Publica

TELL YOUR STORY

COMPETITOR ANALYSIS

(Last updated: 30th January 2018)

Contents

Online Publishing & Blockchain Technology
A Market Overview

Distributed ledger technology promises to have far-reaching economic and social implications. By leveraging a global peer network to assure directly and transparently the integrity of value exchanged between parties, blockchain appears likely to transform a number of important industries that supply or rely upon third-party assurance, and could prove to be a broader force for transparency globally. It could also lead to extensive changes in supply chains. One of the industries ripe for disruption is the publishing industry. With the advent of eReaders, and the proliferation of online publishing, many questions have arisen as to how to secure digital content to prevent piracy, as well as how to utilize online mediums to empower authors, readers and publishers.

The last few decades brought us the internet of information. We are now witnessing the rise of the internet of value. Where the first era was sparked by a convergence of computing and communications technologies, this second era will be powered by a clever combination of cryptography, mathematics, software engineering and behavioural economics.

Some of the key questions that are directed at the publishing industry as a whole with regards to digital mediums are:

• Will the publishing industry face the same issues that music publishers did during its digital transformation several years go? Digital piracy and a loss of revenue grew as customers discovered new methods of acquiring content and adopted new listening habits.

• Will publishers ever move to an all-digital model?

• Who will purchase online books? Will they appeal to a broad group of customers or only to those who have a high degree of comfort with technology?

The Internet as we know it is great for collaboration and communication, but is deeply flawed when it comes to commerce and privacy. Blockchain technology facilitates peer-to-peer transactions without any intermediary such as a bank or governing body. Keeping the user's information anonymous, the blockchain validates and keeps a permanent public record of all transactions.

That means that your personal information is private and secure, while all activity is transparent and incorruptible— reconciled by mass collaboration and stored in code on a digital ledger. With its advent, we will not need to trust each other in the traditional sense, because trust is built into the system itself.

Market Context: Legacy publishers
and the move to digital

Reading books continues to be one of the most popular leisure-time occupations around the world, notwithstanding the increasing use and significance of the internet in our daily lives. According to a poll conducted by German companies Axel Springer and Bauer Media, the only leisure activities more popular than reading books were watching television, listening to music, and reading newspapers and magazines. Books are big business. Around the world, people spent US$108 billion on books in 2009. The region encompassing Europe, the Middle East, and Asia represented the largest share of sales. Mass-market books, sometimes called consumer books, continue to increase as a percentage of overall book sales. In this mass-market category, sales of books for children and young adults have grown steadily.

eBooks are digital versions of printed books, which are distributed through the Internet. These files can be read on eReaders, tablets, personal computers, smartphones, and also on some mobile phones.
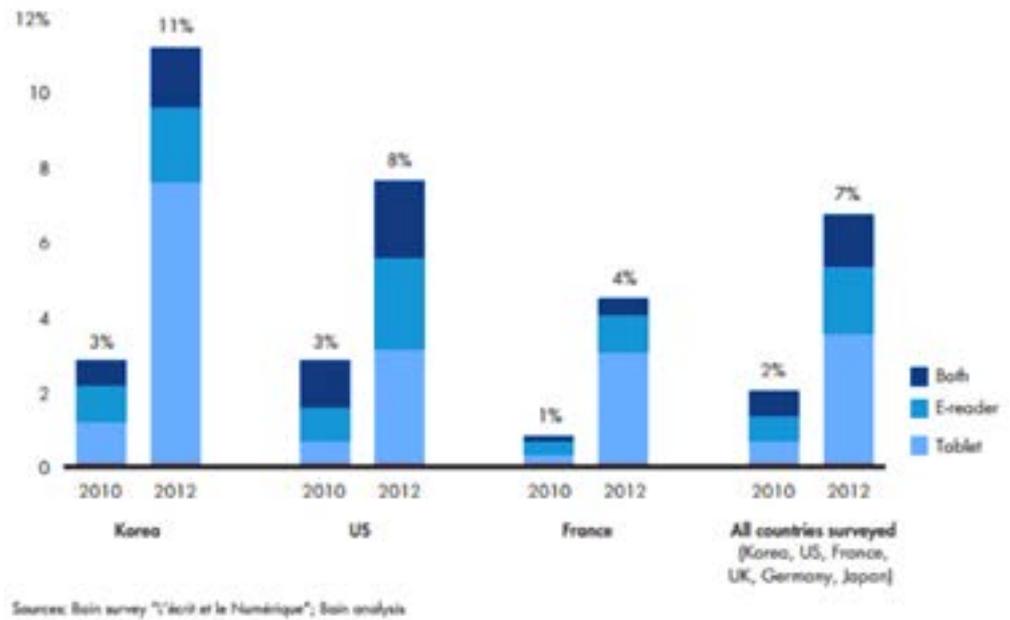
There are no clear guidelines for the selection or implementation of the significant new technologies that are available to publishers. Moreover, although business models will need to be revised to encompass new value-adding processes as supply chains and value chains change, there is still no consensus on the most suitable business model or framework for publishers.

