

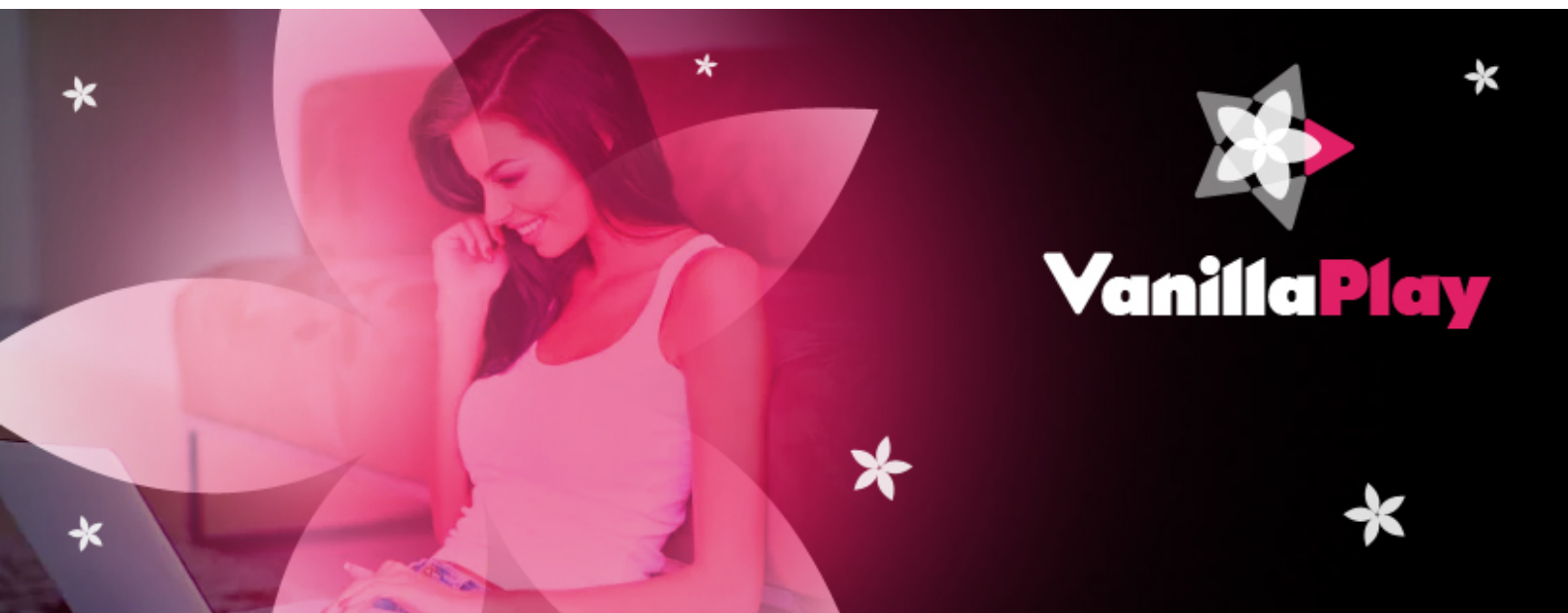
VanillaPlay

<https://www.vanillaplay.io>
<https://www.vanillaplay.io/#contact>

Whitepaper

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Project Overview

There appear to be infinite possibilities when it comes to leveraging blockchain onto our day-to-day life - some are straightforward, some are less. We are exploring areas where the key wins of blockchain are most needed: privacy, decentralization that leads to untraceability and protection against government denial of service, cost-efficient direct payments, less authority intervention.

With all this in mind, we are now launching VanillaPlay to become the largest decentralized erotic web-cam service globally as a fully blockchain enabled project that looks at fair-trading in respect of models (increasing the model pay from the standard 50%-or-less to 70%), the premiere of allowing viewers to make money as well as video relayers, accepting digital affiliates to organically grow our business in a decentralized way.

We are looking at an industry of US\$2-3 billion in 2016 in which models only get paid 50% at max and the rest stays with the 'host'. We are building VanillaPlay to contribute to the industry growing further and all this while offering not only an increased pay for the models, but also the opportunity for new players to make as much as 20% as Video Relayer or Digital Affiliate.

VanillaPlay aims to disrupt the established oligopoly by creating a **decentralized videochat ecosystem**. Payments will go from viewer to model directly via smart contracts. The conventional 50% model revenue will be increased to 70% while the other 30% will be distributed amongst viewers and developers.

VanillaPlay is marking an industry first as we are also adding a new set of players to this game: the streaming relayers and the affiliates, allowing the users to gain up to 20% on the total amounts paid by viewers.

Fair-trading and legality are very important to us so when we saw the potential to reduce the system costs, we decided to allocate that amount of money to the models. We will significantly increase models' revenue while also dropping the price for the viewers, so both models and viewers will be easily motivated to switch to our new platform.

Privacy is essential especially due to the nature of the industry. We are looking to secure the privacy for all:

Models: identity for minimum legal required age would be done independently.

Viewer: the personal data required to log in is limited and always in your control;

Relayer: these are critical as no government or authority can technically-reasonable deny access to the service if it is relayed via hundreds of thousands of small independent nodes.

All **payments** are managed via blockchain with all the privileges of its security.

