
HOLOLIFE

The logo for HOLOLIFE features the word "HOLOLIFE" in a large, white, 3D block font with a slight shadow effect, set against a solid red background. Below the main text, the tagline "Augment Your Reality" is written in a smaller, white, sans-serif font.

HOLOLIFE
Augment Your Reality

WHITEPAPER

An augmented reality social network. Be anything you want, anytime, and anywhere. Use cryptocurrency to purchase customizations to your avatars and exchange in-app.

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Abstract

HoloLife is about giving people a place where they can be anything they want to be; a place to be truly free. We see this desire of people expressed in several different ways. Some express this through cosplay, some through their choice of movie or television show. All are escapes from daily life where a person seeks adventure living, even if for just a moment, as someone else.

Our Augmented Reality platform allows people to do exactly that. The limits are only the imaginations of all the creative people in this world. Users can pick from an ever growing catalog of avatars, and those that create these avatars can earn money through profit sharing. With the internet along with cryptocurrency, there are no geographic or cultural boundaries.

Augmented Reality has distinct advantages over other 3D technologies such as Virtual Reality or simple 3D displays. Virtual Reality requires special hardware, making it only accessible within a person's home and at great financial cost. 3D environments, like those used in regular gaming or systems like Second Life or Sims, limit how immersive the experience can be. Apple and Google, along with several other large companies, are putting tremendous investments into Augmented Reality in both software and hardware, something we can leverage.

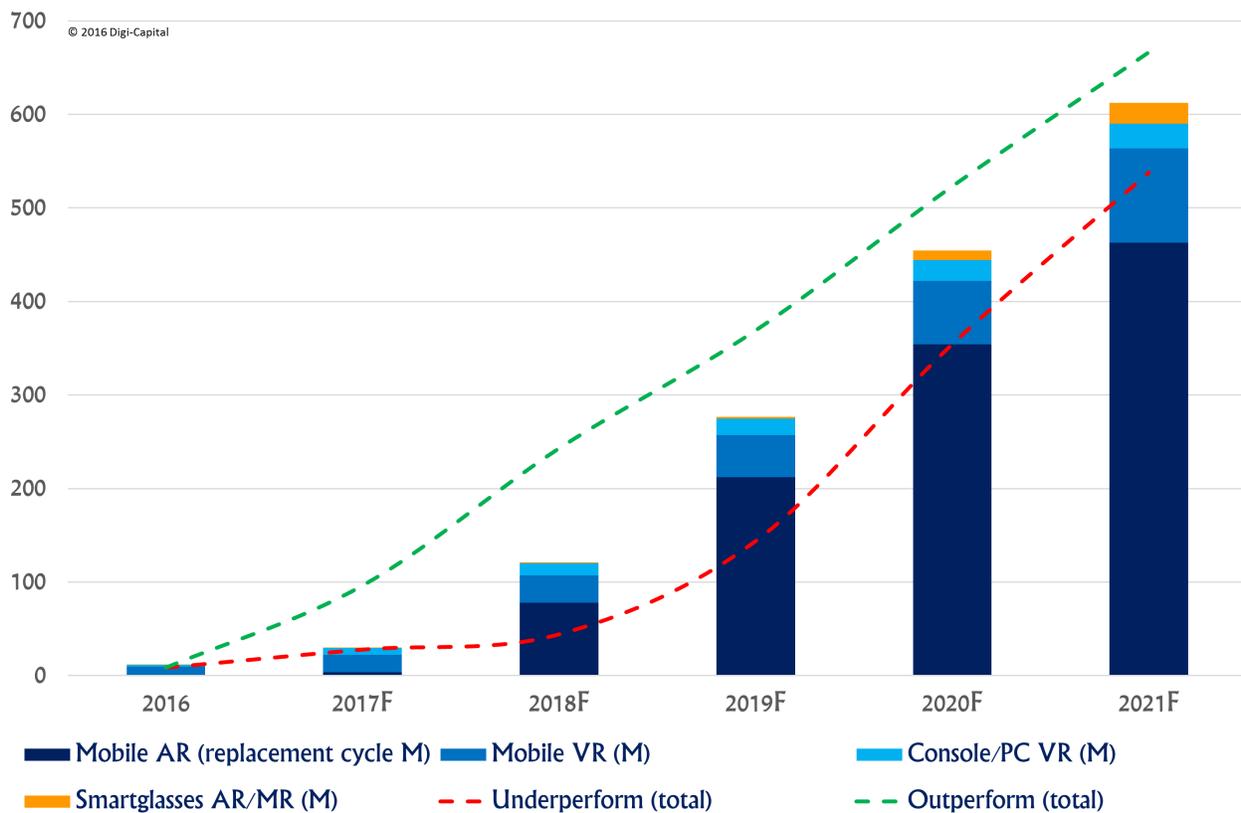
Introduction

HoloLife is a platform that leverages three areas with enormous future growth and potential: augmented reality, blockchain, and anonymous social networking. Companies like Apple and Google have spent billions in the last several years on developments in augmented reality systems. Our platform leverages these technologies and makes it easy for users to access entire worlds built inside.

