



# Whitepaper

READY TO  
LAUNCH



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<sup>1</sup> This version and its contents are current as of 2018-08-27 and supersede all previous versions of this Whitepaper or any public statements made about Fameone and the FAME Token Sale and are subject to change. This English version is to be relied upon as the most accurate and updated as other language translations may have mistranslations and be outdated.

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# 1. Introduction

## 1.1. What is Fameone?

Fameone is a new online platform that connects models, photographers, stylists and clients from all over the world on a single platform. Models and photographers can present themselves on Fameone with their own profile, while clients can filter from this large number of members according to a wide range of criteria in order to book them for upcoming projects. In addition to clients, all members can book each other on Fameone. Say for example, a photographer may engage a model for a scheduled shoot, or a model may hire a photographer to obtain e.g. professional portrait shots of herself.

Another highlight for members of Fameone is the possibility to offer licenses for their own photo and video material in their profiles for sale. This allows models to monetize their own shooting photos (portraits, beauty, fashion, etc.) as well as photographers can monetize their whole photo material (portraits of models, fashion, art, wildlife, landscape, etc.).

Fameone offers professional models, photographers and stylists a platform to present themselves to the public, while newcomers also get an easy entry into the modeling and photography industry and are no longer dependent on agencies or intermediaries. So now everyone has the possibility to market themselves with just a few clicks on Fameone directly.

## 1.2. Blockchain-Based Platform

The Fameone platform is based on blockchain technology and utilizes FAME tokens in conjunction with smart contracts to store the booking contracts between all members in the blockchain. Furthermore, the acquired licenses of purchasers of photo and video material from models or photographers are also stored in the same way as the booking contracts. The FAME token is thus a fully integrated form of payment on the Fameone platform and fulfills a basic function.

However, members of Fameone do not need to be familiar with crypto currencies, as they can pay in addition to the FAME token with common payment methods. In order to secure trading of the FAME token on exchanges, even when alternative payment methods are used by our members, the FAME token will be traded in full on the full revenues from the booking commissions and license sales in a background process via Fameone's API connections to exchanges.

Due to the planned international marketing campaigns and the resulting increase in number of members and transactions on the Fameone platform, an increasing trading volume of the FAME token is guaranteed. In accordance with the principles of trading volume interpretation, a continuously rising volume of trades is an indicator for the increase in value of shares or tokens. Given the projection of these principles into the increasing trading volume of the FAME token, an uptrend in the value of the FAME token can be predicted.

## 2. Marketing

### 2.1. Execution of Expansion

In order to promote and establish Fameone as a central platform in the modeling and photography industry, a swift, global expansion is planned. This goal is to be achieved with the proceeds from the ICO through international multichannel marketing campaigns, starting from advertising on social networks via paid search right up to video ads and commercials on TV, based on the amount of the proceeds. In addition, Fameone will employ its own scouts, which will acquire new members and talents via social networks such as Facebook, Instagram, LinkedIn, etc.

### 2.2. Marketing Channels

Fameone Scouts	Fameone will employ its own scouts, which will acquire new members and talents via social networks like Facebook, Instagram, LinkedIn, etc.
Social Media Platforms	Target group oriented advertising on social media platforms like Facebook, Instagram, Twitter, etc.
Websites / Blogs	Advertising on specific websites and blogs with target group visitors of Models, Photographers, Stylists and Clients
Paid Search	Keyword optimized paid search advertising on search engines such as Google, Bing, Yahoo, Baidu, Yandex, etc.
Print Media	Advertising in magazines that are aimed at Models, Photographers and Stylists
Video-Ads	Keyword optimized advertising on video platforms such as YouTube, Vimeo, etc.
TV-Spots	Commercials on TV

