WOW PERSON

The interactive online streaming platform where celebrities can monetize their audience.

*The financial part of the project is based on Blockchain technology*

# WHITEPAPER

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# About the Platform

## Brief Description

The WowPerson streaming service allows celebrities to create paid interactive joint streams with fans and monetize their audience.

The fan submits their question or topic of conversation and pays for the opportunity to chat with the celebrity.

Any participant can be selected by a celebrity during the stream. The selected fan will be displayed on the second half of the broadcast screen and will be able to voice their question or maintain a conversation on a given topic.

## The Problem

There are a large number of people in the world who had fame in the past, but now they are not as popular as before. **Singers, musicians, athletes, actors, coaches and many more**.

However, they have a large following. These celebrities are known, loved, and admired, but they are rarely invited to evening shows and events of the first magnitude. However, they successfully run Instagram and Facebook pages with hundreds of thousands and millions of followers.

There is also another group of celebrities - **YouTubers, TikTokers and Instagram influencers** with an army of subscribers numbering in the millions.

All these people are interested in monetizing their popularity, especially if at the same time they can have a good time with their subscribers.

Taking into account the fact that there are tons of fans who would love to chat with their favorite people, the WowPerson team has developed a platform for creating and broadcasting online shows. These online shows allow celebrities to monetize their fans' interest.

## The Solution

Celebrities will register on the platform and invite their fans to join the upcoming stream. Celebrities will set a minimum bid per question or topic. Those who want to talk to celebrities send their questions or topics for conversation and pay any amount, but not less than the minimum rate.

Other members can vote on questions and topics. If they are also interested in this question or topic, they can contribute an additional amount.

Celebrities can choose any questions during the stream, not necessarily the most

expensive ones, and the author of the question will connect to the broadcast.

However, the questions will be sorted by the maximum rate. Therefore, the likelihood of choosing a more expensive question will be higher. This approach will motivate users who are eager to chat with their beloved celebrity to pay more. During the livestreaming, celebrities can talk to any number of fans, the stream time and the number of questions and topics are not limited.

## Why is It Interesting to the Fan

Communication with your favorite star can lead to positive emotional experiences. Many consider it an honor to talk with the legends of the past and present, learn something first hand, personally ask for advice, spend pleasant minutes with someone who left an indelible impression on their work and creativity.

Fans can share a video recording with their interaction with the celebrity, resulting ina 'WOW-effect' among friends and other subscribers.

## Why is It Interesting to the Celebrity

Many celebrities run regular free online streams on Instagram, Facebook and YouTube. They do this if  they want to draw attention to something, or they may just do it for fun. They also need to have a social media presence and continue interacting with fans to build their audience.

WowPerson allows them to monetize these online streams, turning them into interactive shows and making communication with fans more interesting, and bringing additional income to celebrities.

## Why Will the Project be Profitable

1. The project takes 25% of the amount that a fan contributes to pay for their participation in the show.
2. Celebrities can sell goods, photos, and more through NFT auctions.
3. Celebrities can sell their merchandise on the platform.

In the process of streaming, the emotional environment will increase the desire of fans to purchase such items personally from their favorite star. The project takes fees from these transactions.

## Key Features

- Fans get a chance to chat with their star live
- Other viewers can vote for interesting questions and topics, increasing the amount of celebrity rewards.
- Celebrity monetizes their time by spending it pleasantly with their audience.

- For celebrities, it is possible to connect a second person (friend, relative, colleague) or a professional host, and then periodically connect the fans to the conversation.
- Users who participated in the stream automatically receive a video file with the part of the video where they communicated with the celebrity. This will allow them to share it on their social networks in one click, which will give virality to the entire project.
- The WowPerson team will also periodically run their online shows with several celebrities and a professional host, dedicated to major events - the release of a music album, a film, a victory in a sport, and the like.
- The project will be tokenized using blockchain technology. This will allow developing its own token for internal operations and attracting the attention of the crypto community.
- NFT auctions and merchandise will increase the monetization of the show and enable fans to purchase items and digital products directly from celebrities.

