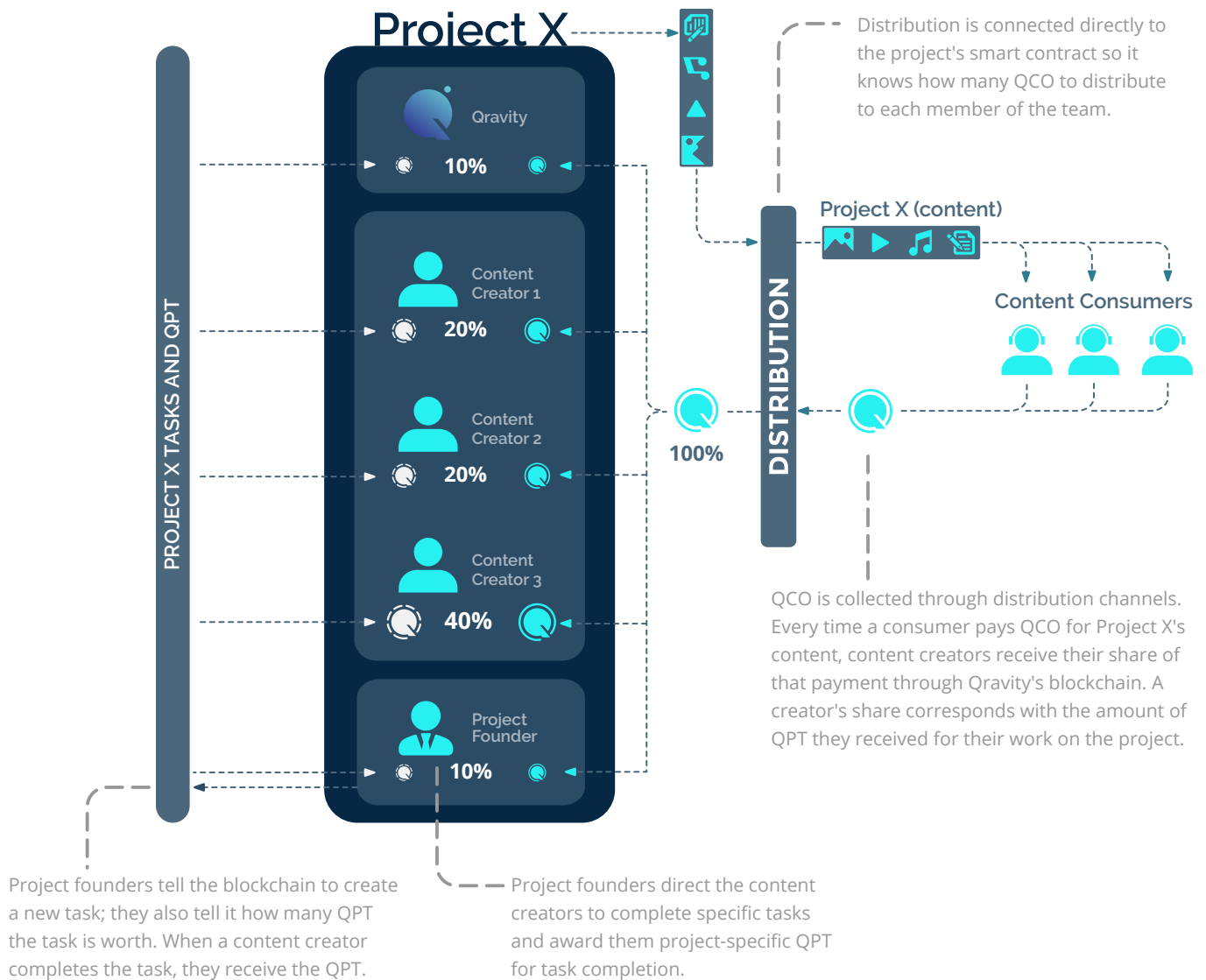
We are under the impression that the Ethereum Foundation is working on solutions to the challenges of scaling and mining efficiency. We will not be dependent on Ethereum's founders for these solutions, and will look for potential alternatives as we build the platform.

3.1.1. QCO and QPT

The platform uses tokens called Qravity QCO (QCO) for all monetary transactions. Anyone can buy these tokens with ETH during the Qravity ICO. After the token sale, QCO will be available on third-party exchanges.

Qravity Project Tokens (QPT) are project-specific tokens that track project ownership; in other words, they represent shares in a project. QPT are for internal use only and cannot be purchased. These tokens are created and given to content creators in exchange for the work they complete for a project.

A content creator can complete tasks for, and therefore receive QPT from, multiple projects. Every time a consumer or distributor buys content on the Qravity platform, creators receive a portion of the payment in QCO based on the amount of QPT they earned for their contribution to the content's production. The more tasks they completed for a specific project, the more QPT they earn for their work on that project.



3.1.2. Smart Contracts

Qravity smart contracts contain several components, including QCO, QPT, and account, project, and task data. In order to continually improve the platform through upgrades and feature additions, the smart contracts must be partially upgradable. To maintain the integrity of the token, the QCO token will not be upgradeable.

Smart contracts require adjustments to be made to typical software development practices, such as recording revisions and bug fixes. Qravity uses a specific coding pattern to allow for Ethereum smart contract changes and upgrades. This pattern consists of setting some contracts up in a relay or registry contract, as outlined in the best practices by ConsenSys [\[4\]](#). This allows for references to be made to new smart contract addresses. When a reference is changed, or a new address is defined, the old contract becomes obsolete or derelict, but remains accessible in the blockchain. As a part of the coding pattern for revisions, a shutdown function prevents people from attempting to use the old contract. This shutdown function is often called a “kill switch”. To prevent excess contracts from floating around without a purpose, as few changes as possible will be made.

For the interactions between tokens, projects, copyrights, and account addresses, there needs to be an overriding platform contract that manages the various flows of QCO and QPT. When a consumer pays QCO to watch a movie, the account address they sent the QCO from is set as an address with approval to access that movie. The platform sends the QCO to the project, then distributes it to the addresses of that project’s QPT holders; the amount of QCO received is based on the amount of QPT held.



As the platform becomes more complex and introduces new functionalities, such as trading QCO and selling QCO to the platform, the Qravity contract will require additional complexities to ensure the platform’s stability is not compromised. Further bug testing will also likely be required and can occur on the Ethereum testnet prior to implementation on the Ethereum mainnet.

The upgradable components of the contracts will be restricted to project structure, tasks, and functionality, and the creation of new accounts. Upgrading will be done in a way that does not tamper with existing data, and keeps it usable while ensuring it has access to newly added features. This is critical for the longevity of the platform as further attributes and functions are added. The data does not change, but Qravity's functionality can.

3.1.3. Smart Tasks

Tasks within the smart contract will be instantiated using a structure to hold the tasks of that project. The structure will be held in a mapping that organizes tasks by name or number. This task structure will be a part of the project contract that tracks the QPT earned by everyone, along with the total amount of QPT for the entire project. Project managers will be able to add, assign, and edit tasks. These functions will be restricted to the project founder, appointed project managers, and the platform administrator. Adding new tasks to the project and assigning a team member to a task will be the project founder's responsibility. In order for the tasks to remain manageable, there will be a maximum amount of QPT that can be rewarded for each task. This maximum amount will be used to keep the task shorter than three days' work.

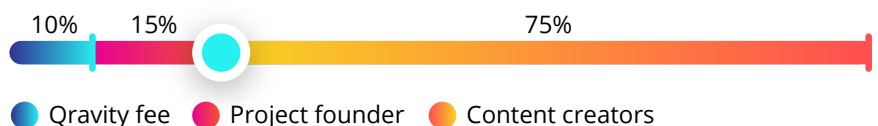
3.2. Qravity Project Flow

3.2.1. Project Tasks

Project founders divide their Qravity projects into tasks, then assign each task to a team member. This system creates a framework for project founders, enabling them to define a set of clear expectations for content creators and the project itself, using the tasks, and task criteria and completion, as milestones. Founders can add more tasks to their projects at any time. When a team member completes a task, they receive QPT in the amount specified by the project founder in the task's definition. The more QPT collected by a team member during the creation of a project, the greater their share in the ownership of that project.

Qravity receives 10% of the total QPT of a project as soon as it is ready for distribution.

The founder receives a percentage of their completed project's total QPT. They set this stake with the Project Share Distribution slider in the project management dashboard; this slider must be set during the project creation phase, and remains locked upon project publication. The founder can set their stake as less than the 10% default, thereby increasing stakes, and incentive, for content creators.