## 2.3. Marketing Campaigns 2019

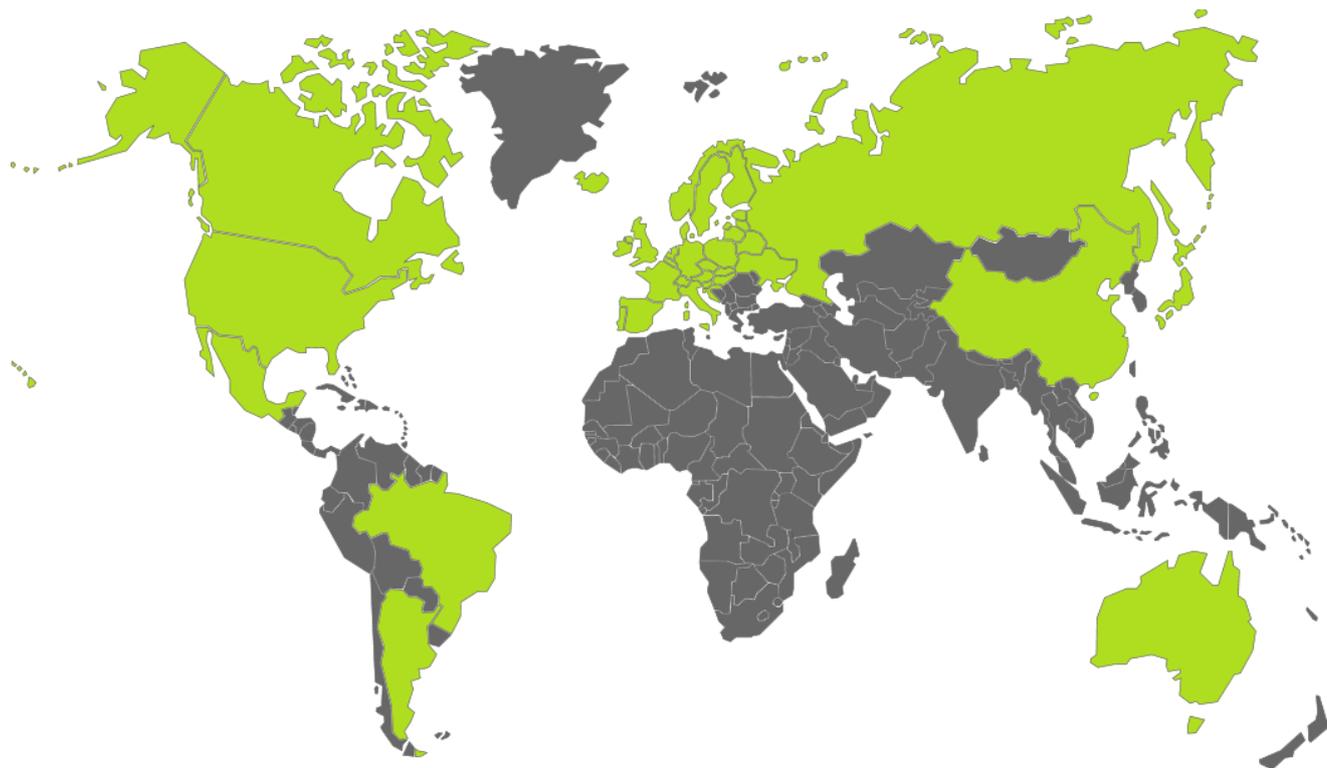
Fameone is to be established through international marketing campaigns as a central platform in the global modeling and photography industry. To this end, in 2019 global marketing campaigns will be carried out in more than 35 countries via the marketing channels from the aforementioned table (2.2. Marketing Channels).

### Marketing Campaigns 2019

Quarter	Marketing campaign countries	Potential new members
01 Q1 2019	Germany, Austria, Switzerland, France, Netherlands, Belgium, Spain, Great Britain, Poland, Czech Republic, Portugal, Ireland, Norway, Finland, Estonia, Denmark, Sweden, Italy, Iceland, Latvia, Lithuania, Slovakia, Hungary, Slovenia, Croatia	950,000
02 Q2 2019	United States, Canada, Mexico, Brazil, Argentina	1,400,000
03 Q3 2019	Russia, Belarus, Ukraine	350,000
04 Q4 2019	China, Japan, Australia	2,700,000
= Q1-Q4 2019	Marketing campaigns in more than 35 countries	5,400,000

