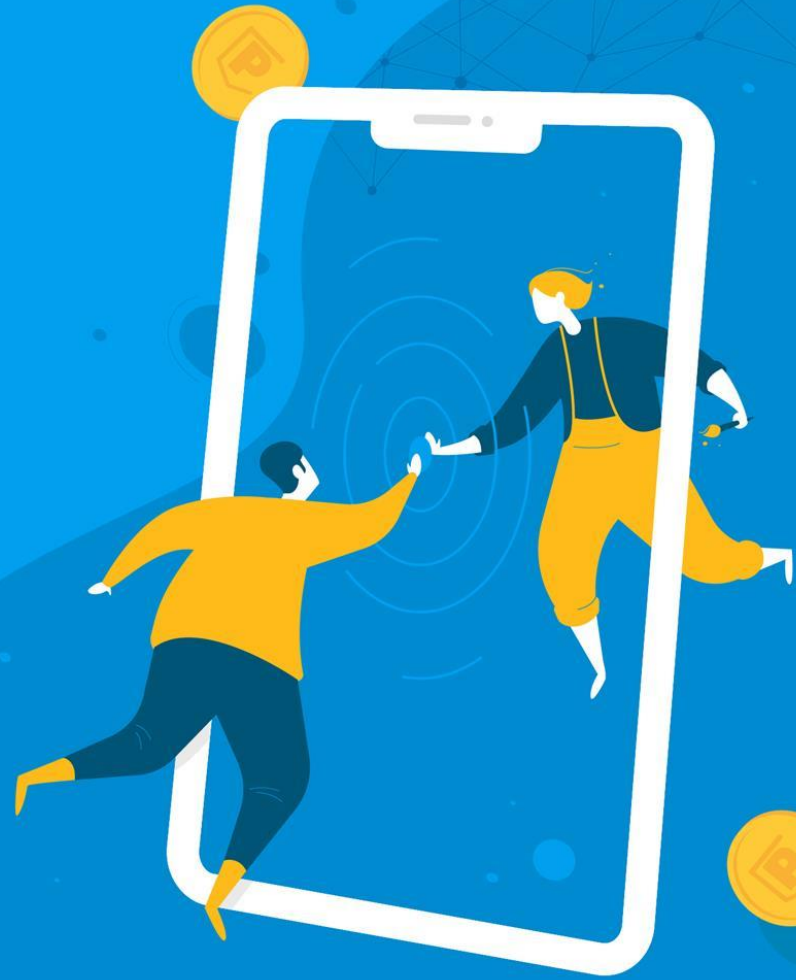


**Blockchain based  
entertainment  
platform for digital  
creators and fan  
communities to get  
in-touch, interact,  
and trade products  
of their mutual  
passion**



# Light Paper

ver. 10 September 2018

---

Email: [support@pocketcon.io](mailto:support@pocketcon.io)

Website: <http://pocketcon.io>

Address: 2550 N 1st ST, Suite  
250 San Jose, CA 95131, USA



We are building the best and the most convenient place for both digital creators and their fans.

We know how to gather community and understand the market needs.

We did it with [Gaia Online](#) once, so we will do it again based on our experience.

## Concept

**PocketCon** is a mobile application-based entertainment platform for digital creators and fan communities to get in-touch, interact, and trade products of their mutual passion.

### Goals



To build a blockchain-based marketplace for digital creativity



Revolutionize the way creators interact with fans



Give every artist an opportunity to get into the spotlight

### Audience

#### Digital Creators & Fandom Fans



**Digital creators** of all art thematics: manga and comics artists, illustrators, animators, clips makers, game designers, sound designers, photographers.  
**Fandom fans** PocketCon welcomes all fandom fans to join existing popular fan community or create the new one. PocketCon is the easiest way to share the passion of favorite fandom.

### Market

#### Anime, Manga, Manhwa, Manhua, Comics, Games



PocketCon target markets are really huge.  
Online Gaming - \$32 Billion  
Anime - \$17 Billion  
Manga - \$14 Billion  
Comic books - \$10 Billion  
Gaming video content - \$5.4B

The whole market of digital creativity is \$540 Billion with \$40 Billion in US.

