



- 1 - MARKETPLACE
- 2 - CREATIVE HUB
- 3 - COMMUNITY
- 4 - CONVENTIONS
- 5 - ENTERTAINMENT HUB

White Paper

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CONTENTS

Offering Summary	3
Abstract	4
Mission statement	6
Vision	6
Problems PocketCon Will Solve	7
PocketCon Ecosystem	8
Pocket Coin	15
PocketCon Marketplace	17
Business Models	18
Tokenomic	19
Roadmap	20
Team	21
PocketCon Sale Details	22

Offering Summary

Token Name: Pocket Coin (POC)

Total Pocket Coin tokens will be capped at 1 Billion tokens.

PocketCon will release 500 million Pocket Coin tokens for sale.

The sale will be divided in two stages:

Stage	Period	Price	Discount
Presale	1 Jun-20 Aug	\$0.05 / POC	50%
IEO	20 Sept - 30 Dec	\$0.07 / POC	30%

* 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!

PocketCon platform launch will be 15 January 2019 at \$0.10 per POC

PocketCon expected price 1 August 2019 \$0.13 per POC

Stage	Soft Cap	Hard Cap
Total	\$3M	\$30M

IEO Highlights

- POCKET Coins will be used as the main digital currency in PocketCon ecosystem.
- PocketCon manage more than 50% of ecosystem turnover and will be the main seller and thus buyer of POCs. PocketCon will be able to establish and maintain the exchange rate.
- The team and founders will not get any tokens from the IEO

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Abstract



PocketCon is the world's largest online convention, a decentralized ecosystem for digital creativities and a blockchain based marketplace.

PocketCon is developed by the team of Gaia Online. With 29 million registered users and 2.3 billion forum posts, Gaia Online is a leading innovator in community and digital currency since 2004. Gaia Online is one of the first companies in the US to introduce digital currency and micro transactions. Since then there are more than \$100M worth of virtual goods sold and more than 10 billion transactions to date.

With the knowledge from Gaia Online, we decided to adopt a decentralized organizational model to encourage the development of a digital creativity ecosystem that is not only open and decentralized but also more compelling than the traditional centralized system. We plan for launching an entirely new platform: PocketCon Ecosystem.



gaia

ONLINE™



29

MILLION
Registered users

2.3

BILLION
Public Forum Posts

- Micro transactions driven economy
- 200,000 transactions in marketplace between users everyday (buying and selling virtual items)

PocketCon solves decades-old problems that artists and digital content creators have with interacting with fans, getting demand, determining their values, negotiating terms, and getting paid. Its main pillars are an innovative community of millions of artists and their fans, a rewarding program, and a blockchain based contract and payment system.

The paper explains two main parts:

- The core focus of the service: digital content creators ecosystem and marketplace,
- The implementation of the blockchain technology and the Pocket Coin.

Problems PocketCon Will Solve

While music has become a showcase for the digital economy with Apple's iTunes and streaming services, such as Spotify and Pandora, the digital art and digital content market has stayed the same from the very beginning. PocketCon is going to change that - just like Uber changed taxis, Airbnb changed room renting and Netflix changed TV.

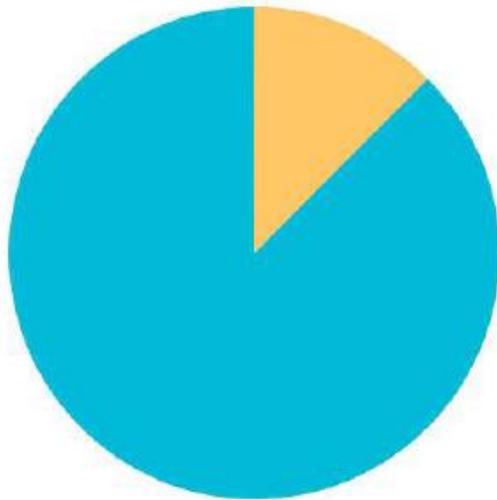
The artists and digital content creators are heavily centralized and controlled by a few major talent agencies, who look after professional artists and content creators and as a salesperson.

