



WHITEPAPER

ShineCoin ICO

July 2017

1. INTRODUCTION

The porn market volume is increasing its growth rapidly. According to Kassia Wosick, the porn industry is worth approximately **\$97 billion**. However, this data is obsolete and it is hard to define it.

Most people watch porn. It confirmed statistically by many studies and surveys ([link](#)). Moreover, you are familiar with it and used it, although not everyone dares to admit it.

Those who visited suchlike resources also faced webcams chats. We are going to tell you how to save your money or get twice as much content and pleasure. If you have never experienced this kind of things, we will tell you everything about it here. In addition, we will tell you how to make money on this and not only as a model.

When the internet didn't exist, there were strip clubs where you could feast your eyes on beautiful bodies, have a chat, relax and relieve your tension. After the internet was invented and its bandwidth increased webcam studios began to appear. The models were able to reach a larger audience, to work in secret from their cities and the most importantly to do it safely. But webcams studios took most of the income, reaching up to 75% of it. It changed when centralized webcam sites were formed and models could work directly without a participation of any studios. Webcam sites have the ability to buy large amounts of traffic, which reduces costs per model, which is why models earnings increased up to 50%.

There are dozens of such sites now.

And it's time to aggregate them all to make a convenient tool for the models to perform on various Webcam sites simultaneously, that's what we started to do.

2. ABOUT THE PROJECT

Webcam chat is a resource where users can find a live dialog with a model to meet their needs for communication, advices, emotional and sexual detente. When you are tired of watching porn and want to find something new, webcam chat gives you interactive live communication. It is not a porn – it's more about eroticism, beauty, flirting and interaction. This is a strip club on the Internet.

It is also a solution for lots of people as a way of monetizing themselves, their bodies, excluding the risks associated with prostitution (HIV, problems with the law, violence, etc.). We are against prostitution and offer an alternative. In most countries, this activity is legal, since it's more a strip club than a brothel. This is an opportunity to be independent of a work schedule or location for models. They can communicate and earn money at their convenient time and place with a free schedule.

HOW DOES IT WORKS?

It's enough to have a camera and computer for a model or even a tablet or smartphone would be suitable. The model signs up for our resource, verifies her age and everything is ready to go. Communication takes place in a real-time. You can limit your appearance for a city, state or country to maintain your privacy. Models are able to make group paid shows and private chats with users.

Since the ShineCams.com project enters the existing competitive market, we can't reveal all advantages and features our models and users will receive. But there are many models that already want to work with us. So maybe your favorite model already is a part of our project but does not advertise it yet. They will sign up for our services very soon.

At first It will be experienced and trained models, who know a lot about their business. At the same time, they won't stop working at existing sites but their work will become more convenient with much profitable income.

3. OUR TEAM

You would hardly like to tell about your sexual preferences and fantasies to everyone around you. Therefore, we are confident that you'll appreciate our need to remain anonymous.

Anyway, we will tell you about us with no details or examples.

We have a transnational team that is why the final place for our headquarters is not yet determined.

Many countries have their discussions on blockchain and crypto-currencies related issues. So many countries, so many discussions. So our choice of jurisdiction requires additional time and calculation, but this doesn't stop us and we will make the decision soon.

THE TEAM CAN BE CONDITIONALLY DIVIDED INTO 3 PARTS:

PROJECT LEADING IDEOLOGISTS are specialists in the field of business, business model generation, new products, product release, process optimization, productivity increasing etc. including major international brands employees (That's why we have to hide our identity).

IT EXPERTS are professionals in their field; they are the ones who created web sites when the internet was available only through squeaking modems, highly loaded IT systems architects, creators of colorful and exquisite projects. (They have active obligations to support state IT systems; they also have to hide their identity).

MARKETERS AND INDUSTRY REPRESENTATIVES. They are former models or those who are still working. They know from their own experience what users and models want. Moreover, they know some new and marvelous things that must be brought into the industry. They have broad social connections with the top-end models of the industry. (Since the core of this category are current models, they have to stay in the shadows to incur no wrath of their "employers").

4. SHINECOIN

ShineCoin – the accounting unit that gives a 50% discount for adult services in our network ShineCams.com. The token does not provide dividends and a holder of this token does not have the right to demand a repurchase from the issuer.

USING OF THE TOKEN ON SHINECAMS.COM IS AS FOLLOWS:

User can replenish his internal account on ShineCams.com in any convenient way (Visa, MasterCard, mobile operator, paypal). A price of a unit will depend on the amount of replenishment (the more replenishment is the less the price per unit), but only payment with ShineCoin guarantees the lowest price for one unit regardless of the amount of replenishment. And this is twice as much fun and pleasant content!

The question of saving will lead the members to use ShineCoin, which will provide demand for this currency on exchanges. Why ShineCoin payment will convert into the internal currency of the site?

For convenience of pricing services of our models, so that the price of services does not depend on speculative currency fluctuations. Because stability of a service price is a guarantee of our models' tranquility. Happy model = Enthralling show! However, the models and the supplier have the right to choose the currency in which they will receive income (in accordance with the current exchange rate).

WHAT DOES SHINECOIN POSSESSION GIVES ME?

1. You get a 50% saving of your money when paying for services on ShineCams.com or 2 times more content for the same money.
2. ShineCoin is a crypto currency with secured demand and limited output, which means that its value will grow with time.
3. You will receive bonus ShineCoin every day for 2 years as our thanks for buying ShineCoin for ICO. You can spend it on shinecams.com or sell it on a currency exchange.

