

# pumped

THE NEW CONTENT ECONOMY

WHITEPAPER

# MULTRA GmbH

**MulTra – Multiplex Transfer GmbH | Onik Mia, CEO**

Rüsselsheimer Str. 22 | 60326 Frankfurt, Germany

VAT-ID: DE 300 27 30 84 | Registry: HRB 101505

Phone: +49 (0) 69 – 668 199 199

Mail: [contact@multra-gmbh.com](mailto:contact@multra-gmbh.com)

[contact@multra-gmbh.com](mailto:contact@multra-gmbh.com)

[www.pumped-crypto.io](http://www.pumped-crypto.io)

## DISCLAIMER & LEGAL NOTICE

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).

The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. While we make every effort to ensure that any material in this whitepaper is accurate and up to date, such material in no way constitutes the provision of professional advice. MulTra GmbH does not guarantee and accepts no legal liability whatsoever, arising from or connected to, the accuracy, reliability, currency or completeness of any material contained in this whitepaper. Investing contributors and potential MulTra Token Holders should seek appropriate independent professional advice prior to relying on, or entering into any commitment or transaction, based on material published in this whitepaper, which is purely published for reference purposes alone. MulTra Token offered by MulTra GmbH is not intended to constitute securities in any jurisdiction. This whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. MulTra GmbH does not provide any opinion on any advice to purchase, sell or otherwise transact with MulTra Token and the fact of presentation of this whitepaper shall not form the basis of, or be relied upon in connection with, any contract or investment decision. No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of MulTra Token, and no cryptocurrency or other form of payment is to be accepted on the basis of this whitepaper. The Smart Contract System concept, the underlying software application and software platform (i.e. the Ethereum blockchain), is still in an early development stage and unproven. There is no warranty or assurance that the process for creating MulTra Token or the exchange of MulTra Token based on Smart Contracts will be uninterrupted or error-free and there is an inherent risk that the software could contain defects, vulnerabilities, weaknesses, bugs or viruses causing the complete loss of ETH or BTC contributions and/or MulTra Token. Additionally, there are other risks associated with your acquisition, storage, transfer and use of MulTra Token, including those that MulTra GmbH may not be able to anticipate. Such risks may further materialize as unanticipated variations or combinations of the risks set out in the contribution terms of the MulTra Token sale, colloquially known as Initial Token Offering (“ITO”) by MulTra GmbH.

All Legal Documents can be found here: [ito.multra-gmbh.com](http://ito.multra-gmbh.com)

## PREAMBLE

This whitepaper is addressed to everyone who feels called to create a world in which people only curate well investigated news and trustworthy quality media content eliminating fake news. It offers passionate believers of decentralized democratizing innovations the opportunity to become part of a community of society architects to design a new economy for content monetization which is respectful of consumer choice, impactful for advertisers, sustainable for publishers and effective at scale.

The purpose of this whitepaper is to provide information regarding the Pumped blockchain project, the problem it solves, its core concept, business model, impact, competitive advantages, vision, team, 1<sup>st</sup> MVP, MulTra Token and the token sale. As this document explains an interdisciplinary multi-layered concept, questions may arise during reading. Most of them get answered in passages where aspects of a topic are focused separately or details of a terminology are fleshed out later. Feel free to contact us if you have any remaining questions. We recommend to periodically follow updates of this whitepaper on our website and further news in other media channels.



**TABLE OF CONTENT**

*PREAMBLE*..... 3

*EXECUTIVE SUMMARY* ..... 6

*ABSTRACT*..... 6

*1. INTRODUCTION*..... 9

*2. SEE THE PROBLEM: MISALIGNMENT OF CONTENT ACCESS VALUE EXCHANGE* ..... 10

*2.1 PUBLISHERS INVEST IN CONTENT* ..... 10

*2.2 THE BOTTLENECK IS MONETIZATION*..... 10

*2.2.1 THE CHALLENGE IS TO GAIN MARKET SHARE* ..... 11

*2.2.2 WHAT WILL BE THE BIGGEST CHALLENGE FOR THE DIGITAL MEDIA INDUSTRY?* ..... 11

*2.3 THE STAU QUO: PAID AND DISTRIBUTED CONTENT MODELS ARE WEAK* ..... 12

*2.4 CURRENT PLATFORMS FAIL TO SUPPORT CONTENT CREATORS*..... 13

*2.5 FUTURE THREAT TO PUBLISHERS IS TO BE AT THE MERCY OF INTERMEDIARIES*..... 14

*2.6 MISALIGNMENT IS THE CAUSE FOR A LOW WILLINGNESS TO PAY FOR CONTENT*..... 15

*3. MEET THE SOLUTION: PUMPED INTRODUCES A NEW CONTENT ECONOMY* ..... 16

*3.1 PUMPED HELPS PUBLISHERS TO ADOPT THE DISNEY MONETIZATION MODEL* ..... 17

*3.2 PUMPED HELPS TO ELIMINATE FAKE NEWS AND INCREASES CONTENT VALUE*..... 18

*3.3 NUDGES FROM BEHAVIORAL ECONOMICS EDUCATE CONSUMPTION HABITS* ..... 19

*3.3.1 PUMPED ESTABLISHES NEW CONSUMPTION HABITS USING NUDGES* ..... 19

*3.3.2 THE PUMPED APP IS A NEW MEDIUM IN LINE WITH BEHAVIORAL ECONOMICS*..... 20

*4. THE PUMPED APP EMPOWERS CONTENT AND REWARDS CONSUMERS* ..... 21

*4.1 THE PUMPED APP FEATURES ARE A TECH SOLUTION FOR MONETIZATION* ..... 21

*4.2 USERS CAN STAY ANONYMOUS OUTSIDE THE NOISE OF SOCIAL MEDIA* ..... 22

*4.3 THE SWIPE POOL MEETS THE TREND OF CONTENT DISCOVERY*..... 22

*4.4 STATISTICS TRACK THE IMPACT* ..... 22

*4.5 CONFIDENTIAL DUE TO PATENT PROCEDURE – DISCLOSURE AFTER PATENT APPROVAL*..... 22

*4.6 CONFIDENTIAL DUE TO PATENT PROCEDURE – DISCLOSURE AFTER PATENT APPROVAL*..... 23

*4.7 CONFIDENTIAL DUE TO PATENT PROCEDURE – DISCLOSURE AFTER PATENT APPROVAL*..... 24

*4.8 THE PUMPED APP USER RANK STATUS ALLOWS USERS TO EARN REWARDS* ..... 25

*4.9 ARTIFICIAL INTELLIGENCE SHOWS USERS CONTENT THEY ARE INTERESTED IN*..... 25

*4.10 IMPACT OF 24-HOUR AVAILABILITY INCREASES ENGAGEMENT WITH CONTENT* ..... 26

4.11	CONVERSION IS TRIGGERED THROUGH MULTRA TOKEN AS A NUDGE.....	28
4.12	PUMPED ALIGNS CURATORS IMPACT BEHIND THE NEWS VALUE GROWTH.....	28
4.13	PUMPED ELIMINATES WEAKNESSES OF EXISTING MONETIZATION MODELS .....	30
5.	PUMPED BUILDS AND ESTABLISHES A VALUABLE CONTENT COMMUNITY .....	31
5.1	PUMPED MAKES PLACE FOR THE COMMUNITY IN A LUXURY RESIDENCE .....	32
5.2	SEAMLESS PRODUCT EXPERIENCES CREATE NEW REVENUE STREAMS.....	32
6.	PUMPED BUILDS A USER-FIRST LOYALTY PROGRAM AND A MEDIA ALLIANCE.....	33
7.	PUMPED BUILDS A DECENTRALIZED CONTENT ECONOMY ON BLOCKCHAIN .....	33
7.1	MULTRA TOKEN (MTT) CREATES A TRANSACTIONAL VALUE EXCHANGE.....	39
7.2	CURATORS EARN MTT FOR EMPOWERING CONTENT .....	40
7.3	CURATORS DEplete MTT FOR PREMIUM PAID-CONTENT AND EXCLUSIVE BENEFITS.....	37
7.4	PUBLISHERS BUY IN WITH MTT TO DEPOSIT EARNABLE REWARDS FOR CURATORS .....	43
7.5	PUBLISHERS CAN RECEIVE REVENUES IN FIAT MONEY AFTER MTT EXCHANGE.....	37
7.6	TOKENHOLDERS TRADE MTT ON EXCHANGES TO EARN PROFITS FROM INFLATION.....	45
8.	THE MULTRA TOKEN IS A VALUABLE UTILITY .....	38
8.1	OVERVIEW OF MULTRA TOKEN ROLE, PURPOSE AND FEATURES .....	39
8.2	MULTRA TOKEN HAVE BEEN GENERATED ON THE ETHEREUM BLOCKCHAIN.....	40
8.3	MULTRA TOKEN CAN BE ACQUIRED THROUGH PARTICIPATION IN THE ITO.....	41
8.4	MULTRA TOKEN RIGHTS INCLUDE DISCOUNTS AND EXCLUSIVE USER BENEFITS.....	43
8.5	THE STRUCTURE OF MULTRA TOKEN IS DESIGNED TO CATALYZE VALUE GROWTH .....	44
8.6	EACH ACHIEVED MILESTONE INCREASES THE MULTRA TOKEN VALUE .....	45
8.7	PUMPED RESIDENT CARDS SERVE AS EXCLUSIVE BENEFIT FOR ITO PARTICIPANTS.....	46
9.	USERS' AND PUBLISHERS' FEEDBACK FINALIZES THE PUMPED DAPP FOR LAUNCH .....	47
10.	CASE STUDY: PUMPED EMPOWERS PUBLISHERS' OWN DISTRIBUTION SITES .....	48
11.	BUDGET ALLOCATION AND ROADMAP.....	49
12.	MULTRA GMBH IS THE PUMPED DEVELOPER AND MULTRA TOKEN ISSUER .....	51
13.	THE MULTRA TEAM IS SET UP WITH THE REQUIRED PROFESSIONAL EXPERTISE TO SUCCEED.....	58
	CONFIDENTIAL DUE TO INTERNAL APPROVAL PROCEDURE .....	58
14.	JOIN OUR MEDIA CHANNELS .....	56
15.	DEFINITIONS.....	58
17.	PARTNERS, BOUNTY AND WEBLINKS.....	62

## EXECUTIVE SUMMARY

MulTra GmbH, founded 2014, based in Frankfurt, Germany, realizes innovations with disrupting business models in new arising markets and meets trends at the right time to monetize them in the service of clients. The expertise, passion, spirit, and discipline of the MulTra Team create measurable impact by providing digital solutions that can be easily plugged into existing business models and enable clients to serve their consumers profitably with value-added services and products from their existing portfolio. The clients of MulTra GmbH include renowned companies, such as Deutsche Bank, Samsung, Huawei, BMW, GlaxoSmithKline, Lenovo and Johnson & Johnson.

Now, MulTra GmbH has developed the concept of the Pumped Economy. Part of it is the Pumped App that offers its users an appealing way to consume and share digital news content from the internet. While streaming services for music and movies have developed commercially viable services for providing online content, online news providers got stuck. They did not convince consumers that good quality content presupposes a fair remuneration. Consumers either rely on free content or move away from professional journalism and absorb more fake news. Publishers are eager to find a sustainable business model for providing high-quality content. Exchange with publishers has shown us the way to develop the Pumped Economy as such a model.

Consumers of news content are gently nudged into the appreciation of quality news content by habituation of users towards well-investigated news from trustworthy sources. Through a pump / dump feature, users create a specific profile that content creators can use to provide them with targeted information. MulTra GmbH creates an ecosystem in which the information providers are offering Pumped App users incentives to participate in creating user profiles. They get rewarded for their continued consumption and sharing of content by the allocation of MulTra Token ("MTT").

The MTT can be used to purchase paid content from publishers and any products distributed on the Pumped Rewards Platform. Publishers must deposit MTT as a reward to run a monetization campaign in Pumped. The Pumped multi-layered process enables publishers to monetize their content, while consumers do not need to pay from their pocket. Funds raised in this Initial Token Offering (ITO) will essentially cover the costs of creating, developing, and operating the future infrastructure of the Pumped Economy. ITO participants will receive 50% of the created MTT. MTT will also be listed on third-party exchanges.

## ABSTRACT

The digital era is shaped by smart startups which bring convenient services and innovative products to a larger amount of people, as well as a border demographic and, thus, democratized privileges that were not affordable for all people in the past. Striving even closer to this goal, new arising services and products based on blockchain shape the future to create a fair and better world.

With the rise of diverse blockchain-based services, products and businesses, people are increasingly looking for purposeful options to earn valuable crypto tokens that are relevant in the real world and which they can exchange for desired benefits. On the Pumped App, users can earn the crypto network token named MulTra, which can be depleted for those real life services and/or products. Pumped applies a revolutionary multi-layered process to monetize content for publishers, while consumers get paid for their natural user behavior. This becomes possible through new models of value exchange built on blockchain technology, introducing the MulTra Token (MTT).

The Pumped App establishes new content consumption habits and expectations. Instead of communicating about content, the Pumped App enables users to communicate *through* content – with two simple clicks. This brings a completely new culture of communication alive. Independent from publishers, the in-built artificial intelligence of the Pumped App hands consumers all the content they find interesting, personalized on a silver platter. The Pumped App allows content consumers to increase awareness on what they really want to see, while at the same time delivering them out of the echo chamber of their own views, as experienced in the news feeds on social media.

By definition of journalism and communication science, the amount of attention a news story is given by the audience determines the news value. This implicates that, besides the efforts of publishers regarding editorial work, layout and presentation, the value of news content is primarily generated through the consumption of the content by the audience. As a result, every content consumer always acts as a content curator, creating the news value through consuming the news content according to their personal interests.

Using blockchain technology, Pumped brings a new model of content access value exchange to life. Pumped aligns consumers behind the success of publishers and provides content consumers with a feasible way to participate on the wealth that they generate. Pumped rewards content curators with MulTra Token (MTT).

The Pumped Model supports an unlocking of the full potential of blockchain and is designed in compliance with scientifically-secured criteria, to succeed with the mission to establish crypto network token rewards with relevance in the real world that is actually spendable for purchasing products and services. The Pumped App is a perfect tool for publishers to effectively monetize their existing web content outside the noise of social media, while having a new ecosystem to value the consumption of each content curator in a fair way. As a decentralized economy, Pumped democratizes top-tier content!

