

# The Project Changing the Quality of Adult Content Worldwide

What do we know about adult content? It's abundant, it became ten times more qualitative than before, and a number of companies derive abnormal profits from it. And whatever subjective attitude toward this content, objectively, it is just a vast area for earnings.

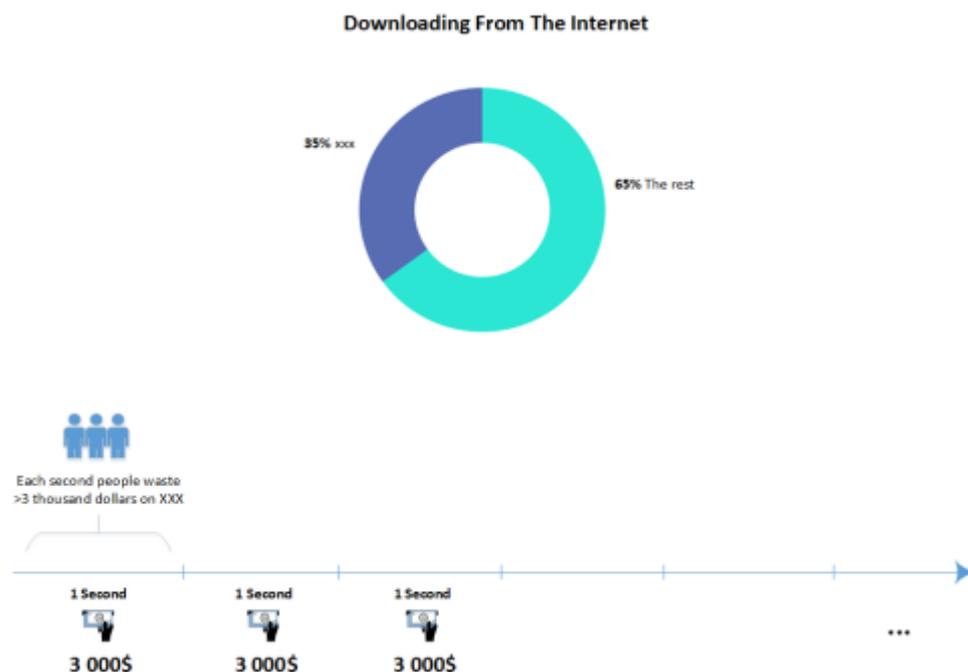


But what if we say that those realities that exist now will become history in the short run? What if anyone who feels like it will be able not only enjoy a high-quality video, but also become a direct participant in its creation with a beneficial income, of course. Sounds intriguing, doesn't it?

The time has come, new technologies such as VR, Blockchain and Ultra Hd will not only give the opportunity to plunge into another world, but also make money on it.

In order to figure out the amounts, let us look into a bit of statistics.

**Here are mere figures:**



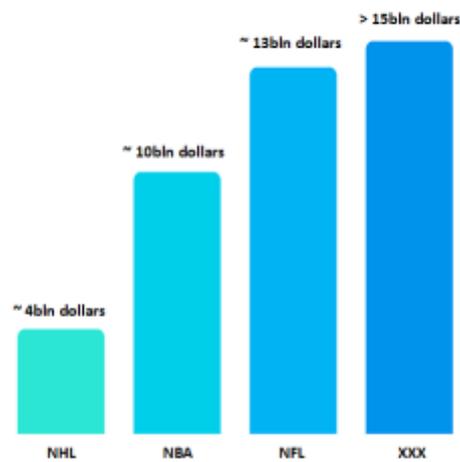
*35-40% of all downloads and 30% of all Internet traffic are related to "adult video", POV, Home Video. In many countries, these resources are more popular than mass media and online shops.*

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## Profit of Markets



**Amazing fact:** *more than 3000 dollars is spent on porno content per 1 second worldwide. Global turnover is about 97 billion. And if a person keeps the right track, this amount will grow considerably due to development of Internet technologies and expansion in the number of planet's inhabitants.*

In the United States, the porn industry brings more profit than NBA (according to Wikipedia, its income was 3,8bn dollars in 2010 and according to ESPN insider, Darren Rovell, the profit was about 8bn dollars in 2016/2017) giving favor to NFL (income – 13bn) and MLB (9,5), Google (as per Wikipedia, its net profit runs at 14,444bn dollars (2014) and turnover – 66,001bn dollars), Amazon (as per the report, net profit for 2016 was 1,37bn dollars and turnover – 59,532bn dollars). Only in the United States, the global leader of adult content production, net profit in this industry reaches 12bn dollars.

