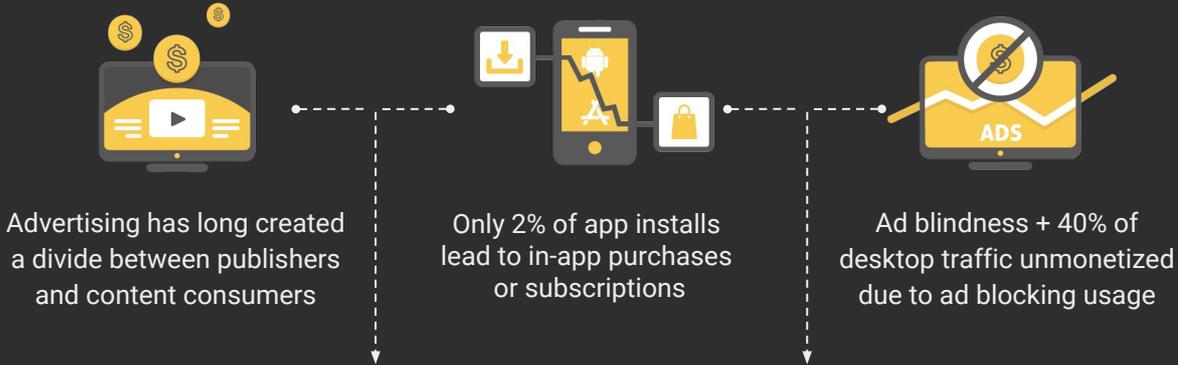


THE PROBLEM

Game publishers and content creators have increasingly limited means to generate revenue and grow their businesses



THE IDEA

OPEN NEW REVENUE STREAMS BY ENABLING USERS TO PAY WITH THEIR UNUSED PROCESSING POWER

THE SOLUTION : MOONIZ

An advertising free, privacy friendly monetization solution



ACQUIRE

Acquire new users by providing them a superior, ad free, content experience in exchange for their device's spare processing power.



MONETIZE

Generate new revenue from previously unmonetized content consumption. Crowd-sourced computer power is used for blockchain mining, 3D rendering or scientific computing.



RETAIN

Rewarding is key to growing a user base, forging a strong community, and attaining better user retention rates than the current model allows.

No longer does content consumption mean users are forced to give up personal data and privacy for targeted advertising. Computing power can be tokenized to generate value for businesses while enriching user experiences. The more publishers integrate Mooniz, the more users will adopt the MIZ token and drives value up, which in turn provides further publisher adoption.

Join our community : [Twitter](#) - [Telegram](#) - [Mooniz.io](#)

TOKEN SALE

Ticker : MIZ

Total supply
700,000,000

Sale supply
400,000,000

Private sale start
Q1 2018

Public sale start
to be determined

Soft cap
in progress

Hard cap
in progress

FOUNDRERS



Jean Offman - Oulhiou
CEO



Pascal Jarde
CTO



Vincent Anselmo
DEV



Jérémy Zeler
DEV



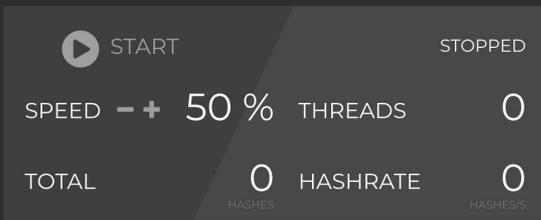
Mike O'Connor
Advisor

STEP 1 : MARKET PENETRATION

DISTRIBUTED COMPUTATIONAL POWER THE NEW GOLD OF THE CENTURY

Computing power is already a dynamic generator of value across many industries and its applications are exponentially broadening. As it explodes in demand, Mooniz will initially serve as a supplement to advertising revenue by focusing on previously unmonetized traffic from users who don't purchase or use ad blockers. Mooniz helps publishers acquire, monetize and retain users who are essentially asked to share spare cycles of their CPU power in order to access their services and get rewarded with Tokens. Publishers and content creators are paid in return for providing users CPU power to the Mooniz platform which collects and sells it. This allows a new avenue for generating revenue.

Collecting from browsers



A simple method of deployment as well as a straightforward revenue model: publishers just have to paste two lines of javascript into their websites. They get paid 70% of their users production. Users share their spare CPU power in exchange for advantages. Max CPU usage: up to 50%.

