uooMAG:

uM:

Whitepaper

1 September 2017

Abstract

Digital advertising and effective customer relationship marketing are broken.

First, we witnessed the rise in email marketing.

Then we saw the "golden ticket" which was Social Media Marketing, which failed to deliver a return on investment.

The rise and then full of the "influential" Blogger Vlogger and Instagrammer, is all but about over.

Most recently the determination to build email lists from every web site we visit, has seen a move back to direct email marketing with a vengeance. Email marketing is a low-cost solution, with very low response rates and not very well targeted, as in many cases only an email address and name are captured.

This current trend in direct email marketing does not build customer relationships, just "Buy Me Now" messages, and being someone on these lists, there are far too many of these emails to read, along with all the junk and phishing emails.

Some companies use the "Customer Magazine" to engage with their existing clients. In 2017, it is still quite surprising how many still use printed magazines.

Digital versions of these magazines are available as downloads, and in order to combine both paper and digital publication for Audit Bureau of Circulation (ABC) figures, the digital version is an exact reprint in PDF format of the paper magazine. For a medium sized tablet, PDF files are readable, but not for a smartphone. In 2017, it is projected there will be 2.3Billion smartphones in pockets all over the planet.

However, there is still the fundamental problem customer magazines, which is that, "the one size fits all readers" syndrome.

In an ideal world, the solution would be a customer targeted digital magazine, with "personalised content" included in each download, based on a few selected criteria such as; gender, age, language, specific interests, maybe even geographic location. A digital magazine assembled and delivered direct to the smartphone automatically.

Welcome to an ideal world – uooMAG is a decentralised digital magazine publishing platform optimised for smartphones, where the content of each magazine is personalised for the reader, that operates on a global scale.

In addition, uooMAG makes use of a decentralised global Freelance Exchange, editorial, production, advertising etc… to contract work with freelance contributors (journalists, writers, photographers, graphic designers, translators, etc..) and advertisers.

The uooMAG operation is a non-profit Decentralized Autonomous Organization (DAO) - running on what is described as the "World Computer". The Ethereum Blockchain, which is distributed across the planet and runs on tens of thousands of computers, secured with sophisticated encryption.   This is Web version 3.

Executive Summary

uooMAG is a decentralised digital magazine publishing platform optimised for smartphones, where the content of each magazine is personalised for the reader, that operates on a global scale.

Initially, the uooMAG publishing platform will be offered as a "customer magazine" publishing service to Business to Business (b2b) and Business to Consumer (b2c) companies with an existing customer base in excess of 10,000 users.

The magazine users will access publications using Magazine Apps found in the Apple iTunes Apps Store and Google / Android Apps Store.

At the core of the uooMAG platform is a non-profit Decentralized Autonomous Organization (DAO), which is run by "Smart Contracts" on the Ethereum Blockchain. The governance model affects the way the DAO behaves, thus always staying in the best interest of all participants.

In addition, uooMAG will make use of a decentralised global Freelance Exchange which will also be operated on the "Smart Contract" Ethereum Blockchain. Publications are produce in crowd participation micro teams for editorial content and the production.

uooMAG tokens (UOO) issued as a result of the Initial Coin Offering (ICO) serves 3 main purposes:

1	Funds raised will be used to complete the develop the publishing platform and undertake business development plans to ensure the success of the Operation.
2	Investors and Holders of uooMAG tokens will be rewarded with a share of the profits from the operation of the business. Profits will be awarded quarterly, shared equally on the number of uooMAG tokens held on the first day of each quarter. (Excluding tokens held by uooMAG).
3	uooMAG tokens will be traded on cryptocurrency exchanges to allow investors and token holders to profit from the store value of the uooMAG tokens.

uooMAG Platform Publishing Fee Income

The figures provided are an indication of scale

	12 Month Annual Publication	Year 1 Sales Target	Year 3 Sales Target	Year 5 Sales Target
Direct Sales				
Publications	1	10	50	100
Expected contribution after costs @ £5,000/month	£60,000	£ 600,000	£ 3,000,000	£ 6,000,000
Trade Sales				
Publications	1	100	500	1,000
License Charge @ £1,000/month	£12,000	£ 1,200,000	£ 6,000,000	£ 12,000,000
Franchised Sales				
Publications	1	1,000	5,000	10,000
License Charge @ £500/month	£6,000	£ 6,000,000	£ 30,000,000	£ 60,000,000

Illustrative Return on Investment – Over 5 years

Illustrative first 5 years accumulated profits ~£150M from publication license fees alone.