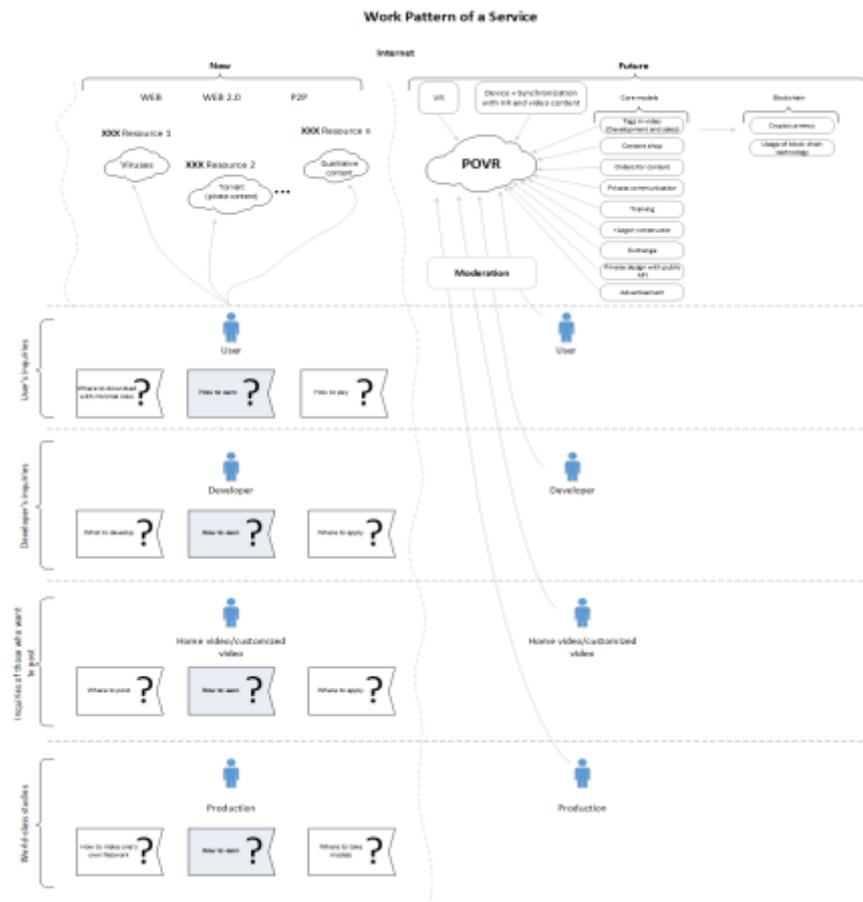
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**Do things really go so smoothly in porn industry?**



- Regardless of the growth of survey technologies and abundance of films, porn industry hasn't offered anything new for many years. Genre priorities do change, but generally its development is in a horizontal plane. And this is a disastrous strategy from the point of view of modern digital technologies and IT-systems. Moreover, there is a piracy due to which industry incurs considerable losses. In some countries, correlation of chargeable and pirate content is 9 :1.