Project founders will likely be completing some tasks themselves, but do not receive additional QPT for performing these tasks.

Founders can appoint additional project managers to oversee the project for a fixed percentage, which comes out of the founder's stake.

Overview

Project tasks

Timeline

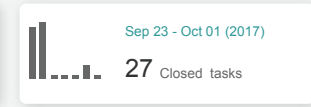
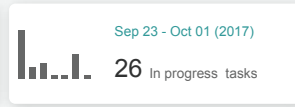
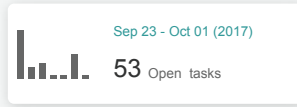
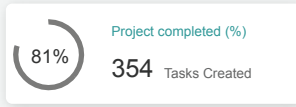
Team

PM management

Community

Project space

All Tasks

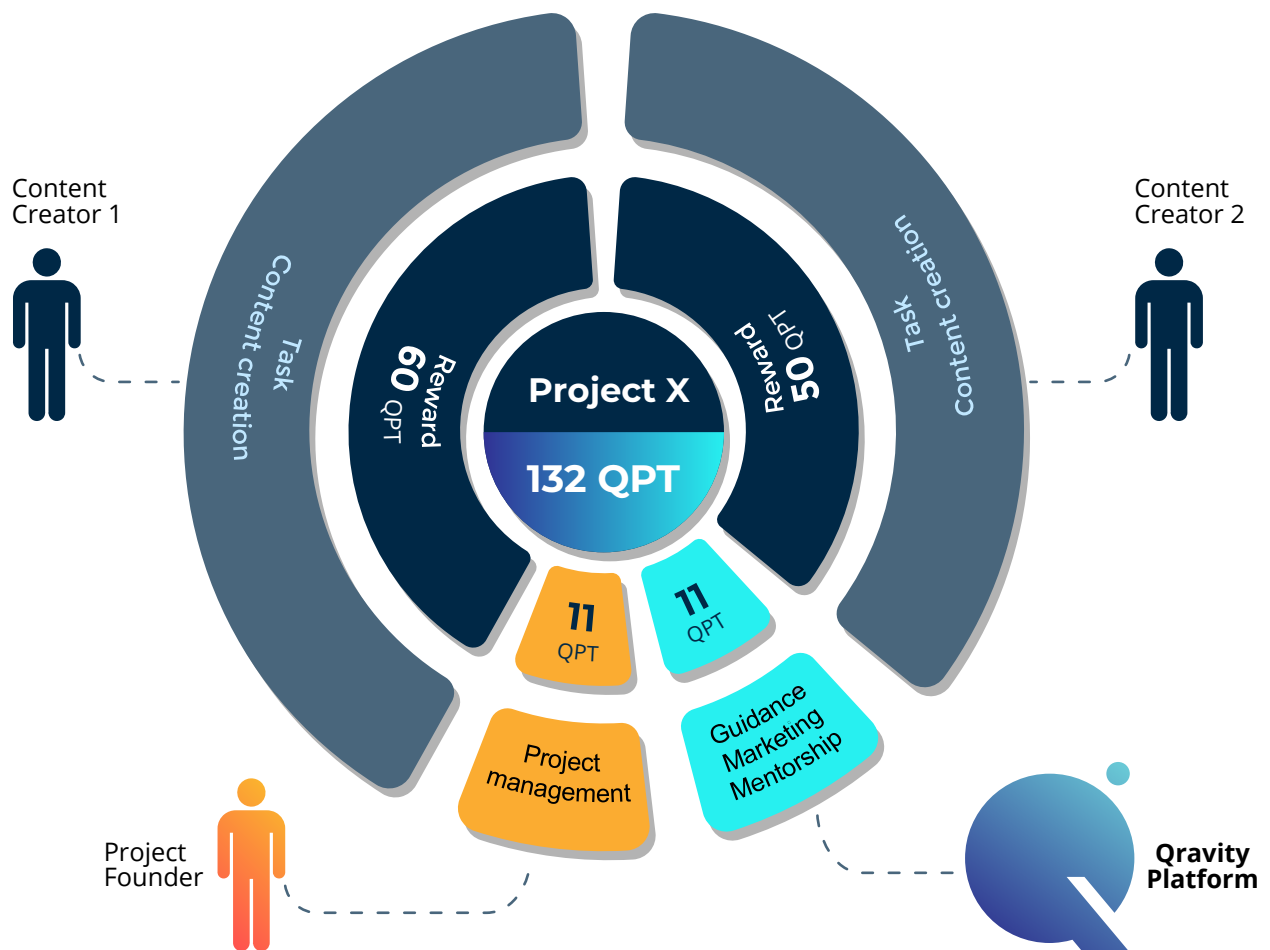


Profession: All Status: All Epic: All

Statistics

NAME	PROFESSION	CREATED	STATUS	QPT	ASSIGNEE
Concept Art Twisters (EXT)	Graphics&Design	12 Jun 2016	Open	15	Unassigned
Concept Art Character, Street Ou...	Graphics&Design	10 Jun 2016	In progress	25	Maggie Black
Concept Art Character, Tuxedo (L...	Graphics&Design	10 Jun 2016	In progress	100	Mario Hampton
Texturing Vehicle (Police Van)	3-D Modelling	24 May 2016	In progress	54	Adam Tate
Texturing Vehicle (Taxi 4)	3-D Modelling	22 May 2016	Open	2	Unassigned
Character Animation, Sc.144, Pa...	3-D Modelling	22 May 2016	Open	14	Unassigned
Character Animation, Sc.144, Pa...	Animation	22 May 2016	Open	90	Unassigned
Character Rigging (Flic Paretty, Main)	Animation	15 Apr 2016	In progress	75	Baldur Axelsson
Character Rigging (Fridget)	Animation	15 Apr 2016	In progress	75	Marie Baumgartner
Lighting Scene (Sc. 12-14)	Animation	15 Apr 2016	In progress	75	Rochus Kraan
Visual FX Processing (Sc. 44)	Animation	15 Apr 2016	In progress	75	Mario Hampton
Sound Design, Maddoxx walk cycle 2	Voice	15 Apr 2016	In progress	75	Arvid Koebrugge

Project founders can define new tasks according to what needs to be done and how a task fits into their project, to backup and rationalize the inclusion of new tasks. QPT value will be based on the approximate hours expected to complete a task and/or task complexity. For example, if 1 QPT = 15 minutes, a task that is estimated to take 1 hour to complete would be assigned 4 QPT. Five 1-hour tasks would then equal a total of 20 QPT. Projects have a cumulative total of QPT; as tasks are added, Qravity updates and displays the total amount of tokens created over the project's duration.



Qravity simplifies the processes of hiring, joining a project, and assigning and accepting tasks, helping projects evolve quickly. The project founder is responsible for encouraging content creators to join their project, reviewing creator applications, assembling their creative team, and assigning tasks.

After a content creator has been accepted onto a team, the project founder can assign a specific task to that team member, providing a clear explanation of the task and outlining its criteria. The team member can then accept or decline that task. If they accept it, they are expected to complete the task so that it meets the criteria outlined by the project founder. Upon task completion, the project founder reviews the resulting material and either approves or rejects it according to whether it meets the task criteria.

If the project founder rejects a task deliverable, they can provide guidance to help the creator meet task requirements, then await a new version of the deliverable.

When a deliverable meets task criteria, its creator is awarded the amount of QPT associated with that specific task.

If a task deliverable meets the criteria outlined in the task description, but does not meet the project founder's expectations, the founder must accept the task as being complete. The founder is then responsible for creating a new task (for the same deliverable) with more specific criteria to help ensure the creator produces the desired result.

If a task deliverable has become unnecessary or obsolete for any reason, its creator still receives the QPT allotted to the task.

After the launch of the Qravity platform, updates may include a team consensus voting mechanism that can be set during the project creation process.

3.2.2. Project Completion and Monetization

To complete a project, its founder must ensure that all tasks have been completed, approved, closed, or, in the case of obsolete, abandoned, or redundant tasks, removed. The founder can declare the project finished when there are no tasks outstanding. They then receive the amount of QPT that corresponds with the percentage they allocated for themselves on the Project Share Distribution slider while initiating their project.

Once a founder has confirmed project completion, Qravity monetizes the produced content by selling or leasing its rights through the Qravity platform. Individuals pay QCO for the right to consume or use content listed on the platform. Qravity also sells its platform's content to distributors and marketplaces, who also pay with QCO, which will be available for purchase through exchanges.

