concertVR

Simply BE there!

Contact us - we are more than happy to answer all of your questions

Version 1.3

contents

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statement

quote

“Imagine you could enjoy concerts from all around the globe in realtime without leaving your home?“

Sebastian Deyle

Managing Partner Goodstuff - Media

June 17th 2016 (Café Einstein - Berlin)

statement
summary

- Audiences attending concerts and festivals are reaching record highs and are expected to generate in 2017 sales above 1.1 bn USD in Germany alone.
- Globally, concert revenues should reach 8.8 bn USD in 2017. This growth path is expected to continue in the coming years. Estimates show that until 2022 concert revenues should grow by above 12% annually, underpinning the big appetite for live concerts.
- As venue capacity is limited, concerts of particularly popular artists are sold out in hours if not in minutes.
- Consequently, demand for attending live concerts can not at all be satisfied, leaving thousands of potential viewers without any tickets. No wonder, the controversial and often non-legal resale market is still booming despite the increasing popularity of personalized ticketing trying to dry out this black market.
- Not seldom are tickets sold ten fold as high as the original price.

- Regular tickets have increased tremendously in price over the last years. The average ticket price today is three times more expensive than 20 years ago, making the attendance unaffordable for a large audience group.
- Additionally, access to live concerts is limited by several further factors. Concerts are dominantly performed in selective large cities and economically sound countries leaving fans in rural areas or non popular countries behind.
- The music industry is benefiting from this positive trend. The entertainment industry has changed hugely over the last decade.
- Nowadays music is dominantly consumed using streaming sources like youtube or spotify among others, which are not seldom free of charge or can be bought at low costs.
- Consequently, record sales have decreased substantially. Therefore, live concerts are now playing an increasingly important role as a new income generator for artists and the industry will be open to any new business model, which will be supportive to reach new audiences and therefore will guarantee additional revenues.

statement
numbers

Music fans are increasingly attending live concerts but their immediate access to venues is limited.

30 seconds
18,200 tickets

18,200 concert tickets for the Justin Bieber concert at Madison Square Garden were sold out within 30 seconds.
Over 600,000 tickets for his "Believe" North America tour were sold out within an hour.
(Bill Board)

24 hours
1.1 mil tickets

U2s Joshua Tree Tour in 2017 sold 1.1 million tickets for their tour within 24 hours.

(Bill Board)

2 minutes
622,000 tickets

The 29 marktet world tour of Harry Styles was sold out in two minutes, setting a new world record.

(Bill Board)

24 hours
1,000,000 tickets

Bruno Mars sold 1,000,000 tickets for his world tour in 2017 in one day.

(Ticket Master)

4 hours
20,000 tickets

The Rolling Stones „No Filter“ tour sold out in Germany in 4 hours. However, tickets where still available on the resale market for astronomical prices.

(Eventim)

statement

numbers

Despite impressive sales figures, the demand for concert tickets can not yet be adequately served.

1.1 bn

Live concerts in Germany are expected to generate sales of 1.1 bn USD in 2017. Global revenues should reach 8.8 bn USD.

552 mil

The top 5 concert tours in 2017, with top seller Guns N‘ Roses, have achieved total revenues of 552 mil USD.

8 bn

Almost 8 bn euros are now being transacted globally on the black market every year.

- Highly overpriced tickets are purchased on the black market
- Many potential customers can not experience the desired concert
- There are legal consequences for sellers and buyers
- The music industry could generate a substantial amount of higher revenues, if a larger audience could be reached

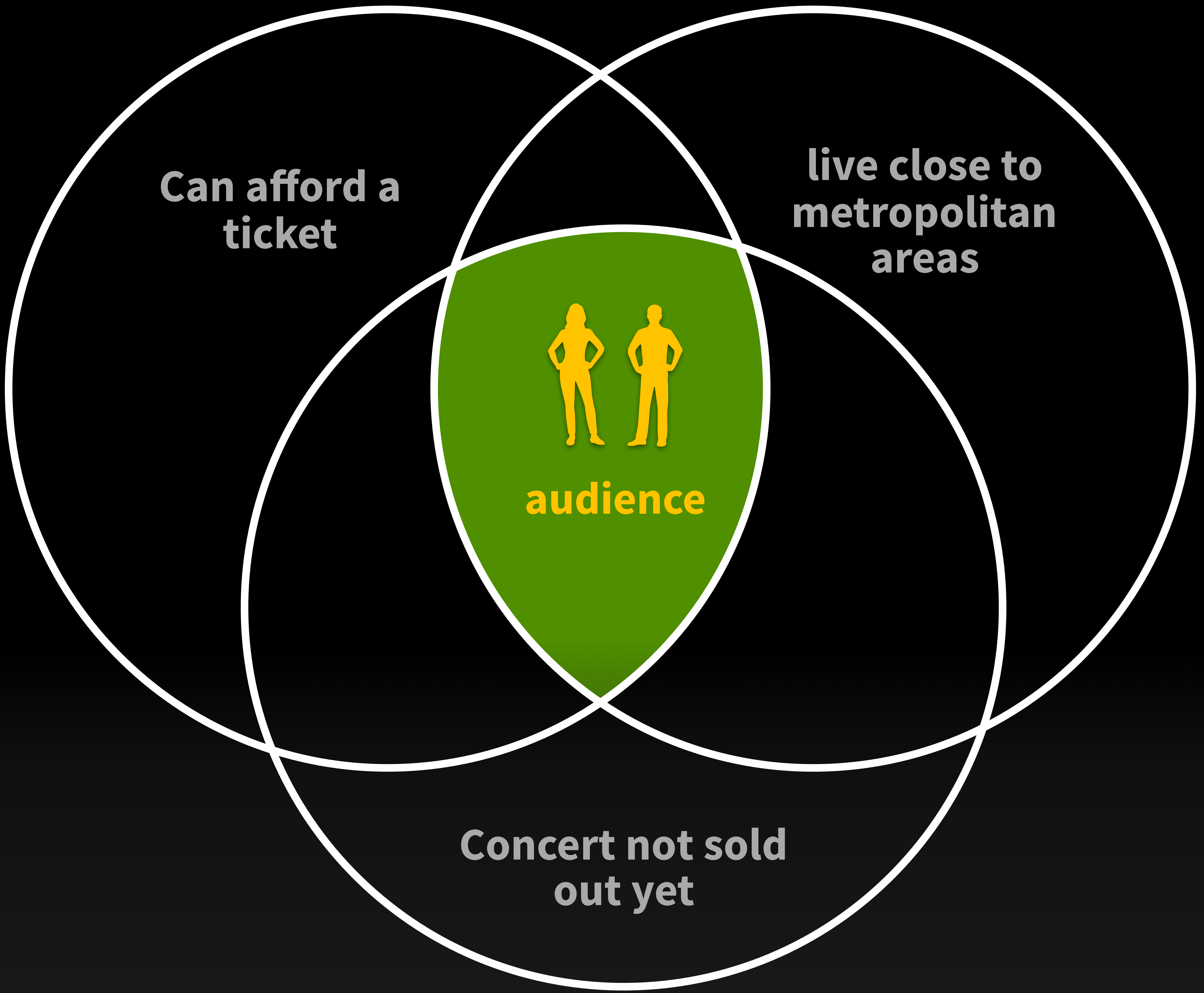
source: CEO DeAG Peter Schwenkow, stern.de

the challenge

challenge

key - points

Access to concerts is currently limited to a small audience group that matches the following criteria:



- As access to concerts is severely limited, the demand for concert and festival live broadcasts is constantly increasing.
- Fans who can not attend a concert personally want to get access to the event otherwise.
- Many regions and countries are never visited by major artists.
- Most artists spend most of their tour in their own country and in countries where they generate the highest sales. International top stars often visit the USA, England, Ireland, Canada and Australia.
- Statistics show that in these countries, over 70% of all tour stops are taking place.
- All other countries are hardly visited by top stars. Fans from India, South Africa, Nigeria, Russia, Poland, China, South Korea as well as people who simply do not live in metropolitan areas, either have no chance at all to attend a concert or this would be associated with significant travel times and expenses.

Left alone fans around the globe are eagerly waiting for a way to experience state of the art live concerts at an affordable price.

what if...

1

you could enjoy and afford concerts from all around the globe in REALTIME without even leaving your home?

2

it was possible to sell an UNLIMITED amount of tickets for a live concert?

3

you could choose your POSITION in the hall during a concert and even be ON STAGE right next to your favorite artist?

4

you could retrieve INFORMATIONS in realtime about artist and song?

5

you could enjoy your live visited concerts again ON DEMAND?

6

you could let all your friends on SOCIAL MEDIA know, which concert your are currently watching?

the revolution

Welcome to concertVR!

the first blockchain based cross-platform marketplace for high-quality VR content from the music and entertainment sector

- Enjoy real concerts in Virtual Reality - in realtime or on demand at a time of your choice
- Once purchased, enjoy your content across any platform - on your smartphone, VR glasses, browser or SmartTV
- Choose from different camera perspectives, where you want to experience the concert from
- Search different categories and find your favorite artists and acts
- Buy individual songs or entire concerts simply by in-app purchase
- Enter a coupon code and enjoy selected content for free
- Let your friends know which concert you are watching via social media
- Experience their reactions in realtime in the app
- Invite friends directly during the concert and chat with them

concertVR
Simply BE there!

Version 1.3

revolution

special features

1-on-1

- Your favorite artists perform their songs unplugged in the studio - up close in VR and exclusively for you

Vote now!

- Look forward to talented newcomers and vote on who you like the most

Back|Stage

- Experience the last minutes before a concert together with the artist. Do you feel the stage fright?

Version 1.3

revolution

prototype

We have already have a fully functional prototype…

- For us, the formation of a worldwide community and the financing of concertVR by an ICO is just the logical next step of making our vision globally successful.
- Since 2016, we have been working on concertVR with full force and therefore are proud of already having a fully functional prototype!

WATCH DEMO

revolution

key-points

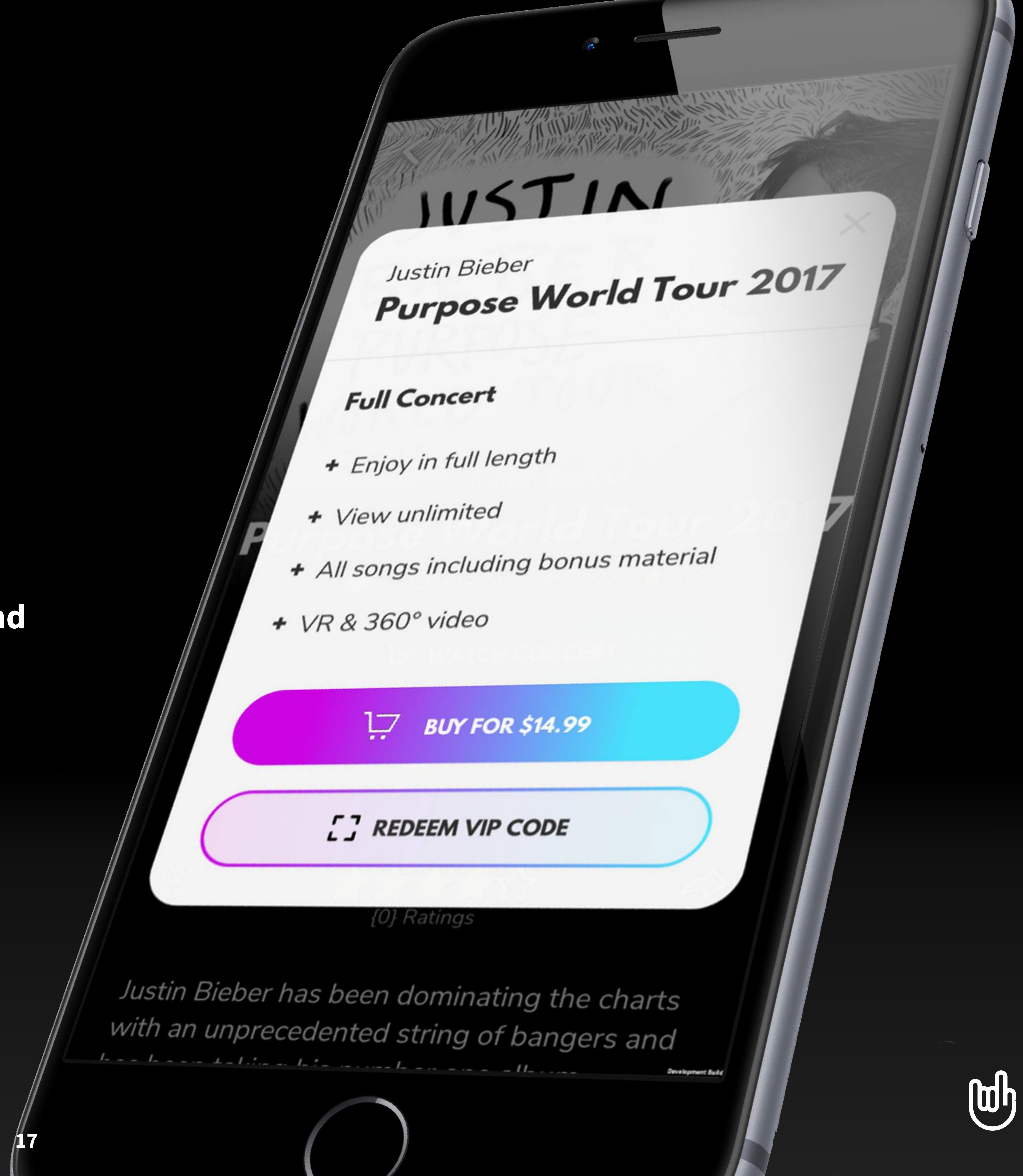
- ConcertVR took up the challenge and is proud to present an exciting blockchain based solution for a so far unsatisfying concert environment.
- The concertVR app will revolutionize the music industry with a unique product and service offering and will create a win-win situation for the music industry as well as for the music fan.
- Live concerts from all over the world will be brought to your home at an affordable price and will enable you to watch your favorite artist performing as if you would be attending a live concert - all from the comfort of your own home.
- ConcertVRs experience is not just limited to live concerts. You will also have the opportunity to choose concerts and songs on demand from an ever growing concertVR library.
- Additional features like 1-1 performances as well as backstage coverage and social media integration will enhance your experience even more.
- Virtual Reality devices will enable this. Viewers from all over the globe just have to download the concertVR app, purchase a code via standard payment systems or cryptocurrencies and will enjoy their favorite concert, wearing VR glasses.
- Alternatively, you can also watch the concert via other devices like your PC, laptop, smartphone or tablet.
- It is the goal of concertVR to establish long-term contracts with concert organizers and artists which shall guarantee a never ending stream of live shows, covering all tastes from alternative and classic to pop and rock.
- Broadcasts shall include well established mega stars as well as exciting newcomers.
- State of the art devices and cameras at the concert venue will broadcast the live event and shall guarantee an exceptional transmission with the highest standards and a perfect sound and picture quality.
- Access codes can be either purchased on the app directly, via the concertVR website, at the merchandising concert booth at or at ticket vendors like Eventim or Ticketmaster.

