

## PROJECT BACKGROUND

The rapid development of Virtual Reality (VR) since 2015 has led an explosive growth of AR/VR/360 contents that include games, photos, and videos. While game startups and hardware manufacturers are focusing on the entertainment market, the real burgeoning market has yet to become the next growth driver - VR Advertising. The massive AR/VR/360 market adoption will not grow without a sustainable monetization model given the high cost associated.

## SOLUTION

CyteCoin is designed to solve the problem by providing a decentralized platform among advertisers, content producers, event organizers, sponsors, influencers and audiences to reduce the cost of producing AR/VR/360 advertisements and at the same time establish an ecosystem for audiences and influencers to get rewarded by viewing and promoting AR/VR/360 marketing materials respectively.

## WHY CyteCoin?

The CyteCoin protocol is the only end-to-end & automated solution in the VR/AR/360 advertising industry. CyteCoin even extends its capability from online to offline by providing extra participating reward if an audience visits the merchant's shop or event.

Supported by VirtualCyte, CyteCoin is able to provide not only market leading AR/VR/360 technology but also premium events/products/services by leveraging VirtualCyte's strategic partnership with key players in the respective fields.

## TOKEN ECONOMY

Advertiser pays CTC to start an ad campaign in CyteCoin Smart Contract.

Sponsor can pay at discount to ad campaign if payment is in CTC.

Content producer will receive CTC for producing the content and every view and conversion incurred.

Influencers will get rewarded by promoting the ad campaign while audience are able to get CTC by engaging with the content.

## TOKEN DISTRIBUTION

|     |                    |
|-----|--------------------|
| 30% | Token Sale         |
| 37% | Partner Engagement |
| 12% | Management Team    |
| 15% | Platform Reserves  |
| 3%  | Legal & Advisory   |
| 3%  | Bonus & Bounty     |

## FOUNDING TEAM



Peter Yu  
Founder | CEO



Kevin Chan  
Co-Founder | COO



Lucas Lei  
Co-Founder | President

## NOTABLE ADVISORS



Dean Head  
Entertainment &  
Movie Advisor



AJ Redmer  
VR Industry  
Advisor



Kenji Cheung  
Cryptocurrency  
Investment Advisor

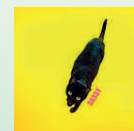
## PARTNERSHIP



PayCent  
Singapore



Nogizaka46  
Japan



Sassy  
Macau



LifeTV  
Hong Kong

## ICO DETAILS

Token ticker: CTC

Pre sale: Ongoing

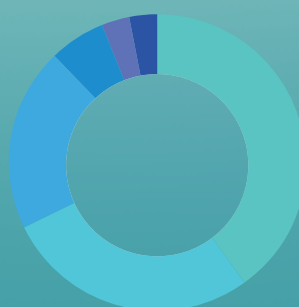
Public sale: June 16, 2018 11 AM HKT

Hard cap: USD 15,000,000

Max number of tokens sold: 300,000,000 CTC

Accepted payment methods: ETH

## ALLOCATION OF PROCEEDS



|     |                        |
|-----|------------------------|
| 40% | Staffing & Development |
| 28% | Marketing              |
| 20% | Regional Expansion     |
| 6%  | Operating Expenses     |
| 3%  | Advisor's Incentive    |
| 3%  | Legal & Finance        |