# Project Relevance

The development of the Internet and private networks led to dramatic changes in the world of online entertainment. People have the opportunity to subscribe to the accounts of their favorite celebrities, read their posts, watch photos and videos, and write comments. More and more people are moving away from TVs to online streams, becoming subscribers of famous people.

Those, in turn, think about how to make money on this. Usually, participation in any television show does not give large money directly, but it is used only for the promotional campaign. Fans do not have direct contact with their favorite star and can only be viewers.

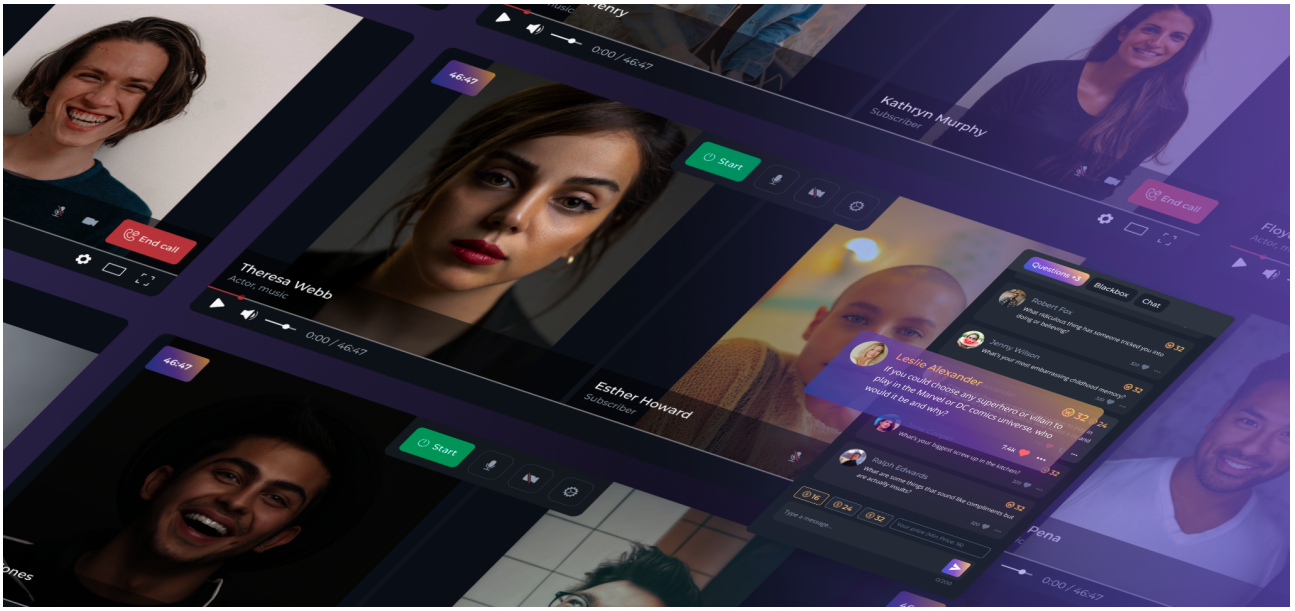
Actors, singers, athletes, popular people on TikTok and Instagram, and a wide variety of professionals know their worth and the value of their time. They are also looking for an opportunity to monetize their popularity.

Due to the 2019-2022 COVID-19 pandemic, many are unable to find themselves on theater stages, concert and movie venues that target many audiences. People were unable to do their jobs in-person, which significantly lowered their earnings. This has moved fans to online networks to communicate with their stars. While the Internet is a place where everything moves very quickly, it is not so easy to monetize it without help.

One might promote themselves by advertising on their pages in social networks, running online marathons, and receiving donations, but this never ensures any guarantees. It requires a lot of work to find new ideas and some ideas do not always "catch" the audience or receive income.

WowPerson is a project that solves several “pains” of all parties at once. **It is developed to increase direct monetization of public people and deliver unforgettable emotions to fans.**

For fans and connoisseurs of the talents of popular personalities, WowPerson gives the opportunity to directly ask their star a question of interest in a live stream format with viewers, which implies interactive participation and meeting the needs of both parties.




# Project Functionality

WowPerson will attract users of different ages, which provides the largest audience coverage. We all love listening to music or watching movies, watching sports achievements or reading books, participating in various marathons, following popular bloggers, watching programs with interesting hosts. And it will be interesting for all of us to communicate with those whose talent brings us joy, pleasure, education or useful skills.