We are blockchain based…

- All data will be stored on a decentralized cloud based data bank which will be hold on the net by nodes.
- No user data will be stored on concertVR servers or will be sold to third party companies. It is the user itself who decides which kind of information he is willing to share.
- The unchangeable trade repository is strictly additive and cannot be changed backwards or deleted and therefore will be safe against frauds and hacking.
- Transparent ledgers will make old style paper based accounting obsolete and will solve the problems of bookkeeping and tax issues.
- Smart contracts will need no intermediate, which will save money as well as time and will guarantee the highest security standards. They will tremendously decrease transaction costs.
- ConcertVR will create its own currency CVT which will be initially fixed to Ethereum and can be used as a payment for the live or on demand concerts and songs purchased. Bitcoin, bitcoin cash as well as ether will be also accepted.
- In the long run concertVRs blockchain will help to make the so far unsatisfying eco system of the music industry and its technologies behind more fair to the artist. He/she will be treated as an equal partner and shall be fairly rewarded for the value created.

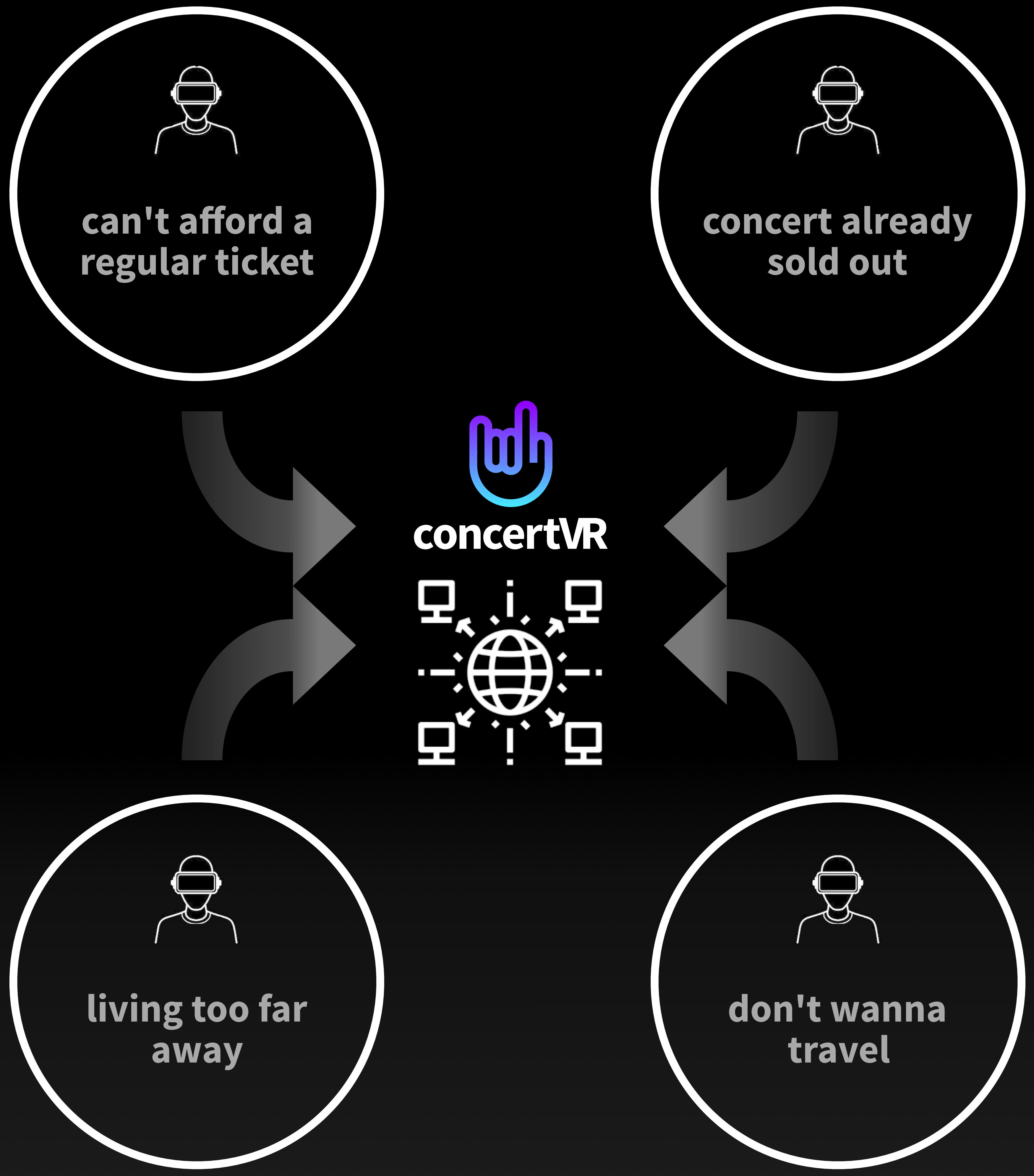
We accept crypto - currencies…

- unlike any other digital marketplace in music & entertainment, we are proud to accept a **multitude of crypto - currencies** besides all well established payment methods
- Amongst others, we accept **bitcoin**, **bitcoin cash**, **ether** and **CVT** (the token we will create during pre ICO and ICO).



revolution

summary



- With ConcertVR everyone can afford a ticket in the future!
- The concert of your choice was already sold out after 8 minutes? Never again! With concertVR, an infinite number of people can experience their favorite artist live on stage.
- Your appointments do not allow you to travel or a spontaneous getaway is not in your budget? With concertVR you can still experience the concert of your choice live - experience the excitement of a live concert from the comfort of your own home.
- Amongst others, we accept bitcoin, bitcoin cash, ether and CVT as payment options in the app.
- Choose from different camera perspectives, where you want to experience the concert from.
- Look forward to talented newcomers and vote on who you liked the most
- Let your friends know which concert you are watching via social media.
- We are blockchain based. No user-data will be stored on our servers or sold to third party companies.

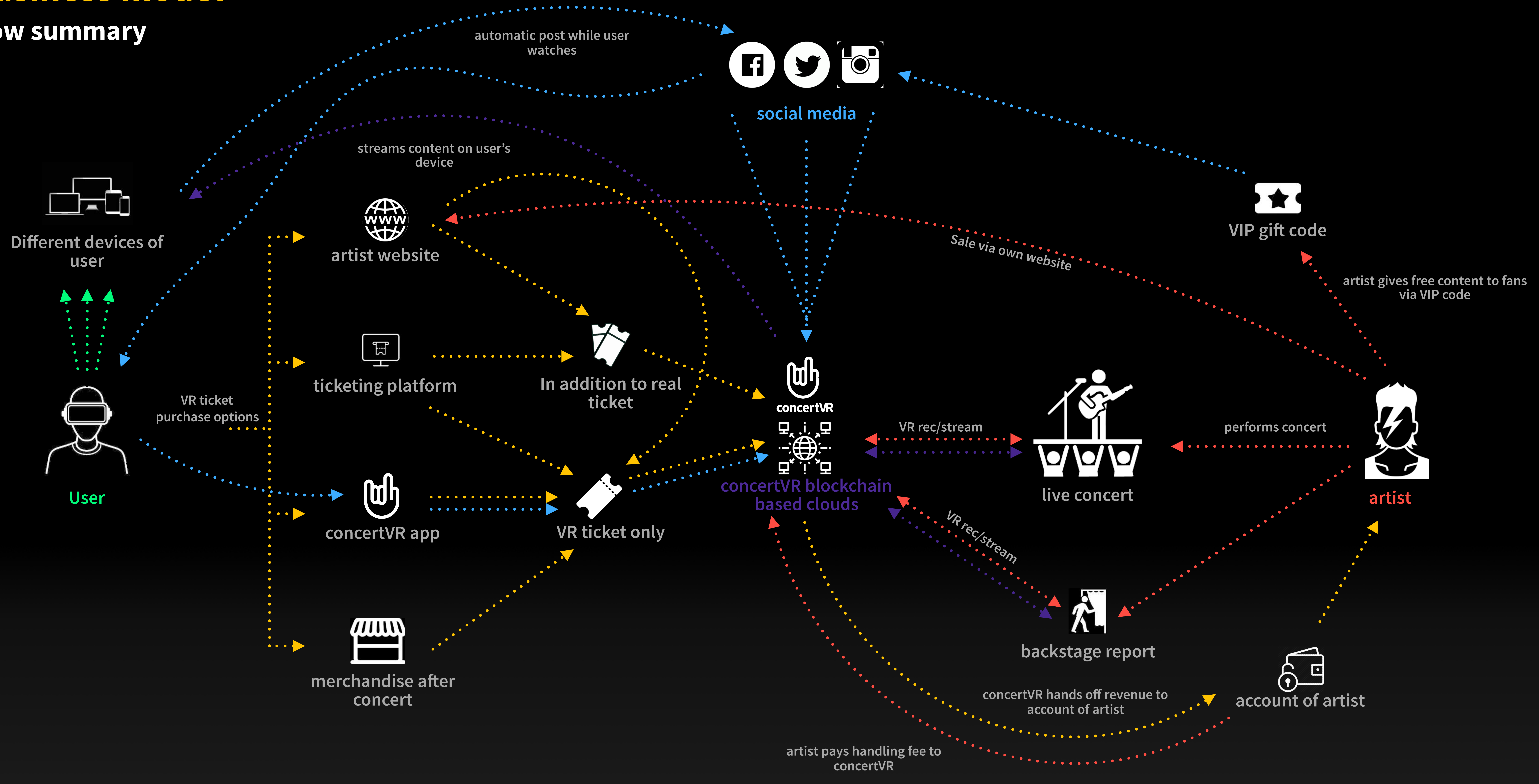
business model

business model

key - points

- ConcertVR is a blockchain based, cross-platform market place for music & entertainment content, created by Goodstuff-Media, located in Berlin/Germany.
- ConcertVR will deliver high-quality VR content like real-time or on demand concerts & songs to the music fan.
- Target group consists of every technology affine music fan around the globe wanting to experience concerts from home.
- The concertVR team will include an experienced and visionary international group of media, technology and finance experts.
- This shall guarantee a fast and professional implementation of the concertVR vision to become the leading real-time concert provider in Europe.
- Competition is low. Companies like Deutsche Telekom or Universal Music are trying to penetrate the online concert market, but they are so far not focused enough to bring this undeveloped market to success.
- Therefore, concertVR will be the first European market place fully dedicated to the transmission of real-time and on demand concerts to your home.
- Pricing model will be subscription based as well as based on single purchases of real-time and on demand concerts and songs.
- Purchases can be made either directly on the concertVR app, the concertVR website or via ticket providers as well as at the merchandising concert booth.
- ConcertVR accepts all known payment systems as well as cryptocurrencies.
- Marketing and distribution partners will be mainly the artist himself and ticket providers.
- Additionally, concert VR will work closely with social media companies like facebook or Instagram. This should enhance concertVRs brand building strategy through viral spreads.