Every time content is purchased via the platform, Qravity transfers QCO to the content's QPT holders through smart contracts.

For protection against piracy, Qravity uses unique identifiers [\[3\]](#) to provide immutable authorization for content consumption. In the event that a distributor opts to buy rights using traditional methods, i.e. paper contracts and payment in fiat currency, platform administrators manually close contracts. The Qravity platform then converts fiat payments to QCO, which it distributes to team members according to the project's smart contracts.

4. Qravity Accounts and User Roles

4.1. Account Creation

Different account types enable users to join and participate in the Qravity online community, create and contribute to digital content projects, or purchase content. Each account type requires members to agree to site wide Terms of Service (ToS).

The account creation process features a series of instructions and tips, including how to use the platform, how to start a project, how to create a task, and best practices for allocating QPT. Mentorship and advice on masterful completion of projects and general project development assistance may also be provided through the Qravity community network and the Qravity platform team.

Users can link an existing Ethereum wallet to their Qravity accounts, or create a Qravity-branded Ethereum wallet within the platform to manage their tokens. Management of external Ethereum account information, such as passwords and private keys, is the account/wallet owner's responsibility and are never stored on the platform in any way. Qravity-branded Ethereum accounts/wallets have private keys stored on the platform. An account retrieval function helps users who have forgotten their login credentials. All of this applies to all account holders and future account creators.

4.2. Project Founders

To help project founders complete their projects, Qravity provides a unique combination of features and tools, such as crowdsourcing, professional project management tools, and project profit-sharing.

Each aspect of the platform is backed by blockchain technology for trustworthy sharing and sourcing. Creators and other project contributors participate in projects with the assurance that they will be treated fairly and with transparency, which is essential to forming successful working relationships and creating a supportive, collaborative community.

Qravity ensures immutable equitability and equilibrium among all project members, facilitating a truly digitized work economy free of mistrust and unfamiliarity. By providing an environment where success is determined solely by vision, commitment, and skill, Qravity increases the likelihood of profitable project completion.

4.2.1. Project Founder Accounts

To set up a project founder account, a founder must meet ID verification requirements. A founder can submit any type of digital content project through their account as long as it has a clearly defined end product that can be monetized and distributed. Types of projects may include, but are not limited to, movies, music, games, audio books, and e-books. Qravity will review submitted projects in accordance with their market potential and whether they adhere to the platform's content guidelines outlined in the ToS.

To initiate a project on the Qravity platform, its founder must enter all relevant information into the smart contract form. Once the project has started, Qravity provides storage space for project deliverables and content. Only team members and the project founder can access the files stored in this space.

Qravity is always allowed to access the content to ensure that no data is illicit and that all content adheres to copyright and intellectual property laws.

Upon project creation, the founder divides the project into various tasks, assigns QPT to be awarded for the completion of each task, and assigns tasks to team members. Tasks and their progress are visible to all team members. The project founder can create more tasks and add team members to their project as needed.

When a founder initiates a project, a smart contract is generated and associated with the project founder's account. Accounts serve as a founder's identity while they're participating in the online community.

A project founder is also the founder of the project's smart contract, the control of which can only be transferred by the current founder.

Terms and conditions for changing a project's founder are presented in the platform's ToS, which the founder must agree to during account creation.

4.3. Content Creators

Content creators get more than a job with Qravity - they get a stake in the content they help produce. Every time that content is purchased, the creators receive a percentage of the payment that corresponds with their stake. They assume some risk, more so than getting a wage, but the reward for their closely tracked contributions is a potentially large payoff.

Content creators can also work according to their own schedules, gain access to mentorship, and expand their professional network.

If a task is not aligned with project requirements, or if the reward for a task's completion is deemed unfair, content creators currently working on the project can vote to have the project founder change the task. Voting has a reasonable time limit, giving creators from different time zones sufficient opportunity to decide.

Similar to the way GitHub works for developers, Qravity allows creatives (and developers) to showcase their skillsets. Content creator profiles serve as a repository of creator contributions to date and, as with platforms such as Upwork, enable interested parties to see the real-world application, realization, and results of a creator's skills and efforts. Project success is irrelevant in this context; a creator's profile presents their accretion of skills, tenacity for project engagement, and ability to collaborate within a group of mixed skillsets.

We believe that success is founded on the courage to face and overcome expected and unexpected challenges, and the ability to identify and leverage lessons learned through failure. With this in mind, we developed Qravity to ensure project teams have all the tools they need in order to achieve large returns.

4.3.1. Content Creator Accounts

Content creators earn a stake in each of the projects they help complete; content creator accounts keep track of the accumulated value of their stakes.

To protect creator property and maintain platform and community security, Qravity members must provide detailed information that meets Know Your Customer (KYC) [\[6\]](#) ID verification requirements. To complete this process, Qravity is using the secure third-party ID verification service Jumio [\[7\]](#).

Once a creator has set up their account, the platform will generate the appropriate content storage space and access capabilities to the platform's project creation, collaboration, and stake-earning features.

4.4. Distributors

Digital content is typically distributed through downloads, streaming, television, theatrical releases, or physical media, such as Blu-Ray discs and DVDs. Distributors of popular content include large film publishers, game publishers, smaller territorial media distributors, and video-on-demand platforms.

For the most part, distributors are used to acquiring digital content through standard processes of pre-financing, pre-sales agreements, and the acquisition of distribution rights for their respective territories.

We recognize that the current approach to media acquisition and distribution must change to mirror the new pace and dynamism of media production. Qravity provides flexibility for the "how and when" of media distribution. Using the platform, distributors can acquire distribution rights at any point of the production process, monitor project progress, and access content crowdsourced from a global market.

In the end, distributors benefit from having a finished product that is readily available for them to provide to consumers, netting them multiple revenue streams.

4.4.1. Distributor Accounts (Client Accounts)

Ideally, a distributor creates an account to obtain the distribution rights for content created and stored on the Qravity platform.

Due to potential adoption challenges of blockchain-backed B2B payments in the immediate to near future, distribution rights may be acquired using standard manual paper-bound agreements and fiat currency. Token-based payment will be incentivized to motivate distributors to adopt Qravity's more efficient content procurement methods. Distributors can initially purchase digital media from the Qravity platform using cryptocurrencies, which the platform converts to QCO through an exchange. Qravity then awards this QCO to the project team. If a distributor wishes to use our blockchain technology solution right from the start, they may acquire QCO through a cryptocurrency exchange.

4.5. Consumers

Qravity provides consumers with top-quality digital content in a diverse global marketplace. By making production and distribution easily available to fringe markets and underrepresented niches, Qravity is able to offer a unique variety of creative content.

Producers that struggle to create awareness, garner initial enthusiasm, or attract pre-production financing can find new opportunities for their projects in the Qravity marketplace. Likewise, as media producers become more experimental, and their content is unrestrained by mainstream politics or extraneous influences, consumers will gain access to new, otherwise unexplored, shelved, or undeveloped content.

The Qravity platform provides direct access to all products created within it, and is open to cooperation with movie distributors and video-on-demand (VOD) platforms (e.g. Amazon Prime, Netflix, Shaw On Demand, Telus On Demand, Hulu, etc.), game marketplaces (e.g. Steam, GOG, GMG, Humble, Itch.io), and e-book and audiobook platforms (e.g. Amazon and Audible). To elevate platform awareness level, we intend to retain brief time periods to advertise and premiere Qravity content exclusively on the platform; however, we are also open to distribution deals that premiere content on other platforms and generate additional revenue for Qravity, project founders, and content creators.

4.5.1. Consumer Accounts

Setting up a consumer account only requires an email address, password, and Ethereum wallet address. With their accounts, consumers can quickly begin consuming digital content from the platform.

ICO participants can also set up consumer accounts so that they can use the platform as soon as consumer options become available.

5. Platform Roadmap

5.1. About the Roadmap

Platform development has come a long way since Qravity's conception in 2016. Currently, the platform is undergoing the final stages of wireframe development: each project stage and function is being carefully planned out and integrated into the platform. Once these aspects are finalized, blockchain integration will begin. To date, the founding team has shouldered the development of Qravity. The funds raised from the ICO will carry the operating platform into advanced development, project/content creation, and content distribution.

Following completion of the ICO and the launch of the Qravity platform, production of a full-length 3D animated feature film called Lizzard Maddox (LM) will begin. LM will be Qravity's pilot project – the first digital content production made exclusively with the platform's features and technology for development, distribution, and monetization. "Lizzard Maddox" was originally developed by the founder's joint animation studio label Tectonic Slide Entertainment (www.tectonicslide.com). Based on an original script



written by Christian Haas, David Brandstatter, Michael Sormann and polished by Richelle Wilder (Script editor of Aardman Pictures "Flushed Away") a complete animated storyboard has been produced and will be the starting point of the production through the Qravity platform.

