



White Rabbit



Jump in

A new digital streaming reality...

White Rabbit allows you to reward the films and series you stream. Blockchain technology delivers transparency and expediency, ensuring artists and rights holders receive their fair share. Everyone is happy.

The Challenge

White Rabbit has identified 5 main challenges to the film and series industry that we will solve.

Challenge 1 Too few filmmakers make money from digital distribution.

Challenge 2 Revenue lacks transparency and cash-flow immediacy.

Challenge 3 We don't distinguish between pirates and fans. Fans are forced to break the law to see their favorite film or series, because they can't pay for content.

Challenge 4 There is less choice of content as closed server subscription services produce more of their own and buy less.

Challenge 5 The digital distribution paradox – a lack of competition in global digital distribution slows UI innovation. Yet, more subscription services means more logins and passwords for users.

The Solution

White Rabbit is a browser plug-in that recognizes the content you watch, without forcing you to subscribe to anyone site. By separating distribution from payment, White Rabbit offers one payment system, but infinite viewing experiences.

When streaming their favorite films or series, smart contracts deduct a payment from users and transfer this immediately to rights holders. Utilizing blockchain technology, rights holders are also ensured complete financial transparency.

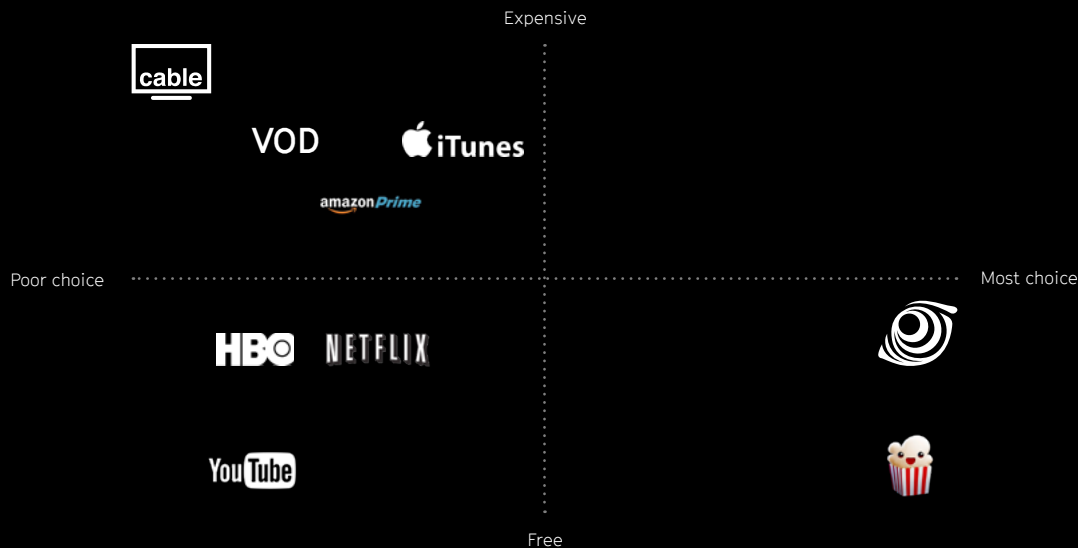
Thereby, White Rabbit liberates creators and fans from closed server based subscription platforms. In its place, White Rabbit delivers unlimited choice in content for fans, incentives for an innovative streaming industry, a sustainable business model for digital distribution and a fair and transparent future for artists, producers and investors.

White Rabbit provides an ecosystem where fans get more content and more access to the films and filmmakers. This we call the Rabbit Hole. Each film may offer its fans exclusive content, behind-the-scenes, deleted scenes, merchandise and more. Only films the user has paid tokens for is available in the Rabbit Hole. This is a unique platform to monetize and engage the fans.

Rabbit Hole (user library)

- ★ Ownership of highest quality version of streamed content
- ★ Access to extras (director's cut, deleted, behind-the-scenes, merchandise)
- ★ Interaction between fans and filmmakers (forums; live Q&A, VR cinema screenings)
- ★ Third party development of services in the rabbit hole ecosystem generating new revenue streams, interaction and buzz around content.

Choice, price and convenience



- ★ White Rabbit will compete on MORE choice of films and series.
- ★ White Rabbit offers users MORE convenience to find what they are looking for by allowing them to stream from wherever they prefer.
- ★ White Rabbit allows fans to pay rights holders directly, so we can offer content at a more reasonable price.

Market opportunity

Currently piracy accounts for an estimated \$15 billion dollar loss per year to the film industry. Yet, according to research from Portsmouth University, 60% of 6,000 Finns who admitted to streaming illegally said they would be willing to pay, if given the option.