## 2.4. Marketing Map

● Marketing Campaigns

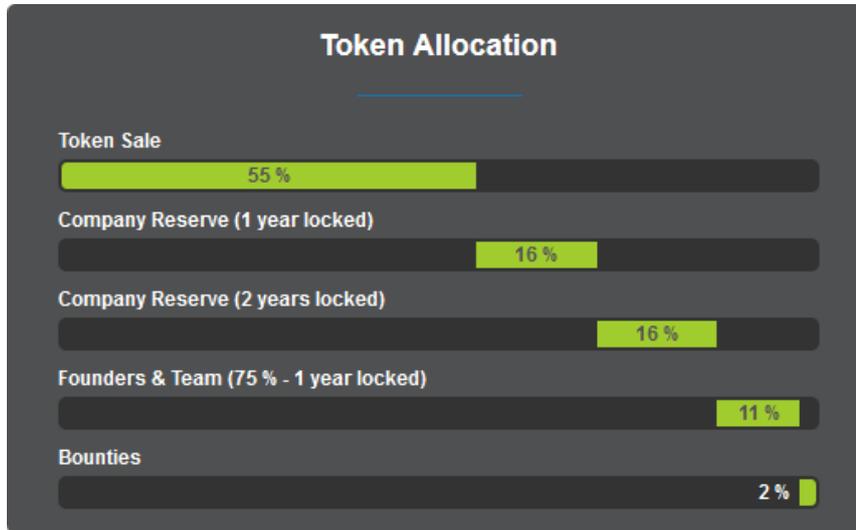


### 3. Business Model

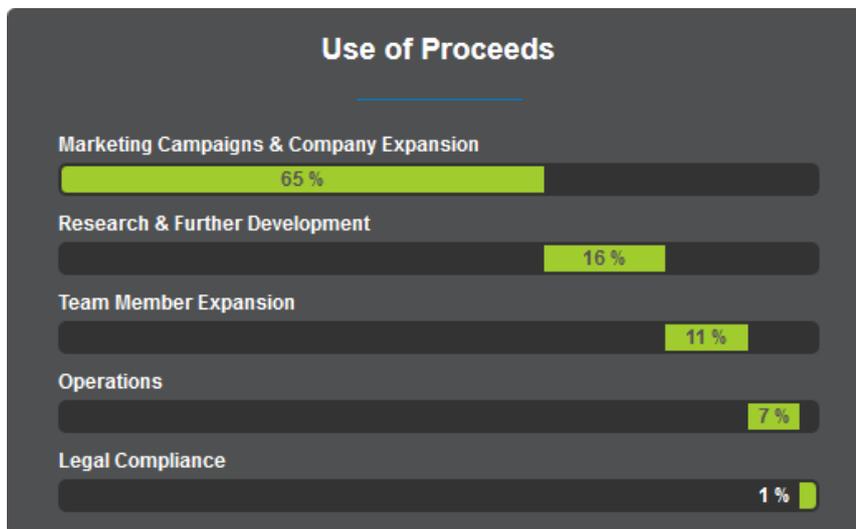


## 4. Token Sale

### 4.1. Token Allocation



### 4.2. Use of Proceeds



## 5. Roadmap

- .... **01** **Q1 2017**
  - ✓ Fameone Idea
  - ✓ Creating a Business Plan
  - ✓ Putting Together a Team
- .... **02** **Q2 2017**
  - ✓ Project Scope
  - ✓ Website Architecture
  - ✓ Visual Design
- .... **03** **Q3 2017**
  - ✓ Website Development Start
  - ✓ > 70.000 € Private Investment
  - ✓ Extend Team
- .... **04** **Q4 2017**
  - ✓ New Feature Ideas
  - ✓ New Feature Development
  - ✓ Payment Integration
- .... **05** **Q1 2018**
  - ✓ Setting Up IT Infrastructure
  - ✓ Website Testing Start
  - ✓ ICO-Website Design
  - ✓ ICO-Website Development
- .... **06** **Q2 2018**
  - ✓ Extend Team
  - ✓ ICO-Video Creation
  - ✓ Smart Contract Development
  - ✓ Legal Compliance
- .... **07** **Q3 2018**
  - ✓ Drawing Up a Whitepaper
  - ✓ ICO-Website Launch
  - ✓ ICO Marketing Start
  - ✓ AML / KYC Start
- .... **08** **Q4 2018**
  - Token Sale Start
  - Fame Token Distribution
  - **Fameone Platform Launch**
  - Maintenance Start
- .... **09** **Q1 2019**
  - Company Expansion
  - Team Member Expansion
  - Members Acquisition Start
  - Marketing Campaigns Europe
- .... **10** **Q2 2019**
  - Adapt IT Infrastructure
  - Marketing Campaigns North America
  - Marketing Campaigns South America
- .... **11** **Q3 2019**
  - Further Feature Development
  - Marketing Campaigns Russia
  - Marketing Campaigns Ukraine
  - Marketing Campaigns Belarus
- .... **12** **Q4 2019**
  - Marketing Campaigns China
  - Marketing Campaigns Japan
  - Marketing Campaigns Australia