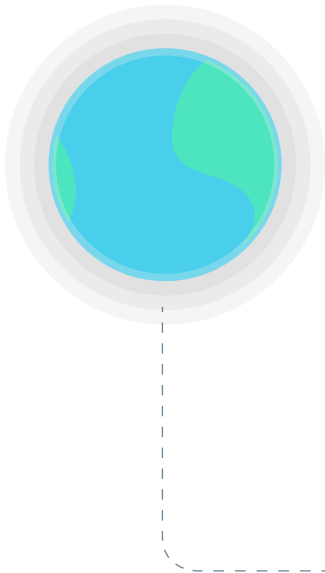
Initially planned to be produced and distributed traditionally, LM will accomplish three goals: inspire content creators to join and use Qravity, kickstarting its growth; ensure the platform is functional; and identify deficiencies and improvement opportunities as LM serves as part of the platform's beta test.

The beta release will consist of the existing platform (Phase 2 in the timeline on the next page) combined with functional blockchain smart contracts.

Beta testing will enable us to prepare the platform for widescale user adoption. We expect to complete updates based on this testing in January 2019, after which the platform will start accepting submissions for new digital content projects.



Upon completion, distribution, and monetization of LM, in approximately Q4 of 2019, we will continue to expand the platform's functionality, adding community-driven features and other platform improvements, including scaling. We will also continue marketing the Qravity platform, as well as Qravity projects.

5.2. Roadmap



5.3. Achievements

Gamification and individual achievements will also be added to the platform in the near future. These features will allow people to gain non-monetary experience points as they complete tasks and start projects. For each project, these points will generate an internal ranking system that presents informal scores based on each content creator's involvement and contributions. Project founders can use these scores to help them choose the right creators for their teams. The wireframe below is an example of a content creator's score, and the experience points required for them to level up.

Qravity
FIND A PROJECT
PROJECTS LIST ▾
FIND A TASK
TASKS LIST
CREATE ▾
  Josh Pierce ▾

Profile Settings

Account Settings

- Edit Profile
- Edit Skills

Security

- Change Password
- 2FA authentication

Wallets

- My Wallet
- QPT Balance

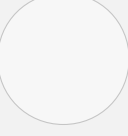
Other

- Achievemnts
- Referral

4 of 48 (9%) achievements earned:

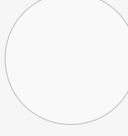
Level 2 130 / 250 XP

Achievements gives XP, XP increases User Level.

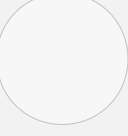


Task Hunter
Initiate (lvl 2/10)

+60 XP

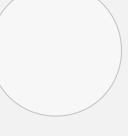


Stake Claimer



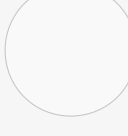
Founder

+100 XP

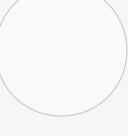


Retainer
Novice (lvl 1/10)

+20 XP



Verified

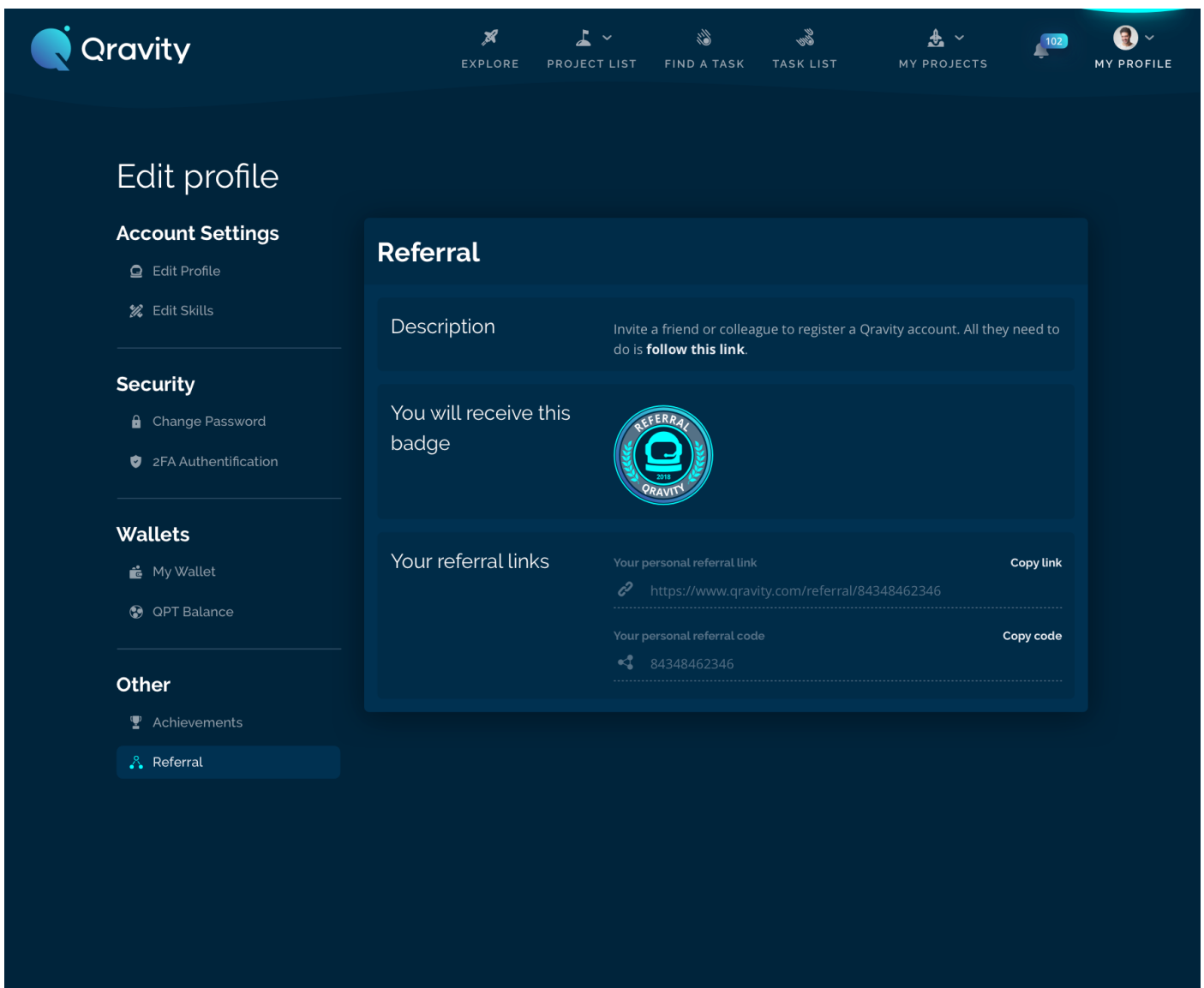


Member

Back to My Profile

5.4. Referrals

Individual referrals will also be a part of the platform's future. Users will have the opportunity to invite colleagues and friends to contribute to various digital media projects. When referrals sign up and start a project, the person that referred them will earn an achievement and experience points as an incentive to continue helping build the platform's user base. The screenshot below presents a conceptual design of the referral page.