Collecting through desktop app

The desktop app is an optimized application for CPU/GPU blockchain mining, distributed 3D rendering or IA computing. Its revenue forecast makes it a means of monetization in itself. The app is available as a white label solution for software publishers and online services. It offers optimal performance allowing users to collect whilst they're not using their computers - CPU usage: up to 100%.



Smart Airdrops

We also provide an alternative service for publishers where we manage their users' interaction with the Mooniz platform. In this case they will receive MIZ tokens for each end-user who visits, creates an account and logs-in to our platform for the first time. Our aim is to strategically distribute our token to those who are inclined to use it for additional services, further strengthening the Mooniz platform and underlying token. In return for rewarding, publishers are required to display our brand on their website, further promoting Mooniz and ensuring widespread adoption.

Mooniz SDK

Publishers can integrate our solution and benefit from all our features directly within their development environment. Please check out our [documentation](#) and our [showcase](#) to see what's possible.

MILESTONES

2017 Q1

Initial concept designing

2017 Q2

Hiring the team

2017 Q3

Proof of concept
Official website

2017 Q4

First release of the mining platform
JS miner
Mining SDK

2018 Q1

First release of the reward suite
reward SDK

2018 Q2

CPU App miner

2018 Q3

Showcases

2018 Q4

GPU App miner

2019 Q1

ICO

2019 Q2

Wallet
Toolbox V1

2019 Q3

Moonypay gateway
Marketplace
Toolbox V2

2019 Q4

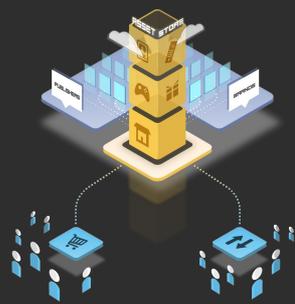
Marketplace SDK

STEP 2 : BLOCKCHAIN ECOSYSTEM

ENABLING MAINSTREAM APPLICATIONS FOR BUSINESSES

The Reward Suite

The Mooniz SDK allows publishers to incentivise users, increasing acquisition and retention rates. Users will be able to collect, transfer, trade and redeem their new tokenized earnings in a decentralized way on the Marketplace without the need of a third party. One of the functions of our Token would be to facilitate these processes.



The Marketplace

The customer acquisition and brand advertising platform where digital goods can be traded as liquid assets using smart contracts executing on blockchain technology. Publishers and content creators can create their own assets (pictures, 3D models, animated artwork, in-game purchases...) publish them in the marketplace and monetize them through advertisements and sales. It materializes as a web-based front-end and a mobile app that is the interface between our economic system and the real world. Users can trade their assets between one another and benefit the entire ecosystem in the process.

The Tokenify Service

Blockchain technology totally redefines the value of collectible items and turns them into a new class of digital assets, offering decentralization, transparency, immutability and security. The added value of the Toolbox is to allow publishers and content creator's assets to reach a broader audience outside of the confines of their application.

The Tokenify service will enable non programmers to leverage the power of the blockchain and instantly deploy their own blockchain-backed collectibles by filling in a few basic parameters on our dashboard. It materialize as a modular platform that combines tokenization services (NFT) and fungible token creation. It comes with predefined smart contract templates accompanied by Solidity source code. Please check out our demo version to see how the Toolbox works and what can be achieved.

MIZ Token is different

Creating value from computing power provides the perfect dynamic for the rest of the ecosystem by leveraging the MIZ Token. Its value is not merely provided by ICO investors like other tokens, MIZ possesses an intrinsic value backed by users processing power. Users and publishers alike will have the opportunity to spend their tokens at all stages on tangible services in the ecosystem as described in the next section.

The Moony token has four major utilities

1. It will be the only method by which publishers will access paid services on the Mooniz Platform
2. It will also a means by which brands will purchase ads on the Mooniz Marketplace
3. The MIZ token is the only way to receive rewards on the platform
4. Users will be able to buy and sell digital assets from the Mooniz Marketplace using MIZ tokens

This economic model creates organic demand for the token immediately. Through the rewarding mechanism, tokens flow from content providers to users who can use MIZ tokens for trusted transactions and peer to peer payments through smart contracts.

ROLE

Value exchange
Currency

PURPOSE

Economy creation
Enriching UX
Transaction

FEATURE

Buying
Selling
Rewarding
Incentive for usage
Service access
Payment unit