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**A user-generated  
video marketplace  
powered by blockchain**



DISCLAIMER	3
EXECUTIVE SUMMARY	4
MOTIVATION	6
THE PROBLEM	7
For Marketers	7
For Creators	7
THE MARKET	8
Size	8
Target	10
MOBS SOLUTION	11
COMPETITIVE LANDSCAPE	12
USE CASES	13
Private MOB	13
Public MOB	14
PRODUCT OVERVIEW	15
The Mobile Application	17
The Marketplace	23
BUSINESS MODEL AND REVENUE	28
GO TO MARKET STRATEGY	29
Business Key Performance Indicators	30
Ingredients to Success	31
Frictionless Key Elements	31
ROADMAP	32
TOKEN GENERATION EVENT (TGE)	33
TEAM	34
LEGAL	39
REFERENCES	43

## DISCLAIMER

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There are risks and uncertainties associated with Mobs and its affiliates and their respective businesses and operations, MOBS tokens, the Token Generation Event (TGE) and the Mobs marketplace. You can find a description of some of the risks related to MOBS tokens and the Token Generation Event in the Legal section, which should be read carefully.

This Whitepaper, any part thereof and any copy thereof, must not be taken or transmitted to any country where distribution or dissemination of information related to TGE or initial coin offerings, like the one described in this Whitepaper, is prohibited or restricted.

MOBS tokens are not intended to constitute securities in any jurisdiction. MOBS tokens are utility tokens and cannot have a performance or a particular value outside the Mobs marketplace. Therefore this Whitepaper cannot constitute a prospectus or offer document for investment in securities.

This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by Mobs or any of its affiliates to purchase any MOBS tokens or give any help in any investment decision.

You are not eligible to purchase any MOBS tokens in the Token Generation Event (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a resident of the Democratic People's Republic of North Korea, the Islamic Republic of Iran, Libya, People's Republic of China, South Sudan, Sudan (North), Syria or The Crimea.

## EXECUTIVE SUMMARY

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The digital video market is growing at a rapid pace, but there are still challenges and problems to solve. Marketers struggle to find user-generated videos, while smartphone users are creating a huge amount of video content without knowing the hidden potential.

Use of user-generated content (UGC) in marketing has grown significantly in recent years, due to social media and platforms such as YouTube and Instagram, where “regular people” have become avid content creators. If we look deeper into the use of user-generated videos, the numbers are stunning. Data shows that of the 500M daily users on Instagram, 300M are using Instagram Stories (a feature that lets users create a video compilation of photos and footage and post it for a 24 hour period). Marketers know that today’s UGC achieves 6.8 times more engagement than branded content, and they are searching for ways to leverage this shift in the market.

There is no doubt that people like to tell stories through video, however, there are no easy tools to help creators edit and produce videos together, using just one application, in a painless way. It takes a lot of dedication and mastering different apps.

We believe that collaboration is the key to the next generation of more compelling video content. People generate most of their visual content during social events. If they take pictures and videos while they are together, they should have a way to create video stories together, too.

The user-generated video (UGV) market is highly centralized by companies like Storyfull and Jukin Media. They expose and manage the rights and licenses of the videos in exchange for a big cut of the action. Creators do not get paid until the middleman gets paid, or in some cases, creators need to reach a minimum revenue in order to get paid. Young companies, like Seenit, are leveraging the power of UGV allowing brands to engage with their audience by directly asking for custom submissions. But they still don’t offer a scalable compensation and licensing solution.

Meanwhile, the blockchain is pivotal in the rise of a more efficient middleman. Companies like Wemark or Hubii Networks are already developing technology to help professional content creators take complete control and get better margins.

Mobs is a blockchain-based marketplace with a focus on user-generated video.

We are building the ideal space for everyday content creators to meet and generate videos together while giving brands a secure way to access that content.

We are not only providing a better scalable way to monetize video content, we are also providing a mobile application for regular people to generate more compelling videos and for marketers to engage their audience.

The proof of concept for the Mobs digital marketplace has been designed in the Ardor platform environment. Ardor launched in January 2018 and is a scalable blockchain-as-a-service platform built from the Nxt blockchain technology. Nxt is one of the pioneers in digital asset management with a public network that has been running since 2014.

Mobs has a senior and multidisciplinary team with experience in tech-startups, company building, the media, and the video market. The company is led by CEO Raquel H. Schafhauser, a business and sales oriented individual with international experience in business development and team building. Her brother, CTO Andrés H. Schafhauser, is a highly valued engineer in Silicon Valley, with more than 4 years at Yahoo smart TV and 5 years at Netflix. They are the core of the founding team.

Mobs is a startup backed by IVA Ventures (VC specializing in media content), Angel investment from Barcelona, and a multidisciplinary and heavily involved advisory team. With a refined technical roadmap, Mobs is fundraising to continue developing the product and launch its first version 6 months after the fundraising in the United States and Spain, to be followed by other Spanish and English speaking countries over the next 3 years.

Mobs will soon announce a TGE for its MOBS tokens. The total supply of tokens will be 200 million with a maximum fundraising amount of \$15 million.

## MOTIVATION

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Videos tell stories in an emotionally compelling way, a way with which we have more meaningful connections than even pictures or written content. Everyday, people generate high volumes of valuable and authentic visual content with their smartphones. From saving our happiest moments, to reaching out to a target audience, the world has learned that the best way to engage with people is through video. Visuals, movement, and sound are much more engaging.

Mobs is driven by the power of the crowd. If smartphone users already love to create visual content on their own, imagine the potential when giving them the tools to create together. Mobs is about connecting people to create video stories together.

Every story, event, or moment can be experienced from as many different perspectives as there are smartphones in the crowd. Each person has a unique eye and ability to interpret what they see, so why not give each and every perspective a chance to be seen, experienced by, and shared with others.

Being creative and sharing new memories is a fun pass time for many; but we also believe that every amateur creator should have a real chance to easily monetize their content, should they want to. Brands and agencies are craving this type of video content, so why not give content creators a chance to embrace a new potential.

Our vision is to empower regular people to create more relevant content by facilitating the production of consumer-friendly videos through collaboration, and provide a marketplace created specially for this content.

With Mobs we want to make emotionally compelling video production accessible and easy to generate for everyone.

# THE PROBLEM

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## For Marketers

Marketers struggle to find authentic content for their marketing campaigns. Accessing UGC is a labor-intensive, manual process for brands and their marketers. The software and technology available to them is inadequate, creating copyright issues that need a more efficient solution. They also lack consistent and fair systems to reward content creators in different parts of the world.



### How do marketers find the right video content today?

- They have to manually search for the right video on social media or video libraries.
- They need a third-party licensing company to manage content rights and usage.
- They need a third-party rewards program company to compensate content creators or find a way to manage compensation themselves. Most of the time marketers resort to unattractive or unscalable solutions; being mentioned on social media or receiving product or services in exchange for their hard work and talent.

## For Creators

While people enjoy moments and events together, their memories are digitally captured and stored in their own separate smartphones. If creating video was already painful for people who have no video editing training, creating video in collaboration is worse. Today, there is no way to create crowdsourced video projects in just a single application that is easy to use or does not require special training.

Everyday people are creating a great amount of valuable media content. Most of the time, this content is left to be forgotten in the storage of the devices because creators are unaware of the economic value their video content can provide to marketing professionals and brands.



### How do regular people create video stories together today?

- They use email, messaging apps or other social media apps to ask their friends to send them videos or pictures from an event.
- Once they have collected all the videos, they would transfer the content to a video editing tool.
- They end up spending exorbitant amounts of time processing and editing the content to achieve a final product.
- Once they have the end product, they would extract it from the editing tool, and send it back to their friends.



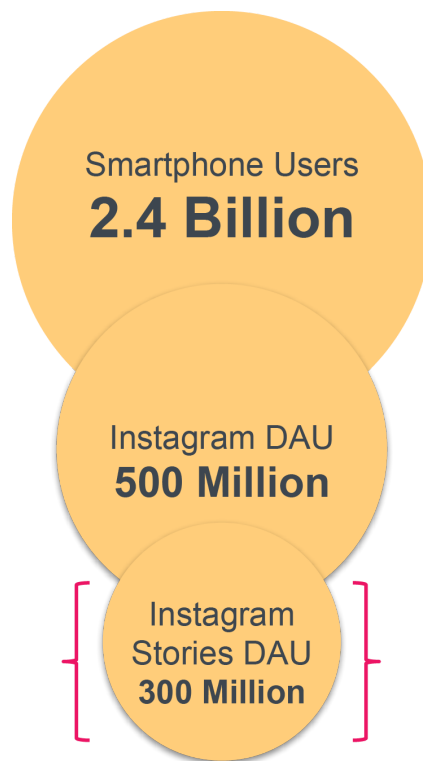
## THE MARKET

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### Size

The use of video is on the rise. 81% of businesses use videos in their marketing campaigns - an 18% increase from 2017.