At the first stage of the WowPerson project, a website will be created. This website will be adapted for smartphones and tablets for video streaming. Further, an application will be developed on the Android and IOS platform with an intuitive and simple interface that people of all ages can easily use.

The user will need to go through a simple registration or log in through an existing profile in social networks. The user will see the questions of others to the upcoming streams of celebrities, and will also be able to add any question of interest to him. For questions, users will be able to vote with tokens, which will be credited to the platform's personal account after refilling the balance with a credit card, or other available payment methods.

A distinctive feature of the project is the ability of participants to vote for their own question, increasing the chances of reaching the top. The more votes (tokens) for a question (1 vote = 1 token), the more likely a celebrity will choose it from the list and answer exactly to it.

Celebrities will also need to go through a simple registration. Celebrity announces the date and time of the show on the air.

Funds paid by users for the selected question, excluding the platform commission, will be transferred to the celebrity.

If the question is not selected to be answered or discussed on the air, then the funds of the user in the form of tokens will be returned to their wallet.

Before the scheduled broadcast with a star, special lots for NFT auctions and branded products will be created. This could be, for example, an autographed wedding photo, a personalized bracelet, a signed cap from a star, or other interesting stuff. For users, this will be of additional interest. For celebrities - additional income.

Holders of a certain number of tokens will be able to receive unique prizes through a lottery, which will include invitations to special annual celebrity parties, a private dinner with a star and much more.

For greater interest and satisfaction of users, we plan to increase the variety of prizes, contests, lotteries and auctions, taking into account who of the stars will be broadcast.

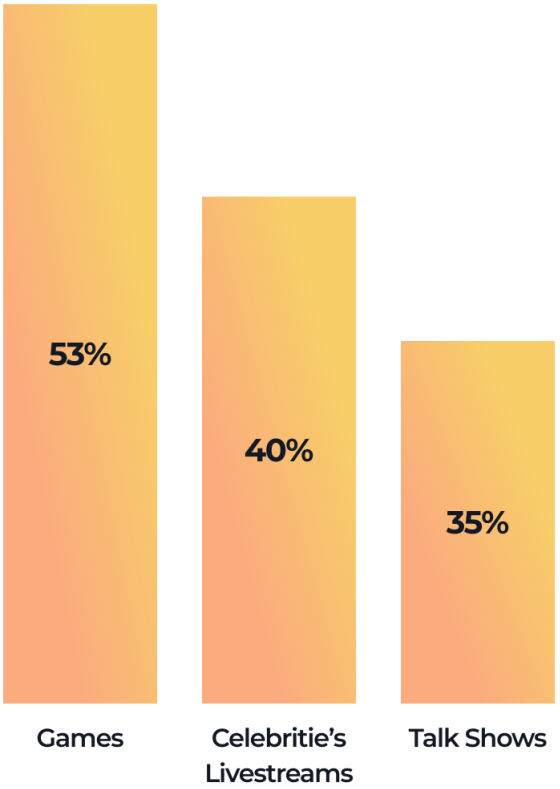
The money from the questions selected by the celebrity to be answered will be distributed as follows:

- 75% will be received by the celebrity via direct deposit.
- 25% will be collected by WowPerson.

# Market Overview and Competition Analysis

A few years ago, we enjoyed watching TV, listening to the radio, and reading newspapers offline. With the development of the Internet, many of us have switched to online and are getting more and more pleasure here, since there is no limit to the use of entertainment content on the Internet. Such large market players as YouTube, Instagram and others provide famous people with mechanisms for monetizing their talents through webinars and donations.

**According to statistics, the most visited streams are:**
53% Gaming
40% Celebrities and famous bloggers
35% TV shows and live broadcasts



The most popular streaming platforms are Instagram, YouTube, Tik-Tok, and Twitch. They also have accounts of popular creators who record videos, respond to comments, create marathons, etc.

