



Web3 Video Streaming Platform
Where viewers earn every time
they watch content



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Executive Summary

Web 3.0 and blockchain has shifted power dynamics, from concentrated, centralized power, to diffused, decentralized power. Fundamentally, consumers can now become direct owners, and have direct influence in the products and services they give their time to. This is the power of web3 and of blockchain. We have seen web3 and blockchain changing industries, but now, we are changing the video streaming industry.

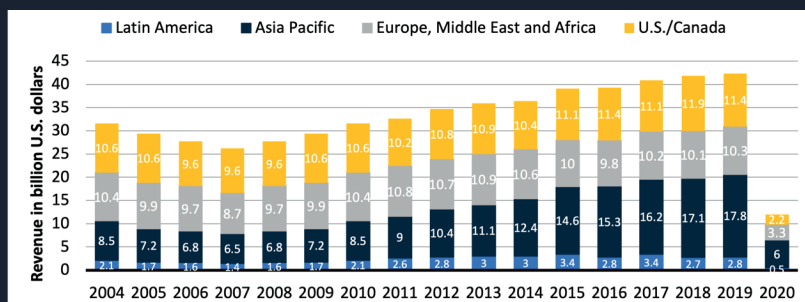
We are driving the content revolution by enabling viewers to earn every time they watch video content.

Every time a viewer watches content on our platform, they earn our native cryptocurrency token - MContent. Our token has immense potential to grow as it is tied to a real-world asset, content.

Market Landscape

Global box office revenue amounted to \$12 billion in 2020.

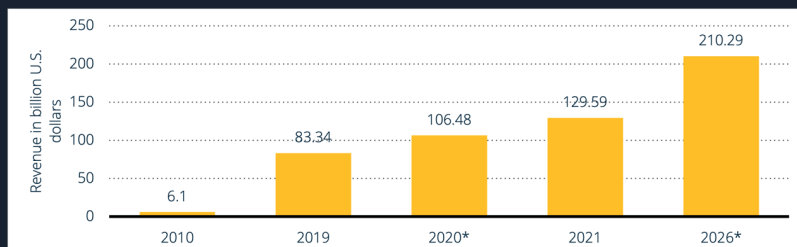
With theatres closed across the globe for the majority of 2020 due to the pandemic, the figures represent a sharp decrease from previous years. By comparison, the global revenue in 2019 was \$42.2 billion. As we recover from Covid, the film industry is already seeing a rally back to where it was in 2019.



OTT Platforms On The Rise

Over-the-top (OTT) media revenue is expected to reach over 210 billion U.S. dollars by 2026, more than double to the \$106 billion generated in 2020.

The service has experienced massive growth over the eight years, with revenues growing exponentially from \$6.1 billion in 2010 to over 10x that amount in 2020. Even though OTT platforms are growing, the independent filmmakers are still struggling to get the attention or funds from these leading players.



Problem

The total streaming economy in the world is anticipated to cross 210 billion dollars by 2026

Whilst many video streaming platforms focus on rewarding content creators, no platform has ever thought of rewarding the viewers. Ultimately, viewers are the goal behind every piece of content that is created.

Without viewers, there would be no point in creating content. In addition, companies take advantage of viewers by selling viewer data to advertisers. What's more, viewers pay to subscribe to video streaming platforms, and yet get nothing in return. Essentially without viewers, video streaming platforms wouldn't survive.

We are addressing this issue by using the power of blockchain to reward viewers, as well as content creators. In addition, even though many content creators earn from existing video streaming platforms, there are many challenges; minimum number of views, profit sharing with the platform. We believe this is also unfair, and creators should be rewarded from day 1 for their time and effort to create and share meaningful stories.

We are addressing this issue by ensuring content creators earn from their very first post.

“
95%

of professional YouTubers don't get to the minimum monetization mark which means they don't get to the minimum subscribers and watch hours for them to start earning.

We also believe in creating content that transcends borders, and that there is a wealth of film-maker talent across the globe that doesn't have access to the connections they need to turn their projects into reality.

We are addressing this by giving talented filmmakers access to funding for their projects and give them a global audience through our platform.

We believe content is a huge asset, and everyone who partakes in the content economy should be rewarded.

95%

of the global film school graduates each year end up in alternate careers.

Solution

We are creating a collaborative #Watch&Earn content ecosystem that self-funds & fuels the creation, trade, consumption, and production of content around the world using the power of blockchain by enabling creators to connect with investors, creators to earn immediately and viewers to earn from watching content.

Tokenizing content for the world's biggest crypto-based content platform.

In brief, this is a content revolution for the people, by the people, connecting content creators, consumers and investors from all around the globe in one platform. A platform that is built on the power of blockchain and tokenization but has the potential to be scaled out into multiple crowd-funding fintech models.

The Watch & Earn Content Platform.



myco - Platform

Our platform is designed for video content creators to showcase their talent and earn, turning their passion for content into a full time job or side hustle.

Unlike the high threshold for monetization and restrictions of platforms like YouTube have, on our platform, users can upload their original content and start earning our native token from their very first view & subscriber. Users can earn from original content or uploading their existing videos already present on other platforms.. It is important to note that there is a strict copyright and content policy, where copyright infringement can lead to the violation of accounts and tokens confiscated.

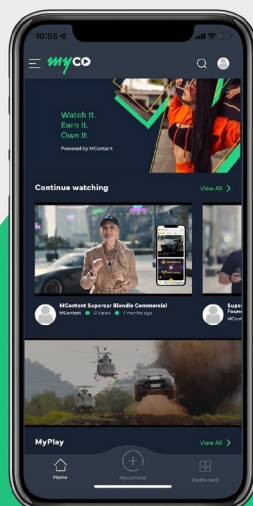
Our platform is designed to empower creators and viewers. Creators earn for every like, subscriber and new view. Viewers earn from every second they spend watching content.

Crucially, our token is tied to a real-world asset, content, giving it the opportunity to rise in value, along with the content economy. Creators will earn for every like, subscriber and new view. They earn our MContent token which has the opportunity to rise in value, unlike traditional fiat currencies.