The Pumped concept can be plugged-in to existing business models of publishers and helps them to become effective at scale, with lasting content monetization like Walt Disney. The Pumped App has the potential to become as relevant as Facebook, Twitter, Instagram, Tinder, Snapchat or WhatsApp is today. With an analogy to “social media”, the Pumped App could be referred to as “commercial media”.

**Building the Pumped Blockchain Community will result in a new digital medium that eliminates fake news and shapes the future of communication.**



# 1. INTRODUCTION

Pumped started from a simple demand for a solution that media companies were requesting from our company MulTra GmbH: Monetizing online content and news without frustrating content consumers with paywalls or aggressive advertising.<sup>1</sup>

As the main domain of our company, MulTra GmbH was designed to monetize content through E-Learning products, so we were excited to take up this special challenge.<sup>2</sup> During one of our client workshops, a participating news publisher recognized by chance that a by-product of our solutions would help them stay ahead of the curve in the digital era.

With this discovery, we reached out to further potential interested partners and had great luck. Instead of developing a business model, the business model of Pumped developed itself organically from the feedback of its believers.

Along our journey, a powerful vision manifested as the result of exchanged thoughts with many amazing people. Most of them were able to identify catalyzing synergies which helped to realize our vocation to bring this new spirit to life.<sup>3</sup>

This whitepaper now is an approach to build an even stronger community of like-minded believers in the potential of Pumped. People who have the ambition to create a new content economy built on blockchain and share similar values to us, should have the opportunity to participate and influence further development through feedback during this early stage. Only a strong committed community will have enough energy to establish the acceptance of crypto tokens for real world services and products.

We are excited to jointly bootstrap this roadmap and use blockchain technology in a way that ensures power, prosperity and pleasure in the service of mankind.<sup>4</sup>

\* bold footnotes contain hyperlinks to the original source

<sup>1</sup> **TechCrunch | S. Brian Mukherjee · 04 MAY 2016:** The rise of a new era in the monetization of digital content.

<sup>2</sup> **MulTra Blog | Thang Nghiem · 22 JUNE 2017:** The European Commission awarded MulTra GmbH [...] in the category of Didactic Multimedia Products. It certifies an extraordinarily high quality for the content-pedagogical and didactic-methodological realization and for the quality of implementation with regard to media – and IT – technology.

<sup>3</sup> **MulTra GmbH | Onik Mia · 09 MAY 2013:** Power, prosperity and pleasure in the service of mankind.

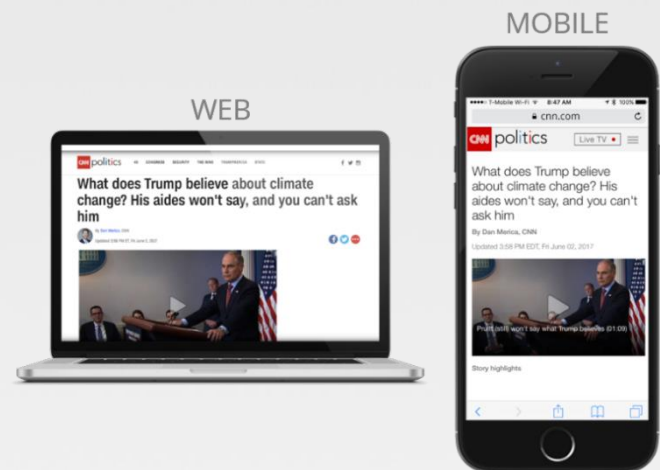
<sup>4</sup> **Entrepreneur | Amit Bhardwaj · 22 FEBRUARY 2017:** Blockchain – Witnessing The Biggest Revolution By Mankind  
**PC Mag | Rob Marvin · 29 AUGUST 2017:** Blockchain: The Invisible Technology That's Changing the World  
**EDITION F | Fortunalista:** Why Bitcoin can change the lives of millions of women [translated]

## 2. SEE THE PROBLEM: MISALIGNMENT OF CONTENT ACCESS VALUE EXCHANGE

Before we were able to understand why publishers saw the Pumped App as a disruptive tool that effectively helps them to monetize their online content, we had to understand their core challenge first.

### 2.1 PUBLISHERS INVEST IN CONTENT

Publishers already spend a lot of money, time and resources creating unique and compelling web and mobile content in an effort to evolve and compete in the modern digital landscape. The world's biggest and most important content creators like CNN, Bloomberg, NYT, WaPo, and thousands more, are focused on finding a way that helps them to monetize digital quality content.



### 2.2 THE BOTTLENECK IS MONETIZATION

Many publishers still generate 80% of their revenue from 20% of their audience offline, while 80% of their audience consumes online content for free. Although revenues from digital streams are increasing, only a very small percentage of their online audience is monetized through the workaround of advertising placement revenue. As a result of this, millions of online content contributors and highly qualified journalists stay unpaid.<sup>5</sup>



\* bold footnotes contain hyperlinks to the original source

<sup>5</sup> **TechCrunch | S. Brian Mukherjee · 04 MAY 2016:** Digital content is one of the most consumed “goods” in the online marketplace. However, buyers and sellers still can't seem to agree on a fair price for these goods. **Poynter. | Jeff Sondermann · MAY 29, 2012:** What the Forbes model of contributed content means for journalism: “Much of the content on Forbes.com comes from its hundreds of contributors [...] Each contributor flies solo with his own blog. He is responsible for conceiving and creating the content, ensuring its accuracy and building an engaged, loyal readership. [...] contributors are left to sink or swim on their own.”

## 2.2.1 THE CHALLENGE IS TO GAIN MARKET SHARE

As shown in here in Figure 1, paid content and publishing revenues were increasing in the past 3 years and will rise up to 20.4 billion dollars in 2021.

According to a US study, 41.67% of online content consumers spent from 30\$ up to 200\$ per year on digital magazines.<sup>6</sup>

Digital publishing revenue worldwide from 2015 to 2021 (in billion dollars)

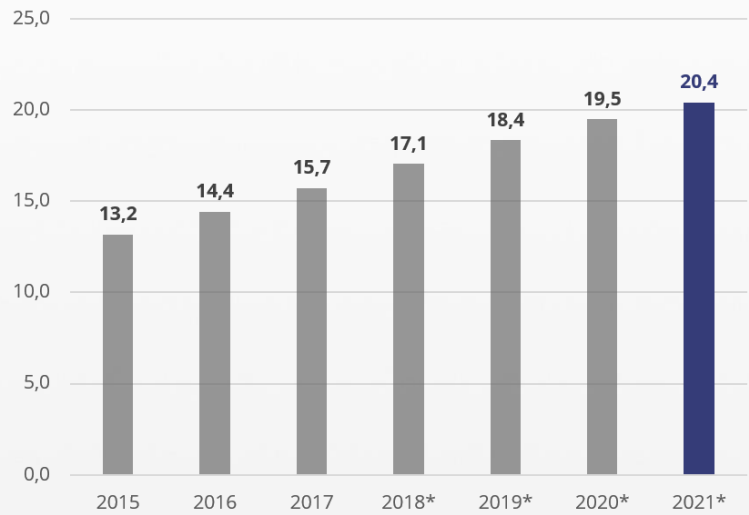


Figure 1 Source: Statista (Digital Market Outlook)

## 2.2.2 What will be the biggest challenge for the digital media industry?

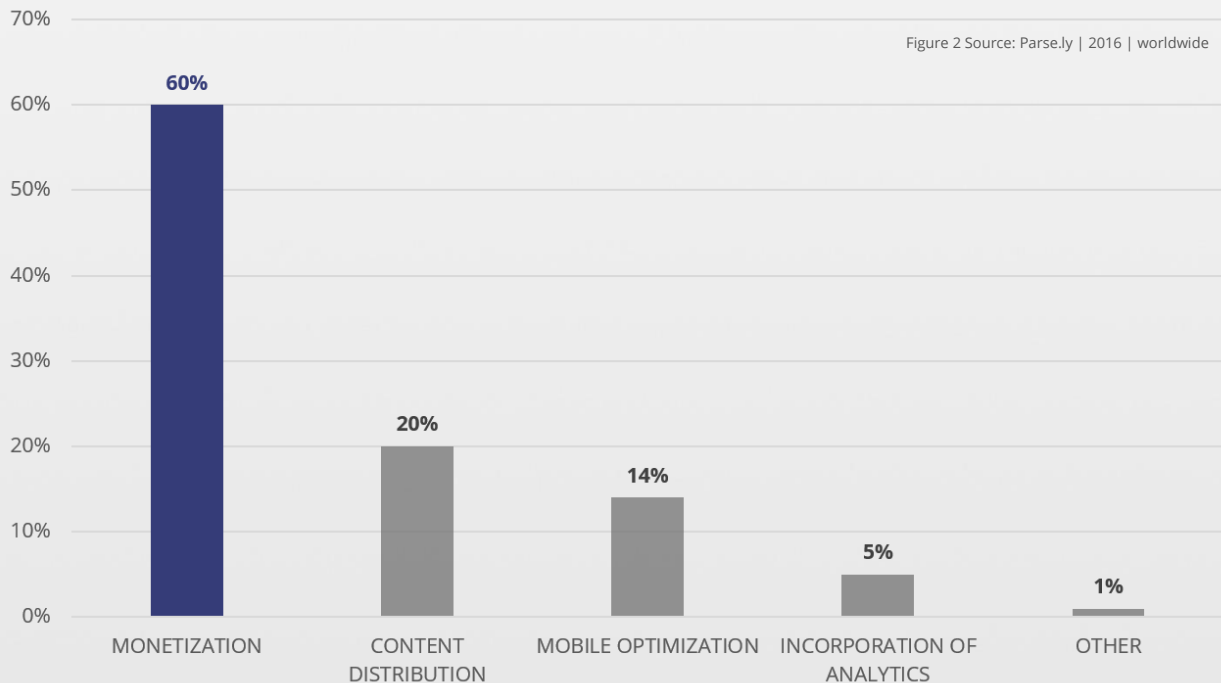


Figure 2 Source: Parse.ly | 2016 | worldwide

The value of 60% proves that, although consumers seem to be willing to pay for digital content, **the biggest challenge for the digital media industry is monetization.**

\* bold footnotes contain hyperlinks to the original source

<sup>6</sup> Mequoda Group: Q2 2015; 3,642 Respondents; 18 years and older; respondents with internet access.

## 2.3 THE STAUS QUO: PAID AND DISTRIBUTED CONTENT MODELS ARE WEAK

While some publishers offer paid content online, others are experimenting with the distribution of content in social media to generate traffic.

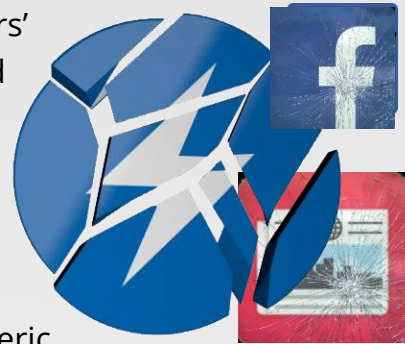
Both models have significant weaknesses.

With the paid content model, publishers are faced with the challenge to reach ready-to-pay customers for their content. Additionally, paywalls cause frustrations in terms of user experience.

With the distributed content model, users consume content directly within the social media platform. No relevant traffic gets sent to the websites of the publishers. Therefore, it is more difficult for publishers to sell online advertising space to advertisers. As a result of lower traffic on their sites, own revenue streams of content creators get cannibalized.

## 2.4 CURRENT PLATFORMS FAIL TO SUPPORT CONTENT CREATORS

Apple News and Google AMP send traffic to publishers' but not revenue.<sup>7</sup> Instead, publishers face the burden and expense of building their content pages in special ways for very little gain. These platforms also promote the notion that content "should be free".



After investing millions of dollars, Apple News technology only displays user's favorite topics, periodicals and generic trending stories.<sup>8</sup> The platform does not account for the type of content consumers like or don't like. Simply because someone frequents CNN, does not mean they are interested in all of CNN's content or authors.

Facebook's Instant Articles insists that publishers conform to a proprietary format, forcing publishers to re-format and re-design their content.<sup>9</sup> They failed to keep up with their promises because of loading time, a proprietary native format and changed their news feed algorithm, which favors posts from friends and videos over the content of publishers.<sup>10</sup> **Content creators are desperate for a solution.**<sup>11</sup>

\* bold footnotes contain hyperlinks to the original source

<sup>7</sup> **DIGIDAY UK | Lucia Moses · OCTOBER 17, 2016:** "A number of publishers say Apple News is sending them a significant traffic boost in the past month, but it's doing little to help them monetize it."

**DIGIDAY UK | Jessica Davies · APRIL 21, 2017:** "The Guardian pulls out of Facebook's Instant Articles and Apple News [...] A Guardian News [...] statement: "We have run extensive trials on Facebook Instant Articles and Apple News to assess how they fit with our editorial and commercial objectives. Having evaluated these trials, we have decided to stop publishing in those formats on both platforms. Our primary objective is to bring audiences to the trusted environment of the Guardian to support building deeper relationships with our readers, and growing membership and contributions to fund our world-class journalism."

<sup>8</sup> **DIGIDAY UK | Lucia Moses · OCTOBER 17, 2016:** "A number of publishers say Apple News is sending them a significant traffic boost in the past month, but it's doing little to help them monetize it."

<sup>9</sup> **Vuukle | Santoshkumar Pandey · APRIL 24, 2017:** Facebook Instant Fail: "Digital Publishers Leave the Party".

**MIT Technology Review | Michael Wolff · JULY 9, 2015:** Facebook Instant Articles Just Don't Add Up for Publishers.

**THE VERGE | Casey Newton · JUNE 29, 2016:** Facebook adjusts News Feed to favor friends and family over publishers: "Facebook dictates not just which content is viewed but which content is created."

**MEEDIA | SEPTEMBER 21, 2017:** Facebook verknappert die Reichweite: Publisher verzeichnen Einbrüche von bis zu 20 Prozent - Der Dealer verknappert die Ware, um die Abhängigen zu zwingen, auf anderen Stoff umzuschwenken.

<sup>10</sup> **THE VERGE | Casey Newton · APRIL 16, 2016:** "INSTANT RECALL: Facebook's Instant Articles promised to transform journalism — but now big publishers are fleeing."

