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VersoView

LitePaper v3.1

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VersoView Foundation (VVF) has concluded a private sale of tokens. This LitePaper is provided for informational purposes only with regards to the VersoView platform. Nothing in this LitePaper should be construed as an offering of tokens to the public. This LitePaper should in no way be construed as advertising or marketing material for the sale of tokens. Whilst VVF has undertaken a private sale of the tokens, the purchasers of the tokens were already known to VVF and were limited in number. The token sale was a private sale for the purposes of the Virtual Asset (Service Providers) Law, 2020.



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High quality, engaging Digital Publishing is often difficult, time consuming, and expensive.

That is all about to change...



More than the evolution of digital publishing.

Welcome to the home of **PER technology**.

The future of how we **Publish, Engage & Reward**.



WHAT IS VERSOVIEW?

VersoView is an engagement and rewards platform hosting branded DeFi ecosystems.

Brands, businesses, educational partners and publishers can host and engage their communities around their content and reward them with branded **Social Tokens** within the VersoView ecosystem.

Our VersoView application and patent-pending AI web-app is the gateway through which thriving communities are created, facilitated, and rewarded.

As the lifeblood of the VersoView platform, the **VersoView Token (\$VVT)** is the multi-functional, deflationary currency that fuels the ecosystem.

VVT is used for payments within the ecosystem and acts as a staking mechanism for minting branded Social Tokens used within communities built around publications, corporate reports, educational material, brands or product stories.

Be part of this story.

VERSOVIEW

VersoView features a proprietary publishing application which combines our AI technology and blockchain integration into a unique product.

This offers companies a new, automated process for converting their printed material to web and Android/iOS App content, building, engaging and rewarding communities, and generating revenues from products, services and advertising.

One of the key differentiators of VersoView is our **patent-pending AI technology**, which seamlessly converts magazines, corporate communications and other print and digital material into aesthetically beautiful and readable formats without the need for costly and time-consuming manual editing.

- **Easy to use**
- **Builds communities**
- **Rewards and engages readers**
- **Generates revenues**

VERSOVIEW IN DETAIL

There are limited choices when it comes to digital publishing for corporations, brands and publishers.

1. Spend thousands per year per publication, using a DIY service such as a Joomag to that produces a clumsy page-turner
2. Spend \$10,000+ per publication per year and have a company such as PugPig manually convert the publication across web, android and iOS
3. Spend \$1m+ to build a team and purchase Adobe Experience Manager to publish on Apple News+.

VersoView changes ALL of this, for less than \$100 per month.



VERSOVIEW FEATURES

VersoView enables subscribers to upload PDFs and digital files, and:

1. Convert to a beautiful reading experience for the end user, across web, iOS and Android. Our patent-pending AI, enables layout across all end user experiences, and enables batch processing of a company's entire library
2. Build communities within and around the publication – think Medium meets Facebook meets Telegram
3. Digital publishers earn advertising revenue in VVT through direct ad placement based on anonymized reader profile data
4. Monitor who has read the latest story and who is taking part in the community around that publication. Corporates can monitor who has read the latest reports integrating APIs such as DocuSign and HubSpot
5. Reward readers/staff/customer loyalty by minting and using your very own branded social token within the VersoView ecosystem
6. Paid-for reports and one-off publications can be given direct ownership with blockchain NFTs
7. Teachers can engage with students in real-time, in a community built around a book or library

The list of use cases is endless

And there's more to come!



VersoRewards

VersoRewards combines a cutting-edge token staking platform with the next evolution of a traditional members' perk rewards program. The concept focuses on incentivizing platform users to hold VVT as well as to join and engage the communities built around the publications and brands on VersoView.

None of the existing digital publishing options, as shown, offer a way of building and rewarding communities around publications.

The options currently available to communicate with and reward these communities, whether staff, dealers, magazine readers, or customers, are limited and outdated. The punch card/loyalty points model driven by direct emails and text advertisements lacks scalability and customization, and very rarely supports and integrates the brand story that the organization wishes to tell. The model is one-directional and centralized, lacking meaningful value to attract new business and readership and to engage those readers in a community which is shown to dramatically increase loyalty and revenue.

VersoView's branded Social Tokens coupled with its \$VVT reward architecture reimagines rewards.

Something more?



VersoPlus

VersoPlus fosters engagement with subscribers using traditional media profiling coupled with user data to explore a more in-depth understanding of demographics and key drivers. We achieve this yet keep all data anonymous and private.

...and so much more!

VersoView is more than the evolution of publishing and rewards; welcome to the future of how we **Publish, Engage and Reward**.

THE VOID

WHAT OUR CLIENTS WANT DOES NOT EXIST

MARKET PLACE

Flip-books – Cluttered market. Used as standard. Poor user experience.

Branded Apps – High price point entry and more resources required.