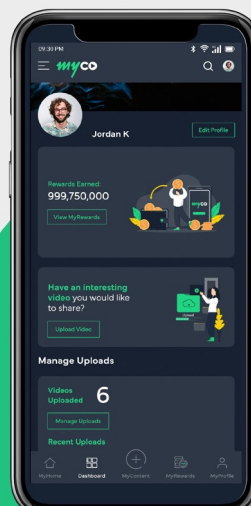
Watch it.

We've got original content that transcends borders, from Clips to series to Original movies, from documentaries to fashion, from gaming to news and more!



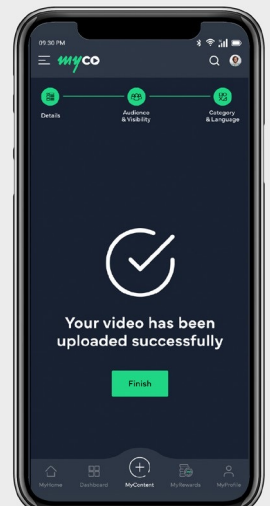
Earn it.

Earn every time you watch, share, or upload content. Whether you're a viewer or a content creator.



Own it.

We support content creators from all over the world with funding and production of original content.



MContent – Our Token

Unlike other content platforms, there's no threshold for monetization such as a threshold on subscribers or watch hours. Our platform is designed to reward creators and viewers for their various actions on the platform right from the very start.

Users of the myco platform will earn MContent tokens when they:

All Users:

- Download the App
- Complete their profile
- Connect their wallet
- Refer a friend
- Watch a video
- Upload videos
- Like a video
- Daily Check-ins
- Share videos

Reserved for future app updates, the users will be able to use MContent tokens to purchase some of our premium packages, which include:

- Subscribe to MyOriginal (Once subscription is applied).
- Buy a "Featured" spot for their videos.
- Promote their content.
- Buy gifts that can be awarded to other content creators.
- Buy emojis to send out during Live Streams.
- Register for the NFT reward program.
- Buy NFTs to be part of the film making and big ticket items.
- Buy Cineverse Cinema tickets and metaverse premiers for their films



A minimum amount of tokens earned, which are needed before anyone can transfer to their personal wallet is one billion tokens (1,000,000,000). All transfers will be liable for the %10 transfer tax and gas fees associated with all cryptocurrency trading.

EcoSystem



Funding emerging talent and untold stories.



MyOriginals.



The Cineverse

Funding Emerging Talent

We fund talented (and underfunded) film-makers through our emerging talent content fund. Film-makers can upload their dream idea in the form of a three minute "Elevator Pitch" video. After, they are asked to give a synopsis of their story, highlighting their target audience, any previous experience and projected return on investment. Though it is not compulsory, if the applicants can mint their ideas as NFTs while sharing, they will be able to secure the IP rights and will be ensured that no one else can copy their ideas.

Once the 'Elevator Pitches' are uploaded on the app, our community votes on these videos. The top ten content ideas are selected to be taken in the next round which is in the form of a reality series.

Imagine this round as the shark tank for film makers where in a live show environment, the contestants get to present their ideas in detail to a panel of mentors, judges and experts in the film making industries along with influencers and related experts who have experience, who then decide which project should get funded. The whole show is live-streamed for our community. Out of the 10 contestants, after the judging process, the judges select the best 4 winners who are then provided with their first funding instalment to start hiring staff, equipment, and anything else they need to get the project up and running.

The funds are only disbursed after a thorough "Know Your Client" disclosure and throughout the production process, the mentors guide and overlook the project to ensure a quality output.

We fund projects starting from \$5000 up to \$200,000 depending on the nature of the project, whether it is a short film, web series, travelogue, feature film, drama, music video, format shows or game shows. The funds disbursed to the deserving creators will currently be disbursed in their native currency, in three to four parts.

While the Content Creators Fund (CCF) will be used as the capital for the winning projects, the community will also get an opportunity to invest in their favorite projects by buying into the NFTs, minted for the winning films.

We are currently in the middle of a campaign in India which features the legendary Indian director Anuragh Kashyap rapping about the various issues faced by filmmakers when trying to get their film ideas across.

This is the first communication of the mentorship program for India where Anuragh Kashyap along with 2 other film mentors will screen through the entries received and decide the winners and eventually provide mentorship and produce films for MyOriginals..

Similar campaigns will be launched with different countries and leading film directors and producers being part of the campaigns.

Funding Emerging Talent

Anuragh Kashyap is the recipient of several accolades, including four Filmfare Awards. For his contributions to film, the Government of France awarded him the Ordre des Arts et des Lettres (Knight of the Order of Arts and letters) in 2013.

Kashyap got his major break as a co-writer in Ram Gopal Varma's crime drama *Satya* (1998), and made his directorial debut with *Paanch*,



Kashyap's prominence increased with the two-part crime drama, *Gangs of Wasseypur* (2012). Kashyap subsequently co-produced the critically acclaimed drama *The Lunchbox*, and the biographical drama *Shahid* (both 2013), the former earned him a BAFTA Award for Best Film Not in the English language nomination. His next films were the anthology *Bombay Talkies* (2013), and the drama *Ugly* (2014). In 2016, Kashyap directed *Raman Raghav 2.0*, a film inspired by the serial killer Raman Raghav. His next film was the sports drama *Mukkabaaz*, which was released in 2018.

The same year, he co-directed India's first Netflix Original series, the crime thriller *Sacred Games*, based on Vikram Chandra's novel of the same name and the romantic drama *Manmarziyaan*. He is also the co-founder of a film production company, Good Bad Films.

Our latest initiative to fund emerging talent is with legendary Indian director Anuragh Kashyap. Anuragh Kashyap along with 2 other film mentors will screen through entries of emerging film talent, decide the winners and provide mentorship and produce films which will be featured as an MyOriginal on the myco platform. Similar campaigns will be launched with different countries and leading film directors and producers.