- ★ That's 60% of \$15B, that could be recovered every year.
- ★ Another study from IPSOS confirms the same in Australia and finds that those who do stream illegally spend more on content than others.
- ★ Streaming revenue is projected to almost double in the next 5 years, from \$29.4B in 2016 to \$65B by 2021 with 383M users.
- ★ Americans spend an average of \$148 a month on cable and streaming, resulting in 800,000 Americans cable cutting every quarter.
- ★ Netflix has not made a profit in over a decade with a subscription based business model. Their new strategy is to produce more of their own content, reducing other titles from 11,000 in 2012 to under 3,000 by 2018.
- ★ What's happening to all this content not being bought?
- ★ Popcorn Time added 9M subscribers per quarter vs. 2.5M at Netflix. Was this because of cost or access?
- ★ 50% of Americans and 67% of Europeans pirate occasionally, with piracy increasing 55% year on year.
- ★ Streamers don't have to be pirates, they can be fans.

“If an entire generation breaks the law, it's no longer a crime, it's a business opportunity”

- Alan R. Milligan

Tokens

White Rabbit Token (WRT) works as follows

Content Rights Holder (CRH) – White Rabbit (WR) – Partner Streaming Sites (PSS)

Phase 1

Users purchase WRT during the token sale or via exchanges.*

Phase 2

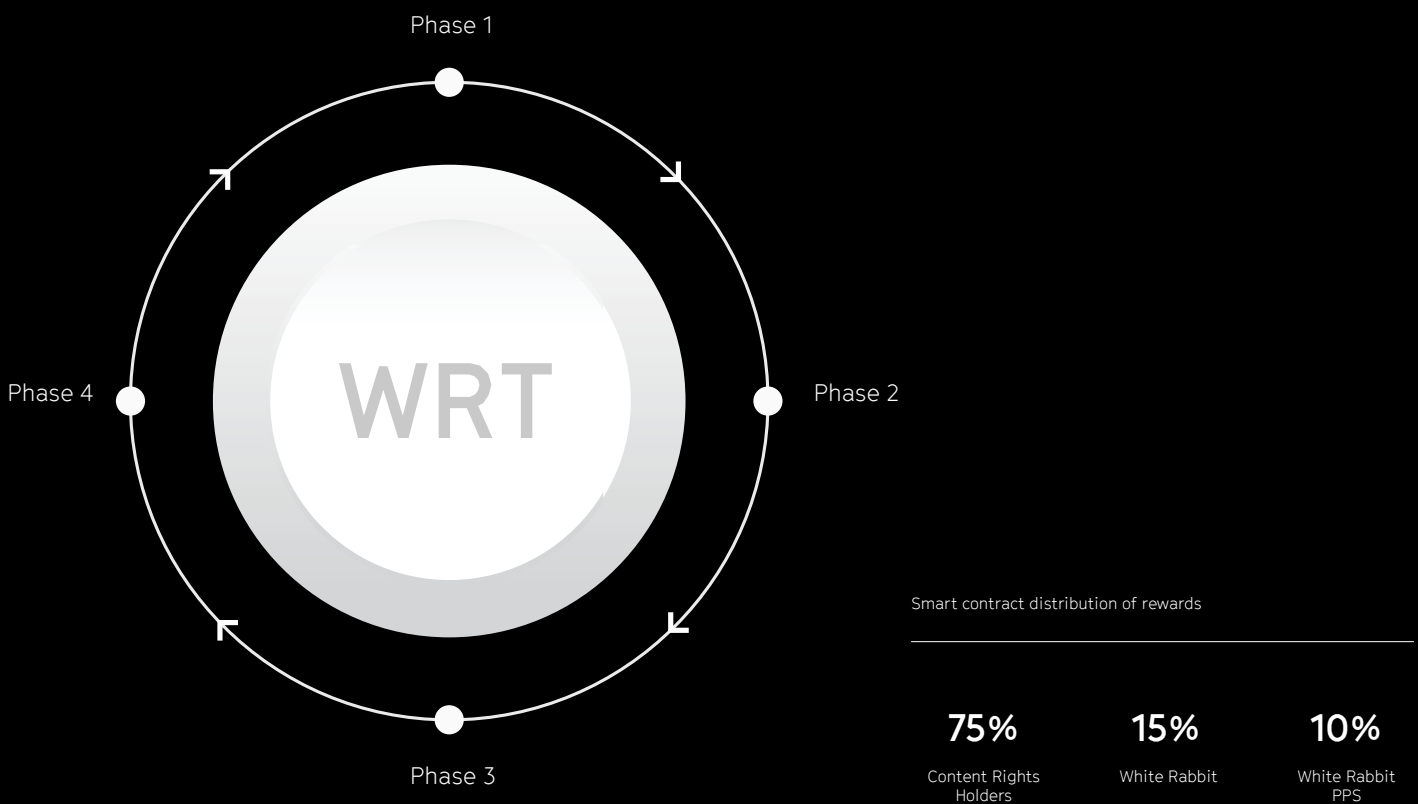
Users stream content from P2P streaming sites or open server sites. WR allows users to reward CRH directly for access to their content. Users send WRT to the smart contract which accumulates rewards for CRH. Where WR does not have a pre-existing agreement with CRH, WRT initiates legal consumption of content once accepted by the CRH.