The audience size is enormous and counts more than 1 Billion people.

**PocketCon also welcomes all attendees from the famous offline comic and otaku conventions**

Japan	Comiket	590,000+
Japan	Tokyo Game Show	250,000+
France	Japan Expo	240,000+
Varies	Anime Festival Asia	145,000+

Germany	Gemescom	345,000+
Italy	Lucca Comics & Games	240,000+
New York	New York Comic Con	151,000+
San Diego	San Diego Comic-Con	130,000+

**The market is huge and worth more detailed attention and a revolutionary product**

## We analyzed existing solutions and know what our audience needs

Trading		Communication		Gaming virtual world		
Patreon	DeviantArt	Aminoapps	Crunchyroll	Secondlife	IMVU	Habbo
2013	2000	2011	2006	2003	2004	2003
A platform that provides business tools for creators to run a subscription content service	An online artwork, videography and photography community	Amino has authentic mobile communities for whatever you're into. Anime K-Pop Hardwood Overwatch Art Undertale -Crafty	Distributor, Publisher, Licensing company and online community focused on anime, manga, drama, music, electronic entertainment, and content	A free 3D virtual world where users can create, connect, and chat with others from around the world using voice and text	Is an online metaverse where users use 3D avatars to meet new people, chat, create, and play games	The service allows to create the character, meet new friends, chat and organize parties, create and play games, complete quests
36 Million	47 Million	18 Million	19 Million	4 Million	2 Million	5 Million
<b>Audience</b>						

Decentralized Marketplace

Virtual World

Reward System

Blockchain based



Digital Items

Community of fandom fans

Artwork

Event Hub

Game Space

3D Avatars

29

MILLION  
Registered users

2

MILLION  
Transactions per day

\$5

MILLION  
Volume per day

# Pocket Coin

Utility token that is used for transactions inside PocketCon

## TOKEN DETAILS

### Utility token

Token name POC - an ERC20 token at tokensale, and "gas" for proprietary blockchain after its launch

### Token uses

- Currency for payments inside PocketCon
- Smart contracts for lock-up period
- Smart contracts for copyright compliance

### Token value growth

- We expect the controlled POC rate growth:
- PocketCon controls >50% of turnover
  - The growth of demand inside the system
  - Lock-up period for early buyers to prevent rates reduction

## CROWDSALE DETAILS

**Presale price:** \$0.05/POC

**IEO price:** \$0.07/POC

**Platform Launch Price:** \$0.10/POC

**Emission:** 1 Billion POCs

**Soft Cap:** \$3 Million

**Hard Cap:** \$30 Million

**Unsold Tokens:** stay in PocketCon

**Mining:** no

**Accepted currency:** FIAT, BTC, ETH

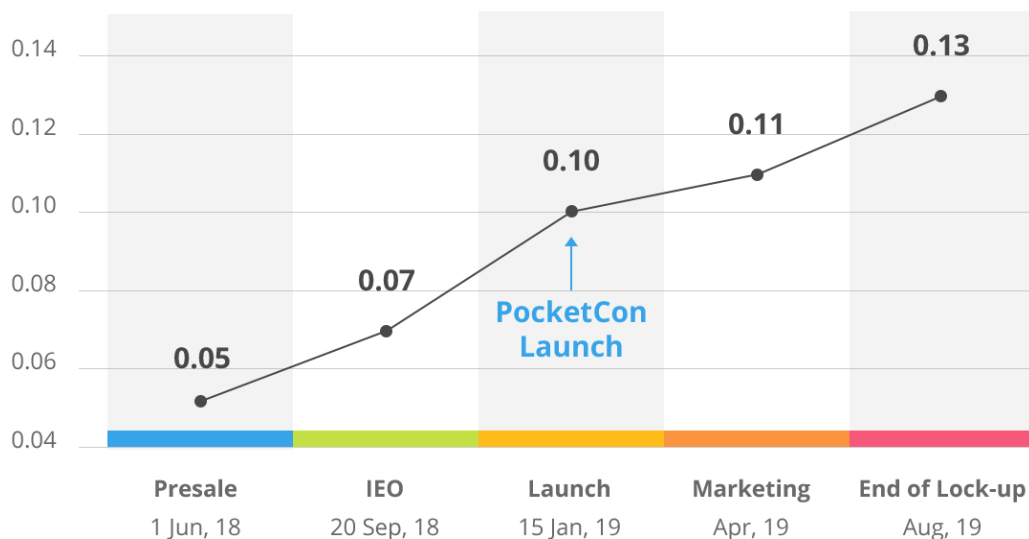
### Stages:

