



Web3 Video Streaming Platform

Where Viewers thrive:
Where Creators Prosper



WYCO in a minute:

Imagine:

A decentralized content streaming super app that delivers true empowerment, where viewers thrive, and where creators prosper.

Imagine:

- A scalable video streaming dApp with a truly decentralized economic layer (on-chain) and a video infrastructure layer (on-chain)
- Getting all your video content needs in one platform; no need for 6 different platforms.
- Earning by watching sports, TV, film and UGC Videos
- Participating in the creative economy of the World as a Viewer – being part of the creator community
- Content creators uploading their videos and earning with no barriers to entry; monetizing their first impression & building their own communities
- Filmmakers pitching their stories directly to consumers, getting voted, getting funded right away
- Distributors, partner channels and library owners uploading their thousands of videos on a platform that let's them monetize their own streaming economy - in entirety

The Problem

01. The Creator

Funding and Ownership

Talent | Stories | Skillset | Followers & Subs 

Funding | Monetization | Distribution | True Ownership 

Who invests into content directly or indirectly

- SVOD OTT Platforms (Netflix, Amazon, Disney)
- Studios
- Content Financing Companies
- Linear TV Platforms
- IPTV Platforms
- Super Aggregators
- AVOD Platforms (Youtube, Twitch)

The Gap

- Lack of funding - 99.54% of the scripts for film & TV are not produced
- Upfront funding – only for established creators
- High cost of funding – leading to selective funding
- Creator monetization post publishing – Over 99% of YT creators can't achieve monetization

02. The Viewer

Return & ownership

Funds | Global Interest | Risk Tolerance 

Ownership | Monetization | Involvement | Data Protection 

What is the new GenZ Viewer looking for?

- More incentive and sustainable monetization
- More ownership on content and data (decentralised ownership)
- More involvement & engagement (community driven platforms)
- More Gamification (offerings beyond passive consumption)
- More recognition (user driven recognition for contribution vs passive subscribers)
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The Gap

- Thousands of viewers who are consuming advertising messages as non-captive audiences (no participation)
- No platform offering true empowerment to consumers of content
- The new viewer wants involvement in the decision-making side of the creator economy

03. The Platform

Loyalty & trust

Quality Content | Global Reach | SVOD / AVOD 

Captive Audience | Loyal Subscribers | Community of Users 

The reality of content platforms today

- SVOD – losing subscribers with minimum Gen Z penetration
- AVODs – losing revenues & margins high data hosting cost
- Linear / FAST – losing retention & brand loyalty
- Television – highly fragmented
- Content loyalty over platform loyalty
- Impression / CPRP based media spends facing global decline

The Gap

- Declining subs for SVODs globally
- Captive viewers for AVODs / Linear TV
- High video infrastructure costs with AWS / Azure, etc
- CPM model decline
- Limited GenZ penetration (gaming streamers)

The Solution

A video streaming App that converts video consumption into digital tokens representing:

Ownership:

Through a tokenized Video Infrastructure Layer

Income/ Revenue rights:

Through a tokenized Economic Layer

Usage rights and usage cost:

Through a tokenized Economic Layer

Storage & Asset Transfer:

