



LIVETREE ADEPT™

Own the future of entertainment

Ashley

Turing

CEO, Founder of  
LiveTree

# Blockchain DNA

For 5,000 years of human history we have relied on centralised institutions to enable consensual exchange.

These institutions have had the power to distort, abuse and manipulate

# Blockchain Functional Multiplicity

1. Cryptocurrency - BTC, ETH or SED economic proxy for security. Uncertain.
2. Computing infrastructure - http Vs request to blockchain
3. Transaction platform - Validate digital assets / TPS Visa 2000 per sec. 5 -7 BTC ETH 50 - 100 2017
4. Decentralized database - private key to assets
5. Financial Services Marketplace - new financial instruments
6. Trust services layer - inherent smart assets
7. Distributed Ledger - transactions never double counted, public, private, semi private

Why  
blockchain?

Trusted  
Intermediary  
95% of the  
time

- Decentralized  
transparency
- key tenant of blockchain
  - Banks
  - Credit cards
  - Utilities
  - Government
  - Corporations

Why  
blockchain?

Trusted  
Intermediary  
95% of the  
time

Decentralized  
transparency

- key tenant of blockchain
  - Banks - delay clearing cheq
  - Credit cards - excessive fe
  - Utilities - overcharge outa
  - Government - property regis
  - Corporations - IP license m

Blockchain  
Uncertainty  
How?  
What?  
When?

“I cannot understand why people are frightened by new ideas. I’m frightened by the old ones” - John cage

Important:

How, what and when is the impact of the blockchain?

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# IP / Rights Management

Blockchain  
Disrupts  
IP / Rights  
Management

- Trust transparency
- Decentralized failures  
lowering  
overall risk
- New economies based on IP



## Examples

- **Property:** Hernando de Soto, De Soto, Inc.
- **Music:** Ujo, COAL-IP
- **Film & TV:** LiveTree, Seed Tokens

## Rights management - Complex

What's the  
problem with  
Film & TV  
\$500bn  
Industry?

### Funding

- Funding piecemeal
- Unable to own content
- Marketing is left to creator

### Distribution

- TV Distribution - \$2.5bn
- Limited by gatekeepers
- Fans choice limited

- Rights management - Complex  
Territory, Type, Duration, Price  
Deals take 6 -12 months or not  
at all

# Rights Licensing On Blockchain Enables

## Film & TV Rights Management LiveTree

### Funding

- 2.5% Fee vs 10% Fee  
Crowdfunding -

\$1bn

- Creator % Fee

\$250m

Creation Community

### Distribution

- 2.5% Fee vs 35%  
TV Distribution -

\$2.5bn

- Fees - pre-pay-to-view  
New Blossom  
Gamification

# LiveTree Overview

## Established



- British Film Institute Future Film
- Red Rock Entertainment + 20 other partners
- + 14,000 supplier directory

## Proven



- 5% crowdfunding market
- Proven network marketing system
- Fully transactional operational revenue

## ADEPT



- Advanced Decentralized Entertainment Platform for Transparent distribution
- Built for the industry by the industry
- Delivers key cost-saving and unique functionality

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# Exclusive Content for LiveTree Blossom TV

## Announcements

1. Bohra Bros - film catalogue

2. The Buy In Game Show

3. Decentralized TV Series

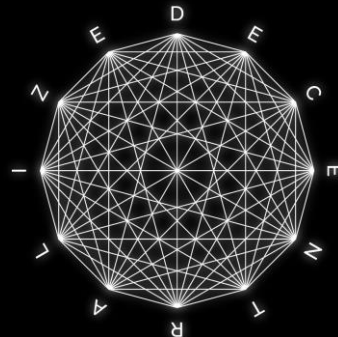


Bohra Bros.  
"Gangs Of Wasseypur"



Think "Shark Tank" meets the "Apprentice" but the twist is that you earn from the winning team!

Evan Luthra advisor



Educational TV series based on bringing Decentralized technology to the general public

# Be part of the LiveTree community

Visit

- LiveTree.com
- Join our telegram channel
- Contact me: at@livetree

Participate

- LiveTree Seed Token sale start now open. No minimum.
- All unsold tokens will be burnt
- 7 ETH lottery entry to win 200,000 Seed

# Questions & Answers





# Roadmap

1. Established LiveTree: Develop a unique reward-based crowdfunding platform (complete)
2. Established LiveTree: Market platform and specialize in TV and content (complete)

LiveTree Seed token distribution pre-sale event Dec. 2017

3. LiveTree Incubators: MVP distribution contract development (underway) due Jan. 2018
4. LiveTree ADEPT: Migrate existing crowdfunding business and tokenize fee buyback (underway) due Jan. 2018

LiveTree Seed token distribution main sale event Jan 2018

5. LiveTree ADEPT: Implement rights management contracts due Jun. 2018
6. LiveTree ADEPT: Network marketing team contracts due Sept. 2018
7. LiveTree ADEPT: Launch Blossom TV due Dec. 2018

# LiveTree Overview

- Established partnerships with proven track record
  - British Film Institute, Red Rock Entertainment, + 14,000 supplier directory
- 5% market share of crowdfunding film & TV
- Next generation of platform
  - Advanced Decentralized Entertainment Platform for Transparent distribution
    - Builds on success of revenue generating platform
    - Removes gatekeepers, creates a new market
    - Uses blockchain to create efficiencies & cost saving

# What's the problem?

- Funding
  - Film & TV projects have difficulty finding funding
- Distribution
  - Content creators even when funded struggle to get their content to TV
  - Film & TV fans are limited in choice and restricted to cookie-cutter content
- TV Distribution Industry Challenge
  - ◊ Often time 6 -12 months and never happens
  - Type - Live and Video on Demand / TV rights
  - Territory - Europe or just Ireland
  - Exclusivity - certain territories, exclusive rights or non-exclusive
  - Duration - 2 months / 7 months / 1027 viewings
  - Price - offers and counter-offers