business model
flow summary



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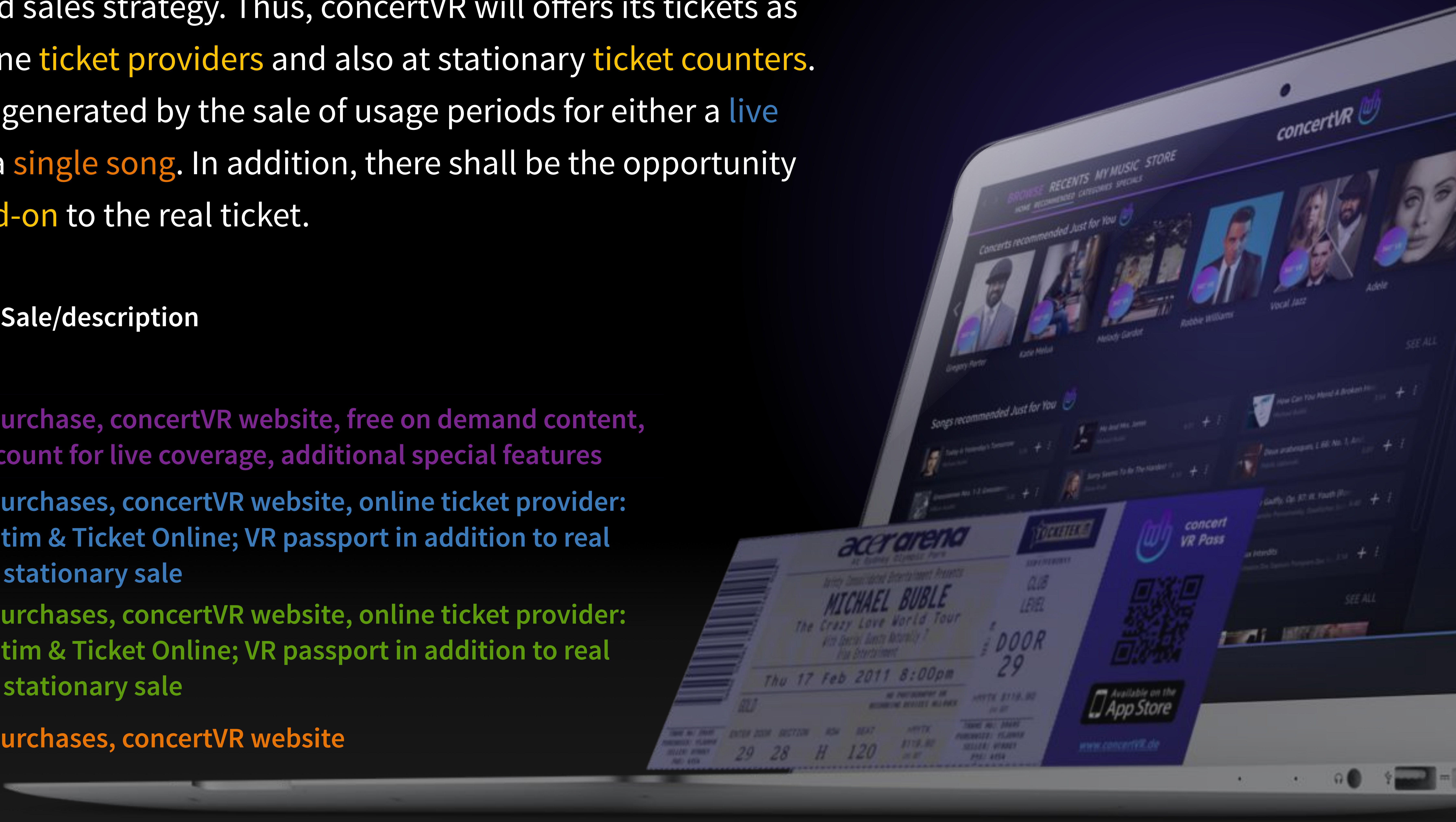
business model
pricing

Ticket sales will be based on a broad sales strategy. Thus, concertVR will offers its tickets as in-app purchases, via common online ticket providers and also at stationary ticket counters. The revenue of the platform will be generated by the sale of usage periods for either a live concert, an on-demand concert or a single song. In addition, there shall be the opportunity to purchase a VR passport as an add-on to the real ticket.

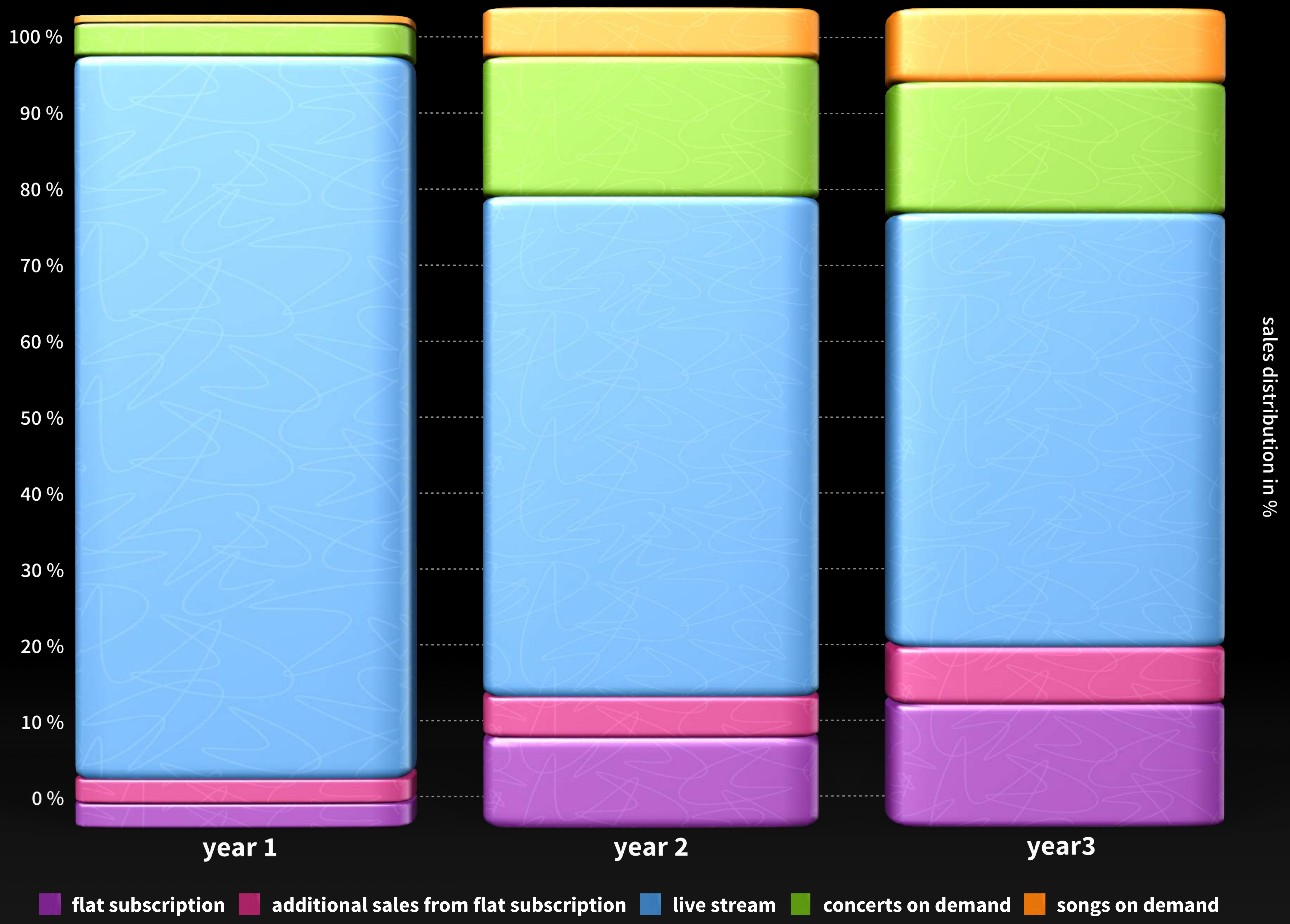
revenue element	average selling price	point of Sale/description
subscription (monthly)	8.99 €	in-app purchase, concertVR website, free on demand content, 30% discount for live coverage, additional special features
live-concert	24.99 €	in-app purchases, concertVR website, online ticket provider: eg. Eventim & Ticket Online; VR passport in addition to real ticket in stationary sale
on demand-concert	14.99 €	in-app purchases, concertVR website, online ticket provider: eg. Eventim & Ticket Online; VR passport in addition to real ticket in stationary sale
single song	2.49 €	in-app purchases, concertVR website



Example of a real ticket including VR pass and example of a purchase via concertVR website

business model

sales allocation per element

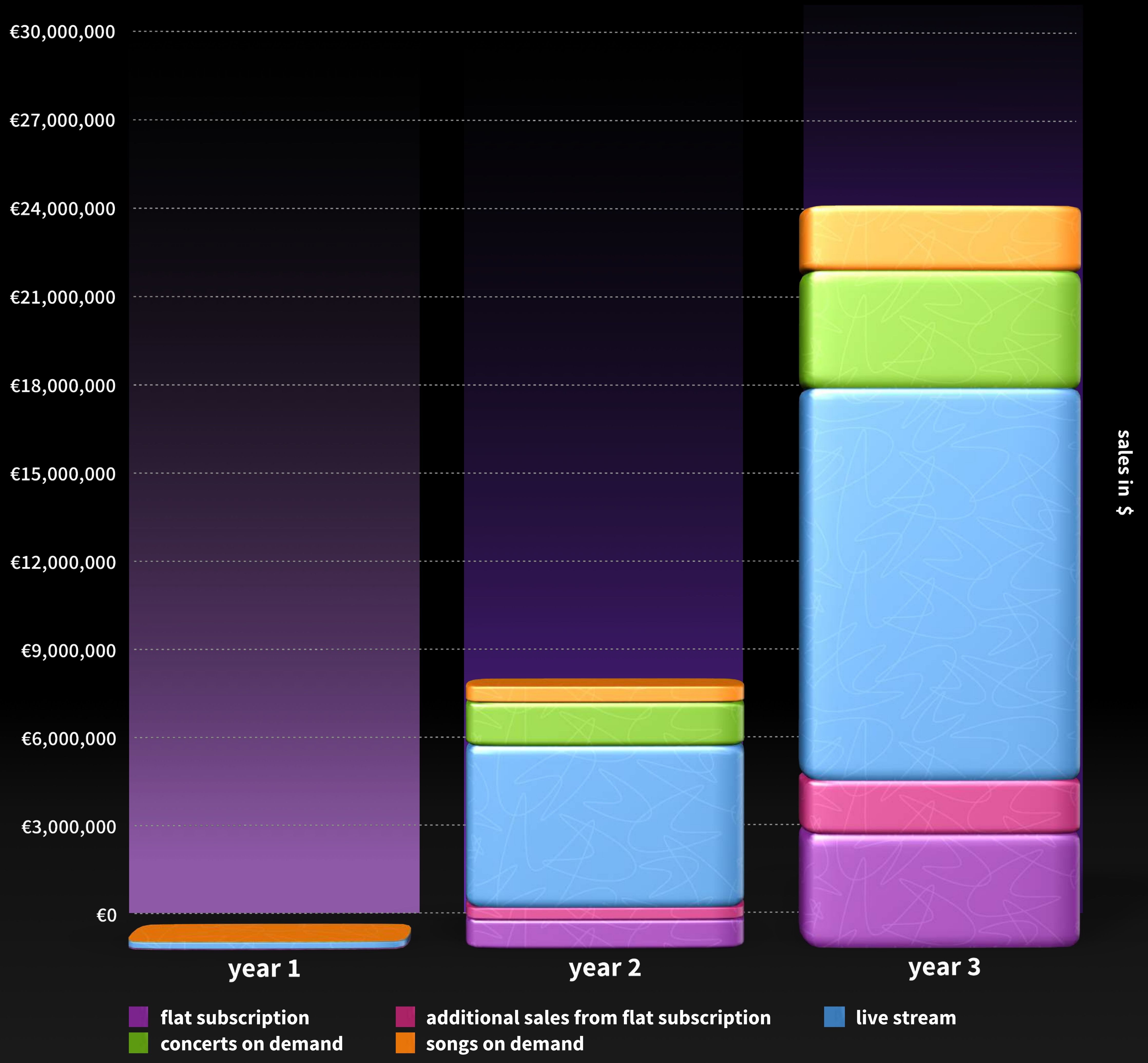


sales distribution	Year 1	Year 2	Year 3
Flat Subscription	3%	11%	15%
Add. Sales from Flat Subscription	3%	5%	7%
Live Stream	88%	61%	53%
Concerts on Demand	4%	17%	16%
Songs on Demand	1%	6%	9%

fees music industry	of net sales
Flat Subscription	30%
Live Stream	70%
Concerts on Demand	50%
Songs on Demand	30%