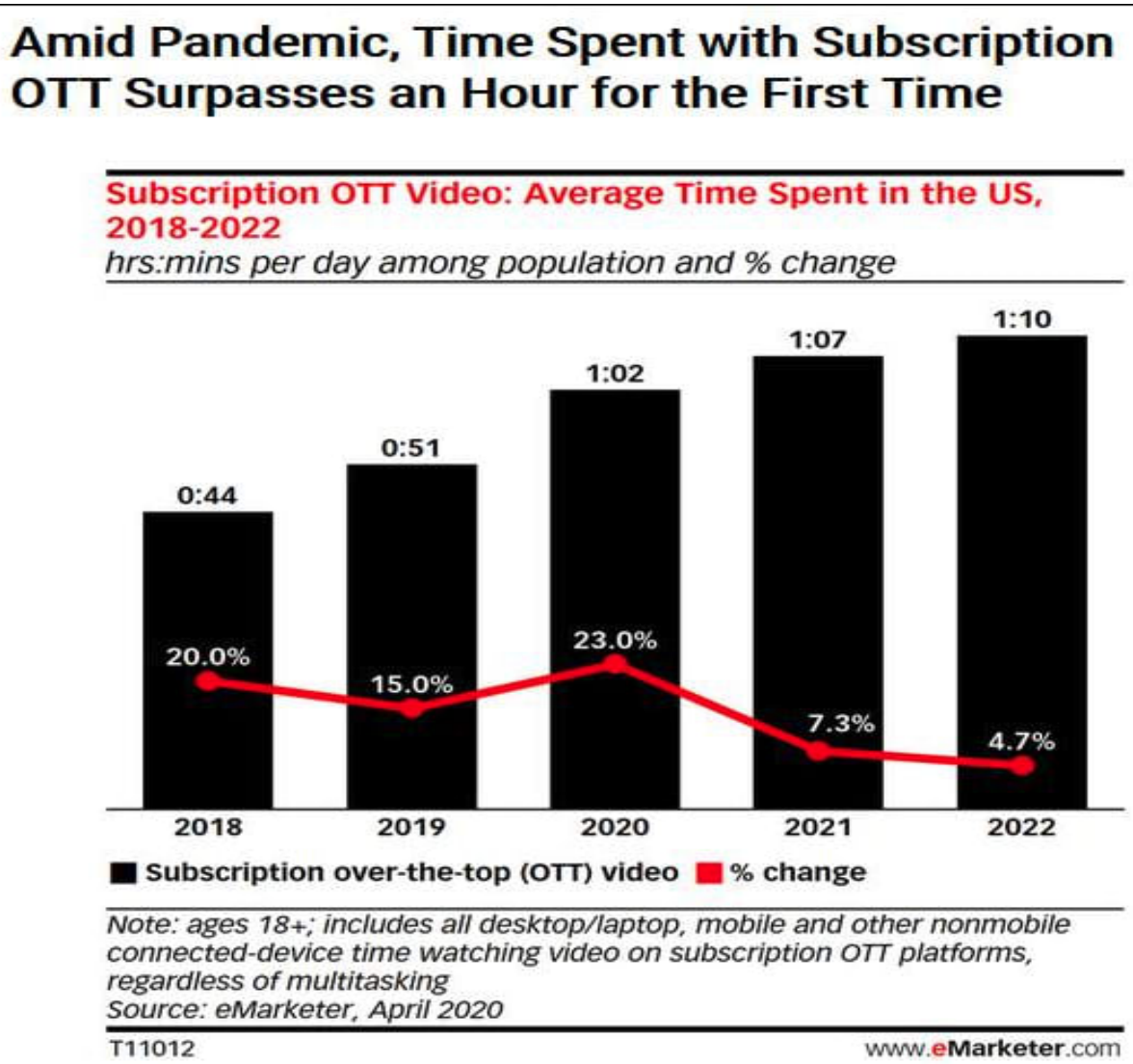
But the **main difference** between WowPerson and these services is **the possibility of direct interactive communication between fans and the selected celebrity with payment for participation.**

We do not seek to compete with YouTube, Instagram, or Facebook Live. We occupy a related niche, with various functionalities, in which celebrities monetize broadcasts in a direct way for the opportunity to communicate with them. Recently, several new platforms have appeared that occupy related niches in this business.