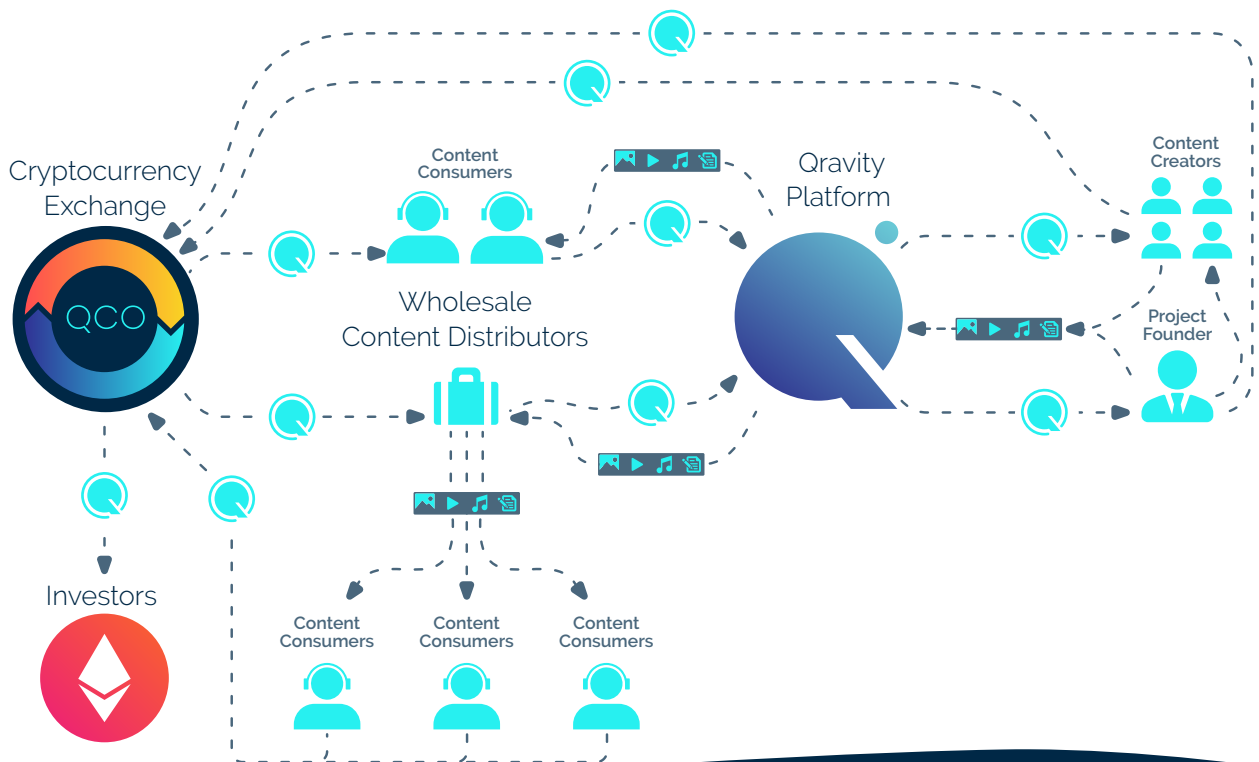
6. Business Model

The platform generates revenue through its shares in ownership of each project on a percentage basis, and by licensing content to consumers. For every project, Qravity's stake is fixed at 10%. To earn this percentage, the platform offers

- Marketing of Qravity content
- Customer support
- Mentorship
- Bandwidth and storage
- Transparent payment
- Content distribution

The 10% stake for new projects may increase or decrease dynamically for future project founders according to the health of the platform's economy. The rate set during project creation is permanent.

The following diagram shows the flow of QCO, or revenue, in the platform. For Wholesaler Content Distributors (WCD), Qravity can manually create paper contracts, convert fiat payments into QCO through exchanges on behalf of the WCDs, and inject that QCO into the platform until WCDs start using B2B blockchain transactions regularly.



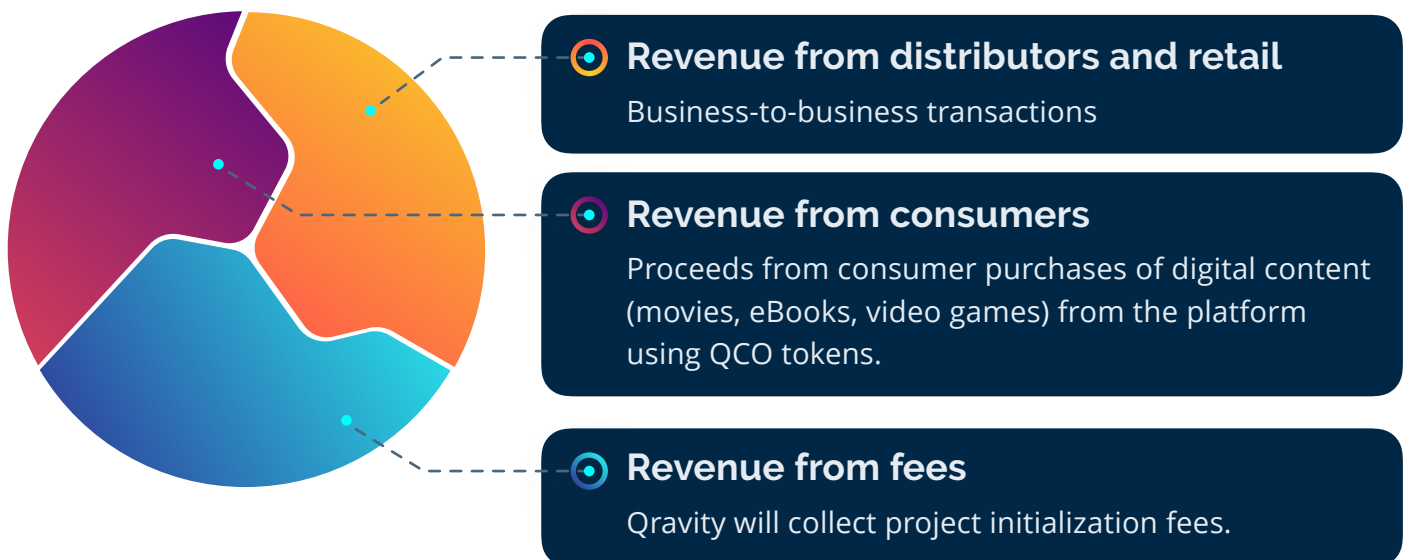
6.1. Platform Revenue

6.1.1. Revenue From Consumers

In addition to shared ownership in each project, Qravity generates revenue from consumer purchases of digital content from the platform using QCO tokens.

Purchases include movie rentals, and the purchase of e-books, video games, and other digital content produced on, and distributed through, the platform. The only difference between this content distribution model and existing models is the use of QCO, which creates transparency in purchases for all the stakeholders. As a blockchain technology, QCO ensures that every content creator and project founder, and Qravity, is paid their allotted share of the profits. Smart contracts make tampering with profit-sharing impossible, and automatically create and protect a complete, immutable history of activities and transactions.

Platform Revenue



6.1.2. Revenue from Distributors and Retail

Business-to-business (B2B) transactions are currently being processed in the traditional manner, that is, with pen and paper. It's only a matter of time until businesses adopt crypto-tokens and cryptocurrencies for their business transactions. Our interim plan is to convert funds collected from wholesale distribution networks (WDN) through traditional B2B transactions to QCO, which we will then deposit into the project.

Using Steam as an example of a WDN, the gaming platform would collect payments from its customers in fiat, send that currency through an exchange to convert it to QCO, and send Qravity the QCO as payment.

Because of the adoption factor, QCO may not be used to directly make purchases from large institutional clients. In this case, we will use a manual system; we will set up client accounts and blockchain addresses for clients we have closed paper contracts with.

Qravity will accept fiat payment on behalf of an entire project, convert the funds to QCO on an exchange, transfer the QCO to the client's account on the platform, then make the purchase on the platform using the client's account. It will be a manual process compounded by adoption challenges, and there may be a set time period during which this process must occur.

6.1.3. Revenue From Merchandising

Qravity also earns revenue from the sale of products related to new digital content projects that are developed on and distributed via the platform. Content-themed merchandise includes, but is not limited to, toys, games, books, and clothing.

7. Competition

Qravity is indirectly competing with production studios; it offers a more transparent and cost-effective production and distribution format than traditional digital media companies. The platform reduces the need for large overhead, and mitigates operational restrictions and costs, such as leasing and renovating workspace and employee salaries.

Competition in the digital media industry is extensive, but the business model that Qravity offers its collaborators is unlike any other – the platform has been designed for a new generation of consumers and creators.

With Qravity, content creators can work from home or other preferred locations, increasing the likelihood of a better work-life balance. Creators get shares of, and royalties from, the projects they help complete. As a result, content creators assume some of the risk that comes with deferring payment until a future date - while they face the unlikely prospect of receiving no payment at all, they also stand to reap the rewards of profit-sharing and long-term residual income from successfully completed projects.

Qravity is facing competition from blockchain-backed companies like Colony, Cofoundit, and Decent. However, the three examples cover only specific aspects of what Qravity does. Colony does not have a single corporate leader; it leverages the crowd then pays individuals for time. CoFoundit helps blockchain companies develop their ideas. Decent offers content distribution, development, and collaborative crowdsourcing/funding.

Included in the indirect competition list is 21million, a TV series that draws on blockchain crowdfunding and includes some of the contributors in the filming. SingularDTV is another indirect competitor that creates live shows using project management tools and crowdfunding for their creations.