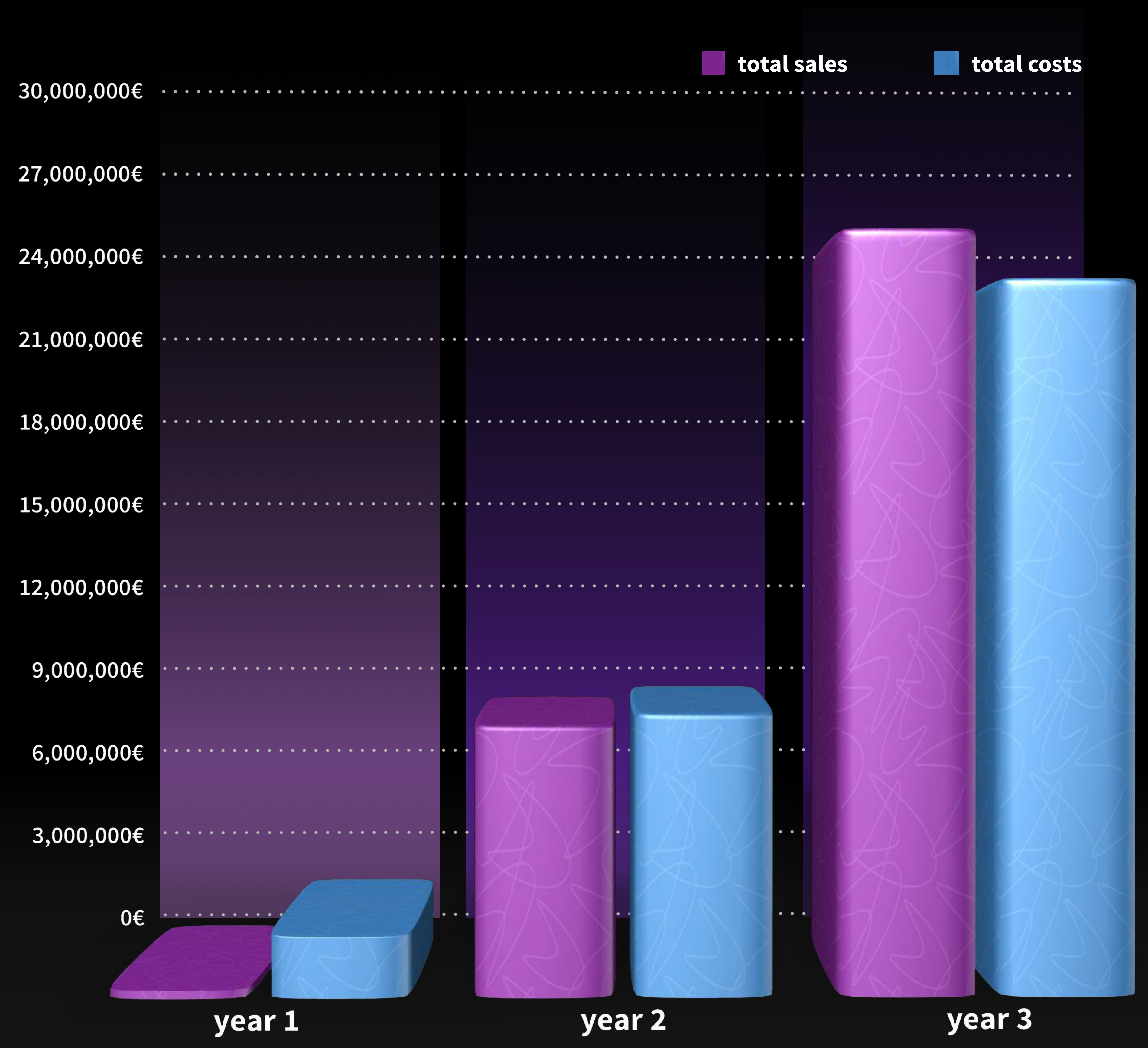
business model

sales forecast



sales summary	Year 1	Year 2	Year 3
Flat Subscription	6,645.05 €	917,593.70 €	3,601,029.93 €
growth in %		*13709 %*	*292 %*
			0,00
Add. Sales from Flat Subscription	8,760.91 €	390,011.67 €	1,702,176.74 €
growth in %		*4352 %*	*336 %*
Live Stream	226,191.42 €	5,100,014.93 €	12,401,496.58 €
growth in %		*2155 %*	*143 %*
Concerts on Demand	11,160.87 €	1,370,645.12 €	3,710,898.12 €
growth in %			*171 %*
Songs on Demand	3,707.88 €	518,812.92 €	2,054,733.45 €
growth in %		*13892 %*	*296 %*
Total Sales	**256,466.13 €**	**8,297,078.34 €**	**23,470,334.82 €**
growth in %		*3135%*	*183%*

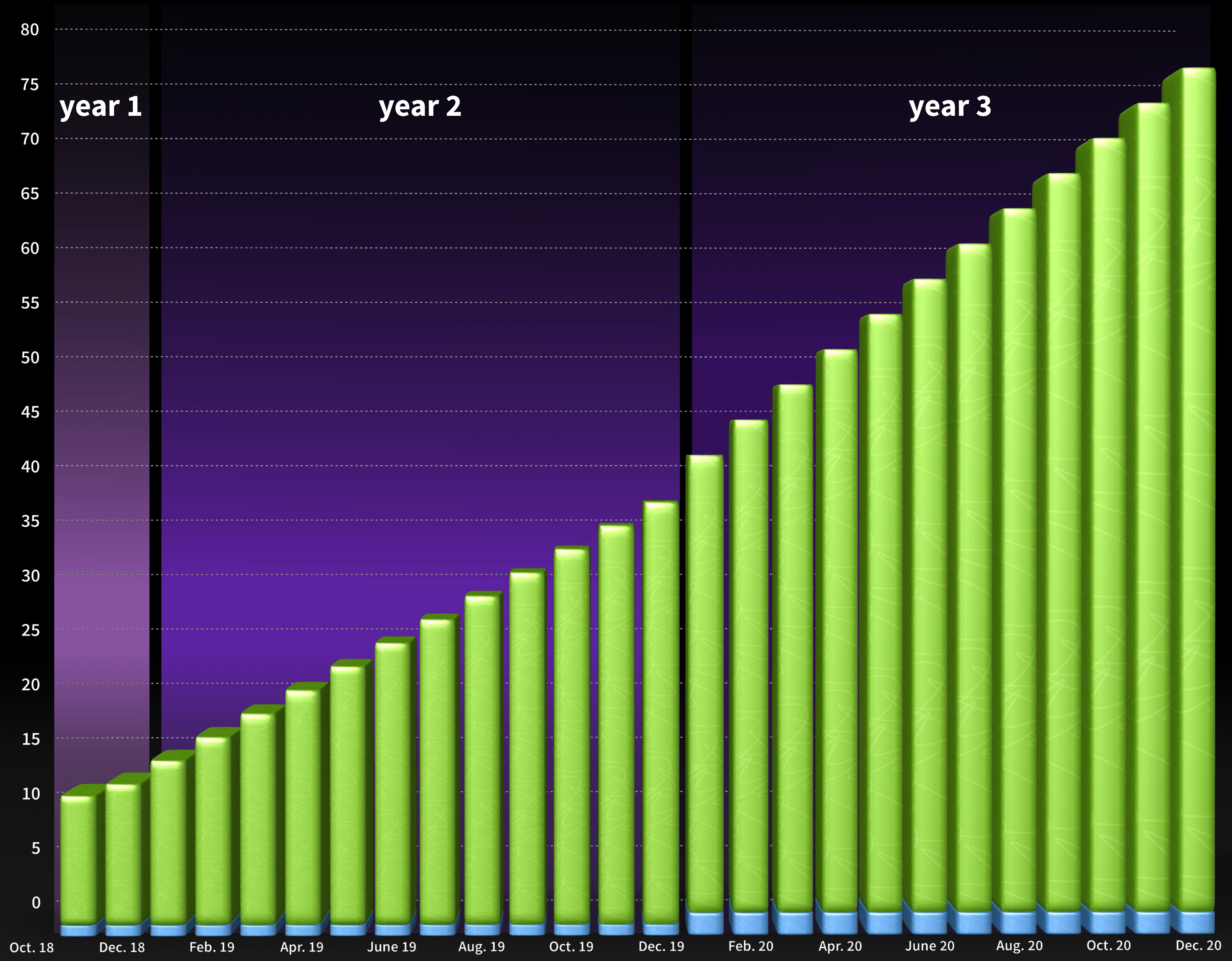
business model
profit & loss statement



in EUR	Year 1	Year 2	Year 3
Total Sales	**256,466**	**8,297,078**	**23,470,335**
growth in %		*3135.2 %*	*182.9 %*
Production Costs	250,000	189,000	294,000
as a % of Sales	*97.5 %*	*2.3 %*	*1.3 %*
Payment Fee	5,129	165,942	469,407
as a %of Sales	*2.0 %*	*2.0 %*	*2.0 %*
Provider Fee	11,757	682,149	2,170,844
as a % of Sales	*4.6 %*	*8.2 %*	*9.2 %*
Fee Music Industry	-126,584	5,151,048	15,011,016
as a % of Sales	*-49.4 %*	*62.1 %*	*64.0 %*
Costs VR Glass	266	32,643	88,378
as a % of Sales	*0.1 %*	*0.4 %*	*0.4 %*
Total Gross Costs	**140,568**	**6,220,782**	**18,033,646**
as a % of Sales	*54.8 %*	*75.0 %*	*76.8 %*
Gross Income	**115,898**	**2,076,296**	**5,436,689**
as a % of Sales	*45.2 %*	*25.0 %*	*23.2 %*
Labor Costs	247,332	783,926	1,106,043
as a % of Sales	*96.4 %*	*9.4 %*	*4.7 %*
Administration Costs	1,504,732	1,650,066	2,818,962
as a % of Sales	*586.7 %*	*19.9 %*	*12.0 %*
EBITDA	**-1,636,167**	**-357,696**	**1,511,684**
EBITDA Margin	*n.m.*	*n.m.*	*6.4 %*
Depreciation	56,833	56,833	56,833
EBIT	**-1,693,000**	**-414,529**	**1,454,851**
EBIT Margin	*n.m.*	*n.m.*	*6.2 %*

business model

growth of library (amount per month)

