Official Whitepaper

Where Crypto Meets Crowdfunding
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SUMMARY

Story is the first charitable social media platform allowing anyone to share a 60s story about someone who could use, or who is deserving of a financial boost. For whatever reason possible.

Who tells the stories?
Storytellers. Regular Joe's and Jane's, Influencers, Charity organizations, Corporations. Storytellers are the content creators. They may upload only a single story to help someone in particular, or they may become a true storyteller channel and create an unlimited number of stories. Story is a place where influencers to give back to their following, without having to ‘break character’.

Who pays for funding?
$STORY is a utility token in that the token is used to fund stories. Both advertisers as regular Story App users can purchase the tokens. However, what they get in return will be different for both types of buyers.

Advertisers
Advertisers buy $STORY in return for ad space within the app. Of course they can also fund stories directly. There is no limit to how much $STORY a company can buy. The amount of $STORY bought does not all have to be spent on advertising immediately. Advertisers have the option to hold on to a large portion of their tokens. If eventually the value of the token goes up, they will essentially pay less for their marketing than their competitors.

Story Funders
Any app user can also just buy $STORY to fund stories themselves, or to make their coins available to other users, just like advertisers would. The app donors will receive Story Ranking Points within the app. These rankings are a testament to the amount of stories they were able to fund. The more you fund, the higher your ranking will be.
Vision

Story is a place where people help each other. A place where people are brought closer together. Story unites.”

Story will be the first social media platform to only inspire love and support for one and another.

We envision story to become a household name. ‘The Gofundme’ for helping and rewarding the people around us. It is the most accessible and gamified charitable platform ever developed.

Mission

Story is the first ever charitable social media platform, where people gather to help others fulfill their dream, or helping them out financially. For whatever reason possible. We are targeting regular Joe’s and Jane’s, as well as content creators from other platforms, as well as companies and even charity organizations to become storytellers.

Story provides a very accessible platform for anyone willing to share a story and for even more people willing to help.

A combination of these types of storytellers drives organic traffic to our platform, ensuring continuous growth.
$STORY is a utility token. Utility tokens are often referred to as user tokens or app coins. Utility tokens simply provide users with a product and/or service. These tokens usually act as an access point into a network. Without a utility token, you cannot access the services available on that platform. $STORY is a utility token in that the token is used to fund stories. Both advertisers as regular Story App users can purchase the token.

- Advertisers
  Advertisers buy $STORY in return for ad space. The earlier they buy, the cheaper their advertising will be, compared to competitors buying later.

- Story Funders
  Whomever donates will receive Ranking Points within the app. These rankings are a testament to the amount of stories they were able to fund. The more one funds, the higher their ranking will be.

**Tokenomics**

We are going against the grain with our 0% TAX tokenomics.

We do not want to be associated with so called “sh*t-coins”, nor do we want to attract holders who are out for profit.
Introduction

Crypto currencies are hot. Some even call it a 21st century revolution. This technology, created by our founding father Satoshi Nakamoto, has expanded to smart contracts, blockchains, mining trading and much more. It has impacted the financial world greatly and it is just getting started.

Most crypto's are used as an alternative to fiat currency. Not only because of the low fees, but also as a bet against the fiat currency itself. The future is here.

Understanding Blockchain

In a nutshell, blockchain is a digital record for transactions made with cryptocurrencies. The transactions can be stored in E-wallets or on hardware, which is assumed to be more secure. At the time of writing there are 6000+ cryptocurrencies traded daily.

$STORY Tokenomics

Total Supply: 1,000,000,000
0% TAX
Story launched on a decentralized exchange (DEX). This is a third party entity responsible for the security and transfer of our assets, yet they are not part of the chain. The power is completely placed in the hands of the users. The transactions are confirmed and recorded on the blockchain and not by third parties.

The scaling of the software application creates a system that allows for authentication, database and accounts recording. Therefore there is an elimination of user fees, fraud and theft. Story runs on the Binance Smart Chain (BSC) and is currently listed on a BSC DEX exchange called Pancakeswap.

