



2100NEWS

The voice of the new economy

**We believe in decentralization and its power to
change the world.**

Grega Apat, CEO

24 January 2018

@2100news.com



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Abstract

We are the first news platform of the decentralized economy: delivering business and market news, data and analysis to the world (crypto, blockchain, IoT, ICOs, new financial markets and decentralized economy in general). We serve as a depository for disclosure of authorized price sensitive information regarding token issuing companies. Our services run on mobiles, tablets and computers via online TV, radio, squawk box, newsletters and podcasts.

We are raising funds to produce 2nd iteration of our news platform using blockchain technology. 2100NEWS is the leading crypto and token market news hub, offering real-time data and price sensitive information regarding token issuers, news on all crypto market issues and analyst coverage. As a bottom-up system, we enable news to be sourced and verified from the crowd, granting publication and rewarding up/down voting (curation) of published content. We are already in the top third of ICO listing websites and expect to reach 40 million monthly page views and 500,000 community members by the end of 2018.

The problem with crypto market news today

Cryptocurrencies, tokens and their underlying technologies offer a glimpse into a new and decentralized society. The way we cooperate and communicate now will change thanks to the blockchain, just as cryptocurrencies and tokens will change the way we trade and store value. The cryptocurrency user base is growing daily.

Currently, decisions about crypto news content and its importance rarely involve the public. We are an exception: we aggregate crypto market news on a single decentralized platform: 2100NEWS. By encouraging and rewarding the public for sorting and verifying news, we are continuously improving a system which extracts high-quality media content to provide **a voice and a news hub for the growing crypto community**. It tracks the pulse of cutting-edge developments and reports on the progress of token sales and initial coin offerings. In addition, we are developing a fundamentally different way of gathering, sorting and presenting news.

We are still in the middle of the hype. **The cryptocurrency market is growing bigger and more widely adopted every day**. Year-over-year comparisons show that the number of cryptocurrencies in existence has grown by 63%, the total market cap has grown by 875%, and the average daily volume has grown by a staggering 3,259%. On 7 January 2018, there were 1,384 cryptocurrencies in existence with a total market cap of over \$829 billion. Just 3 weeks later, there were 111 new cryptocurrencies and a market cap of \$571 billion. The number of investors is also on the rise: the Global Cryptocurrency Benchmarking study by the University of Cambridge reveals that there were between 2.9 million and 5.8 million unique users actively using a cryptocurrency wallet in 2016. Currently, there are about 10 million. The archetypical Japanese investor, Mrs. Watanabe, is increasingly active in the crypto economy. At the beginning of December 2017, the number of wallets on blockchain.info alone was 19 million. The crypto market is definitely here to stay.



However, a crucial element required to make the cryptocurrency market more mainstream remains to be developed: transparency. **The crypto market community is still missing an important piece of its foundational infrastructure:** a definitive source for official information from cryptocurrency and token issuers. This was noticed by a group of crypto enthusiasts who created a cryptocurrency trading office in August 2017. Information, especially transparent, official and real news, was hard to come by. The reasons why a certain currency moved up or down were clouded even to the most dedicated traders, who had to crawl through many different sites to get a more accurate and complete picture.

In purely economic terms, there is an information gap that is making the crypto market inefficient, because economic agents cannot be rational-decision makers. Therefore, **the crypto market urgently needs this piece of infrastructure:** a reliable and definitive source of information, official reports and announcements by crypto token issuers, news, analysis, rumours and anything else that is relevant to crypto investors - similar to what Bloomberg is for financial markets. Such news hub will not only answer the investors' questions, but will also add an important element of transparency to the market and establish its legitimacy.

The space for cryptocurrency news is growing quickly. While there are several websites that offer cryptocurrency news and information, such as Cryptocoinsnews and Cointelegraph, these pages usually do not exceed 150,000 unique daily visitors. They mostly provide written news (with few, if any, relevant podcasts, online TV programmes or radio shows). Additionally the news they provide is not classified according to their time sensitivity. This is a real problem for traders who need important news quickly. That crucial piece of information - official announcements from token issuers, such as financial reports and price sensitive information is difficult to find and compare between ICOs. While there are some web platforms hosting podcasts dedicated to crypto topics, such as player.fm platform, they usually don't cover breaking news as they happen and are more educational or entertaining in nature. The same also goes for the few online video channels and radio shows.