As of November 2017, Instagram Stories had over 300 million daily active users. This means that approximately 60% of Instagram's 500 million daily active users are also viewing or publishing content with Instagram Stories.

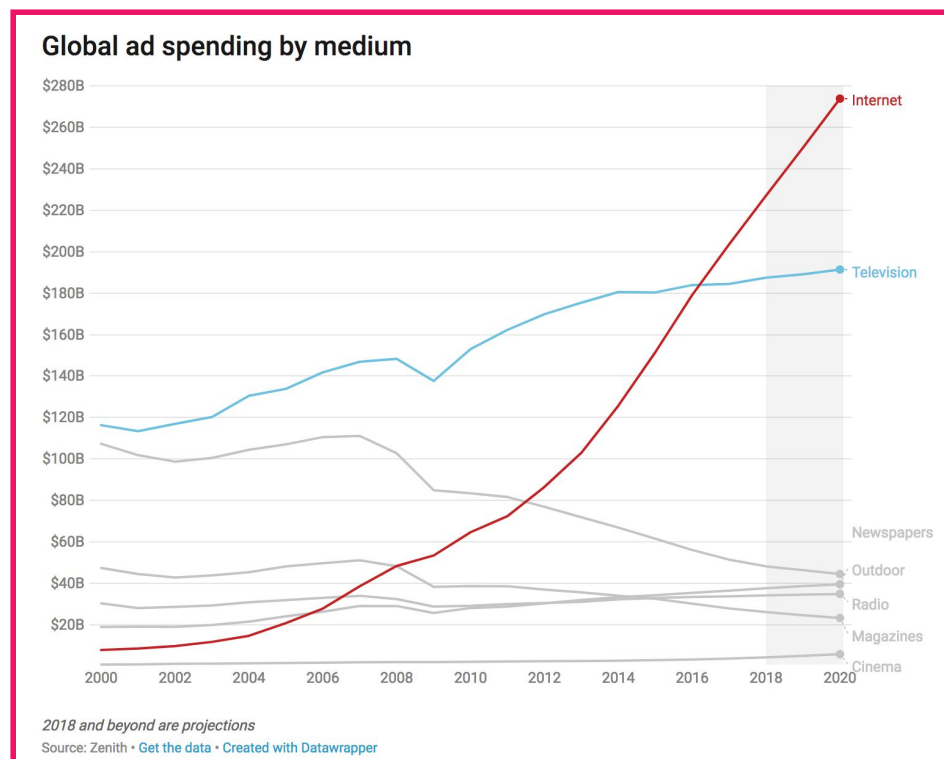


In the US alone, companies are expected to spend \$138 billion on creating digital videos this year.

- Videos help marketers get 66% more qualified leads per year.
- Videos lead to a 54% increase in brand awareness.
- UGC engages up to 6.8 times more audience than branded content.

As of last year, online ad spending beat out TV ad spending as the biggest ad medium. As a point of reference (according to Zenith - a new advertising expenditure forecast company) online advertisers are projected to outspend TV advertisers by \$40 billion this year; which indicates that 40% of the world's ad spending is expected to take place online in 2018.

Internet ad growth is primarily being driven by social and video display ads, like those found on Facebook and YouTube. Globally, social media ad spending is estimated to increase by 21% reaching \$58 billion while video ad spending is estimated to increase by 19% reaching \$32 billion in 2018. Search ads, like those on Google, remain the biggest form of online advertising, expected to reach \$95 billion this year, 42% percent of total spending. Online search and classified spending is expected to grow less than 10%.



The bottom line is that people love videos, and if they are authentic they love them even more. Businesses need to harness the power of videos to reach out to their target audience. This explains why Nielsen states that 64% of marketers expect videos to rule their strategies for the foreseeable future.

## Target

Mobs connects everyday video creators with marketers.



### Everyday creators

Regular people using their smartphones to generate media content.

We are targeting three types of creators:

### *Amateur*

Any smartphone user that creates media content and has no formal training or experience in video editing (i.e. university, film school, internships etc.). They do it for fun and to preserve memories, they like to share with their loved ones through text message or through their favorite social media channels. They generate most of this media content during social events.

### *Pro-Am (professional amateurs)*

A creator that doesn't have formal training but is self-taught and has developed skills that allow them to deliver legitimate and semi-professional content. They produce videos related to their hobbies or talents. They publish to promote themselves, seeking fame, followers and recognition. They will be advocates of Mobs. Mobsters.

### *Influencers*

A creator of content who has formal expertise in their field. They are already recognized in the market. They have a big network of followers and the credibility to persuade others by virtue of their authenticity and reach. They are very active on social media and they use videos because they know first hand how effective it is. Sometimes they are paid by brands to generate custom content. They make a living from it and they are always searching for ways to grow their networks.



### Marketers

They are individuals, marketing professionals working for brands, agencies, inside a company, or as freelancers. They are responsible for marketing campaigns and social media content for brands or participate in creating content themselves. They are constantly seeking better ways to engage and interact with their audiences.

## MOBS SOLUTION

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Mobs is a mobile marketplace powered by blockchain for marketers and everyday creators to produce videos together.

Our solution is the ideal space for marketers to access authentic footage and for regular people to create video content like never before.



Blockchain technology is the key to allowing marketers access to UGV.



Smart contracts guarantee commerce conditions between parties and register the ownership.

The immutable ledger adds digital trust, securing and maintaining transparent records, ultimately avoiding copyright issues as well.

MOBS, a native token, will power the platform economy allowing brands to properly reward creators on a global scale.

Beyond the marketplace, the mobile app is conceived to allow everyday creators to generate crowdsourced videos in a few clicks. Creators can organize people and their content in chat groups, and our smart video tool will take care of the editing process allowing them to create more compelling content.

We bring people together to create video stories.









## COMPETITIVE LANDSCAPE

The current video space has limited use cases. There is no unified approach that can simultaneously fulfill the needs of content creators and marketers alike.

Centralized companies like snapchat or Instagram are starting to see the value of creating content collaboratively but they are limited to very specific use cases, and users still don't have the possibility of monetizing their content.

Storyfull is a centralized UGV marketplace where users can upload their videos for licensing. However, users must relinquish a significant amount of their profits.

Wemark, a new blockchain-based content marketplace, targets professional content creators while Mobs targets everyday video creators.

	 Snapchat Stories	 Instagram Stories	 Magisto	 Seenit	 Crowd Flik Crowdfix	 Wemark	 Storyful	 MOBS
<b>P2P Video Marketplace</b>						✓		✓
<b>AI Powered Video Editor</b>			✓					✓
<b>Scalable Rewarding System</b>						✓	✓	✓
<b>Collaborative / Crowdsourced</b>	✓	✓		✓	✓			✓

Mobs offers a unique peer-to-peer marketplace for creators and marketers to meet, filling in the huge gaps that currently exist in video creation; making collaborative creation possible, and offering scalable rewarding systems that stay compliant with copyright regulations.

Mobs puts the tools everyday creators need to empower them to create better content right in their hands.

## USE CASES

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### Private MOB



Mark and his friends work hard. They love the outdoor summer weather and spending time together to unwind, so they decide to get together for one of Mark's famous backyard BBQs.

Mark's girlfriend, Linda, is a Mobs user and suggests they all create a video memory together. She creates a MOB chat group called: Summer Fun.

She invites everybody and asks them to use the MOB group to share their media and comments.

At the end of the night, Linda presses the "Movie" button and, in mere minutes, she has a beautiful crowdsourced masterpiece. Everybody participating in the MOB receives the masterpiece and it's ready to share on other platforms.

Linda thinks the result is really good and the whole group agrees on terms for licensing and she uploads it to the Mobs marketplace.

One week later Home Depot wants the whole piece for a new marketing campaign, every contributor receives a purchase request. Each of the friends get paid an amount of MOBS tokens proportional to their contribution.