Such a high level of centralization generates profits only for a small group of people, while most others are left struggling. This represents a dooming effect on the cultural diversity of mankind. The preservation of independent creative engagements is a crucial driving force for maintaining our creative spirits that define us as people.

Artists and content creators need agents to sell enough art and content to make a living, and most of the artists and creators don't stand a chance of getting spotted. Only a fraction of all the world's artists and creators have proper representation and are lucky enough to have art and content as their primary source of income. The rest are left on their own, struggling with exposure in a heavily saturated market, dealing with marketing, sales, networking, legal, taxation, debt collection, and IP infringement issues instead of focusing on the creative part. Many times, those artists and creators don't work with contracts, are often not compensated for their work, or don't have the option of working legally at all (ex. cash payments, tax evasion).

Also, if artists and creators don't have an agent or a company representing them, fans and collectors might have a problem with issuing payments unless they agree to pay in cash, which is often illegal from a tax perspective. Dealing with low profile artist and digital content creators can also result in problems like no-delivery, poor delivery and other issues related to a poorly process and lack of clear and thorough contracts.

Absence of a powerful and honest intermediary often means trouble for the artist and digital content creators in any of the fields. There is a clear need for an entity that would effectively and safely represent all those who don't have a privilege of an agent. Blockchain technology offers the best tools for this task. On the demand side, we have the fans and collectors. They need to be on top of trends in art and digital content and are constantly on the hunt for interesting artists and content creators to fill the lineup. On another end, artists and content creators are eager to get spotlighted and interact with fans directly.



Worldwide Market of Digital Creativities

● US \$40B

● Worldwide \$500B

PocketCon Ecosystem

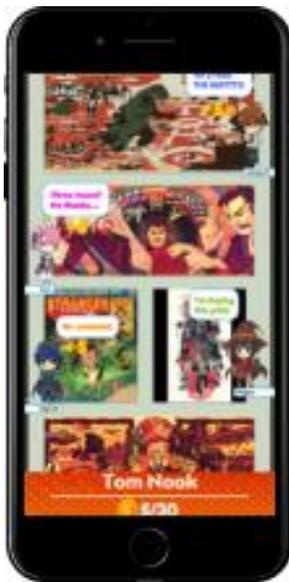
PocketCon is an ecosystem for artists and content creators and their fans. It acts as spotlight floor for artist and content creators, where profiles are ranked according to their popularity. The core is an innovative community between artists and fans. Our end game is to disrupt the artist and creator industry as we know it - by becoming the biggest global talent marketplace. PocketCon's community, events, marketplace, and rewarding system are the four elements that make its service unique and revolutionary.



Endless Content
Discover and find like minded



Virtual Items
Users can create virtual items and setup shops in PocketCon to generate revenue



Art Shop

Customize store front for artists.
Purchase art, video, and commission
work from artist



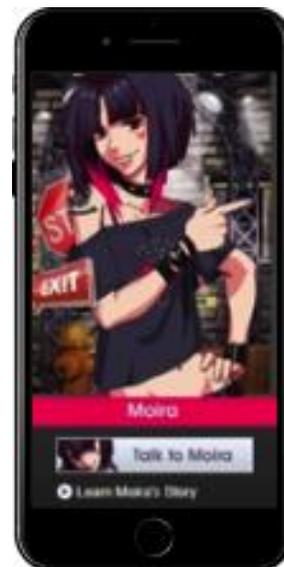
Video Sharing

Participation earns you reward.
Passive game does not interfere with
video watching experience



Get Rewarded

Everything you do on PocketCon earns
you reward. The more time you spend,
the more virtual currency you receive



Artist and Creator Profile

Featuring content (artwork, video,
photo), user ratings, forum, fan club,
events, and contact info



Fan Clubs

Groups who share the same interest can host fan club

- Join fan clubs to share fandom with other users
- Club members can schedule events and activities
- Make more friends and earn additional club rewards

The foundations of our extensive artists and content creators' community goes all the way back to our pilot project, Gaia Online, which has thousands of artists and millions of fans. Now we are going to the next chapter to expand from anime to all artists and digital content creators of pop culture, movie, TV, and video gaming.