Through a tokenized Video Infrastructure Layer

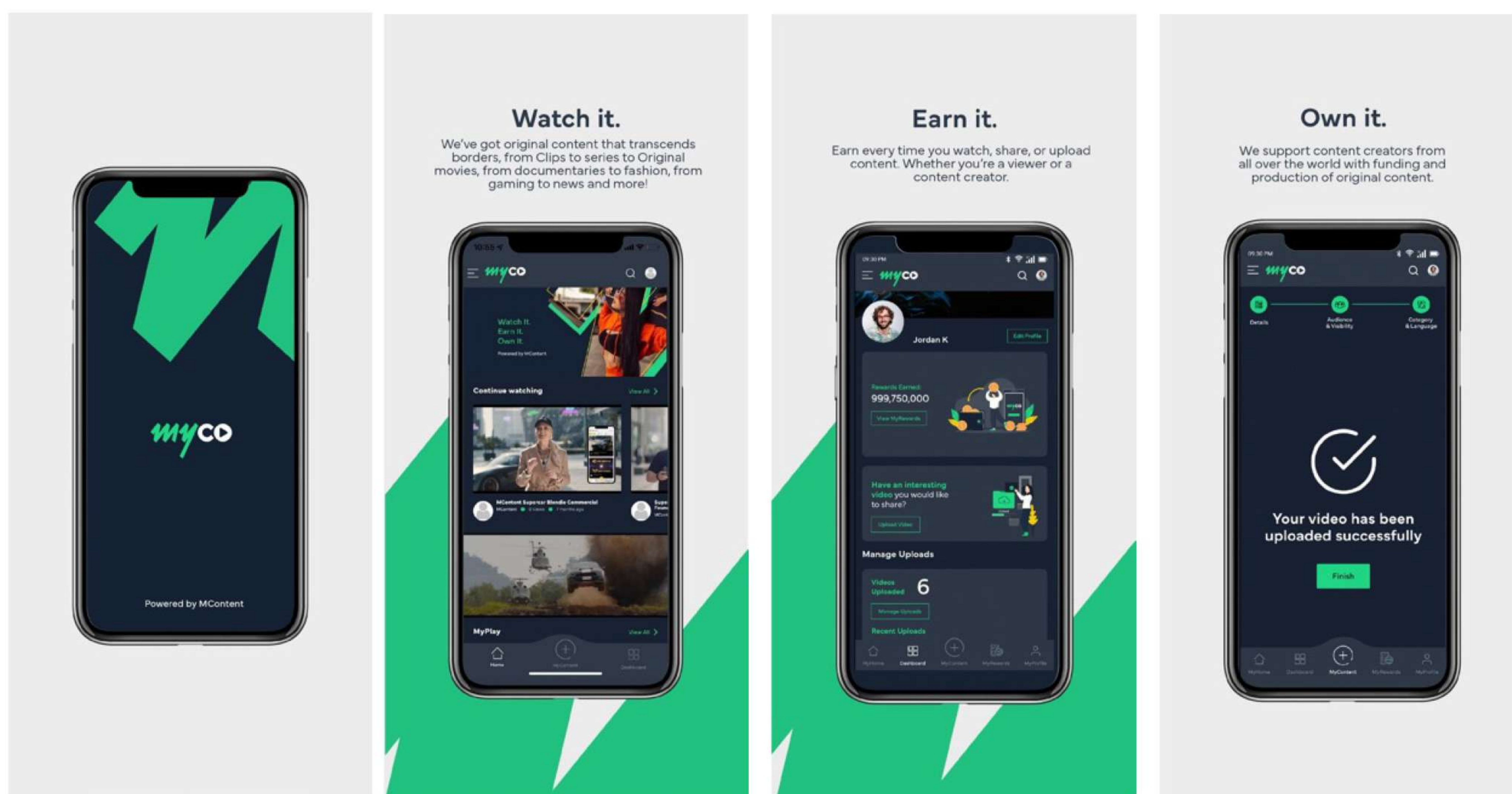
Storage & Asset Transfer:

Through a tokenized Video Infrastructure Layer

A fully functional & scalable Web3 video streaming eco-system should be able to:

1. Record, map, assign and redistribute economic value on the blockchain for a transactional circular economy.
2. Eliminate the need for a central intermediary for asset storage and transfer
3. Facilitate the trade, distribution and monetization of IP assets as well as consumer data on-chain

Watch it. Earn it. Own it = RWA



The Vision

“myco” has a brand purpose & vision of “bringing true power to the viewers” and in turn bridging this power back to the content creators, sports streamers & independent film makers in terms of stronger communities, decentralized access to funding, no barriers to entry, higher monetization shares and lower streaming costs.

Currently operating with a hybrid model on video streaming infrastructure, myco also has an aggressive target of moving its entire video infrastructure layer on-chain by 2025 in order to pass on the benefits of decentralized data storage & consumption to myco’s growing global community and to ultimately become an eco-system that will support on-chain video IP creation, trade, custody and monetization.