**MEEDIA | SEPTEMBER 21, 2017:** Facebook verknappert die Reichweite: Publisher verzeichnen Einbrüche von bis zu 20 Prozent - Der Dealer verknappert die Ware, um die Abhängigen zu zwingen, auf anderen Stoff umzuschwenken.

**THE VERGE | Casey Newton · JUNE 29, 2016:** Facebook adjusts News Feed to favor friends and family over publishers: "Facebook dictates not just which content is viewed but which content is created."

**Vuukle | Santoshkumar Pandey · APRIL 24, 2017:** Facebook Instant Articles Fail: "Digital Publishers Leave the Party"

**MIT Technology Review | Michael Wolff · JULY 9, 2015:** Facebook Instant Articles Just Don't Add Up for Publishers

<sup>11</sup> 09.05.2017, internetworld.de: Paid Content: "The willingness to pay money for online content grows. [...] Even if the willingness to pay for specialist information is increasing, all publishers – whether Axel Springer or the small urban daily indicator – have problems to convince subscribers and win them as clients in the long-term."

**MEEDIA | Alexander Becker · JULY 17, 2017:** "Blendle verramscht Spiegel, SZ & Co".

## 2.5 FUTURE THREAT TO PUBLISHERS IS TO BE AT THE MERCY OF INTERMEDIARIES

For publishers considering forming partnerships with Facebook, Google, Apple and other content aggregators, there has been a long-standing compromise of gaining exposure and a potential revenue boost while undermining their own brand.

However, as big tech companies move to monopolize content, there is an even bigger threat. HBO began as an aggregator for studio films and generated revenue on a subscription-based model. Once they built their user-base, they started producing their own unique content.

Netflix built its market dominance up in a similar way. This is a real threat for publishers. Think about it from the view of a content creator: will Google, Apple and Facebook generate their own unique content to get an even bigger slice of the pie?<sup>12</sup>



\* bold footnotes contain hyperlinks to the original source

<sup>12</sup> **MEEDIA | JULY 20, 2017:** Facebook kündigt Test von bezahlten Medien-Abos in Instant Articles an  
**MEEDIA | APRIL 24, 2017:** Facebook-Kooperation: Auch der Guardian steigt bei Instant Articles aus – Die Enttäuschung über das uneingelöste Versprechen der Instant Articles geht weiter: Nach der New York Times, Cosmopolitan, Forbes und Quartz zieht nun auch die britische Traditionszeitung The Guardian bei der Facebook-Kooperation den Stecker. Wie die Marketing-Publikation Digiday berichtet, hat der Guardian sein Experiment mit dem schnellladenden Artikelformat beim weltgrößten sozialen Netzwerk wegen Erfolglosigkeit beendet. Auch bei Apple News fließen künftig keine Artikel mehr vom Guardian ein.

## 2.6 MISALIGNMENT IS THE CAUSE FOR A LOW WILLINGNESS TO PAY FOR CONTENT

The main challenge that publishers face is that they cannot monetize their online content. Publishers cannot serve their advertisers with impactful results, as consumers use ad blockers. So when consumers block ads, it is not because they are free-loaders, or because they are intent on blowing up publishers' business models.

**Consumers realize that, regardless of the platform, content is valuable and there are costs involved.**

Ad blockers are consumers' only way of telling publishers that something is not right, that consumers are sacrificing too much of their time, money, privacy and user experience in order to get the content they really want. **Ad blocking is the obvious symptom of a misalignment at the heart of the content access value exchange.**

**But what can bring it back into alignment?**<sup>13</sup>



\* bold footnotes contain hyperlinks to the original source

<sup>13</sup> **TechCrunch | S. Brian Mukherjee · MAY 04, 2016:** The rise of a new era in the monetization of digital content: *"Consumers block ads because of frustrations over a bad user experience. The logic follows that advertisers can address the underlying causes of ad blocking with better, less intrusive ads, or by publishers showing ads only when they have earned the right to do so."*  
**MEEDIA | JUNE 20, 2017:** Monetarisierung „nicht zufriedenstellend“: WeltN24 steigt bei FB Instant Articles aus.

### 3. MEET THE SOLUTION: PUMPED INTRODUCES A NEW CONTENT ECONOMY

The misalignment between content access and value exchange can be solved through the shaped Pumped Model. Pumped applies an interdisciplinary multi-layered process to design a new decentralized economy for content monetization based on lessons learned from behavioral economics.<sup>14</sup>

The revolution of the media industry requires:

- a) A **TECHNOLOGY** [Pumped App] which can effectively target the right audiences with the right content at the right time and is a new digital tool for content monetization.
- b) A **COMMUNITY** [Pumped Network] that shares mutual common purpose and quality standards to interact with online premium content from trustworthy sources.
- c) A **CULTURE** [Pumped Movement] which is respectful of consumer choice, sustainable for publishers, establishes new habits and rewards consumer loyalty.
- d) A **HOME** [Pumped Residence] for curators to experience, develop and expand their personalities to shape identity, character, mentality, attitudes, world views; and to exchange thoughts on the future of communication.
- e) An **ECONOMY** [Pumped Economy] in which attention is the new currency, aligning users behind the success of creators, as the usage of content creates its value.



\* bold footnotes contain hyperlinks to the original source

<sup>14</sup> **Wikipedia:** The study of behavioral economics includes how market decisions are made and the mechanisms that drive public choice. Behavioral models typically integrate insights from psychology, neuroscience and microeconomic theory; in so doing, these behavioral models cover a range of concepts, methods, and fields.

### 3.1 PUMPED HELPS PUBLISHERS TO ADOPT THE DISNEY MONETIZATION MODEL

We developed the Pumped Model as a solution for problems based on feedback from media companies and publishers. After determination of the required elements of the Pumped multi-layered concept, we discovered during our research that Walt Disney had a similar model for effective and sustainable content monetization.

The Walt Disney model is in the business of monetizing magic.<sup>15</sup> This means creating unique, memorable touchpoints that make consumers want to experience more of the brand, whether by returning as guests to a park, resort or cruise ship, watching movies (content), or purchasing merchandise.



The chart above nearly shows a linear value growth of their stock. Disney's operating model of hiring and empowering the right people, proactively seeking new magic and planning for every detail, is key to its position as one of the most valuable brands in the world.<sup>16</sup> They monetize magic like no other, thanks to the alignment of their business and operating models.

By bringing the content access value exchange into alignment, Pumped monetizes news and media content like Disney monetizes magic. **The Pumped Model can be plugged-in as a disruptive tool to the existing business model canvas of publishers to adopt the Disney model for content monetization.** As part of the Pumped Media Alliance, publishers additionally benefit from the effects of a sharing economy.

\* bold footnotes contain hyperlinks to the original source

<sup>15</sup> HARVARD BUSINESS SCHOOL | Megan Porter · DECEMBER 9, 2015: Monetizing Magic: The Disney Way

<sup>16</sup> THE WALL STREET JOURNAL | Joe Flint · OCTOBER 21, 2015: Disney Launches Digital Subscription Service.



SOCIAL

**FAKE NEWS**

### 3.2 PUMPED HELPS TO ELIMINATE FAKE NEWS AND INCREASES CONTENT VALUE

Fake news is one of the factors that has exacerbated low trust in the media. According to Reuters research, less than half the population (43%) trust the media across all the 36 countries surveyed and almost a third (29%) actively avoid the news, rising to 38% in the United States. However, the crisis over fake news offers publishers the opportunity to rethink and improve their practices. For publishers, it is the right time to grasp the opportunity and eliminate false or misleading content masquerading as information gathered under journalistic principles.

Fake news is increasingly going viral on social media and free news sites. They have no basis in fact, but are presented as factually accurate.<sup>17</sup> The vast majority of content consumers become victims of such fake news because of the lack of high quality and well-investigated content from trustworthy sources. Content from publishers that invest into researching and verifying information accurately is more likely to be premium quality paid content. Fake news would be quickly dismissed if we had a population that could think critically and had the habit to consume quality content from trustworthy publications.<sup>18</sup> The Pumped Model includes diverse measures as part of its mission to educate consumers on the importance of quality content from trustworthy sources. **The Pumped App uses nudges to reward users and thus establishes a new quality content consumption habit.**

\* bold footnotes contain hyperlinks to the original source

<sup>17</sup> **Wikipedia:** Fake news is stories that are provably false, but have enormous traction (popular appeal) in a culture and are consumed by millions of people.

<sup>18</sup> **THE HUFFINGTON POST | Kevin Price · APRIL 14, 2017:** Dealing with the Problem of Fake News.

### 3.3 NUDGES FROM BEHAVIORAL ECONOMICS EDUCATE CONSUMPTION HABITS

Nudge is a concept of behavioral economics, which is characterized by the economist Richard Thaler and the law scientist Cass Sunstein in their book *Nudge: Improving Decisions on Health, Wealth and Happiness*. Under a nudge, the authors understand a method for influencing the behavior of people in a predictable manner, without either having to resort to prohibitions and commandments nor to change economic incentives.

It was assumed that people could not make the optimal decision for themselves. The individuals would eat unhealthily, do less sport, spare too little for the future, and operate procrastination. Moreover, experimental economic research showed that individuals still make mistakes, even though the rational assessment existed. Through the so-called "nudges" this can be balanced according to Thaler. In October 2017, Richard Thaler received the Nobel Prize for his contributions to behavioral economics.<sup>19</sup>

Content consumers already know that they should consume quality content from trustworthy sources to avoid fake news. They also know that there are costs involved to produce quality content. Thaler's behavioral economics attest that giving something up is more painful than the pleasure someone derives from receiving something. For that reason, the Pumped App uses nudges to reward quality content consumers when implementing a new content economy, which brings the content access value exchange back into alignment.

#### 3.3.1 PUMPED ESTABLISHES NEW CONSUMPTION HABITS USING NUDGES

From a functional point of view, the Pumped App is a digital tool which addresses the basic need of receiving trustworthy news content. Pumped determines a goal intended to serve the basic needs by diverting consumers from inferior and free news content and introducing them to high-quality and paid news content. The Pumped App further determines and cultivates a solution for this purpose by using nudges in the sense of Thaler. A small fee will be charged by publishers for the service of creation, operation and impact of the nudges.

\* bold footnotes contain hyperlinks to the original source

<sup>19</sup> [Nobelprize.org](https://www.nobelprize.org)

**Forbes | Benjamin Appelbaum · OCTOBER 9, 2017:** Nobel in Economics Is Awarded to Richard Thaler.

### 3.3.2 THE PUMPED APP IS A NEW MEDIUM IN LINE WITH BEHAVIORAL ECONOMICS

To secure the profits of the future in a new digital era, publishers need the Pumped App as a new medium, in line with behavioral economics, to meet the trend of content discovery in a highly-animated entertaining format without frustrating users with paywalls or aggressive advertisements.<sup>20</sup>

By definition of journalism and communication science, the amount of attention a news story is given by the audience determines the news value. The phenomenon here is that the value of the content increases through the amount of consumption by users.

This seems to be the reason why the content access value exchange is not in alignment. Users that create the news value through their consumption should be aligned behind the success of publishers and benefit from economic incentives.

Nudges are required as a trigger to give people enough motivation to acquire the economic incentive, through consuming premium quality paid content which directs revenues to publishers and enables them to keep up with a high quality standard.

<sup>20</sup> **The World Association of Newspapers and News Publishers WAN IFRA:** Diversifying revenue streams has taken a big priority for news publishers all over the world, as traditional business models face increasing pressure to produce the goods. Therefore, no new idea, product or service is beyond consideration as publishers embrace creativity, experimentation and initiative like never before.

## 4. THE PUMPED APP EMPOWERS CONTENT AND REWARDS CONSUMERS

The Pumped App simplifies sharing social, news and web content anonymously on mobile devices, allowing users to dump or pump posts from a swipe pool. It includes a unique technology for sharing content. Using the built-in search or the quick-link functionality, users can empower content with awesome animations and share them in an entertaining format with two simple tabs.

For users, the Pumped App is a place with no digital footprint and no emotional risk. A place where all users can express themselves through sharing content in a convenient way without being afraid to make mistakes or to fit into a norm, as those moments disappear after 24 hours.

The Pumped App allows users to act as content curators by sharing web content that they find interesting. The Pumped Ranking Level System assigns badges to the user profiles based on their Actions. The content curators earn crypto rewards and receive the MulTra Token for exchange of a Rank according to a Rank Rate. Users can deplete these earned MulTra Token<sup>21</sup> for premium paid-content of publishers and additional real-life benefits.



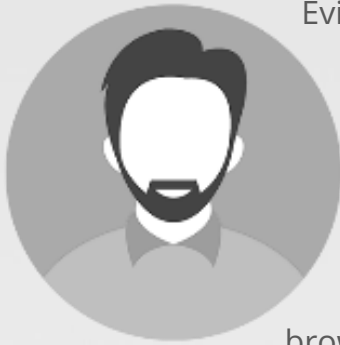
### 4.1 THE PUMPED APP FEATURES ARE A TECH SOLUTION FOR MONETIZATION

The Pumped App educates new content consumption habits and expectations by combining and adopting the most established UX practices from popular social media as well as messenger apps, to provide a solid solution for monetizing content.

\* bold footnotes contain hyperlinks to the original source

<sup>21</sup> Details can be found under point 7 in this whitepaper.

## 4.2 USERS CAN STAY ANONYMOUS OUTSIDE THE NOISE OF SOCIAL MEDIA



Evidence suggests that the new anonymous media are the future.<sup>22</sup> Similar as with Reddit, the Pumped App allows users to act as content curators. It provides them with the tools and the platform to empower news, social as well as web content and share them anonymously from a standard web browser beyond the noise of social media.



## 4.3 THE SWIPE POOL MEETS THE TREND OF CONTENT DISCOVERY

Very much like on Tinder, other users on the Pumped App can swipe left to dump not interesting content and swipe right to pump interesting content. It is a playful way to consume content and meets the trend of explorative content discovery.<sup>23</sup>



## 4.4 STATISTICS TRACK THE IMPACT

Swiping up opens the statistics from recent posts, where users can see the nicknames of other users who viewed the shared screenshot. The statistics also show a number on how many people dumped and how many users pumped their post, while keeping the nicknames of raters anonymous.