**Who Can Buy?**

Anyone, anywhere can be part of the Story network and our community. We have no institutional power

**Liquidity Pool (LP)**

A LP allows Story investors to be trade with limited slippage. The LP is large enough to allow users to transact as they please.

**Price Action**

The price always fluctuates following the basic supply and demand trends of finances and economics.
Token Distribution

- Bi-Weekly Burn Periods: 5%
- Marketing and Build Out: 17.5%
- Team & Advisers: 7.5%
- Charitable Donations: 17.5%
Company X would like to advertise on Story, while donating 80% of the cost.

80% will be made available within the app and distributed to the users who earned the tokens, simply by using the app.

The value of the donation/ the dollar amount user receives is not that important to them. The amount of eyes on "Company X funded your earned $STORY" is what is important (=impressions).

20% will part remain in liquidity and part be used for advertising and to cover the cost of running the platform.

Remember, 1 $STORY is equal to a set of impressions. No matter if the price goes up or down, the number of impressions will remain the same. This creates a situation where early adopters have an advantage over their competitors who might have bought $STORY at a more expensive price.

The token has true value (impressions), fully independent of its price.

The Story Funders receive ranking points within the app, for every donation they make. These rankings are a testament to the amount of stories they were able to fund. The more you fund, the higher your ranking will be.

App donors buy $STORY to fund stories themselves, without having to earn tokens donated by others. And they can also make their coins available to other users, just like advertisers would.
Story Vs Crowdfunding

About Crowdfunding

In the wake of the global economic crisis, crowdfunding has become an increasingly significant alternative form of financing (Kuti & Madarász, 2014). In recent years, the growth of charity platforms has made it possible for users with internet access to provide direct help to those in need of emergency financial assistance. Thus, through these sites, people can raise money for various events in their lives, happy (a wedding, etc.) or less happy (accidents, illness, needs, etc.) (Zhang, Lyu, & Luo, 2020).

Crowdfunding is not a new concept, currently being more accessible and widespread. GoFundMe campaigns are fundraising initiatives for specific causes, distinguishing them from other crowdsourcing sites that seek funding for a project, company, or civic project. GoFundMe covers a wide range of causes, with medical campaigns representing the largest category and a third of all money raised on the site in 2017. The company takes 30 cents per donation, along with a transaction fee of 2.9% (Klein & Tran, 2020).

Crypto Meets GoFundMe

Let's face it. Whenever you log into Gofundme aiming to help out someone, you are going to have to take your checkbook out and you're not getting anything in return. And that is fine! That is what the platform is designer for. HOWEVER, we've made it a bit more interesting for our users. Story allow you to impact people's lives, while receiving ad space or ranking points in return.

Story App users don’t even need money to be able to fund stories. Simply by using the app, users earn actual tokens which they can donate.
Main App Features

- **Earn $STORY**: Earn tokens by engaging with the app. Watch, comment, like, share and upload stories to earn real money, which you can donate to the stories you prefer. You are also able to tip the storytellers up to 10% of the amount you have donated.

- **Earn Tips**: Storytellers can earn tips from the users. This is to motivate people in becoming a storyteller and to incentivize good behavior.

- **Progress bar funding**: Every story will have a requested dollar amount attached to it. To visualize how far along a story is, we'll be adding progress bars.

- **Follow-up after funding**: Something mostly missing in other charity efforts is the follow up. This is such a crucial part of the process. When users see the actual effect their donation had on a person they will be much more motivated to do more. We will provide a page to celebrate funded stories.

- **Filter Languages**: Until we have figured out a way to automatically subtitle all stories, we will add a language filter function.

- **Doxxed Receiver**: Every story will have show an icon leading to a social media platform of the person receiving the funds. IF this is missing, it is up to the community to decide if they still want to support that particular story.

- **Manage wallets**: At any time you will be able to check the amount of tokens that you have earned and who donated the funds for these coins specifically. You will also be able to see how many bought tokens you have left.
Who Wins When?