A **decentralized** content super app that delivers true empowerment through RWA



Where **Viewers Thrive** & Where **Creators Prosper**

\$MYCO Token Economics



Token Overview

The \$myco token is the premium token that enables value exchange within the myco platform (myco.io). Powered by the self-sovereignty and immutability of web3 financial technology, \$myco will enable a vibrant economic layer as content creators & viewers are directly rewarded for their contribution to the platform.

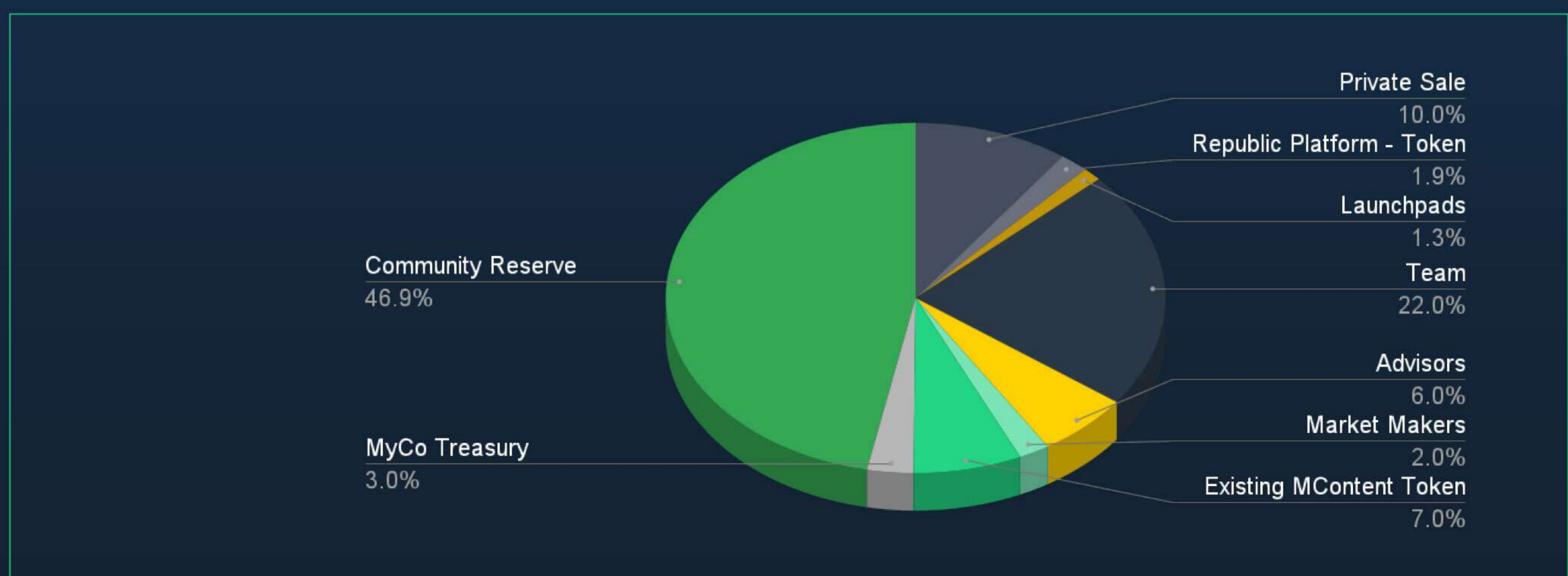
While many video streaming platforms focus on rewarding content creators, viewers are ultimately the core goal behind every piece of content created. As a result, viewers on MyCo will earn \$myco tokens for watching and engaging with creators' content.

On the content creators side, we ensure that content creators earn \$myco tokens from their very first post. Content creators today face many challenges that are not optimal, including arbitrary earnings and profit sharing determined by the platform and lack of transparency. We believe in rewarding content creators from day 1 with transparency and flexibility, as they are allocating time and effort to create and share meaningful stories.

Token Supply

The native \$MyCo Token will have a total supply of 7.5 billion tokens

Token Distribution



Token Distribution... *Continued*

Private Sale – 750,000,000

10% of the \$myco token supply is allocated exclusively for early strategic private & institutional investors. Vesting schedule; 10% on TGE, with a 6 months cliff, and 2 years linear vesting by the second after 6 months. Total duration: 2.5 years

Republic Platform (Token Warrant From Equity Raise) – 140,625,000

1.88% of the \$myco token supply will be allocated as a token warrant, from the Republic platform's public equity raise.