The VanillaPlay token is needed to access the services and is the form of remuneration. To make sure that this is easily available, in 6 days post ICO completion, the coin will be available for **purchase and trading** on exchanges and later directly on our website. The services will be priced based on time-usage of service and the fees will vary so as to keep a competitive price, but will be adjusted to reflect the quality of service, popularity and ratings, ensuring high and sustainable quality comes first

Be part of the change

Like Uber and other business revolutions, you can easily choose your role: viewer, model, relayer, digital affiliate and start earning money immediately and as you go.

We believe in this project, in the premiere we're marking and the core values of the project and we'd love you have you joining our effort in challenging the status quo!

Be part of our change now and you will get additional "Founder" privileges for being together with us since day one and these are related to access, prices, voting rights and some more.

Our vision and mission and objectives

Our vision is to become number one for everyone in a world in which the need for intimacy and pleasure is ever growing but the time, security and privacy are more and more at pressure.

Analysis undergone by BBC journalists place the industry size at US\$2-3 billion in 2016 alone and based on the intelligence gathered from Alexa (an Amazon company), the major sites keep on growing in terms of traffic and usage. The challenge is - it's mostly the large ones that are getting larger. Even with the franchising system in place, the industry slowly

concentrates around a couple of very powerful players. All this while models are only getting 50% or less of the revenue.

VanillaPlay aims to disrupt that by decentralizing the market and allowing the users to gain money as well, marking an industry first! And now you have the opportunity to join our change!

Our mission is to provide an uncensorable, interactive video-chat experience over a blockchain-enabled, decentralized open-source network. Anyone can contribute either as a model, streaming relay or digital affiliate and everyone gets rewarded directly in the most private, safe and equitable 1-to-1 electronic way.

Our objectives focus around:

- Securing **privacy** for our users and all members of the eco-cyber-system;
- Making sure that no authority can **censor the service** and limit your access to our platform;
- Making sure the system is ran in the most **cost-efficient** way so that models get a **better pay**, and most importantly **users can gain** significant amounts of money by **relaying** the video stream for other users or acting as digital **affiliates** with full support from VanillaPlay;
- **Challenging** the conventional ways of doing business by introducing new players;
- Building an ecosystem that facilitates **fair-trading** and **fair-pay**.

You will never have to worry again about **privacy** when using and paying for the service as everything will be blockchain based - untamperable, undecodable and most importantly - untraceable back to you.

The service will be **available for you wherever** you are **and whenever** you feel the need and desire for it. As it will be operated in a decentralized system, the users can chip in by acting as relaying servers and get repaid for that. Thanks to this, we will not operate on large centralized servers only and no authority will be able to block all relaying nodes as they will constantly change and tend to become uncountable.

This way, blockchain empowers us to make sure that you get all the content you want - when you want it and where you want it.

We all know video-chats pay extremely well but what if we make that better pay even better for models?

We also know that video-chats are good business for hosts (and models alike). But all this is based on the money that users pay. And that is traditionally single-sided (i.e. money only flows out from users and into the system).

VanillaPlay aims at making this a two-way relationship and empower users to gain money as well while enjoying the service. This will gain the users money and will also empower the network, enlarging it and making it more accessible to others.

We act globally, but VanillaPlay will be as local as it gets! It will be reliably available wherever you are and it will not use complicated cross-country/cross-continent streaming. Users will enjoy the high-speed and reliability from the local relayers. You will not know whether you are getting the stream from one of our main servers or from a relayer or where the relayer is located. And the best thing about that is that nor will the authorities know and hence, they can't censor it.

We are challenging the conventional way of doing business where the viewer pays and the fee is split between model and host. We are now introducing the Relayers and the Digital Affiliates that can earn too as high as 20% of the fees (just think again back at the industry size we were mentioning!).

The context

Although Maslow's Hierarchy of Needs states that the basic human needs are food-related, reality often contradicts it. Social needs like communication, affection, and fulfillment are more important for modern people than even food, especially for those in developed societies. This is why VanillaPlay has every reason to grow in the future.

Analysis undergone by BBC journalists place the industry size at US\$2-3 billion in 2016 alone and based on the Alexa (an Amazon company) intelligence, the major sites keep on growing in terms of traffic and usage. The challenge is - it's mostly the large ones that are getting larger. Even with the franchising system in place, the industry slowly concentrates around a couple of very powerful players. All this while models are only getting 50% or less of the revenue they generate.

The broader view

There is a vast number of users on both sides of this market. A few statistics:

- There are tens of thousands of models around the world, with an average of 25.000 models online at any given time
- Two of the most popular video chat services get in excess of 20.000.000 unique visitors / month each¹
- A significant number of websites in the top 800 are video chat sites with Alexa.com confirming that the highest ranking ones always in top 200 globally²
- According to CNBC.com in 2016 the adult webcam industry currently topped \$3 billion in revenue a year and it keeps growing fast. Collectively, the sites are estimated to be visited daily by some 5 percent of the Web's global users, with a constant increase.
- Most video chat services are charging models a 50% or higher fee; the remaining part of the revenue always goes to the main website and the franchising studio.
- A model's profits can vary considerably, between 5.000 USD/month sometimes up to 75.000 USD/month (this large variation occurs because of the marketing strategy, personality, looks)³
- Some models gained up to 40.000 social media followers
- 65% of the men between 35 and 65 years old use video chat and online dating services, spending a monthly average of US\$300⁴

The numbers above show that we are dealing with a stable industry, a continuously growing market and a significant income generator. We found that models and viewers have little attachment to the existing platforms. Both parties will be easily motivated to switch to our decentralized new platform for the right incentives: a better service at a much better price and with potential to gain money as relayer and affiliate.