A story can stay on our platform for as long as:

1. The stories are fully funded and withdrawn by the story tellers.

2. The stories are not fully funded, but the receiver can't wait and decides to take the partial payment. As soon as 1 withdrawal is made, no matter how small it is, the story will show as funded.
Short Term Roadmap

**01**
Q3 - 2021
- App Beta released
- Collect 50 Stories before starting funding

**App Features**
- Upload
- Comment
- Like
- Share
- Browse
- View

**02**
Q4 - 2021
- First Story funded!
- Fully Integrated Wallet
- First Advertiser

**03**
Q1 - 2022
- Introduction to NFT’s
- Buy NFT’s
About NFTs

In early 2021, non-fungible tokens (NFT) became the first application of blockchain technology to achieve clear public prominence. NFTs are tradeable rights to digital assets (images, music, videos, virtual creations) where ownership is recorded in smart contracts on a blockchain (Dowling, 2021).

Here’s a story we love to tell to explain what NFTs are. Back in the day musicians traveled their countries. They scouted the country, going from city to city in the hopes of getting to play music in return for a meal and a place to stay. Up came the radio. At this point technology became advanced enough to record music and just play it over and over again.

NOW, the musicians (or at least the really good ones) had the opportunity to sing their songs only once in a study, only to play it over and over again on the radio. They no longer had to play every night, yet they still made money. NFTs are basically causing the same revolution for many other types of artists.

For example, now a (digital) painter can sell their art on the blockchain technology. Not only will they get paid the first time, but they can also get paid each and every time that piece of art is resold. I can imagine Rubens would have been very happy with that himself. NFTs are here to stay. It is the future. It allows for supply and demand to do its thing and for a more fair distribution of the profits made by selling art.
Given the NFT market emerged out of cryptocurrencies, Dowling (2021) explored if NFT pricing is related to cryptocurrency pricing and came to some conclusions:

NFT pricing seems quite distinct to cryptocurrency pricing in terms of volatility transmission. This has interesting implications for investment portfolios, as low-correlation assets are highly desirable for their diversifying characteristics. The analysis of the volatility spillover shows that there is little spillover between NFT markets. Despite the low volatility transmissions between NFTs and cryptocurrencies, wavelet coherences suggest some co-movement between the two sets of markets.

As Dowling (2021) said, cryptocurrency research has grown significantly in recent years, and being able to apply this learning to NFT pricing and valuation can greatly speed up knowledge development. NFTs do appear to be a distinct (and exciting) new asset class.

Our NFTs will actually have value: emotional value and “going viral” value. Make sure to buy your NFT’s before someone else does! Spot the really great stories and lock it in!

Imagine this for a second...

One day a story goes viral.
Then imagine you could have bought that video as an NFT.
(if only you were faster)
Then imagine the profits you could have made reselling a viral story.
Then realize that x% of the profits will actually go to the beneficiary of the story you voted on.

Welcome to STORY.
The Team

Tom Van Waelem

Chief Strategy Officer - Co-Founder

Tom’s job is to make sure that every decision stays in line with the vision we set out to achieve.

Entrepreneur. Loves to work. Loves STORY.

Francisco Tabora Jr.

IT Manager

Francisco Jr. is our latest addition to the team. He delivers highly efficient customer service and technical support. His extensive IT background as a Python, Django web, Css, html and java script developer he is the perfect man for the job.

Tega Bezi

Social Media Admin

He has been fascinated with the crypto space since I first got exposed to it, way back in 2016.

Being a lover of innovative solutions and creative thinking, He is pleased to return the positives of his exposure in the space. By
Cédric Lecendre
- Chief Development Officer

Cedric assures the financial stability, fundraising and growth of our organization. His 26 years of experience in managing and owning New York City hospitality businesses has already proven to come in handy.

Arturo Olivares
- Video Content Manager

Arturo Olivares is not only an excellent filmmaker and social media content creator, but he is also heavily involved human rights NGO’s to help them raise awareness about the Venezuelan refugee crises.