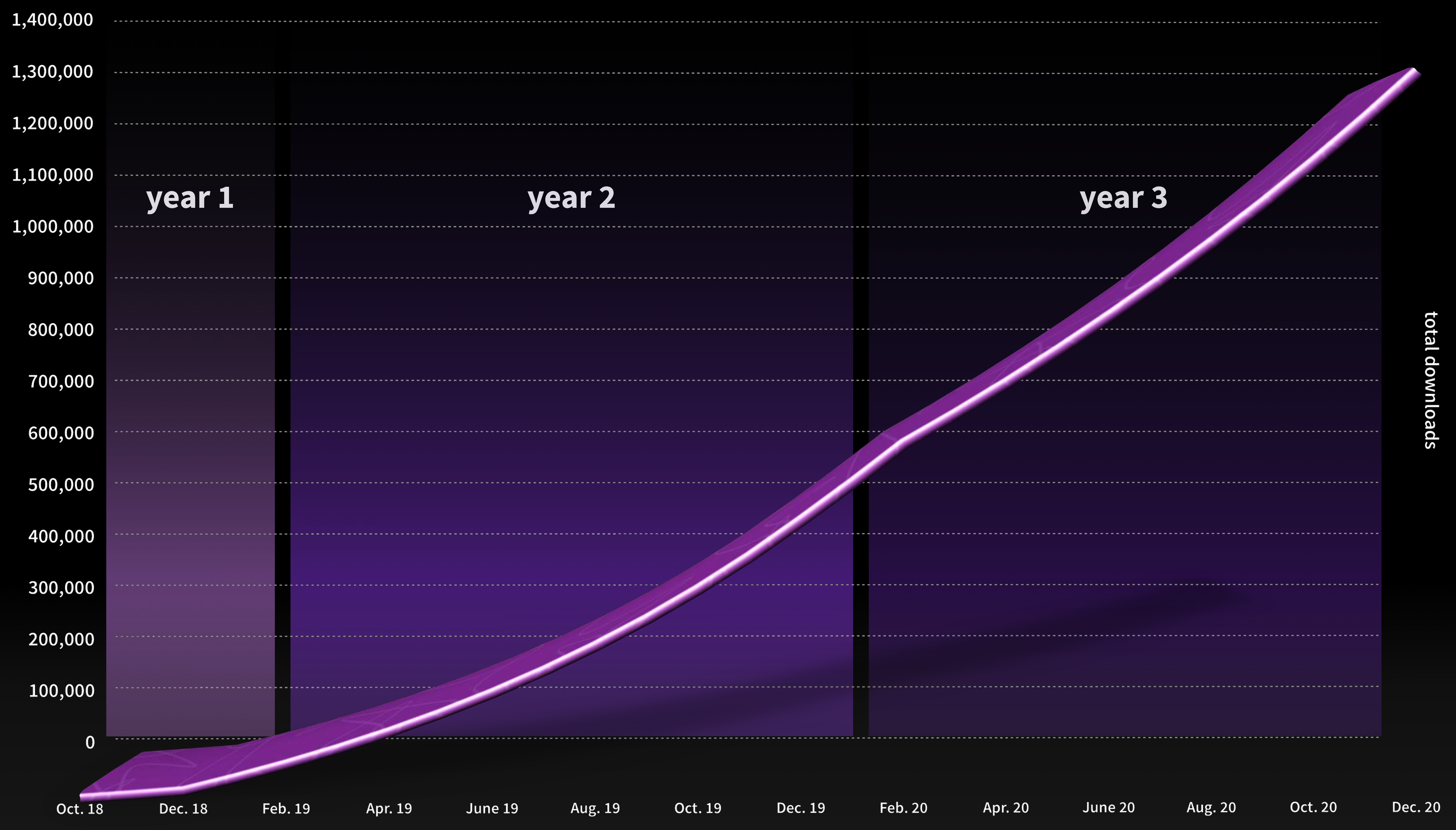


- Already before the release, we will pre-record 10 concerts in order to offer potential subscribers an attractive selection of content right from the start.
- Starting November 2018, one concert shall be broadcasted live every month.
- Starting January 2020, two concerts shall be broadcasted live every month.
- **Each live concert will also be recorded at the same time, which means that the concertVR library is growing steadily.**

live concerts **on demand concerts library**

business model

concertVR app download development



app downloads	Year 1	Year 2	Year 3
January	0	33,860	530,591
February	0	57,246	597,121
March	0	82,971	646,977
April	0	111,268	699,326
May	0	142,394	754,292
June	0	176,634	812,007
July	0	214,297	872,607
August	0	255,727	936,237
September	0	301,300	1,003,049
October	0	351,430	1,073,202
November	6,000	406,573	1,146,862
December	12,600	467,230	1,224,205

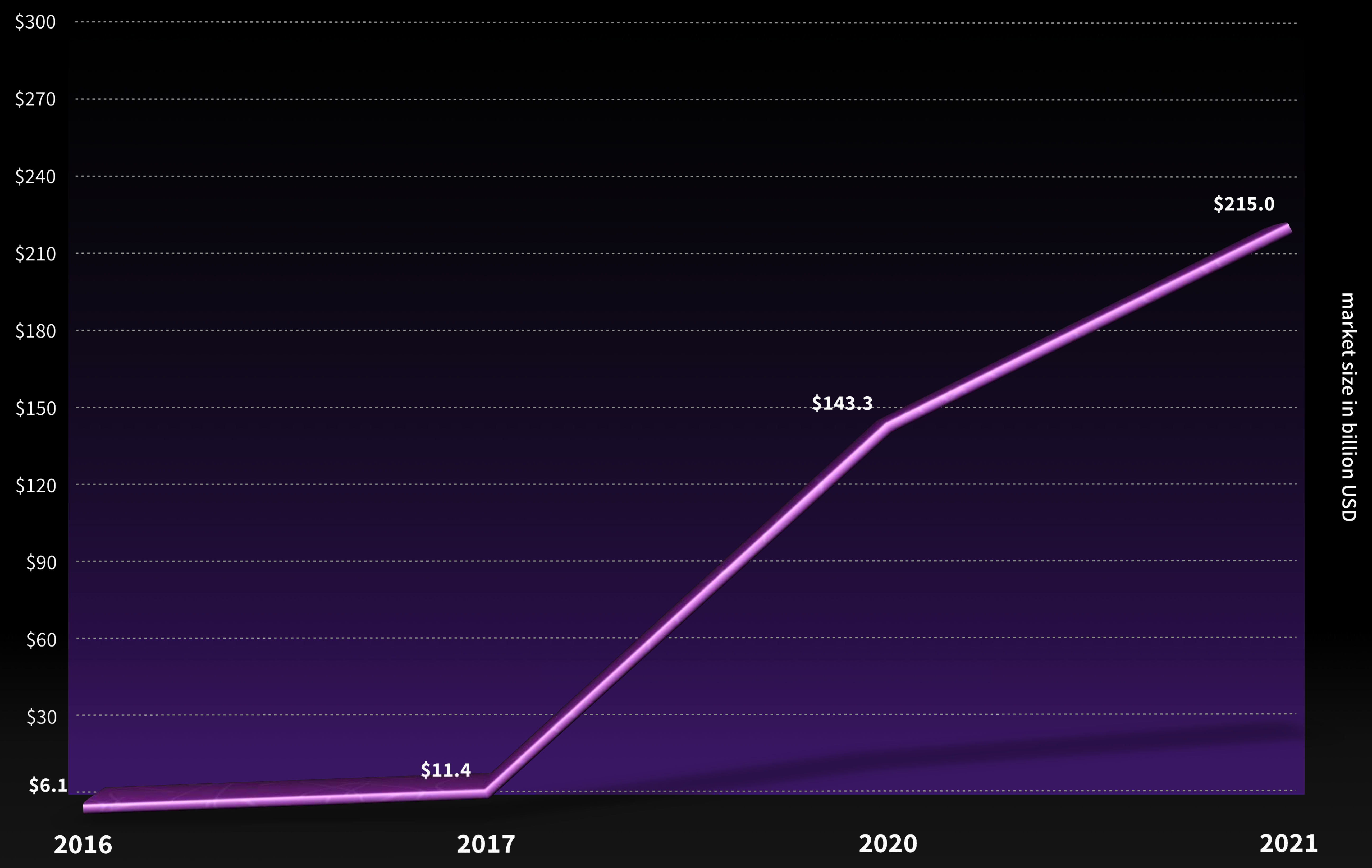
research

In 2017, we conducted a comprehensive internal market research and potential analysis on the future prospects of virtual reality.

We looked for applications in which the new technology has added real value compared to traditional forms of content rendering....

market research

statistics - forecast augmented and virtual reality market size worldwide from 2016 to 2021 (in billion U.S. dollars)



- The VR industry is growing at a fast pace, with revenues from virtual reality hardware and software projected to increase from 6.1 billion U.S. dollars in 2016 to more than 215 billion U.S. dollars by 2021.
- Mobile based virtual reality head-mounted displays are forecast to account for about 75 percent of global VR display sales by that time, as the number of mobile virtual reality users worldwide is forecast to grow to more than 130 million.

source: www.statista.de

market research

summary

Currently, no other platform can provide the excitement of enjoying live - concerts in VR as if you were on site…

- Music is an elementary part of our society. It enjoys a maximum of dissemination in all age and social structures.
- It has pioneered digitization much sooner and faster than linear TV is doing today.
- The Internet has a large number of very successful startups from the musical field, such as Soundcloud and Spotify.
- Still, the unique experience of a live concert is described by users as the maximum audiovisual experience.
- First cases with live and on-demand material show the potential in the combination of audiovisual experiences and "virtual reality“.
- On 11.01.2017 the Elbphilharmonie broadcast their opening concert Live in 360 ° VR. Until today, more than 850,000 people have participated in this virtual event on YouTube.
- On 09.03.2017 the American companies "NextVR" and "Live Nation" broadcasted a first live-VR concert of the band "Galactic" for the US market.
- The trend shows that the increasing adoption of VR peripherals can be seen as the key to future development in this segment.

the team

the team

ConcertVR is a product of Goodstuff-Media Berlin.

The foundation of any successful product is the integration of complementary competencies.

The team around concertVR is built on a conglomerate of experts with many years of experience in video production, artist management, ticket marketing, financial management and app development.

“*Driven by the vision of making real spaces virtual and emotional, we created ConcertVR - a product in which we place our utmost attention and love.*“

Sebastian Deyle
Managing Partner Goodstuff - Media

the team

Sebastian Deyle

Founder / CEO

- Founded his first company Goodstuff-Pictures movie production in 2007
- Founder of **Goodstuff-Media** & initiator of concertVR
- Has been successfully working for over a decade in the industry as producer & CEO and therefore can revert to a large, organically grown network
- Started his early career by hosting several TV shows

Andreas Knuffmann

Co-Founder / CCO

- Responsible for content production
- 4 Adolph-Grimme-Awards for fictional projects
- Has been working for over 25 years in all different positions as TV-station executive producer for SAT.1, freelance director or content provider/consultant
- Co-Founder of Goodstuff-Media

Frank Zahn/exozet GmbH

Head of Development / CDO

- Head of our development - Team
- Founder & CEO of **Exozet GmbH**
- Currently over 150 employees in Berlin, Hamburg and Vienna
- Among other things responsible for the interactive VR-Live-Experience for the global product presentation of the Audi e-tron Sportback concept

the team

Dennis Weidner

Advertisement & Community - Management

- Dennis Weidner is a german Entrepreneur and Crypto Investor.
- He is focusing internationally on building a working Ecosystem for Startups, Tech & Blockchain Projects.
- His Berlin based Company, **Paranoid Internet**, is leading the Pre Sale of different well known ICOs.
- In Addition, his team has the experience of the right Marketing Audiences and Channels, to scale a project successfully.

Stefan Schulz

Executive Board Advisor

- Federal Association of the Event Industry - Executive Board Advisor (Digital Transformation)
- Partner at Fex.Net - (with Valery Vavilov, Blockchain Inventor, CEO BitFury)
- Partner at Now United - global pop band for GenZ by Simon Fuller
- Founder & CEO - WATCHEVER
- Executive Vice President - Vivendi Mobile Entertainment
- Chief Digital Officer - Universal Music Group
- Winner of the IPTV Awards 2015
- Founder of the first Entertainment Mobile Virtual Operator in Europe (Vybe Mobile with E-Plus)
- Multiple record holder for the distribution of digital products (Eminem, Nelly Furtado, Breaking Bad)

Giovanni Cicivelli

Financial Advisor

- professional trader and stock market expert
- Over 20 years experience in the financial market
- Author of the bestseller "**Beruf(ung) Trader**"
- Crypto - Expert

the team

Jan Mewes

Artist Acquisition

- Managing Partner **Mewes Entertainment Group,** Hamburg
- Manager of notable national and international artists in music & entertainment
- Over 20 years of experience in the industry

WINHELLER law firm

Legal / Tax

- **WINHELLER**´s banking/finance department advises financial institutions and scaling-up companies
- Lawyers and tax advisors specializing in Crypto Law, Blockchain, IT Law, Privacy Law, Tax, Accounting and Regulation
- Tax and legal advice for crypto businesses since 2013
- Headquartered in Frankfurt am Main, Germany´s "financial capital"

Raimund Saier

Financial Advisor

- established expert in analysing as well as consulting startups and smallcaps
- Over 20 years of experience by working for multinational investment banks like **UBS**, **Lloyds TSB** as well as **WestLb Mellon**
- has successfully brought a multitude of international companies to the stock market and was responsible for the management of several billion USD funds

Julia Hennings

HR Board Advisor

- COO & CHRO Perspective Digital GmbH
- Attracting and retaining digital talents
- +6 years of experience in Human Relations in Startups & Corporates as Perspective Digital, Quadriga Media, Air Berlin
- Hiring of +90 Positions including C-Level Positions from Online Marketing, UX/UI-Design, Development to Sales, Finance & Operations Job Profiles

the team

Maik Fahldieck / Jonas Lempa

Advisors

- Designing and developing digital products
- Founder and owner of Taikonauten GmbH & Co KG
- Award winning agency, based in Berlin with 43 employees
- Working in the fields of strategic conception, UX/UI and develpment
- Founders of Moondock

Robert Clemens

Development MVP

- Programming and coding
- Over 15 years of experience - more than 35 million people using entertainment software programmed by him
- Successful releases on several platforms including App, Facebook, Browser, PC, XBox 360

Thilo Richter / Jan Bollmeyer

Advisors

- Crypto - experts
- Over 15 years of experience in digital marketing & sales
- Administrators of several crypto related investor - communities

pre ICO & ICO

pre - ICO & ICO Campaign

key - points

- concertVR Token (CVT) will be organized running on **Ethereum**
- **TOKEN NAME: CVT**
- **STARTING EXCHANGE RATE:**
- we will create a total of **400,000,000 concertVR Token (CVT)** to Pre-ICO and ICO contributors.
- The fixed cost of a single token is **0.00015 ETH** (during the pre ICO and ICO campaign)

- **PRE-ICO: max 1,200 ETH** SOLD OUT
- **ICO: max 60,000 ETH**
- The Pre-ICO campaign will last for 7 days.
- The ICO campaign will last for 31 days.

pre - ICO & ICO Campaign

bonus system pre - ICO

IMPORTANT NOTICE:

concerrtVR pre-ICO was sold out after less than 4 DAYS!