Launchpads – 93,750,000

1.25% of the \$myco token supply will be circulated during the public sale event that will happen on chosen launchpads/IDO platforms. Vesting schedule; 10% on TGE, no cliff, with a 2 years vesting by the second. Total duration: 2 years

Team – 1,650,000,000

22% of the \$myco token supply is allocated to myco Founding team responsible for the development and implementation of the platform. Team allocations are subject to a 6 months cliff, followed by a 2.5-years linear vesting schedule. Total duration: 3 years

Advisors – 450,000,000

6% of the total \$myco supply is allocated to myco existing and future contributors/advisors. Contributor/Advisor allocations are subject to a 6 months cliff, followed by a 2.5-years linear vesting schedule. Total duration: 3 years

Liquidity & Market Makers – 150,000,000

2.0% of the total \$myco supply is allocated for market-making on the exchanges that the \$myco tokens will be listed on.

Existing Mcontent Token Holders – 525,000,000

7% of the total \$myco supply will be allocated to the existing \$MContent token holders.

myco Treasury bought back MContent tokens – 225,000,000

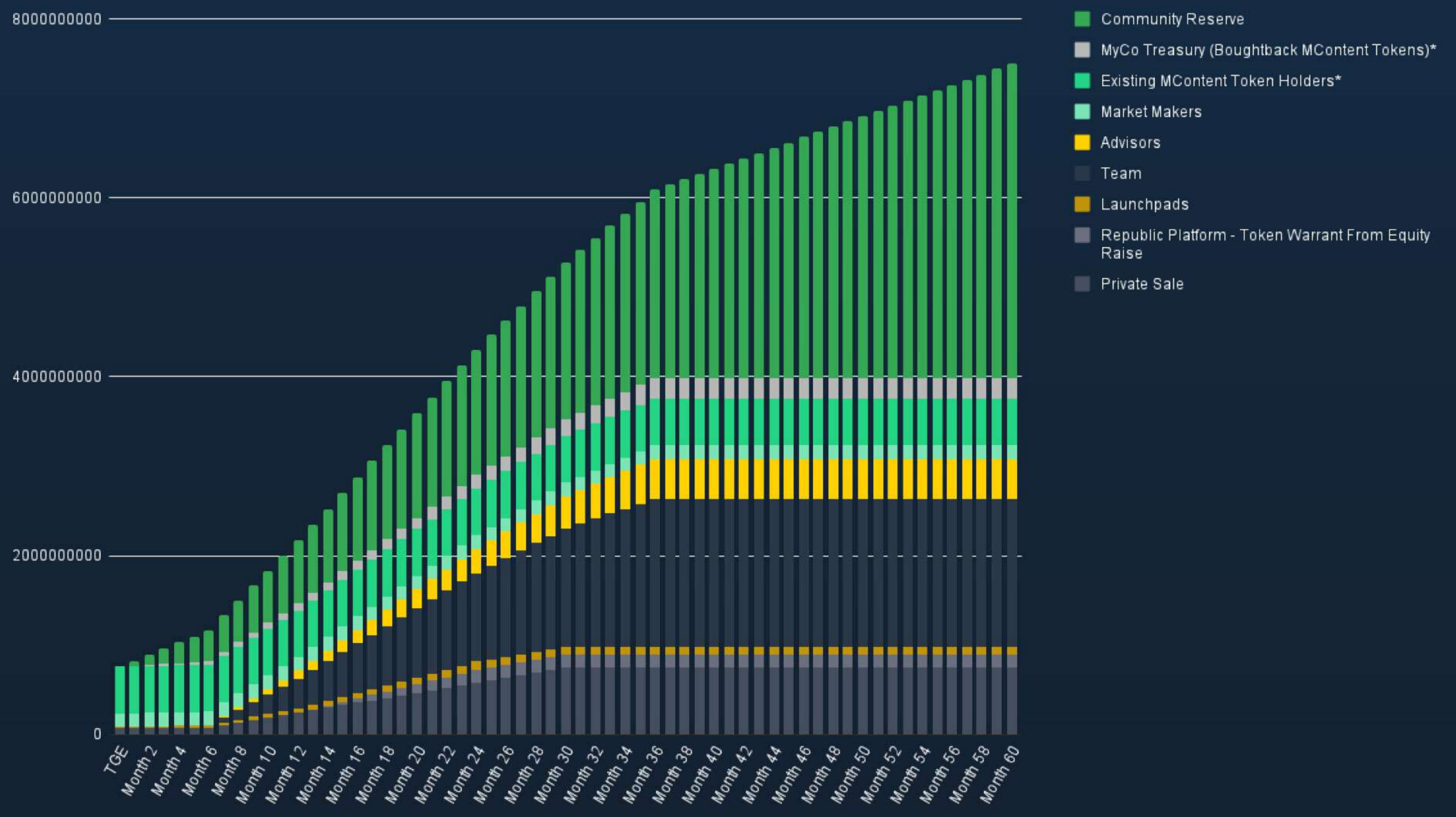
3% of the total \$myco supply will be allocated to the existing \$MContent tokens that were bought back by myco & held in treasury. These tokens have a linear vesting for 3 years.