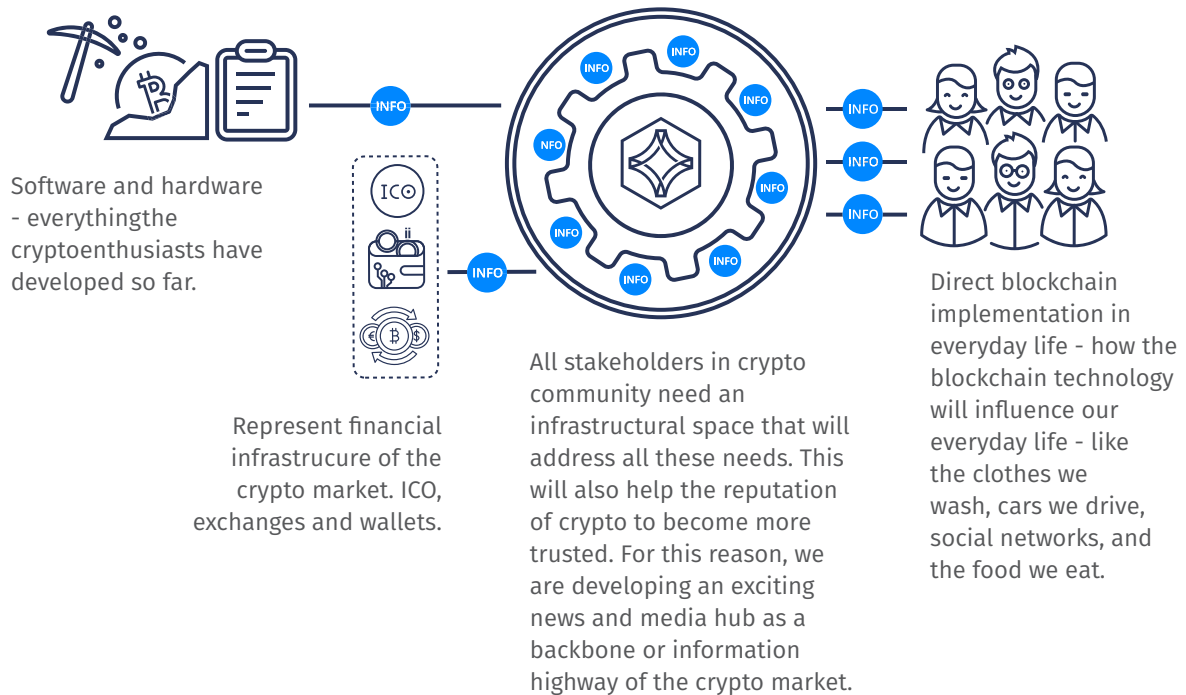
Cryptocurrency news demand is increasing with the growth of the crypto community. This is true for both investors and providers - the token issuers or ICOs. Token issuers lack a reliable platform where their official announcements can be published and distributed.



Our vision

Our vision for 2100NEWS is to have the central, infrastructural role as the information provider for the crypto market.

We believe that the current situation leaves the crypto community wanting more: a complete news hub that offers a variety of official information, news and analyses in a number of formats that would enable investors to access valuable information faster. **We are providing a single point of entrance for all crypto economy information needs: news, financial information, analyses and a media backbone for all members of the crypto community to use.** This will also help the reputation of the crypto economy by becoming more transparent and inclusive.



Our product
in detail



2100NEWS unique features

2100NEWS is a cryptomarket news and media hub. **2100NEWS joins together two main sources of information on the crypto market:**

- **Financial information:** Coin and token issuers have a secure space for their reports, press releases and other official communications. This is a massive improvement for the crypto community, which currently does not have any such platform, making comparisons and informed investment decisions more difficult than they need to be. 2100NEWS is the space to announce any price sensitive information related to coin and token issuers. This relieves the management boards and issuers of any suspicion of insider trading and will, in the long run, increase the level of self-regulation within the crypto market. We will not stop there: for coins which do not have issuers, 2100NEWS will also follow the trends of any initiative to follow self-regulation attempts and publish relevant and verified information as soon as it becomes available. This is how dedicated we are to transparency.
- **News, Analysis and Comment:** News writers (freelancers) provide interesting news, information, analyses and commentaries regarding important events in the crypto community. Any piece of news originating from the news writers is filtered by 2100NEWS media hub to verify and classify it. Verification of the sources will be done automatically via blockchain. The media hub itself is composed of both human and artificial intelligence. The news is classified based on validity (real / fake) and time-sensitivity: the “hottest” will be “pushed” forward to subscribers. In cooperation with the news writers, 2100NEWS adheres to the highest principles of ethics and of good practice in journalism, acting in practice like news Airbnb sharing economy news.

In its final form, 2100NEWS hub enables a new way to engage in the dialogue about cryptocurrencies and blockchain. It invites all crypto community members into an open, efficient and transparent news and media hub. 2100NEWS hub joins together **reliable and definitive sources of information**, official announcements, news, analyses, rumours and anything else important to the crypto community. Information is available on mobiles, tablets and desktop computers via online TV channel, radio, 2100squawk, newsletters and podcasts

The news is presented in a variety of formats for the current and potential crypto investors:

- 2100squawk and live web TV channel for NWS - 2100NEWS token
- WebTV channel
- Articles
- Radio channel

In addition to offering the news on our platform, the media hub offers the possibility to syndicate the news to all “mainstream” news providers via a **news-exchange platform**.

2100NEWS will use the latest blockchain technology to ensure the maximum transparency and reliability. 2100NEWS already has a working media hub that will be completed before the token sale.



Technology behind 2100NEWS

The 2100NEWS media hub is based on IRIS P2P protocol (for news and its feedback) and blockchain technology.

Blockchain and smart contracts integration

For 2100NEWS, blockchain represents a foundational technology that allows the embedment of our NWS token with an introduction of smart contracts when all the conditions are met.

Identity of our sources for financial information (token issuers) will be confirmed via blockchain.

The 2100NEWS smart contract will define the relationship between news writers and 2100NEWS in detail. Smart contracts will be used for identification, ownership and payments. Blockchain will enable identity confirmation for news writers. For identity confirmation, the protocol can check the identities on Ethernode. We could also use 3rd party KYC provider. For the final users, this will enable total anonymity of the writer with the total transparency of his/ her work. Identity will stay “hidden” for the audience, while all actions will be transparent. This will be an excellent opportunity for any whistleblowers and will further increase credibility of the 2100NEWS hub and the community as a whole.

Blockchain will be used to store users’ ratings (and potentially other user statistics). News writers will have their own rating based on the quality of their contributions in the opinion of the community, click-through rates or any other measure of quality. This will enable collaborations between writers who don’t know each other. Ratings will also be used for the reward system - better rated writers will be paid more. On the other hand, this system offers exciting possibilities for quality guarantees for writers. These will be further developed in the future, if the community decided this is something important.