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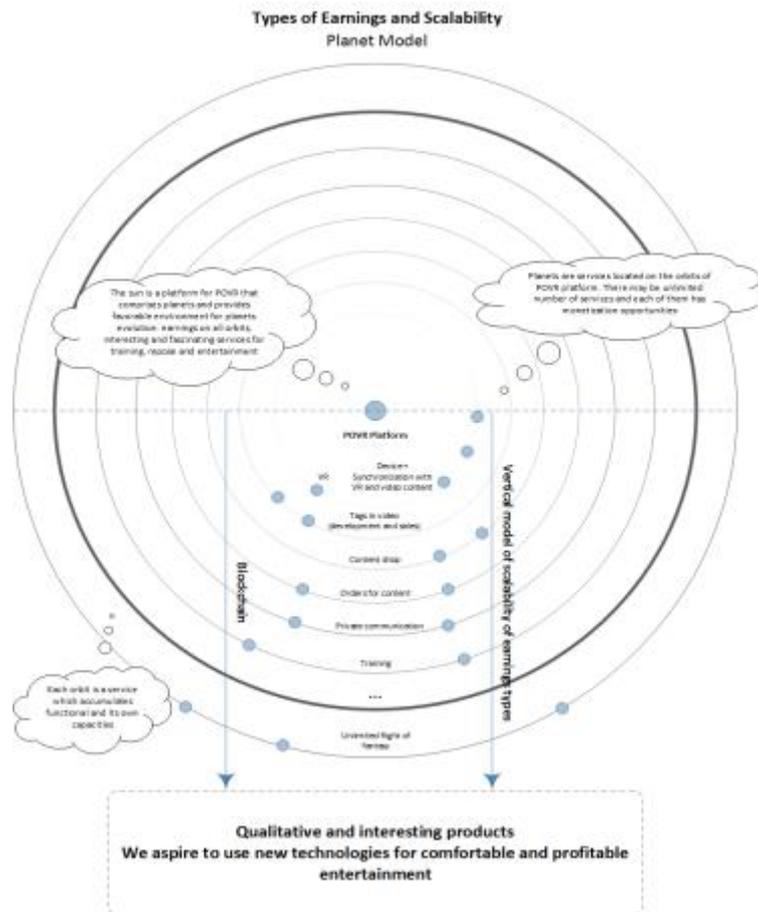
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- Because of piracy and, consequently, reduced income, it is necessary to sacrifice quality. Only market majors can afford themselves to support actors, directors, operators and script writers. Moreover, actors' fees may amount to several thousand dollars for a short video. These factors may be not prospective for producers if the approach to production is not changed.

- Some companies started penetrating into digital market, but did it very slowly and without a definite aim to be all the rage at an early stage. Video content producer, KinK, entered the market of virtual reality in 2015, but VR market was not popular and developed enough in those days. Devices were rather expensive and this idea didn't get widespread. The prices for VR content purchase are higher than for a common video where special technology is not applied.

- For the moment, there are no any programmable adult toys with public API, which in turn hardly suppresses developer community and deprives them of earnings.

*So, here and now is a perfect moment to change the approach to adult content creation. To change that way that everybody could become a creator and do something peculiar of one's own... and make money out of it, of course.*



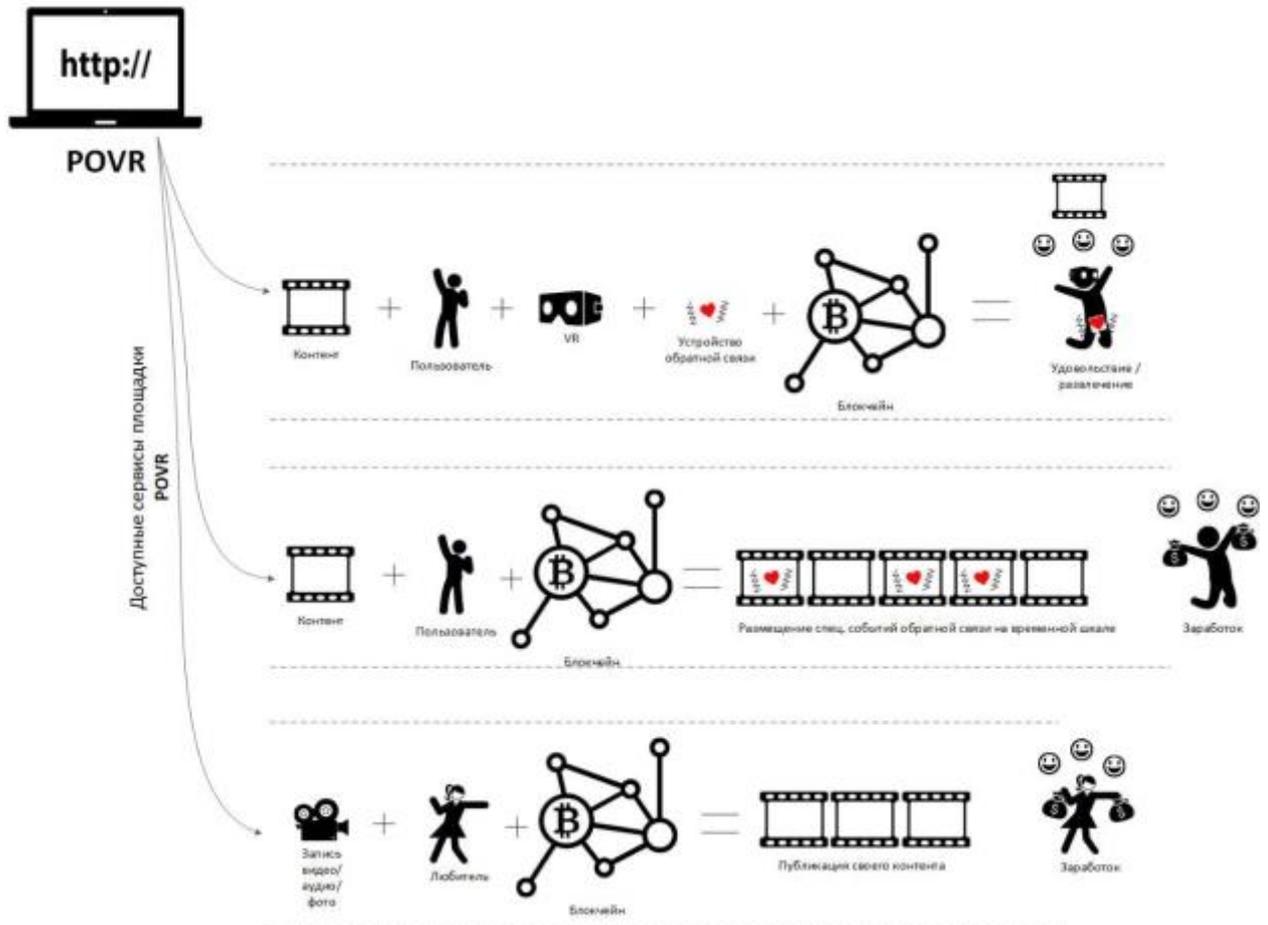
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**Our objective** lies in creation of interactive, public and absolutely anonymous cryptocurrency network, as well as a number of technical devices specially developed for adult entertainments. Moreover, we develop one-of-a-kind IT technologies that allow anyone willing to join the actively evolving VR-market with integration in POV and sexual content. And above all, we create adult toys with feedback (response).