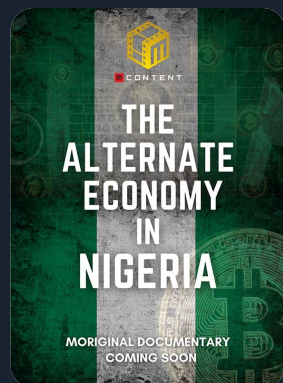
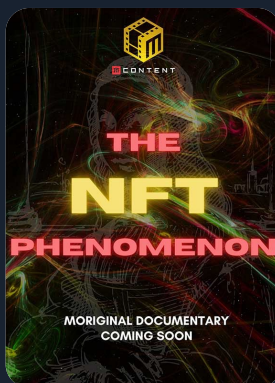
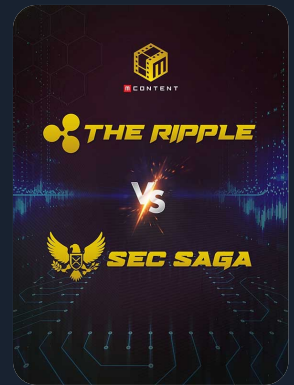
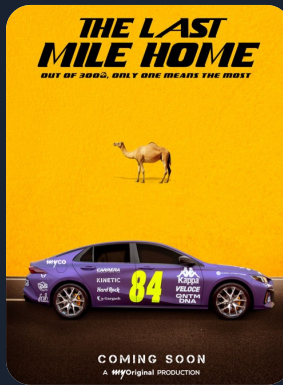
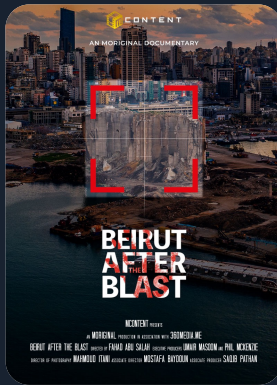
MyOriginals

We fund and produce original movies and series that transcend borders and reach global audiences via our CCF (Content Creators Fund). The movies produced up until now, have been about blockchain mass adoption. To date, twelve projects have been funded with many more in the pipeline. The most anticipated MyOriginal production is the story titled "The Unexpected Rise of CZ & Binance" featuring the CEO of Binance himself, in a rare interview. This will be released on the platform soon.

myco is committed to bringing original stories that will challenge existing narratives, along with the opportunity to earn MContent tokens as well. Each time a viewer watches an MyOriginal production or the promotions from our app to their social networks, they are rewarded with MContent tokens.

Very soon, we will enter Hollywood & Bollywood communities, working with leading actors and Production Houses to release movies based around blockchain mass adoption. We are also partnering with leading content syndication companies to acquire films and content for our audiences. Current productions include shows around the concept of the Metaverse, 360 degree videos and content on trending topics with leading celebrities who will help drive a clearer understanding of the blockchain virtual world.

We have also partnered with various leading OTT platforms and content syndication companies to sell the Intellectual Property (IP) rights of the movies produced under MyOriginals, to increase revenue sharing for our token holders.



The Cinverse



We are committed to using the latest technologies to support content creators and keep films on the cutting edge. We associated the virtual world of Metaverse with a cinema to create the first Cineverse in the world. While others are dreaming about it, we went ahead and did the first virtual screening in our Cineverse event at a beach in Dubai which was attended by leading celebrities, influencers, media and investors who got the opportunity to watch our MyOriginal films through their Virtual Reality (VR) headsets.

This was made possible due to a one of a kind collaboration with PwC, a Fortune 500 company, led by their Head of Metaverse Technologies Jeremy Dalton and his team of 30 people. This cooperation enabled us to make this idea a reality.

We are now in our next phase of collaboration with PwC to bring the Cineverse to the masses by developing the technological and hardware solutions to make it widely accessible. This includes procuring land in the leading Metaverse platforms and building a Cineverse experience, giving people no matter where in the world, access to enjoy a cinema experience with their friends and loved ones through their VR headsets.

We are also currently working with filmmakers and animators who are developing 360 degree video content exclusive to our Cineverse. The content will offer our audience a unique immersive experience inside the content. These range from 360 degree experiences, live sports and music events with films made in the first person. All this will be available in the multiple experience areas that we are currently developing in public spaces and hotspots across the globe. These videos will be hosted on our platform.



Why Tokenization?

We are creating a content revolution using the power of blockchain to enable millions of content creators to change their lives using our eco-system.

Crypto has jet-fueled our progress this far. Tokenizing the myco platform through our MContent token has given us several advantages, the most prominent being the ability to reach out to anyone, anywhere in the world. It allows us to decentralize the process of funding content creators, and giving back to our viewers. Blockchain has allowed us to democratize the process and now we intend to challenge the status quo that have restricted themselves to a limited number of studios, talent & ideas. Hollywood for example is controlled by 5 major studios and a handful of streaming services.

With the MContent token, you don't have to be rich to support the next great movie and earn a share of the revenue. The platform gives you the opportunity to push a movie into production that you think has potential.

Investment and Scale.

- Shared ownership across the platform.
- Global outreach from day one.
- Seed scalability with large investor base.
- Transparency & record keeping of transactions.
- Proof-of-ownership through minting on the blockchain.

Human Capability.

- Combined experience of many decades.
- Content creators & blockchain specialists.
- Strong volunteer base.

Automated userbase.