## Public MOB



New Balance is a big sponsor of the NY Marathon this year. Jenna wanted to participate and asked her friends Sam and Lucy to join her, they have been training together for months. Tom is the social media manager of New Balance and he wants footage of people being fearless. He decides to create a GeoFenced MOB chat group called: Fearlessly Independent

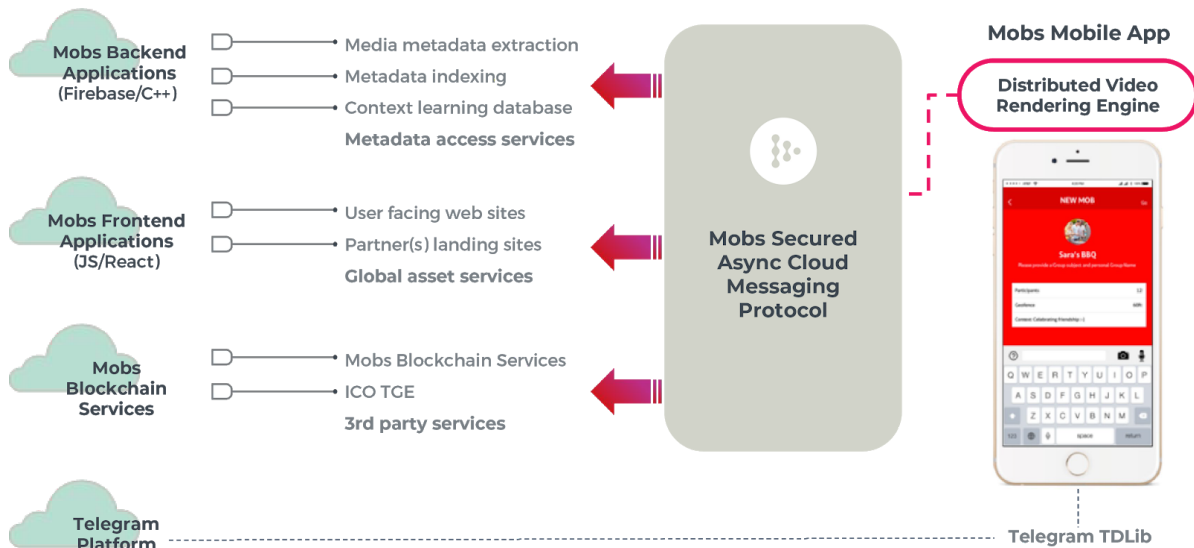
Mobs app users within the radius Tom has specified, receive a pop-up message inviting them to join the MOB. Tom also publishes a call-to-action on social media, asking the runners to download the app and join the MOB chat group.

He sends the following instructions to the MOB: “Hello there! Send us a video of what inspires you to run. New Balance wants you to show us your fearlessness”. Jenna is a Mobs user and receives a message asking her to join the Mob. She joins and invites her friends to join, too. They get their gear on and start uploading videos as they warm up for the race.

Later that day, Jenna receives a payment from New Balance, they have selected her footage!

# PLATFORM OVERVIEW

The high Level architecture of Mobs can be explained in five functional entities. These entities talk to each other through an encrypted and secured protocol:



## Mobs Backend Applications

Every piece of content users post in a chat when using the Mobs mobile application is processed by the Mobs backend. Everything that can be learned about the content is indexed and tagged, for example; quality and any elements found (objects, faces, weather, sound quality, timeline, geopositional, etc). This data is exposed through services allowing a consumer to quickly receive all the metadata of a given asset in a group chat, serving as the main aid for decision making of the Distributed Video Rendering Engine. This context learning Data Base is constantly curated by AI, learning to make the metadata more and more relevant. The backend is supported by Firebase and Google cloud services.

## Mobs Frontend Applications

Google Cloud services support Mobs' sites, partners' landing pages, services administration, and static content hosting. The application is based on Google Cloud services, and uses technologies like html, JS, and React.

## AWS - Blockchain Services

An Amazon-based cloud which will initially host the Token Generation Event crowdfunding platform, but will then evolve to host the Mobs Blockchain nodes and necessary interfaces for the Mobs mobile app. Additional archival blockchain nodes will be maintained outside of AWS to mitigate single-point-of-failure risks at the service infrastructure level.



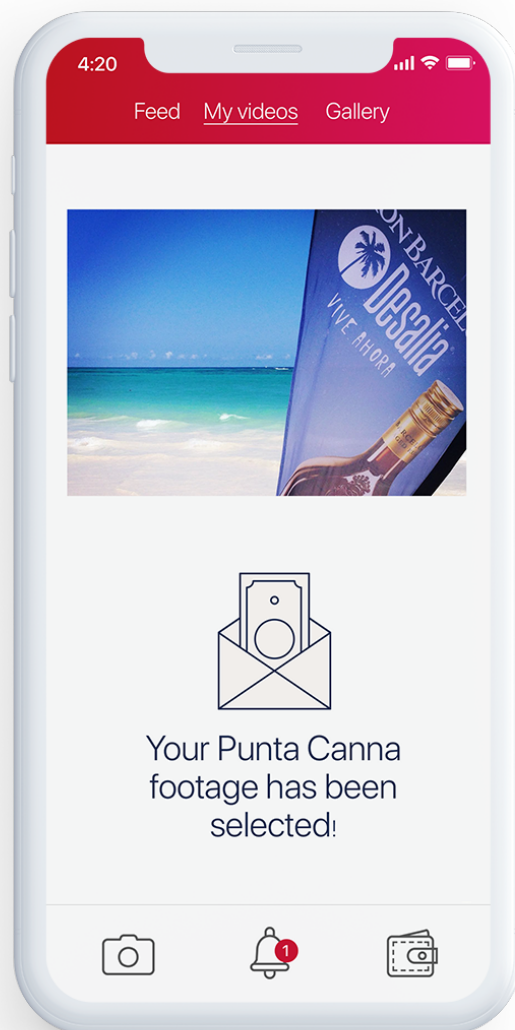
## Telegram

Group chats, their configuration, and assets live on a reliable platform. Using Telegram guarantees permanence, backup, distribution and chat functionality. We chose Telegram because of its popularity, being open source, and its superior platform security. That said, the architecture allows us to replace the messaging platform if at some point we want to support other platforms or even develop our own.

## Mobile Application

A mobile app built on the foundation of a messenger app that enables:

- Collaborative video masterpiece creation
- Marketplace for amateur video
- Search & Discovery for marketers



## The Mobile Application



### Why a mobile text message app?

People are already used to messaging apps as their sharing outlet for self-generated media, so we decided to build our marketplace and smart video tool on a traditional messaging platform. This will minimize the learning curve for users, as the user-interfaces of text messaging applications are all similar and everybody already knows how to use them. Smartphone users spend a majority of their time in these kinds of applications.

### Telegram

After evaluating multiple options, we chose Telegram as a viable platform foundation. Utilizing their platform will not only jump-start our app development but provide us with additional advantages. Telegram offers developers a free and open Telegram API that allows anyone to create their own messaging app and promotes the development of vertical operating in the Telegram cloud.

TDLib (Telegram API) takes care of all network implementation details, encryption, and local data storage. All local data is encrypted using a user-provided encryption key.

Advantages of using Telegram:

- It saves development time
- Facilitates users adoption curve, minimizing learning curve
- Blockchain-friendly, high adoption rate in the blockchain sector
- Highly secure and encrypted
- Allows the management of large groups
- Scalability potential Proven scalable infrastructure

### User Identification

In every user registration, a high-entropy private key will be generated, and saved in the device storage using secure encryption. This private key will provide access to an account in the Mobs blockchain whenever the user operates in the marketplace as a buyer, a seller, or a participant in marketed content.

## MOB Chat Groups

### *Private*

Private MOB chat groups are aimed to allow family and friends to create crowdsourced video memories around everyday events. People can join only by invitation.

Use case examples: birthday parties, vacations, weddings etc.

### *Public*

Public MOB chat groups can be created by individuals that want to create a crowdsourced video not only with friends but with the general public. Also, organizations can use MOB chat groups to request custom content from their audience and followers. When a MOB is defined as public, a link is created that can be shared and promoted. Anyone who has access to the link can join the public group. There may be some instructions pinned in the group to explain what videos users can upload

Use case examples: music festival, sporting events, sponsors, protests, etc.

### *GeoFencing Feature*

Public or Private groups can be GeoFenced. You can select the address and area you want to fence in on a map. Mobs users who choose to share their location, can join a MOB if they are located within the specified perimeter. Once they are in the area, they will receive a notification to join the MOB.

Use case examples: Wedding, street campaigns for brands, etc.

## Media Content

### *Instant Asset Analysis*

As soon as the assets are posted in a chat group, they are immediately processed through the Mobs backend services, extracting and learning all possible details about the pictures, videos, audio, and comments. Details can range from the quality of the assets (bad light, noise) to the context, learned by analysing comments or emoticons. Understanding if content is of a questionable nature, or does not meet group rules, is also part of this deep analysis.

### *Content Storage, Identification, and Indexing*

Assets live on the mobile device and within the Telegram cloud platform. We will only store metadata gathered from these assets in the Mobs app backend. Assets are indexed in a way that the metadata can be traced all the way back to the original owner and to which chat group that asset was originally posted. In our Firebase backend, assets are linked to the user and ownership will be legitimized once they are involved in a marketplace blockchain transaction.

A series of micro-services and restful APIs provide the Mobs mobile app with real-time access to the metadata of any asset that is part of a chat group.

At Mobs we firmly believe that everyone is entitled to their privacy. We will adhere to the strictest privacy laws pertaining to accessing and deleting personal data.



### **The chat group feed becomes the video script.**

With today's tools, scripting a story is difficult. For unskilled people, converting a script into a video story is even more so. It requires specialized video editing tools, asset gathering, and having the vision to narrate the story in the most emotionally compelling way. Furthermore, when dealing with loads of assets from various contributors, organizing content and ideating the narration with vast contributions can quickly become overwhelming.

A MOB chat group is a natural and common and easily-adoptable way for multiple people to communicate in a common thread.