(we would estimate advertising and affiliate marketing revenues would be equal to or greater than publication license fees)

Total Investment fund *(millions of uooMAG tokens)* 20+3 =23M uooMAG Tokens

Therefore, £1 investment for 5 years provides a return of ~£6.50 *(from publication license fees alone)*

IMPORTANT NOTE: This is not a guarantee on any profit. The figures shown are purely illustrative

uooMAG Token ICO Crowdsale

Initial Offer Price   1 uooMAG Token (UOO) = 1USD
uooMAG Tokens in ICO Sales   20,000,000 – ICO Hard Cap
uooMAG Tokens in total   100,000,000
Payment Methods   ETH, BTC, WAVES

Pre-Sale Coins
Founders   1,000,000 uooMAG Tokens with 12 months lock in
Board Advisors Fund   1,000,000 uooMAG Tokens with 3months lock in
Talent Pool   1,000,000 uooMAG Tokens reserved for future hires
Development Reserve   Balance uooMAG Tokens reserved for continual developments

uooMAG Tokens are divisible to 8 decimal placings and are transferrable.

In order to secure the funding during the ICO, uooMAG Tokens are created on the Waves platform.

Purchased Tokens are issued immediately upon purchase through the Waves Decentralised Exchange (DEX). Bonus Tokens will be issued up to 14 days after the end of the ICO period.
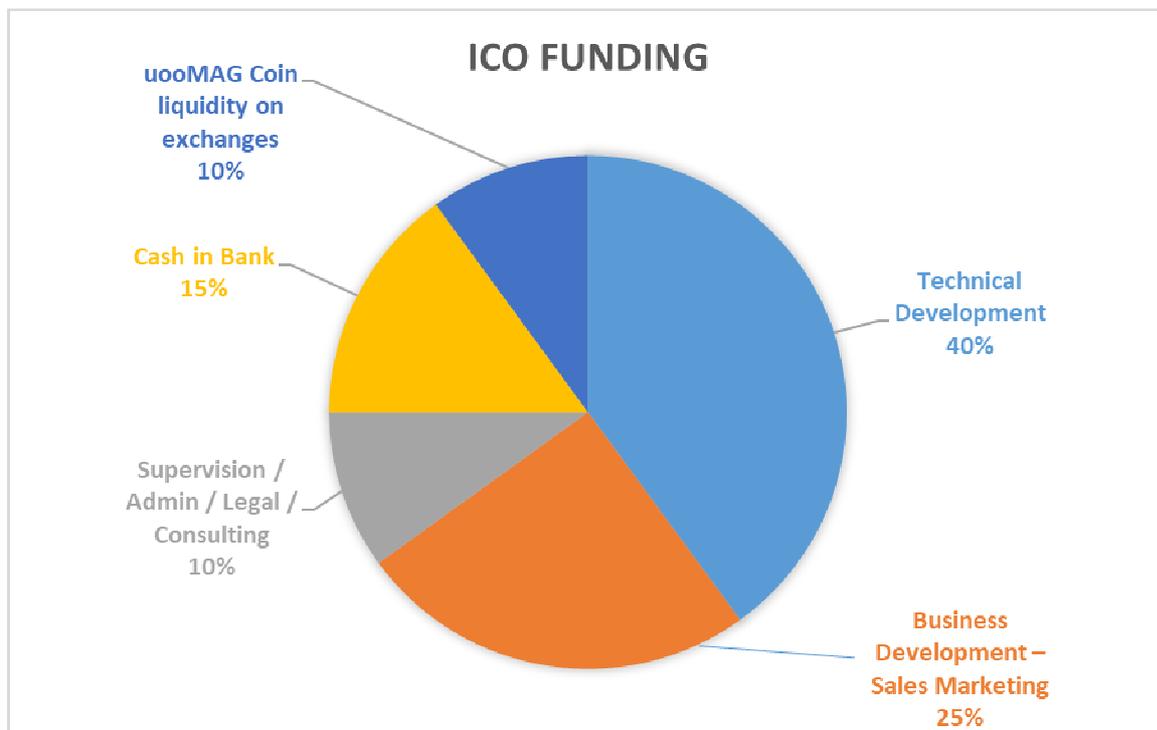
If the ICO fails to reach a minimum amount of 1 Million USD, then the ICO will be extended until the minimum amount is reached. On passing the minimum amount set, then unsold uooMAG Tokens from the ICO with be transferred to the Development Reserve Account.