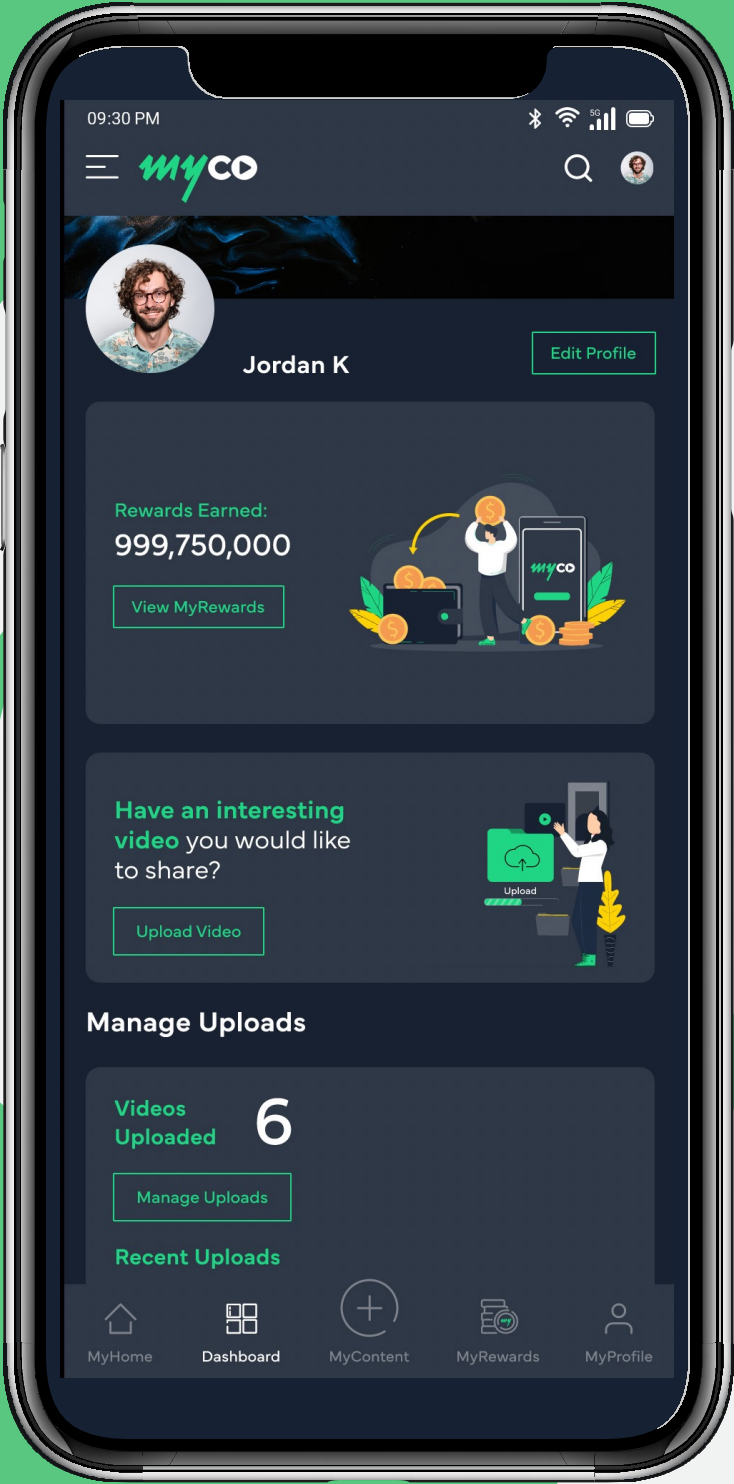
- Accessing a 100,000+ user base upon platform launch.
- Content monetization from day one.
- Global content consumption.

Stakeholders of Success.

- Creating a stake holding for content creators, filmmakers, YouTubers, artists, musicians, celebrities and token holders.

Digital Wallet

We have also launched a wallet & swap functionality on the myco platform. Along with being able to fund, own, stream & publish content, users will now be able to earn, hold & trade crypto as well.



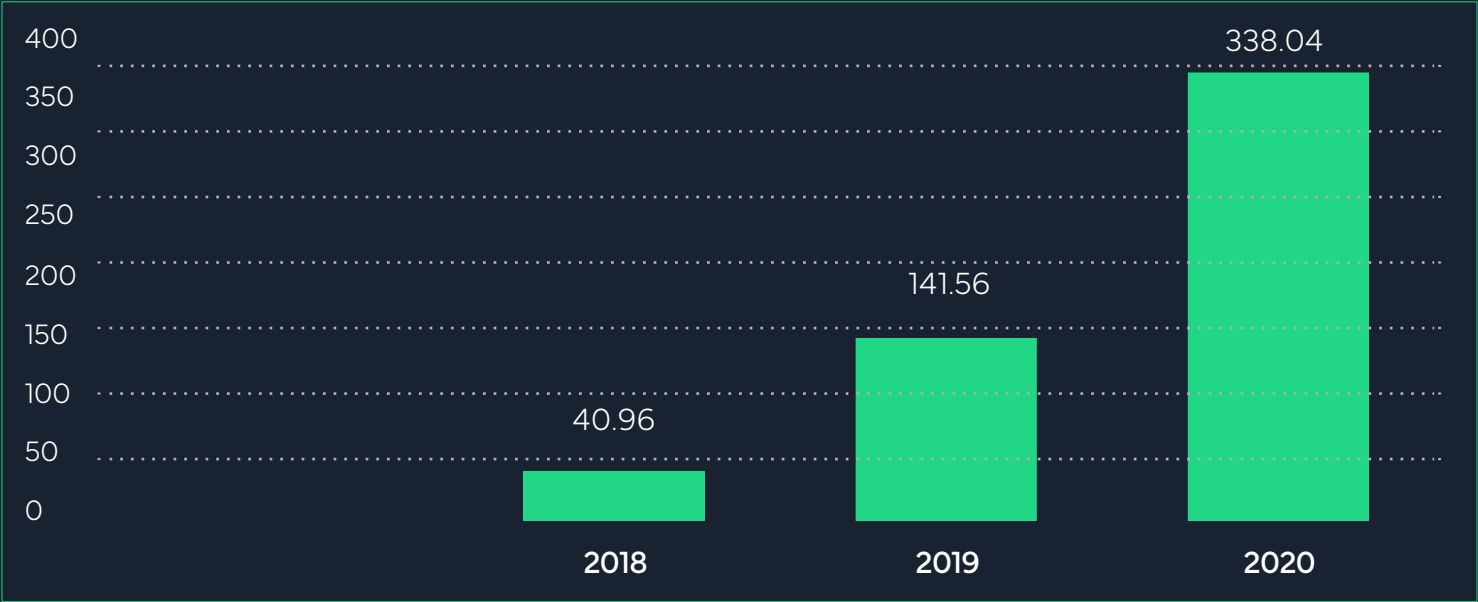
Our NFT World

The NFT model is taking the world by storm whether it has utility in the shape of membership, a proof of ownership, a voucher in exchange for real world goods or a static artwork in 2D, 3D, music or even games.