PocketCon has always been decentralized in its core. The database has always been open to the public, so anyone could add new artists and creators, and join their fan clubs.

Such a level of decentralization allows PocketCon to be on top of rapidly moving trends. Using the blockchain technology to crowdsource the curating process of the information of artists and content creators, fans, buyers, and transaction profiles is the only reasonable and rational way to keep the database up to date and relevant.

Contributors are rewarded for the following actions:

- Registering to the service
- Referring friends,
- Promoting the service,
- Curating existing profiles,
- Writing comments,
- Each rewarded action will be assigned a fixed amount of points.

The PocketCon ecosystem is a network of:

- Artists and content creators
- Art and content buyers
- Fans and collectors and transactions
- Commercial agents

PocketCon features a community of artists and content creators and their fans. Being part of this online ecosystem allows these entities to easily expose either to the public or to a targeted audience. Profiles are also equipped with contact information that enables users to engage among themselves and thus pursue different business opportunities, which makes PocketCon a perfect networking tool and business platform.

To make exploring through the ecosystem easier and more efficient, profiles are listed as convention booths based on online popularity. Visitors can also use genre, country or contents to find the perfect match.

Social popularity will also be factored. Social media and streaming site analytics are processed by our own powerful analytics engine, capable of analyzing billions of data points daily. It taps into public and private APIs of analyzed channels, and processes and saves the data about online fan following and engagement for each of the profiles. Data is then compared with the previous period and shown in simple graphs, so users can easily determine who's on the rise and who's fading away. This way PocketCon offers a complete and thorough overview of the artist and content creator and enables the following of the trends when they happen.

With tools and communication channels in place, PocketCon enables the implementation of marketplace on both B2C (artists and content creators and fans) and B2B (crowdfunding, commercial agents).

Listing both, demand and supply, PocketCon represents a great sales channel for already-established artists and content creators, but more importantly - a priceless tool and an excellent sales showcase for millions of unrepresented (long-tail) artists and content creators from all around the world. It's a matchmaking platform that digitizes the job that centralized agencies have done for over hundreds of years with one important difference - any artist and creator can join, regardless of genre, country, fame level or history.

We will utilize the advantage of contracts during the negotiation process. Crucial information about the interacting will be negotiated and then written into the contract:

- Date and time of transaction
- Work details
- Time to deliver
- Fee
- Technical and hospitality requirements

Engagement Loop



MATCHING ARTISTS AND CREATORS WITH FANS AND COLLECTORS

PocketCon uses contract between artists and buyers. Once agreed, the terms will be written into the contract, which will then be sealed with a timestamp and put onto the blockchain. Any additions or alterations will result in voiding the old contract and replacing it with a new one, provided both parties confirmation of the alteration on the blockchain.

When it comes to payments, one of the biggest advantages of using the blockchain technology in the process is the ability to offer an escrow. It's the safest way for both parties when dealing with digital artwork and digital content purchase. However, traditional currencies escrow in most countries requires a set of licenses from centralized authorities such as a central bank or the Ministry of Treasury and Finance. Using a cryptocurrency with a combination of a contract solves this issue and allows for effective and safe escrow.

Transactions on PocketCon will be made using Ether (ETH) and Pocket Coin along with following these steps:

Upon digitally signing the contract, the buyer pays the agreed number of POCKET Coin plus a service fee to a specially created wallet that holds the coins until the transaction is fully executed.