\* bold footnotes contain hyperlinks to the original source

<sup>22</sup> **Languagewire:** [...] gaining popularity – especially the more anonymous media are in focus. It is particularly the experience of lack of privacy, the more or less invisible collection of demographic and psychographic data and the increasing amount of advertising that has created the need and desire for new platforms. Evidence suggests that the new anonymous media are the future.

<sup>23</sup> **CanvasFlip | Monika Adarsh · MAY 09, 2016:** Why users are getting addicted to Tinder like UX: Tinder's user experience has seemed to resonate with users so well that its UX has become addictive and viral. The thought of utilizing human behavior to present the next information has driven the app to emerge as the most wildly successful app. This card-based UI is the modernized form of the classical way we have been interacting with the playing cards. It is a big solution to the information overloaded in feeds. Rather than going through the long never-ending list of options, these cards connect and offer the best possible options based on the current decisions made. To say it in a nutshell, a user experience like Tinder helps users make better choices, faster.

**DUE TO A PENDING PATENT PROCEDURE  
THIS SECTION IS CONFIDENTIAL AND WILL BE  
DISCLOSED AFTER PATENT APPROVAL**



**DUE TO A PENDING PATENT PROCEDURE  
THIS SECTION IS CONFIDENTIAL AND WILL BE  
DISCLOSED AFTER PATENT APPROVAL**

**DUE TO A PENDING PATENT PROCEDURE  
THIS SECTION IS CONFIDENTIAL AND WILL BE  
DISCLOSED AFTER PATENT APPROVAL**



**DUE TO A PENDING PATENT PROCEDURE  
THIS SECTION IS CONFIDENTIAL AND WILL BE  
DISCLOSED AFTER PATENT APPROVAL**

#### 4.8 THE PUMPED APP USER RANK STATUS ALLOWS USERS TO EARN REWARDS

Gamification is used to enhance the content discovery experience in the Pumped App even more. Users gain Rank status and rise to a new level depending on their valuable Actions. As users do not know which of their Action is considered valuable, it motivates them to find it out in an explorative way. Based on these ranks, users receive MulTra Token which they can deplete for paid-content on the Pumped Rewards Platform. From the account settings users can see their current rank.



#### 4.9 ARTIFICIAL INTELLIGENCE SHOWS USERS CONTENT THEY ARE INTERESTED IN

The Pumped App learns, remembers and serves users with relevant content, back to back! Thanks to the built-in artificial intelligence, publishers effectively reach their target group and users get exactly the content that they want to see on a silver platter.

Instead of simply providing content, the Pumped App AI is constantly evolving to provide users with the content they want. When a user dumps, pumps, shares, curates, publishes or consumes content, the Pumped App AI takes note and develops a unique, anonymous profile for each user.



As user interests vary during the daytime, the Pumped App AI only shows content that meets the specific user interest at the respective moment.

Beyond just catering to taste, the Pumped App AI also works to improve the quality of content in the swipe pool of each user. In contrast to social media and other data generating apps, Pumped AI works without trading any user data.

## 4.10 IMPACT OF 24-HOUR AVAILABILITY INCREASES ENGAGEMENT WITH CONTENT



All content self-destructs 24 hours after posting. This allows publishers to share a daily sneak peak of their paid content and content will never become stale. The Pumped App logic insists on immediate engagement, as users must interact before content expires. Pumped motivates users to be more present in their posting and consumption habits by activating mental engagement in the form of attention toward web content.

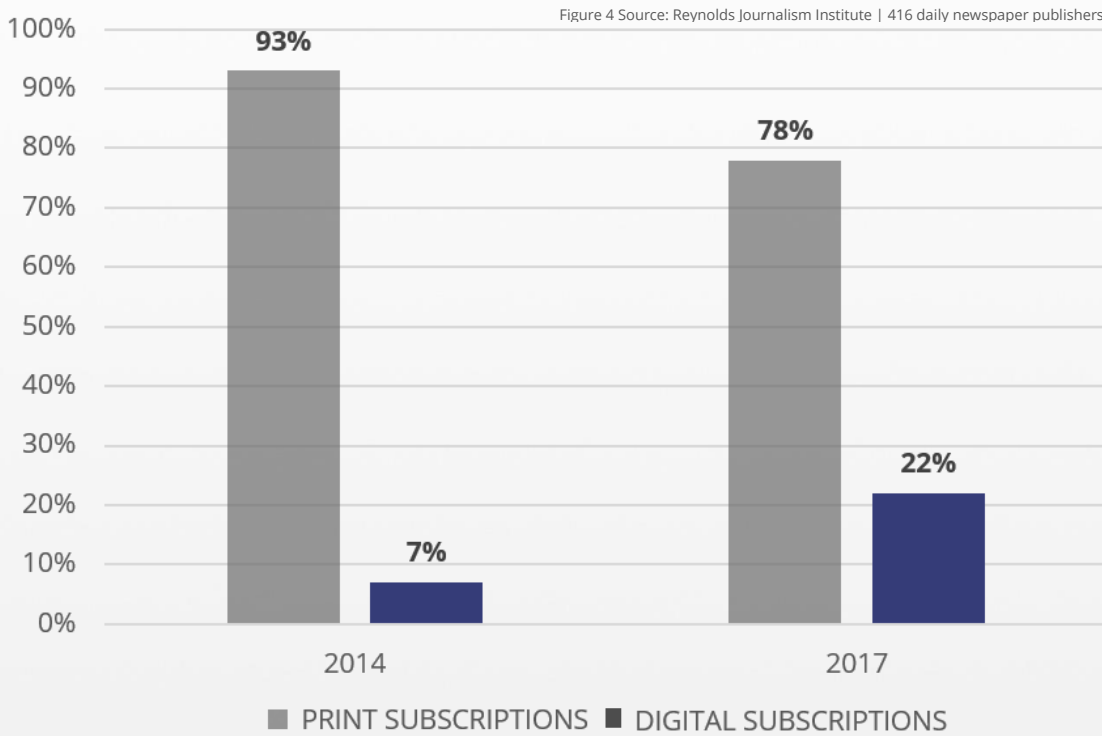
The psychographics behind the 24 hours' availability was very interesting during the Pumped App TestFlight. The Pumped App enables users to increase awareness on what they really want to see. Due to the swipe pool logic, which implicates that a post must be swiped before the user is able to see the next post and due to the 24 hours' expiry, most of the users engage with the content immediately.

The only way to save a post is by reposting and thereby having access to the content for the next 24 hours from their own recent posts. Engaging in this workaround, these users are passive promoters of the content, which further increases traffic.

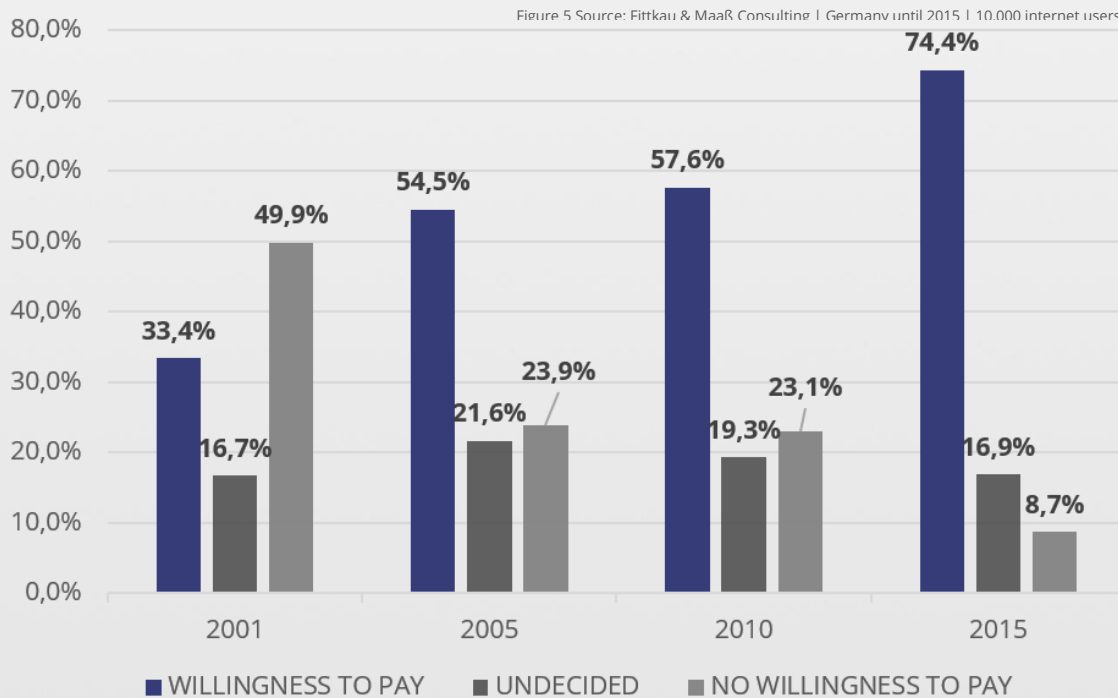
The 24 hours' expiry function additionally triggers users to proactively purchase subscriptions directly on publishers' own platforms, as they want to keep permanent access to the content they have identified as most relevant to them using the Pumped App. As their willingness to pay for digital subscriptions is continuously rising according to the figures below, the Pumped App facilitates to direct them to the content they perceive as most relevant. **This ultimately leads to a situation in which quality content providers are able to capture the value that comes with the content consumption.**



a) DISTRIBUTION OF NEWSPAPER CIRCULATION REVENUE IN THE US, BY MEDIUM



b) WILLINGNESS TO PAY FOR ONLINE CONTENT IN GERMANY (VALUES FROM 2015)



#### 4.11 CONVERSION IS TRIGGERED THROUGH MULTRA TOKEN AS A NUDGE

The use of MulTra Token for a free or cheap tentative access to normally chargeable high quality news content is a nudge. A certain percentage of the news consumers utilizing MulTra Token will develop a propensity to stay on board by accepting an offer for continued access at commercial rates. Our experiments lead us to the conclusion that this conversion rate will be quite substantial.

This is where the Publishers' material interest comes into play:

- The analysis of aggregated data derived from the use of the Pumped App allows the Publishers to adjust their content continuously and accurately to the changing needs of their prospective readers.
- "Appetite comes when eating": The positive user experience binds new clients accepting commercial rates, simply because they have had the opportunity to appreciate the value of the respective high quality news content. The MulTra Token is a friendly invitation and a both powerful and fair marketing tool. The better the quality of news content and the better the publishers have adapted their content to the interests of readers, the more paid content they can sell.

#### **4.12 PUMPED ALIGNS CURATORS' IMPACT BEHIND THE NEWS VALUE GROWTH**

Pumped is for news media what Instagram is for photography. The difference: users get rewarded for shared web content with MulTra Token. The Pumped tools allow publishers to share content, their own and others, in a simple and effective way. Anonymous usernames enable posts beyond social expectations that generate useful feedback and productive social dialogue, while users receive economic incentives.



## 4.13 PUMPED ELIMINATES WEAKNESSES OF EXISTING MONETIZATION MODELS

The Pumped App's competitive advantages arise because it provides a better solution for content monetization challenges than all other existing solutions in the market. With its above described functions, the Pumped App successfully eliminates the weaknesses of the paid content model (reaching ready-to-pay consumers) and of the distributed content model (generating traffic on own distribution platforms) and combines their strengths for effective performance to monetize online content.

The shaped Pumped Model especially has a totally different approach with regards to user motivation and intuitive user guidance, providing rich news experiences in an entertaining format to consumers and sending revenues to publishers.<sup>24</sup>

The Pumped App allows users to roam for free and publishers to reap the fruits of their labor. Facebook Instant Articles, Apple News and Google AMP platforms all aim to keep users within their customized ecosystem, maximizing their potential for revenue but giving the reader limited access to engage with the publisher's brand and content.<sup>25</sup> The Pumped App empowers the publisher's own distribution platform or website that the article contributors and journalists use. Content creators can utilize the Pumped App to curate a fluid user experience, populated with fast-loading content, without worrying about users being captured in a closed ecosystem.<sup>26</sup> The Pumped App is a tool designed to enlighten its users and drive traffic to the sites that matter most. **This allows publishers and their content creators to focus on what really matters: creating top-tier content!**

\* bold footnotes contain hyperlinks to the original source

<sup>24</sup> **Prof. Dr. Karl Venker | Produktbewertung**

<sup>25</sup> **MEEDIA | JULY 20, 2017:** So far, Instant Articles was profitable for Facebook. The fast-loading pages with publishers' content made the social network more attractive. The content creators and publishers, on the other hand, see relatively lower advertising revenues and their brand visibility decreases. [translated]

**Native Advertising Institute | Rickard Lawson · April 26, 2016:** *"Do not build your house on another man's foundation. The internet is fast becoming a duopoly of platforms: Facebook and Google. Where traffic goes, money follows and consequently finding revenue and viewers is becoming harder and harder for content producers – both media outlets and brands. Let's face it, the deal with Facebook was always too good to be true: «Make people like you and we'll make sure your messages turn up in their feed». I admit, it looked good initially, but as the feeds got crowded and Facebook went public, the algorithms had to start changing – and they did. 'People are going to have to buy traffic from Facebook to level out the peaks and valleys,' one of the publishers said. The result: Facebook share value has skyrocketed. [...] But most importantly: 'Don't put all your eggs in one basket!' It may be time and cost consuming, but I urge you to explore the opportunities that exist in leveraging other content syndication / sharing solutions. There are options that represent a huge opportunity for growth."*

<sup>26</sup> **MEEDIA | JULY 20, 2017:** So far, Instant Articles was profitable for Facebook. The fast-loading pages with publishers' content made the social network more attractive. The content creators and publishers, on the other hand, see relatively lower advertising revenues and their brand visibility decreases. [translated]

**The Guardian | Dan Tynan · June 29, 2016:** Facebook's newest news feed: good for friends, bad for publishers. Changes to the algorithm mean [...] publishers that rely on Facebook traffic will be gnashing their teeth.

## 5. PUMPED BUILDS AND ESTABLISHES A VALUABLE CONTENT COMMUNITY

All media companies are looking for answers on how to monetize their content. We are firmly convinced that relevant values and personal commitment of consumers to the media brand are the most important factors to convince them to pay for content.

As members of different network communities like QX<sup>27</sup>, BJU<sup>28</sup> and Partnerprogramm<sup>29</sup>, we experience and learn ourselves how valuable the services, events and live formats are to us, where likeminded people come together for an inspiring exchange of thoughts. Through the commitment and personal enrichment within these communities, it is not surprising that we are willing to pay for diverse offerings as they serve impactful value to us.