Qravity uses crowdfunding, and team members share project ownership. As a result, Qravity is able to provide content creators and content consumers with more extensive benefits than all the current competition combined.

rhovit.info is, in some respects, similar to Qravity. The biggest difference is that rhovit doesn't offer project creation, and it lacks project management tools. The blockchain functionality is also different, as the rhovit's tokens are mined within the platform and fiat currency is accepted. For Qravity, accepting fiat would directly jeopardize the value of the tokens and complicates the structure of compensation for content creators.

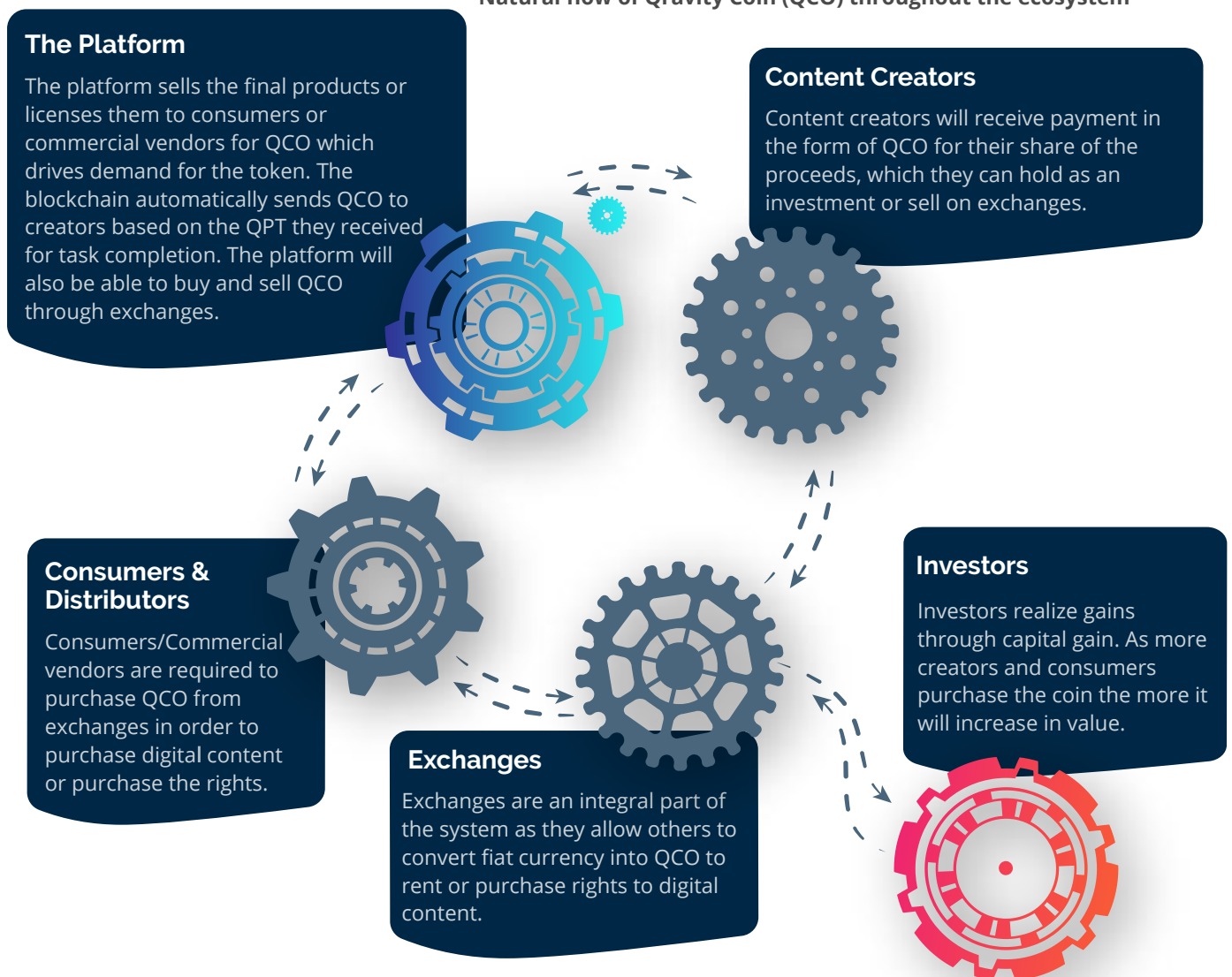
Qravity offers its content creators value in the ownership of projects; the continual addition of new projects and content consumers supports and reinforces its utility token, QCO.

8. Crowdsale and Tokens

QCO will be sold to early investors and adopters during a crowdsale (ICO) that will run from June to July, 2018. The token will be used for multiple purposes – such as accessing digital content and creating projects within the platform. As more people consume the digital content curated and distributed on the platform, and more content is created on the platform, the demand for QCO will increase. As the demand for QCO rises, the value of QCO will rise. More frequent use of the token is expected within the first year of operation, during which time there will be increases in the number of products available on the platform and the number of people signing on to benefit from crowdsourcing. [5]

Qravity Ecosystem

Natural flow of Qravity Coin (QCO) throughout the ecosystem



8.1. QCO Distribution

The tokens are ERC 827, and will be distributed according to the pie chart below. The largest portion of token distribution will be attributed to token sales. Token stability is an important part of the Qravity ecosystem and it is our goal to help minimize volatility. We will facilitate large transactions of QCO via the exchanges by selling large amounts of QCO when buyers want to purchase access to digital content. The remainder will be distributed to team members, advisors, directors, and consultants. Bounties will also be offered to those that assist with marketing activities that result in ICO participation.



8.2. ETH Contribution Allocation

Most of the capital raised by the ICO will go towards paying for ongoing platform development, marketing the platform and its content, consulting, operational costs such as customer support, and operating the platform over the next several years until it is self-sufficient. The anticipated distribution date for the platform's pilot project, the animated feature film Lizzard Maddox, is approximately Q4 2019. The reserve fund will be used to help minimize the volatility of QCO, as reliability and consistency is important to consumers and contributors. Legal and incorporation costs will also be recovered with some of the funds.



8.2.1. Bolstering a marketing budget for Qravity projects (37% ETH allocation)

In today's highly competitive media environment, content is in a constant battle for attention. With an adequate marketing budget we will ensure that Qravity content will be placed prominently and attract global awareness. The quality of a project itself is a major driving factor for financial success, but marketing and creating awareness are equally important.

Major film studios spend up to 50% of their film budgets on marketing campaigns. To ensure our products are not in the back of the line when they are finished, making all contributors dependent on the goodwill of a global distributor, we will lock up funds to ensure that marketing and awareness-building activities can be provided properly, at the right time.

8.2.2. Bolstering the marketing pipeline of the Qravity platform (19% ETH allocation)

Greater awareness means more project submissions and content creator registrations; therefore, more projects will be completed, creating a continuous revenue stream.

8.2.3. Scaling up operations, back-office structures, and customer support (18% ETH allocation)

European HQ with up to 50 employees during the initial phase , followed by the addition of Asian and North American HQs.

8.2.4. Ongoing development and feature additions (14% ETH allocation)

Platform launch version to be used for the production of Lizzard Maddox. At the same time, we will be adding features and additional tools based on user feedback, including comprehensive online workshops and tutorials for content creators aspiring to work on Qravity media projects.

There will be a general rollout for other projects, and platform upscaling for parallel production of the increasing number of Qravity projects.

8.2.5. Community Event, Tutorials, Workshops (9% ETH allocation)

Qravity is a community-driven platform that aims to build a continuous workflow of projects. We believe that the establishment of a strong community supported through mentoring, workshops, and community events will help emerging content creators like directors, editors, script writers, and all other types of content creator achieve their goals, develop new skills, and ultimately fill them with a sense of pride and accomplishment.

8.2.6. Legal and Finance counsel (3% ETH allocation)

8.3. Token Spec Sheet

Name Qravity	Symbol QCO
Type ERC 827 Token (Ethereum blockchain)	Issuer Qravity Media GmbH Kärntner Ring 17/22 1010 Vienna, Austria
Total supply 1,000,000,000 (fixed)	Decimal points 18
Sold or exchanged 50%	Accepted currency ETH only
Funding Specifications	
Hard cap Presale: 12,000 ETH	
Presale	
Period June 1 - 15, 2018	Initial token price 1 QCO = 0.0002 ETH
Presale bonus 30%	QCO per 1 ETH 5,000 + 1,500
ICO	
Period June 16 - July 31, 2018	Type Automated offer
Website www.qravity.com	Token sale address TBD

8.4. Token Sale - QCO

QCO will be sold according to this schedule. Bonus QCO will be awarded to early participants - the sooner the contribution, the greater the bonus.

