



## Please read this before continuing!

By clicking this button and continuing to access the **Short Paper** document I do hereby confirm that I am not (i) a U.S. Person; (ii) a member of the public in the Cayman Islands; (iii) acting, directly or indirectly, in contravention of any applicable law; (iv) a politically exposed person; (v) subject to any sanctions; (vi) a person that has been involved or investigated at any time in connection with any type of activity associated with money laundering or terrorist financing or any other applicable anti-corruption or anti bribery statute; or (vii) a resident in, or a citizen of, any jurisdictions which prohibits the acquisition of cryptographic tokens.



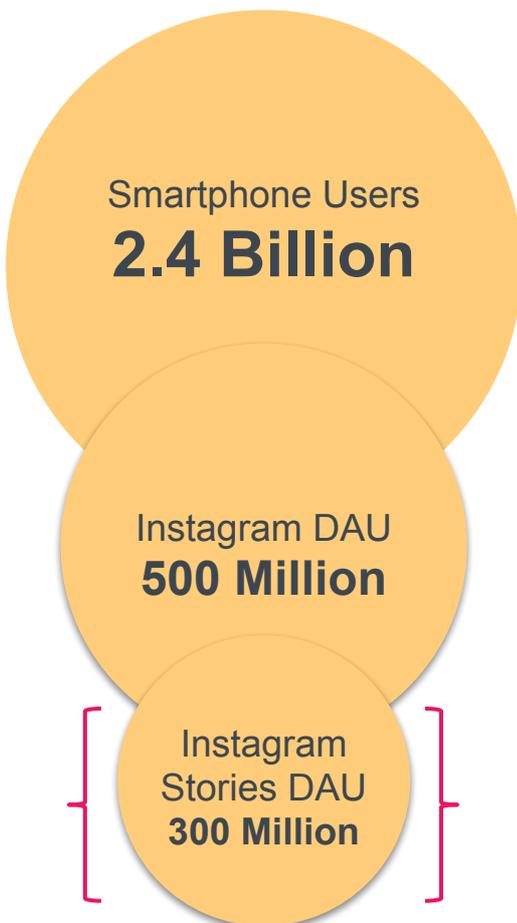
A user-generated video marketplace powered by blockchain.



## 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

\*DAU (Daily Active Users)

## 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

## 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

**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

**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



## TOKEN GENERATION EVENT & DISTRIBUTION

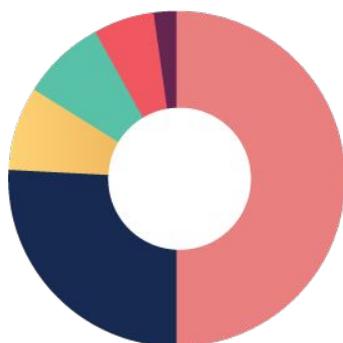
**Total Supply**  
200,000,000.00

**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

ROLE	PURPOSE	FEATURES
Right	Bootstrapping engagement	Product usage Product access 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

## TEAM



**PAQUEL H. SCHAFHAUSER**  
CEO & Co-Founder



**ALEX VERDAGUIER**  
UX & Branding



**MAX GAVRIUK**  
Blockchain Developer



**MATTHEW LOUGHRAN**  
Marketing & PR



**ANDRES H. SCHAFHAUSER**  
CTO & Co-Founder



**REX CHING**  
Backend



**JOAQUIM MATINERO**  
Legal, Spain



**JONATHAN TURNHAM**  
Legal, Cayman



**DANIEL SLOAN**  
ICO Inv. & Strategy



**ARTURO DURAN**  
Advisor



**VERONICA TORRAS**  
Advisor



**JOHN PATON**  
Advisor



**MYLES WEINSTEIN**  
Advisor



**JOAN MANEL VILASECA**  
Advisor & Investor



**ANDROKLIS POLYMENIS**  
Advisor

For more details check our website [mobs.video](https://mobs.video) or send us an email to [info@themobs.com](mailto:info@themobs.com)