The smart contracts will be prepared to enable the ratings to be based on different parameters. Parameters will be compiled through algorithms which will take account of users history, activity, quality of contributions (top 10 in the month and/or most clicked-on are two definite categories), coin-age or commitment to the project. Our ratings system offers a world of exciting possibilities: a special dedicated space for the highest ranking news writers, for example.

Smart contract will also define the rights in IRIS P2P news protocols.

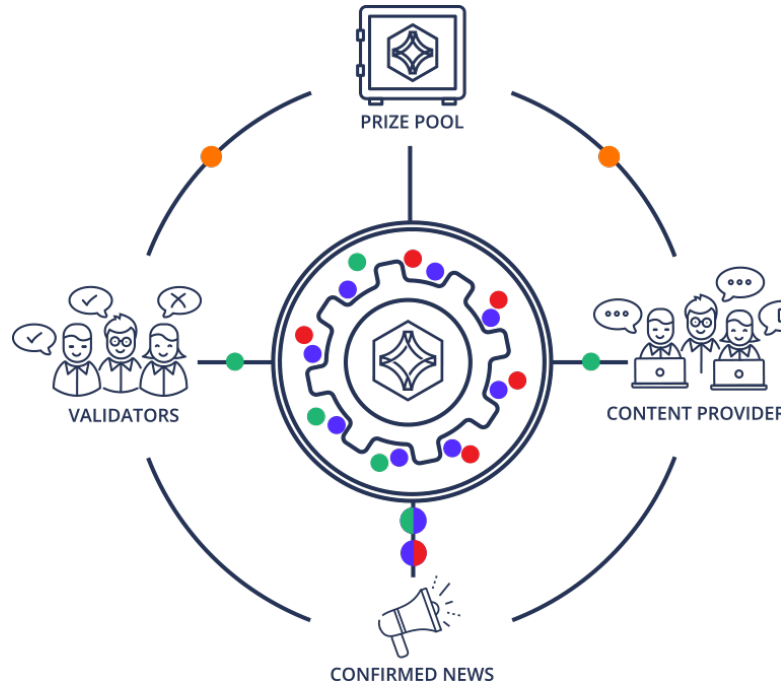
IRIS P2P protocols for news

In its final form, the news will be distributed via a peer to peer protocol named IRIS. The beta version of the system will temporarily use a centralized infrastructure. In any case, before and after, our media hub will ensure that the communication is taking place between all



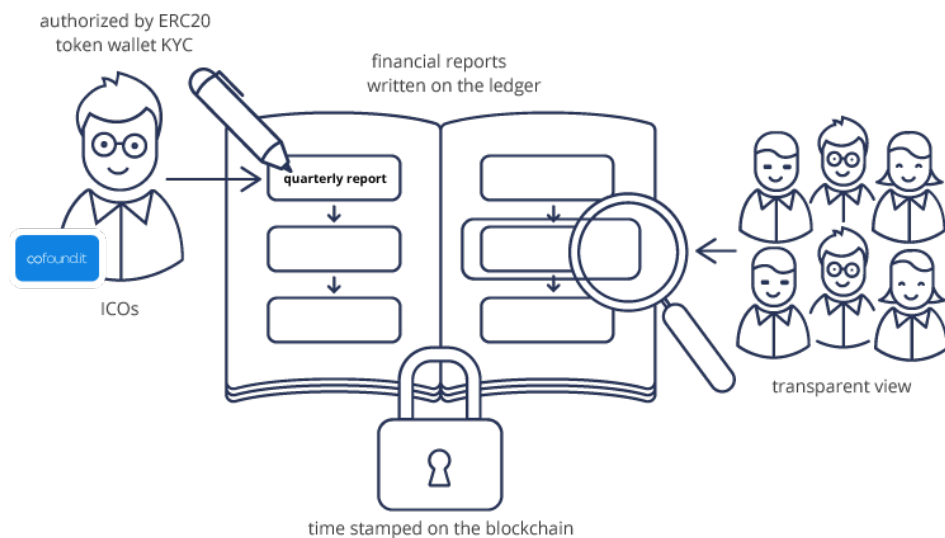
users. Each subscriber can push feedback information to the 2100NEWS hub. In the case of news writers, they push the articles / news pieces to the media hub. Smart contracts will be used for identification, ownership and payments. Such a system is especially important for financial news - that we really know that the financial information comes from a reliable source.

IRIS licences will in future also be sold, creating an additional stream of revenue.



2100NEWS for token issuer data news: CEDGAR

For news inputs from token issuers, CEDGAR (Crypto electronic data gathering and analysis retrieval system) will enable verification of sources by smart contracts on the public Ethereum network. Smart contracts will ensure the knowledge of who is at a certain address (by the KYC procedure). When the financial information is published, it will be archived in .xbrt, .pdf and published.





Platform and DApp

Business To Customer (B2C)

2100NEWS dapp: For the end users, such as investors and traders, 2100NEWS provides a customer-centric experience, allowing them to easily navigate via their mobile devices. The 2100NEWS dapp will serve as an entry point to the 2100NEWS media hub, enabling users to create their identity and directing them to start using NWS tokens hassle-free.

The 2100NEWS dapp will include functionalities such as:

- Identity creation,
- Token wallet creation,
- Integration with a credit card payment system and banking payment system,
- Payments,
- Communication with 2100NEWS community.

Business To Business (B2B)

The hub acts as a global provider of Token issuers' financial reports and price sensitive news. It acts as a global depository for token issuers' information and will enable their promotion. All interested third-parties will be able to use the platform to advertise forthcoming ICOs for a fee.