Building a community of passionate content consumers and curators will enable publishers to connect with consumers in a similar way, offering benefits, events, education and more, that help their audience to accomplish certain goals and thus bring real relevant value to them. The Pumped Model includes the milestone to build a network of passionate high quality content curators and to establish a valuable content community that promotes and shares mutual values and brings a new spirit to life.

As curators from all over the world are passionate about quality content in an engaging and entertaining format, Live-Events will be organized to bring them physically together for an exchange of thoughts and facilitation of inspiring visions. With the aim to effectively eliminate fake news, diverse community initiatives will be executed to educate consumers on the value and importance of high quality, well-investigated information and trustworthy sources. As a result, a new culture will be established in which consumers are willing to pay for high quality content that enriches their lives.

Different offerings will be able to meet the needs of content consumers and provide a long-term effective path for the future of digital media companies, through new sources of revenue for publishers such as job fairs, workshops, network events and much more. **Pumped promotes a healthy dialogue where genuine, progressive content is prized.**

\* bold footnotes contain hyperlinks to the original source

<sup>27</sup> **QX – Quarterly Crossing:** Unique worldwide network of excellence comprising of experienced leaders.

<sup>28</sup> **BJU – Die Jungen Unternehmer:** Young entrepreneurs who make at least an annual turnover of 1 million Euros.

<sup>29</sup> **Partnerprogramm:** Exclusive community for enhancement of products and services with significant USPs.

## 5.1 PUMPED MAKES A PLACE FOR THE COMMUNITY IN A LUXURY RESIDENCE

Every community needs a place. So we will create an open place for all Pumped Community Members and set up a physical Pumped Residence to encourage networking, joint events and exchange between the Pumped Content Community Members, its supporters and media companies live and in-person.

It will be a home for people who are passionate about trustworthy quality content. The Pumped Residence will be for the content industry what the Soho House is for the creative industry. It will serve its community members with an open Research & Development Center, giving everyone the opportunity and space to participate in the further development of the Pumped Movement. **At the Pumped Residence, members come together to align the news supply of content creators with the needs of content curators to shape the future of communication through content.** This counteracts the misalignment between the willingness to pay for content and the content value which consumers generate for publishers through their consumption. **In essence, the content access value exchange cycle is stabilized and kept in balance.**

## 5.2 SEAMLESS PRODUCT EXPERIENCES CREATE NEW REVENUE STREAMS

Instead of traditional advertisements, seamless product experiences are more effective because potential customers engage with the brand of the advertiser on an attention basis. In the Pumped Residence, publishers can offer space to their advertisers for product placement as an alternative to aggressive or annoying advertisement. Advertisers are facilitated more effectively to grab the attention of the targeted audience through product usage during the events. Sponsorship revenues from these exclusive network events will secure the external value inflow into the decentralized Pumped Economy, which will ensure economic incentives for all. A Pumped Residence as a Development Center and privilege content club will be set up to encourage exchange between the MulTra Token Holders, its supporters and publishers. It should be a home for people who are passionate about quality content. **The Pumped Residence should be for the content industry what the Soho House is for the creative industry.**<sup>30</sup>

---

\* bold footnotes contain hyperlinks to the original source

<sup>30</sup> **Wikipedia:** Soho House is a group of private members' clubs aimed primarily at those in the arts and media.

## 6. PUMPED BUILDS A USER-FIRST LOYALTY PROGRAM AND A MEDIA ALLIANCE

Furthermore, a loyalty program as part of a user-first economy needs to be implemented in the new Pumped Economy to bring significant measurable value to consumers. This can be imagined as similar to the “Miles & More”<sup>31</sup> model known from the aviation industry.

The Pumped Model includes a Pumped Rewards Platform where users can convert their Ranks achieved for consuming content of publishers to digital units of value. MTT can be depleted for premium paid content, further benefits and discounts up to 100% for products and services provided on the Pumped Rewards Platform.

To secure the profits of each publisher in the Pumped Economy, a Media Alliance will be formed to bring the effects of a sharing economy to fruition like in the “Star Alliance”<sup>32</sup> model of airlines. A Media Alliance would be formed organically as we will bring all our launch-partners together for continuous iteration of the Pumped solution regarding content monetization. The effects of a sharing economy come to fruition as the publishers benefit from shared infrastructure when adopting the Disney model for content monetization through the Pumped Model.

\* bold footnotes contain hyperlinks to the original source

<sup>31</sup> **Wikipedia:** Miles & More is the largest traveler loyalty programme free of charge. It offers rewards to passengers of the Star Alliance traveling on certain types of tickets. The programme enables its members to earn and redeem frequent flyer miles on all of the fully-integrated airlines and all Star Alliance members, as well as several other partner airlines. Customers are able to build status, which gives them access to certain privileges. There are more than 270 non-aviation companies affiliated with the programme. These include partners from the hotel, car rental & cruise industries, subscriptions & books, banks & insurance, telecom & electronics industries, shopping & lifestyle.

<sup>32</sup> **Wikipedia:** Star Alliance is one of the world's largest global airline alliances.

## 7. PUMPED BUILDS A DECENTRALIZED CONTENT ECONOMY ON BLOCKCHAIN

Luckily, through diverse conversations and feedback on the Pumped App Beta Version, we were able to recognize that providing a new decentralized content economy would bring measurable results in the service of content consumers by making web content sexy again and eliminating fake news. So far, the feedback about Pumped as a disruptive tool and its shaped concept has been very positive. Publishers seem to be interested for partnerships prior to public launch. We feel that there is potential to provide the media industry with the crucial advantage to succeed, and win big.

By definition of communication science and journalism, the amount of attention a news story is given by the audience determine the news value. This implicates that, besides the efforts of publishers regarding information investigation, editorial work, layout and presentation, the value of a news content is primarily generated through the consumption of the content by the audience. As a result, every content consumer always acts also as a content curator, creating the news value through consuming the news content. We see that consumers create the value of content through their consumption.<sup>33</sup> Therefore, we have to bootstrap a fully different approach. A new decentralized content economy for the monetization of online content is required. Blockchain technology is the most reasonable solution for facing this challenge. It can successfully provide an ecosystem that brings the content access value exchange cycle into alignment between publishers and consumers. For that reason, Pumped provides a new decentralized content economy that pays consumers for creating the news value by consuming the content.

According to lessons learned from behavioral economics, giving something up is more painful than the pleasure people derive from receiving something. **Introducing, adopting and utilizing the crypto network token MulTra**, Pumped App users have the pleasure to receive MulTra Token as economic incentives, instead of the pain to give away earned fiat money to pay premium news content. The reception of MulTra Token rewards the natural content consumption of Pumped App users because their consumption creates higher news value for publishers.

\* bold footnotes contain hyperlinks to the original source

<sup>33</sup> **Wikipedia:** News values determine how much attention a news story is given by the audience. [Boyd, A. (1994) Broadcast Journalism, Techniques of Radio and TV News. Oxford: Focal.]

**In essence, Pumped App users pay with attention as a proxy to currency for purchasing premium paid content from publishers by depleting their received MulTra Token.**

The Pumped App as commercial media pays economic incentives to users, rewarding Actions that curate quality content. They can freely use their earned MulTra Token to purchase digital subscriptions from publishers, as well as products and services distributed on the Pumped Rewards Platform with discounts of up to 100%.

Attention is the new currency in this model of content access value exchange. A revolutionizing dimension can only be catalyzed by a decentralized content economy that is based on blockchain technology.

**The basic concept of this decentralized content economy is the idea of finding a feasible way to spread wealth and to align consumers behind the success of publishers, eliminating the misalignment at the heart of the content access value exchange.**<sup>34</sup>

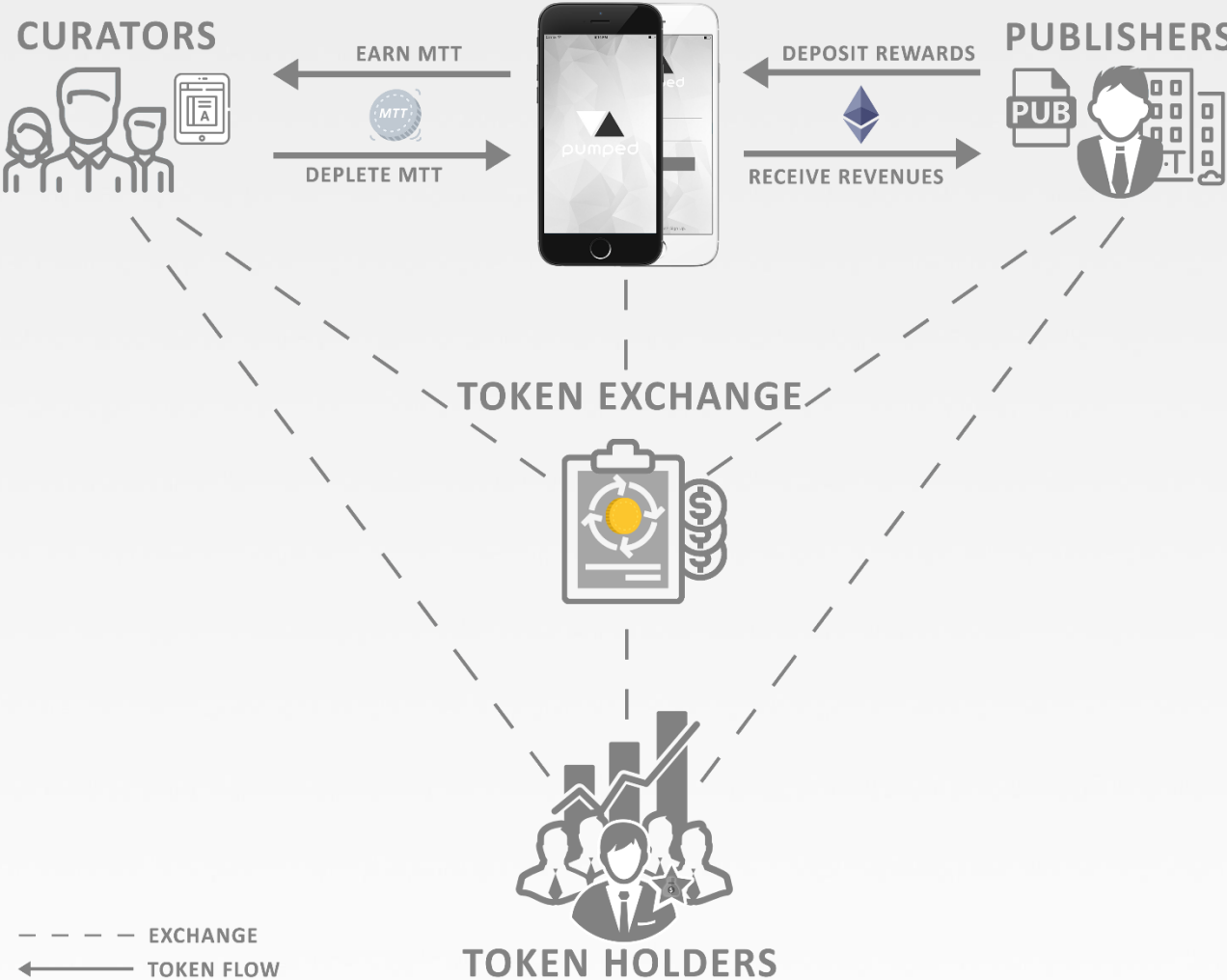
\* bold footnotes contain hyperlinks to the original source

<sup>34</sup> [news.21.co](#) | **Balaji S. Srinivasan** · MAY 27 2017: "Large technology companies like Google and Facebook offer extremely valuable free products. Despite this, they have sometimes come under fire for making billions of dollars while early adopters only receive the free service. After the early kinks are worked out, the token launch model will provide a technically feasible way for tech companies (and open source projects in general) to spread the wealth and align their user base behind their success. This is a better-than-free business model, where users make money for being early adopters."

The Pumped business model includes the application of a multi-layered process to transform the current content access value exchange through decentralization. The new Pumped Economy for content access value exchange fuels the acceptance of crypto token in the society with any number of use cases for MTT as a digital unit of value, which has the huge potential of bringing blockchain into the mainstream.

By launching a public Initial Token Offering (ITO), the creation and establishment of the Pumped decentralized content economy shall be crowd-funded. Participants as early adopters are given the opportunity to benefit even more from discounts of up to 100% on future offerings distributed through the Pumped Rewards Platform and exclusive membership opportunities, by becoming a Pumped Resident Card Holder.

### 7.1 MULTRA TOKEN (MTT) CREATES A TRANSACTIONAL VALUE EXCHANGE



## **7.2 CURATORS EARN MTT FOR EMPOWERING CONTENT**

Content curators can earn MulTra Token as a reward in alignment with their natural content consumption behavior. This means that Pumped App users do not have to watch ads or are forced into any actions to earn MulTra Token, as in some random bounty apps. Users also do not have to purchase any subscription or product to earn rewards, as with other loyalty programs. The Pumped App simply gives its users, based on their Ranks, the opportunity to consume and curate exactly the content they like for free and simply earn MulTra Token as a reward for their attention.

## **7.3 CURATORS DEplete MTT FOR PREMIUM PAID-CONTENT AND EXCLUSIVE BENEFITS**

Users will be able to deplete earned MulTra Token on the Pumped Rewards Platform, to access premium paid-content from publishers and to participate on more MulTra Token Holder benefits, such as invitations to exclusive publisher events, access to their privilege clubs and members' access to the Pumped Residence for exchange.

## **7.4 PUBLISHERS BUY IN WITH MTT TO DEPOSIT EARNABLE REWARDS FOR CURATORS**

To run a monetization campaign, publishers must deposit MulTra Token in the Pumped App which can be earned by curators. Thus, Publishers can win loyal customers for paid content through their own distribution platform, receiving full traffic and effectively building their brand with sponsored URL Triggered Filters. The decentralized content economy of Pumped helps publishers to reach their relevant audience and to engage customer acquisition and loyalty in an extra convenient way, while cutting inefficient marketing costs.

