



One-Page Summary

Introduction to the issue

Video and live streaming sites have seen rapid growth in recent years. Twitch.tv, acquired by Amazon in 2016, saw an increase in concurrent streamers of 67% in just Q3 2017 alone. Results are even more impressive in Asia, where about 350 million people – more than the entire population of the United States of America - have reportedly used live streaming sites or apps. It is clear that this is not a passing fad, but a long-term trend showing that consumers are increasingly appreciative of the personal connection developed through video logs and livestreams.

However, all is not rosy. Content creators have begun to express frustration with the current state of content monetization. Video and livestream producers are almost always at the whim of large advertising companies, such as Google ads, or Payment processors like PayPal. These services are often marked by random demonetizations, donator-initiated chargebacks, and an overall lack of transparency. This all contributes to the current situation: where creators who provide entertainment to millions of people are not receiving the compensation they deserve.

Our Solution

Bounti will be a content monetization platform, powered by the Stellar Blockchain. Bounti will address the issues outlined above, all while also providing quick transaction speeds of five seconds, and a transaction fee of less than half a cent. A variety of integrations with common services will also be developed to further adoption and provide more features to all Bounti users. To interact with these services, users will use the **Bounti Token (BNTI)**, an asset deployed to the Stellar blockchain.

Token Crowdsale and Details

The majority of tokens will be distributed through a crowdsale, open to most buyers around the world. Remaining tokens will be used in partnerships and community development. Purchasers will be able to trade their Stellar (XLM) or Ethereum for Bounti Tokens while the crowdsale is active.

Total Supply: 100,000,000 Tokens

Platform: Stellar

Amount to be sold in crowdsale: 60,000,000 (60%)

Price per token: \$0.1/each (\$6 million hard cap)

Date: Tentatively scheduled for late Q1 2018