**Our task** is to stimulate sales and prevent from proliferation of software piracy. The point is that each member is to any extent privy to creation of new materials. It is not profitable for anyone to post content on Internet for free if it can be provided on a paid basis.



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### **We use a blockchain technology which is an optimal variant:**

1. For payment on the platform that works without mediators and commissions.
2. Transparent financial scheme and therefore enhanced credibility.
3. Earnings on the platform either from the sale of various goods and services, or from acquired tokens. The higher the involvement rate: more people buy goods and services, the higher cost of our token.
4. Possibility to trade on exchanges after ICO introduction.

The list of blockchain benefits for our project does not end here.

### ***Project opportunities:***

1. Income possibilities by means of POVCoin cryptocurrency.
2. Stock of inquiries/demands, common users.
3. Goods and services shop: from sales of vibrotracks and media content to high-end technology.
4. VR-content that may be synchronized with device (vibrator or any other smart adult toy) with public API (developers have possibility to earn and configure interesting vibromodes/other options available on device + develop devices themselves).
5. Videos are added special \*«tags». A device receives response on certain actions during watching the video where \*«tags» are installed. Programming is performed either by developer or by user. Also, «Lego» mode will be available. It will allow even an unskilled user to program the device self-intuitively.
6. Stimulation of VR glasses sales with gaming and education content for adult gadgets (concluding of contracts with large manufacturers and perspective of exclusive production creation).
7. Purchase of video content with pre-installed \* «tags» for a gadget.
8. Watching the video content with pre-installed \* «tags» for gadget (sales of rights to watching)

This is the first project allowing people to create and make adult content at home where the whole range of emotions is transmitted via a special device, and to realize one's creative potential from a distance without involvement of professional actors and script writers. Users have free access to a special application where they can edit video and create different actions in the entire video.

9. A user acquired the opportunity to create an accompanying track with video tags on his own and then to sell it. Note that if this is not an author's video, it cannot be distributed without author's permission. Anyway, it is possible to create its track and sell it.

10. The possibility of sales of your own video with installed\* «tags» customized for gadget on platform.

11. Payment for webcasting services with right to subsequent installation of \* «tags» for a device and further sales (both parties are interested in the process; it gives them equal opportunity to make money).

12. Sales of \*\* tokens on the exchange.

13. Payment for services of adult films producers via unified wallet without adding a card and absolutely anonymously (absence of possibility to track down transaction: no one will find out what you buy; this is quite relevant to conservative countries).