The ownership of this Non-Fungible Token has a real world utility that has not even been explored to its fullest potential yet.

At myco, we are interested in developing new world technology around our own business model and creating NFTs as digital tickets to our world first event of a cinema in the metaverse, proved successful and popular.

NFT Market Cap in Million of U.S. Dollars



Our NFTs will be used for crowd funding for the biggest film production & live event ventures where NFTs will be minted and sold and each NFT buyer will share ownership into the project. This will give the community and viewers an opportunity to be stakeholders in the movie production process and reap benefits out of the proceeds from the success of the venture.

We also offer a unique NFT experience where those who will buy the myco NFTs will be given VR headsets with myco movie premiers anywhere in the world.

This ties in with real-world utility, being part of a movie production process, which was highly controlled and centralized earlier, as well as being owners of a highly appreciating piece of digital artwork.

Later part of the year will see myco partnering with major NFT artists to produce 9000 NFTs and offer utility-based NFT experiences to leading brands who are still trying to understand this new space.

NFTs are changing the game for content creators. Other than securing their IP as it is minted off a blockchain and is available as a proof of ownership of the content, it will provide content creators with royalties each time that piece of artwork is traded. This is what the artist community was lacking, not getting their due share for their talent.



Our Future Plans With NFT's

We have big plans for NFTs in the very near future. We will showcase different plans for NFTs and the utility for each of them have never been seen in this space.

Our main use case with NFTs will be to fund content in different ways. This will first be tied to projects that are invited to our MSeeds Reality show where projects are judged by people already connected to the content industry in different ways. Those who don't get funding from the CCF will be able to receive funding by way of NFT's through community support. Investors into these NFTs will receive a % of the content IP.

If these projects are sold to bigger platforms in the future, they will receive a return on their investment by holding the NFT. We are also partnering with well-established content creators and influencers to have projects made for them, the funding will come through NFTs where investors will own a percentage of the IP. If the project is sold multiple times, investors will receive a return each time by holding the NFT.

We are currently working on huge Hollywood & Bollywood projects, which will all be funded through NFTs and the entire community will have the opportunity to be stakeholders in the projects.

We plan to also use NFTs in a future upcoming partnership inside a major metaverse project. We will also release character-based NFTs of characters from our popular content plus other team based pieces. We plan to change the way utility is viewed in the NFT space.

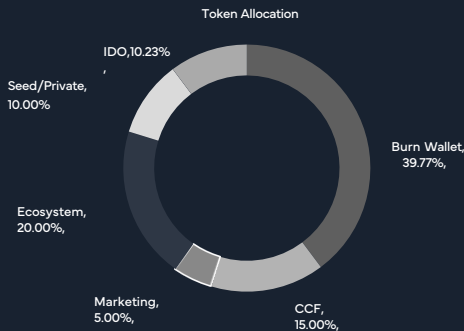
The myco NFTs will currently be hosted on the world's leading NFT marketplace OpenSea.

MContent Tokenomics

Our platform is called myco, but our token is called MContent. We aspire to progress towards a sustainable and inclusive environment financially while benefiting all stakeholders, ultimately striving for healthy development in the DeFi industry.

As for token allocation, lockup and vesting periods, we focused on creating a fair model that prioritizes a sustained and healthy MContent growth while allowing a dynamic support system for our content projects and an alluring reward program for our token holders.

| Token Distribution | Amount of Tokens | % of Total Supply | Release Schedule | Initial Circulation % of total supply | Initial Token Circulation |
|-------------------------------|------------------------|-------------------|--|---------------------------------------|---------------------------|
| Burn Wallet | 3,977,000,000,000,000 | 39.77% | Tokens Burnt | 0 | 0 |
| CCF (Content Creators Fund) | 1,500,000,000,000,000 | 15.00% | 25% at TGE, 75% locked till 2 years. | 3.75% | 3,750,000,000,000.00 |
| Marketing | 500,000,000,000,000 | 5.00% | 15% at TGE, 85% locked till 1.5 years,7.083% monthly linear vesting thereafter | 0.75% | 750,000,000,000.00 |
| Ecosystem | 2,000,000,000,000,000 | 20.00% | 22% at TGE, 78% locked till 3 years,2.16% monthly linear vesting thereafter | 4.40% | 4,400,000,000,000.00 |
| Seed/Private | 1,000,000,000,000,000 | 10.00% | 20% at TGE, 80% locked till 1.5 years,4.44% monthly linear vesting thereafter | 2% | 2,000,000,000,000.00 |
| IDO | 1,023,000,000,000,000 | 10.23% | 100% at TGE | 10.23% | 10,230,000,000,000.00 |
| Total | 10,000,000,000,000,000 | 100.00% | | 21.13% | 21,130,000,000,000.00 |



Total Supply on Launch: **10,000,000,000,000,000.00** – 10 Quadrillion

Circulating Supply **6,026,245,053,435,320.00** – Over 6 Quadrillion

Total Burnt Supply till date: **3,973,754,946,564,680.00** – Under 4 Quadrillion

| Allocations | Lockup & Vesting schedules |
|--------------|---|
| CCF | 75% locked for 2 years with 6.25% monthly linear vesting thereafter |
| Marketing | 85% locked till 1.5 years with 7.083% monthly linear vesting thereafter |
| Ecosystem | 78% locked till 3 years with 2.16% monthly linear vesting thereafter |
| Seed/Private | 80% locked till 1.5 years with 4.44% monthly linear vesting thereafter |

Tokenomics – Distribution Plan

The tokenomics have been designed in a manner to make the content eco-system self-sustaining while keeping the liquidity pool as strong as possible.