- Pre - ICO will last for 7 days and will have a hard cap of 1,200 ETH.
- The more you invest with a single transaction, the more % bonus CVT you will receive.
- **In addition to this bonus, we will reward an extra bonus of 15% to all participants during pre - ICO.**

ETH INVEST	VALUE in CVT	BONUS	BONUS in CVT	Pre ICO BONUS	Pre ICO BONUS in CVT	UNITS CVT TOTAL
1,000 ETH	6,666,000 CVT	10.0%	666,600 CVT	15.0%	1,099,890 CVT	8,432,490 CVT
500 ETH	3,333,000 CVT	8.0%	266,640 CVT	15.0%	539,946 CVT	4,139,586 CVT
300 ETH	1,999,800 CVT	7.5%	149,985 CVT	15.0%	322,468 CVT	2,472,253 CVT
150 ETH	999,900 CVT	5.5%	54,995 CVT	15.0%	158,234 CVT	1,213,129 CVT
50 ETH	333,300 CVT	4.5%	14,999 CVT	15.0%	52,245 CVT	400,543 CVT
10 ETH	66,660 CVT	3.0%	2,000 CVT	15.0%	10,299 CVT	78,959 CVT

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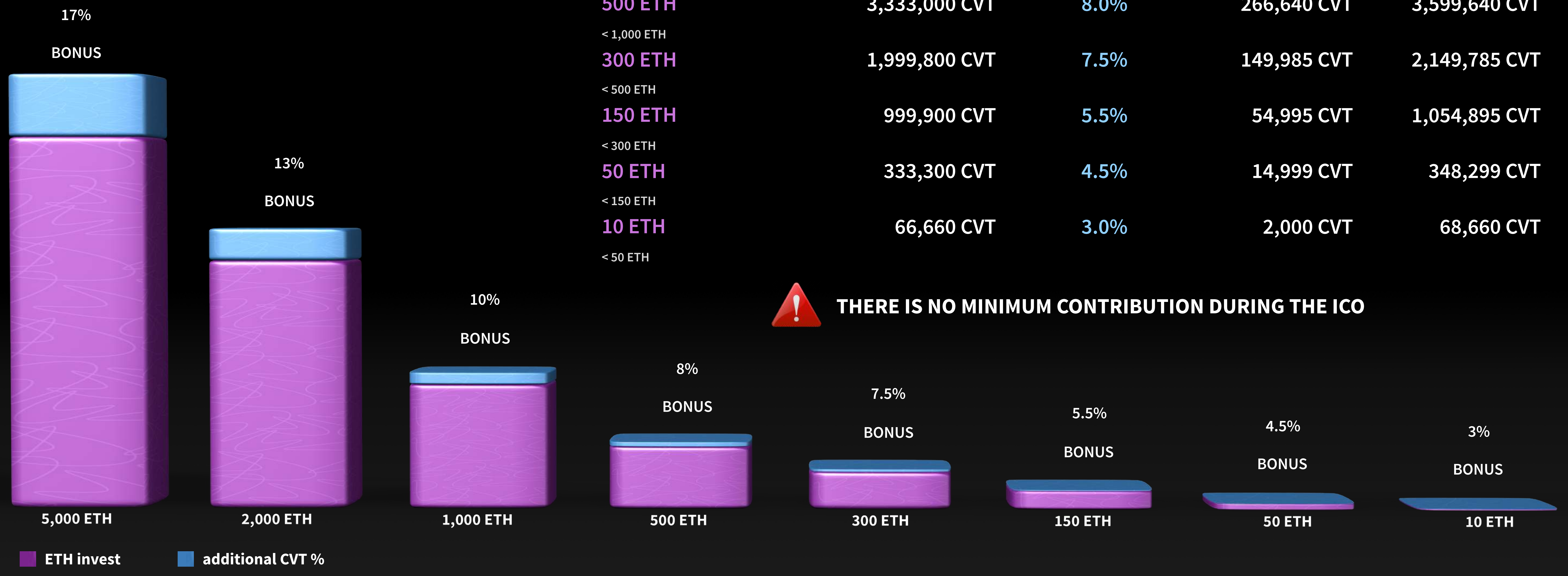
pre - ICO & ICO Campaign

bonus system ICO

- ICO will start **April 2nd 2018** and will last for 31 days. The hard cap shall be **60,000 ETH.**
- **The more you invest with a single transaction, the more % bonus CVT you will receive.**

ETH INVEST	VALUE in CVT	BONUS	BONUS in CVT	UNITS CVT TOTAL
5,000 ETH	33,330,000 CVT	17.0%	5,666,100 CVT	38,996,100 CVT
2,000 ETH < 5,000 ETH	13,332,000 CVT	13.0%	1,733,160 CVT	15,065,160 CVT
1,000 ETH < 2,000 ETH	6,666,000 CVT	10.0%	666,600 CVT	7,332,600 CVT
500 ETH < 1,000 ETH	3,333,000 CVT	8.0%	266,640 CVT	3,599,640 CVT
300 ETH < 500 ETH	1,999,800 CVT	7.5%	149,985 CVT	2,149,785 CVT
150 ETH < 300 ETH	999,900 CVT	5.5%	54,995 CVT	1,054,895 CVT
50 ETH < 150 ETH	333,300 CVT	4.5%	14,999 CVT	348,299 CVT
10 ETH < 50 ETH	66,660 CVT	3.0%	2,000 CVT	68,660 CVT

THERE IS NO MINIMUM CONTRIBUTION DURING THE ICO



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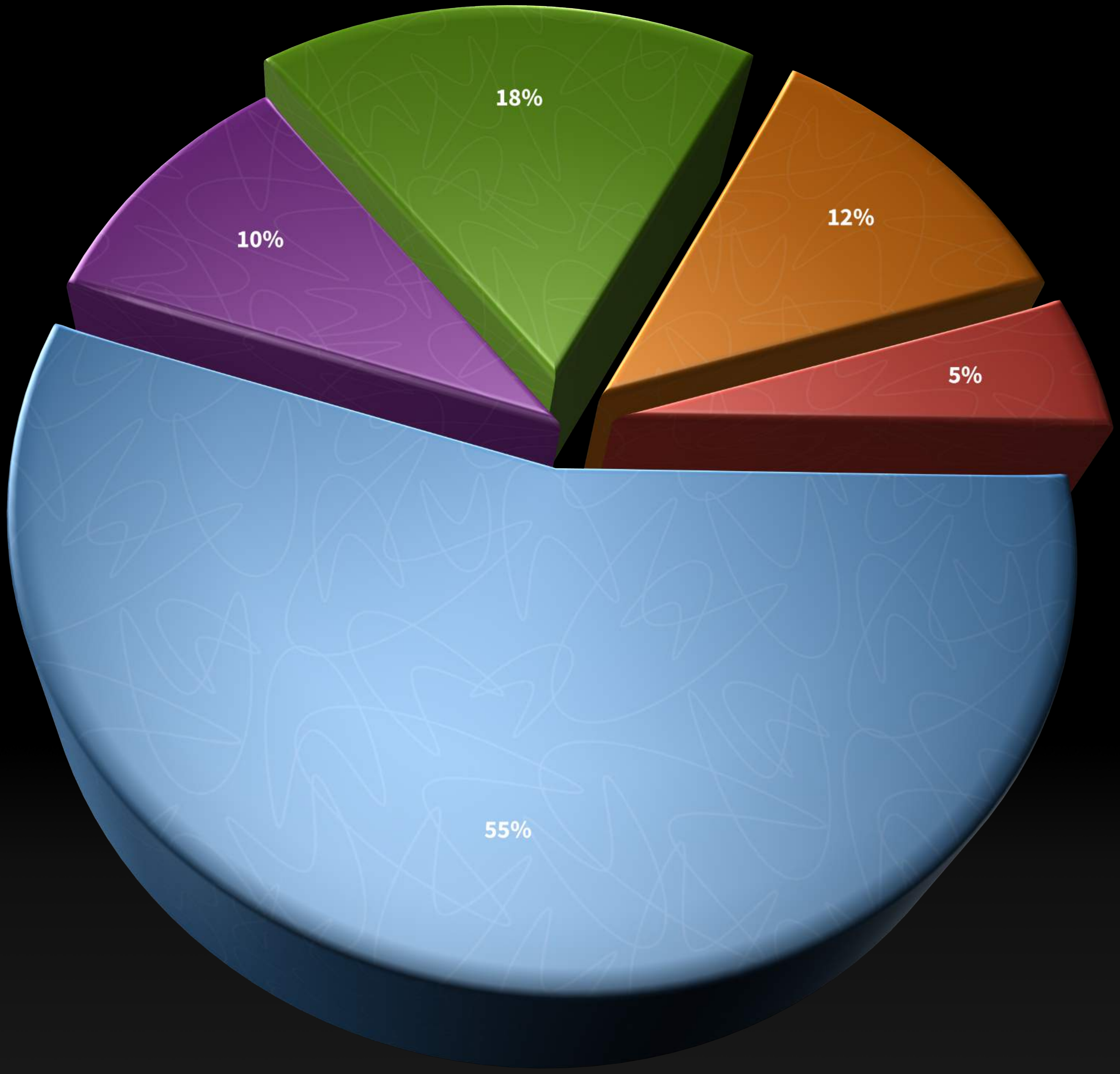
token distribution

ICO SYSTEM

CVT tokens will be distributed using the following system:

- 55% WILL BE SOLD THROUGH THE TOKEN SALE
- 10% RESERVE FUND CVT HELD BY THE COMPANY
- 18% DEVELOPMENT AND MAINTENANCE PLATFORM + TEAM GROWTH
- 12% WILL BE AWARDED TO ADVISORS
- 5% RESERVED FOR COOPERATIONS



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fund budgeting

what we already have achieved

global market research and potential analysis	concertVR trademarked across Europe	landing-page built and published	concertVR app MVP built and tested (iOS & android)	first concert recorded in VR	in negotiation with all major labels and ticketing providers

the funds collected during Pre-ICO will be spent in the following order

25%	20%	20%	25%	10%
legal compliance	logistics and Marketing	team expansion	further development of MVP	further development of landing-page

the funds collected during ICO will be spent in the following order

10%	35%	20%	25%	10%
HQ office space in Berlin	Further development of concertVR for iOS, android, web, samsung gear & HTC vive/ Oculus rift	team expansion	marketing & sales	legal advise - contracts with majors, artists and ticketing providers