| | WowPerson | Bigo Live | Cameo | Twitch |
|---|---|---|---|---|
| Fans can pay to talk with celebrity | + | - | + | - |
| Connect more than two people | + | + | - | + |
| Viewers can watch live | + | + | + | + |
| Live stream time is not limited by amount of payment | + | + | + | + |
| Receive a video file split by participant | + | - | - | - |
| Sell/Buy Celebrity merchandise | + | - | - | - |
| Sell/Buy NFTs | + | - | - | - |
| Virtual selfie | + | - | - | - |
| Quizzes and contests | + | - | - | - |
| Tokenized | + | - | - | - |

# Marketing Analysis

WowPerson uses video streaming technologies. Consider the global trends in this direction. In the broadest sense of the word streaming is the "live" broadcast over the Internet. Streaming is one of the most popular forms of entertainment today.




The real breakthrough in this sector came during the lockdown. Due to the coronavirus pandemic, billions of people have been isolated in their homes and looking for any available means of entertainment - therefore, there has been a rapid increase in the popularity of online streaming and video streaming services.

The global OTT market grew from $104.11 billion in 2019 to $161.37 billion in 2020, showing a compound annual growth rate (CAGR) of 55.0%.

The number of subscriptions to streaming video services in 2020 increased by 26%, to $1.1 billion. The total volume of the streaming services market in 2020 reached $68.8

billion, an increase of 23%. In 2019, the figure was $47.2 billion. according to data from the report of the Motion Picture Association. The growing popularity of movie services is a direct source of the growing popularity of the stars themselves. This leads to a greater desire for many users to communicate with their idols, expressing their respect to them and becoming emotionally charged.

The United States has the largest market share. At the end of 2020, there were 308.6 million subscribers to streaming services, which is 32% more than in 2019. Online entertainment revenue grew 21% to $30 billion.

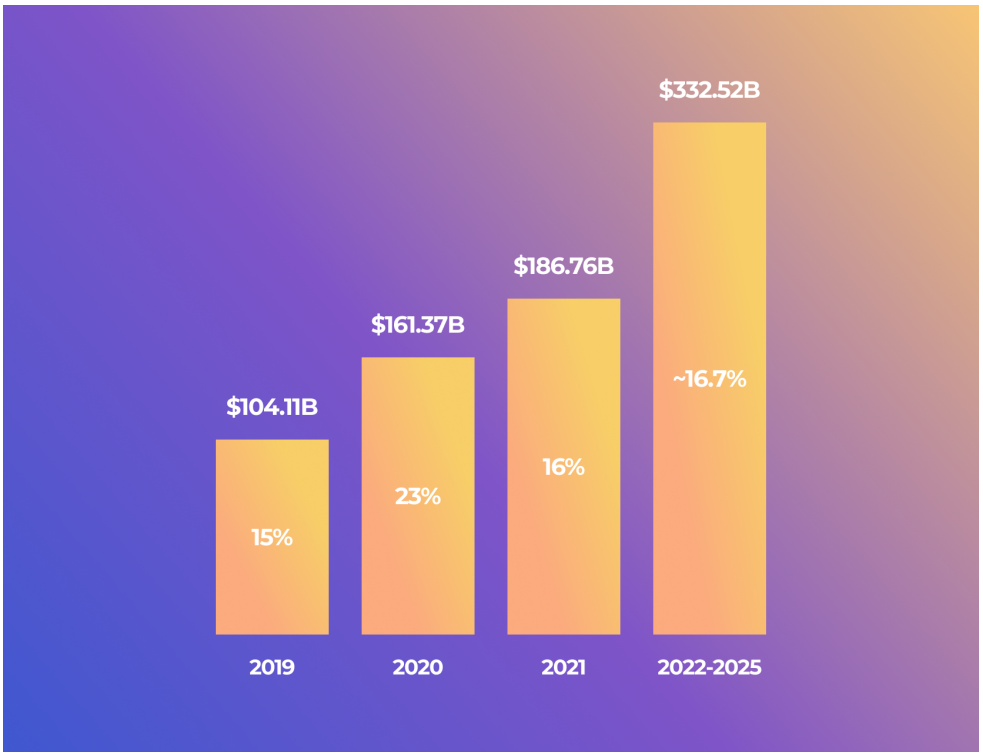
**Allied Market Research Forecast**

The global OTT market will reach $332.52 billion by 2025, which means a compound annual growth rate (CAGR) of 16.7% over the forecast period, according to a study by Allied Market Research.