Phase 3

Smart contract distributes rewards from content streaming between CRH (75%), White Rabbit (15%), and White Rabbit PSS (10%). Registered non-PSS receive 5% of the revenue, with the remaining 5% to WR. Where WR does not have a pre-existing agreement with CRH, CRH receives bonus WRTs from WR should the collective WRT offers for their content be accepted within a set time period. Once CRH has accepted legal consumption of content, CRH does not require further action to receive WRT for future streams.

Phase 4

CRH may exchange WRT into cryptocurrency which makes conversion into FIAT possible.*



White Rabbit will develop additional services in the Rabbit Hole to spend WRT, and allow third parties to create further services to monetize and engage fans.

* it is at the sole discretion of exchanges whether to list WRT or not.

Token sale

Presale: 27th November 2017

Token sale: 1st Quarter 2018 -30 days sale

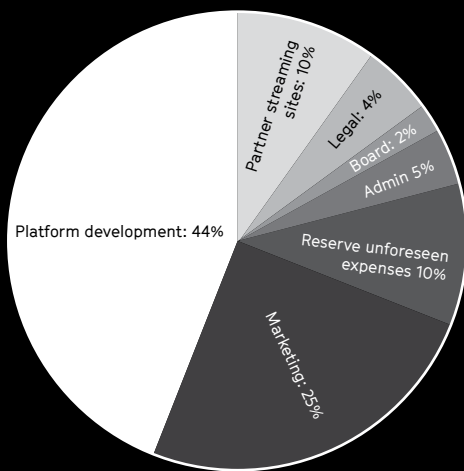
Soft cap: 5,000 ETH

Medium target: 12,500 ETH

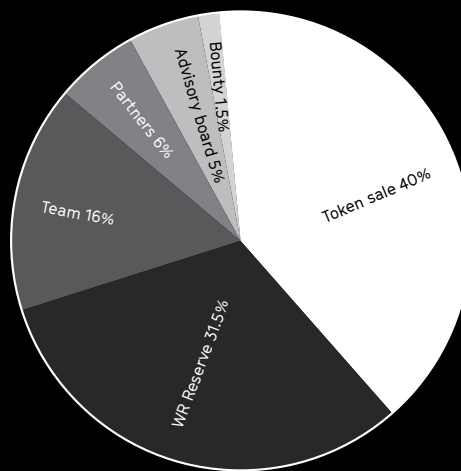
Hard cap: 25,000 ETH

Token Price: TBA shortly before start of token sale

Funds Allocation



Token Distribution



Core Team

White Rabbit's team is a mix of filmmakers, software entrepreneurs and blockchain enthusiasts who understand the complicated world of the movie industry, yet see the opportunity blockchain offers to resolve these issues to the benefit of fans, filmmakers and investors.



Alan R. Milligan
(CEO & Partner)

Award winning film producer.
Software entrepreneur.
Responsible rebel.

[Read more](#)



Hengameh Panahi
(Artistic Director of Content & Partner)

Sales agent 800+ films. Cannes, Berlin, Venice winners and Oscar noms. Streaming entrepreneur.

[Read more](#)



Alexander Yarushin
(CTO & Partner)

System architect. Submarine, telecommunications and healthcare automation.

[Read more](#)



Adrian Hessel-Rütter
(COO & Partner)

Digital strategist. Automation and workload specialist. St. Andrews graduate.

[Read more](#)

Core Team



Jon Inge Buli
(CFO & Partner)

Shipping economist. Risk analyst. Globetrotter.

[Read more](#)

Advisors



Gregory Carson

Startup investor. Business developer. Capital funding.

[Read more](#)



Jon Ramvi

Blockchain developer. Lead engineer Startblock. Nordic blockchain evangelist.

[Read more](#)



Hans Clemetsen

Commercial lawyer. Corporate services. International clients.

[Read more](#)



Alexander Hagerup

Serial entrepreneur. Technology driven. AI and Blockchain.

[Read more](#)



Tom Emil Olsen

Multi-award winning Creative Director. Founder of the international branding agency KIND.

[Read more](#)

Partners



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