- Why is the video chat industry doing so good and why will it continue to grow?

¹ According to Alexa.com

² According to Dailymotion.com

³ According to Gizmodo.com

⁴ According to Franchise.ro

- Technology isolates people, leading to a higher need for human interaction
- Provides a safe place for those in need of affection which are too shy and prefer avoiding physical contact
- Video-chat allows people from different cultures to sexually interact effortlessly
- Offers a safe and secure working place for models
- Offers all the advantages of self-employment - not only for models, but rather for all profit-generating parties involved.

What's in it for everyone

What makes us different. In the current market, a small number of videochat firms have the large majority of market share. This is an oligopoly in which the existing companies are able to set the prices, and thus keep their profit margins artificially high, above what a truly free market would allow. We aim to provide that free, decentralized video-chat market.

By disintermediating the existing market and encouraging competition we will be able to offer lower prices for viewers, higher earnings for models and also offer revenue to a new type of player: the streaming relayers.

Higher revenues for models. Most of the video chat websites are charging models more than 50% of the revenue. VanillaPlay will significantly increase models' revenue up to 70% while also dropping the price for the viewers, so both models and viewers will be easily motivated to switch to our new platform. This will be achieved by eliminating the centralized system and the credit card payment complications and fees

VanillaPlay is an ecosystem, not a business. We are allowing everyone to earn no matter what side they want to play. Our goal to build the open source video chat platform and then kickstart the ecosystem by offering and sustaining a reasonable number of video streaming servers on each continent and then allow anyone interested to join the network as a relayer. Relayers will be able to easily broadcast through their own streaming servers, affiliates will be able to create and promote websites and models - all of these offering a level playing field and an earning opportunity for all.

Uncensorable access. VanillaPlay will bypass all network restrictions without the need of any VPN solution; the streaming relayers (the new player that we added to this ecosystem) will deliver high quality video from their IP addresses. One of the advantages of the decentralized video chat service is that no authority will be able to restrict viewers' access. No more using laggy VPN services!

Direct, fast payments. All payments will go directly to models without going through any centralized payment system. No minimum payment required. Models will be able to cash in their tokens immediately after they receive them. Since viewers send tokens directly to the model and no intermediary is involved, there is no payment limit, no delay, no minimum threshold. VanillaPlay will offer continuous payments for models. There will be no minimum payment threshold, no limitation whatsoever.

Seamless video. In the beginning, there will be at least one powerful data center per continent with as many nodes as required in each key market together with reliable back-ups. We will adjust that on an ongoing basis based on the dynamics of views and users accessing. After the first video streaming servers will be fully functional, we'll pass video streaming through relayers PCs. The same relaying software that we'll use on our video streaming servers will be publicly available to everyone, leading to increased video quality for the end user and additional revenue for the relaying partner.

Fully anonymous payments and additional safety. The blockchain technology will allow fully anonymous payments to the models without requiring them to disclose their real identity. Payments usually expose the models because they need to share their PayPal or banking account to either the video chat service provider or to the viewer directly. Payments will go directly from buyer to seller without any intermediary. Our platform will eliminate this unnecessary exposure. More than this, minimum age verification will go through a third-party decentralized service (like CIVIC or similar).

Privacy for viewers. Offers anonymity in front of the video chat service provider not only for the model, but for the viewer as well: no financial and personal data is ever disclosed to VanillaPlay since all payments will be blockchain-based.

No more money laundering. Sometimes video chat companies use their models to get money from other sources. The studio gets paid for a "private session", so the money comes

back clean. The model gets a (very small) part for their involvement. A decentralized system will eliminate this.

Additional players are welcome. What role do you want to play? Choose one or both and earn additional revenue!