Cosplay has seen a growth of over 500% in the past 5 years, with major conventions like Comic-con San Diego and Katsucon attendance more than doubling. Major studios like Marvel and DC send their celebrity actors to perform Q and A panels, and will often use the conventions to announce major upcoming projects. In the gaming world, games like Second Life and IMVU have hundreds of millions of users and are seeing continued growth, especially in overseas markets.

In the modern economy, people are constantly seeking means to earn extra money. This has given rise to platforms like Uber and Airbnb. With the HoloLife system, people will be able to upload their own avatars or skins and earn profit from their in-app sales. This allows our content base to grow along with our user base and becomes a draw for major artists and studios. By leveraging blockchain in-app, we create an entire in-app economy that allows people to remain anonymous if they so choose.

One report by Techcrunch predicts the AR market to grow to 108 billion by 2021:



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With major investments from Apple and Google, we look to ride this wave and create a social network that rivals IMVU. We will also develop SDKs that allow our platform to be used by third parties and to integrate into major communication systems like WeChat and Apple iMessage.

HoloLife is dedicated to:

- Create a digitally-tradable crypto-coin for the augmented reality content industry;
 - Enable anonymous transactions between content providers and consumers;
 - Create a platform where all personal identifiers remain hidden and where people can have an unlimited number of avatars / personas online.
 - Take full advantage of blockchain technologies, including the smart contract system used by Ethereum;
 - Connect people worldwide, be borderless;
 - Strengthen the cryptocurrency network;
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Opportunity

Our team has extensive experience in the technology space. We are well aware of current and potential opportunities and have the knowledge and innovative ideas for new perspective services that can be implemented with blockchain technology and augmented reality.

Augmented reality is a relatively new technology with emended growth potential. The demand for AR experiences will expand as will the need for good AR content. Automation will only push an increase in service related jobs and limit income opportunities for many people. By providing a means for creative individuals to earn extra money, we expect to see growth of content within our system and increased economy of said content.

There is no question about demand: it is huge. Apple will be releasing its ARKit technology in September of 2017 to the entire world. Major players such as Facebook and Snapchat are already working to leverage this technology. We will give the user's a third option not available via other social networks in shared AR experiences with anonymous avatars.

Leveraging our blockchain technology will allow our service and other services a means to service payments from consumers and content providers without the need for personal information exchange.

Platform Components

Easy Setup

A key ingredient to the success of the HoloCoin ecosystem is its ease of use. Content providers and consumers span the entire map of technological prowess. Consumers expect to gain access to the system quickly and anonymously, and content providers expect to be up and running quickly with no additional costs beyond their current hardware and internet.

We will provide a web experience for content providers to create accounts (used for payments) and ability to upload their creative works. All content will be reviewed to ensure it remains compliant with our terms of service and is not in any way a copyright violation. Content providers will be able to see how well their content is selling, run reports based on searches, and perform in-app advertising (at fee) to promote their content to users.

Users will be able to download the apps from the Apple App Store or later the Google Play store for free. They will be able to easily register and receive a free starter avatar plus some base coin to get them started. After which they can purchase entirely new avatars, customizations, or create their own specialized rooms in exchange of coins. Coins can be purchased in-app via an in-app purchase (Apple controlled) or via the web site at a discount that compensates for Apple's fees.

Web and Mobile

We will provide two different methods for consumers and providers to connect. Users will have access to a website where they can access all platform content as a consumer. As a provider, they will be able to manage their content, price and perform special work, and manage their accounts.

A mobile application will be developed for the Android platform in the near future. Google has announced an SDK for augmented reality that will be released to developers in the coming months and will be available on select phones. We are confident that the number of devices capable of running this software will increase quickly due to the huge demand of consumers for the technology and the large investment made by Google.

Smart Contracts

Our platform will utilize smart contracts to hold the virtual currency collected and perform disbursement of the collected tokens automatically, without any coding knowledge required. Users can add and remove HoloCoin from their wallets, pay content providers using the coin through our interface, and providers can then withdraw their collected coin into their own wallets at a later time.