Community Reserve – 3,515,625,000

46.9% of the total \$myco supply is allocated to the community reserve. For onboarding, initial user rewards, partnerships & sponsorship, token allocation, existing token holders' rewards program, bounties, and content creator grants, but not limited only to those mentioned above. The community reserve is subject to a 5-years emission period.

Emission Schedule

Total tokens in circulation (by group)



Initial Token Utilities

While the token's utility will undergo perpetual iteration, \$myco will initially follow general guidelines with selected utility outlined below. \$myco will be used as the core loyalty and user engagement layer to incentivize the myco ecosystem.

Unlike complicated two-token models, \$myco will be used to align, rather than separate participants (i.e. viewers, community organizers, sponsors, creators and treasury):

1. Sponsorship Supported Token: The token will be earned by existing and loyal viewers, creators and consumers of myco to drive user acquisition and content generation.
2. Premium Loyalty Points: As a substitute for stablecoins or fiat payments, various levels of token holdings will enjoy perks on the platform, creator, content or experience level. Loyalty status will be assigned on each level that can unlock benefits such as exclusive access to events, discounts on purchases on marketplace, access to premium content, etc.
3. Access-gating: As part of the loyalty points system, the myco token will be used as a gating mechanism for certain aspects of the myco world. This could include exclusive access to NFT's, premium content and experiences to reward active and loyal actors.
4. Discount Incentives: Discounts will be given to purchases made with the \$myco token within the ecosystem compared to other forms of payment including stablecoins to give inherent value to the myco token. This can include discounts on content subscription or purchase on IP marketplace.