At the click of a button, a user can playback a video story assembled from the contents of the chat. Another feature allows participants to edit the elements of the chat or story script. They can change attributes, reorder media files, delete pieces, apply filters, and much more, until everyone is satisfied with the story script. This script will be used to re-generate the masterpiece in real time, directly from the chat, incorporating the latest changes. Each contributor will also be allowed to make their very own version of the story.

Utilizing the chat feed as the scripting tool for video-generation is a clear choice, its linear and collaborative nature fits the collaborative video-producing concept of Mobs perfectly. A never ending timeline that tells a story.

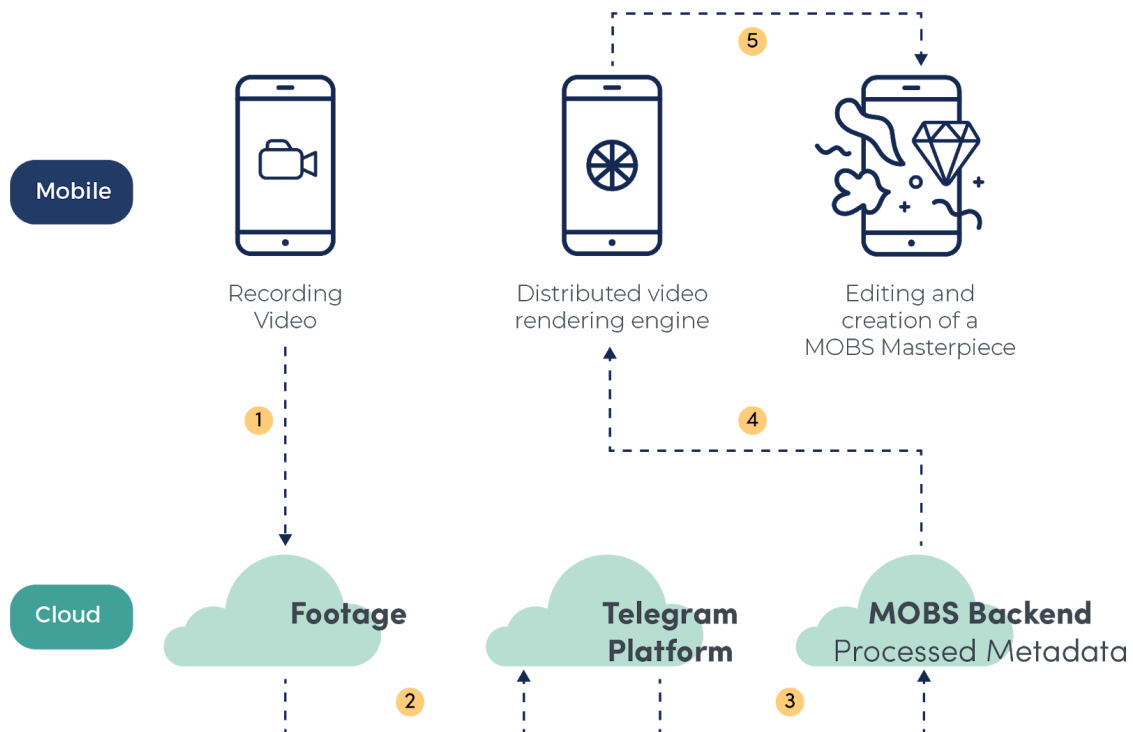
Considering context clues via machine learning and incorporating users' preferences when combining participants' selections, will allow the generation of much more relevant and higher quality content.

### **Marketed masterpieces and assets are registered in the Mobs blockchain.**

As creators place their quality content for licensing in the Mobs marketplace, each person receives a unique market listing ID in the blockchain. This market ID is connected to all the content metadata in the Mobs backend services, and allows for every contributor to receive their share of the revenue once the item is sold.

The details of the sale, including terms of usage in the license agreement, are preserved in the blockchain and available for auditing at any time.

## Crowdsourced Masterpiece Generation



- The Mobs application collects media assets through chats.
- All media assets are linked to user ID and chat ID  
Every piece of content users post in a chat is processed by the Mobs backend application (4). The content is linked to the user ID and chat ID. It is also distributed through the Telegram Platform (3).
- Telegram's Platform manages chats and groups. Mobs leverages the Telegram platform to access and organize content.
- Media assets metadata extraction and tagging database  
Everything that can be learned about the content is indexed and tagged, for example, quality and any elements found (objects, faces, weather, sound quality, timeline, etc). This data is exposed through services allowing a consumer to quickly get all the metadata of a given asset in a group chat, serving as the main aid for decision making of the DVRE. This Data Base is constantly curated by AI learnings to make the metadata more and more relevant.
- DVRE can access media assets and look up their metadata  
DVRE can now use multiple sources of data to create a "playback script", for example user-hints (assets of a chat to include or exclude: filters, duration, templates etc), the metadata in the cloud, and AI modeling. All this combined helps the DVRE to make informed decisions to generate a "playback script" that will be used to show the resulting masterpiece.
- DVRE will compose/stitch video using templates & metadata  
Following the specs and rules of the generated "playback script", the engine will perform the scenes under an OpenGL ES 3D engine at the user's will (with the touch of a button) as many times as desired, until the user is happy with the result.
- Final video is encoded for distribution  
In the following stage the engine will encode the video for external consumption, either for the user's camera roll, the marketplace, or for social media. Encoding happens on the mobile device using the mobile device's resources.

## Settings

The default masterpiece is a compilation of everything submitted to the chat, but a user still has the ability to exclude or tweak any of the assets. Users can also choose from a template library, organized by verticals. Some customization options are available to users, regarding the duration and music, for example. A template, or theme, provides guidance to the AI process. The metadata previously learned from the assets aids in making better interpretive decisions when it comes to choosing the pieces to stitch together to make the masterpiece.

## AI-Powered Video Tool

Currently, we are leveraging Google's AI services to learn about the media assets. In the future, we will develop our own self learning algorithms that will make the templates for building masterpieces more targeted and smarter.

Users will always have the option to customize a picture and video compilation project, but they can also choose to have the system identify the theme based on the context found in the chat (comments, emoticons, expressions, scripting commands, etc). This will allow them to be able to bring out the most important elements of their story in a refined way, comparable to studio produced content.

### *Distributed Rendering*



Mobs uses a particular set of orchestrated methods to accomplish collaborative and real-time video editing as well as, what we proudly call, distributed rendering.

All assets posted in a chat group are immediately processed through the Mobs backend services, extracting and learning all possible details about the pictures, videos, audio, and comments. Details can range from the quality of the assets (bad lighting, noise) to the context, learned by analyzing the comments or emoticons. Understanding if the content is of a questionable nature, or does not meet group rules, is also part of this deep analysis.

We have a mobile-optimized 3D engine app that will render scenes, animations, and video playback driven by the learnings of the Mobs backend services.

Any member of the group can, at any time, re-create a snapshot of the current chat, and export it to be posted on social media or for device/cloud storage services. Obviously, this process can be repeated at a later time, which means more content and new content may be selected for the masterpiece by the members of the chat. This ultimately creates an extended masterpiece.

Using a scene-rendering approach dramatically reduces the cost of cloud video encoding, but also permits continuous and dynamic video rendering, a key part of collaborative work.

## Social Media Sharing

Once the masterpiece is created, users will be able to share it on their favorite social media platforms. The Mobs mobile app is able to encode and export the masterpiece to common formats targeting common platforms like Youtube, Facebook, Instagram, and others.

## Gallery and Marketplace

Users will be able to share masterpieces to a public/private gallery. From the gallery they can choose to make it available for licensing in the marketplace. Everything in one place.