2100NEWS users

By being a depository for disclosure of all important information related to token issuers, 2100NEWS serves the whole crypto community:

- **Coin and Token Issuers** get access to a much larger potential market by publishing on 2100NEWS. This adds transparency to their procedures. In the long run, this will make them less likely to be a target of any rumours or potential investigations. We estimate that the number of issuers will reach 2,000 by the end of 2018 due to our "through all channels to one platform" approach.
- **Traders** get the most time-sensitive information before the general public via squawk-box and online live TV. 2100NEWS ensures that they have a 15-minute advantage before the general public, for which they have to purchase a subscription or squawk box. Also, they have access to all official information in one place. For instance, if there is information on a crucial partnership agreed by one of the token issuers (such as IOTA partnering with Microsoft), our network of publishers and validators will be the first to investigate what has caused market movement.



- **Investors** have a one-stop shop for all their news and media needs related to the crypto market for free. They are also able to distinguish between real and potentially fake news and to make their voices heard on the matter.
- **Mainstream media** have a depository of all news and financial information related to crypto and are able to purchase them. So, for example, we are the first to get info about Ethereum platform update and we will be able to sell the news to other cryptocurrency media.
- **Advertisers** can target their messages for the crypto community. We know precisely who our audience is; for example squawk box will be used by traders and if someone wants to advertise specifically about short term gains, they have very specialized audience to achieve that goal.
- At 2100NEWS news **writers / freelancers** get treated fairly thanks to the underlying blockchain and IRIS P2P technology - think Airbnb economy for news. Also, for each news writer we will provide a QR code on the article that will enable donations and micro transactions.
- The **whole crypto community** benefits from our system for distinguishing between real and fake news. This is a disruptive innovation in the context of crypto world, where not all news are necessarily accurate. Potentially fake news needs to be labelled as such. If a piece of news is flagged as “fake?”, 2100NEWS will quickly poll a statistically representative sample of users - they will be asked if they consider news to be true, fake, or they don't know. The participants in the poll are rewarded for sharing their perception about the news. **Validators** will use tokens for **Voice Reward Pool** in polling the perception of general audience if a certain piece is Fake or Real News.
- By considering user characteristics (like previous activity, community endorsements, educational background, etc.) we can correlate the importance of users' votes with their credibility regarding a certain issue. According to our internal research, current cryptocurrency users are predominantly male (approximately 85%) and aged between 25 and 44. This is likely to change in the future. We believe there is a significant potential market for crypto news for women. Research shows they can be more risk averse until they have more knowledge of the market. Out stand for transparency and fairness will enable us to penetrate the female market faster. Research results suggest that the greater level of risk aversion among women can in large part, but not completely, be explained by knowledge discrepancies. So to include more women in the crypto market, knowledge and information is key - and power. Our competitive edge in the female segment of the market is already supported by our FB followers which have about a third more women than comparable sites.

Making a
contribution
to 2100NEWS



2100NEWS

2100NEWS will get revenue from business and clients. From businesses (B2B):

- Token issuers that will pay for their official information to be published,
- Advertising Revenue,
- Royalties for IRIS P2P Protocol,
- Commissions from the Mainstream media.

From clients (B2C)

- Push information (newsletters, analysis, ratings and similar),
- Traders and Subscribers that will pay for real time information via Subscriptions and / or Squawk Box.

2100NEWS traction

We are starting to reach the critical mass of the users: only in first month of our operation, we have already achieved exponential levels of users through our webpage, online TV, FB and Twitter accounts and YouTube channel (from 0 to 5,000 in the first week of operation and to 56,000 in the first month). We confidently expect this exponential growth of over 1,100% to continue. Assuming it continues at the same rate, our target number of users can be reached in less than 10 weeks. We are well aware of the need to join together in the critical mass of users. This can happen due to involvement of many community members - holders of NWS token which will actively participate in the creation of 2100NEWS media hub.

We estimate the overall target audience of 2100NEWS at approximately **40 million monthly users and 0,5 million community members by end of 2018**. This a realistic target, considering that best crypto forum sites alone reach about 30 million in December 2017.

The number of issuers will reach 2,000 by the end of 2018 by our estimation. Currently, there are 10 million investors; if we assume 1% of traders in overall investors' population (day traders only), our target public of traders is conservatively estimated at 100,000. Such growth will only be possible by acceptance and active participation of the whole community.

Business model

The 2100NEWS revenue will finance its operational and running costs and will be used for future development of the media hub. These are the planned sources of revenue by %:

- Token issuers that will pay for their official information to be published (between 36% and 50% of the total revenue)
- Traders and Subscribers - that will pay for real time information via Subscriptions and / or Squawk (between 25% and 35% of the total revenue)