Market growth factors are the increased demand for OTT and SVOD services in developing countries, the expansion of the variety of content, the growing popularity of streaming channels and the development of OTT technology. However, market growth is constrained by the lack of data network infrastructure and latency issues.

OTT solutions account for the largest market share - over 60%. The segment is also projected to have a fast compound annual growth rate of 18.3% over the forecast period.

The five leading countries in terms of OTT sector revenues include the United States, China, Japan, the United Kingdom and Germany.



In accordance with this research, our company will launch WowPerson in the US market. The second stage will be entering the markets of the countries of South-East Asia.

Due to factors such as the rapid development of Internet technologies, the growing number of users, and access to the main world markets, we expect WowPerson to quickly spread. We expect it will gain high user interest and as a result will have high profits and rapid development.

Why are we confident that the project will be profitable and enter the top 10 of the streaming industry?

As discussed above, recently the demand for video content and the consumption of streaming services is growing at an incredible pace. The leaders are those services that can create and publish interesting content, thereby retaining the user.

Fan interest in celebrities has always been natural, but do celebrities have the motivation to communicate with their fans? As mentioned above, it is important for celebrities to continue their presence in the media field. Any “viral” materials, both publications and videos, help them stay visible.

What about the financial component?

Consider the example of the Cameo video postcard platform. Would it be interesting for a celebrity to receive 20 to 1000 dollars for recording a short personal video message for their fans?

However, over 4 years, the platform has attracted 38k celebrities from various industries of show business and sports, which, in turn, attracted an army of subscribers numbering in the millions to the platform.

The demand for the company's services skyrocketed during the pandemic, when regular offline greetings were no longer available. Cameo says that in the past year, about 80% of the video messages were ordered as gifts for other people. In 2020, 1.3 million video messages were ordered through Cameo. This is more than in the four-year history of the company.

The WowPerson platform is a fundamentally new approach to monetizing the popularity of celebrities.

# Business Model

Number of celebrities on the platform in the first year: 1000

Average audience of each celebrity on their social media: 1,000,000 followers

It is expected that 10% will come to our platform, that is, 100 million people. Taking into account the non-unique followers (several celebrities may have common followers), the expected number of registrations on the platform is 1/3, that is, 30 million people.

Cost per minute video call: $20 to $1000, let's take the value of $150 (Cameo's cost of a short video greeting is the same).

Gross Income per 1-hour stream: $1500- $6000 per month.

Forecast: 1000 live streams per month, gross income $6,000,000.