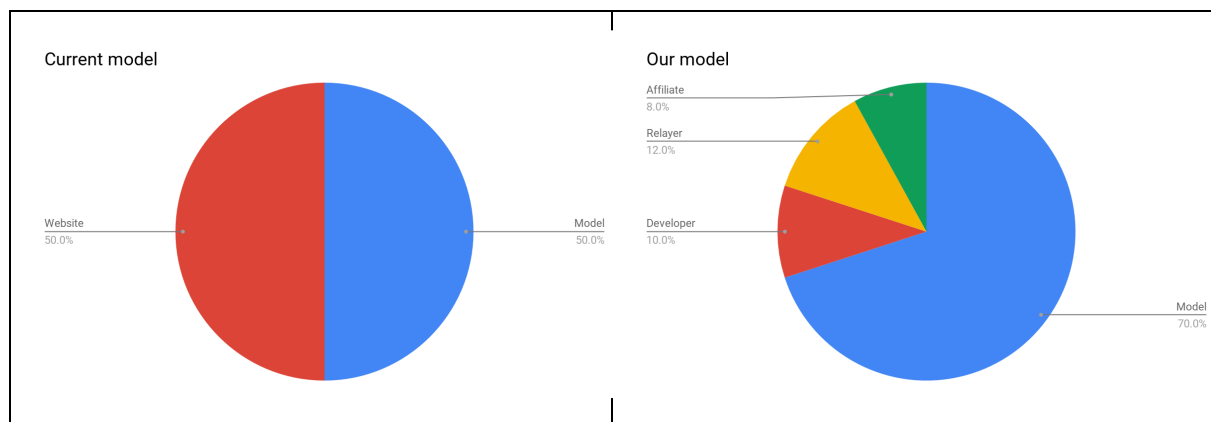
- **Relayer:**
 - Will re-broadcast the live stream to improve video quality and to ensure access to users located in restricted areas
 - For this task they will be able to use either their home PCs (as long as they have a powerful Internet connection) and even develop their own servers. A special VanillaPlay toolkit will be available.
 - Perform various tasks requested by the models (setup and/or maintaining of their online accounts, etc).
- **Affiliate:**
 - Can post on social networks and forums information about a model's appearance schedule, can buy ads
 - A website toolkit will be available for all VanillaPlay affiliates. Building your own website will be easier than ever. If you know how to promote a website, let us take care of all the technical details behind the scenes. Website partners will be offered the same software that our servers use. This will enable them to easily develop their own video chat website based on the main models database
 - Get get additional tokens when a model joins VanillaPlay through their affiliation link

Affiliation programs for distributors. The adult industry continues to evolve beyond our imagination. The ecosystem that we are building is welcoming technical solutions partners, online markets for wishlists, etc.

Correct pricing. The token price will fluctuate according to supply and demand and will be adjusted to keep parity and be sensitive to quality, ratings and service.

User surveys. We are already working with a team on research and identifying opportunities, but we want to hear your opinion directly! In order to better develop the VanillaPlay ecosystem we'll send out several user surveys during and after the ICO. The other surveys will be sent after the ICO ending and will include feature voting requests. Each Founder's Token holder will be able to influence the direction this project will take. The weight of each vote will be proportional to the number of VPY tokens in his account.

Business model



50% Chaturbate, LiveJasmin, etc	10% VanillaPlay Developers
50% Model	70% Model
	12% Relayer
	8% Affiliate

Most video chat services use a simple and profitable payment mechanism. They sell tokens to the viewers at a price between 0.08 - 0.11 USD / token. We'll take into account a medium value of 0.10 USD / token. Tokens earned by the models are then bought back by the video chat service at a lower fixed price of 0.05 USD / token. The earned revenue is in fact lower than 0.05 USD / token because transfer fees are always charged to the model. These additional fees depend on the payment solution chosen.

VanillaPlay will use a different mechanism, eliminating the intermediary: tokens will be sent directly from the viewer to the model using automated smart contracts. Only 30% of the transferred amount will be redirected as follows:

- 12% to relayers
- 10% to developers
- 8% to affiliates

This leads to 70% revenue quota for the model with no other additional fees. In order to generate competition affiliates will be able to lower their revenue and redirect it to models (they will not be technically able however to reduce the model's' payment).

The split within the 30% above will be subject to open debate and voting for the holders of Founder Tokens distributed during the ICO phase, proportionally with the amount contributed initially.

There will be two separate payment flows:

- From viewer to model in the chat room (where the 12% + 10% + 8% schema will apply)
- From a user to another user on the exchange platform - where no fee will be applied (transfers will be added)

Models brought in by an affiliate will bring the affiliate (relayer) an additional 5% of the revenue. These 5% will be deducted from the developer's revenue, so it will not decrease model's revenue.

A percentage of the initial profits will be subject to voting and will be used the best way the community decides.

As you may now payments might be a little slow sometimes. Waiting for confirmations might lead to a bad user experience especially during a live broadcast. We'll solve this issue by linking transfers to a a synced database that will validate transfers before they happen. This will insure faster, real-time transfers from viewer to model while also adding a supplementary security layer.

As a measure to promote quality and sustainability of our service delivery, the remuneration will be split in two: a component payable immediately and a component vesting with simple criteria: time (1 day-delay) and up-time (the need for the model to re-join the platform in a certain period of time) and others under development. This will be applied to both models and affiliates and will be governed automatically. The material part of the fee will always be payable immediately, but the small vesting component will be enough incentive to make the model more sustainable.

As soon as we reach the critical mass point, decentralization leaves us in the position of a developer and facilitator. This means that we build VanillaPlay as an ecosystem in which everyone plays a critical part: Model, Relayer (replacing the conventional servers), Affiliates (replacing the route-to-market and part of the support).

The ecosystem would sustain itself, but we will always be here to support it with helpdesks, managing the back-end of the infrastructure and making sure we're always ready with backup servers so that you can enjoy the best experience.

Relayers will receive 12% of all transactions going through them. Relayers will continuously sync between them the list of logged in models, viewers and other available relays. All relayers will use the same model pool.

Sustainability through vesting, subsidies and rewards

In order to assure a more rapid adoption from models and to stimulate content generating from day one, we will set-up a subsidy and reward fund for models. This will be initially be sized at 5% of the collected amount. Depending on the performance, this will later be topped up from contributions made out of the remaining 30%.