The buyer has 5 days to file a complaint in case the artist or content creator has breached the contract in any way and after that period ends, the artist or content creator fee is released to the artist or content creator's wallet. • In case of a breach, a dispute is triggered, which is handled by a trained expert who give the verdict based on provided evidence (photos, exchanged e-mails, etc.). The members then vote to decide whether to return the withheld fee to the organizer or clear the payment into the artist or content creator's wallet. • When the transaction is fully executed and over, both parties will review each other, and the reviews will be published on their profiles.

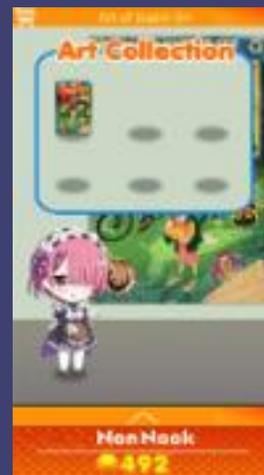
BROWSE



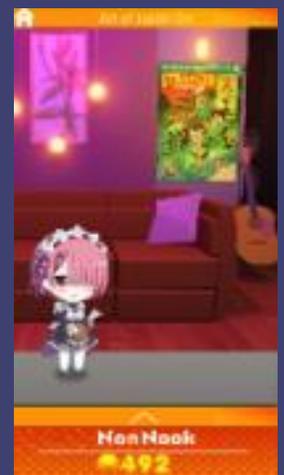
BUY



COLLECT



DECORATE



BROWSE



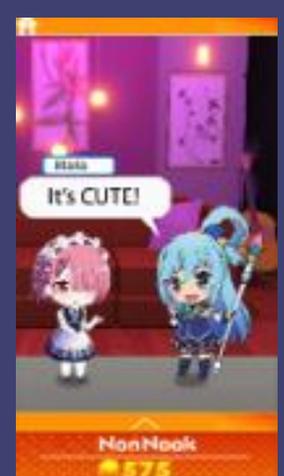
BUY



COLLECT



DECORATE



Our massive database of profiles will enable fans to easily find artists and content creators and buy artworks and contents. PocketCon will also introduce its own marketplace:

- The marketplace will be accessed through a DAPP. Artists and Content Creators and buyers will be able to create transactions without any intermediary on a decentralized system.
- Artworks will be sold only when both seller and buyer confirm the transaction.
- From that point, any user from anywhere in the world will be able to buy the artwork or content with Pocket Coin and hold them in their wallet. Artworks and contents will be cryptographically secured and linked directly to the user's public key and verifiable over the public blockchain. Every generated artwork or content will be connected to a buyer's PocketCon account.
- Funds will be held in escrow on the contract until the transaction is successfully completed.
- Buyer can change the artwork owner. This way we will introduce a secondary artwork marketplace, so that people will be able to sell the artwork to other PocketCon users via marketplace and with POCKET Coin. It happens often that a popular artist or content creator comes available and the artworks quickly sell out. With marketplace fans will be able to set the maximum price they are willing to pay for the artwork or buy the artwork right away from an existing member who is selling it. The system will be decentralized.

TOTAL MARKETPLACE VOLUME



Pocket Coin

One of the most compelling features of PocketCon is Pocket Coin (aka POC). The economic possibilities for artists and fans are vastly enhanced with the cryptocurrency which holds value inside and outside PocketCon.

POCO wallet

The primary feature required to enable a digital community to use cryptocurrency is a wallet. By integrating the wallet to every user, the POCO wallet has the potential to become the world's leading cryptocurrency wallet.

Ethereum settlement layer

Users wishing to transfer POCKET Coin into and out of the PocketCon will be able to do so by interacting with the public Ethereum network, which will serve as the currency's decentralized settlement layer. This will allow the early version of the system to solve for blockchain scalability bottlenecks, feeless transactions, faster transaction times, and encapsulation of complex features like private keys. Over time, POCKET Coin will grow with the development of blockchain technology to accommodate these features in a fully decentralized setting.