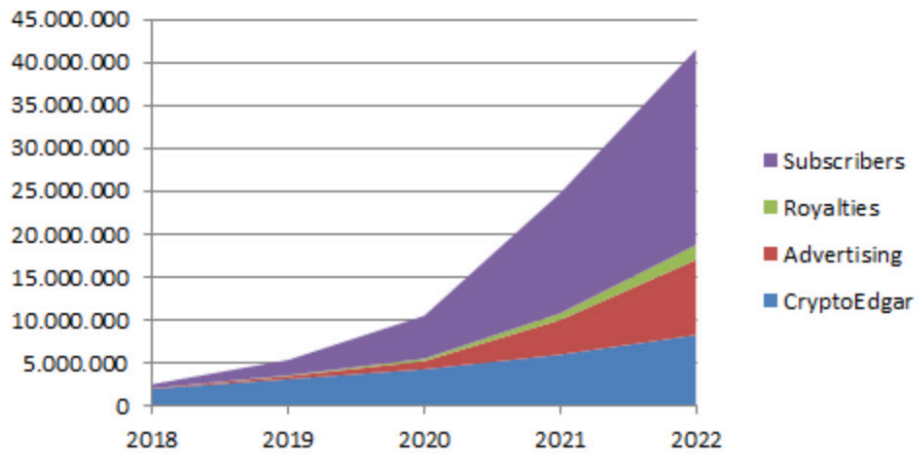


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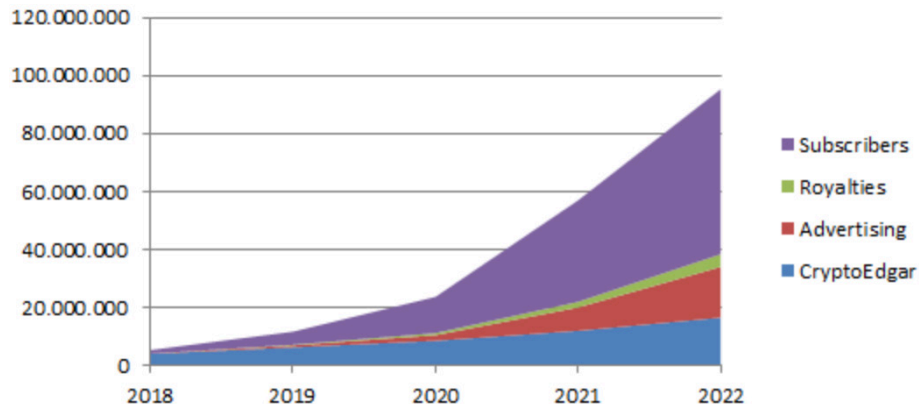
- Advertising Revenue (between 5% and 20% of the total revenue)
- Commission Professional media (between 5% and 10% of the total revenue)
- Push information (newsletters, analysis, ratings and similar) (between 2% and 7,5% of the total revenue)

The revenue will be generated via NWS token

Total Revenue (pessimistic)



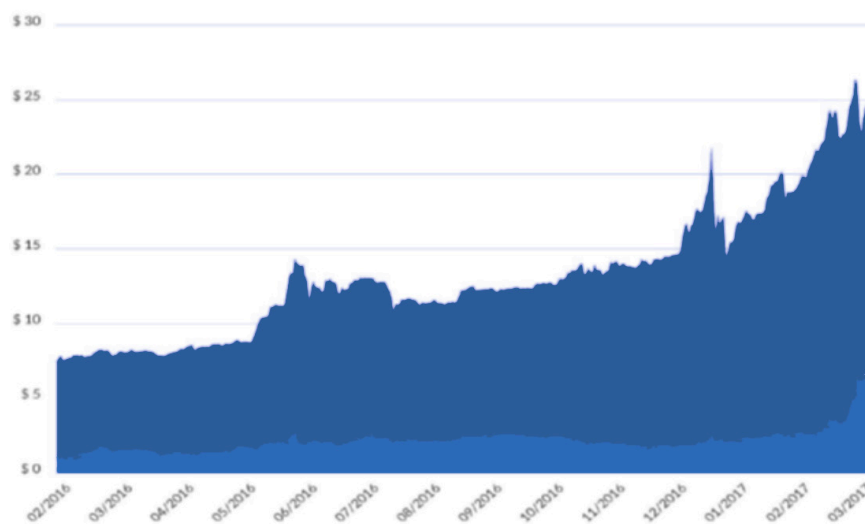
Total Revenue (optimistic)





The math behind our business model

For the purpose of market size estimation we have assumed that it is fixed-rate proportional to cryptocurrency market capitalization. Roughly approximation is determined by reflecting crypto market to the real world where as a benchmark are taken two leading market makers, i.e. Bloomberg and Thomson Reuters. Taking into account public data we **conservatively estimate the potential crypto market size behaves by following market capitalization picture squeezed for factor 0,032%**.



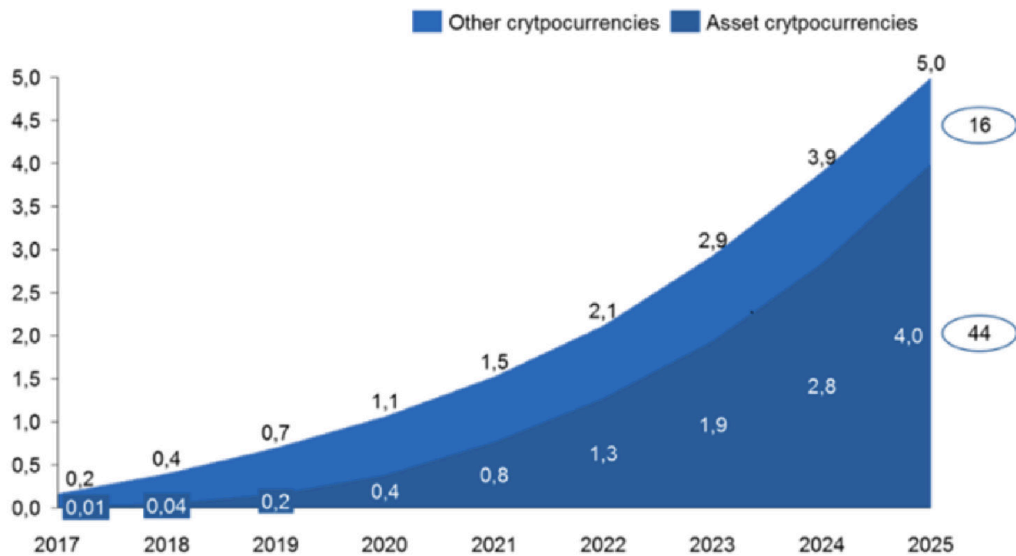
» Figure 2: The total cryptocurrency market capitalisation has increased more than 3x since early 2016, reaching nearly \$25 billion in March 2017

» Source: Global Cryptocurrency Benchmarking study, University of Cambridge



The impact studies predict exponential growth of total cryptocurrency market cap up to \$ 5 trillion by 2025. This expansion significantly empowers the data-driven media in released space.