Start-up subsidies

Each day, during the first year (or until the threshold defining the criteria of success has been met), we will distribute to the models that are on-line a number of subsidy tokens.

They will be eligible to receive them proportionally to the number of hours spent on-line weighted with the number of users accessing their stream.

The thresholds and formulae will be open for anyone to understand and review. The 'difficulty' will be adjusted to ensure a constant and sustainable flow of content for viewers to access in the 'incubation period'.

In order to incentivize regular access rather than something one-off focused on subsidies, these incentives will have a vesting component.

The principles behind the vesting are:

- A. **Time** (50%-66% is granted in the current day and the remaining 34%-50% are granted in the following 1 to 2 days)
- B. **Activity** (keeping a minimum threshold of online time weighted with the number of viewers).

If the vesting conditions are not met, then the remaining part of the unvested subsidy is returned automatically in the subsidy fund.

Second-stage reward scheme

Following this initial roll-out support over the 'incubation period', we plan to support quality and sustainable, continuous service delivery by applying a reward scheme to boost competitiveness amongst models.

The principle behind is that the top 20 models will be eligible to receive additional rewards proportionate with the number of coins they gained from viewers - either for standard video, or as private spend.

To indirectly stimulate the repeated accessing of users, one of the factors influencing the model reward will be the chain of votes received from users.

The principle behind is that the reward will be influenced not only by the number of individual votes received, but by 'chain' created by the repeat-votes received from one day to the other. If the 'break' between votes is larger than a pre-set time-frame (i.e. more than 3 days apart), then that whole chain is dismissed from calculation. Furthermore, to stimulate fair competition, the validity of the 'chain' of votes will be dependant on the time spent by the voting users in session as well.

The incentives and reward schemes will be subject to open debate and voting for the holders of Founder Tokens distributed during the ICO phase, proportionally with the amount contributed initially.

The payment

For the decentralized payment system and to make sure privacy and safety are in focus, we will work with smart contracts.

- One initial contract that defines that token in accordance to ERC 2.0 standard and allows simple token transfers either between an exchange and user or between users;
- This contract will store in its data the number of tokens held by each user.
- One contract that would define whether an account is authorized to broadcast (i.e. whether the model has passed the minimum legally required check - i.e. age). This contract will store in its data the list of all model accounts.
- One contract that would define whether an account is authorized to be a relayer and / or affiliate (depending on admittance criteria). This contract will store the list of relaying accounts and affiliates.
- A fourth and final contract able to operate the payment. The rules within this contract will be set up in such a way as to take the amount the customer pays and distribute it automatically to the identified model, relayer and affiliate.

Access to the platform will only be granted based on the VanillaPlay token.

For all those participating in ICO, there will be a Founder's token available as well.

In the attempt to make it easier for you to contribute, during ICO we will accept multi-cryptocurrency collections as shown on vanillaplay.io.

Token pricing

Equivalents for 1,000 VanillaPlay (VPY) tokens:

- USD 100
- BTC 0.0232
- ETH 0.3257
- ZEC 0.4879
- XMR 1.1699

These are reference conversion rates at the date of preparing this whitepaper. For updated rates, please go to our website as they are automatically updated every hour.

The main reason we decided that 1 VPY is equal to 0.10 USD is because we wanted our viewers and models to be able to compare the prices on VanillaPlay with the ones across the industry. The usual price for a token in video chat industry is around 0.10 USD.

One Founder's Token will be given to everyone participating in the ICO. While VanillaPlay token will be listed on exchanges, the Founder one will not and the team will unveil the unique benefits of The Founder Token one year after launch. We are keeping these plans as a special surprise for the people who contributed during the ICO. Join VanillaPlay now, be part of our change and we will make sure to make it worth your time and match enthusiasm!.

Obtaining the tokens and free pricing

Tokens can be obtained in a few different ways:

1. During ICO:
 - a. Buying the tokens from your investor dashboard;
 - b. Earning the tokens from the referral campaign;
 - c. Redeeming bonus tokens if the investor was eligible for a bonus upon acquisition.
2. Post ICO, during the project's business as usual:
 - a. Buying the tokens

We aim at listing the VanillaPlay tokens (VPY) on main exchanges to make them easily available to the public. This is expected to take place 6 days after

the completion of the token sale.

To simplify the process, aim at embedding an exchange platform within our website.

The public listing is expected to generate price fluctuations and in order to ensure that the price for our services is not affected and we safeguard the amounts paid by users to join the ecosystem, we will put in place for our services an automated price-adjusting mechanism that will keep the dollar-value of the streamed minute (as well as any additional service) unchanged.

In this way, should the parity go from 1,000 VPY = 100 USD to 1,000 VPY = 180 USD, you will still be required to pay only the equivalent of (say) 0.10 USD / minute.

- b. 1:1 direct transferring between users from wallet to wallet;
- c. Free tokens in the form of subsidies and rewards as explained in the sustainability section.

Considerations for investors

Investing in cryptocurrencies has its inherent risks attached to it. We are putting all diligence to make sure you make an informed decision when deciding to participate in our project and wherever you may feel additional information is needed, remember we are happy to get in touch. You can find contact details in the end of this paper or directly on our website.