## Social Capabilities

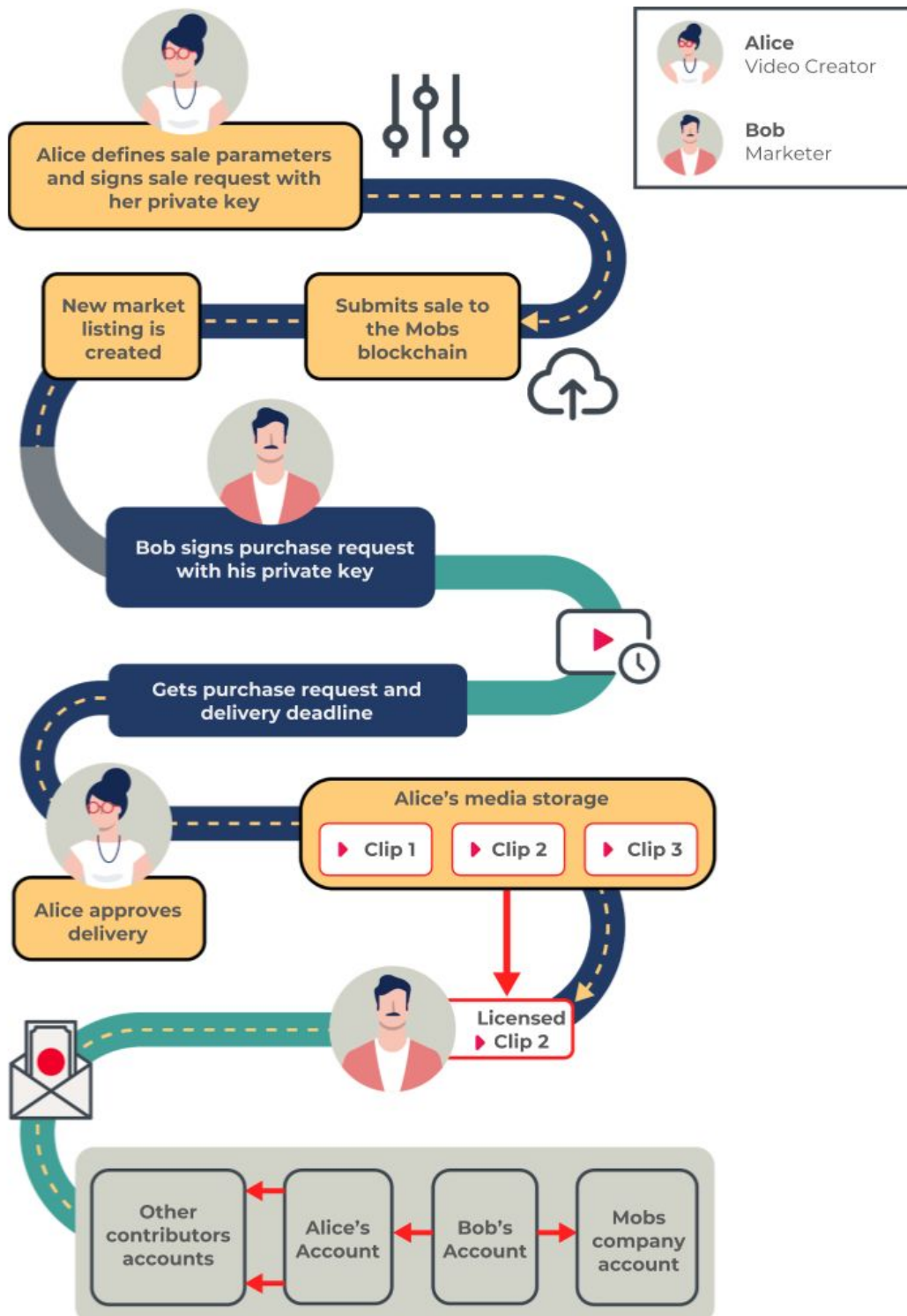
Masterpieces in the gallery can be liked, commented on, and shared. A popularity system will be implemented which can aid the user in determining pricing for their creations.



## The Marketplace

### How It Works

The Mobs marketplace is where content creators and marketers find each other and collaborate. In the infographic below we have Alice, a video creator, on the left who wants to license her recently created masterpiece in the marketplace. On the right, we have Bob, a marketer, searching for authentic footage for his next marketing campaign. Here is how it works:







## The Mobs Blockchain

The blockchain, an immutable digital ledger that allows transactions using cryptocurrency tokens to take place, is the environment where the use of smart contracts reaches its highest potential. It opens the door to removing the traditional middleman in the exchange of value and digital content between parties.

Marketers and users will always need assistance to transact with each other. The blockchain allows us to automate all the sensitive steps around digital content transactions in a transparent and secure way like never before.

The proof of concept for the Mobs digital marketplace has been designed in the Ardor platform environment. Ardor, which launched in January 2018, is a scalable blockchain-as-a-service platform built from the Nxt blockchain technology. Nxt is one of the pioneers in digital asset management with a public network that has been running since 2014. A growing ecosystem, Ardor is coded in Java and uses pure proof-of-stake as a consensus mechanism, greatly reducing energy use and hardware requirements. It offers one minute block times and facilitates simple, modular development based on a powerful API.

At this stage of the Mobs project, the Ardor platform provides accessible and tested tools to implement the Mobs marketplace, so the service can reach its goal to offer flexible peer-to-peer market transactions and keep a reliable record of all the licenses granted by media creators.



## Smart Contracts and Copyrights Registration

The price the content is sold for in the marketplace is determined by the user, as in many other marketplaces. Users will be able to choose their prices based on personal criteria, their observation of the market, prices of similar pieces, gallery feedback received, and how eager they are to sell.

The smart contract is the key element to the scalability of the Mobs business model. Smart contracts are self-executing contracts, defined as computer code, that not only define the rules set by an agreement but also enforce them automatically. When a smart contract is executed on the blockchain, it benefits from cryptographic security and decentralization. The system does not have any single point of failure, and all the contracts that are executed are included in an immutable ledger that can be verified at any time.

Mobs will operate its marketplace using modular, light contracts running in an energy efficient blockchain, requiring low computational resources. Every different operation that may happen in the Mobs digital marketplace corresponds to a different contract template, requiring the input of certain parameters and a signature with a private key. This private key is held only by the user that owns the media assets or the value to be transferred when the contract is executed.

### *Mobs Marketplace Contracts*

The two main use cases for the Mobs marketplace correspond to the market listing action and the market purchase action.

## List Clip in Market

This contract allows the owner of a media asset to place a clip for sale under certain conditions. The Mobs app will gather the media ID of the clip, the user ID of the seller, and the sale price requested along with other important parameters for the market listing; such as content tag words and a description including the type of usage-license under which the asset is offered. A request including this data is signed with the private key of the seller's account and submitted to the blockchain, where it will be registered and made available in the list of assets available for purchase.

When a media asset contains contributions from other users, the Mobs backend tracing system will be able to track this with the media ID and will distribute revenue shares from the sale price according to the share model all participants had previously agreed upon.

## Purchase Clip License in Market

This contract allows a user to purchase the usage rights for a media asset available in the marketplace. The buyer needs to be a user of the Mobs app with sufficient credit in MOBS tokens to meet the sale price and the Mobs platform commission fee. When a purchase request is successfully signed and submitted to the market, the seller will receive a notification for the purchase. The price will be locked and automatically held until the seller authorizes the delivery of the asset, which is an additional light contract template. This will initiate a transfer of the media from the seller's media storage to the buyer's, and register all the purchase details and timestamp on the blockchain. Subsequently, the Mobs app will execute the payment of the platform commission fee from the buyer's account and the transfer of the revenue shares from the seller's account to all the participants of the media asset that are entitled to payment.

Other marketplace contract templates available to Mobs users will be used for the retrieval of market history details for a specific account, to search the market for a specific subset of items, to change the sale price for an item in the marketplace, or to simply send MOBS tokens to another user account.

The registration of marketplace purchases in the Mobs blockchain is what makes tracking the licensing agreement of every media asset possible.

## Types of Licensing

### *Royalty-Free (RF)*

RF licensing refers to the right to use copyrighted material or intellectual property without having to pay royalties or licensing fees for each use. Instead, payment is a one time buy-out of the content.

Types of RF licensing:

- Perpetual: the right to use the content never ends or expires.
- Worldwide: content that can be used in any geographic area.
- Unlimited: content that can be used an unlimited number of times.
- Non-exclusive: the same content can be licensed to others.

### *Rights-Managed (RM)*

RM licensing means that the use of the content is limited to a specific use, period of time, or geographic area. In these cases the content can be used exclusively or not.

## Releases

Mobs creators are required to verify that they have the rights to release all of their footage by accepting our terms of service.. Blockchain technology and Smart Contracts can not guarantee whether a user does indeed own the footage and the rights to upload content to the marketplace or not.

We will provide guidance and knowledge so that content creators know how to be stay compliant with our terms of copyright ownership, as well as on concepts such as fair use, fair dealing, and public domain; which could impact their work.

Eventually, users will be able to invite performers to the Mobs platform to share revenues with them. The blockchain allows each contributor to receive a portion of the revenue each time the content is licensed in the Mobs marketplace.

Public MOBs happening in venues with certain restrictions, like sports arenas or concerts, will be conducted in collaboration with sponsors (brands, sports teams, or bands) in order to guarantee the proper use of that content.

## Disputes

The blockchain registers all claims of ownership and will secure the ability to communicate with contributing party members and comply with standard practices th. A distributed dispute process means involving the community and empowering those whose rights have been misrepresented. Mobs can only enforce copyright agreements within the Mobs marketplace. The blockchain will serve as the public ledger for all copyright and licensing agreements. This ledger will act as proof for any improper use of content.

## Malicious Content

All content is monitored when it is uploaded to the Mobs platform with metadata analysis of the firebase data base. All content will be assessed for appropriateness before being exposed in the marketplace. If any prohibited content is detected the users account will be flagged. Users can also report inappropriate content.

## MOBS Token

Mobs is introducing a native token called MOBS, aimed to empower a direct economy and reward all parties for usage, content generation, and licensing. We have used William Mougayar's approach for defining the value and benefits of MOBS tokens.