uooMAG Tokens are designed as a deflationary currency, so it has a strictly limited money supply. The number of uooMAG Tokens that will ever be created is limited to 100 million. Broadly speaking, a deflationary currency is one that increases in value over time. Goods and services priced in a deflationary currency will therefore tend to reduce in price - all other things being equal.

The ICO funding will enable uooMAG:

1. to develop the uooMAG decentralised publishing platform with the additional functionality needed to work with third party blockchain services.
2. to implement a global business development and marketing strategy.
3. to continue with ongoing technological developments.

Allocation of funds raised in the ICO in the event of being fully subscribed

ICO FUNDING

- uooMAG Coin liquidity on exchanges 10%
- Technical Development 40%
- Cash in Bank 15%
- Supervision / Admin / Legal / Consulting 10%
- Business Development – Sales Marketing 25%

Based on full ICO funding

Road Map

August 2014 – Initial ideas for Digital Mobile Specific Customer Magazines
November 2014 – uooMAG lunches first publication, COMPLETE Magazine – Women's Luxury Fashion Magazine
May/June 2016 – Concept for "Personalised Content" Publishing Developed
June 2017 – uooMAG white paper, prepare ICO marketing campaign
June 2017 – Outline system planning on Ethereum Blockchain
June –2017 – Commence the ICO Marketing plan

August –2017 – Commence the uooMAG ICO marketing plan

September 2017 – uooMAG DAO formation, non-profit, Zug Switzerland

September 2017 – uooMAG Token ICO crowd sale opens on Waves Platform (DEX)

30 September 2017 – ICO sale closes (if minimum uooMAG 1,000,000 tokens sold)

Q1 2018 – uooMAG (Beta Version) Publishing platform go live

Q2-3 2018 uooMAG (Full Version) Publishing platform roll out

The uooMAG Service

uooMAG is a decentralised digital magazine publishing platform for smartphones. Delivering personalised content customer magazines direct to reader's smartphones.

No more printed or PDF versions issued where "one size fits all".

For the first time, b2b and b2c companies can deliver personalised content customer magazines direct on to their entire customer base's smartphone.

Advertisers take full advantage of the personalised content technology to target adverts with greater precision thereby achieving greater ROI.

The current solution requires a company to produce a different magazine for each target group.

British Airways, Tesco, John Lewis just a few UK examples, each produce separate customer magazines for a different target audience.

uooMAG is able to offer a single customer magazine to suit a very wide range of interests.

Personalised Content is a true game changer

The uooMAG Magazine content is personalised based on a selection of criteria:

	Criteria	Example options for each publication
1	Gender	Male / Female / Neutral
2	Age group	Example; 18-30, 30+, 50+
3	Language	Select preferred language
4	Interest	from predefined general list, example (but not limited to) fashion, lifestyle, motorsport, property, finance, family, Photography house & garden, health & beauty, celebrity or very specific interests in the case of food; healthy option, vegetarian, seafood, game, vegan, gluten free, ready meals, weight loss diets
5	Location	Event / Airport / City / Country
6	Company	Company / Sponsor - specific content
7-10	Reserved	Additional selection criteria reserved for future use: Eg Existing Client, Non-Client

uooMAG Technical Solution

The uooMAG decentralised digital magazine publishing platform consists of 2 parts; the smartphone App and the decentralised publishing platform.