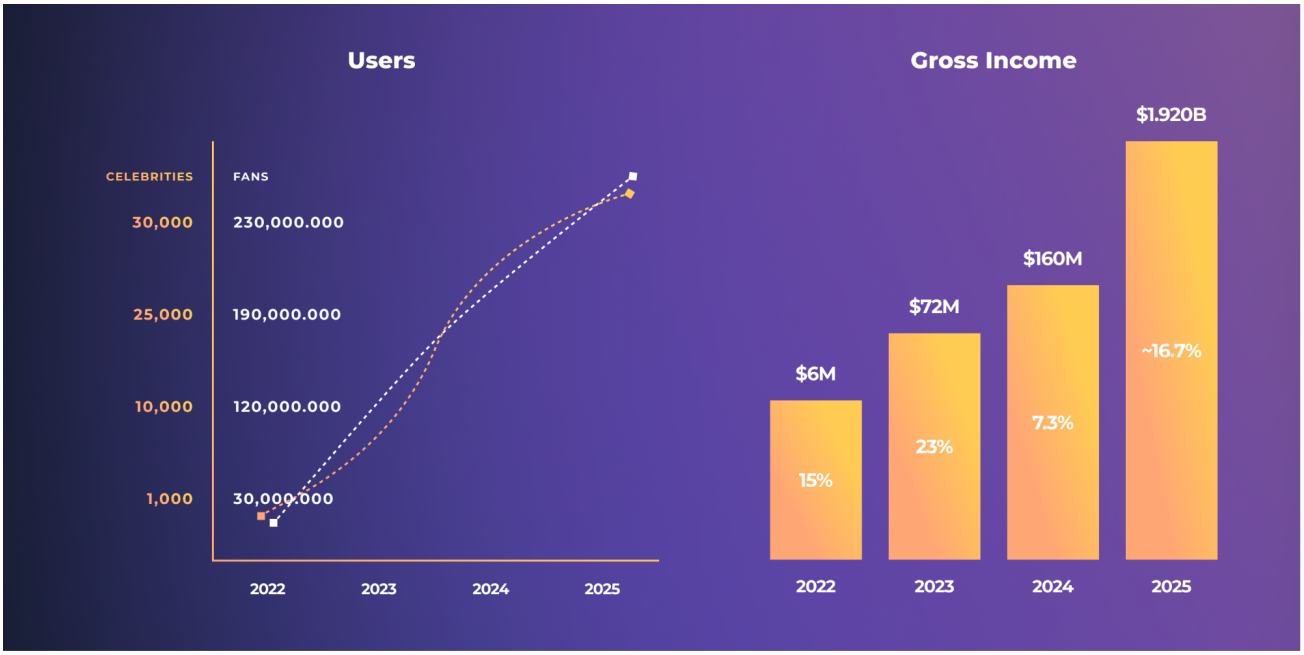
Forecast of the number of live streams in 2023-2024: 20,000 per month.

Gross income: $160 million per month.

Initial Valuation: $15,000,000
Initial Market Cap: $1,225,000

Given the experience of Cameo, which attracted 38 thousand celebrities in the US market alone, and our expansion to China, where the population is much larger, and where the desire of fans to communicate with their idols is even higher than in Western countries, we expect a drastically increasing in the number of streams and paying users.

The platform will bring an additional income from the creation and sale of NFTs, trade in lines of celebrity's merchandise.



# Technologies

## Finance part

The financial part of WowPerson is based on blockchain technologies and the Binance Smart Chain or BEP-20 network.

Binance Smart Chain is unique for several reasons:

1. It is an independent blockchain that ensures the safety of users and developers.
2. It is compatible with EVM and will support all existing Ethereum instruments, as well as speed up and reduce the cost of transactions.
3. Built-in interoperability with two chains will allow communication between blockchains and scale dApp applications requiring fast and reliable user interaction.
4. On-chain governance with consensus Proof of Stake Authority, with 21 transaction validators, ensures decentralization and increases community engagement.

Thus, all transactions on the WowPerson site will be transparent and secure.

## Streaming technologies

For scaling and load balancing video transmission, we use the most advanced technologies provided by Ant Media with standard WebRTC. The advantages of this software:

- 0.5 seconds End-to-End Latency
- Cluster Support for Scaling
- Adaptive Bitrate
- Hardware Encoding(GPU Support)
- RTMP & WebRTC Ingesting
- WebRTC & HLS & RTMP Playing

To implement the video service and the entire platform, we will use servers and infrastructure from recognized market leaders Hertzer and OHS.

## Utilizing of WOWP Token

WOWP is a utility token. Ecosystem tokens are intended to be used directly within the WowPerson platform; anyone who wants to participate in a video chat with a celebrity can purchase a token in their personal account.

Tokens are created as local currency and will be sold at the rate of 1 token = 1 US dollar.

Tokens will be used as a means of voting during online shows, in the NFT lottery and other promotions such as the annual celebrity party and private dinners.

Participants will be conditionally divided into several groups depending on the number of tokens they have in their wallets in the WowPerson system:

1st category PARTICIPANTS are those who possess between 1 and 1000 tokens.
This is the main community that will actively participate in video shows and vote for questions/topics for celebrities.

2nd category PARTICIPANTS +
This is a category of users who hold more than 1001 tokens, which will be blocked by a smart contract. There will be annual lotteries for this category of users for the ability to participate in a party with a star, as well as the right to an exclusive dinner with a celebrity. Also, many interesting events and promotions await all participants and holders of tokens.