ROLE	PURPOSE	FEATURES
Right	Bootstrapping engagement	Product usage Product access Creating a product
Value Exchange	Economy creation	Work rewards Buying Spending
Toll	Skin in the game	Running S. contracts Security deposit Usage fees
Function	Enriching user experience	Connecting with users Incentive for usage
Currency	Frictionless transactions	Payment unit Transaction unit

## Payments

After finding the right video in the Mobs library or asking users for custom submissions, marketers will use the Mobs interface to buy MOBS tokens and pay creators via smart contracts.

Although all marketplace payments will be effectively made in MOBS tokens, we will provide customers with a simple payment processing tool for purchasing MOBS tokens using traditional payment methods like debit or credit cards (fees may apply).

## BUSINESS MODEL AND REVENUE

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The model is simple, a marketplace focusing on user-generated video. All exchanges of assets will be executed under smart contracts with parameters agreed upon by both parties, the creator and the buyer. Our native token, MOBS, will be used to power the economy of the platform. Revenue will be generated in two ways:



### Revenue Share

Partnering with creators to help them monetize.



### In-App Purchases

Premium features to cater to the more creative.

## Commissions Per Content-Licensing Agreement

Mobs will receive commissions in the form of MOBS tokens, each time an asset in the marketplace is licensed. The default commission fee for the Mobs app is set at ten percent (10%) of the market price.

## In-App Subscription

Users will make payments in the form of MOBS tokens to unlock and gain access to premium features of the platform.

## GO TO MARKET STRATEGY

Our marketing strategy is based on building a network effect focusing on the collaborative potential made possible by Mobs.

Studies show that we will find low-hanging fruit at social events. These are the moments when people generate the most amount of media meant for sharing.

Out of all the verticals that we have analyzed, sporting events, like soccer, basketball, or baseball, combine two important characteristics we are looking for; they are highly populated and repetitive. In order to encourage virality and stickiness we want to seek out users that attend events that will naturally repeat again and again.

Music events like festivals and concerts are the second most appealing vertical we will target. It will be easy to zero in on attendees of a certain profile as they tend to follow the same festivals and events again and again.

Finally, news events will be another big vertical, less repetitive, but transversal to the other two. We will be leveraging our advisory teams' contacts in this field.

We will target these verticals through a mixed marketing strategy that will include:

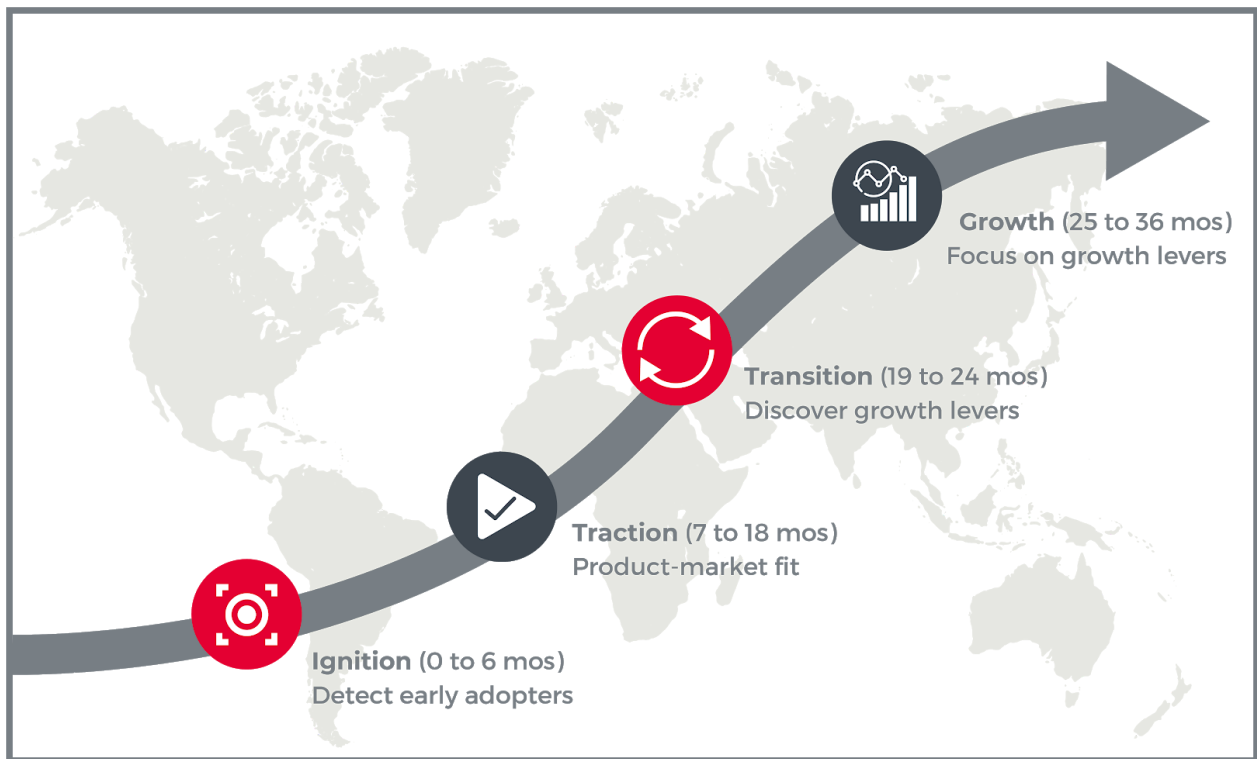
- B2C marketing channels and campaigns (Facebook, Instagram, Influencers, referrals and event marketing tactics).
- B2B marketing with our business development team, to partner with brands who are sponsoring these types of events.

Geographically, the first two countries to adopt Mobs will be the U.S. and Spain because the team has strong business connections in these two countries and in the selected verticals. We will initially concentrate our marketing campaigns in specific cities in these two countries.

Verticals	Targets
Sporting Events	<b>B2C</b> Through social media channels, event-marketing tactics, and Influencers
Music Festivals	
News Events	<b>B2B</b> Partnering with sponsoring brands and media sources

Choosing Spain and the US as a starting point will allow Mobs to be launched in English and Spanish, opening the door to covering a wide market with these two languages in the near future.

We have divided our marketing strategy into different phases. The Ignition phase will start with Mobs beta version during Q1 of 2019.



## Business Key Performance Indicators

Phase	Ignition	Traction	Transition	Growth
Goal	Detect early adopters	Product-market fit	Discover growth levers	Focus on growth levers
KPIs	User acquisition cost  Registered users  Average (av.) MOB group created  Av. of users invited to a MOB group	Previous KPIs + Retention  Viral coefficient  Churn  MAU/DAU  Av. videos listed in the gallery	Previous KPIs + Av. videos listed in the marketplace  Av. Sales  Customer lifecycle	Previous KPIs + Growth rates  ARPU
Employees	9	12	15	23

## **Ingredients to Success**

### **MOB Chat Group**

The Mobs mobile app is designed to easily create crowdsourced collaborative videos. The fact that people will invite friends to participate in a MOB group gives Mobs a high potential for virality which will make Mobs grow exponentially.

### **Gamification**

Marketers can also create MOB chat groups to ask their audiences to submit custom content to them. This new approach means endless possibilities for brands to engage with their public through games, contests, etc, creating a unique and authentic experience.

### **Rewards**

Mobs has reserved a certain amount of MOBS tokens to be used as rewards for users.

Examples of this kind of reward would be:

- Creators will receive an amount of tokens after posting content in the marketplace for the first time.
- Creators will receive an amount of tokens for licensing a certain amount of content per year.
- Referral programs
- Marketers will receive an amount of tokens if they purchase a certain amount of content per year.

## **Frictionless Key Elements**

### **Messaging App**

Messaging apps are the most globally used app and the user experience is practically the same across all messaging platforms.

As Kleiner and Perkins pointed out during their annual presentation of Internet Trends 2018, messaging apps dominate mobile usage and sessions.

Building Mobs off a messaging app will dramatically decrease the learning curve for our users.

### **Smart Video-Editing Tool**

Editing video is a painful process for everyday creators. The main focus of Mobs is to make video editing an automated process in order to remove that entry barrier.



# ROADMAP



# TOKEN GENERATION EVENT (TGE)

## Basics

The total supply of MOBS tokens is fixed and no new tokens will be generated after the TGE.

In case the Hard Cap is not reached, any unsold tokens will be allocated to the rewards reserve in order to power user acquisition campaigns.