We take a 10% transaction tax on every buy & sell on the decentralized exchanges and disperse it in the following manner:

- 5% is taken in order to build the Liquidity Pool on PancakeSwap further securing the price floor.
- 4% is allocated to the Content Creators Fund ("CCF") which is used in various ways to fund and pay for content creation within the platform.
- 1% is redistributed to all MContent token holders, generating passive income over time.

All transactions are limited under 1% of total supply to mitigate price volatility.

MContent is deflationary token economy, when revenue is generated from projects funded from the CCF, 50% of that revenue is used to buy back and burn the token. For any other revenue generated outside of the CCF, 25% is used to also buy back and burn. Reducing the supply and making the circulating supply more valuable.



BNB Chain 'Proof of Staked Authority' (PoSA) protocol.

All transactions within the official MContent smart contract.

MContent BNB Chain Smart Contract Address

0x799e1cf88a236e42b4a87c544a22a94ae95a6910

MContent ETH Smart Contract Address

0xd3c51de3e6dd9b53d7f37699afb3ee3bf9b9b3f4

**PLEASE NOTE – IF YOU FIND MContent'S CONTRACT ADDRESS FROM A DIFFERENT SOURCE, APART FROM OUR TELEGRAM GROUP, OUR WEBSITE AND WHITEPAPER, YOU RUN THE RISK OF LOSING YOUR ENTIRE INVESTMENT, DUE TO SCAMMERS ADVERTISING FAKE CONTRACTS. MContent (MCONTENT DIGITAL MARKETING LIMITED OR SEED PLATFORM INFORMATION TECHNOLOGY LLC) WILL NOT BE HELD ACCOUNTABLE FOR ANY FINANCIAL MISFORTUNES SUFFERED BY YOURSELF, OUTSIDE OF OUR CONTROL. PLEASE SEEK INDEPENDENT FINANCIAL ADVICE FROM A REPUTABLE AGENT BEFORE COMMITTING YOUR FUNDS TO OUR PROJECT. MContent'S STAFF MEMBERS WILL NOT GIVE FINANCIAL ADVICE AND YOU MUST CHOOSE, WHICH IS THE RIGHT INVESTMENT FOR YOUR OWN PORTFOLIO. LIKEWISE, IF YOU SEND YOUR MContent TOKENS TO OUR CONTRACT ADDRESS BY MISTAKE, YOUR TOKENS WILL BE SWALLOWED UP BY THE CONTRACT AND WILL NEVER BE RETRIEVABLE BY ANYONE. YOUR MISTAKE WILL MEAN YOU LOSE YOUR INVESTMENT WITH US. PLEASE ALWAYS CHECK AND DOUBLE CHECK THE ADDRESS YOU'RE SENDING YOUR MContent TOKENS TO, BEFORE COMPLETING THE ORDER.

Our Content Creators Fund

The MContent Token was launched with an initial seed fund of \$1 million in the Content Creators pool through its sponsors. The tokenomics have been designed in a way that there is a 4% contribution to the CCF every time there is a buy or sell transaction.

What is the address of the CCF wallet?

0x38A294f69ce947573bea45D94FbC450109FabBb5

The value of the MContent tokens within the CCF has already exceeded \$9 million within the first nine months since the launch. This allows us to fund and sponsor thousands of filmmakers and content creators around the world.

Over the years, with the growth of the platform; the CCF will have enough funds to fuel a content revolution through a self-sustaining eco-system powered by blockchain.

The platform will also have content trading and requisitioning functions where a fixed percentage on all platform transactions will be returned into the CCF. Also, there is a payback mechanism in all funding contracts where the artists will return 30% of their consolidated earnings into the CCF.

With the increasing Dollar value from the 4% transaction contribution into the CCF, the token keeps growing in value.



Revenue Streams

CONTENT SYNDICATION AND LICENSING

Through the selling of IP and film rights for the various productions made under MOriginals for global distribution to content streaming networks and partners.

SUBSCRIPTION (MORIGINALS)

Within a few months from launch, the platform will remain free for users to take advantage of the various rewards for their contributions to the platform. As we grow in scale, the platform will move to a nominal subscription fee model where users will have to pay a nominal subscription fee to use the services. This will be made through MContent tokens which they are already earning on the platform.

ADVERTISING & SPONSORSHIPS

Advertising on the app and web platform in shape of pre rolls, mastheads, banners, native advertising, and content partnerships & integrations.

FEATURED VIDEOS (MBROWSE)

To get their videos featured at top places like leaderboards and mast heads, users will also be allowed to pay MContent tokens to get the best slots and get their video content noticed. Viewers can collect MContent tokens by watching, liking or subscribing to these videos as set by the video creator.

CINEVERSE TICKET SALES

Post our development on the Cineverse / Metaverse, users will be allowed to host or rent the virtual cinema space to showcase their video content, movies and NFT art exhibitions by paying us in MContent tokens.

NFT SALES

NFT sales proceeds from various activities planned with film launches and content production.

CCF – CONTENT CREATORS FUND

Ultimately the CCF which is always there to provide liquidity to the platform and become a self-sustaining eco-system which self-funds and fuels the creation of content.



Earn and Burn Mechanism

For activities funded through the CCF – any revenue made through content syndication, content acquisition, selling of film rights that have been funded through the CCF – 50% of the revenue generated will be used to buy back tokens; these tokens will be burnt from the supply.

For activities on the platform that are not funded through the CCF

- Sales of NFT rights.
- Revenue raised through content syndication which is not funded through the CCF or any other activity of MContent not involving the CCF that earns revenue
- 25% of the revenue made will be used to buy MContent tokens to be burnt.

Burn Mechanism

- CCF activity revenue – 50% (Buy back & burn)
- For any NON CCF activity revenue – 25% (Buy back & burn)



Board Of Directors

Umair Masoom: Founder and Managing Partner



Two decades of cross-cultural business leadership experience. Umair has an extensive experience in marketing & business strategy and digital transformation in the media and entertainment space. He is also a skilled marketer holding the position of Head of Marketing in different banks and fintech companies..