We are taking investor-related matters very seriously and are happy to answer all or any of your concerns.

During our project architecture, we considered and ran Howey testing on our model. We 'passed' the test in the sense in which our proposal and the way the token is embedded within the ecosystem is not related to a pure, registrable financial instrument under the United States provisions.

Rather than running through the details of the full analysis, we will just mention the key differentiator: in order to 'pass' the test, the project and the whole ecosystem must be built in such a way as to make sure that the holder of a token cannot use it to realize profits solely at the effort of others.

We at VanillaPlay will support all players within the ecosystem providing them with all the toolkits required so that they can generate profits based on their involvement, but their involvement is mandatory in realizing the profits.

The token is at the core of our project and is required to keep the ecosystem running. This ensures us that we are not turning our token into a passive-profit generating financial instrument.

Technical details and portal functions

Relayers

We are introducing a new type of player: the "relayer". They will ensure (alongside our servers) the quality and accessibility of our live streaming infrastructure. They'll do this by:

- Acting as a proxy service for users with restricted Internet access, therefore making this service available anywhere in the world, even in restrictive countries; they will achieve this by using either a private PC with a powerful Internet connection or a rented server
- Performing various tasks requested by the models (setup and/or maintaining of their online accounts, etc).

Affiliates

- Will be able to create social media events, post notifications about models' appearance schedule and purchase ads; tracking links and cookies will ensure correct tracking and remuneration
- Will be able to easily build their own websites based on our free toolkit, therefore exposing the models to a broader audience. If you know how to promote a website,

let us take care of all the technical video streaming details behind the scenes and get access to the large models database.

- Will get additional revenue when a model joins through their affiliation link.

Viewers will be able to be both relayers and affiliates at the same time - thus increasing their profit.

Models

Models will be able to register on any of the main or partner servers. No matter where the registration takes place, the model will be listed on all our interconnected websites.

Models will not be required to disclose anything related to their identity; they will only need to be at least the minimum age required by their country of residence. The minimum age verification will go through a third-party decentralized service (CIVIC or similar), which will make sure all confidential information remains private. The age verification party will only send VanillaPlay a digital confirmation of the model's age.

On the more technical side, a full HD camera, our broadcasting software and an online account will be the only requirements for a model. At the account creation, each model will get their own virtual chat room that viewers can visit.

To facilitate adoption and a smooth transition through the more technical aspects, starting with the first stage of the project we'll offer free online training courses and usage recommendations required for being able to use the service.

There will be no minimum online time requirements, no minimum payment threshold, no limitations whatsoever. The entire schedule is up to the model and the money is transferred on an as-you-go basis. However, we encourage competition and we are modeling the entire business to ensure quality and consistency and therefore, the remuneration system for all Models, Relayers and Affiliates will have variable and vesting components to promote quality and involvement.

Viewers

Classical video chat websites are designed only to get viewers' money. We believe viewers should be given the chance to earn as well. Therefore they will be able to act as streaming relayers and affiliates, perform various technical or platform / account support tasks requested by the models, recommend models to join the site and more.

VanillaPlay will be accessible for viewers located everywhere, bypassing all network and regional restrictions. No laggy VPN solution will be needed to access the VanillaPlay service. We're counting on our relayers for re-broadcasting the live stream through their IP addresses.

Same as for the models, viewers need to be at least the minimum age required by their country of residence.

Servers

The ecosystem will be kickstarted by our servers that will run the relaying software. In the beginning, there will be at least one powerful data center per continent with as many nodes as required in each key market together with reliable back-ups to make sure you can enjoy uninterrupted content.

We will adjust that on an ongoing basis based on the dynamics of views and users accessing. After the first video streaming servers will be fully functional, we'll pass video streaming through relayers PCs. All servers will be capable to ensure very low latency, high quality live streaming from the launch, supporting a sustainable growth. Advanced DDOS protection, CDN distribution and DNS load balancing will ensure an uninterrupted streaming experience.

As soon as the relaying software is fully developed, relayers will generate profits by using it as well. As more and more relayers will join the ecosystem, the number of main relaying nodes will decrease, transferring live streaming from our data centers to the relayers.

The number of relaying partners is unlimited, allowing anyone to join. The video streaming toolkit will combine WowZa-like technologies, torrent technologies and open source video streaming software to deliver the best possible user experience.

The streaming relay toolkit will:

- Act as a proxy service for users with restricted Internet access, therefore making this service available anywhere in the world, even in restrictive countries; they will achieve this by using either a private PC with a powerful Internet connection or a rented server
- Allow players to perform various tasks requested by the models (setup and/or maintaining of their online accounts, etc)
- Permanently sync with the other servers of the network

The affiliate toolkit will:

- Output the full website content, allowing affiliates to apply their own themes, logo, and perform several customization. Affiliates will only need to promote their website. Minimum technical knowledge will be required.
- Generate affiliate ID links and tokens ;they will be used for tracking social media events, post notifications about models' appearance schedule and purchase ads; the tracking IDs will ensure correct tracking and remuneration
- Generate model sign-in forms that will bring additional revenue for the affiliate
- Permanently sync with the other servers of the network

Mobile application

An additional mobile application will be developed for all mobile platforms. It will allow viewers to personally connect with a model. The application will offer a girlfriend experience to anyone seeking it. The application will allow:

- Bidirectional video communication available
- In-app voice calls
- Messaging

- Shared shopping experience
- Various time-spending options

The entire connection will be VPN-based and will bypass any network restriction.