The uooMAG Publishing App is downloaded from the Apple iTunes store, Google Apps Store or Microsoft App Store.

The App is optimised for the smartphone.

In 2017 – projected smartphones in use = 2.3Billion

The uooMAG App provides 3 functions:

1. **First Function** - To gather the user preferences - all information entered manually by user from pick lists.

   With an additional customise App development, certain information could be read from other sources eg; bar codes / QR codes on tickets.

2. **Second Function** - An off-line HTML5/CSS page reader for the personalised magazine to be read on the smartphone.

3. **Third Function** - Subscription option so the reader can choose to receive further issues if they so wish.

The uooMAG Publishing Platform provide 4 functions:

1. Decentralised Publishing Platform

The uooMAG publishing platform would generate the personalised HTML magazine based on the selection criteria entered by the user.

The platform also provides subscription notifications
Individual subscription notifications and any paid subscriptions are handled by the integral function either by Apple iTunes or Google Play App store.

The smartphone App would download the personalised publication to the device for offline reading.

The Publishing platform is partly based on existing content database technology. This existing technology does not provide the function to deliver personalised publications. This personalising function will be a uooMAG development.

2. uooMAG Decentralised Global Freelance Exchange

uooMAG will make use of a decentralised global Freelance Exchange. This is a market place for all freelancers to create Editorial content, established on a Blockchain.

Each publication for each company would be run on crowd participating micro teams brought together on the uooMAG decentralised Freelance Exchange. Each team would include an Editor to set strategy and curate content in line with the company's objectives. The Micro team would also include production coordinators and advertising coordinators.

Utilising the power of the global community on the uooMAG decentralised Freelance Exchange, the micro teams would submit article requests for freelance contributors (writers, photographers, graphic artists, translators etc..)   to respond and negotiate work.

Articles will be rated by readers, freelancers will therefore have a reputation score.   Freelancers will be paid by number the of impressions (downloads) then factored by their reputation score.

The reputation score is used to motivate the production team and freelancers to continually improve the quality of articles in order to keep readers coming back for more.

Editorial Content would be produced for specific interest groups, under the guidance of an editorial team.
Content would be produced related to the personal user criteria -
Content would also be produced for specific companies / sponsors
Content would be translated in various Languages - this would be local tongue translations

All freelance contributors using the uooMAG decentralised Freelance Exchange market place will be compensated using cryptocurrency. This may use an existing cryptocurrency such as Tether (Tether is a token tied to the $USD see https://tether.to/), or a cryptocurrency specifically designed with zero or very little price fluctuation. The cryptocurrency Tokens will be made available on exchanges so they can be exchanged for local fiat currency.

3. Advertising Platform

Advertising content would be categorised for the specific personal criteria
Selected Advertising would be Location specific
Selected Advertising would be Company / Sponsor Specific

Display Adverts
Advertising would be a mix of page display adverts.
Publishers can offer Third Party Advertiser a fix fee per advert, cost per impression, or cost per click options.

Affiliate Marketing
A selection of advertising could be affiliate marketing (sales commissions paid on direct sales).
This option would plug into existing affiliate networks.

Company / Sponsor Adverts

Some advertising would be Company / Sponsor specific with the option for third party products. Links would be provided to existing e-commerce web site for direct online purchases.