## **7.5 PUBLISHERS CAN RECEIVE REVENUES IN FIAT MONEY AFTER MTT EXCHANGE**

As Pumped is developed for content curators, it keeps up with their expectations and creates a culture in which investigated news from quality sources is valued and users become willing to pay for content using the MulTra Token. These MTT can be exchanged on crypto markets and publishers receive revenues in fiat money.

## **7.6 TOKENHOLDERS TRADE MTT ON EXCHANGES TO EARN PROFITS FROM INFLATION**

MulTra Token Holders can act as Curators and deplete MTT for paid-content and other benefits and discounts of up to 100%, as offered on the Pumped Rewards Platform. They can sell their MTT to publishers at market price and also trade MTT on exchanges to benefit from the value growth of MTT and inflation. Furthermore, MulTra Token Holders have exclusive members-only-access to the Pumped Residence, including accommodation and fine hospitality.

## 8. THE MULTRA TOKEN IS A VALUABLE UTILITY

The MulTra Token is a digital unit of value creating a transactional economy between content consumers (curators) and content creators (publishers), bringing the content access value exchange into alignment. As a unit of value exchange, MulTra Token incentivizes Pumped users with rewards, distributing exclusive benefits and discounts of up to 100% for quality products and real-life services in collaboration with publishers.

ROLE	PURPOSE	FEATURES
value exchange	create a new decentralized economy to monetize content	<ul style="list-style-type: none"> <li>rewards for users creating value through their usage</li> <li>an internal currency for all transactions within Pumped</li> </ul>
Earnings	distributing discounts	<ul style="list-style-type: none"> <li>sharing exclusive benefits and discounts of up to 100% on services and products</li> </ul>
Right	bootstrapping engagement	<ul style="list-style-type: none"> <li>governance participation by voting on questions regarding the creation of a new commercial media</li> </ul>
Function	enriching user experience	<ul style="list-style-type: none"> <li>joining Pumped Movement</li> <li>incentive as a nudge for consuming quality content</li> <li>Pumped Residence Access</li> </ul>
Currency	frictionless transactions	<ul style="list-style-type: none"> <li>digital transaction unit</li> <li>any number of use cases as a digital unit of value</li> </ul>
Toll	run monetization campaigns	<ul style="list-style-type: none"> <li>Publishers fee charged to run a targeted content monetization campaign</li> </ul>

## 8.1 OVERVIEW OF MULTRA TOKEN ROLE, PURPOSE AND FEATURES

### a) MTT ENABLES VALUE EXCHANGE IN THE DECENTRALIZED PUMPED ECONOMY

MulTra Token consist of features that allow users to earn them for a generated value, by using content in the Pumped App and spending these MTT on real-life products and services published on the Pumped Rewards Platform.

### b) MTT ARE EARNINGS DISTRIBUTED DISCOUNTS OF UP TO 100%

Pumped App users can earn MulTra Token by consuming trustworthy quality content. As the news value increases through its consumption, consumers get aligned behind the success of publishers by distributing economic incentives to content consumers with MTT.

### c) MTT CONTAINS THE RIGHT OF GOVERNANCE PARTICIPATION BY VOTING

MulTra Token provide an interaction right to the further development of Pumped and grants participation on governance actions, by voting on a consensus related to the creation of a new kind of commercial media that empowers content, rewards curators and enables communication through content. MulTra Token gives its owners the exclusive right to access the Pumped Residence and to become part of the Pumped media revolution.

### d) MTT HAVE THE FUNCTION TO ACTIVATE MONETIZATION CAMPAIGNS

As a utility token, MulTra Token are tied to a usage of running content monetization campaigns, setting up URL Triggered Filters to enrich the user experience and, as an incentive, given to content consumers in return to curate content by sharing.

### e) MTT WORKS AS AN INTERNAL CURRENCY WITHIN THE PUMPED ECONOMY

The proxy to the value of the MulTra Token is a right for discounts of up to 100% and benefits from a privileged status, based on the amount of owned and depleted MulTra Token. Inside the Pumped Economy, MulTra Token offer a much lower barrier for processing end-to-end frictionless transactions. MulTra Token are the principal payment unit within the decentralized Pumped Economy and essentially function as an internal currency that can be used to pay the setup service of custom URL Triggered Filters, as a deposit to incentivize content consumers to curate certain content by sharing and to place or purchase services and products from the Pumped Rewards Platform.

f) MTT HAVE A TOLL CHARACTER WHICH ALLOWS ANY NUMBER OF USE CASES

MulTra Token must be deposited by Publishers to run a monetization campaign or to set up URL Triggered Filters in the Pumped App. MulTra Token enable content creators and publishers to contribute to the Pumped Economy by Consideration, which brings value to the Pumped content consumers. A small fee is charged per use to get on the infrastructure. Furthermore, MulTra Token Holders can contribute to a value-adding action for the Pumped Network and the decentralized content economy that is being built by depleting MulTra Token at the Pumped Residence Events. MulTra Token Holders can sell MulTra Token in the exchange, privately or just by holding MTT for future use.

## 8.2 MULTRA TOKEN HAVE BEEN GENERATED ON THE ETHEREUM BLOCKCHAIN

**MulTra Token** have already been generated in accordance with the **ERC20** Standard on the **Ethereum Blockchain** in November 2017.<sup>35</sup> The total token supply is 1 billion MulTra Token. 50% of the total supply will be available for sale by way of a public Initial Token Offering (ITO). The **maximum crowd-sale cap will be 500 million MTT**.

The distributed MulTra Token code on the Ethereum Blockchain is approved by Etherscan and one of the best token codes written in the programming language solidity. No similar code in terms of the contract source code has ever been distributed.<sup>36</sup> Usually, companies that launch an ICO do a presale, raising the investments needed to pay gas with ETH to generate their token or coins. In this case, the invested ETH pays machines from the blockchain network, which execute their requested mining operations. That process leads to delayed token delivery of up to 10 weeks after investors have purchased the cryptocurrency. As Ethereum acknowledges an extraordinary high quality of codes, we were able to already generate the MTT. For this reason, Participants in the Initial Token Offering benefit from the immediate delivery of MTT, instead of financing a presale or waiting for delivery of their prefunded crypto network token sitting in risk.

\* bold footnotes contain hyperlinks to the original source

<sup>35</sup> **ERC: Token standard #20**

<sup>36</sup> **Ethereum Foundation:** Ether is a necessary element — a fuel — for operating the distributed application platform Ethereum. It is a form of payment made by the clients of the platform to the machines executing the requested operations. To put it another way, ether is the incentive ensuring that developers write quality applications (wasteful code costs more), and that the network remains healthy (people are compensated for their contributed resources).

Ethereum is an open source, blockchain-based, distributed computing platform oriented toward smart contracts. As a distributed virtual machine, Ethereum allows end users to construct smart contracts for transactions. Smart contracts are applications stored in the Ethereum blockchain. These contracts are cryptographically secure and can verify or enforce performance of the contract. Ethereum has been used for mobile payment systems, distributed exchanges, token pegged to commodities and fiat currencies, market clearing mechanisms, micropayment systems for distributed computing resources, commodities and securities exchanges, crowdfunding, and legal document verification. Large firms have invested in and deployed Ethereum, with JP Morgan, Deloitte, IBM, Santander Bank, Microsoft, the Luxembourg Stock Exchange, and the Royal Bank of Scotland being key early adopters.



### 8.3 MULTRA TOKEN CAN BE ACQUIRED THROUGH PARTICIPATION IN THE ITO

ITO START DATE	19.02.2018, 15:00 CET
TOKEN NAME	MulTra Token
TOKEN SYMBOL	MTT
CROWDSALE SUPPLY	500,000,000
Exchange Rate (for first 200 million MTT)	1ETH / 4000 MTT
Exchange Rate (for remaining 300 million MTT)	1ETH / 2000 MTT
MAX. CROWDSALE CAP	200k ETH / 500m MTT
ACCEPTED EQUIVALENTS	ETH
TOKEN PROTOCOL:	ETH, ERC20

MulTra Token can be acquired by:

a) Contributing in the upcoming public Initial Token Offering (ITO).

b) In open market via token exchanges, where MTT are listed.

MulTra Token will be listed on all relevant major exchanges.

c) By consuming (Action) free web content of Publishers via the Pumped App.

The allocation of such MulTra Token credits for Action is subject to criteria for the recording and counting of Action, determined from time to time by the Publishers as Consideration for the access to online free-of-charge news content. Once the Publisher's criteria for the allotment of MulTra Token are met, the respective number of MulTra Token will be credited to the Curator's wallet.

## 8.4 MULTRA TOKEN RIGHTS INCLUDE DISCOUNTS AND EXCLUSIVE USER BENEFITS

The holder of MulTra Token is entitled to receive, via the Pumped Rewards Platform:

a) Discounts of up to 100% on the use of online paid news content, as determined from time to time by the Publishers providing paid news content, whereby such Publishers decide at their discretion on the rate of discount which they grant for which period of time of cost free access to otherwise chargeable online news content.

b) Access to certain high-quality events organized and content clubs operated by Publishers, at a rate of discount of up 100%, as determined by the respective Publishers at their discretion.

c) Membership at the Pumped Residence, including hospitality, accommodation in luxury suites, co-working space and access to exclusive events with celebrity guests. Access to Pumped Yacht Parties, including hospitality and accommodation, will also be available at a rate of discount of up to 100%.

d) The right to be consulted by MulTra GmbH on improvements of the decentralized content economy around the Pumped App.



## 8.5 THE STRUCTURE OF MULTRA TOKEN IS DESIGNED TO CATALYZE VALUE GROWTH

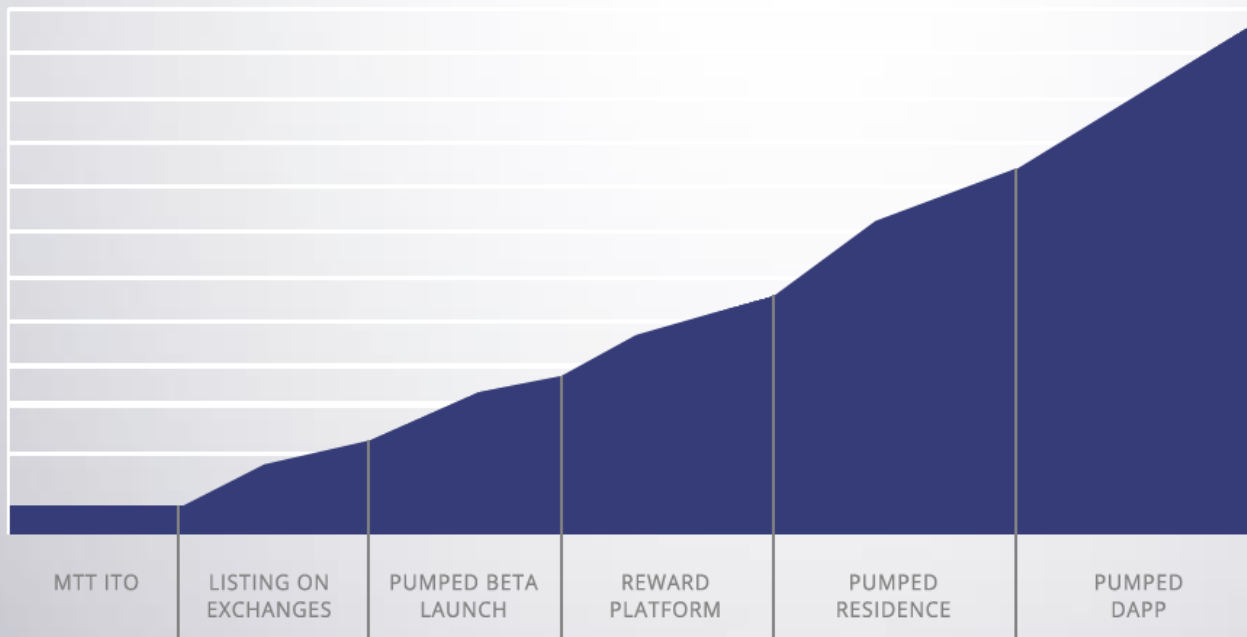
MulTra Token are structured to ensure a fluid and fungible currency within the Pumped transactional economy, while remaining attractive to investing contributors. MulTra Token, in association with smart contracts, allow two seemingly contradictory objectives to be met: (1) The price stability of MulTra Token is assured so that monetization campaigns through Pumped are fluid, unrestrained and the participating parties do not need to consider fiat currency movements. (2) As the Pumped Economy offers a strong incentive to invest, and remain, MulTra Token increase in value, becoming attractive for investing contributors. A value increase of MulTra Token will be attained by the following core factors:

- The token supply is limited and cannot be increased when demand increases. MulTra Token have 18 decimal places, allowing for micro payments to be executed at levels far below the lowest denomination of any fiat currency.
- Growth of Pumped: As for a national economy in which the demand for money is increased by increased production, the demand for MulTra Token will increase by the growth of the Pumped Economy. Increasing numbers of Pumped App users will lead to more content consumption, resulting in increased demand for MulTra Token for running content monetization campaigns on the Pumped App.
- Community participation: The community is motivated to use the Pumped App because of its entertaining and fancy concept. Especially URL Triggered Filters, animation overlays, economic incentives for quality content consumption and exclusive benefits distributed on the Pumped Rewards Platform, with discounts of up to 100%, this will attract users who will love to be part of the Pumped Movement. The demand for MulTra Token increases and would lead to high adoption, as loyalty is based on tokens held.
- Overall MulTra Token are designed to create a healthy long-term investment and ROI through price increase.

## 8.6 EACH ACHIEVED MILESTONE INCREASES THE MULTRA TOKEN VALUE

An increase in value of the MulTra Token is triggered by the number and interest of content creators to run monetization campaigns on the Pumped App. With the rise of the Pumped popularity, the attractiveness for Publishers to use the Pumped App as a content aggregator and tool for monetization of their online content increases. A monetization campaign can only be run by a deposit of MulTra Token that gets distributed as economic incentives to consumers. This makes MTT a Utility Token that creates a decentralized transactional economy that, in turn, ensures the stability of MulTra Token. After the MulTra Initial Token Offering (ITO), MTT can only be traded by MulTra Token Holders via crypto exchanges.

The MulTra Token value is expected to rise significantly after reaching each one of the following milestones: MulTra Initial Token Offering (ITO), making MulTra Token tradable through listing on exchanges, Pumped App public MVP launch, MulTra Token integration transforming the Pumped App into a DApp, Pumped Reward Platform launch, and Pumped Residence Opening. That all leads to a fully-integrated Pumped Economy.