Content Marketplace

Our platform provides an easy way to upload content from providers and consume content for users. Content is categorized with the use of tags, and avatars can be easily searched or browsed. Users and providers can make arrangements for personalized content if they so choose, and providers can charge whatever they feel is appropriate.

In later phases, we will introduce formal channels for exclusive and highly rated content. This includes deals with major studios (ex: Marvel / Star Wars / Anime). Static content can be uploaded with pricing in full control of providers.

Roadmap

Schedule	Roadmap Items
By end of Q3 2017	Alpha software release for Apple (iOS) platform. Shortly thereafter, official release into the Apple App Store as one of the very first full AR applications available for download.
Q3 2017	HOLO ICO Pre-sale and Launch
Q4 2017	Web development of tools for content providers and the beginnings of deals with larger content providers. Begin development of Android application using newly released SDK.
Q1 2018	Continued expansion of content and user base. Marketing and support infrastructures at full capacity. Marketing expansion to hook in more content providers worldwide.
Q2 2018	Release of our own SDK for third party developers.
Q3 2018	Continued marketing and outreach, enhancements for foreign languages and auto-translation. Hands free communication, avatar-based "FaceTime" calling, hooks into other communication platforms.

Spending Overview

Funds raised from HoloCoin crowdsale is planned to go into the following 3 categories:

1. Remaining Development (15%)
2. Content Creation (25%)
3. Marketing and Business Development (50%)
4. Operations & Legal (10%)

Marketing and Business Development can include but are not limited to:

1. Running online advertising campaigns, such as Google adwords and website promotions (paid white papers and articles)
2. Running promotions to attract customers to use our platform and refer their friends
3. Cost to hire and maintain an in-house business development and marketing team, or engaging an outsourced vendor for business development / marketing purposes, whichever is more cost effective
4. Press Releases
5. Co-Investments into selected content creation and comic industry events (ex: Comic-Con)
6. Participation in related conferences and meet-ups

Remaining Development can include but is not limited to:

1. Improvements to UX design for iOS
 2. Web platform for out-of-app purchases and third party store management.
 3. Having HOLO tokens listed on the various virtual currency exchanges
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4. Cost to hire and maintain a team of expert developers for future enhancements

Operations can include but is not limited to:

1. Cost to maintain operations team. this includes customer support, finance department, and project team to handle integrations with major third-party content providers (ex: Disney)
 2. Office location and needed furniture and hardware
 3. Server hosting costs for the HOLO platform
 4. Legal and compliance costs along with any needed insurance
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Token Holders Benefits

HoloCoin (symbol: HOLO) holders will be able to purchase in-app avatar customizations, personal rooms (ex: night clubs), and exchange coin with other users. The in-app tokens can be purchased using either HoloCoin or via standard in-app purchases provided by Apple. Any HoloCoin exchanges must be done via our web site due to Apple's restrictions, but HoloCoin will grant the user access to special content ONLY available via the web and only available for purchase using HOLO.

As users whom sell their own content convert their coin to cash, there be a gradual reduction in token supply which results in an increase in value, benefiting all holders. Those who purchase 100 ETH or more of HoloCoin will receive their own nightclub room along with a wide array of customization for the room.

In short, HOLO tokens will be a utility token that can be used on the HOLO platform.

What this means for HOLO holders

1. Use your HOLO tokens to purchase avatars, rooms, and customizations. Tokens grant access to special token only content.
2. Increase in demand for HOLO tokens
3. Sustained growth in value of HOLO tokens due to limited open market supply

What this means for HoloLife

1. Investments will be immediately used for a growing set of in-app content and marketing. As the network grows, we will expand our content deals with major providers (ex: Disney).
 2. Development of SDKs for third party developers to build apps on the platform.
 3. Marketing resources put to work for immediate outreach both in the United States and abroad.
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Key Risks

1. The primary risk for us is market saturation. The augmented reality space is the most recent gold rush in technology. Major players like Google, Facebook, and Snapchat are already making moves. While these companies are making major investments in AR, none are tackling the space in the same way as HoloLife.
2. Android is releasing a developer kit for AR soon, but have yet to do so. Their highly fragmented hardware market makes adoption of any new AR technology difficult and much longer term than in the iOS space. This will result in at least a 6 month delay in making an android compatible version available to the public.
3. The long term success of the platform relies heavily on content. While we fill most of that need via our own in-house designers and by allowing users to create their own, we will need to make deals with large firms: Disney, DC Comics, NFL, etc. These firms will not work with a company like ours unless we gain traction in the market.

For more information on HoloLife, visit our website at

holo-coin.com