Cryptocurrency market capitalization (in \$ trillion)



Besides the market size in units of money, we observe the market size valuated in number of users. There are two broad groups for whom 2100NEWS has been built:

- Current cryptocurrency users, both Token Issuers and Investors / Traders
- Potential cryptocurrency users, future ICOs and potential investors - here, a large opportunity will be to attract the women investors.

Determining the market size of cryptocurrency users is challenging. Estimating both the number of cryptocurrency holders and users is a difficult endeavour as individuals can use multiple wallets from several providers at the same time. Moreover, one single user can have multiple wallets and exchange accounts for different cryptocurrencies and thus be counted multiple times. Using data obtained from study participants and assuming that an individual holds on average two wallets reveals that currently there are between 2.9 million and 5.8 million unique users actively using a cryptocurrency wallet (source: Global Cryptocurrency Benchmarking study, University of Cambridge).



Considering our internal research based on available data, the number of users follows linear differential equation

$$x_t = ax_{t-1} + bx_{t-2}, \quad x_0 = M,$$

where M is initial number of users as of origination date. General solution of this (second-order) linear ordinary differential equation is

$$x_t = c_1 e^{-1/2(\sqrt{5}-1)t} + c_2 e^{1/2(\sqrt{5}+1)t}.$$

It is informative in terms of defining the behavioural curve conditional on the presented growth path of market cap. In other words, it determines the frame of new/potential cryptocurrency users expansion within the foreseeable future.

Token
commercialization



2100NEWS

2100NEWS token (NWS) will be the fuel of 2100NEWS news and media hub used by clients and businesses. For each new piece of news conducted via 2100NEWS hub, the NWS token will be used. 2100NEWS platform will use different means to incentivize participants to use it and tokens will be listed on exchanges to simplify the trading process and make the token available to a broad audience.

2100NEWS Token (NWS) was created to be used as a utility token and spent from day one inside of our News Marketplace. NWS demonstrates the full potential of blockchain technology by solving the major gap of demand and supply of the news market under one platform.

NWS is an integrated viable currency. To establish a new economy of NWS Tokens, 2100NEWS brings fundamental value to this cryptocurrency of which the value is driven by users themselves. It is used to reward users for being active and to pay for services within the 2100NEWS platform. NWS Token is 2100NEWS primary transaction medium. Rewards are transparent and auditable, visible in our off-chain public ledger and transferred directly into users' in-app Reward Wallet. 2100NEWS service payments are visible.

All fees will be paid with NWS tokens as well.

We will fund the development of our Tokens platform by selling vouchers for all our future fees to our ICO backers. Vouchers will be sold in the form of future rights and will be represented by an ERC20 token created under the ticker NWS.

However, there will be no need to own NWS in advance or even be aware of the fact that transaction fees are payable in NWS: as any client not owning NWS will be charged a fee in the currency they are trading in. Conversion of the fee cost into NWS will be executed automatically and clients owning NWS will have their NWS subtracted from their balance, based on the NWS market value.

Thanks to time-stamping technology, tokens will ensure that the media hub will run sufficiently fast, which is especially important for the time sensitive news. We are working on the assumption that Ether is sufficiently fast for delivery of time sensitive news.

Our Token will serve as a smart contract payment system for posting news to our platform. 2100NEWS will be fair to all contributors. It will also form the basis of the remuneration for the writers and the pricing of news. Token issuers will ensure the publication of their official information by payment in NWS tokens.



Price and token supply

Total token supply is 250.000.000 NWS. Price for initial contribution will be \$0.10 for 1 NWS (News Coin). Supply available in the crowdsale will be 125,000,000 NWS - 50% of the total token supply.

NWS Token Economy

We first turn to the well-known transactions version of the quantity equation popularized by Fisher (1911), i.e.,

$$P \cdot T = M \cdot V$$

where V denotes the velocity of token, defined as the average number of times each NWS token is used to purchase services within period t . T is the quantity of services purchased with tokens NWS during period t and P is the weighted average price. M denotes the (nominal) quantity of money defined as the number of tokens NWS. Velocity V can be rewritten as a weighted average of the velocity of the tokens NWS used to settle payments for services, and the velocity of those not used to settle the payments for services “speculative position” effectively reduces the quantity of tokens available to facilitate real payments.

Clear utility features behind the token: Example Use Cases

To use this digital currency, 2100NEWS will integrate wallets for its users. Each user that creates a 2100NEWS account gets built-in NWS internal wallet. This is the main on-chain NWS wallet where earnings of News providers are transferred to. Users can deposit or withdraw NWS. The NWS in Master Wallet is used solely to pay for activities. All transactions using this wallet are done through blockchain. The NWSs will be used as a reward system for news writers and will enable the gamification of news writing.

Squawk box will be paid from professional traders to get fastest access to price sensitive information, rumours etc. in NWS tokens.

Subscribers will pay for access to the verified news in NWS tokens.

Token issuers will pay in NWS tokens for access to present their financial reports on our blockchain verified platform CEDGAR.

Professional media will pay licence fees to access the news to be the source for their news portal in NWS tokens.

Advertisers will pay their advertising rights to advertise on our website and online TV channel in NWS tokens.