4. Finance System

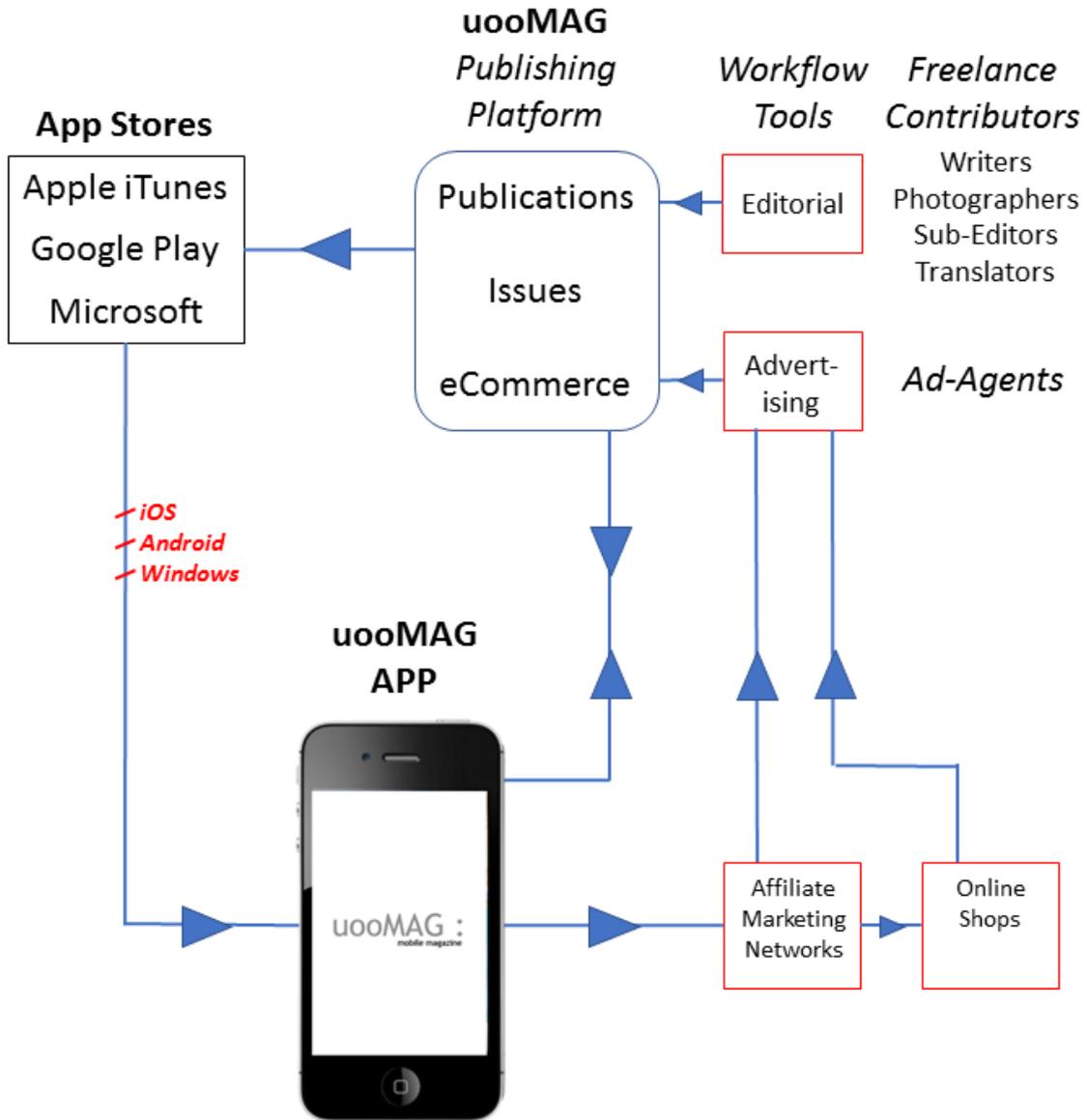It is intended to use a financial software solution on blockchain together with uooMAG Custom API with:
Links to Adverting System - invoices to advertisers.
Links to Editorial system - payments to freelances.
Payroll.
Invoices payable.

uooMAG Technical Overview

uM:

uooMAG
Publishing Platform

Workflow Tools

Freelance Contributors

App Stores

| Apple iTunes |
| Google Play |
| Microsoft |

| Publications |
| Issues |
| eCommerce |

| Editorial |

Writers
Photographers
Sub-Editors
Translators

| Advert-ising |

Ad-Agents

iOS
Android
Windows

uooMAG APP

uooMAG :
mobile magazine

| Affiliate Marketing Networks |

| Online Shops |

uooMAG Income Streams

There are three identifiable income streams:

1. Direct Sales – B2B and B2C Companies

uooMAG publishing platform sold as a service directly to b2b and b2c companies with existing customer bases in excess of 10,000.