	Start	QCO per 1 ETH
	June 16 - 24, 2018 9 days	5,000 + 1,250 25% bonus
	June 25 - July 3, 2018 9 days	5,000 + 1,000 20% bonus
	July 4 - 12, 2018 9 days	5,000 + 750 15% bonus
	July 13 - 21, 2018 9 days	5,000 + 500 10% bonus
	July 22 - 31, 2018 10 days	5,000 + 250 5% bonus

Note that unsold tokens will be held in an escrow account for 36 months, to be used for future development. To help create and maintain a healthy token ecosystem, all Qravity team members, advisors, directors, and contractors will be required to hold their QCO for 18 months prior to selling, using, or exchanging them. It is the expectation of the Qravity community that the number of tokens being sold is copacetic with the terms of the token compensation agreement. The agreement between the platform owners and the team members, advisors, directors, and contractors who received QCO as a form of compensation was drawn up to ensure the token is not compromised by large blocks of selling or buying. If any issues arise during the public sale, the token sale smart contract will be paused until the issue has been resolved.

Eighteen months after the ICO closes, assuming the ICO is a success, the team, owners, directors, and contractors being remunerated in tokens will be allowed to withdraw 20% of the total amount they are to receive from the "team wallet".

A further 10% of the total amount will be released in the same manner as point (1) above once per quarter. The ICO ends in July 2018; the first 20% will be available for withdrawal in December 2019. The next release of tokens (10%) for withdrawal will not be until March 31, 2020. There will be seven more sequential quarters during which tokens will be released. The following dates define the end of each quarter: March 31, June 30, September 30, and December 31. If something goes wrong during the crowdsale, the contract will be paused until the issue can be remedied.

9. Liquidity and Stability

Content creators who use the Qravity platform will want to know if their efforts will be devalued should the token experience a price drop due to reckless behavior and a lack of planning. Qravity aims to instill value in the QCO, and prevent extensive price swings, by providing liquidity to large purchases by content consumers or wholesale buyers.

Qravity will sell QCO whenever a large purchase of the token has been planned. It will use some of the token sale proceeds to purchase QCO whenever a large quantity is being sold. The level of this activity will be reduced as the platform catalog becomes more robust with more digital content, at which time the market can freely define the price of QCO.

In the event of a large, short-term purchase of tokens by a single client, the Qravity platform may agree on a price with the client and sell the desired number of QCO at a fixed price through an exchange. This type of buyer's agreement makes the transaction less prone to QCO price fluctuation by setting the price, and can help with liquidity in the token markets at the time of the QCO purchase (or at the time of QCO selling by content creators who will receive the tokens after the sale transaction is complete).

To generate interest in the platform, tokens will be listed on selected exchanges within six months after the ICO closing date.

10. Corporate

10.1. Corporate Team



Reinhard David Brandstaetter

CEO & Founder

A talented producer and music composer in his own right, David is an ardent champion of innovative content. Business savvy gained through his experience in film distribution has given him a deep understanding of the wants and needs of creative teams, project managers, and consumers. Following a multitude of successes at Rockstar Games and Sony DADC, where he worked on projects for Warner Bros. and New Line Cinema, David founded Qravity to connect visionaries with creators and deliver original, high-quality content to enthusiastic audiences. David is also the founder and Managing Director of Vienna-based 3D animation studio Tectonic Slide, where he is active in production planning, story development, and project management.



Christian Sascha Dennstedt

CFO & Co-Founder

Christian is a prolific entrepreneur and angel investor who operates across a wide range of industries, including biotechnology and medical diagnostics. He has set up several successful global biotech startups, and co-founded Tectonic Slide Entertainment and Qravity. Christian is the primary investor and business advisor for both companies, and is bolstering their endeavors with his visionary approach to business development, sales, licensing, and product brand marketing.



Christopher Barber

Economy Consultant and Blockchain Advisor

Chris is an accomplished project manager, blockchain consultant, and business analyst with 10 years' experience managing large engineering projects. With his deep understanding of blockchain's evolution and emerging market opportunities, Chris is framing the real-world application of smart contracts as they relate to Qravity's goals and mission.



Patrick Seguin

Content Advisor, Lead Writer

With over 20 years of writing experience, Patrick is highly active in the blockchain tech space, producing and managing all forms of content, such as website copy, white papers, articles, and videos. One of Upwork's Top-Rated writers, his articles and videos have been published on renowned news portals and blogs including The Verge and Hackernoon. Previously, Patrick managed marketing teams for O2 and AVG Technologies. As Qravity's Content Advisor and Lead Writer, Patrick is ensuring that the company's messaging in all channels is consistent and effective.



Igor Testen

Business Development Advisor

Igor is an experienced entrepreneur who has co-founded and successfully developed several businesses in Austria, Germany, and Switzerland. He has over 12 years of experience as a management consultant, specializing in IT and reorganization projects ranging from software integration to target operating models for large clients in the financial services industry. Igor provides consultation for Qravity's day-to-day operations.



Michael Sormann

Platform Advisor, Art Director of Lizzard Maddoxx

Following a string of noteworthy accomplishments as Lead Artist at the former Vienna-based Rockstar Games Studio, Michael earned renown as an award-winning freelance character designer and animator. On top of being Qravity's Platform Advisor, he is the Lead Artist and Project Manager for the platform's pilot project, Lizzard Maddoxx, an original feature-length animated film. Michael has an intimate understanding of the challenges of producing and distributing animated content, and is devoted to helping future producers and creators bring their visions and talents to global audiences.



Christian Haas

Creative Advisor, Creator of Lizzard Maddoxx

Christian has worked as a storyboard artist and 3D character designer in the video game and film industry for several years. After working on animations for commercials and The Sting 2, a video game, he moved onto develop concepts for animated TV series and feature films. He has also illustrated print cartoons for art magazines and art agencies. Christian's combined experience in script writing, directing, and camera operation, and his experience in animation for films and TV and visionary concepts, make him Qravity's ideal first project founder – as the Creator and Art Director of Lizzard Maddoxx.



Łukasz Cimer

Solidity and Smart Contract Advisor

Łukasz is a blockchain expert with extensive experience in IT problem-solving. Through his work for both start-ups and large corporations he has developed a keen insight into IT challenges common across a wide variety of industries. Łukasz's combined passion for economy and IT naturally led him to focus on blockchain solutions. At Qravity, he is ensuring the platform's blockchain integration occurs securely and smoothly.



Kieran Costello

Brand and Marketing Advisor

Kieran has eight years' experience producing copy and developing communications for the market's leading global corporations and start-ups. He specializes in developing the brand identity of 'bleeding-edge' companies that are innovating in uncharted spaces and developing new solutions to legacy problems. This naturally led him to focus on blockchain-based solutions. As Qravity's Brand and Marketing Advisor, Kieran is responsible for developing Qravity's brand, communications, and marketing for, and beyond, the company's ICO, ensuring the platform's unique offering is effectively communicated to audiences.



Roxy Terletska

ICO Advisor

A talented communications, media relations and outreach specialist, Roxy is the Operations Manager at BigBreak10. Previously, she held the positions of Director of Digital Analytics at Sony Pictures and Communication Specialist at Cedars-Sinai. Roxy is a regular contributor to CCN, where she focuses on alternative finance, crowdfunding, and ICOs.



Victoria Liset

ICO Advisor

Victoria is a seasoned analyst who leverages data to solve business problems and improve performance and is proficient in cross-channel marketing. At Bigbreak101, she is the Principal Data Analyst, and is providing Qravity with her UI/UX design and data visualization expertise.



Dr. Oliver Völkel, LL.M.

Legal Advisor

Oliver Völkel is a partner at Stadler Völkel Attorneys at Law. His professional focus is on banking and capital markets law as well as cryptocurrency law. Oliver Völkel has particular experience in structuring new types of financings such as initial coin offerings and initial token offerings. His clients include numerous renowned domestic and foreign companies and banks. Oliver Völkel studied law at the University of Vienna and Columbia Law School in New York. In the past, he worked in the field of criminal law at the University of Vienna and in renowned international law firms.



Bryan W. Hollmann, Esq., LL.M.

Legal Advisor

Bryan Hollmann is a New York attorney and counsel at Stadler Völkel Attorneys at Law. He specializes in U.S. securities law and cryptocurrency law. He advises clients on initial coin offerings and exempt securities offerings in the United States. Bryan Hollmann studied law in Washington D.C. and London, and has experience working in the U.S. federal government and the private sector.