**Presale:** 1<sup>st</sup> June - 20<sup>th</sup> August

**IEO:** 20<sup>th</sup> September - 30<sup>th</sup> December

**PocketCon platform launch:** 15 January, 2019

Early contributors can participate at 0.05 per POC



There are the lock-down periods for POC's which were bought on Presale and IEO stages

Till 15<sup>th</sup> of April  
Lock-down for 90% of tokens

Till 15<sup>th</sup> of August  
Lock-down for 50% of tokens

After 15<sup>th</sup> August all restrictions will be removed

## POC is real currency for turnover in PocketCon

- POC rate is controlled by PocketCon because up to 50% of POC turnover goes through PocketCon.
- POC stability and slow rate growth is required to develop PocketCon audience and transactions. Unstable exchange rate could kill POC and PocketCon operations. So, no free trade of POC before commercial launch of the system could be allowed.
- Stages of project development, Pre-sale and IEO, commercial launch of the project, project users' base growth and lock-up periods are connected in one timeline logically.
- PocketCon controls exchange rate, so investors could be happy as they know profits in advance but should agree with lock-up periods logically connected to PocketCon launch and growth.

### Lock-up period

For POC bought on Pre-Sale and IEO prior to PocketCon Launch lock-up timings

15 Jan 2019	10% for Sale/Spend	total 10%	0,10 POC/USD
15 Apr 2019	40% for Sale/Spend	total 50%	0,11 POC/USD
15 Aug 2019	50% for Sale/Spend	total 100%	0,13 POC/USD

There is no lock-up period for small amounts of purchased tokens ( $\leq$  \$1,000)

### POC's Allocation

Subject	POC
Pre-sale	200 000 000
IEO	300 000 000
Bounty and Early Users/Creators Reward	10 000 000
Artists Rewards	300 000 000
Users' Rewards	100 000 000
Reserve for Sales inside PocketCon	90 000 000
<b>TOTAL</b>	<b>1 000 000 000</b>

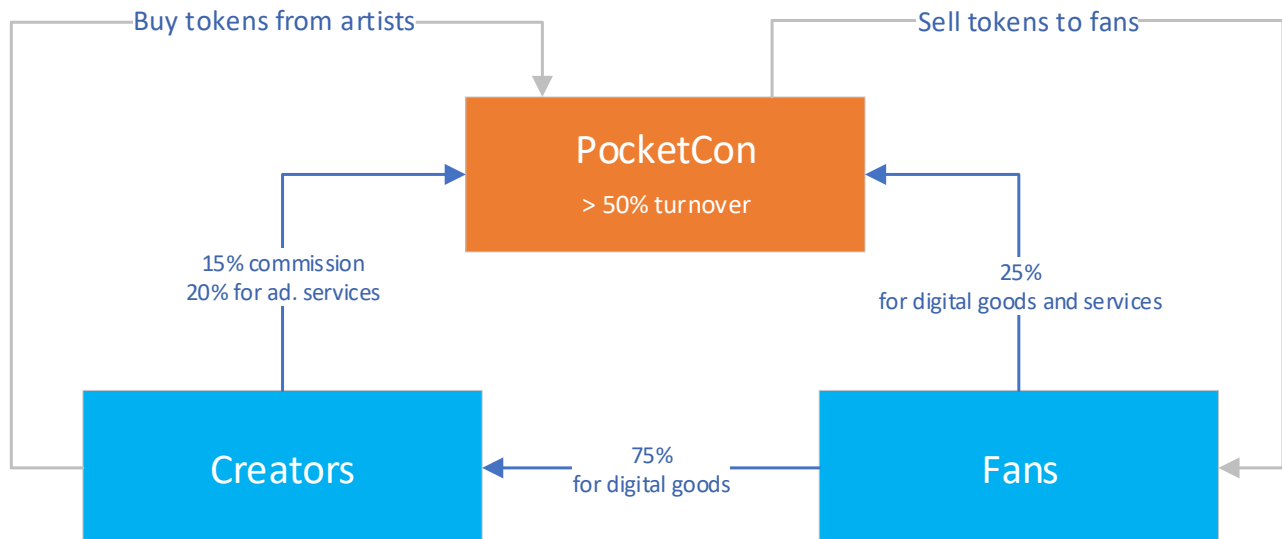
Unsold POCs on Pre-Sale and IEO will go to Artists/Users Rewards proportionally