His last held position was Chief Marketing Officer for Gargash Group - one of the leading business conglomerates in Dubai, UAE, where he was managing the marketing portfolio of more than twenty international & regional brands including Mercedes-Benz, Daman Investments, Alfa Romeo, SIXT Leasing, GAC Motor, and Gargash Real Estate .

He came up with the idea of myco in early 2021 and was able to launch the brand through a crypto launchpad based ICO in June 2021 with the support of an initial seed investment round that was mainly led by his employer Gargash Group.

Umair has long been a prominent speaker about the web3 space and has been a keynote speaker & panel member in industry events across UK, UAE, USA, Europe and Asia. He is the Executive Producer of two of the most globally recognized documentary films in Web3 namely "El Salvador vs. World Bank" and "Ripple vs. SEC Saga". He also founded the trend of utility driven NFTs in the luxury consumable segment by conceiving & launching the world's first supercar utility NFT where multiple users were able to share the experience of a luxury supercar using blockchain technology. He has been featured in leading global & regional media including Forbes, Forbes Middle East, Variety, Bloomberg, Yahoo Finance, Coin Telegraph and Bitcoin.com



Board Of Directors

Lamees Hamdan: Chairperson



A qualified doctor and serial entrepreneur, she has launched several beauty companies and is a spokesperson (in Arabic and English) for natural health and beauty through video blogs and panels.

She has founded several start-ups including Shiffa, a luxury organic skincare company and Sephora Middle East's best-selling skincare line since 2009, available in Japan, Europe and the US and the Ouai – a global hair and beauty brand.

Dr. Lamees is one of the Middle East's most active members in the art industry. She spearheaded and acted as a curator for the UAE's first

and subsequent participation at the La Biennale de Venezia from 2007 to 2011. In 2009 Dr. Lamees Hamdan was bestowed with the Order of the Star of Italian Solidarity for her work spearheading the first UAE National Pavilion at the 53rd International Art Exhibition – la Biennale di Venezia, 2009.

The order was officially bestowed on Dr. Lamees as Knight of the Order by the President of the Republic of Italy, The Honorable Giorgio Napolitano by the signing of the Presidential decree in Rome, Italy. The order is granted to non-Italian citizens making a significant contribution to the country. She is also co-chair of the Guggenheim NYC Middle Eastern Circle.



Board Of Directors

Shehab Mohamed Gargash: Anchor investor



Shehab Gargash Managing Director & Group CEO of the Gargash Group, one of the leading business families in the UAE. The family has been actively involved in various businesses since 1918 with multiple interests that include automobile, real estate, and investments.

Shehab serves as a Director on several regional boards - Coutts & Co. Middle East Advisory Board, the Dubai Chamber of Commerce and Industry and the UAE-UK Business Council. Previously, he was a Board Member of the Commercial Bank of Dubai in the UAE (2011 – 2018) and also served as a Board member of Burj Bank in Pakistan (2006 – 2016).

Mr. Gargash is a frequent public speaker and a commentator on regional socioeconomic issues and trends. He wrote a popular daily column in the UAE's Al Ittihad newspaper from 1997 to 2008. Mr. Gargash is also an enthusiastic art collector and has established the Daman Middle East Art Fund which invests in Middle Eastern contemporary art and supports regional artists.

He holds an MBA and a BBA, both from the George Washington University in Washington, DC, USA.



Board Of Directors

Ahmed Kizer Khan



The CEO of Daman Investments, a pioneer firm in the UAE's financial services industry. A globally recognized business leader, banker and change agent with over three decades of global leadership experience. After an Honours degree in Economics from Bucknell, and an MBA from Rutgers, he spent his formative years in USA, Central Europe, UAE, and Pakistan with PWC and Citibank; before joining Barclays Global Retail and Commercial Bank as its Chief Executive, Emerging Markets, responsible for 15 countries including high- growth markets like India, UAE, Africa, Russia, Pakistan and Indonesia.

He served on the Barclays Board for several countries, working with the Global Chairman on formulating strategies for the emerging markets.

After an impactful stint at the Islamic Corporation for the Development of the Private Sector, Jeddah, as its COO & Director Coverage, Partnerships and Syndication, across 35 countries; he became the President & Chief Executive Officer of Burj Bank Limited in Pakistan, where he turned around a small loss-making entity into the fastest growing Islamic Bank in Pakistan.

He took over the reins at Daman Investments in 2016, with a mandate to reengineer the business. Under his leadership, the company has increased footprint in new areas and won mandates for large M&A and investment banking projects. In a short span of time, he has been instrumental in achieving over 100% growth in profitability.

He has led Daman Investments in conducting one of the largest leveraged buyouts within the family-owned entities in UAE. He is also on the Board of Deem Finance LLC; a leading consumer finance business in the UAE.



Management Team



Umair Masoom

Founder & Managing Partner



Brandon Fong

CEO - Streaming



Phil McKenzie

Chief Content Officer



Hani El Khatib

Executive Director – Business Growth & WEB3



Somair Rizvi

Chief Operating Officer

30

Full time employees.

12

Consultants and part time employees.

8

Advisors from the content, crypto and business space.

300+

Active volunteers from the community.

12

Nationalities - culturally diverse.

5

Full Time Developers. 3 Full Stack Devs.

HQ – DUBAI

- HQ staff from 12 countries Remote / Part time employees
- Miami, London, Amsterdam, Melbourne, Nigeria, Montreal

Institutional Investors



Since 1918, the Gargash Group of companies has established itself as a leading business enterprise in the UAE with a portfolio diversifying into automotive, real estate and investments. Gargash successfully introduced leading global automotive brands into the UAE such as Mercedes-Benz, Alfa Romeo, GAC MOTOR, SIXT Rent a Car in addition to presenting an industrial line of lubricants, construction equipment and power systems. The group's investment sector operating since 1998, provides financial services, while the developing real estate sector offers its valued clients expert residential, commercial and industrial property management assistance.



Daman Investments is a non-bank financial services company that was formed in 1998. Daman and its group of companies have grown rapidly to be recognized as an authority in its core markets which includes the UAE and the GCC.