Exchange house

Privacy is important to us. Most of the current video chat services need to know models' real identities because classical payments need to know receivers' identities. This poses a serious threat exposing models' info to video chat service owners.

This is why VanillaPlay will have its own exchange house, offering an easy way to buy and sell tokens in full anonymity. Both models and relayers will be able to cash out to several popular cryptocurrencies. At a later development stage we'll offer (as an option for users with no privacy concerns) the possibility to cash out to a debit card.

The exchange interface will be simple, intuitive, allowing people with no cryptocurrency knowledge to easily withdraw their revenue. VanillaPlay's own exchange house will not be exclusive: VPY tokens will be listed on other major exchange houses as well.

In the interim between the ICO period ends and the start of BAU for the VanillaPlay portal, the tokens will be available for free trading on exchanges.

Portal description

All users (viewers, models, and affiliates) will connect to the most accessible web server or streaming relay. The existence of relayers will circumvent any network restriction in place.

The website will list both the online and offline models, each with their own chat room. While the model is offline, viewers will be able to set up online notifications and check out models' portfolios. When the model is online viewers will be able to join the chat room for live video, audio streaming and text messaging.

A tipping system will allow models to receive tokens as an appreciation for their performance. In exchange for these tokens, the models may perform various actions in order to keep viewers engaged. The chat rooms will display a tipper leaderboard, and the top tipper gets a prize. Big spenders can also be listed as the models' favorites if the model chooses to

make this information available. This system applies a soft competitive pressure on everyone to keep spending.

Each model will be able to configure their own pricing in predetermined bandwidths. The types of services offered include the following:

- A private room session 1:1 with the model;
- Removal of the top or other additional on-demand accepted actions;
- A girlfriend experience package empowered by the smartphone app;
- Models are free to choose their own special features, such as using sex toys or giving shoutouts to payers. We will support and enable the acquisition, adoption of the following tech-enabled features:
 - Remote controlled vibrator: a Lovense Lush intensity scale will be displayed to all viewers in the chatroom
<https://www.lovense.com/bluetooth-remote-control-vibrator>: enabling at different price points: (for example)
 - Medium vibrations for 3 seconds
 - High vibrations for 10 seconds
 - Ultra high vibrations for 25 seconds
 - Ultra high vibrations for 30 seconds
 - A FleshBot device will be added as well and will be available in private rooms only
<http://www.fleshbot.com/5412288/realtouch-your-awesome-robot-rubout>

From the beginning, the entire system will be developed keeping in mind that the adult industry keeps evolving. Features will come and go along the way and we are open to suggestions.

This again is an area in which the Founder Token will provide the rights to vote, debate and further contribute to the development of the platform.

Additional functions

- Models will be able to limit their audience to specific countries or cities
- Private chat rooms will be available:
 - Through the website interface
 - Through the mobile website interface, which will be optimized for iPhone and Android phones and tablets
 - Through our mobile apps that will as well be optimized for iPhone and Android phones and tablets
- The dedicated VanillaPlay app will offer supplementary options:
 - Relationship, girlfriend-like experience allowing both parties a direct, phone-like communication
 - Bidirectional video communication available
 - In-app voice calls
 - Messaging
 - Shared shopping experience
 - Various time-spending options
 - The connection between the model and the viewer will be made through a VPN tunnel, thus ensuring increased security, better streaming and a personal experience
- Development of an easy-to-use mobile VPY wallet
- Models will be able to create two types of wishlists:
 - Gifts wishlists for their viewers
 - Technical wishlists (tasks) that relayers can execute in order to be rewarded with tokens. These tasks can include account creation, assistance, promoting (Twitter, Facebook, Instagram, Snapchat, etc)
- An age verification system based on an independent third-party platform (like CIVIC or similar)
- A reporting system that will allow viewers to report unwanted website activity

Social responsibility towards models

The VanillaPlay project will do all that is technically and socially possible to prevent exploitation of models by unscrupulous third parties while supporting fair-trade, fair-pay and legal requirements.

We are firmly against money laundering. Sometimes video chat companies have the option to use their business and models to launder money gained from illegal sources. These rogue studios often get paid cash for “private sessions” with supposedly anonymous clients, so illegal money is injected into the economy as a legit income stream. The models get a very small percentage for their involvement. Our project will eliminate this, since customers will pay tokens directly to models and relayers, with no middle man.

By eliminating the intermediary VanillaPlay removes the main way in which less ethical studios can exploit models. The barrier of entry will be very small for models, who will be able to join VanillaPlay on their own and perform on their own premises. The models won't be required to work for a studio company which can exert pressure and impose conditions.