## Funds Distribution

Subject	Share
Product Development	50%
Marketing	30%
Operations	10%
Reserve	10%

## Exchange Rate Control

PocketCon manage more than 50% of ecosystem turnover and will be the main seller and thus buyer of POCs and will be able to establish and maintain any exchange rate.



The following model describes the number of POCs needed in turnover of POC ecosystem

Period	Users (buyers)	Monthly spend, \$	Turnover, \$	POC/USD
April 2019	500 000	60	30 000 000	0,11
August 2019	1 800 000	50	90 000 000	0,13
January 2020	3 500 000	30	105 000 000	0,15
January 2021	8 000 000	25	200 000 000	0,20

# Roadmap

2017 February

## Project Inception

Wireframe development of the PocketCon platform

2017 July

## MVP Development

Planning and integration of project stages and functionalities

2018 January

## Platform Development

New features added. Planning for blockchain integration

2018 September <sup>\*</sup>

## Initial Exchange Offering

POC price: \$0.07  
POCs are available through crypto exchanges

2018 December

## Platform Beta Version

Includes profiles of buyers, marketplace and blockchain integration

2019 February

## Global Marketing & PR Campaign

Introducing PocketCon to Global market and popularization through creative community

## First Round of Angel Funding

Funding helps advance platform conceptualization and initiate development

2017 May

## MVP Milestone Achieved

Working version of the PocketCon platform. Testing

2017 November

## Token Pre-Sale

POC price: \$0.05  
POCs are available through token sale

2018 August

## Platform Demo Version

Includes PocketCon APP, profiles, community and 3D avatar system

2018 November

## PocketCon Official Launch

POC price: **\$0.10**  
Finally bringing out the PocketCon application into creative space

2019 January

<sup>\*</sup> Due to necessity of reaching the Soft Cap amount, Pre-Sale period is extended from the 20th of August until September, 20th. Don't miss your chance!

## TEAM



**James Cao**  
Founder, Ceo

CEO of Gaia Online, the largest anime community in US, series entrepreneur in both US and China



**Steven Myers**  
Senior Engineer

6 years with Gaia's engineering team, Steven had been single handedly tackling Gaia's biggest events and interactive games



**Josh Gainsbrugh**  
Creative Director

CEO of Gaia Online, the largest anime community in US, series entrepreneur in both US and China



**Brian Pham**  
Frontend Engineer

Tremendous talent, who overhaul Gaia's frontend system and pushes the team towards responsive design.



**Harrison Tsang**  
UI/UX Designer

8 years of experience as a designer plus a love for video gaming had made Harrison a perfect fit for PocketCon.



**Ashleigh Hetrick**  
Art Director

The head of Gaia's art team is a powerhouse in character design, virtual good creation, and animation to name a few of her many talents.

## LINKS



<http://pocketcon.io>

[Whitepaper](#)

---

[Facebook](#)

---

[Telegram](#)

---

[Twitter](#)

---

[Instagram](#)

---

[Reddit](#)

---

[Medium](#)

---

[Tumblr](#)

2550 N 1st ST, Suite 250 San Jose, CA 95131, USA

[ico@pocketcoin.io](mailto:ico@pocketcoin.io)