Publishers are not necessarily responsible for the sluggish pace of digital transformation in some countries. In many cases, publishers only have the marketing rights for the printed and audio content. To enable eBooks to be distributed, further negotiations are necessary with the authors. This is frequently a time consuming and expensive process. In order to press on with developing the market, most publishers are already digitizing most of their front-list books, including current bestsellers and, to the extent that they own the rights, are also opening up parts of their backlist for electronic sales.

Disruptive technology

When one considers the changes necessitated by digital developments in the publishing industry, one can consider digital publishing to be a potential disruptive technology. Harvard Business School professor Clayton Christensen first coined the term "disruptive technology" in 1997. A disruptive technology is a technology that initially serves only a niche market, but eventually displaces the current technology in the mainstream market (Christensen, 1997). Disruptive technologies initially underperform in comparison with established ones in serving the mainstream market, as they do not satisfy the minimum requirements that are most valued by mainstream customers. Over time, as research and development investments are made and technology matures, the performance of the disruptive technology improves to the point that it can also satisfy the requirements of the mainstream market.

During this process, those firms that supported the disruptive technology – often new entrants – tend to displace incumbent firms that only supported the traditional technology. Therefore, disruptive technology often goes hand in hand with the displacement of established firms by new entrants. If one follows the logic of disruptive technology, one can theorise that digital publishing could prove so successful that traditional publishing houses lose their market

dominance and even disappear (Burk, 2001). Mierzejewska (2008) proposes that disruptive technology theory can provide a valuable tool to evaluate the potential threat of new technologies to the publishing industry.

Table: Opportunities and barriers with regard to digital publishing

OPPORTUNITIES
- Streamlined publishing processes
- Lower cost due to a shorter and simpler supply chain and the elimination on printing costs
- Greater savings on costs tied to physical product (warehousing, physical distribution, etc.)
- Greater profit potential
- Elimination of risk related to damage of printed books
- Potential for greater flexibility and interactivity of content
- Potential for new levels of creativity in the production of new and interesting products and features
- New marketing and distribution opportunities
- Direct channels to target markets via social media
- Possibility of tracking, monitoring, and predicting online consumer buying habits and patterns

BARRIERS
- Costly transitions to digital publishing strategies and operational models
- Necessity for extensive consultation and experimentation following the replacement of the printing process
- Expenses related to electronic archiving and development of systems
- Preservation concerns
- Alignment of digital and traditional intellectual property rights, and the accompanying Digital Rights Management (DRM) restrictions and expenses
- Multiple e-book formats and reading devices
- Confusion around pricing models, lack of standardisation in pricing
- Low internet access rates among the majority of the population
- Slow and expensive broadband

Value chain and revenue models

Digital transformation affects the book industry's established value chain and revenue models of the book industry. New competitors – some, like Google and Apple, also 'relatively' new to the industry – enter the market and take on the tasks of established players. Existing relationships are breaking down, and new ones are being forged. The development of the digital value chain is being driven primarily by the shift toward end-consumer business and direct sales. The potential effects of this development are evident.

In addition to content production, authors are able to extend their role to include further stages of the value chain. Rather than requiring traditional publishers to market their titles, successful authors may take on responsibility for distributing their books, as **Stephen King** and **Paulo Coelho** have done. The advantage is obvious: They not only receive the author's fee, but also retain sales for themselves. One disadvantage is that authors are unable to access publishers' editing, marketing and distribution services. However, a self-marketing model can only be successful if authors are well-known, and *an author is not likely to be well known without the help of a publisher*.

The role of intermediaries within the value chain will be redefined in the digital environment. Production and distribution processes for eBooks are not comparable with those for printed books. It is true that traditional functions will continue in parallel, but they will be increasingly redefined and substituted. This is because core functions, such as the transportation and storage of printed books, are becoming less significant in the digital environment. In order to fill this gap, numerous new services can be provided by intermediaries, such as the creation of an eBook platform, handling of payments, support for digital conversion, and establishment of a digital content system. But they are not the only ones: International Internet or startup companies, which can handle distribution operations for publishers too, will increase the competition.

Competitor Analysis - Executive Summary and Matrix

Among the players directly involved in the blockchain space, I have found that Publica's direct competitors, in one form or another, are Po.et, Authorship, READ, and Wespr. By direct competitors, I mean those who have the potential to develop a platform that would act as a substitute for readers, authors, and publishers. As the crypto space is continually morphing, I will be updating this document on a regular basis for the benefit of the Publica team, in order to keep a 'finger on the pulse' of this fast-changing environment.

Publica's competitors range from those who are looking specifically to affect the Author and Publisher Journey with regards to books, texts, etc. (Authorship), as well as those who are targeting a disruption in digital rights management as a whole (Po.et, DECENT, READ). The competitors vary in size, scope, and ability. Some have decided to take a 'top-down' approach to user uptake, focussing their efforts to the top of the publishing industry pyramid, whereas others follow a similar 'bottom-up' path to Publica, appealing to individual authors.

As the technology and market awareness continues to grow, we see varied progress being made in multiple spheres of the competitive environment, with certain competitors increasing development and marketing efforts, while others still remain in pre-funding phase.