14. Payment for new perspective trends and projects located on ICO via conversion on air.

15. Payment for other goods and services appearing in the process of service development.

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16. Revolution for POV-porno. From now on, you do not only post your fantasies, adventures and get likes for that, but also earn real modern monetary resources (cryptocurrency) that are more universal than any other currencies.

17. Do you have a fantasy, an idea? Are you ready to pay for it? AND ARE YOU READY TO MAKE MONEY FROM IT? Users can post contracts under the tender principle; other users name the price they are ready to pay for this contract. Upon contract accomplishment, a customer becomes an owner, a copyright holder and can sell this product on the platform.

18. The opportunity to realize your creative potential, become famous and popular not only within the boundlessness of the Internet, but also in real life! Take part in various nominations and adult films and get the opportunity to not only win laurels, but also conclude lucrative contracts with sponsors.

19. Earn by advertising. This article works on the Utube principle: the more you popular due to the quantity of views, the bigger the demand to use you for clients' attraction and advertise products via you. Advertisers will conclude smart-contracts with you and pay for your services with our cryptocurrency POVoin. It will also provide capitalization and increase the cost of POVoin.

20. Opportunity for novice and professional actors to realize their potential in maximally lucrative area. The "adult video" market is very large; the number of people wishing to star in films grows every year. The competition on set is comparable to the one in best world's universities. Even if you are so lucky to get there, a novice actor earns from 300\$ per day of shooting. A DAY! They humiliate and take control of you, whereas you do not decide anything: you work all day long and then – pay your taxes, get medical certificates and dream of being noticed. At the same time, megacorporations receive millions from the video with YOU in the lead!!!

21. Possibility to provide LET content. The range of educative subjects is boundless: pickup courses, rules of conduct, "virtual Kamasutra", etc.

22. Analogue to Steam platform.



### Our Concept

**Today we create a really unique product, POVR. But this time, a person will not only be a spectator, he will create and manage his own project. Everything that remained outside the camera's view becomes closer. The area which remained behind the scenes of fantastic gains is not just a slice of cake, but its main part arousing your desire to purchase and spend money on voluptuousness. Unfortunately, the upper part of the cake is though beautiful, but often proves to be tasteless; the attention is focused inwards on the filling. We baked a brand new product by using modern technologies and IT challenges.**

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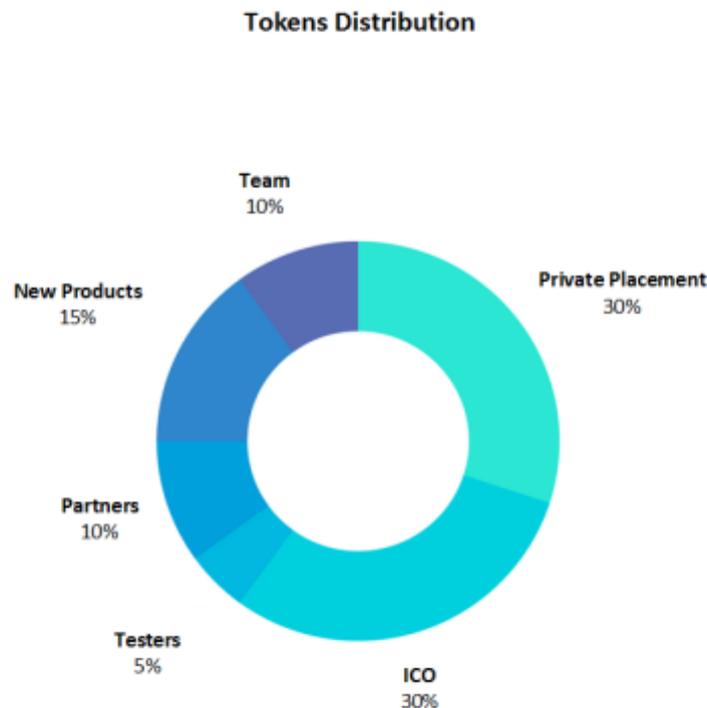
POVCoin is a currency of the future with no limits. Constant increase in customers is not oriented on particular industry segment or content consumers.

IDC expect market growth of AR (augmented reality) and VR (virtual reality) glasses up to 13,7 million units in 2017 and up to 18,2 million units - in 2021. In 2019, more than 90% of the market will accrue to VR glasses. AR headset is also on the right track to achieving more than \$30 bln of income by 2021 which is almost twice more than for VR.

According to CCS Insight, in 2017 profit will be \$1,6 bln, and in 2021 CCS Insight anticipates sales of 99 million of gadgets with sales revenue of \$11,9 bln.