## Use of Funds

**Total Supply**  
200,000,000.00

**Token Generation Event**  
100,000,000.00

**Ticker**  
MOBS

**Soft Cap**  
\$1M

**Hard Cap**  
\$15M

**R&D**  
41.00%

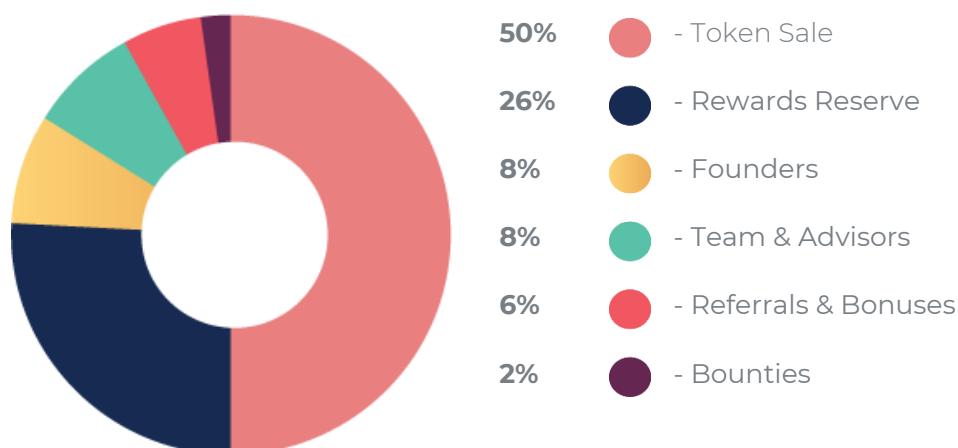
**Marketing (User Acquisition)**  
32.00%

**Legal**  
9.00%

**Operations and Business Development**  
16.00%

**Contingencies**  
2.00%

## Token Distribution



## TEAM

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Backed by an experienced team made up of highly valued business professionals with backgrounds in development, engineering, international business, media and marketing.



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**Raquel H Schafhauser**  
**Co-Founder & CEO**

With over 15 years of experience in sales and marketing, Raquel describes herself as an “all-terrain” business woman.

Inspired by her mom, who was a pioneer of the female software-engineering world in Germany during the 1960s, and guided by her dad, the founder of a cutting-edge software in Spain during the 1970s, she developed a passion for business.

Having completed her MS Law degree from University of Valencia, Raquel went on to complete her MBA at the EAE Business School in Madrid.

She worked for big corporations obtaining foundation skills in sales, marketing, and human resources which set her up for the path to entrepreneurship.

Raquel then moved to the USA, specifically to the Silicon Valley in mid-2013, where she worked as the Head of International Business Development at Low Pressure Fitness for over two years. She was responsible for formulating the company’s international marketing strategy, while also playing a key role in the global coordination of the company’s product, including managing the representatives and distributors worldwide (managing a team of 16 people). While working with LPF she co-founded Tools4training a venture aimed to introduce cutting edge training programs for small business in the US.

Since then, Raquel has been very active in the entrepreneurial world of Silicon Valley. She has spent her time getting in touch with other startups, helping them, and learning about product development in the tech industry.

Being able to spend the last five years working with her brother, the “Netflix engineer”, has been crucial to finally connecting all the dots for Mobs. Their passion for video storytelling and decentralized business models lead them to co-found Mobs.



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**Andres H Schafhauser**  
**Co-Founder & CTO**

Andrés has almost three decades of experience as a software engineer, with key skills in software design and development. He specializes in desktop and server software development in languages and environments like C/C++, Xcode Objective C, Visual Studio C#, as well as various architectures assemblers.

He also has expertise in 3D engines, compilers and interpreters, bringing up embedded systems, Linux kernel, device drivers, toolchains, video pipelines, and audio processing/fingerprinting for content recognition.

Andrés' takes pride in his in-depth knowledge of hardware and software design, operating systems (including Windows, Linux, Mac and THEOS), 3D technologies and more. He has been maintaining and developing a full featured, secure operating system for the past 17 years that is used to supporting mission critical applications globally.

He started out as a Software Engineer at Centro de Calculo de Tenerife, S.L., in Spain (his parents software company) in 1989. Andrés quickly rose through the ranks, such that he was appointed as VP of Engineering at THEOS Software Corporation in the Silicon Valley by 2005. From then on, there was no looking back. He worked with Yahoo! Connected TV from 2010 to 2014 and has been Senior Partner Engineer at Netflix since 2014. He has two patents granted to his name.

Andrés turned his passion for video towards creating Mobs.



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**Alex Verdaguer**  
**UX & Branding**

Alex has more than 20 years of experience in strategic design for web and mobile. His branding positioning experience and years in product design are real assets to the Mobs team. Alex's ability and passion has been recognized within the industry over the years.



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**Rex Ching**  
**Backend**

Rex brings with him over 15 years of product and leadership experience in the video space. He served as Netflix's APAC Head of Engineering in his latest position, building up strategic partnerships with pay TV operators. He founded the FlipTour (acquired by Oppo) and built up the founding team in LyveMinds (acquired by Seagate).



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**Joaquim Matinero****Legal - Spain**

Joaquim is a lawyer at Roca Junyent, specializing in banking, finance, private equity, and blockchain. Advisor to Fintech companies and a collaborator within the “Blockchain Space”. He was a pivotal part of the first acceleration program regarding blockchain projects in Spain.



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**Jonathan Turnham****Legal Cayman Islands**

Jonathan is a lawyer with Travers Thorp Alberga, specializing in investment funds, mergers and acquisitions, and Fintech. He is a trusted adviser to technology, entertainment, healthcare, and financial services clients as well as early stage startups and ICO/ITO issuers.



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**Daniel Sloan****ICO Strategy and Investments**

Daniel spent 23 years in the Information Technology industry building multiple businesses utilizing his experience in sales and marketing, consulting, and custom software development. BlockchainSaw, his most recent venture, focuses on sharing the value of blockchain.



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**Max Gavriuk****Blockchain Development & Audit**

Max has over 15 years of experience in software development and management. He is the CIO of OmniSynapse, a premium software development vendor and consultancy, and CTO at BlockchainSaw.




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**Matthew Loughran**  
**Marketing & PR**

Matthew is a highly accomplished Senior Executive and entrepreneur in the FinTech industry. He holds an Executive M.B.A. from Washington State University with a focus on innovations in crowdfunding. He is the CMO at blockchain company Uulala and holds multiple certifications in strategic board service.




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**Arturo Durán**  
**Advisor**

Arturo serves as Advisor to the Board for multiple companies like Hubii Network, VR AMERICAS, and Antego. A mobile and messenger leader, he introduced the first iteration of ICQ and AIM into cell phones in Canada, creating a model that was then followed around the world. Arturo's passion for decentralized processes and the implications of blockchain for transparency led him to help execute two ICOs and offer his knowledge and expertise to Mobs.




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**John Paton**  
**Advisor**

John is the Chair & Co-Founder of IVA Ventures. IVA focuses on investments and advisory in Blockchain-based ventures as well as seed and early stage digital companies.

He has been CEO of media companies in four countries ranging from less than \$20 million in revenues to more than \$1.2 billion and from 100 employees to 10,000 employees with more than \$7 Billion in transactions and financings under his belt.

He is the Chairman of TMT Blockchain Fund; a director of The Guardian; Executive Chairman of BOAT International serving the superyacht industry and an advisor to El Pais and PRISA.

He is an advisory board member to a number of Blockchain & digital start-ups including Tout, Hubii, and Moonlighting.

He has been named a top digital media influencer by E-Content magazine and profiled by the New York Times.





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**Verónica Torras****Advisor**

Veronica has over 20 years of marketing and business experience. She has been involved with entrepreneurship on both sides; being the founder and CEO of a startup and training and coaching entrepreneurs on the Lean Startup method. Veronica now serves as Head of Marketing and Business development for Ardor and Nxt Blockchains at Jelurida.



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**Myles Weinstein****Advisor**

Myles is a product specialist and is currently Staff to the CEO at Coupa Software. He was the former Lead and GM for GoPro's collaboration and subscription service as well as the Senior Product Manager for Yahoo! Smart TV, Mobile, and Magazine.



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**Joan Manel Vilaseca****Investor & Advisor**

Joan has been a film editor and post-production teacher for over 20 years in Barcelona. He has worked with filmmakers like Guillermo del Toro and other box office sensations. A Blockchain enthusiast since 2013, Joan is directly involved with the Nxt Blockchain Foundation.



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**Androklis Polymenis****Advisor**

Androklis is a cryptocurrency entrepreneur, technical analysis expert, and software engineer. He is the founder of CryptXO and UbiCrypt companies which specialize in cryptoassets-related consulting services, providing expert fundamental and technical analysis.

## LEGAL

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### Why issue Mobs tokens from the Cayman Islands?

Mobs undertook reviews of a number of potential jurisdictions and determined that the Cayman Islands was the best jurisdiction from which to launch its TGE on the basis that:

- The Cayman Islands are the sixth largest international banking center (i.e. including onshore and offshore jurisdictions) with over 40 of the top 50 major international banks holding licenses in the Cayman Islands.
- The Cayman Islands have 75-85% of the world's offshore investment funds.
- Investors are familiar with the jurisdiction and its stable history as a financial center.
- The Cayman Islands have an English-based legal system (with certain statutory amendments) and established judiciary (with final appeals to the Privy Council of the House of Lords in London).
- The Cayman Islands are a politically and economically stable jurisdiction and have consistently had strong sovereign debt ratings.
- The Cayman Islands regulatory regime provides a robust framework that supports the token offering and the continued growth of the business.

