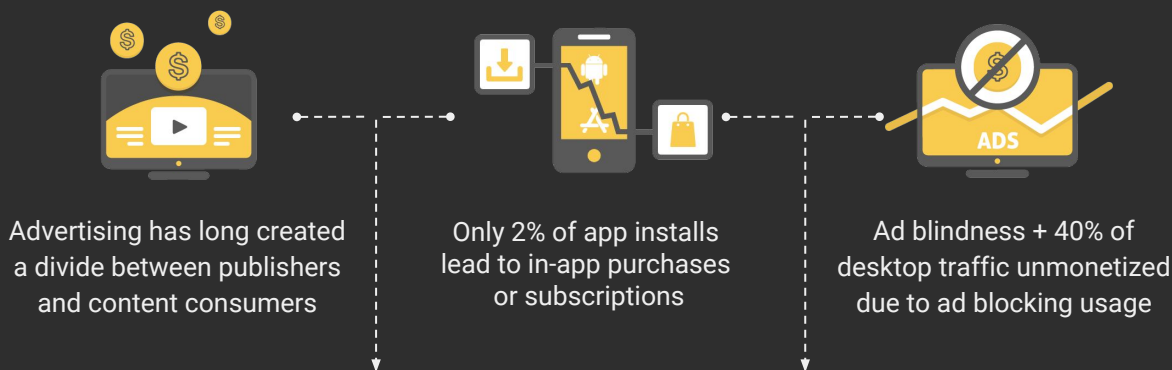




THE PROBLEM

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

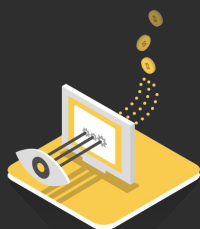
THE SOLUTION

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 Moonify, the more users will adopt the MNY token and drives value up, which in turn provides further publisher adoption.

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

TOKEN SALE
Ticker : MNY

Total supply
600,000,000

Sale supply
270,000,000

Private sale start
Q4 2018

Public sale start
Q2 2019

Soft cap
15,000 ETH

Hard cap
75,000 ETH

FOUNDRERS



Jean Offman - Oulhiou
CEO



Pascal Jarde
CTO



Vincent Anselmo
DEV



Jérémy Zeler
DEV



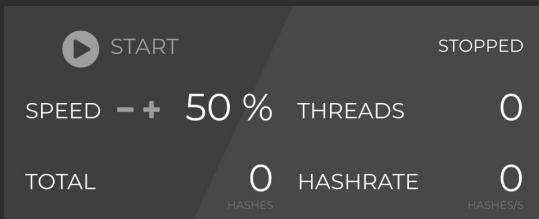
Mike O'Connor
Advisor

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, Moonify 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. Moonify 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 Moonify 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 wallets

The desktop wallet is an optimized application for CPU/GPU blockchain mining, distributed 3D rendering or scientific 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%.



Moonify 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.

MNY Token is different

Creating value from computing power provides the perfect dynamic for the rest of the ecosystem by leveraging the MNY Token. Its value is not merely provided by ICO investors like other tokens, MNY 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.

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

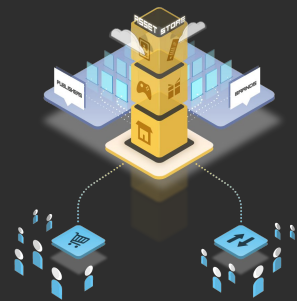
Marketplace SDK

STEP 2 : BLOCKCHAIN ECOSYSTEM

ENABLING MAINSTREAM APPLICATIONS FOR BUSINESSES

The Reward Suite

The Moonify 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 Blockchain Toolbox

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 Toolbox 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.

The Moony token has four major utilities

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