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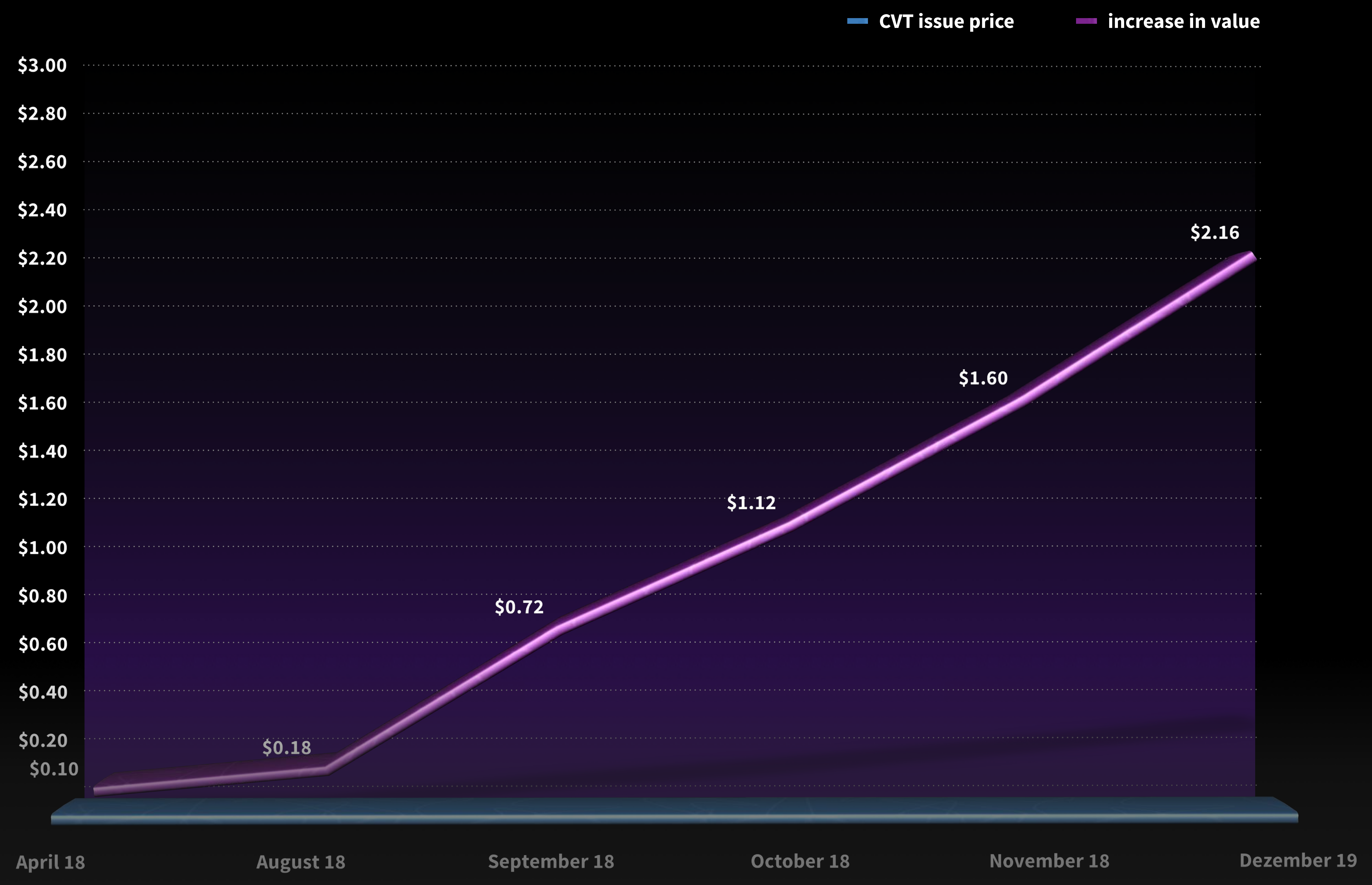
growth forecast CVT



May 18

- ICO successfully finished
- Market capital of crypto market estimated at $915 billion

August 18

- CVT shall get listed at coinmarketcap
- More potential buyers will be attracted
- Beta version has been already released

September 18

- Crypto market reaches 1.8 trillion USD
- Probability calculation: 288,000 users keep the coin on average for 1,000 USD

October 18

- Beta-Version of concertVR will be launched

November 18

- ConcertVR is traded on the overall 5th exchange platform, making it easier for even more people to trade

December 19

- Grown Identification with VR and Digitizing Normality
- Crypto Market at 3.5 trillion USD

timeline

timeline

milestones

global market research and potential analysis

concertVR trademarked across Europe

landing-page built and published

concertVR app MVP built and tested (iOS & android)

first concert recorded in VR

in negotiation with all major labels and ticketing providers

February 15th 2018
pre-ICO starts

February 22th 2018
pre-ICO completed

April 2nd 2018
ICO starts

April 5th & 6th 2018
Crypto-Conference Berlin

May 2nd 2018
ICO completed

October 2018
launch beta-version

November 2018
platform fully functional

already achieved
upcoming

After launch of MVP, market expansion takes place. At this stage, product will be adjusted in form and content with focus on:

- Incorporation of collected feedback
- Streaming a first live concert on the platform
- Recording of up to 20 concerts, which will be provided afterwards on the platform
- Carrying out PR measures and expanding sales cooperation

disclaimer

disclaimer

The information set forth in this White Paper may not be exhaustive and does not imply any elements of a contractual relationship. The content of this White Paper is not binding for Goodstuff-Media ltd. and its affiliates and Goodstuff-Media reserves the right to change, modify, add, or remove portions of this White Paper for any reason at any time before, during and after the sale of CVT tokens by posting the amended White Paper on the website.

This White Paper does not constitute an investment, legal, tax, regulatory, financial, accounting or other advice, and this White Paper is not intended to provide the sole basis for any evaluation of a transaction on acquiring of the CVT tokens. Prior to acquiring the CVT tokens, a prospective purchaser should consult with his/her own legal, investment, tax, accounting, and other advisors to determine the potential benefits, burdens, and other consequences of such transaction.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which prohibits or in any manner restricts transactions in respect of, or with use of, digital tokens.

The CVT token is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act of 1933, the securities laws of any state of the United States of America or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident.

The CVT tokens are not being offered or distributed to, as well as can not be resold or otherwise alienated by their holders to, citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation in the country or territory where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations. If such restricted person purchases the CVT tokens, such restricted person has done so on an unlawful, unauthorized and fraudulent basis and in this regard shall bear negative consequences.

Goodstuff-Media neither offers or distributes the CVT tokens nor carries on a business (activity) in any regulated activity in Singapore, in People's Republic of China or in other countries and territories where transactions in respect of, or with use of, digital tokens fall under the restrictive regulations or require from Goodstuff-Media to be registered or licensed with any applicable governmental authorities.

Each purchaser of the CVT tokens is reminded that this White Paper has been presented to him/her on the basis that he/she is a person into whose attention the document may be lawfully presented in accordance with the laws of the purchaser's jurisdiction. It is the responsibility of each potential purchaser of the CVT tokens to determine if the purchaser can legally purchase the CVT tokens in the purchaser's jurisdiction and whether the purchaser can then resell the CVT tokens to another purchaser in any given jurisdiction.

Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements or information.

The English language White Paper is the primary official source of information about the project. The information contained in English language White Paper may from time to time be translated into other languages. In the course of such translation some of the information contained in the English language White Paper may be lost, corrupted or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and the official English language White Paper, the provisions of the English language original document shall prevail.

risk factors

risk factors

An acquisition of the CVT tokens involves a high degree of risk. Each potential purchaser of the CVT tokens should carefully consider the following information about these risks before he decides to buy the CVT tokens. If any of the following risks actually occurs, the CVR platform and the value of the CVT tokens could be materially adversely affected. Risks and uncertainties described below in this White Paper may not be the only ones token holders face. Additional risks and uncertainties may also materially adversely affect on the CVR platform or the value of the CVT tokens.

1. RISKS CONNECTED TO THE VALUE OF CVT TOKENS

1.1. Lack of Development of Market for CVT tokens

Because there has been no prior public trading market for the CVT tokens, the sale of the CVT tokens described in this White Paper may not result in an active or liquid market for the CVT tokens, and their price may be highly volatile. Although applications have been made to the cryptographic token exchanges for the CVT tokens to be admitted to trading, an active public market may not develop or be sustained after the CVT token sale. If a liquid trading market for the CVT tokens does not develop, the price of the CVT tokens may become more volatile and token holder may be unable to sell or otherwise transact in the CVT tokens at any time.

1.2. Risks Relating to Highly Speculative Traded Price

The valuation of digital tokens in a secondary market is usually not transparent, and highly speculative. The CVT tokens do not hold any ownership rights to Company’s assets and, therefore, are not backed by any tangible asset. Traded price of the CVT tokens can fluctuate greatly within a short period of time. There is a high risk that a token holder could lose his/her entire contribution amount. In the worst-case scenario, the CVT tokens could be rendered worthless.

1.3. CVT Tokens May Have No Value

The CVT tokens may have no value and there is no guarantee or representation of liquidity for the CVT tokens. Company Parties are not and shall not be responsible for or liable for the market value of the CVT tokens, the transferability and/or liquidity of the CVT tokens and/or the availability of any market for the CVT tokens through third parties or otherwise. For the purposes of this Section of the White Paper, the term "Company Parties" shall include Company and its respective past, present and future employees, officers, directors, contractors, consultants, attorneys, accountants, financial advisors, equity holders, suppliers, vendors, service providers, parent companies, subsidiaries, affiliates, agents, representatives, predecessors, successors and assigns (hereinafter in this Section – "Company Parties").

1.4. CVT Tokens May Be Non-Refundable

Except for as provided in a legally binding documentation or prescribed by the applicable legislation, Company Parties are not obliged to provide the CVT token holders with a refund related to the CVT tokens. No promises of future performance or price are or will be made in respect to the CVT tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that the Tokens will hold any particular value. Therefore, the recovery of spent resources may be impossible or may be subject to foreign laws or regulations, which may not be the same as the private law of the CVT token holder.

2. BLOCKCHAIN AND SOFTWARE RISKS

2.1. Blockchain Delay Risk

On the most blockchains used for cryptocurrencies' transactions (e.g., Ethereum, Bitcoin blockchains), timing of block production is determined by proof of work so block production can occur at random times. For example, the cryptocurrency sent as a payment for the CVT tokens in the final seconds of the CVT token sale may not get included into that period. The respective blockchain may not include the purchaser’s transaction at the time the purchaser expects and the payment for the CVT tokens may reach the intended wallet address not in the same day the purchaser sends the cryptocurrency.

2.2. Blockchain Congestion Risk

The most blockchains used for cryptocurrencies' transactions (e.g., Ethereum, Bitcoin blockchains) are prone to periodic congestion during which transactions can be delayed or lost. Individuals may also intentionally spam the network in an attempt to gain an advantage in purchasing cryptographic tokens. That may result in a situation where block producers may not include the purchaser’s transaction when the purchaser wants or the purchaser’s transaction may not be included at all.

2.3. Risk of Software Weaknesses

the token smart contract concept, the underlying software application and software platform (i.e. the Ethereum, Bitcoin blockchains) are still in an early development stage and unproven. There are no representations and warranties that the process for creating the CVT tokens will be uninterrupted or error-free. There is an inherent risk that the software could contain weaknesses, vulnerabilities or bugs causing, inter alia, the complete loss of the cryptocurrency and/or the CVT tokens.

2.4. Risk of New Technology

The CVR platform, the CVT tokens and all of the matters set forth in this White Paper are new and untested. The CVR platform and the CVT tokens might not be capable of completion, creation, implementation or adoption. It is possible that no blockchain utilizing the CVR platform will be ever launched. Purchaser of the CVT tokens should not rely on the CVR platform, the token smart contract or the ability to receive the CVT tokens associated with the CVR platform in the future. Even if the CVR platform is completed, implemented and adopted, it might not function as intended, and any CVT tokens may not have functionality that is desirable or valuable. Also, technology is changing rapidly, so the CVR platform and the CVT tokens may become outdated.

risk factors

3. SECURITY RISKS

3.1. Risk of Loss of Private Keys

The CVT tokens may be held by token holder in his digital wallet or vault, which requires a private key, or a combination of private keys, for access. Accordingly, loss of requisite private keys associated with such token holder's digital wallet or vault storing the CVT tokens will result in loss of such CVT tokens, access to token holder's token balance and/or any initial balances in blockchains created by third parties. Moreover, any third party that gains access to such private keys, including by gaining access to login credentials of a hosted wallet or vault service the token holder uses, may be able to misappropriate the token holder's CVT tokens.

3.2. Lack of Token Security

The CVT tokens may be subject to expropriation and or/theft. Hackers or other malicious groups or organizations may attempt to interfere with the token smart contract which creates the CVT tokens or the CVT tokens in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, because the Ethereum platform rests on open source software, there is the risk that Ethereum smart contracts may contain intentional or unintentional bugs or weaknesses which may negatively affect the CVT tokens or result in the loss of CVT tokens, the loss of ability to access or control the CVT tokens. In the event of such a software bug or weakness, there may be no remedy and holders of the CVT tokens are not guaranteed any remedy, refund or compensation.