5. ICO PARAMETERS

Up to 10 000 000 SHINE will be released, this is the ICO's ultimate limit. It is necessary to collect minimum \$ 250 000 or 1250 ETH according to the current rate. The upper limit is set to 25 000 ETH. Accordingly, you can buy 400 SHINE for 1 ETH.

How will collected funds be spent is described below.

The contract will give out 15% of money to the team upon completion of the ICO and then immediately freeze it for a year. We are interested in ShineCoin price increasing like no other, the project enters the market six months after the ICO, and we will get access to ShineCoin only six months later.

We plan to reward SHINE owners at the end of the ICO for the fact that they bought our coins and not going to exchange it too soon. It is important for us that, at the end of the ICO, ShineCoin would be supported by a low offer on the exchange, so deals would be only made for the benefit of its holders.

The reward program for ShineCoin ownership will lasts for two years, and it is divided into 4 stages:

| | Stage duration | Interest rate per 1 day of ownership, % | Length of SHINE ownership |
|---------|---|---|---------------------------|
| 1 stage | From the day of ICO start till the end of the 3rd month after ICO | 0.0029 | > 15 days |
| 2 stage | From the 4th month till the end of the 5th month after ICO | 0.0023 | > 10 days |
| 3 stage | Expires on the 6th month after ICO | 0.0018 | > 5 days |
| 4 stage | From the 7th month till the end of the 2nd year after ICO | 0.0012 | > 24 hours |

Length of SHINE ownership (hereinafter LoSO) is a duration that allows ShineCoin to be obtained with additional emission.

Until the end of ICO, the transfer SHINE is automatically disabled.

5. ICO PARAMETERS

HOW IT WORKS?

An additional emission in a favor of the ShineCoin holder is carried out with an outgoing transfer if the holder did not have any activities on its SHINE account while LoSO was lasting. Remuneration is calculated by the rules of the compound interest for each day of ownership.

For example: a customer bought 100 SHINE on August 1, if the customer would transfer its ShineCoin to an exchange or to another wallet on August 8 in the same year, then no additional emission would be made. However, if the customer would transfer its ShineCoin on August 20, it would receive additional Coins for each day of ownership in accordance with the current interest rate.

An additional emission in a favor of the ShineCoin holder will be made with each incoming transfer if the holder receives more than 1/3 of SHINE that it had before the transaction, and at least 24 hours have been passed since the last transfer. The reward is calculated according to the rules of compound interest, and it is calculated for each day of ownership.

For example: a customer has 100 SHINE on his account, it was bought 5 days ago, and customer had no transfers for these 5 days.

If the customer would receive 40 SHINE to his wallet today, then for the first 5 days of the ownership an additional emission would be issued in accordance with the conditions described above (both conditions are fulfilled).

If the customer would receive 10 SHINE to his wallet today, there would be no reward («1/3 term» is not fulfilled).

If the customer would receive another 100 Coins to his wallet in the same day, there will be no reward («24 hours term» is not fulfilled).

In addition: It also should be noted that carrying out of any transfer (both outgoing and incoming) resets the LoSO counter.

6. HOW MONEY WILL BE SPEND?

This issue is very important for us. Our project has become interested by fiat investors (they don't want to tell their names), and they are ready to invest a lot of money. But since fiat investors are chasing profit, and our mission is to raise the level of income for models, we abandoned the proposed investments. Satisfied and happy model = dazzling show = happy and satisfied users. We focus on crypto-currencies to reduce the cost of financial intermediaries.

We need \$ 250,000 to complete the development and start-up the system. 15% of the ICO money will be spent on administrative issues (specialists relocation, rent, necessary equipment and other administrative expenses). The remaining funds will be spent on marketing activities. The industry has developed a principle, the larger budget for a traffic purchase, the faster project gets to its feet.

MARKETING IS DIVIDED INTO TWO AREAS:

1. Buying of targeted adult traffic on specialized exchanges. Payment is made for a click. This is a cheap way to advertise but the conversion is very small.
2. Affiliate program:
 - **REFERRAL SYSTEM.** A percent of an attracted asset turnover will be given for every invited partner, model or user.
 - **CENTRALIZED ADVERTISING** materials for posting on the partner's sites with payment for each user sign-up confirmed by email.
 - **WHITE LABEL** – a partner under its own brand creates a clone of Shine-Cams.com and receives income as it describes above. It solves a number of questions on the site mirrors, adaptation and translation it into national languages and so on. Moreover, it is the most profitable solution for a partner.

7. ROADMAP

- 12/02/2017** The birth of an idea.
- 1Q2017** Market and competitors study, forming a business model
- 2Q2017** Team building, technology research, architectural model design, market research among models and users.
- 2/07/2017** Abandoning fiat investments in favor of ICO, for lack of a race for profit and greater profitability for models.
- 20/07/2017** Pre-ICO start announcement
- 25/07/2017** Start of Pre-ICO ShineCoin.
- 25/08/2017** End of Pre-ICO ShineCoin
- 3Q2017** Start of development, contracting with suppliers, preparation and implementation of ICO, marketing activities to attract models.
- 4Q2017** System development and final testing, translation into different languages, models registration, system development and creating of the affiliate program materials for traffic providers.
- 4Q2017** ICO ShineCoin
- 1Q2018** System release, introduction of new functions that weren't include in the final release, preparation for VR video broadcasting (360), marketing activities to attract users and partners (traffic providers)

8. RISKS

All risks are minimized. You are investing in the existing industry with a clear mechanism of work. We keep part of the currency as a guarantee that we are most interested in its growth, while we cannot use the currency earlier than a year after the ICO's end.

Will competitors and existing players resist our market entry?! The business model and product are created in the way that our appearance will be an advantage for them, new models will come to their sites, besides it will be well trained and working hard models.