Initial Token Utilities... *Continued*

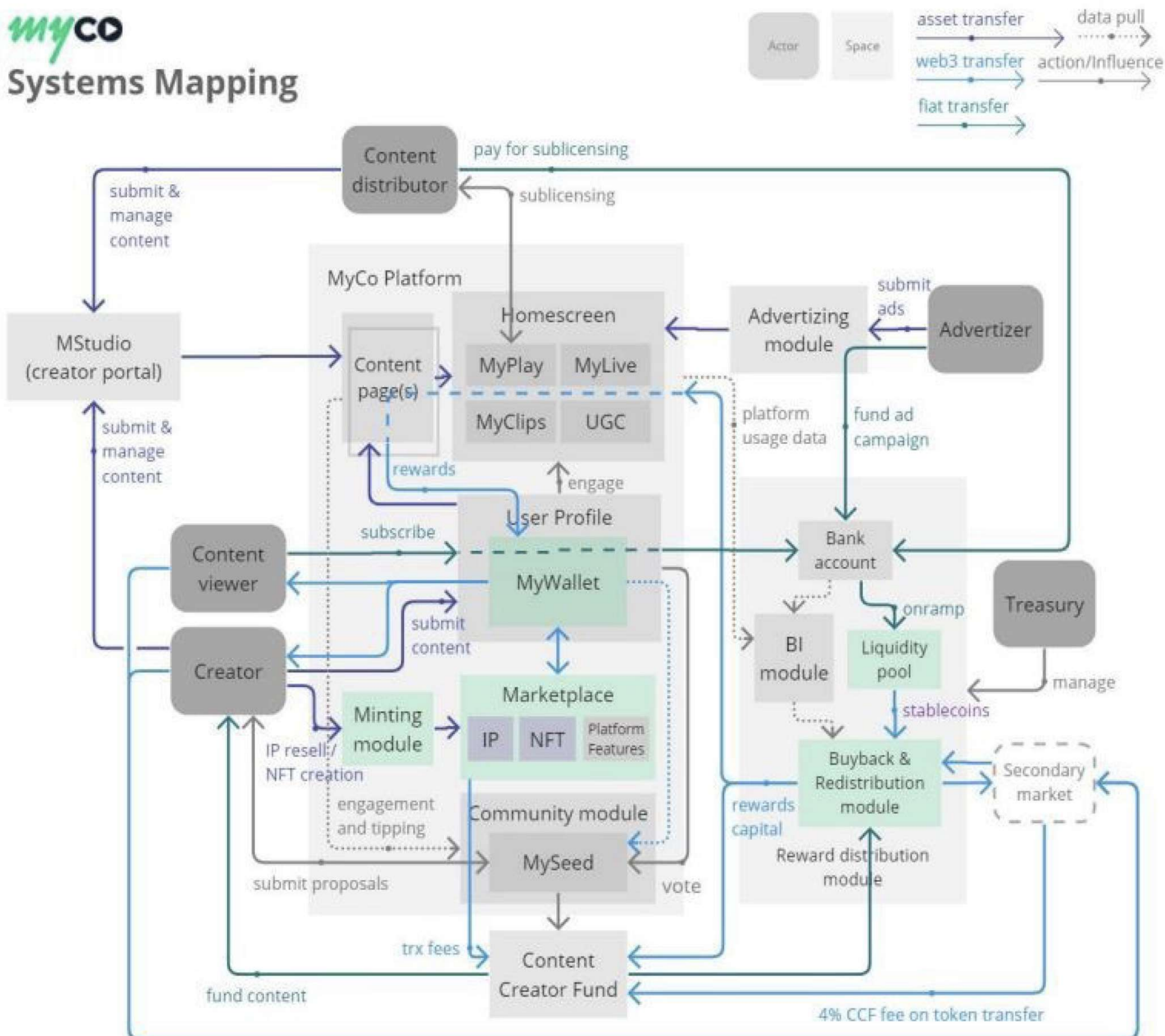
Actors	Description	Example Utilities
Content Viewers	Consumers of content on the myco platform	<ul style="list-style-type: none"> • Earn: Get rewards in \$myco tokens for engaging with content on the myco app • Hold: Reputation Status where viewers can lock up a certain amount of \$myco to earn Reputation status that would provide an adjustable set of certain benefits, such as discounts on content subscriptions • Spend: Allow tipping to Content Creators and favourite content
Content Creators	Influencers or creators who will create and upload content onto the myco Platform	<ul style="list-style-type: none"> • Earn: Sponsor viewer rewards for content engagement (from ad revenues) • Hold: Loyalty points system to unlock premium creator features and discounts on IP Marketplace purchases • Spend: Pay for tools to promote content
Ambassadors	Community organizers who organize global community events to drive engagement and take on- chain to real life	<ul style="list-style-type: none"> • Earn: Future partnership rewards from content creators to promote content (directly or indirectly) from advertisers • Hold: Ability to hold additional tokens that results to opportunities to unlock more engagement tools • Spend: Spending on promotional content for events
Third-Party Distributors	Large content aggregators with multiple content IPs who will upload it on the myco platform	<ul style="list-style-type: none"> • Spend: Sponsor viewer rewards by providing fiat payment, used for buyback of myco tokens.
Ad Sponsor	Provide ad revenue for content consumed	<ul style="list-style-type: none"> • Spend: Inflation via sponsorship cash flow injection where sponsors provide subsidy to determine token emissions on platform backed by fiat.
Governors	Perform governance in selecting content	<ul style="list-style-type: none"> • Hold: Use some of token voting power to ensure content is governed with fairness • Earn: Be compensated for work done
Treasury	Drive token value accrual	<p>Outflow:</p> <ul style="list-style-type: none"> • Issue content/community/partnership grants • Issue rewards to platform for actions/engagements <p>Inflow:</p> <ul style="list-style-type: none"> • Sponsorship/Ads revenue • Subscription for one off events