Fiducia Capital is an asset management and investment banking advisory boutique that offers investment management and corporate finance advisory services to private clients, family offices and institutions. They are a fully integrated financial services platform offering a wide range of wealth management and investment banking solutions.



Planet N Group is a growth market-oriented high-tech investment firm focused on the Greater Middle East and Asia. Their portfolio spans financial inclusion, fintech, data science & AI, e-media, e-health, blockchain, edutech and e-commerce across Egypt, Pakistan, UAE, Singapore and the UK, with various other markets including Afghanistan, Bangladesh, Morocco and Saudi Arabia on the horizon.

Top Brands

Managed by leadership team in their career



Our Partnerships



Listing



Mentoring and Advising Team

SYED NADEEM HUSSAIN ADVISOR AND SHAREHOLDER

Nadeem's background in international banking which covers over 40 years, is impressive even to most bankers. International names like Citigroup, TMFB, HK Commodities Exchange and even the Pakistan Governmental Investment Advisory Board, proving a solid financial knowledge and a wealth of experience. Guest speaker experience at top universities in the USA and a Global Leader Award, presented in 2011 by the C5 in Geneva

ASAD UR REHMAN ADVISOR

Asad's media background in the blue chip company, Unilever, spans over continents and he currently manages the Middle East and North Africa regions for media investment. Previous companies include Mindshare and Group M where he managed local and global positions, from their London HQ. Asad is also the founding Chair of The Marketing Society, Middle East chapter and also sits on the board of the IAA UAE.

SATHISH SUBBIAH INVESTMENTS ADVISOR

Sathish brings a wealth of experience from the corporate banking sector, for brands like Morgan Stanley, UBS WM, Barclays WM, Lloyds Private Bank, Plurimi Wealth LLP and more recently Fiducia Capital Ltd, UAE. Having worked for UHNWI's across most continents, Sathish has experienced most cultures and brings pedigree financial experience, to us, here at MContent.

SHAHRYAR REZA MENTOR & ADVISOR

Shahryar Reza is a London-based investor, advisor, and social impact entrepreneur.

He is the President of Planet N Group, a growth market-oriented high-tech and social impact investment firm dedicated to development through digitization across sectors including fintech, e-health, digital media, e-commerce, e-logistics and beyond.

Shahryar is an Advisory Board Member at Young Hollywood, MContent, Tapmad TV, Bongo, Simpisa, Fifth Journey, Dionz Education and Yolo and has been a guest speaker on Development Through Digitisation and the Emerging Markets Technological Revolution at Harvard, Columbia, Wharton, Georgetown, Princeton, Westminster School, Access Alts Asia, CogX and BNP Paribas.

MOHAMMED ALI MENTOR & EXECUTIVE PRODUCER

Mohammed is an Emmy Award winning filmmaker with a career spanning over a decade. He has worked on hard hitting documentaries across the globe and has recently pivoted towards development. He enjoys projects that depict multiculturalism as witnessed through historical context. At MContent, he works as mentor and an Executive Producer for the MOriginal content.

INES SABIANE MENTOR

Ines is a media entrepreneur with over 15 years of industry experience. She runs her own boutique production house serving global media agencies, corporate and individual clients with their digital content and marketing needs. International client brands include Google, Cartoon Network Arabia, Sephora, Jaguar and Toyota to name but a few. Ines is also popular vlogger showing home and lifestyle content. MContent are pleased to have her as one of their mentors

Mentoring and Advising Team

URVA MUHAMMED ADVISOR

Urva Muhammad, currently Marketing Director-Digital Transformation Reckitt Canada is a seasoned professional with over 16 years of career working for top brands in North America, Middle East and Asian regions. He is considered to be a guru when it comes to leading the way on Media and Digital Transformation for large businesses.

Urva is passionate about Blockchain, Reality TV and enabling budding entrepreneurs. This makes him a perfect fit for MContent advisory board as he shall be bringing his experience, energy and entrepreneurship to fuel MContent's ambition to become the greatest tech and content startup spreading its wings across the globe.

MOUSUB SASHAA CEO & FOUNDER ARABGT.COM

Co-founder and CEO of ArabGT.com, the largest automotive media outlet in Arabic with over 12 million readers & subscribers

GAURAV DHAR CEO – MARSHAL FINTECH PARTNERS, TECH ADVISOR, MENTOR

Gaurav Dhar is the CEO of the Payments Solution Provider Marshal in Dubai. Gaurav has been working at Marshal for over 19 years now. He strives to continually be on the frontier of building FinTech ecosystems and solutions. His personal time is spent on working with and investing directly in innovators, with a view to the future of Fintech both locally and globally via his cache of relationships which include VCs, incubators, accelerators, and start-ups and Angel Syndicates.

In his position as a board member of the MENA FinTech Association and several advisory positions to international family offices, start-ups and funds, he looks to grow the relationships within the FinTech and start-up ecosystem to contribute towards the education of budding disruptors and eventually the growth of economies and the job market where possible in the MEA Region and abroad.

THOMAS LIN STARTUP MENTOR AND FINTECH ADVISOR AT 500 GLOBAL (STARTUPS)

Startup mentor and fintech advisor at 500 Global (startups) in Singapore. Ex-resident mentor at LGU+ in Korea. Ex-regional Director of Mobile Money team at Standard Chartered Bank and chief executive on Tencent WeChat Partnership. Founding member of SC Ventures. Futures, Crypto and Forex Trader. INSEAD MBA and HBS Online graduate.

ANNDY LIAN INTERGOVERNMENTAL BLOCKCHAIN EXPERT . BEST SELLING BOOK AUTHOR . INVESTOR . BOARD MEMBER

Anndy Lian is an all-rounded business strategist with more than 15 years of experience in Asia. He has provided advisory across a variety of industries for local, international & public listed companies. Anndy played a pivotal role in not-for-profit and quasi government linked organizations. An avid supporter for incubating start-ups, Anndy has investments in a few health-related companies. He believes that what he is doing for blockchain technology currently will revolutionise and redefine traditional businesses.

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