PocketCon economy and prospective use cases

PocketCon will introduce a marketplace use cases that will prompt consumers and brands to transact with POCKET Coin. PocketCon plans to iterate on the product with applications that create unique two-sided marketplaces for users. Below are several possible use cases demonstrating how POCKET Coin may be integrated:

1. VIP access

Users can monetize their popularity within PocketCon by charging VIP access. Access to public areas is free. VIP access is a possible feature that allows "influencer" users to create premium exclusive access that require a paid entrance fee. Celebrities and thought leaders could use this feature as a platform for engaging their communities, while generating tangible value for their time and attention.

2. Premium user-generated content

Pocket Coin can be used to incentivize content creation by rewarding its creators. By allowing anyone to create content and earn Pocket Coin, Pocket Coin expects to encourage more users to participate and create content. This open market of content will incentivize competition for higher-quality content and ultimately create a better community.

For example, an artist charges 2 Pocket Coin for a new piece of virtual item. Virally shared, such artworks make it possible for artist to be well-rewarded for their work.



3. Global messaging

Pocket Coin allows users to promote messages and ping all group members instantly for a payment. Users who receive a shoutout will earn Pocket Coin at the same time. For example, one user pays 1 Pocket Coin to send a global message of a new content. Members of the group will now see this message on top of their chat.

4. Tipping

Users can tip to artists and content creators for content they like.

5. Brand engagement

PocketCon will provide a new way for brands to directly engage with consumers. Brands will be able to reward users with small amounts of Pocket Coin for completing simple tasks such as taking a survey, creating themed content, or curating content.

PocketCon Marketplace

MARKETPLACE is a p2p exchange platform for content sellers and buyers. Because trust is paramount, PocketCon will be used as a secure bridge between buyers and sellers on the Ethereum blockchain. The only way to issue artwork or content for a transaction is to be a member on the platform and a verified reseller or buyer.

Each artwork will be simulated as an ERC20 Coin, which means that users will be able to send and receive them on all ERC20 compliant wallets. The protocol will be easily integrated to exchanges, Ethereum ATMs and other solutions currently on the market, so anyone will be able to transfer artworks with whichever wallet or software they want. This will also give an opportunity to BTC ATM operators to offer artworks on their ATMs.

With the public and private key, cryptography users will be 100% certain that the artwork bought is actually theirs, and that no one can steal the artwork while they have full control of their private key. Because only the owner has its corresponding private key, only he or she can sign the transaction to redeem the artwork or send it to someone else.

Thanks to the blockchain integration, they can also be certain that the artwork is not counterfeited or sold to two different people.

The MARKETPLACE will also be used for artwork auctions. Users will be able to set the minimum price in POCKET Coin that they want to get, and others will be able to bid while the auction is running. This will fill the blank for the upper tier artworks for which fans are willing to pay a little bit extra. We will feed the data to the contract and limit the queries to the transaction. After that, the sales will be final to provide users with easy access to artworks without technical difficulties.

Auctions Ending Now view all			
 Emerald 1p	 Santa Baby Coat 10p/ 1p	 Emerald	 Santa Baby Coat
 Emerald 1p	 Antique Nickel Opera Glasses 1p/ 1p	 Emerald	 Antique Nickel Opera Glasses
 Amber 5p	 Amber 5p	 Amber 5p	 Amber
 Honoka's Harmony 1,000p/ 1p	 Buck the Popularity 2,000p/ 1p	 Honoka's Harmony 1,000p/ 1p	 Buck the Popularity

Business Models

The platform allows for the implementation of business models in both B2B and B2C segments.

On a B2B segment, PocketCon can act as a marketplace, targeted advertising platform, networking tool, and a data analytics service. On a B2C segment, we will tap into the digital artwork and digital content business.

COMMISSION

The artists have worked using service fees from the very beginning. Agents that represent artists usually take a 10% to 20% commission on the artist net sales. This kind of work system is proven and well accepted by the stakeholders, so we intend to keep it, but due to benefits of using an automated blockchain-based platform, thus having lower overhead costs, we can afford to charge the fee on the much lower price range.