## 8.7 PUMPED RESIDENT CARDS SERVE AS EXCLUSIVE BENEFIT FOR ITO PARTICIPANTS

MulTra Token Holders that acquire their MTT during the Initial Token Offering (ITO) have the unique opportunity to become Pumped Resident Card Holders. The distributed benefits differ based on the card they hold as early adopters. Three privilege cards will be available that include different discount and service packages.

Depending on the amount of acquired MulTra Token, ITO participants gain the following rights as Pumped Residents:

Power Card 10–20 ETH Exchange Amount	Prosperity Card 20–100 ETH Exchange Amount	Pleasure Card 100+ ETH Exchange Amount
Membership	Membership	Membership
Access to Basic Events	Access to Basic Events Access to Special Events	Access to Basic Events Access to Special Events Access to Celeb Events
Voting participation on further development	Voting participation on further development	Voting participation on further development
Hospitality	Hospitality	Hospitality
Accommodation (charge)	Accommodation (discount charge)	Accommodation (free of charge)
Co-working space (charge)	Co-working space (discount charge)	Co-working space (free of charge)
Boat Parties (charge)	Boat Parties (discount charge)	Boat Parties (free of charge)

## 9. USERS' AND PUBLISHERS' FEEDBACK FINALIZES THE PUMPED DAPP FOR LAUNCH

The first Pumped Beta Version is already in testing phase within our non-public community. The first public beta version, or MVP, will be released after the MTT ITO.

All investing contributors in the Initial Token Offering will gain access to the current Pumped App Beta Version. They will be added to the TestFlight and can give feedback or suggest improvements for the MVP / final version of the Pumped DApp. All investing contributors have the right to vote, as a community, on development decisions. Based on these community decisions, the Pumped App will be adjusted.

After closing partnership agreements with publishers, we will release the Pumped App Beta Version to them. Publishers can test the Pumped App within their organization and request additional functions. Afterwards, they will have the opportunity to attend a launching partner development center event where we will mutually align the content access value exchange between content consumers and publishers. That way, we will be able to implement improvements on the road together, that resemble the specific needs of the users and the publishers prior to general public launch.



## 10. CASE STUDY: PUMPED EMPOWERS PUBLISHERS' OWN DISTRIBUTION SITES

Bloomberg spends valuable resources on developing ways of reaching a broader audience, accessing social platforms (Facebook, Google AMP, Apple News), and attempting to monetize their web platform. While these platforms can distribute their content, they rarely create a lasting relationship with consumers because they prioritize their own platform over the content itself or the platform of the publishers.

Pumped allows selected, vetted, sources (like Bloomberg) the opportunity to share their content on their terms and to monetize on their own distribution platforms. They have access to a user-base who are eager to receive quality content similar to the content they have 'pumped'. Bloomberg also has the added security in knowing that all posts expire after 24 hours, keeping content fresh for users and ensuring the potential for subscribership to the creator.



The calculation formula to measure the impact of monetization through Pumped is:

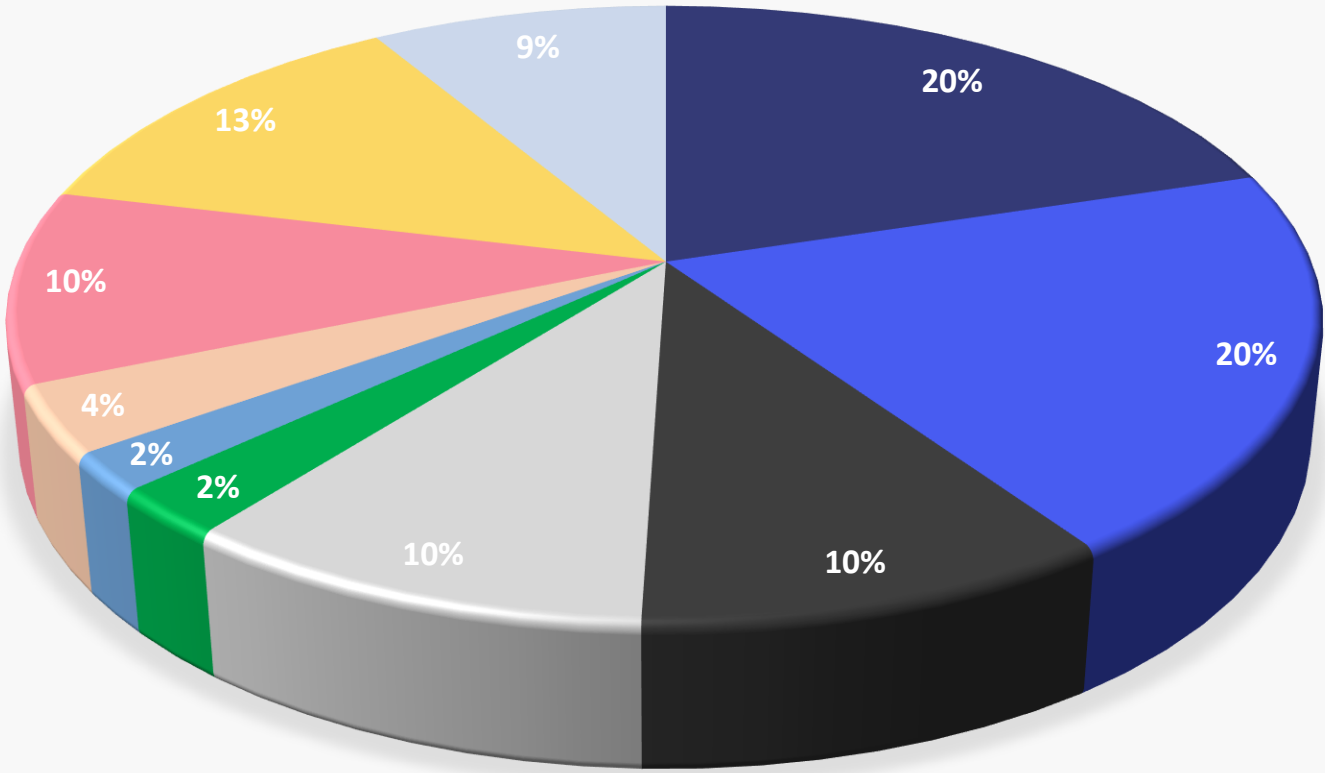
$$mi = \frac{1 + (t - 1) * fr}{t} * 100$$

mi = costs in relation to MTT deposit

fr = fee rate

t = time of measurement

# 11. BUDGET ALLOCATION AND ROADMAP



- Economy Development
- Residence Opening
- DApp Development
- Rewards Onboarding
- Rewards Platform
- Publisher Onboarding
- DApp Marketing
- Contractors
- Legal Administration
- Contingency

Q1 2018  
Initial Token Offering



Q2 2018  
Listing MTT on Exchanges

Q3 2018  
Pumped App Beta Launch



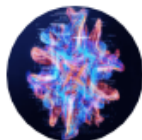
Q4 2018  
Pumped Reward Platform

Q1 2019  
Pumped Residence Opening



Q2 2019  
Pumped DApp Public Launch

Q3 2019  
Decentralized Content Economy



# 12. MULTRA GMBH IS THE PUMPED DEVELOPER AND MULTRA TOKEN ISSUER

Pumped has been developed by MulTra GmbH based in Frankfurt, Germany.

MulTra GmbH realizes innovations, along with disrupting business models, in new arising markets and thus meets upcoming trends at the right time to successfully monetize them in the service of its clients and users.

The expertise, passion, spirit and discipline of the MulTra Team create a measurable impact by developing digital solutions, which can be easily plugged-in to existing business models and enable clients to profitably serve their consumers with value-added services and products from their already existing portfolio.

The core competency of MulTra GmbH is to initiate projects and bring them from vision to implementation, from prototype to profits, through tradition to innovation.

In 2015 and 2017 the management board of MulTra GmbH was multi-awarded by the European Commission for digital publishing products.<sup>37</sup>

In October 2015, MulTra GmbH received an invitation from the then French President François Hollande to attend the "Conférence Numérique" in the Elysée Palace in Paris, together with the President of the EU Commission Jean-Claude Juncker, current President of France Emmanuel Macron and Federal Chancellor of Germany, Angela Merkel. It became apparent at the conference that the solutions and disruptive tools of MulTra GmbH contribute to the European objectives.<sup>38</sup>

Clients of MulTra GmbH include:



\* bold footnotes contain hyperlinks to the original source

<sup>37</sup> **MulTra GmbH**: THE EUROPEAN COMMISSION AWARDED MULTRA GMBH WITH THE COMENIUS EDUMEDIA SEAL

<sup>38</sup> **MulTra GmbH**: INVITATION BY FRENCH PRESIDENT FRANÇOIS HOLLANDE TO THE ELYSÉE PALACE IN PARIS

## 13. THE MULTRA TEAM IS SET UP WITH THE REQUIRED EXPERTISE TO SUCCEED



**ONIK MIA** 

CEO & Founder

Multi-awarded leader with the strong **talent to catalyze disruptive innovations**. Has excellent knowledge in blockchain technology, developed the Pumped Model, the Smart Contracts, and the Pumped App. Is dedicated to meet the expectations of investors. Developed products for many clients like *Samsung*, *Huawei*, *Sky* and *Lenovo*, ensuring measurable impact. Worked in the area of innovation and regulatory compliance at the German stock exchange *Deutsche Börse*.



**VERONIKA TINNIS** 

COO & Co-Founder

Senior experienced executive with the **talent to bring projects from vision to implementation**. Has strong cross-industry expertise. Applies Kai-Zen Management. She is excellent in executing roadmaps with the required action to ensure that all crypto network token contributors profit in a timely manner. Took over interim management mandates in the field of Global Learning & Development for various clients like *GlaxoSmithKline*, *Johnson & Johnson* and *Deutsche Bank*.



**DENIZ DASKIN** 

CIO & Co-Founder

Senior experienced executive with the **talent to bring products from prototypes to profits**. Has in-depth knowledge in IT, realizes solutions for difficult challenges and ensures that all blockchain security standards are met in technical terms. Worked for clients like *Zurich Insurance*, *DA Direkt*, *Forsa Market Research* and German public bank *Helaba* in the field of information technology, cyber security, server infrastructure, data privacy and implementation management.



**THANG NGHIEM** 

Lead Developer

Experienced manager with the **discipline to scale through excellent user experience** and efficiency. Has a strong tradition for innovation and executes strategies to make crypto network token work as valuable assets for crypto contributors. Manages DApp development in solidity. Worked for clients like *BMW*, *Avira*, *EMI Group* and *Sony*. Has the know-how to provide high quality user experience with regard to apps and trustworthy assets to crypto token contributors.



**MAXIMILIAN HEIN** 

Community Manager

Experienced expert in Karmic Management. Co-Founder of *YouTheir*, a non-profit organization that supports social entrepreneurship in developing countries, with a focus on education and incubation. Worked as consultant at *Clifford Chance*, *Weber-Stephen* and *Kienbaum*. Is experienced in the field of Lean Start-Up & New Business Model Development. In cooperation with *Lufthansa Cargo Human Care* he conducted research in Kenya on Social Entrepreneurship.



**Q LADRAA** 

Ideation, Concept & Brand Advisor

Founder of *Qews Entertainment*, focusing on early-stage companies at the intersection of tech, media and entertainment. Has the talent to meet trends and disrupt the status quo. Designed the Pumped App concept. Is experienced on user onboarding and brand building. His co-founded *App* was acquired for 20 million dollars in 2016. He built the brand *Ed Hardy*, worked as a marketing executive at *Guess* and as a jury member at *Germany's Next Top Model by Heidi Klum*.



**ANDREAS RIEDEL**   
Performance Advisor


Founder of InRestruct, a company with focus on restructuring. Former CEO at German *Telekom*, *Metro*, *Intershop*, *WOM*, *Schott Glas*, *Rosenthal* and *Carrier Lounge*. Has a proven track record to drive impactful performance in the service of consumers and investors. Can adopt his experience into the blockchain space. Is an advisory board member for business innovation at *Steinbeis*, board member of the Innovation Forge Berlin and a *morethanshelters* ambassador.



**PROF. DR. JO GROEBEL**   
Media Advisor

Founder of *Deutsches Digital Insitut* and pioneer of modern media psychology with a focus on digital media. Published 38 international books. Gave thousands of interviews in the *New York Times*, *Wall Street Journal*, *Cambridge*, *Oxford*, *Le Monde*, *ZEIT*, *FAZ*, *Spiegel*, *ARD*, *ZDF*, *RTL*, *BBC* and *CNN*. Lectured at *UCLA*, *Harvard*, *Columbia* and *Yale*. Counselor for heads of states and CEOs of Fortune 500 companies like *KPMG*, *ING Group*, *NBC Universal*, *Lufthansa*, *Bertelsmann* and *Microsoft*.



**DR. KAY-MICHAEL SCHANZ**   
Legal Advisor

Founder of the law firm *Schanz & Coll.* and the financing company *LightFin*. Former Managing Partner of *Hauck & Aufhäuser Corporate Finance*. Investment Banker with *SG Warburg* and *Commerzbank*. Advises companies on VC & PE financing, M&A and IPOs. Manages all legal and regulatory compliance inquiries of the ITO. Published standard books on IPOs at *C.H. Beck*. Lectured at *Frankfurt School of Finance & Management* and *Shanghai International Bank & Finance Institute*.



**DR. MARTIN BARTELS** 

Smart Contract Advisor

Senior executive with in-depth experience in the development of alternative investment products. Developed the concept of the blockchain smart contract in compliance with requirements of regulatory authorities, ensuring the utility character of the token. Worked prior in the area of asset management and advised in the field of primary markets for stocks, bonds and derivatives. Structured capital market transactions for industrial clients and central banks.



**DR. BURKHARD BONSELS** 

Business Development Advisor

Founder of Athanor Capital Partners with experience in PE and technology investments. Worked for the *Boston Consulting Group*, co-founded a start-up in display technologies and accompanied an IPO of an online media agency. Former managing partner of *Quadrigo Capital*, one of the most established mid-cap private equity players in Europe. Has run a variety of transactions with a sector focus on consumer & e-commerce, education and software technology.