Project	Core focus	Objective/Purpose	Emphasis
Publica	Publishing value chain & economy (books/articles/texts)	To allow for seamless, trustless, and independent publishing and collaboration amongst players	Author empowerment; grass-roots crowdfunding; rights management
Po.et	All Digital media assets (books, articles, audio, video, imagery)	Simplification of publishing, licensing, authentication of digital assets	Verifiable attribution of digital creative works; interoperability of online media marketplaces
Wespr	All Digital media assets (books, articles, audio, video, imagery)	Assistance in distribution of content; facilitation of online collaboration	Artist/Author empowerment; crowdfunding; collaboration
Authorship	Publishing value chain (books/articles/texts)	To allow for seamless, independent publishing	Author empowerment; grass-roots crowdfunding
DECENT	All Digital media assets (books, articles, audio, video, imagery)	Simplification of publishing, licensing, authentication of digital assets	Verifiable attribution of digital creative works

Project	Strengths/Advantages	Weaknesses/Disadvantages
Publica	• Strong whitepaper • Large emphasis on the author experience, readers, author empowerment, independent publishing • Strong team; record of delivery • Strong community engagement • Focussed approach (book publishing) • "Bottom-up" approach, focussing on author adoption and subsequent user uptake • Partnership development and focus	• Limited digital marketing activity/presence at present • No current user base • Uptake and success dependent on widespread author adoption
Po.et	• Strong team; record of delivery • Strong whitepaper • Targeting entire digital creative works industry • Significant digital marketing presence	• Large scope, leading to phased/delayed delivery in 3 stages (thus an extended roadmap) • Initial phase focussing specifically on publishers & trusted content creators ◦ No focus on independent authors, no emphasis on self-publishing • No emphasis on readers • "Top-down" approach, focussing on creating a platform for publishers of ALL digital creative content • Unclear future token use-case • No current partners in digital publishing space; unclear user uptake strategy without such partnerships.
Wespr	• Targeting entire digital creative works industry. • Free publishing and distribution for content creators. • Grass-roots, bottom up approach to user uptake.	• Whitepaper still outstanding • Pre-sale and ICO still upcoming • No team details on website/public sources • No current user base

Project	Strengths/Advantages	Weaknesses/Disadvantages
Authorship	• Large emphasis on the author experience, readers, independent publishing. • Focussed approach, initially focussing specifically on authors of books, texts, articles, etc.	• Weak/Small (2-man) team with unverifiable credentials. • Weak whitepaper, no detail. • Zero community engagement. • Zero accountability. • Limited social media presence • Limited information on website • **Not** open-source, no github
DECENT	• ICO concluded in Q4 2016; first-mover advantage • Free publishing and distribution for content creators. • Emphasis on empowerment of content creators and consumers • On-going partnership development • Strong team; record of delivery • Current user base • Strong community engagement • Large social media presence	• Large scope, less focussed strategy • Most current partners non-substantial, majority digital-marketing based
Ink	• Strong, detailed whitepaper • Targeting entire digital creative rights industry • Large emphasis on strategic partnership development • Strong team; Record of delivery • Global reach (EU, Asia, Russia, US) • Large digital presence • Emphasis on cross-chain interoperability • Emphasis on infrastructure to leverage industry and business scenarios	• Limited community engagement; Language barrier (Majority Chinese) • 'Top-down' user uptake approach, no evidence of engagement with creatives on a large scale. • Unclear/Vague user uptake strategy

Project	Strengths/Advantages	Weaknesses/Disadvantages
READ (Superstring)	• Targeted efforts in the Chinese market • Bottom-up user uptake strategy • Current user base; 39000 registered users (as per website), including 800 authors and 680 works.	• High total supply of READ tokens – 2.1bn (Mined) • Limited team information on website • Unclear global user-uptake strategy • Censorship concerns (Initial target market: China) • Unclear strategy with regards to allowing 'investors' to share in book profits; ability of 'investors' to buy copyrights. • Predominantly China-based community (WeChat)

Analysis of Po.et

Details

Project name: Po.et
Token ticker: POE
Website: https://po.et/
Whitepaper: https://po.et/whitepaper.pdf
Alpha: Operational since January 2017
Github: https://github.com/poetapp

Project Overview:

Po.et is a blockchain-based platform designed for managing the ownership, attribution and licensing of digital media assets. Po.et aims to create the most institutional, globally-verifiable record of digital media assets. It is an authentication and certification platform that generates time stamped and time-licensed evidence, and uses one-way cryptographic functions (hashes). They aim to work with digital-native publishers, authors and journalists. Their current emphasis is on assisting publishers (of varying types of digital creative content), but they plan to grow their vision in time to include editors and content creators. This plan includes what they term immutable portfolios, which will allow for all

content creators to create a profile highlighting all of their creative and digital assets across different publications, creating a direct channel for any interested publisher to solicit their services or license existing or future works.