ADVERTISING TO SPOTLIGHT

Listed artists and creators will have an option to expose their profiles. Exposure will be bought with Pocket Coin using contracts, where terms such as the duration and price will be defined. Once paid, the contract will trigger the exposure of the artist profile on the agreed position and for the agreed period. The price in Pocket Coin will be set automatically, based on the current demand for the respective position.

ACCESS TO PREMIUM CONTACTS

Certain artist profiles include direct contact info. To contact those entities, a user needs to pay a fee in Pocket Coin. Aside from this feature being a buyer source, the purpose of charging for access to premium contacts is to prevent spam.

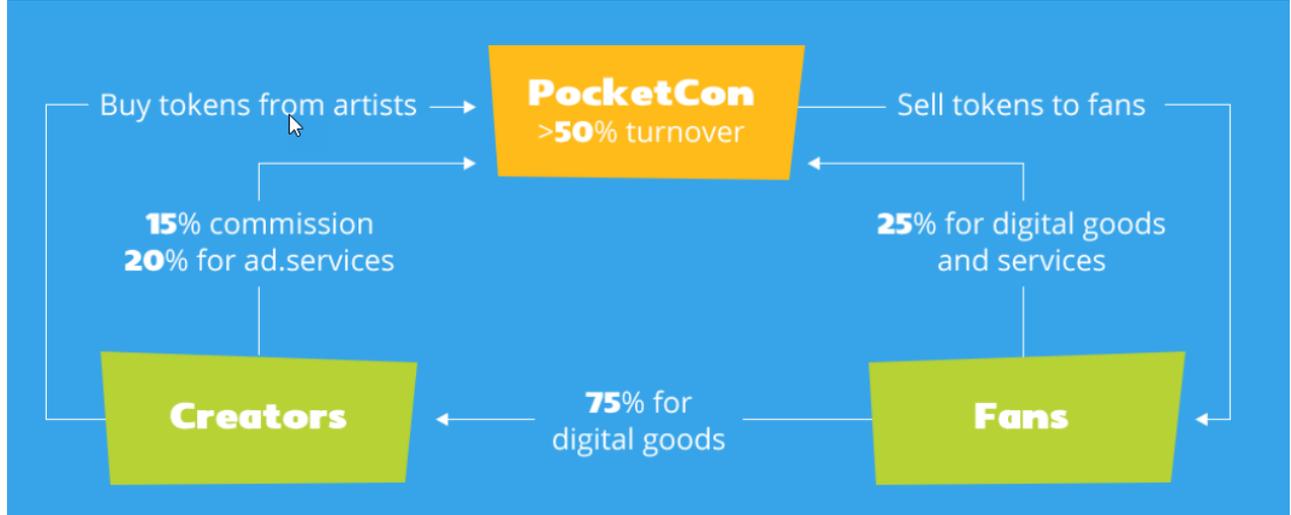
3RD PARTY INTEGRATIONS

With thousands of artists and content creators, PocketCon has the unique opportunity to tap into this multi-billion digital content markets. Paper artworks are giving way to electronic ones, and we want to go a step further by implementing a blockchain-based artwork service, where we will charge a commission on every artwork sold through our system. PocketCon's analytical content provides insightful information for several different outlets, such as art media, streaming services, larger agencies and other services that could benefit from extensive art and content trend analytics. We will charge a monthly cost per integrated profile or a monthly lump sum to use the analytics. 3rd party integrations will also be made available via our API, where we will charge for API calls.