Roadmap

September 21st	November 5th	December 15th	January 1st	February 1st
Initial Coin Offering (ICO) until October 12th	VPY token listing on major exchange websites	Website beta launch	Public launch + beta release of the relaying software	250,000 monthly active users expected

Milestones

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
BASE PLATFORM	PLATFORM ENHANCEMENTS	GIRLFRIEND EXPERIENCE	AFFILIATE AND VIP	ADDITIONAL PAYMENT OPTIONS
7.000.000 USD	10.000.000 USD	12.000.000 USD	13.000.000 USD	15.000.000 USD
70.000.000 VPY	100.000.000 VPY	120.000.000 VPY	130.000.000 VPY	150.000.000 VPY
<ul style="list-style-type: none"> - Purchase and configuration of the initial live streaming servers - Development of the main live streaming platform - Development of the VPY exchange house - Development of the online wallet - Release of the first tutorials (lighting, how to start, etc) 	<ul style="list-style-type: none"> - Addition of support for private chat rooms - Release of the live streaming relaying toolkit - Release of the affiliate toolkit allowing website creation and customization - Development of a simplified VPY mobile wallet 	<ul style="list-style-type: none"> - Development of the mobile app offering the girlfriend experience (favorite contacts, in-app calls, bidirectional video, shared shopping experience, time spending options, everything VPN based) 	<ul style="list-style-type: none"> - Further development of the affiliate platform (member-get-member bonuses: Model / Relayer) - Addition of a VIP section with highly rated models (One of the many areas in which Owners of Founder Tokens will have exclusive advantages) 	<ul style="list-style-type: none"> - Addition of cash to card (payments to debit card directly) - Addition of other payment options

Bonuses and bounties

Additionally to buying tokens, investors can receive free tokens as well in the following conditions:

Early purchase bonus

We will conduct a 1 week pre-sale campaign in which all investors that wish to contribute 5 BTC or more will get a 1:1 negotiated deal. Beyond this stage, the bonuses apply as follows:

- During the first 2 days: 25% bonus on purchase (buy 100,000 VPY - get 125,000 VPY)
- During days 3-7: 20% bonus on purchase (buy 100,000 VPY - get 120,000 VPY)
- During week no. 2: 10% bonus on purchase (buy 100,000 VPY - get 110,000 VPY)
- During week no. 3: 5% bonus on purchase (buy 100,000 VPY - get 105,000 VPY)
- During our 4th week, there will be no bonuses granted.

Referral programme

We have in place an investor-get-investor programme that operates via social media. Should the investor follow the steps and bring an additional investor in (or 200 new investors for that matter) then both the referee and the referred will be eligible for a 5% bonus on the amount the referred invests.

Steps are as follows:

- When investors log into their VanillaPlay account, they will find an unique link for the referral programme.
- Investors can share that link in a public posting on: Facebook, Twitter or Google+.
- All additional investors that click that link and register on VanillaPlay are tracked.

- If these referred members become investors, the both: the new investor and the one that did the referral will gain an additional bonus 5% on the what the new member invested.

Founder Tokens

One Founder's Token will be given to everyone participating in the ICO. The token will not be listed on exchanges and the team will unveil the unique benefits of The Founder Token gradually post-launch. We are keeping these plans as a special surprise for the people who contributed during the ICO.

The Founder Tokens will also grant voting rights in matters such as some highlighted in this whitepaper. The voting rights will be proportional to the amounts bought in ICO stage.

About us

Before joining the cryptocurrency industry we focused on software development. We are a strong, solid team, working together for more than 15 years. We specialized in developing security and utility solutions for Windows, large servers that serve hundreds of thousands of daily requests, complex file sharing utilities and system utilities. Our most popular client-server solution reached a record number of users: more than 25.000.000 users in more than 180 countries with almost 7.000.000 registered accounts. VanillaPlay is the first blockchain-enabled video chat service; we're ready to create something new, exotic, and we are very excited to start this project.

The cryptocurrency ecosystem allows us to start the development of VanillaPlay, a project that was out of our reach until now; competing with the large companies in this field would have been difficult for us. The technical challenges we encountered so far prepared us be able to manage a large infrastructure of secure servers, like the ones required by the VanillaPlay project. Our background experience guarantees we'll be able to overcome any difficulty this complex project might encounter.

Same as we did before, we are designing VanillaPlay with the specific goal of providing you, our business partners with as much value as possible. We'll be offering a fierce competition based on supply and demand.

Why does the team stay anonymous on the ICO website? We think that our visibility on the website guarantees nothing. Additionally, we do not like authorities, regulations, and taxes. If you want to know more about us simply send us a message and we'll be more than happy to communicate with you using our real identities. We're happy to answer any technical question you may have. Our team is waiting for your questions!

As you have already seen in this document, we have taken serious steps to make sure your privacy is protected throughout the process: from ICO to actual use of platform - we believe in reciprocity and we trust you will appreciate our decision as well.

Getting in touch

We are at the beginning of a very interesting journey and we are extremely excited about this.

VanillaPlay represents a new concept in the video-chat industry and therefore it is important for us that everyone understands our business plan before investing.

We're taking all the feedback onboard and we'll keep on tweaking our documents and explanations to make sure you understand the full scope and implications of the change we want to bring about.

Contact us at any time on social media (via Facebook, Twitter or Google+ || details and links on our website) or by using the contact form on www.vanillaplay.io - we're more than happy to assist you with any question you may have. We will put all efforts in replying as soon as possible so that you get the information you need - when you need it.