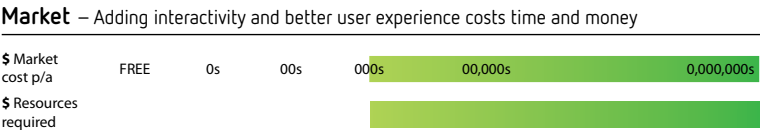
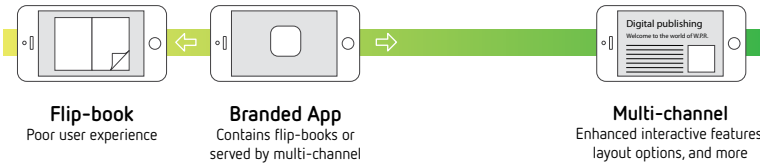
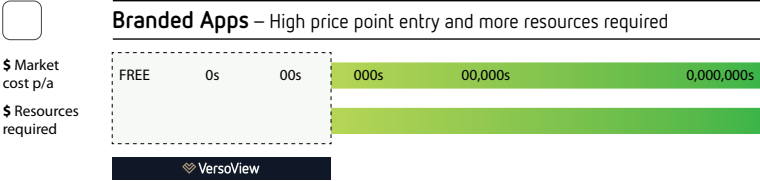
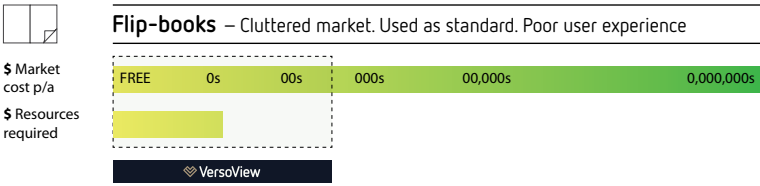
VersoView sits in the sweet spot – low price, low resources.

MARKET COST

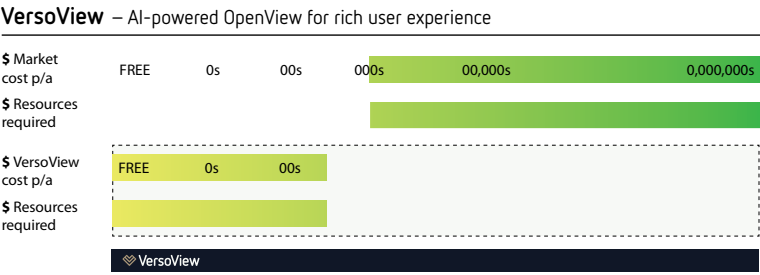
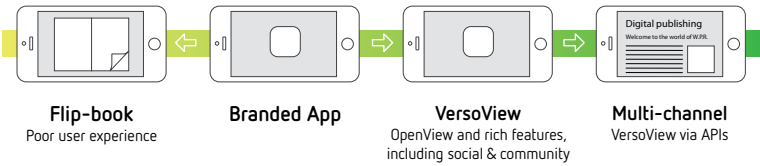
Market – Adding interactivity and better user experience costs time and money.

VERSOVIEW

VersoView – AI-powered OpenView for rich user experience.



Can there be a rich interface, without the high costs and resources?



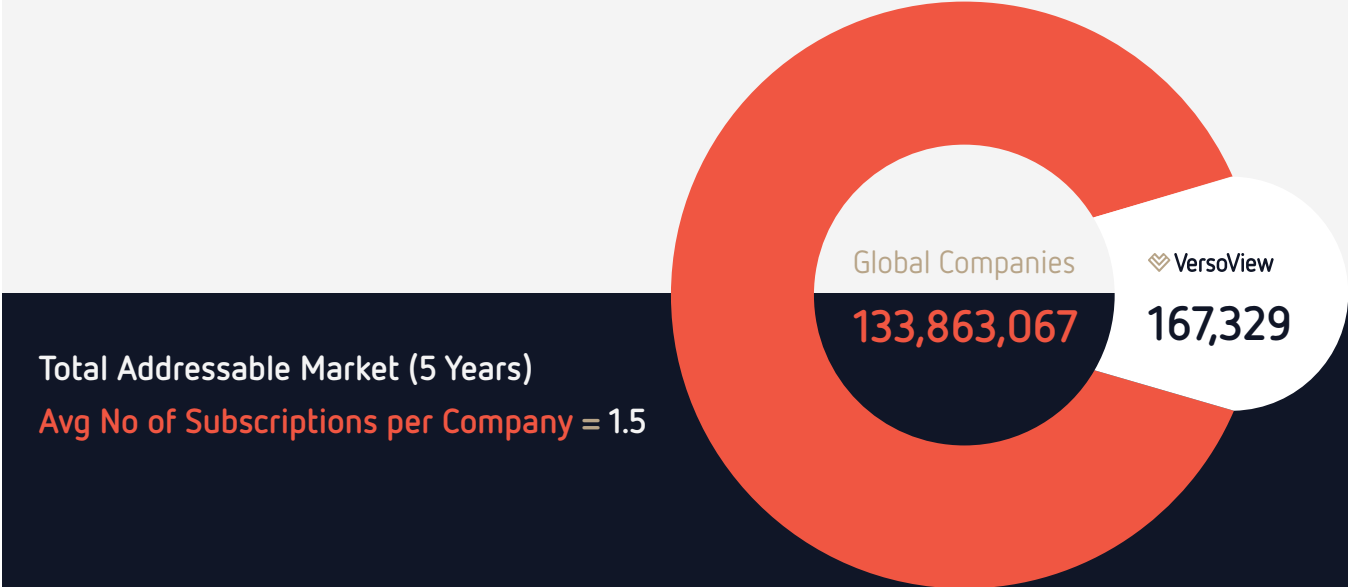
Low cost + low resource + branded App + rich user experience

THE VISION

- ❖ To be the **world's central hub** for corporate and retail digital publishing.
- ❖ To make the digital reader experience both **user-friendly and beautiful**.
- ❖ **To connect** the right audiences with publishers' best content.
- ❖ To facilitate the growth of engaged and incentivized **blockchain-powered communities** developed around our clients' publications, brands and organizations.