Po.et seeks to address three key aspects with regards to digital assets on the internet today:

    I. Ownership – who owns this digital media asset?

    II. Utilization – May I use, license or repurpose it?

    III. History – What is the origin of this asset and what is its trajectory?

Core Objectives:

The core objective of Po.et is to create a platform which simplifies the process for publishing, licensing and authentication of digital assets. Simplifying the publishing process necessitates solving the issues of document integrity, licensing, arbitrage, analytics, syndication and attribution of digital assets. Po.et aims to create a blockchain-based platform with added smart contract functionality and applications to facilitate distribution of digital creative works and remove barriers to entry for publishers and asset creators by solving these issues

Stakeholders

- Publisher: Any person or entity that disseminates digital content, including articles, e-books, digital images, digital videos, etc. for a profit.
- Editor: Any person or entity that curates compiles or selects digital content, including articles, e-books, digital images, digital videos, etc. for a profit. Content
- Creator: Any person or entity that produces any form of digital content, including articles, e-books, digital images, digital videos, etc.

Past accomplishments

- October 2016: the idea for po.et was conceived.
- November 2016: Po.et joined BTC Labs, an incubator for blockchain technology projects run by BTC Inc.
- December 2016: Po.et raised an undisclosed amount of seed funding.
- March 2017: The Po.et Authenticator Beta App entered the App Store.
- June 2017: Po.et raised $1 million from angel investors and strategic partners.
- June & July 2017: Ro.et launched a public testnet with various alpha partners including Bitcoin Magazine, Coin Speaker, the Merkle and others.

Scheduled Roadmap

- Q1 2018: Frost App release
- April 2018: Licensing Marketplace, supporting custom-content licenses in addition to Creative Commons & other industry standards
- July 2018: Sharing of licensing revenues
- September 2018: Payment Channels to be introduced
- October 2018: Asset marketplace to be launched with 20+ integrated publishers
- January 2019: E-book registry becomes operational
- July 2019: Image and Video support to be introduced

Token use case:

Ownership of the POE token represents a proportional share of the fees and revenue generated from the commercial applications of Po.et.

The Po.et Foundation will collect fees for providing services. The Po.et Foundation will dynamically adjust these fees based on network usage and market demand for the services.

Potential additional applications include staking tokens as a form of reputation and providing an economic mechanism to prevent spam on the Po.et platform. The

token may also serve as a native payment system for the network, with Po.et tokens required to register new content, and as a governance method for the protocol.

Core team (as per website)**:**

Lautaro Dragan – Technical Lead: A software developer specializing in APIs and web apps, Dragan has nearly 10 years of experience as a full-stack developer working for software companies like OLX (LetGo) and Globant and as an independent professional developing tailored solutions for local businesses. In his free time, he's a game development enthusiast.

Patricio Mosse – Full Stack Developer: Patricio is a software engineer with 12+ years of experience. He has completed a BS in Computer Science in the University of Buenos Aires and has experience working and studying in international environments such as United States, Israel, France and Greece.

Pat Riley – Head of Product: A self-taught designer who has been building products on top of Bitcoin for three years, Riley has a background in street art, brand strategy and sustainable development. He has worked for companies like Apple, BitPay and, most recently, BTC Media.

Max Bronstein – Media & Strategy Lead: A product geek and digital strategist, Bronstein has been actively involved in the Bitcoin space since he first learned about the technology. He was previously a product management intern at Gem and, more recently, led strategic marketing initiatives at BTC Media. He also created The Coin Toss, a publication covering the emerging blockchain asset space.

Jeremy Kandah – Chief Coin Officer: A serial entrepreneur, Kandah's first startup was Flurry, the world's largest mobile analytics company which later sold to Yahoo. He founded Appcasher, LLC, a mobile advertising platform and the DApps Fund. He has raised a $10 million Bitcoin venture fund and assisted in establishing several ICOs, including Maidsafe, which set records by raising $6.4 million within two hours.

Elliot Feeny – Community Relations: A media specialist and blockchain enthusiast since 2014, Feeny recently took a leave of absence from Emory University School of Law to focus full time on promoting blockchain solutions for problems in digital media. He has been featured in Bitcoin Magazine, The Distributed Ledger and Wolters Kluwer Securities Regulation Daily.

Alvaro Crespo – Mobile Developer: A software engineer who graduated from Instituto Tecnológico de Buenos Aires, where he now teaches courses in discrete math and full-stack web applications, Crespo has specialized in native mobile app development for both Android and iOS.

Justin Litchfield – Product Development: A Stanford Ph.D. chemist by education and an entrepreneur by profession, Justin has been building exceptional engineering organizations in the media, blockchain, and FinTech spaces for the last 5 years. He geeks out about technology, health, and the pushing the limits of human performance.

Analysis of Wespr

(Compiled using limited information available; Whitepaper not yet available)

Details

Project name: Wespr
Token ticker: ECHO
Website: www.wespr.co
Whitepaper: Not yet available
Alpha: Operational (Q1 2017)
Github: https://github.com/wespr

Project overview:

Wespr is a platform that aims to facilitate collaborations and helps distribution of content between artists and their audience. Wespr aims to target authors of books, blog articles, video games, songs, movies and other content. It intends to have each piece of content work as a Decentralized Autonomous Organization (DAO). Through this organization, artists such as but not limited to authors, illustrators, composers, directors, etc. are given the ability to work together, split authorship or cast a vote on their work. Wespr will also offer content producers the ability to easily re-use each other's work under the IP licence of their choice, turning any piece of

content into a history tree of inspirations and renewal. If one's work gets rewarded, then its inspirations get rewarded too.