All registered companies and their details are available on the internet. A database will be constructed of targeted businesses using web bots to harvest raw information, then cleaned and graded. Direct contact will be made to these companies.

Turnkey Solution

For business without any current publishing operation, uooMAG will offer these clients a turnkey solution. Provide the editorial direction, production and advertising operations. This will be in the form of micro teams, specifically selected for the client. This micro team will use the uooMAG platform and the decentralised Freelance Exchange to produce the publications.

Software as a Service

For business with an existing inhouse publishing operation, uooMAG will offer the publishing platform as a service. In addition, the existing publishing team will have access to the uooMAG decentralised Freelance Exchange to contract additional freelancers as required.

The Value Proposition

The benefits of partnering with uooMAG publishing platform are:
1. the customer magazines are targeted with personalised content
2. the advertising revenue and affiliate marketing revenue could produce a significate positive cash flow. Not only cover costs in producing the magazine, but provide an additional revenue stream.
3. uooMAG undertake and manages the whole operation.

uooMAG direct sales effort will be focused on strategic markets, such as:

Airline	Magazine for Airline passengers *(900 million passenger flights on European airlines to European destinations in 2014)*
Auto	Magazine for Car owners *(There are some 291 million vehicles on Europe's roads, or one for every two people. 2015 - Population of Europe was 743.1 Million)*

Money	Magazine for Credit card companies, Insurance companies' customers *(2014 - 1.058 billion credits card globally – this is a declining market, down from 1.49B in 2008)*
Fashion	Magazine for Fashion Retail customers *(>2500 fashion retail stores in Europe – Retail-Index)*
Expo	Magazine for Exhibition visitors
Event	magazine for organisation that hold large events on a regular bases
Sports	Magazine for football clubs, and other sports clubs supporters, or sports events
Fitness	Club Membership Magazine for gym franchise operators
Food	Magazine for Supermarket customers / Food Producers with food/recipe ideas
Trade	Magazine for b2b companies to communicate their trade user base
Invest	Investor Magazines for financial brokers, banks, VC funds
Movie	Film franchise followers
Pet	Pet owner magazines by species and breed
Catalogue	catalogue sales / mail order

Three possible payment plans

1 - fixed fee per publication per month on a fix time contract
2 - payment per 1,000 downloads
3 - share of advertising revenues

2. Existing Print Publishers of "customer Magazines"

uooMAG publishing platform sold as a service to existing print publishers.

The uooMAG service is provided to publishers who already publish printed customer based magazines.

These publishers can now offer their clients a uooMAG service - Personalised "customer" magazines direct to reader's smartphones.

The Value Proposition

The benefits of partnering with uooMAG publishing platform are:
1. The publisher gains an opportunity for additional revenue from their existing clients.
2. The publisher has access to the publishing platform with-out a capital investment.
3. The publisher has a fully supported solution without additional staff.

Payment plans
1 - Fixed term contract - for an agreed number of publications
2 - Payment per issue

3. Franchise Partner Program

Franchise operations located in strategic markets and geographic locations

The uooMAG publishing platform service is provided to third party companies that operate in either strategic markets or geographic locations, who then offer the service to b2b and b2c companies, or existing print publishers.

Payment plans
1 - Franchise license fee for the platform, then a percentage of income revenue.

Global Business Development

uooMAG proposed Global Business Development plan will be headed by Six Directors each responsible for a specific economic zone: Europe, North America, South America Asia, Africa, Australia

Stage 1 - Initially the uooMAG publishing service will be offered with-in the UK and Europe.

Sales will be concentrated towards direct contact with b2band b2c companies and existing print publishers.

Stage 2 - The second phase will extend to cover all parts of Europe, North America, Australia.

Sales will be directed towards Existing publishers and franchise partners.

Stage 3 - The third phase will extend to Asia, Africa, South America.

Sales will be directed towards Existing publishers and franchise partners.