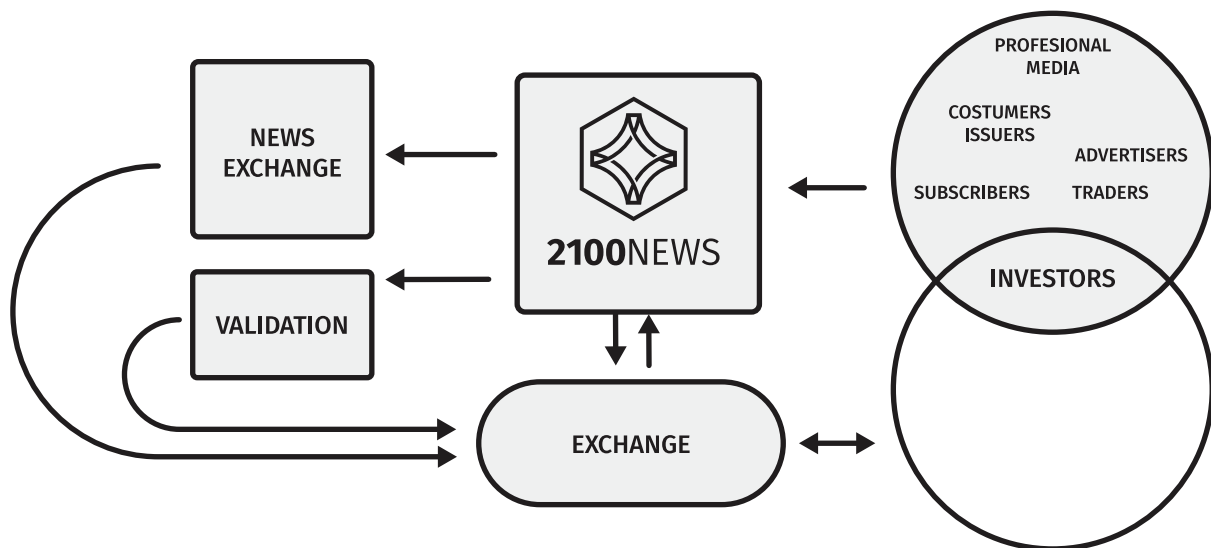
News providers will be paid in NWS tokens.



Validators will use tokens for **Voice Reward Pool** in polling the perception of general audience if a certain piece is Fake or Real News. Priority position will be based on number of pre-deposited tokens.

NWS Tokens will be used as a reward system for the news writers - **persons with deposited tokens will be able to achieve higher prices for their content.** With NWS tokens we will start the gamification of the news writing process.

2100NEWS will pay the content creators for creating the content in NWS token.



Team
members



Grega Apat, Co-Founder

Professional handball player for 12 years. International sales distributor for USA oil additive company.

Grega is a behavioural psychology specialist focusing on social behaviours affected by the media and human resource management achieving individuals' maximum performance. He brings this knowledge to the media to tell the story of cryptocurrencies' potential.



Matic Mlakar, Co-Founder

Matic is a marketing and content creation expert in the crypto world. His expertise in the crypto field are rumours. He has been a cryptocurrency trader since 2016 and is our **sales director, leading marketing operations**. He is always open to suggestions and more than happy to answer any newbie or professional questions on all things crypto.



Urban Štamcar, Co-Founder

Urban has been in financial markets since 2010, trading cryptocurrencies, forex, stocks, commodities, indices and futures. As an analytics expert, he was working in an investment company in Europe. He is also an experienced author with several years of experience writing financial articles. **He is in charge of 2100NEWS development and digital marketing.**



Aleksandar Ivič, Executive Producer

10 years News Media experience at Pro Plus d.o.o., leading media company in Slovenia.



Tomaž Pirc, CTO

10+ years of experience in backoffice and web applications for insurance and financial markets. Certified computer scientist. 3 years of blockchain experience.



Kim Grošelj, Director of Content

Kim is our director of content and head of the PR department. Cryptocurrency enthusiast.



2100NEWS



Gabrijel Šerjak

Marketing Manager
Deep Market Knowledge



Boštjan Eržen, Executive Producer

Boštjan started his career in 2006 as an actor, writer and producer of a weekly comedy show on a local alternative community radio. Shortly after that, he began working on different startup projects. Recently, he founded an incubator for freelance artists, producers and promoters, Youreup Radio, co-founded Transnational Guerilla art school GT22 and a company for improving indoor acoustics, RW acoustics. He has participated in many electronic music events, such as Drum 'N' Bass event Magnetic Shift. Boštjan has been involved in cryptocurrency projects since 2015 and is actively trading since 2016.



Luka Glogoški, Editor-in-Chief

Luka is a long term computer technology enthusiast with interests ranging from cryptocurrencies to photography. He has written technology related articles for some of the largest Slovenian websites and magazines. With decades of experience, wide ranging expertise and level-headed, analytical approach to problem solving, he brings high quality, fact-based reporting and analysis to the world of cryptocurrency news.



Indira Škoro, Chief of CEDGAR

20+ years of experience in financial data analytics.



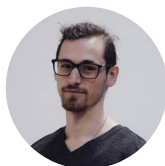
Mojca Zajc, PhD

Marketing Advisor
PhD Social Science



Nejc Pantič

Marketing Manager
Real Time News



Anej Koršič

Marketing Manager
Real Time News



Advisors



Ethereum Accelerator Nika

Supporting the team in economic, financial and other practical aspects, experts of Ethereum Accelerator Nika are responsible for coaching the whole team.



Spartan Solutions

Spartan Solutions is a company, specialized in developing partial or full ecosystem for supporting blockchain based Cryptocurrencies.



Lemur Legal

Lemur Legal actively supports companies implementing blockchain technologies in all legal matters : ICO / token crowdsale projects, assistance in business development, corporation structure, legal aspects of token model, whitepapers, drafting terms & conditions and conducting legally compliant token crowdsales.



Franci Zavrl

Vice President of Slovenian football federation. Business and communication wizard. A trained psychologist, he looked at the media business in advertising, clippings & media analysis, corporate publishing, events & sponsorship, media-buying, newsroom, corporate & strategic communication, and web & social media.