# LiveTree ADEPT Solution

The world's first creation, funding and distribution platform

- Funding
  - Unique crowdfunding model with built-in community creating marketing
- Distribution Online Solution
  - Blossom TV - aggregator service publishes to a number of channels and connected TV
  - Blossom TV - introduces a new level of interactivity and gamification
- TV Distribution Industry Solution
  - Automates deals and reduces complexity. Deals takes weeks which equates to more sales
  - Opens distribution to content creators with proven communities

# Why use the blockchain?

- Rights exchange management & deal making
  - Licensing content is perfect use-case for blockchain ledger
- Creation & distribution legal contracts - replaced with smart contracts
  - Lower fees & shorter timelines for distribution contract deal-making
  - Crowdfunding fees (set at 2.5% compared with the industry norm of 5%-20%).
  - Licensing distribution contracts (set 2.5% normally cost 35% legal fees)
- **Digital token - Seed (SED)**
  - Supports ADEPT, token value driven by activity on platform
  - Incentive model turns promoters into token holders
  - Multiple revenue streams deliver SED significant value

# ADEPT unique features summary

World's first platform dedicated to film & TV for creation, funding and distribution

- Rights-exchange provides new crowdfunding methods
  - Fans can buy intellectual property ownership
  - Fans earn a percentage of the content distribution
- Get paid Seed to share project
  - Extends proven existing business' sharing model
  - Turns every person involved in a project into token holders
  - Actors, directors, fans & entire crew are encouraged to promote projects
- More efficient & cost-effective funding and distribution
  - Lowers legal fees
  - Reduces transaction costs for micropayments
  - Automates complex & lengthy negotiation processes

# LiveTree Seed (SED) Value Creation

Fixed quantity with buy-back depletion model Seed (SED)

Three core revenue streams used to buy-back creating demand for SED

## 1. Platform Fees

- Charged on crowdfunding & smart contracts

## 2. Seed Projects

- Projects funded in SED

## 3. Blossom TV

- Subscription fees similar to Netflix are paid in SED

# LiveTree Seed (SED) Value Creation

Fixed quantity with buy-back depletion model Seed (SED)

Value of Seed is not dependent on whether films / TV projects are successful

## 1. Platform 2.5% Fees Used To Buy-Back Seed

- Crowdfunding - \$1bn global market for film & TV and growing
- Distribution - \$500bn industry replaces legal contracts opens market
- Network Marketing - Seed paid for sharing / promoting project
  - Project creator decides percentage of crowdfund to allocate for sharing
  - Market size approximately \$250m+ for crowdfunding, \$1bn for distribution



# LiveTree Seed (SED) Value Creation

Fixed quantity with buy-back depletion model Seed (SED)

Platform supports fiat currencies & Seed based projects

## 2. Seed Projects

- Projects may transact fully in Seed or fiat currencies (\$, £, €)
- LiveTree Incubators purchase pre-made films & TV shows or commission new content
  - Incubator content always transacted in Seed creating token demand
  - Stress test platform against the real-world to gain further industry collaboration
  - Provide marketing and promotion for the platform - i.e. next "Stranger Things"

# LiveTree Seed (SED) Value Creation

Fixed quantity with buy-back depletion model Seed (SED)

Blossom TV is an aggregation channel it supports publishing to YouTube and Vimeo to help gain market share

## 3. Blossom TV

- Unique pre-pay-to-view model for fans. Creates gamification fans choose the stars and stories they want to see developed
- Prevents censorship and helps content creators build community engagement
- Pre-pay-to-view fees are paid in Seed. Subscription and pay-to-view will be added soon after launch.

# ADEPT Team

## Ashley Turing Founder / CEO

- Ashley is responsible for the overall vision, culture and delivery of LiveTree
- Successful entrepreneur with proven track record for delivery
- Born in London, studied computer science / artificial intelligence in Seattle

## Cheryl Clarke Co-founder / Partner Relations

- Cheryl is responsible for industry collaboration
- 20 years experience and deep understanding of the industry

## Lennard Van Otterloo Co-founder / CMO

- Lennard is responsible for planning and executing marketing strategies
- Studied Political Science at the University of Amsterdam and Marketing and Communications at

## Dr Jamie Ward Co-founder / Technical Officer

- Jamie is responsible for the overall technology strategy and roadmap of LiveTree ADEPT
- PhD in computer science from the Swiss Federal Institute of Technology (ETH) in Zurich

## Stuart Leitch Co-founder / CFO

- Stuart is responsible for LiveTree's financial strategy,
- Economist with a BCom in Economics and Mathematics, and a postgraduate degree in Economics.

## Alexander Mitrovich Chief Product Officer

- Alexander is responsible for the overall implementation management of ADEPT
- 15 years experience with a Blockchain Practice providing scale to 200+ developers

## Andrey Zaytsev Blockchain Architect

- Andrey is the chief blockchain architect for ADEPT

# Key Advisors

Anita O'Donnell

- VOD Specialist
- Worked with all the major platforms - from iTunes to Netflix and everyone in between - since 2006.

Stella Smith

- Director, Ingenious Group
- Ingenious are the biggest film fund in Europe. Stella is the strategic director for European sales.

Noel Goodwin

- Director head of British Film Institute Future Film
- Lead for British Film Institute Future Film, entertainment industry leader

Gary Collins

- CEO, Red Rock Entertainment
- Red Rock Entertainment, based at the world-famous Elstree Studios, which works in conjunction with the most prestigious in entertainment