## 6. Screenshots

### 6.1 Filtering Models according to a wide range of criteria

#### Models

Sort by: Last login  Results per page: 40

Gender: Any  Zipcode:

Age: 16 - 30

Height: 165 - 175

Weight: 50 - 60

Figure: Very slim - Athletic

Hair length: Short - Very long

Type: European

Eye color: Any

Hair color: Any

Skin type: Very light - Very dark

Bust: 65 - 150

Waist: 45 - 130

Hips: 65 - 160

Clothes size: 26 - 110

Cup size: 70 - 80

Cup size: A - C

Shoe size: 30 - 55



**Simona R.** 9 Photos  
17 y / 174 cm / 52 kg  
DE-89358 Ettenbeuren



**Yvonne A.** 13 Photos  
24 y / 172 cm / 54 kg  
DE-47475 Kamp-Lintfort



**Janina S.** 7 Photos  
19 y / 172 cm / 54 kg  
DE-35452 Heuchelheim



**Katharina K.** 12 Photos  
24 y / 174 cm / 53 kg  
DE-27798 Hude



**Alexandra H.** 6 Photos  
26 y / 169 cm / 51 kg  
DE-37896 Marienmünster

### 6.2 Easy and free sign up

#### Information

- > Sign up
- > FAQ
- > Contact
- > Privacy
- > Terms
- > Imprint

#### Sign up

Account type:  Please select

Gender:  Please select

First name:

Last name:

Email address:

Password:

Confirm password:

I accept the [Privacy Policy](#) and [Terms](#).

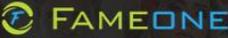
#### Benefits for Models, Photographers and Stylists

Fameone offers models, photographers and stylists a platform that allows them to present themselves publicly. Members of Fameone can therefore increase their reach and attract new business.

#### Benefits for Clients

Fameone allows clients to filter and choose from a large pool of models, photographers and stylists to find and book the right person for upcoming projects.

## 6.3 Overview of Account



Welcome, Simona Hidden

3 new booking requests    12 new messages    Go to profile

- Home
- Models
- New Models
- Photographers
- Stylists
- My Account
- Free Photoshoot
- Newsletter
- FAQ

**My account**

- > Overview
- > Booking requests
- > Profile settings
- > Profile photos
- > Premium account
- > Sign out

**Account overview**

Member since	11/14/2017	New booking requests	3
Last login	07/14/2018	New messages	12
Membership	Business	Profile views	13579

**Account setup**

100 %

- ✓ Profile photo uploaded
- ✓ Date of birth
- ✓ Zipcode / City
- ✓ Height / Weight
- ✓ Profile photos published
- ✓ Profile data stated
- ✓ Activities stated



Fameone is an online platform that connects models, photographers, stylists and clients from all over the world. Clients can book every member for scheduled projects. An additional feature for all members of Fameone is the possibility to upload and sale licenses for their own photo and video material.

**Navigation**

- [Models](#)
- [FAQ](#)
- [New Models](#)
- [Contact](#)
- [Photographers](#)
- [Sign in](#)
- [Stylists](#)
- [Sign up](#)

**Join our community**






Subscribe to our [Newsletter](#)

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## 6.4 Premium memberships for extended functionality

- Home
- Models
- New Models
- Photographers
- Stylists
- My Account
- Free Photoshoot
- Newsletter
- FAQ

**My account**

- > Overview
- > Booking requests
- > Profile settings
- > Profile photos
- > Premium account
- > Sign out

**Premium membership**

	Basic	Basic Plus	Business
Upload photos	10	40	Unlimited
Upload videos	-	3	15
Ranking	Low ranking	Higher ranking	Top-Ranking
Fameone promotes your profile	-	-	✓
Price	0,00 € / Month	Starting at 3,90 € / Month	Starting at 5,90 € / Month
Current membership	✓	Select	Select