Wespr has envisaged that their first app will be for books. It will allow users to publish works for free, fund works, find editors, and interact with readers. Wespr also plans to introduce an on-demand print-and-delivery system to allow authors to sell their works in paperback version.

Past Accomplishments:
- Q1 2017: Proof of concept (prototype) developed
- Q2 2017: Tech stack chosen (web Dapp built over ethereum, IPFS, IPDB, and Vue.js)

Roadmap:

- Whitepaper not issued in Q4, still outstanding on their website.
- Q1 2018 Private Pre-sale
- Q2 2018: MVP Development
- Q3 2018: Main Sale (ICO)
- Q4 2018: Wespr ALPHA

Token use case:

Wespr offers an ERC20 token crafted to reward content producers. Each time someone consults, re-uses, comments, shares or likes content, its authors will automatically get paid with Echo tokens given their respective authorship shares.

Core Team:

Currently no details are available on the Wespr website with regards to their core team. I have been in contact with the team members on their SLACK channel and have enquired about this, with no response thus far. I will update the document accordingly if/when I receive response, or when the team is added to the website.

Analysis of Authorship

Details:

Project name: Authorship

Token ticker: ATS

Website: www.authorship.com

Whitepaper: https://view.joomag.com/
authorship-white-paper-authorship-
white-paper/0120750001501521493
?short

Alpha: Launch in Jan 2018

Github: https://github.com/wespr

Project overview:

Authorship is a blockchain-based (Ethereum) platform. The goal of the platform, according to the official website, is to make the internet "more free and accessible for authors and readers". Authorship would like to connect publishers, writers, and translators on a single platform, and aims to simplify the book publishing process by giving all authorities to the author. Authorship's development started in March 2017. The company is hoping for a full release by June 2018.

Past Accomplishments:

- September 2017: ICO
- January 2018: Beta launch

Roadmap:

- Note: no roadmap on website.

Token use case:

The platform will run using Authorship (ATS) tokens, with a total of 100m tokens to be issued. 20% of these tokens are said to be reserved for the first 100,000 authors, with the other 80% being distributed to investors. These figures are from their whitepaper.

Core team (as per website):

Nolan Warfield – CEO:
Publishing industry experience: CEO seriousreading. com; Co-owner iReadBooks (book store)

P. Coman – CDO (removed from website as at Jan'18):
Publishing industry experience: CDO dotwriter.com; CDO seriousreading.com; Co-owner iReadBooks (book store)

Analysis of DECENT

Details

Project name: DECENT
Token ticker: DCT
Website: www.DECENT.ch
Whitepaper: https://decent.ch/media/documents/
                decent-whitepaper.pdf
Alpha: Network launched June 2017
Github: https://github.com/DECENTfoundation

Project overview:

DECENT is a Decentralized Autonomous Organization that is building a Content Distribution Platform that is Open-Source and utilizes Blockchain to ensure Trust and Security. It is aimed at authors, bloggers, publicists, and readers. DECENT aims to allow borderless publishing of any text, picture, video or music content. Their intention is to revolutionize data distribution on the Internet. They successfully concluded their ICO in November 2016 after a crowd-funding period of 8 weeks.

The success of DECENT's ICO has also helped them gain more ground in China, and they are now part of a Shanghai-based JadeValue FinTech V.2 Incubator.

In joining the program, DECENT has also opened a new office in China, which will further help DECENT cater to Chinese content creators and consumers.

Stakeholders:

Book, blog, podcast and video authors:
With DECENT, it is completely up to an author to decide what the price of their book may be. DECENT plans to take no cuts on profit, while providing the infrastructure required for an online book marketplace.

On the DECENT platform, every author will start on the same level. They will work to build high reputation through the quality and engagement of the content published.

Free speech activists, supporters, whistleblowers:
Decent allows users to remain completely anonymous. Because of its p2p nature, it will not be able to be blocked by a firewall.

Cryptocurrency miners:
DCT coins can be mined.

Publishing houses, media-oriented webs:
Online publishing companies can use DECENT as an infrastructure solution. The platform takes care of content storage, distribution, and payments.

Past Accomplishments:

- November 2016: ICO
- November 2016: Web App Prototype released
- November 2016: Opened blockchain R&D hub in Armenia & Bratislava
- February 2017: Updated website with new content
- March 2017: Decent Testnet #1 (Caesar) launched
- May 2017: Decent Testnet #2 (Alberti) launched
- June 2017: Decent network launched

Roadmap:
- 2018: DECENT App store
- 2019: DECENT-stream HW

Token use case:

DECENT's token use case is similar to that of Publica, whereby one would be required to hold DCT in order to make purchases on the platform. Thus the token is directly linked to the platform, and increased user uptake would lead to increased demand for the DCT token. This represents a strong token use case as the token is directly linked to demand to utilize the DECENT infrastructure.

