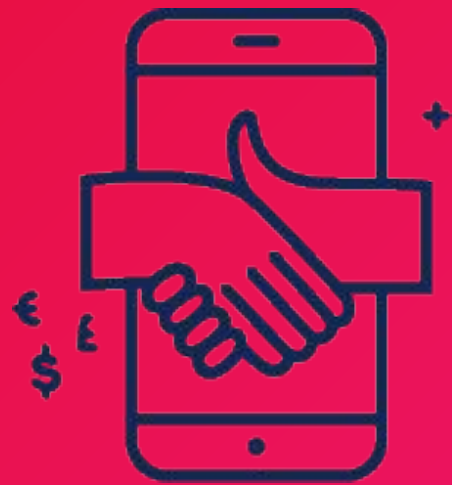




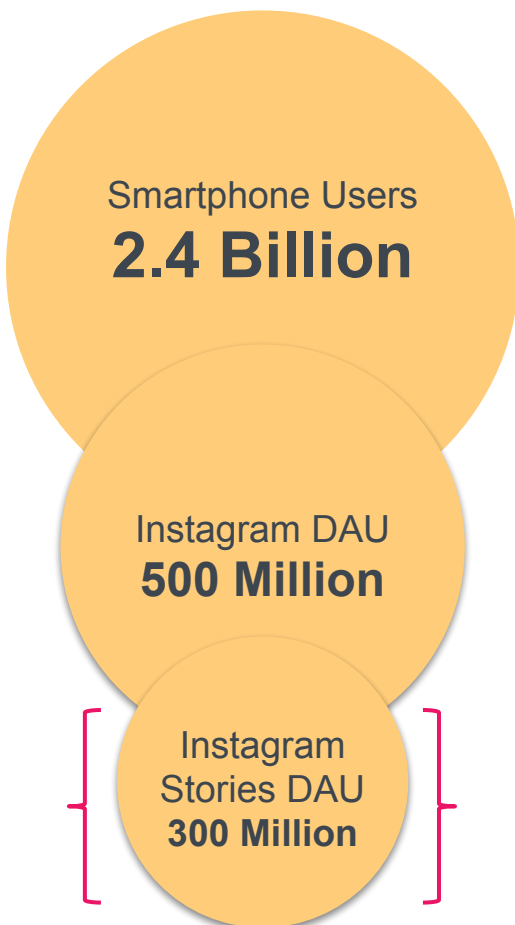
A user-generated video marketplace powered by blockchain.



OPPORTUNITY

Marketers are trying to find authentic videos to engage their audiences, while people are leaving valuable video-content to be forgotten in their smartphones.

MARKET SIZE



81 percent

Businesses are using video in marketing campaigns, which is an increase of 18% since 2017

\$138 billion

Will be spent on video marketing this year in the US alone

6.8 times

User-generated content engages more users than branded content

300 million

People use Instagram Stories daily

Video marketing is on the rise!

PROBLEM

Nowadays, marketers cannot easily access user-generated videos.

- ⦿ Finding good user-generated footage is a labor-intensive process
- ⦿ Obtaining permission and staying copyright compliant is complicated
- ⦿ The process of properly compensating video creators is not possible in-house

Everyday creators don't have adequate tools to smoothly generate video storytelling.

- ⦿ People enjoy moments together but memories are captured on separate smartphones
- ⦿ Curating and collaborating is near impossible with the video tools that exist today
- ⦿ The monetary value of such content is left completely unrealized

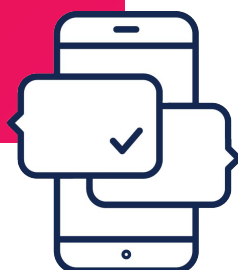
SOLUTION

A mobile marketplace powered by blockchain for marketers & creators to produce videos together.

- ⦿ Marketers and creators can connect directly
- ⦿ Smart Contracts and the immutable ledger will protect ownership and conditions
- ⦿ MOBS tokens provide the opportunity to properly reward video creators

Mobs helps creators realize their full potential with a smart crowdsourced video tool.

- ⦿ Creators can organize friends and their content in MOB chat groups
- ⦿ Our AI-powered editing feature will take care of the curation process
- ⦿ Videos can be posted in the marketplace for new, exciting possibilities and gain



Bring on the video disruption!

BUSINESS MODEL & REVENUE

A marketplace with a focus on user-generated video combined with a native token to power the platform's economy.

- Commission per content-licensing agreement
- In-app purchases for premium features to cater to the more creative user



VALUE PROPOSITION

- Access to user-generated video with an efficient Business-transaction platform
- Marketers engage their audiences on a deeper level
- Fun and easy tools to make better video content with friends
- People get paid for assets they didn't know they had

COMPETITIVE LANDSCAPE



P2P Video Marketplace



AI-Powered Video Editor



Scalable Rewarding System



Collaborative / Crowdsourced



TGE & DISTRIBUTION

Total Supply
200,000,000.00

Token Sale
100,000,000.00

Ticker
MOBS

Soft Cap
\$1M

Hard Cap
\$15M




- 50% ● - Token Sale
- 26% ● - Rewards Reserve
- 8% ● - Founders
- 8% ● - Team & Advisors
- 6% ● - Referrals & Bonuses
- 2% ● - Bounties

USE OF MOBS TOKEN


We have used William Mougayar's approach to define the value and benefits of MOBS tokens.

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


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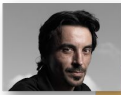
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