Tokenomic

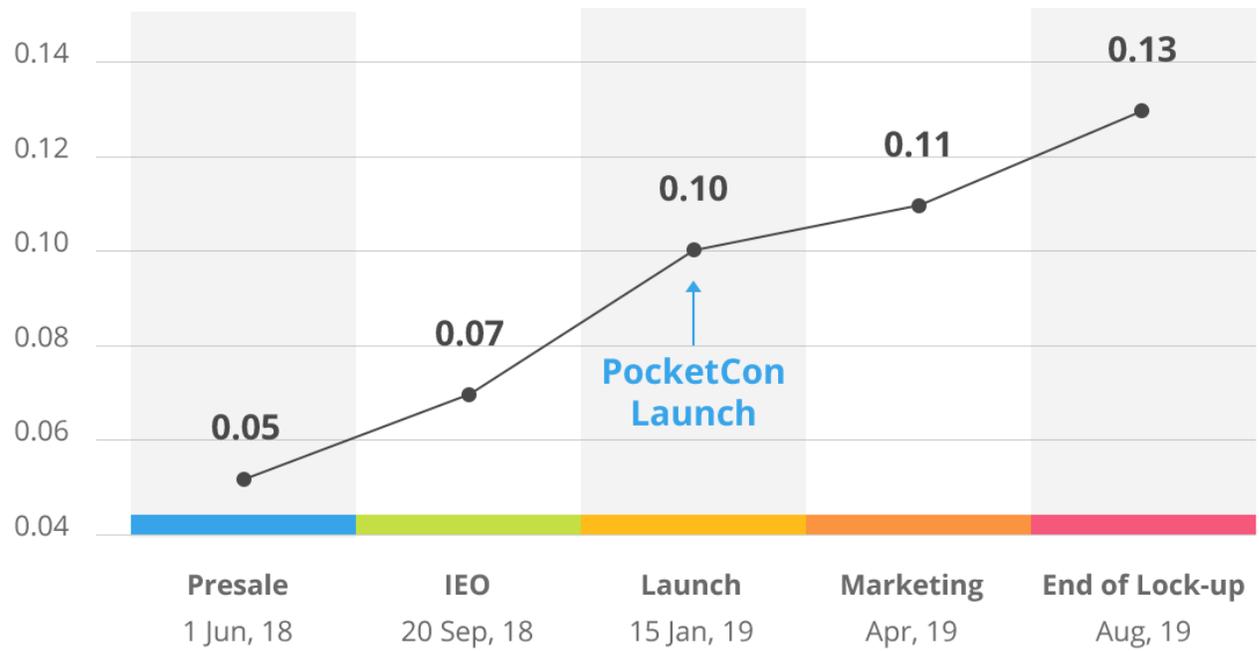
PocketCon manages more than 50% of ecosystem turnover and will be the main seller and buyer of POCs. PocketCon will be able to establish and maintain the exchange rate of Pocket Coins

PocketCon turnover



While POC rate is controlled by PocketCon it has a huge potential for investors to jump into the bargain.

PocketCon rate forecast. June 2018 - Aug 2019, USD



Roadmap

Q2 2018, Private Sale IEO

As a first step in implementing the blockchain technology into our service, we'll be launching a PocketCon Private Sale in Q2 2018, followed by IEO (Initial Exchange Listing).

Q3 2018, Launch demo version

Demo version includes PocketCon APP, profiles, community, and 3D avatar system.

Q4 2018, Beta version

Beta version will add profiles of buyers, marketplace, and blockchain integration.

Q1 2019, PocketCon platform official launch

Finally bringing out the PocketCon application into creative space

Q1 2019, Global marketing, PR and sales campaign

With the aim of spreading the awareness about our service, we'll be performing marketing, PR and sales campaigns on a global scale

Team

The team behind the project is a combination of experienced managers, artists, engineers, and cryptocurrency experts. The founders have over dozens of years of working with artists and content creators. They created one of the largest communities and avatar based social networking, www.gaiaonline.com, which has 29M registered users and billions of forum posts. They discovered the pains and opportunities of the industry through intelligence and hard work, and now they are offering solutions to their industry peers with PocketCon.