Senior Team Details (As per website):

Matej Michalko – Founder, CEO
Blockchain Pioneer. Matej's interest in online privacy was fuelled first while studying Computer Science at the Swiss Federal Institute of Technology (EPFL) in Lausanne where he completed a project implementing privacy protection for mobile devices at Nokia Research Centre. Since 2011 he became extensively involved with Bitcoin. Mining at his own laptop in the beginning, later switching to GPUs and ASICs. He served as the CEO of many Bitcoin, Blockchain and Cryptocurrency conferences in Austria, China, Belgium, UK (BitcoinExpo, Central European Bitcoin Expo, BTC2B Congress) and more. Matej founded the first Bitcoin Marketing agency in the world. He also founded the first Cryptocurrency e-Gaming Consulting Firm and served as a consultant in the Isle of Man. Matej is a regular speaker at major conferences about the immense potential and vertical integration of Blockchain Technologies into various industries. He now serves as CEO of DECENT and is on the mission to lead the redefinition of the internet enabled by DECENT Blockchain Network.

Matej Boda – Founder, CMO

Matej was always interested in new technologies and future progress. During his studies at the Technical University in Bratislava he took an internship in BMW Munich as a technical concept creator. Although his background is in applied mechanics, he became involved in Blockchain Technologies in 2013. Fascinated by the decentralized protocols, he was interested in the cryptocurrency mining at first. Since then he has supported the community by helping to organize events such as Central European Bitcoin Expo Vienna and BTC2B Congress, advising on mining technologies and discussing future possibilities for blockchain.

Wayman Kwan – Founder, Non-exec Director

Wayman Kwan is a venture capital investor partner of Elements Capital LLC, USA. He was responsible for the business development, financing and promotional activities in several international companies. He founded a private information services team providing finance and investment advice to the companies around Asia and became a partner in Malaysian and Chinese Joint Venture. He is a well-recognized investment advisor and also participates in many other non-profit and charitable organizations such as Rotary International, Negeri Sembilan Royal Anti-drug Association and Malacca Shooting Association.

Tibor Tarabek – CIO

Tibor has 27 years' experience in the IT industry. He went through all the major technology milestones. Tibor worked in Microsoft in the 90s, founded and managed its subsidiary in Slovakia. In 2000, he moved to telco business and founded the very first alternative telco operator in Slovakia – eTel. He then headed the development of a complex information system for General Health Insurance company, mostly active in systems integration. Since 2008 Tibor has been active in the field of digital marketing – he founded the most successful digital agency in Slovakia – Zaraguza Digital. He also has experience in media business and was the former Director of Strategic Development and Technology in Slovak Radio and Television (RTVS). He is also active in the field of energy storage and software development

Milan Gajdos – COO

Before joining DECENT, Milan spent the last 13 years in KPMG's consulting division where he primarily focused on corporate strategy definition and operational excellence. He headed a highly exposed department dealing with new strategic initiatives, marketing and product strategies, innovative ways to approach customers, revenue assurance models and corporate culture setups to boost overall HR effectiveness. He led dedicated teams of professionals on engagements aiming at improving operational and strategic performance for globally operating clients across multiple industries.

Milan holds an MBA degree from the City University of Seattle and further improves his qualification in a PhD. program centred around operational excellence. In addition to traveling and various sports, he has found passion in flying and holds a pilot license for sport aircrafts.

Xiaomin Wang – GM: China

Xiaomin is an experienced lawyer, engineer and Blockchain expert, with 3+ years of experience in the industry. She was part of the organization team of BitcoinExpo Shanghai 2014, BTC2B Congress Brussels and BitcoinExpo London 2015. Xiaomin worked as assistant to judge at Guangzhou People's Court, later she joined DyStar and China Zhonglun, specialized on Corporation Law and IP legal affairs. She is passionate about the potential of Blockchain Technologies and currently serves as General Manager of DECENT in China.

Josef Sevcik – Chief Architect

After studying Business Administration in Seattle and Computer Science in Brno, Josef spent 14 years helping revolutionize the telecommunications industry (Ericsson, Siemens, LogicaCMG/Acision and more) by creating the Next Generation Network. During that time he was mainly engaged in Slovakia, the Czech Republic, Germany and Austria. Currently he is focusing on creating Blockchain Technology that allows people to share content with no need of a middleman.

Dr. Christian De Vartavan – Head of academic and institutional relations

Christian de Vartavan, currently the Head of Academic Relations in DECENT, has a very rare parallel career in academia and the private sector. As a scientist, his work has been decisive or influential in many fields including standardization and the classification of sciences – the widely known Vartavan Library Classification (see Wikipedia) being an offshoot from it. He has been the author of many peer reviewed articles, several academic books – two of them landmarks or world reference - and the editor of several international academic journals. In 2014 the University of Oxford created a special archive to keep his scientific work, now part of the UK's national archive. As a PR and Communication specialist, his career started in 1992 in the French Ministry of Culture, continued in the industry and was also validated by the French Navy which he has represented in an international venue (2004). He has also acted as the Director of Communication and Vice President of a specialized concrete admixture company for several years. He is currently connected to several universities and two academies (Paris' Académie des Sciences d'Outremer & Versailles) where, to his surprise, he arrived No. 2 in the elections of summer 2016 for a seat in the former. He is requested to postulate again in the forthcoming years.