**UWE JÖRIS** 

Operations Advisor

Founder of the KaiZen Association Germany with a strong talent to introduce innovations into real-world operations. Has a strong talent to connect blockchain technology-based services with relevant value chains of traditional businesses. Is highly experienced in B2B business development. Worked prior as CEO of *Hofer Solutions*. His clients include *BMW, Audi, VW, Daimler, Berlin Airport* and many more. Develops processes that allows blockchain technology to go mainstream.



**MARTIN LEDVINKA** 

Cryptocurrency Advisor

Founder of *Optimo Group*, a company active in the areas of consulting, IT and investing. Co-Founder of the greentec startup *3R Systems*, engineering pyrolyse plants and trading biochar-based products. Leading position within *VEREIN FREI LEBEN*, a club for informing and training people about blockchain and cryptocurrencies. Invested in several companies, startups and ICO-based organizations. Has excellent knowledge to meet interests of investing ITO contributors.

## JOIN OUR MEDIA CHANNELS !

Facebook: <https://www.facebook.com/pumpedcrypto/>

Telegram: <https://t.me/joinchat/HNxDzhKsfgST0feSX5moZg>

Bitcointalk: <https://bitcointalk.org/index.php?topic=2841733.new>

Twitter: <https://twitter.com/PumpedCrypto>

Medium: <https://medium.com/@pumpedcrypto>

Blog: <https://www.multra-gmbh.com/blog/>

**PARTICIPATE**

**BOUNTY**



## DEFINITIONS

**Account:** Any *Account* for registering *Action* and *MulTra Token*, opened and maintained, on the *Pumped Rewards Platform*.

**Account Holder:** Any *Curator* or *Publisher* or *MulTra GmbH* holding an *Account* on the *Pumped Rewards Platform*.

**Action:** Any use of free *Online News Content* by a *Curator*, as recorded by the *Pumped App* in accordance with the *Pumped Ranking Level System*.

**Activation Threshold:** means the minimum amount of 10,000 ETH contributed during the ITO as described in Section 2.5 of the General Terms.

**Aggregate Exchange Proceeds:** Total amount of all *Crypto Exchange Amounts* transferred to the *Collection Address* from Verified Participants in the Offer Period.

**B2C:** Business to consumer.

**BTC / Bitcoin:** Bitcoin is a decentralized peer-to-peer digital currency with a system that works without a central repository or single administrator, which allows transactions to take place between users directly, without an intermediary where transactions are verified by network nodes and recorded in a public distributed ledger called a blockchain.

**Business Day:** A day other than a Saturday or Sunday which is not a public holiday in Frankfurt/Main, Germany.

**Collection Address:** An address on the *Ethereum* blockchain where all *Crypto Exchange Amounts* transferred by all *Participants* are collected.

**CET:** Central European Time (used in Germany).

**Cf:** Confer, Latin for compare.

**CJEU:** Court of Justice of the European Union.

**Commercial Media:** With an analogy to “social media”, *Pumped* could be referred as “commercial media” meaning that the usage of *Pumped* as a commercial media pays its users for the value they create through their usage or consumption habit itself. On a commercial media, users are aligned behind the success of the new kind of communication media in a fair incentivized way.

**Consideration:** The amount of *Equivalents* transferred by an *Account Holder* to *MulTra GmbH* for crediting an agreed number of *MulTra Token* to an *Account* held in the name of the *Account Holder* or to a *Wallet*.

**Consumer Rights Directive:** Directive 2011/83/EU of the European Parliament and of the Council of 25 October 2011 on consumer rights, amending Council Directive 93/13/EEC and Directive 1999/44/EC of the European Parliament and of the Council and repealing Council Directive 85/577/EEC and Directive 97/7/EC of the European Parliament and of the Council.

**Content Access Value Exchange:** The relation of value exchange (i.e., money) for access to content (i.e., subscription).

**Conversion:** The exchange of a *Rank* for *MulTra Token* according to a *Rank Rate*.

**Crypto Exchange Amount:** Amount of Ether or Bitcoin or fraction thereof to be transferred by a Participant to the *Collection Address* in order to make a binding Exchange Offer.

**Curator:** Any person performing *Action* on the *Pumped App*, also called *User*.

**DApp:** DApp is an abbreviated form for decentralized application. A DApp has its backend code running on a decentralized peer-to-peer network. It can have frontend code and user interfaces written in any language (like an app) that can make calls to its backend. Furthermore, its frontend can be hosted on decentralized storage such as Swarm or IPFS.

**Delivery:** Transfer of MTT to the Ether Address which the Participant has transferred the Crypto Exchange Amount from.

**Depletion:** The *Depletion of Rewards* from a *Token*, triggering a *Retransfer*.

**Equivalents:** Amount or value of fiat money or any cryptocurrency that is equivalent of another.

**Ether Token Value:** Amount of *ETH* or fraction thereof to be transferred in exchange for *MTT*; the *Ether Token Value* will be announced by *MulTra GmbH* on or before the *Offer Start Date*.

**ETH / Ether:** Virtual currency used in connection with the Ethereum platform. Ether is a necessary element for operating the distributed application platform Ethereum. It is a form of payment made by the clients of the platform to the machines executing the requested operations. Ether is the incentive ensuring that developers write quality applications (wasteful code costs more), and that the network remains healthy (people are compensated for their contributed resources).

**Ethereum:** Open-source, public and blockchain-based distributed computing platform featuring smart contract functionality (scripting), which facilitates online contractual agreements. It provides a cryptocurrency token called "Ether", which can be transferred between accounts and used to compensate participant nodes for computations performed.

**EUR / Euro:** The currency of the member states of the European Union, which participate in the European Monetary Union.

**Exchange Offer:** Legally binding offer from a *Participant* to exchange *ETH* for *MTT* by transferring the *Crypto Exchange Amount* of *ETH* stated to the *Collection Address* of *MulTra GmbH*.

**Exchange Request Form:** Template for an *Exchange Request* as attached to the **Token Offer Document** in Schedule B.

**Exchange Request:** Legally non-binding request made by a *Participant* to be provided with an *Offer Invitation* regarding a certain number of *MTT*.

**General Terms:** General Terms and Conditions.

**GmbH:** German private limited liability company (Gesellschaft mit beschränkter Haftung).

~~XXXXXXX~~: DUE TO A PENDING PATENT PROCEDURE THIS SECTION IS CONFIDENTIAL AND WILL BE DISCLOSED AFTER PATENT APPROVAL. DUE TO A PENDING PATENT PROCEDURE THIS SECTION IS CONFIDENTIAL.

**HRB:** Part of German company register number (Handelsregisternummer).

**Investing Contributor:** Any person purchasing at least one *MulTra Token* (MTT) during the *Initial Token Offering* (ITO).

**ITO / Initial Token Offering:** The exchange of up to 500 million units of the new Ethereum-based token named 'MTT' for ETH during the *Offer Period* as described in the **Token Offer Document**.

**ITO Smart Contract:** Smart contract on the *Ethereum* platform as described in this **Token Offer Document** that is managing the *Initial Token Offering* process.

**KYC / Know Your Customer:** Process of white-listing confirming the identity of any trustworthy considered person before *MulTra GmbH* allows the acquisition of *MTT* in the ITO.

**Minimum Exchange Amount:** 1,000 units of MTT, the minimum amount of *MTT* an *Exchange Request* must be made for.

**Monetization Campaign:** A campaign in which a *Publisher* or *Token Holder* deposits an amount of *MTT* in the *Pumped App* which *Users* can earn.

**MTT / MulTra Token:** A digital unit of value generated in accordance with the *ERC 20 Standard* on the *Ethereum Blockchain* intended for use in everyday digital services as described in the **Token Offer Document** which serve as vouchers to be used in the *Pumped Economy*.

**MTT Exchange Amount:** The amount of *MTT* a *Participant* is requesting to exchange for *ETH* in an *Exchange Request* or offering to exchange for *ETH* in an *Exchange Offer*.

**MTT Smart Contract:** Smart contract on the *Ethereum* platform as described in this **Token Offer Document**.

**MulTra GmbH:** MulTra - Multiplex Transfer GmbH: A limited liability company registered in the Commercial Register of Frankfurt am Main, Germany under the number HRB 101505.

**Native Format:** A proprietary format of a platform that forces its publishers to comply with format restrictions.

**Offer End Date:** The last day of the *Offer Period*, to be announced by *MulTra GmbH*.

**Offer Invitation:** Legally non-binding invitation from *MulTra GmbH* to a *Participant* to make a legally binding *Exchange Offer*.

**Offer Period:** The period starting on the *Offer Start Date* (12:00 CET) and ending on the *Offer End Date* (24:00 CET); in the *Offer Period*, *MulTra GmbH* may be provided with *Exchange Requests* and *Exchange Offers* by *Participants*.

**Offer Start Date:** The first day of the *Offer Period*, i.e., 8 weeks from 15<sup>th</sup> January 2018 at 12:00 CET.

**Offer Website:** [www.pumped-crypto.io](http://www.pumped-crypto.io)

**Online Crypto Network Token Exchange:** Any online facility for the exchange of *Token* which *MulTra GmbH* determines to be suitable for the *Pumped Economy*.

**Online News Content:** News content in the form of text, pictures or videos produced and distributed online by or on behalf of a *Publisher*, either for free or fee-based.

**Participant:** A person participating in this Initial *Token Offering* of *MulTra GmbH*.

**Participant, registered:** A *Participant* in this *Initial Token Offering* after submitting an *Exchange Request* to *MulTra GmbH*.

**Participant, verified:** A *Participant* in this *ITO* who has (a) made an *Exchange Offer* by transferring the *Crypto Exchange Amount* of *ETH* to the *Collection Address* and (b) expressly accepted the terms of the *Token Exchange Agreement*.

**Private Key:** Alphanumeric value that is required to sign a transfer of *ETH* from one *Ether Address* to another *Ether Address*.

**Publisher:** Producer and distributor of *Online News Content*, either remunerated or for free, and holder of the *MulTra Token* for which the *Publisher* has paid a *Consideration*.

**Publisher:** Producer and distributor of *Online News Content*, either remunerated or for free, and holder of the *MTT* for which the *Publisher* has paid a *Consideration*.

**Pumped Economy:** Smart contract-based system where the *MTT* serves as a voucher to participate in, and which rewards *Token Holders* and *Users* for using *MTT* within the *Pumped Economy*, as described in this **Token Offer Document**.

**Pumped Residence:** A physical luxury real estate set up as *Research & Development Center* and open space for the in-person exchange of original thoughts and magnificent ideas accessible for all members of the *Pumped Economy* holding *MTT*.

**Pumped Resident Card:** A card defining the free benefits and discounts (up to 100%) for participation on exclusive live events, summits, hospitality and accommodation.

**Pumped Resident:** A community member of *Pumped* purchasing at least 20k *MTT* during the ITO and holding a *Pumped Resident Card*.

**Pumped Rewards Platform:** An account system run by *MulTra GmbH* for crediting and transferring *Action* and *Token* on for *Account Holders*.

**Pumped:** A Model for a decentralized content economy including an App with this name, developed and run by *MulTra GmbH*.

**Rank Rate:** Translation rate estimating the amount of *MulTra Token* in relation to a *Rank*.

**Rank:** *Action* resulting in *Ranks* credited to an *Account Holder*.

**Ranking Level System:** A system published and updated from time to time by *MulTra GmbH* on the *Pumped Reward Platform*, defining the ranks of *Curators* for their *Action* in the *Pumped App*.

**Reporting Date:** Every date *MulTra GmbH* is supposed to issue a Report to *Token Holders*.

**Retransfer / Return Transfer:** Transfer of *ETH* back to the *Ether Address* the *Participant* has transferred the *Crypto Exchange Amount* of *Ether* from; a *Return Transfer* is made if *MulTra GmbH* does not accept the particular *Exchange Offer*.

**Rewards:** *MulTra Token* confer rights for *Rewards* in the form of discounts for the access to fee-based *Online News Content* of a *Publisher*, to the *Curator* holding *MulTra Token*, to the extent stipulated and disclosed by the respective *Publisher* on the website of the *Pumped Rewards Platform*.

**SEC:** US Securities and Exchange Commission.

**Securities Act:** US Securities Act of 1933.

**Securities Exchange Act:** United States Securities Exchange Act of 1934.

**Target Markets:** Territories the residents of which are not prohibited to participate in the *MTT ITO* by law or regulation.

**Token Creation Date:** Date when the *Total Token Amount* of *MTT* has been or will be created by *MulTra GmbH*; the *Token Creation Date* is the day before the *Offer Start Date*, at the latest.

**Token Delivery Date:** Date when Delivery of *MTT* to a *Participant* takes place.

**Token Exchange Agreement:** Exchange agreement concluded between *MulTra GmbH* and the *Participant* regarding the exchange of *MTT* for *ETH*, a template of which is attached to the **Token Offer Document** as Schedule A.

**Token Holder:** Any person holding *MTT* on an address on the *Ethereum blockchain* this person has control over.

**Token Offer Document:** The document here: <http://ito.multratoken.com> including all schedules and supplements and material incorporated by reference.

**Total Token Amount:** Total amount of *MTT* created by *MulTra GmbH*.

**Transfer:** Process of sending *ETH* or *MTT* from one *Account* to another.

~~UXX TXXXXXXXX FXXXXXXXX~~: DUE TO A PENDING PATENT PROCEDURE THIS SECTION IS CONFIDENTIAL AND WILL BE DISCLOSED AFTER PATENT APPROVAL. DUE TO A PENDING PATENT PROCEDURE THIS SECTION IS CONFIDENTIAL.

**User:** User has the same meaning as *Curator*.

**Wallet:** Any *ERC 20* compliant wallet to which a *MTT* can be transferred and credited.



# pumped

[www.pumped-crypto.io](http://www.pumped-crypto.io)

---

## MULTRA GmbH

### JOIN OUR MEDIA CHANNELS !

Facebook: <https://www.facebook.com/pumpedcrypto/>

Telegram: <https://t.me/joinchat/HNxDzhKsfgST0feSX5moZg>

Bitcointalk: <https://bitcointalk.org/index.php?topic=2841733.new>

Twitter: <https://twitter.com/PumpedCrypto>

Medium: <https://medium.com/@pumpedcrypto>

Blog: <https://www.multra-gmbh.com/blog/>

**PARTICIPATE**

**BOUNTY**



**SCHANZ & COLL.**  
RECHTSANWÄLTE