The Competition

All though there are a number of existing digital publishing platforms, most of them being PDF based, none offer the ability to provide <u>personalised content</u> in a digital magazine. A digital magazine including personalised content is one of uooMAG's USP.

One retailer has produced targeted magazines by producing separate Apps - John Lewis (a UK department store) produces a number of customer magazines for different product groups: woman's fashion, men's fashion, children's app, home technology systems and food.

Digital Publishing Concepts

In order to provide some back ground information on digital publishing concepts, there are 3 distinct concepts and each has its advantages and dis-advantages.

1. Publication Type - HTML5/CSS3 v PDF

HTML5/CSS3 format is used to produce web pages.
PDF format is an image document of the printed page.

An HTML produced page has the advantage that is can be read on any sized mobile device screen.
In many cases the App has a feature to control text size to suit the users eyesight.
Page formatting is generally very simple and there is no limit to page size as the user can scroll down.
Page production can be relative quick when starting with basic raw text and images.
Pages can be interactive with live links to e-commerce web sites as well as links with-in an issue or links to other issues.
Pages can include embedded multi-media links to online sites, such as sound and video.
Publications are secure in an App, therefore <u>cannot</u> be unlawfully copied and redistributed.

A PDF digital publication is normally produced for printed magazines, thereby is a zero-cost solution for existing print publishers.
A PDF digital publication is produced in A4 scaled format. Not suitable for smartphone screen size.
A PDF digital publication is not secure and can easily be unlawfully copied and distributed as many are.
A PDF digital publication normally does not include interactive links. Though it is possible to add links on some publishing platforms, this is not a standard option in pdf format.

2. Publication Frequency - Scheduled Publishing v Continual Publishing

Schedule publishing can mean; daily, weekly, monthly or annual. With a notification service, the user is automatically notified when a new issue has been published. The publication is downloaded to the smartphone. It is possible for the user to disable the notification service.

Continual publishing is more like a blog, articles are published at random times, and often the user needs to go the App or web site to see if something has been published.

Continual publishing uses a fixed template style for all pages. A schedule publication can use various page styles, which improves the overall readability of the publication.

3. Publication App Based v Web Based

App based publication requires the user to download the App to their device.
The App based publication can be read off line when no internet connection is available.
The App based publication uses the smartphone storage space to keep issues.

The Web based publication can be read using a web browser on any brand of smartphone, tablet or desk top computer.

The web based publication requires an internet connection when reading.
The web based publication does not use the smartphone storage space to store issues.
The web based publication can be secure even for paid subscription.

A uooMAG digital publication

Uses HTML5/CSS format.
Use a schedule publication frequency.
Is primarily App based with an option for a secure web based publication.
Supports Apple iOS Apps in the iTunes App Store.
Supports Google Android Apps in the Google Play Store.

uooMAG Structure & Management

The uooMAG Leadership Team is already complete with: Chief Executive Officer, Financial Officer, Corporate Governance Officer, Technical – smartphone UI and integration, Technical – Publishing platform.

uooMAG ICO Token creation will be undertaken on the Waves blockchain platform.

uooMAG Decentralized Autonomous Organization DAO Smart Contracts will be undertaken on Aragon platform.

uooMAG to be established and operated as a non-profit, in Zug, Switzerland.

uooMAG Decentralized Global Freelance Exchange to be created on a third party blockchain platform.

Global Business Development will be managed by Six Heads each responsible for a specific economic zone: Europe, North America, South America, Asia, Africa, Australia

uooMAG Economic Zone Sales Teams:
        Direct Sales - B2B and B2C companies
        Trade Sales - existing print publishers
        Franchised Operators – geographical and vertical market business development
        Training Team – mix of online training and class room training courses
        Advertising Sales Team - to sell advertising space in publications
        Financial Controller - to manage all finances
        Legal Advisor - to prepare contracts and agreements
        Human Resources - to supervise employment contracts etc..

31- July, 2017 – amended 13 August, 2017 – symbol changed to UOO as UMC has since been taken
1 September, 2017 amendment – token sale through WAVES Platform Decentralised Exchange (DEX)

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