3.3. Attacks on Token Smart Contract

The blockchain used for the token smart contract which creates the CVT tokens is susceptible to mining attacks, including double-spend attacks, majority mining power attacks, "selfish-mining" attacks, and race condition attacks. Any successful attacks present a risk to the token smart contract, expected proper execution and sequencing of the CVT token transactions, and expected proper execution and sequencing of contract computations.

3.4. Failure to Map a Public Key to Purchaser's Account

Failure of a purchaser of the CVT tokens to map a public key to such purchaser's account may result in third parties being unable to recognize purchaser's CVT token balance on the Ethereum blockchain when and if they configure the initial balances of a new blockchain based upon the CVR platform.

3.5. Risk of Incompatible Wallet Service

The wallet or wallet service provider used for the acquisition and storage of the CVT tokens, has to be technically compatible with the CVT tokens. The failure to assure this may have the result that purchaser of the CVT tokens will not gain access to his CVT tokens.

4. RISKS RELATING TO PLATFORM DEVELOPMENT

4.1. Risk Related to Reliance on Third Parties

Even if completed, the CVR platform will rely, in whole or partly, on third parties to adopt and implement it and to continue to develop, supply, and otherwise support it. There is no assurance or guarantee that those third parties will complete their work, properly carry out their obligations, or otherwise meet anyone's needs, all of might have a material adverse effect on the CVR platform.

4.2. Dependence of CVR Platform on Senior Management Team

Ability of the senior management team which is responsible for maintaining competitive position of the CVR platform is dependent to a large degree on the services of each member of that team. The loss or diminution in the services of members of respective senior management team or an inability to attract, retain and maintain additional senior management personnel could have a material adverse effect on the CVR platform. Competition for personnel with relevant expertise is intense due to the small number of qualified individuals, and this situation seriously affects the ability to retain its existing senior management and attract additional qualified senior management personnel, which could have a significant adverse impact on the CVR platform.

4.3. Dependence of CVR Platform on Various Factors

The development of the CVR Platform may be abandoned for a number of reasons, including lack of interest from the public, lack of funding, lack of commercial success or prospects, or departure of key personnel.

4.4. Lack of Interest to the CVR Platform

Even if the CVR platform is finished and adopted and launched, the ongoing success of the CVR platform relies on the interest and participation of third parties like developers. There can be no assurance or guarantee that there will be sufficient interest or participation in the CVR platform.

4.5. Changes to the CVR Platform

The CVR platform is still under development and may undergo significant changes over time. Although the project management team intends for the CVR platform to have the features and specifications set forth in this White Paper, changes to such features and specifications can be made for any number of reasons, any of which may mean that the CVR platform does not meet expectations of holder of the CVT tokens.

4.6. Risk Associated with Other Applications

The CVR platform may give rise to other, alternative projects, promoted by unaffiliated third parties, under which the CVT token will have no intrinsic value.

4.7. Risk of an Unfavorable Fluctuation of Cryptocurrency Value

The proceeds of the sale of the CVT tokens will be denominated in cryptocurrency, and may be converted into other cryptographic and fiat currencies. If the value of cryptocurrencies fluctuates unfavorably during or after the CVT token sale, the project management team may not be able to fund development, or may not be able to develop or maintain the CVR platform in the manner that it intended.

risk factors

5. RISKS ARISING IN COURSE OF COMPANY PARTIES' BUSINESS

5.1. Risk of Conflicts of Interest

Company Parties may be engaged in transactions with related parties, including respective majority shareholder, companies controlled by him or in which he owns an interest, and other affiliates, and may continue to do so in the future. Conflicts of interest may arise between any Company Party's affiliates and respective Company Party, potentially resulting in the conclusion of transactions on terms not determined by market forces.

5.2. Risks Related to Invalidation of Company Parties Transactions

Company Parties have taken a variety of actions relating to their business that, if successfully challenged for not complying with applicable legal requirements, could be invalidated or could result in the imposition of liabilities on respective Company Party. Since applicable legislation may subject to many different interpretations, respective Company Party may not be able to successfully defend any challenge brought against such transactions, and the invalidation of any such transactions or imposition of any such liability may, individually or in the aggregate, have a material adverse effect on the CVR platform.

5.3. Risk Arising from Emerging Markets

Company Parties or some of them may operate on emerging markets. Emerging markets are subject to greater risks than more developed markets, including significant legal, economic and political risks. Emerging economies are subject to rapid change and that the information set out in this White Paper may become outdated relatively quickly.

6. GOVERNMENTAL RISKS

6.1. Uncertain Regulatory Framework

The regulatory status of cryptographic tokens, digital assets and blockchain technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether governmental authorities will regulate such technologies. It is likewise difficult to predict how or whether any governmental authority may make changes to existing laws, regulations and/or rules that will affect cryptographic tokens, digital assets, blockchain technology and its applications. Such changes could negatively impact the tokens in various ways, including, for example, through a determination that the tokens are regulated financial instruments that require registration. Company may cease the distribution of the CVT tokens, the development of the CVR platform or cease operations in a jurisdiction in the event that governmental actions make it unlawful or commercially undesirable to continue to do so.

6.2. Risk of Government Action

The industry in which Company Parties operate is new, and may be subject to heightened oversight and scrutiny, including investigations or enforcement actions. There can be no assurance that governmental authorities will not examine the operations of Company Parties and/or pursue enforcement actions against them. All of this may subject Company Parties to judgments, settlements, fines or penalties, or cause Company Parties to restructure their operations and activities or to cease offering certain products or services, all of which could harm Company Parties' reputation or lead to higher operational costs, which may in turn have a material adverse effect on the CVT tokens and/or the development of the CVR platform.

6.3. Failure to Obtain, Maintain or Renew Licenses and Permits

Although as of the date of starting of the CVT token sale there are no statutory requirements obliging Company to receive any licenses and permits necessary for carrying out of its activity, there is the risk that such statutory requirements may be adopted in the future and may relate to any of Company Parties. In this case, Company Parties' business will depend on the continuing validity of such licenses and permits and its compliance with their terms. Regulatory authorities will exercise considerable discretion in the timing of license issuance and renewal and the monitoring of licensees' compliance with license terms. Requirements which may be imposed by these authorities and which may require any of Company Party to comply with numerous standards, recruit qualified personnel, maintain necessary technical equipment and quality control systems, monitor our operations, maintain appropriate filings and, upon request, submit appropriate information to the licensing authorities, may be costly and time-consuming and may result in delays in the commencement or continuation of operation of the CVR platform. Further, private individuals and the public at large possess rights to comment on and otherwise engage in the licensing process, including through intervention in courts and political pressure. Accordingly, the licenses any Company Party may need may not be issued or renewed, or if issued or renewed, may not be issued or renewed in a timely fashion, or may involve requirements which restrict any Company Party's ability to conduct its operations or to do so profitably.

6.4. Risk of Burdensomeness of Applicable Laws, Regulations and Standards

Failure to comply with existing laws and regulations or the findings of government inspections, or increased governmental regulation of Company Parties operations, could result in substantial additional compliance costs or various sanctions, which could materially adversely affect Company Parties business and the CVR platform. Company Parties operations and properties are subject to regulation by various government entities and agencies, in connection with ongoing compliance with existing laws, regulations and standards. Regulatory authorities exercise considerable discretion in matters of enforcement and interpretation of applicable laws, regulations and standards. Respective authorities have the right to, and frequently do, conduct periodic inspections of any Company Party's operations and properties throughout the year. Any such future inspections may conclude that any Company Party has violated laws, decrees or regulations, and it may be unable to refute such conclusions or remedy the violations. Any Company Party's failure to comply with existing laws and regulations or the findings of government inspections may result in the imposition of fines or penalties or more severe sanctions or in requirements that respective Company Party cease certain of its business activities, or in criminal and administrative penalties applicable to respective officers. Any such decisions, requirements or sanctions, or any increase in governmental regulation of respective operations, could increase Company Parties' costs and materially adversely affect Company Parties business and the CVR platform.

6.5. Unlawful or Arbitrary Government Action

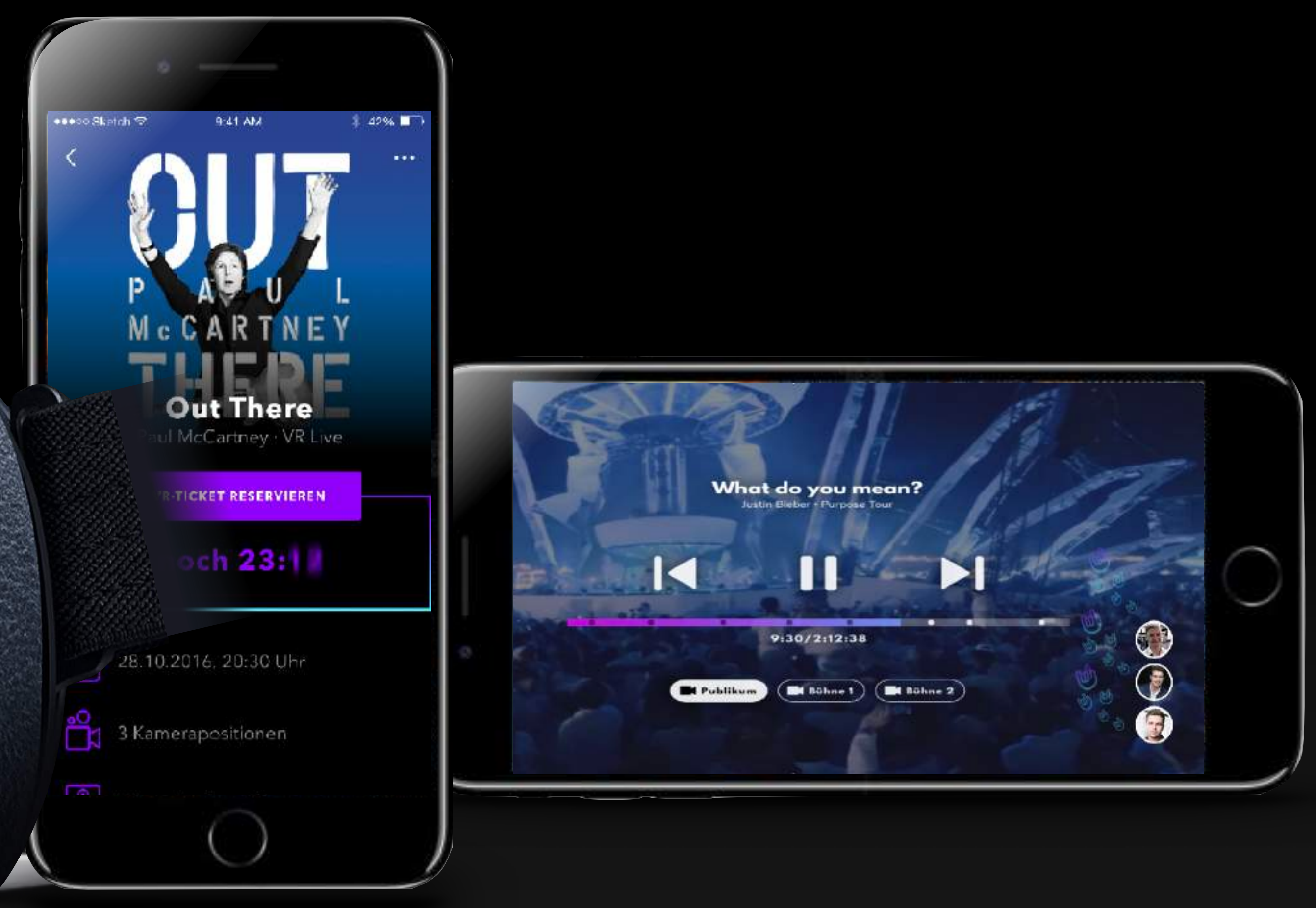
Governmental authorities may have a high degree of discretion and, at times, act selectively or arbitrarily, without hearing or prior notice, and sometimes in a manner that is contrary a law or influenced by political or commercial considerations. Moreover, the government also has the power in certain circumstances, by regulation or government act, to interfere with the performance of, nullify or terminate contracts. Unlawful, selective or arbitrary governmental actions have reportedly included the denial or withdrawal of licenses, sudden and unexpected tax audits, criminal prosecutions and civil actions. Federal and local government entities have also used common defects in matters surrounding the Token sale as pretexts for court claims and other demands to invalidate or to void any related transaction, often for political purposes. In this environment, Company Parties' competitors may receive preferential treatment from the government, potentially giving them a competitive advantage over Company Parties.

concertVR

Simply BE there!

Thank you for your attention!

Contact us - we are more than happy to answer all of your questions



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