Andreas Petersson

Smart Contract Advisor, Security Infrastructure - Capacity

Andreas has nearly 20 years of professional software engineer experience under his belt. In 2011 he co-founded bitcoin-austria.at, a registered non-profit organisation. Following this, he spent two years working with Mycelium, where he co-created the popular Android Mycelium Wallet, which more than half a million people use to secure their savings. In 2015, he co-founded the Minebox Project, which Clearcenter acquired two years later. Andreas is a highly-respected and sought-after blockchain advisor; he is providing Qravity with his expertise in smart contracts to ensure transparency, fairness, and security for Qravity project founders, content creators, distributors, and consumers. As managing director of Capacity, Andreas is an external advisor to multiple Blockchain companies in the industry.



Franz Eigel

Business Advisor, Project Manager - Capacity

Franz is a business engineer from TU Wien with over 10 years of experience in IT project and quality management, software testing, and business consulting. With his diversified education and interdisciplinary professional background, Franz has developed a comprehensive view of the potential applications of blockchain solutions. Since early 2016, he has been researching and analyzing cutting-edge distributed ledger technologies and has managed the launches of several successful ICOs. Franz is helping Qravity with its business operations during and beyond its ICO.

10.2. Development Team



Sergey Shevchenko

UX/UI Designer

Sergey is an ambitious and visionary UI/UX designer at SteelKiwi with over five years of practical experience. Over this time, Sergey has delivered incredible results for several fascinating and challenging projects. Sergey created Qravity's stunning look, and made it logical and user-friendly.



Alexey Morgaev

Back-end Development

Alexey is a professional Python developer at SteelKiwi. He has been developing awesome projects since 2012. Alexey's positivity, attention to detail, and exceptional backend development skills have been vital to Qravity's evolution. By building and implementing artful server architecture, Alexey has ensured the outstanding speed and efficiency of Qravity's performance.



Olga Semusheva

Project Manager

Olga is a highly experienced SteelKiwi project manager who has been working in IT since 2012. She is a positive, kind, and dedicated person, willing to do whatever it takes to achieve the best results. Olga managed the development of Qravity. Her discipline and hard work united the team and helped them meet all deadlines and requirements.



Igor Kravchenko

QA Engineer

Igor is a member of SteelKiwi's QA team. He has been working in IT since 2011, and has been a QA engineer for the last two years. Igor is reviewing all of Qravity's features and its functionality, making sure the platform delivers a seamless, bug-free experience.

10.3. Corporate Partners



SteelKiwi

Full-cycle Software Development Service Provider

SteelKiwi is an international software development company that has been delivering outstanding results for ambitious web and mobile projects since 2011. They conceived and built Qravity's design and backend architecture from the ground up, and are handling quality assurance (QA), auditing, and testing. The amazing idea behind this project has been a notable inspiration to everyone in the company, not only to those directly involved in its creation. SteelKiwi is very proud of its role in Qravity's development.

10.4. Company Information

Corporate Structure



Commercial Court Vienna, FN 367070 i/
VAT: ATU 66743759

Address



Qravity Media GmbH
Kärntner Ring 17/22
A-1010 Vienna, Austri

Email



office@qravity.com

Phone



+43 1 512 20 53

11. Security

User identification and security is an important aspect of the platform that must be addressed to ensure the integrity of the users, products associated with the platform, and the platform itself. Each user is required to provide the platform with a valid copy of a photo identification document. This photo ID is saved in the user's portfolio on the platform, along with a screen shot from a video conference call.

A video conference between the project founder and the content creator is required so that the former can verify the latter's photo ID visually. This keeps content creator accounts secure, adding facial recognition as a means of authorizing changes to billing or royalties payment information. Links to the creator's social media accounts, websites, and blogs helps confirm their identity.

Mitigating risk and increasing security for the platform and ICO is essential in establishing a healthy community of content creators. The tokens being created and sold to the public will be made using proven ERC 827 open-source code as a base; they will then be tested to ensure no known vulnerabilities exist. This ERC 827 token will be the QCO token issued at the time of the ICO.

QPT smart contracts are undergoing more in-depth testing as they still need to be fully proven. Qravity will ensure no external addresses to the platform will be allowed to call functions, and that voting and changes only happen using the project founder and team addresses. A bug hunt (or bug bounties) will be issued to improve security in the next iteration of the platform, and extensive testing will be completed prior to the addition of new functionality.

Vulnerability to attacks increase with each new line of code, with new opportunities for unforeseen problems. The code for this platform will make every attempt to follow best practices as laid out by ConsenSys [\[4\]](#).

12. Legal DISCLAIMER

Initial Token Offering

of up to 1 000 000 000 Ethereum-based “QCO” tokens

Qravity Media GmbH, a limited liability company pursuant to Austrian laws, having its registered seat at Kärntner Ring 17/22, 1010 Vienna, Austria (the “**Developer**”) intends to offer for exchange up to one billion units of a new Ethereum-based token named “Qravity” (the “**QCO(s)**”) during a limited offer period (the “**Offer Period**”) beginning on 1 June 2018 18:00 CET and ending on 31 July 2018 18:00 CET (the “**Initial Token Offer**” or “**ITO**”). QCOs are not securities and do not carry with them any rights as may be commonly associated with securities. QCOs are tokens based on the Ethereum-platform that serve as vouchers to be redeemed with the Developer for the use of a decentralized, collaborative web platform which aims at providing a place where creators can collectively develop and produce monetizable digital media (the “**Qravity Platform**”).

This whitepaper (“**Whitepaper**”) gives an overview of certain aspects of the QCO and its intended use. This Whitepaper and the information stated herein is not legally binding. The Initial Token Offering is only made on the basis of a separate document, the Token Offer Document which will be published alongside this Whitepaper at a later point in time. This Whitepaper does not constitute an offer of QCOs nor an invitation for an offer to exchange any amount of Ether for QCOs.

The Developer intends to have QCOs listed on a number of virtual currency exchanges. Due to the properties and mechanics of the QCO as described herein, the Developer also aims to have the market value of QCOs increase over time. However, there is no guarantee that an increase in the market value can be achieved by the Developer.

If you decide to participate in the Initial Token Offering as a form of investment, the Developer expressly warns you that an investment in QCOs carries a high degree of risk. For a description of the risks associated, see the chapter “**RISK FACTORS**” in the Token Offer Document.

Forward-looking statements

This Whitepaper contains certain forward-looking statements. A forward-looking statement is a statement that does not relate to historical facts and events. The forward-looking statements are based on analyses or forecasts of future results and estimates of amounts not yet determinable or foreseeable. Such forward-looking statements are identified by the use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “intend”, “plan”, “predict”, “project”, “will” and similar terms, including references and assumptions.

This applies, in particular, to statements in this Whitepaper containing information on future developments of the QCO, plans and expectations regarding the acceptance of the QCO in the market or its growth of value. Forward-looking statements are based on current estimates and assumptions that the Developer makes to the best of its present knowledge.

Such forward-looking statements are subject to risks, uncertainties and other factors which could cause actual developments to differ materially from and be worse than expected or assumed or described in these forward-looking statements. Accordingly, any person interested in participating in the Initial Token Offering is strongly advised to read the chapter “RISK FACTORS” in the Token Offer Document. This chapter includes more detailed descriptions of factors that might have a negative impact on the Qravity Platform and the QCO. In light of these risks, uncertainties and assumptions, future events described in this Whitepaper may not occur.

13. References / GLOSSARY

1. Immutability and virtually immune to forgery or fraud as realized by the definition of safe data kept by thousands of copies around the world in blockchain, also known as consensus. This data is secured using cryptography. <https://en.wikipedia.org/wiki/Blockchain>
2. <https://cryptoinsider.com/blockchain-set-to-disrupt-the-entertainment-industry/>
3. Cryptographic hashing function https://en.wikipedia.org/wiki/Cryptographic_hash_function
4. ConsenSys best practices <https://consensys.github.io/smart-contract-best-practices/>
5. Know your customer (KYC) is the process of a business identifying and verifying the identity of its clients.[1] The term is also used to refer to the bank and anti-money laundering (AML) regulations that govern these activities. KYC processes are also employed by companies of all sizes for the purpose of ensuring their proposed agents, consultants, or distributors are anti-bribery compliant. Banks, insurers, and export creditors are increasingly demanding that customers provide detailed anti-corruption due diligence information.
6. Jumio, "Trusted Identity as a Service" is a company that provides ID verification to enhance security on web based systems. This will be applied to Qravity to keep users and contributors safe from fraud and theft. <https://www.jumio.com/>