Dejan Verčič, PhD

Media Advisor, 30 Years of experience as a business and political advisor. In 1991 Dejan was the founding director of Slovenian national news agency (STA).



2100NEWS



Peter Merc, Legal advisor

CEO at Lemurlegal.com



Nina Kranjec, PhD, Legal Advisor

Chief Lawyer at Lemrulegal.com



Milica Krković, Financial Analyst

Senior Data Analyst at Deloitte

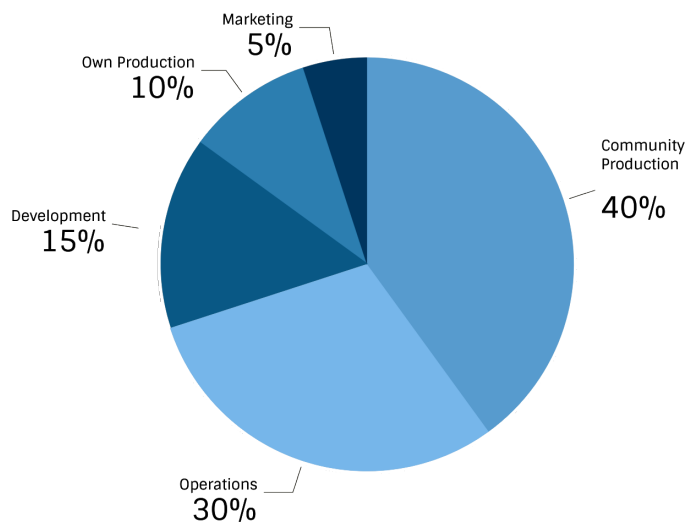
Plan for
the use of funds



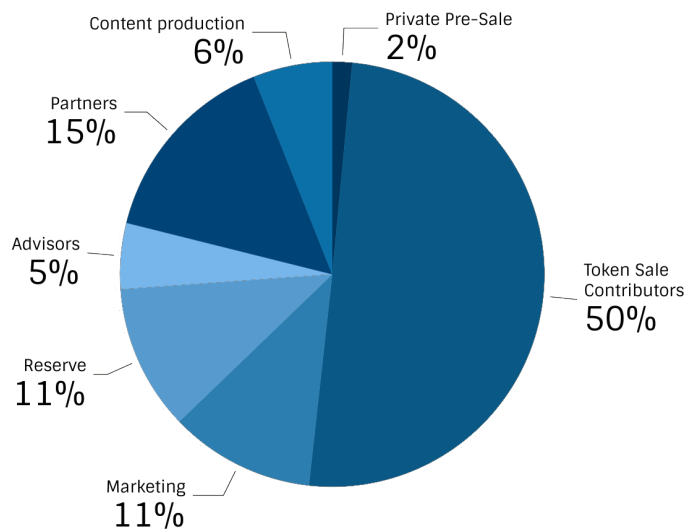
Fund Distribution

Production will be mostly acquired through news sharing economy.

The largest proportion of our funds will be used to pay our Media Hub publishers for producing content, which will be made available to 2100NEWS via IRIS protocol. Content will then be distributed through our online channels (TV, radio and others). 20% of the content will be our own production.



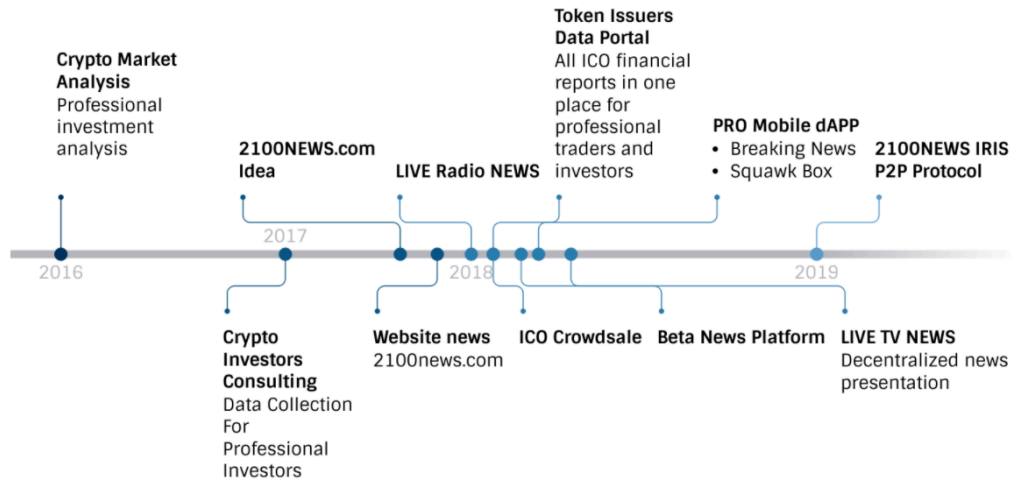
NWS Token Distribution



Development roadmap



Key milestones



Legal and advisory
incorporation



2100NEWS

The purpose of this whitepaper is to present 2100NEWS and NWS token to potential token holders in connection with the proposed crowdsale.

This whitepaper is for information purposes only and it does not create any contractual relationship between 2100NEWS and you as the recipient of this whitepaper.

The sole purpose of this whitepaper is to provide relevant and reasonable information to potential token holders in order for potential token holders to determine whether to undertake a thorough analysis of 2100NEWS with the intent of acquiring NWS token. An updated version of the whitepaper may be published on a date yet to be determined and announced by 2100NEWS. 2100NEWS makes no warranties or representation as to the successful development or implementation of the project, or achievement of any activities noted in the whitepaper, and disclaims any warranties implied by law or otherwise.