Peter Dendis – Head of Marketing

Peter attended Comenius University in Bratislava where he studied management. After 10 years as CEO of online marketing agency Tarantula, he became a performance online marketer. During that time, he worked on a mobile affiliate network and automation of Google AdWords utilizing Machine Learning. He's been a part of the Slovak startup scene since its inception and became a 2-time winner of Startup Weekend in Bratislava. He helped to organize the first Slovak co-working space for startups, called The Spot. Peter also co-founded an NGO Slovak startup which seeks to promote Slovak startups abroad. Thanks to his everlasting enthusiasm for world-changing technologies, he joined the DECENT Team.

Linda Petrikova – Head of PR

Linda obtained her Masters degree in the field of Business and Marketing at the University of Economics in Bratislava while she was working at one of the leading banks in Slovakia, Tatra Banka. After more than five years of shaping the Marketing department at Nokia, Linda decided to travel and work on her personal development in India where she spent a couple of months and learned to facilitate active meditations. Back in the real world she took an opportunity to work for a local advertising company, Medias Media, as the Managing and Marketing Director until she got inspired by Blockchain Technology and DECENT.

Tomas Varga – Head of Strategy

Tomas is an experienced business professional with a strong track record of projects in various industries. Having spent the last four years in Management Consulting at KPMG, Tomas has decided to join DECENT. He is responsible for business intelligence, development and partnership initiatives and focuses on exploring prospective applications of Blockchain technology across a variety of industries. He graduated with a degree in Economic Diplomacy and is an ACCA candidate. He is keen on running, skiing and wakeboarding.

Analysis of INK

Details

Project name: Ink

Token ticker: INK

Website: https://ink.plus

Whitepaper: https://ink.plus/statics/pdf/ink_whitepaper_en.pdf

Alpha: Launched – Date Unknown

Github: https://github.com/inklabsfoundation

Project overview:

Ink is a decentralised solution that aims to transform the global creative industry. The vision of Ink is to provide Sovereign Consortium Blockchains to different use cases, & to build a blockchain based infrastructure for the Creative Industry, where various applications are possible and correlate to each other in one system. Based on public blockchain (Qtum), Ink aims to build an Intellectual Property Assets Exchange as a trusted corridor for cash generation and token issuance for content creators, making it an integrated ecosystem.

At the same time, Ink believes that the cross-chain protocol would enable value and information to flow

freely between public blockchain and consortium blockchains. Ink aims to redefine roles, content, and behaviours within the creative industry.

Core Objectives:

The core objectives of Ink are to:

1. Eliminate disputes among content creators via clear IP ownership stored on blockchain (immutable ledger)
2. Develop a trusted consortium blockchain solution that will enable regional use-cases
3. Develop an Intellectual Property Assets Exchange (based on Qtum) that will allow content creators a trusted corridor for content-to-liquid-asset conversion, as well as token issuance.
4. Develop a cross-chain protocol that would allow information and content to flow easily between Qtum and Ink 'Sovereign Consortium Blockchains' (i.e. public blockchain and consortium blockchain).

Past Accomplishments:

- March 2017: Founding team of Ink established the core mission and roadmap
- May 2017: Ink signed a strategic partnership with the Guiyang Municipality. Guiyang is the capital of Guizhou province of Southwest China
- June 2017: Official Ink team established
- July 2017: Ink Lab in San Jose (California) was established

- September 2017: Ink Sovereign Consortium Blockchain entered the testing phase.
- October 2017: Ink official whitepaper released.
- November 2017: Ink crowdsale completed.

Scheduled Roadmap

- December 2017: Ink launches the open platform for Dapp development
- February 2018: Ink to launch first batch of international IP tokens
- March 2018: Beta launch of IP Asset Exchange platform
- May 2018: Launch of Global IP Blockchain network

Token use case:

INK tokens will be QRC-20-based (Qtum) and are defined as utility tokens. The vision is that INK will be used under many scenarios that encapsulate the Creative industry, as well as for key applications and services within the Ink ecosystem. The INK token will thus be a medium for Data & Value transmission.

Core team (as per website):

Tang Ling – China Co-Founder
Founder & CEO of Ziggurat tech. Tang also founded Bright Corner Media and Valeon Entrepreneur Program. He also is Senior Member of Silk Road Innovative Design Alliance , member of the advisory team of 'APEC College of Future' and Davos Forum Youth Leader. As Xi'an Jiaotong University Graduate Select, he is a founder of XJTU Blockchain Lab.

Ismal Malik – Britain Co-founder
Ismal has been directly involved in the management of four blockchain projects, and has also participated in research work for more than 10 blockchain projects, including several digital asset exchange projects. Ismal is also CEO of 'ICO CROWD' and BlockchainLab.