Regardless of the contradiction between data of two analytical companies, it allows only one conclusion: the one who won't be able to take this ship at the take-off moment will stay on earth, but not in the world of digital technologies and big money.

## Plans for Engaging, Channels of Distribution and ICO Actuality



1. We plan to engage 20 million dollars for realization of the project and issue 1 000 000 000 POVCoin.

### 2. Tokens will be distributed in the following way:

- 1 bln tokens of POVCoin will be issued. POVCoin tokens will be distributed as follows:
- 30% (300,000,000) will be sold by the Company, POVR, to the buyers within the period of private placement of tokens in accordance with Simple Agreement about Future Tokens («SAFT»). In case all tokens intended for private placement are sold with highest bonus of 50%, the quantity of reserved tokens for private placement will increase up to 400,000,000 POVCoin.
- 30% (300,000,000) will be sold by the Company, POVR, to the buyers within the period of public sale of tokens. In case all tokens intended for private placement are sold with highest bonus of 50%, only 200 000 000 tokens will be available for public sale.
- 5% (50,000,000) will be reserved by the Company, POVR, as a motivation for beta-testers community.

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- 10% (100,000,000) will be reserved for attraction of marketing and strategic partners.
- 15% (150,000,000) will be allocated by the Company, POVR, for the development and creation of new products with taking on major investors.
  - 10% (100,000,000) will be distributed by the Company, POVR, between the Team and Advisors.

### **3. Smart Contract will be constituted in the following way:**

3.1. In case of collection of 50% and more of the amount required, the project will be launched, herewith:

- The Team and Advisors do not receive bonuses until 90% of the amount of announced tokens will be realized.
- 15% of collected funds will be allocated for attraction of marketing and strategic partners.
- 15% of collected funds will be allocated for taking on major investors.
- 60% of collected funds will be reserved for realization of the project.
- 10% will be on reserve.

3.2. In case of collection of 75% and more of the amount required, the project will be launched, herewith:

- The Team and Advisors receive bonuses in the amount of 5% until 100% of the amount of announced tokens will be realized; the rest 5% remain on reserve.

3.3 In case of 100% project realization, correlation will depend on percent collected.

### **What Is the Point of ICO?**

This project is very specific from the moral point of view. Very few people would want to join it openly with drawing of attention even with project's attractiveness and huge monetization. Gossip and disapproval of family, friends, colleagues, and familiars reduce the wish of potential sponsors to invest money in the public view.

Since ICO is depersonalized by definition and anonymous platform for project realization is involved, the quantity of potential investors will grow thousandfold. You can laugh at work or home while watching the online advertisement of our project; you can decry and fling mud at us publically. Anyway, do not forget to log in and check your brilliant capitalization and high income which only you will be aware of.

Why our POVCoin? – Why not? Porno brings more profit than oil-producing holdings and football, hockey and any other sports leagues. Moreover, along with VR technologies, our platform will have no equal for revenues. A stable flow of users with new ideas is provided due to the fact that we work nationwide with citizens above 18. Year by year, the quantity of video content increases: where there's demand, there's supply. Hundreds of millions of people all around the globe watch adult films daily. This is more than population of many countries. In fact, this is a separate planet with its own currency and laws.

### **Our Currency has a great potential of capitalization:**

Constant flow of new people and natural needs provide regular and growing demand. Due to lowering the threshold of sexual maturity and massive educational programs at the state level, people's consciousness shifted the vector of sex development long ago. Realization of one's own desires, respect for each other, and agreements for mutually profitable partnership occupy the consciousness of people more and more!

FREEDOM and RESPECT are the key words pervading our platform and explaining what it gives to our users.

Uberization of adult content (POVR) is a natural market mechanism that is dictated by modern world. For the moment, the world is concentrated in hands of a small group of megacorporations which

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make billions of U.S. dollars, whereas the rest are ancillary staff working to the point of exhaustion and earning peanuts. These megacorporations dictate their rules to all others: either to their internal service personnel, or content consumers. Uberization of adult content gives a perfect opportunity to earn for all participants involved in this process; and these are millions of people all over the world. Make the rules, produce, create and realize your wishes and demands. One of the most popular directions is POV and Home Video, but the most part of it is now free and publicly available. Post your “contract”, put a team together and off you go! And do not forget to take maximum pleasure, post your video and make crazy money!

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