Platform Economics

The platform economy reaches its goals by introducing an additional level of economic meta. Content creators and viewers drive the success of this economy to attract brand and ad sponsorship that serves the financial foundation.

Engagement among content creators, viewers, and brands via the platform happens on two levels: through direct creation and engagement with original content that, coupled with significant viewership drives and ad-based token rewards, and second, through the meta-layer, by enhancing ongoing economic interactions between actors via loyalty cultivation, asset production, and exchange, content promotion, and community activities to achieve myco's mission of creating a digital content nation-state.

The minimal versions of the core value flows consist of platform-to-viewer token rewards for engaging with the content and viewer-to-content creator transactions in the form of tipping and community building. Over time, brands and sponsors will partner with the platform and community organizers, reaching their existing and potential audiences via the economic meta layer throughout the entire viewer's life cycle with the platform.



Web3 Resources

Aside from the app-specific resources, myco has blockchain-native resources to unlock web3 capabilities.

Fungible \$myco Token: One of the significant web3 resources is the fungible blockchain token, \$myco, which connects all components and flows into one coordinated system.

- **Sponsorship Supported Token.** The token will be earned by existing and loyal viewers, creators, and consumers of myco to drive user acquisition and content generation.
- **Premium Loyalty Points.** As a substitute for stablecoins or fiat payments, various token holdings will enjoy perks on the platform, creator, content, or experience level. Loyalty status will be assigned on each level that can unlock benefits such as exclusive access to events, discounts on purchases on the marketplace, access to premium content, etc.
- **Discount Incentives.** Discounts will be given to purchases made with the \$myco token within the ecosystem compared to other forms of payment, including stablecoins or ETH to provide inherent value to the \$myco token.

Non-Fungible Token (NFT): Some of the more valuable and unique resources also go on blockchain for the additional value of transferability and self-sovereign custody that the blockchains naturally provide in the form of the NFTs.

- **Platform Digital Collectibles:** Digital Assets created by myco to highlight original content made on the platform and drive additional engagement in the myco economy
- **Branded NFTs:** NFTs created in partnership with commercial brands with additional benefits dictated by brands
- **Creator-Created NFTs:** NFTs created by creators and may or may not be sponsored by commercial brands
- **Community NFTs:** Communities that come with their collection of NFTs that will interact with viewers in the myco platform
- **Access-gating.** As part of the loyalty points system, the myco token will be used as a gating mechanism for certain aspects of the myco world. This could include exclusive access to NFT's, premium content, and experiences to reward active and loyal actors.

Monetary Policy Overview

Treasury Inflow/Outflows

The Community Treasury is allocated a percentage of total \$myco tokens, which are used to reward initial adopters, drive ongoing behaviors, and ultimately be a source of funds to support economic stability in the long run through diversification.

- Use \$myco to incentivize behaviors that result in engagement & ultimately, inflow.
- Maximize non-native token revenues (i.e., stablecoins)
- Maximize \$myco flows in the economy
- The healthy inflow of \$myco with explicit economic loops

In-Platform Rewards

- In-platform rewards are to facilitate treasury flows
- Token testing to drive confidence in microeconomic loops and economic demands
- Design appropriate incentive behaviors to drive the economy
- Understand the drivers of the economy and treasury inflows

During BearMarket

Our strategy:

- Reducing circulating supply in the economy
- Incentivize additional holding of a native token
- Create additional benefits for the native token to drive demand
- Drive additional demand for the token

During BullMarket

Our strategy:

- Increase circulating supply in the economy through additional incentives
- Incentivize spending of native tokens in economy
- Taper benefits of native tokens to sustain demand and supply balance

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