Tsukikawa Yuu – Japan Co-founder
Tsukikawa maintains long-term cooperation with the largest virtual currency trading platform ZAIF in Japan, and provides consultancy services for it. He has a degree in law from Waseda University, and a degree in International Relations from Peking University. He has also previously worked for HNTV as a TV show host.

Walter Komarek – Europe Co-founder

Walter is Managing partner of Forbesfone (the biggest telecom company in Malta). He is well respected in the European telecom market, and graduated from Universität Salzburg. He is fluent in German, English, and Russian.

Chen Chang – Core Developer (China)

Chang is the CTO of Ziggurat Tech and the Chief Scientist of Inkchain. He received his master's degree from Tsinghua University. He was also a senior researcher at IBM. Chang is an expert in cloud computing, blockchain, and machine learning. He is the core developer of the Hyperledger open source project, and has rich experience in the underlying development and applications of blockchain. He was in charge of the architecture design and implementation of the enterprise blockchain solution. He led and developed several blockchain service platforms. Chang is also the co-author of "the Principle, Design and Application of Blockchain".

Dr. Wang Hao – Core Developer (China)

Hao is the founder of WuGeYunTong Technology. He won the championship of the International Blockchain Development Competition. Hao received his bachelor's degrees from the Department of Automation and Mathematics in Tsinghua University and doctorate in Computer Vision and Control. He led WuGeYunTong and developed visual inspection and recognition technology, for which he received five patents on visual recognition algorithm invention and seven copyrights on visual recognition software. He also has rich experience in developing technical architecture, DevOps and mobile apps.

Dr. Gao Zhenfeng – Core Developer (China)

Dr. Zhenfeng received his PhD from the Department of Automation in Tsinghua University. He co-authored the project "Regional Medical Treatment Consortium Blockchain", which received top prize in "48-hour Blockchain Hackathon" of Wanda Tech & IBM in March of 2017. His research mainly covers service computing and service recommendation. He has published three academic papers on service computing and service recommendation in top international journals.

Dr. Frank Wang – Core Developer (US)

Frank is the founder and CEO of Stentor Technology, director of Ink Silicon Valley lab, joint-initiator of blockchain VC Forum and Operation VP of Silicon Valley Wireless Technology Association. He received his master's degree from Nanyang Technological University. Frank focuses on distributed computation and big data technology, and previously worked as a technical engineer for Trusted Computing. As the Chief Data Engineer, his team received the world-leading CES "Innovation and Engineering Award". Frank is part of the team in the early development stage of Google Transit, a large-scale project. He also designed and developed large financial database for JPMorgan.

Alexey Kalina – Core Developer (Russia)

Alexey is a full stack developer. He has built SPV cryptocurrency library for several coins. He is an expert in developing smart contract on Ethereum. He also developed API and provided data analysis service for more than 50 crypto exchanges.

Paul Sokolov – Core Developer (Russia)

Paul is an experienced product manager who spearheaded Changelly, one of the biggest integrated crypto exchanges in the world with millions of users. He leads Guarda, a multi-currency crypto exchange mobile wallet. He also developed Chainthis.com.

Alexandr Dorozkhin – Core Developer (Russia)

Alex is an experienced backend developer. He specializes in building web wallets and Block Explorer for Blockchain projects. He also developed RPC protocols of multiple currencies while working on various exchange API and markets data.

Analysis of READ

Details

Project name: Serial Read

Token ticker: READ (SuperString token)

Website: https://read.lianzai.com/

Whitepaper: https://github.com/rockxie/LianZai/blob/master/SuperString.md

Alpha: Open – December 2017

Github: https://github.com/rockxie/LianZai

Project overview:

READ is a native digital asset based token issued by a Singapore-based non-profit, The Xuanchain Foundation. READ is based on blockchain technology that aims to represent 'reading rights and interests'. Readers contribute to the funding of books by various authors. READ aims to empower authors by streamlining the publishing process and connecting said authors to their readers, in order to create an interactive ecosystem. READ emphasizes immutable characteristics of the blockchain with regards to copyright certification.

Core Objectives:

The core objectives of READ are to:

1. Enable author crowd-funding (via book ICO's) by bringing authors closer to their readers via the native READ platform

2. To allow for IP copyright certification via time-stamping and storage on the blockchain

3. Develop a crypto-currency incentivized ecosystem

Past Accomplishments:

- November 2016: Xuanpai Literature Society (author community) established
- October 2017: Serial reading initiated
- November 2017: Serial network lianzai.com closed beta
- December 2017: Half-beta open, wallet APP online
- January 2018: Serial network official beta, Lianzai. com, serial READ app

Scheduled Roadmap

- Q1 – Q2 2018: Serial READ copyright centre to be launched
- Q3 – Q4 2018: Serial READ 'overseas version' to be launched

Token use case:

READ tokens will be used to access the upcoming platform, that would allow readers to trade their book tokens and utilize the platform services. Author book ICO's would presumably create their own tokens, which could then be traded on the upcoming platform

Sources for market context and overview:

PWC – Turning the page, the future of ebooks, 2010

S. Gaigher; Dr. E le Roux; Prof. Theo Bothma – The effect of digital publishing on the traditional publishing environment

Bain & Company – Publishing in the digital era, 2011