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



Josh Gainsbrugh, Founder, Creative Director of Gaia. Talented comic book artist as well as storyteller, Josh defines the world and narrative for a rich virtual world



Steven Myers, Senior Engineer. 6 years with Gaia's biggest events and interactive games



Brian Pham, Engineer. Tremendous talent who overhauled 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 the team



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



Elda The, Art Director with over 10 years with Gaia, Elda is well known for designing some of the most desired and popular virtual goods

PocketCon Sale Details

Total Pocket Coin tokens will be capped at 1 Billion tokens.

Token allocation as below:

- 50% Presale and IEO (Initial Exchange Offering)
- 40% Reward tokens to artists and creators. Every year 50% of the remaining rewards allocation will be issued as incentive payments to artists and creators to attract more artists and creators and to promote better creativity.
- 10% Rewards token to users. Every year 50% of the remaining rewards allocation will be issued to users as incentives to attract more users and promote more participation.

PocketCon will release 500 million Pocket Coin tokens. The sale will be divided into three stages.

- Presale: 200 million tokens at \$0.05
- IEO (Initial Exchange Listing): 300 million tokens at \$0.07

PocketCon platform launch will be 15 January 2019 at \$0.10 per POC

IEO Benefits

- No tokens to the team or founders. The team is confident to deliver the best product with high enough demand for tokens. The company will charge a small transaction fee per transaction in the marketplace as the profit of the company.
- Every quarter, the company will use 20% of the company profit to buy back Pocket Coin from the market at market price to reward the team. There will be a lock period to sell the rewarded tokens. This ties the interest of the team with the interest of the token investors and creates more demand and higher liquidity for the tokens.
- POCKET Coins will be used as the main digital currency in PocketCon ecosystem. This ensures key values towards the Coins forever.

DISCLOSURE

Contributors contribute voluntarily, and their participation cannot in any way be defined or treated as an equity investment into the company that owns the project and IP on the address www.PocketCon.io.

The ownership of the Pocket Coin does not include the right to:

- Ownership of the company
- Ownership of the company's intellectual property
- Profits of the service.

The company owns all intellectual property of the service, which includes:

- Brand name and domain
- Source code of the website
- Ranking algorithm
- Database of profiles

We will create a contract that will handle the whole IEO process automatically. Main features of the contract will be:

- The contract will have a security measure for the contributors. If the minimum goal is not reached, we will not have access to the funds, and participating contributors will get a full refund. This measure protects the contributors from fraud and eliminates the need for an escrow.
- We strive to develop our features as comprehensive as possible, which is why we made product and technical development a priority of our operations. This decision is reflected in our financial strategy that is divided into different phases.
- The development roadmap defines the funds needed to accomplish the development goals. A portion of the funds is also reserved for the initial marketing campaign on a smaller scale.
- The marketing cap is intended to cover the cost of marketing and the launch of a global PR and advertising campaign. With the service firmly in place, our main goal is to spread the word about PocketCon all over the world.

ALLOCATION OF THE PRODUCT DEVELOPMENT PHASE CONTRIBUTIONS

- 50% of contributions is intended to cover the technical development costs of the upcoming service features, starting with implementing marketplace functionalities and additional entity features
- 30% of contributions will fund the first marketing phase, covering basic marketing operations, including advertising campaigns for user acquisition and branding
- 10% of contributions will cover the costs of non-technical product development, including project management, team management and business development and day-to-day operations, office rent, office equipment, travel expenses and legal fees
- 10% of contributions will be reserved

No IEO proceeds will be given to founders or advisors. PocketCon strictly uses every token raised for the business only.

20% COMPANY PROFIT BUY BACK SCHEDULE

20% of the company's profits will be used to buy back Pocket Coin directly from the market every quarter. Should no participants be willing to sell at that quarter the funds would be retained and added to the next quarter net profits and used to buy back Pocket Coin. This will lead to a continuous reduction in the remaining supply. The quarterly buyback budget will be used to buy back as many Pocket Coin as possible. Holders may list their coins for sale on the market at their desired sale price and then wait for the supply to diminish and the price to rise.

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