- ✓ The premium benefits are immediately available after finishing order in the next step
- ✓ The term of the premium membership extends after the expiration of the same duration
- ✓ The premium membership can be terminated at any time within the term up to 7 days before renewal
- ✓ Simple and carefree with direct debit payable

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## 7. Exchanges

Fameone will strive to provide as many diverse opportunities for users to purchase or sell FAME tokens. We will actively engage in partnerships with both centralized and decentralized exchanges. When looking for partner exchanges, we will apply the criteria of legal fit as well as acceptable commercial conditions. The reach out to exchanges will be done prior to the token sale event, however, due to the nature of business practices of exchanges, any announcements can only be made after the token sale has finished. The Fameone team can announce and talk about the exchanges only after the official confirmation of both sides (this is suggested by legal partners and exchanges). Exchanges are partners of Fameone in terms of that they enable users of Fameone to exchange their FAME tokens.

## 8. The Fameone Team



### Peter Demko

*Founder & CEO*

Peter has more than 14 years of experience in company management, software and web development and is an early investor in the crypto market since 2011.

#### Skills

Front-/Back-End Web Development   CGI/Perl   C++   Project Management  
Linux System Administration   HTML5/CSS/JS   Webserver   MySQL/MariaDB  
MySQL-Cluster   Network Administration   Photoshop/Illustrator



### Katrin Zieglmüller

*Co-Founder & CMO*

Katrin gained over 10 years of extensive marketing experience in different corporations and is also an investor in the crypto market since 2014.

#### Skills

Marketing Management   Multi-Channel Marketing   Marketing Strategy  
Online Marketing   International Marketing   Social Media Marketing  
Search Engine Marketing   Digital Marketing   Content Marketing



### Stefan Pröll

*Graphic Designer*

Stefan has been a successful freelance graphic designer with 9 years of experience in graphic and video design until he switched to the Fameone team.

#### Skills

Graphic Design   3D Graphics   Adobe Photoshop   Adobe Illustrator  
Video Editing   Adobe Premiere Pro   After Effects   Video Post-Production



### Ronny Weidner

*Web Developer*

Ronny is a web developer who gained over 15 years of experience in several corporations. He is specialized in front- and back-end development and the best choice for complex database designs.

#### Skills

Front-End Web Development   Back-End Web Development   PHP   HTML5  
CSS   JavaScript   AJAX   Webserver   MySQL



## Annelie Thiel

*Marketing Assistant*

Annelie is a marketing professional with more than 7 years' experience and has magnificent expertise in promoting brands through social media. She is also responsible for managing business relations.

### Skills

- Online Marketing
- Social Media Marketing
- Digital Marketing
- Content Marketing
- Facebook Marketing
- Search Engine Marketing



## Holger Radek

*System Administrator*

Holger is an IT security enthusiast and has been in the IT sector for over 16 years. He has impressive technical skills that allows him to manage IT tasks in sense of the company with ease and to constantly automate the technical processes.

### Skills

- Linux System Administration
- Network Security
- Network Administration
- Data Backup
- MySQL Replication
- Linux Server
- Windows Server



## Bruno Reisinger

*Blockchain / Smart Contract Expert*

Bruno is an expert in the blockchain, smart contract and crypto payment sector. Moreover, Bruno is a very capable software developer with more than 15 years of experience and has a keen interest in ICO trends and how blockchain technology will advance.

### Skills

- Perl
- C++
- Software Development
- Linux
- Solidity
- Smart Contracts
- Blockchain
- Ethereum
- Bitcoin



## Doris Menzel

*Legal Compliance Officer*

Doris is a legal counselor with over 7 years of experience in the field of IT/IP Law, Corporate Law and Privacy Law. She is a great advisor in all legal matters and is also an expert in the regulatory compliance procedures of our company.

### Skills

- IT/IP Law
- Corporate Law
- Privacy Law
- Privacy Policies
- Legal Advice
- Legal Compliance
- Legal Research

## ICO Website

[ico.fameone.com](http://ico.fameone.com)

## Fameone Main Website

[www.fameone.com](http://www.fameone.com)

## Social Links



Twitter



Facebook



Instagram



YouTube

## ICO Video



## Contact

### **Fameone Inc.**

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