### Risks and Uncertainties

Prospective purchasers of MOBS tokens should carefully consider and evaluate all risks and uncertainties associated with Mobs and its business and operations, MOBS tokens and the sale of MOBS tokens and all information set out in this White Paper and the Private Placement Memorandum in relation to MOBS tokens and any applicable MOBS token terms and conditions of sale. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations, and prospects of Mobs could be materially and adversely affected. In such cases, you may lose all or part of the value of your MOBS tokens.

### Characterization of MOBS Tokens

There is a risk that MOBS tokens might be considered security tokens in certain jurisdictions, or that they might be considered to be securities in the future. Mobs does not provide any warranty or guarantee as to whether the tokens will be securities in the jurisdiction of the Purchaser. Each Purchaser will bear all consequences of MOBS tokens being considered securities in their respective jurisdiction. Every Purchaser is responsible for confirming if the acquisition and/or disposal of MOBS tokens is legal in their relevant jurisdiction, and each Purchaser undertakes not to use tokens in any jurisdiction where doing so would be unlawful. If a Purchaser establishes that the purchase or use of MOBS tokens is not legal in their jurisdiction (or would only be legal if the company had taken additional steps such as registration or licensing), the Purchaser should not acquire MOBS tokens and immediately stop using or possessing the tokens.

Acquiring MOBS tokens in exchange for cryptocurrency will most likely continue to be scrutinized by various regulatory bodies around the world, which may impact the usage of MOBS tokens. The legal ability of Mobs to provide or support MOBS tokens in some jurisdictions may be eliminated by future regulation or legal actions. In the event that Mobs determines that



the purchase or usage of MOBS tokens is illegal in a certain jurisdiction, Mobs may cease operations in that jurisdiction, or adjust MOBS tokens in a way to comply with applicable law.

## **Acknowledgments**

By (i) accessing or accepting possession of any information in this whitepaper (or any part thereof) or (ii) transferring payment (whether in fiat currency or cryptocurrency) and agreeing to purchase MOBS tokens, each Purchaser agrees and acknowledges that:

- MOBS tokens are provided on an "as is" basis. Mobs and its directors, officers, advisors, employees, shareholders, affiliates, and licensors make no representations or warranties of any kind, whether express, implied, statutory, or otherwise, regarding MOBS tokens, including any warranty that MOBS tokens and the Mobs marketplace will be uninterrupted, error-free, free of harmful components, secure, or not otherwise lost or damaged. Except to the extent prohibited by applicable law, Mobs and its directors, officers, advisors, employees, shareholders, affiliates, and licensors disclaim all warranties, including any implied warranties of merchantability, satisfactory quality, fitness for a particular purpose, non-infringement, or quiet enjoyment, and any warranties arising out of any course of dealings, usage, or trade.
- MOBS tokens do not and are not intended to constitute securities in any jurisdiction. This whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction.
- MOBS tokens are meant for internal use within the Mobs marketplace and are not intended as securities or other assets to be used for speculative trading purposes. Mobs does not operate an exchange for MOBS tokens and there is no guarantee of the future value of MOBS tokens. Mobs does not take any responsibility for any trade of MOBS tokens in or through third-party exchanges.
- The possibility exists that the tokens could be worth nothing.
- This whitepaper does not constitute or form part of any opinion on, any advice to buy or sell, or any solicitation of any offer to purchase any MOBS tokens nor shall it, or any part of it, nor the fact of its presentation, form the basis of, or be relied upon in connection with, any contract or any investment or purchase decision.
- No regulatory authority in any applicable jurisdiction has examined or approved of the information set out in this whitepaper and the publication, distribution or dissemination of the whitepaper to you does not imply that any applicable laws, regulatory requirements or rules have been complied with.
- Notwithstanding any other section of this whitepaper, and to the extent permissible by applicable laws, Mobs and its directors, officers, advisors, employees, shareholders, affiliates, and licensors shall not be liable for any indirect, special, incidental, consequential, or other losses of any kind, in tort, contract, or otherwise (including, but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof by a Purchaser.

- No information in this whitepaper should be considered to be business, legal, financial, or tax advice regarding Mobs, MOBS tokens or the Mobs marketplace.
- They should consult their own legal, financial, tax or other professional adviser regarding Mobs and its respective businesses and operations, MOBS tokens, and the Mobs marketplace.

## Warranties

By (i) accessing or accepting possession of any information in this whitepaper (or any part thereof) or (ii) transferring payment (whether in fiat currency or cryptocurrency) and agreeing to purchase MOBS tokens, each Purchaser represents and warrants to Mobs as follows:

- That they have read, understood and accepted sole responsibility for the disclosed and undisclosed risks, disclaimers, and other disclosures inherent in participating in the Token Generation Event and the purchasing of MOBS tokens as set out in this whitepaper and the Private Placement Memorandum in relation to MOBS tokens.
- That they are not a citizen or resident of any jurisdiction or territory into which a sale or distribution of MOBS tokens would be unlawful (each a “Prohibited Territory”) and are not purchasing MOBS tokens on behalf of, whether directly or indirectly, a citizen of any Prohibited Territory.
- That they have the power to enter into, exercise any rights, and perform and comply with their obligations under this whitepaper and their entry into, exercise of their rights, and/or performance of or compliance with their obligations under this whitepaper including accessing, distribution, or dissemination of this whitepaper, is not prohibited or restricted by the applicable laws, regulations or rules in the Purchaser’s jurisdiction or country of residence, and where any restrictions in relation to the aforementioned are applicable, the Purchaser (i) accepts sole liability for non-compliance with such applicable laws, regulations and rules in the Purchaser’s jurisdiction or country of residence; and (ii) has observed and complied with all such applicable laws, regulations and rules in the Purchaser’s jurisdiction or country of residence at the Purchaser’s own and sole expense;
- That all actions, conditions and things required to be taken, fulfilled and done (i) in order to enable the Purchaser to lawfully enter into, exercise their rights, and perform and comply with their obligations imposed by this whitepaper and to ensure that those obligations are legally binding and enforceable; and (ii) for the issue of the MOBS tokens on the terms and conditions set out in this whitepaper, have been taken, fulfilled and done;
- That all the Purchaser’s obligations under this whitepaper are valid, binding and enforceable on such Purchaser in accordance with their terms;
- That the Purchaser has adequate understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based systems, cryptocurrency wallets or other related coin/token storage mechanisms, blockchain technology and smart contract technology;
- That the Purchaser is not exchanging cryptocurrencies for MOBS tokens for the purpose of speculative investment or for the purpose of exchanging one form of virtual currency

for another, with the present intention of delivering the MOBS tokens to another person, in a coordinated series of steps intended to complete a single transaction;

- That the Purchaser is acquiring MOBS tokens primarily for use in the Mobs marketplace; and
- All of the above representations and warranties are true, complete, accurate and not misleading from the time of the Purchaser's pre-registration (where applicable) and purchase of MOBS tokens pursuant to the MOBS TGE.

## Disclaimer

This document has been prepared to serve as an educational vehicle for the upcoming TGE . The information herein does not in any manner relate to solicitation for any offering in any securities. Hence, the information herein cannot be construed to provide an avenue for any offering in any investment, advice, or solicitation to participate in the securities investments.

Additionally, past performance does not in any way guarantee or provide indications for future results. As such, Mobs cannot in any way give assurances (whether explicitly or implicitly) as to the performances of the project. Mobs therefore disclaims, to the extent permitted by law, all responsibility and liabilities that may arise from any information stated herein.

Accordingly, any offering or solicitation will be made confidentially as a mutually acceptable memorandum by Mobs and the proposed purchasers of MOBS tokens. The information in this Whitepaper cannot be disseminated, distributed, altered, or shared with other users without the written consent of Mobs.

Certain statements, estimations, and financial data contained in this document constitute forward-looking information or statements. As such, these statements or information may involve both known and unknown risks that can cause actual events and output which is materially different from the results implied or expressed in the forward-looking statements.

Mobs disclaims, to the extent permitted by law, all the liabilities that are likely to arise from any information that may occur following the forward-looking statements. The dissemination, distribution, publication, alteration, or sharing of this does not in any way imply the relevant laws or regulatory requirements have been complied with.

The MOBS token is a utility token. As such, it cannot be construed to imply any digital currency, commodity, security offerings, or any other financial instrument which has not been registered under the U.S. Securities Act, the securities laws of any state in the U.S. or the securities laws of any other jurisdiction, including the securities regulations and laws of the Cayman Islands.

The MOBS token provides no other rights whatsoever in any form, including but not limited to ownership, distribution, liquidation, redemption, proprietary (including all the forms of intellectual property), or other monetary, or legal rights, other than those stipulated explicitly in this Whitepaper.

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