Thus, the project encourages not only to actively use tokens, but also to store them. This will give users the opportunity to receive interesting rewards in the form of real communication with celebrities.
For convenience, users will be able to not only to buy tokens on the platform, but also to transfer tokens within the WowPerson platform.

## Non-Fungible Tokens (NFT)

A marketplace will be created on our platform for creating and managing NFT on BSC. There, all users will be able to buy, sell, exchange unique, both real and digital products from celebrities.
A non-fungible token - a kind of guarantee of exclusive ownership of property, will be used to receive special gifts and prizes from celebrities, such as a personal photo signed by a star, personal items, accessories and other valuable and memorable things.
To create NFT tokens, the Binance Smart Chain of the BEP-721 standard (ERC-721) will be used. NFT tokens will be credited to the internal wallet of users of the WowPerson platform; in the future, the NFT token can be withdrawn outside the platform.

# Team

**Eugene Makarenko**
Founder & CEO
IMDb LinkedIn

**Nikolai Li**
Co-founder & CAO
LinkedIn

**Roman Zaharov**
Co-founder & CTO
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**Eugene Zakharov**
Front End Developer

**Alex Scherbakov**
Program Developer

**Michael Solodovnikov**
Graphic Designer

**Kate Zhebeleva**
Marketer

**Lucie Souille**
Regional Marketing

**Victor Oleksiovets**
Video Effect Artist

**Max Sorokin**
Digital Event Organizer

**Liam Shotwell**
Writer

**Gennadiy Kotlyarchuk**
Hollywood Partner
Instagram
Producer and Celebrity photographer in Hollywood. Participant, consultant and organizer of reality shows in the US. Organizer and author of the projects in the entertainment sphere and VIP destinations.

# Road Map

### 2021

Idea, team building.
Alpha-version Development
and Finance Blockchain Testing

### 2022

WowPerson BETA Launch!
1,000 celebrities and 25,000,000+ Fans
Launch of the NFT Marketplace.
Project promotion in the US and China
markets. iOS and Android applications

### 2023 - 2024

x10 Growth in the number of celebrities
running live streams on the platform.
Growth in the total number of paying
users.
Organize and produce online talk shows
with professional hosts and A-list
celebrities.

### 2025

30,000 celebrities and 230,000,000
registered fans Author's evening talk
shows with the participation of A-list
celebrities at our own studio in Los
Angeles.

# Conclusion

Our world is changing rapidly. And technology is developing. Our life is becoming completely different from what it was a few years ago. And what once seemed unattainable to us is now becoming a reality. We could not even dream of talking with our favorite actor, singer, athlete, and only watched them on television screens and in cinemas.

Today the WowPerson platform gives people this dream. It allows anyone in any part of the world to express their admiration in real time and talk to their beloved star in person, and even receive a memorable item as a gift or win a dinner with a star. Celebrities who have remained inaccessible in real life for most people are now a click away on the WowPerson platform.

The rise in popularity of apps such as Clubhouse and Cameo suggests that WowPerson has a bright future. For celebrities, our project provides an opportunity to become closer to their fans, increasing their presence in the Internet space and monetizing their fame.

The WowPerson is a fundamentally new format for monetizing their fame.

The idea of a platform for communicating with stars looks especially relevant in the context of a new reality: social distancing and increased communication needs. People need a live format of communication here and now. Especially when you're trying to communicate with your idol. Thanks to this project, the distance between celebrities and fans is reduced.

The target audiences of this project are fans of stars, hundreds of millions of people around the world, people of different ages, professions and wealth.

We want to gather the most talented and popular people on the platform who, like a magnet, will attract other active users.

Risk Factors: Many celebrities are opposed to interfering in their lives and communicating with the public on the networks in principle. Moreover, on air there is always an element of surprise. There is a risk that fans who get the right to go on a joint broadcast with a star will behave inappropriately or aggressively. This will certainly be regulated, but sometimes such moments can leak into the media and social media. And in some cases, the scandal will make the project even more popular, which will attract more users to the WowPerson platform.

This project is innovative and scalable, we expect lightning-fast distribution and active user interest from the WowPerson platform and, as a result, high profits.

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## Marketing Analysis


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## Blockchain/Finance


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