- ❖ To offer a **comprehensive revenue platform** for content creators, publishers, and readers that rewards them for quality content, advertising, digital views, and subscriber loyalty.
- ❖ To bring together groups of readers and **reward** them for their meaningful contributions and interactions.
- ❖ Offer branded Social Tokens which redefine branded **loyalty** programs.
- ❖ To establish a platform that is a **privacy-based ecosystem** that uses traditional publisher demographic profiles to recommend content, drive sales and **encourage discussion and discovery**.

OPPORTUNITY



TOKENOMICS

VERSOVIEW TOKEN

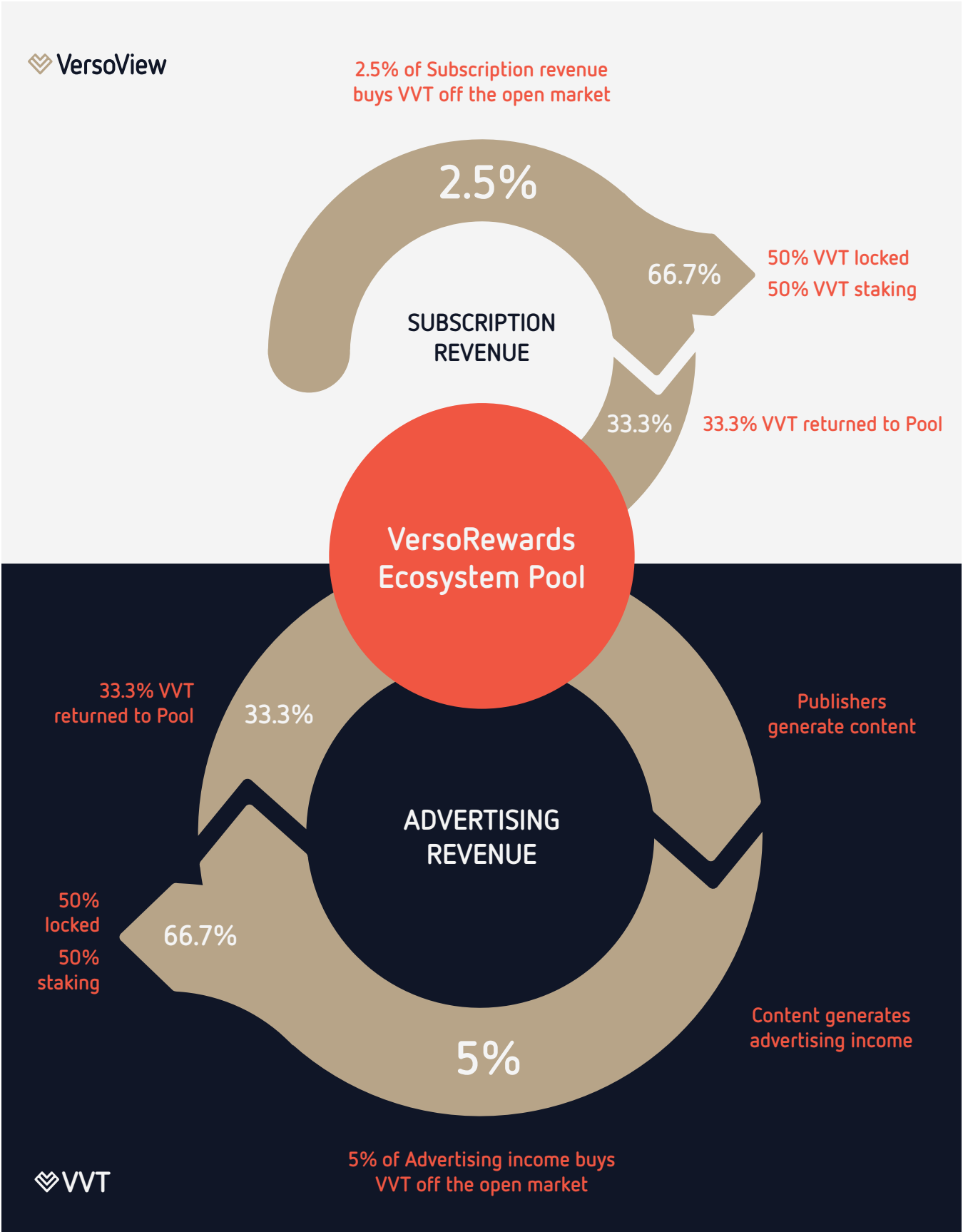
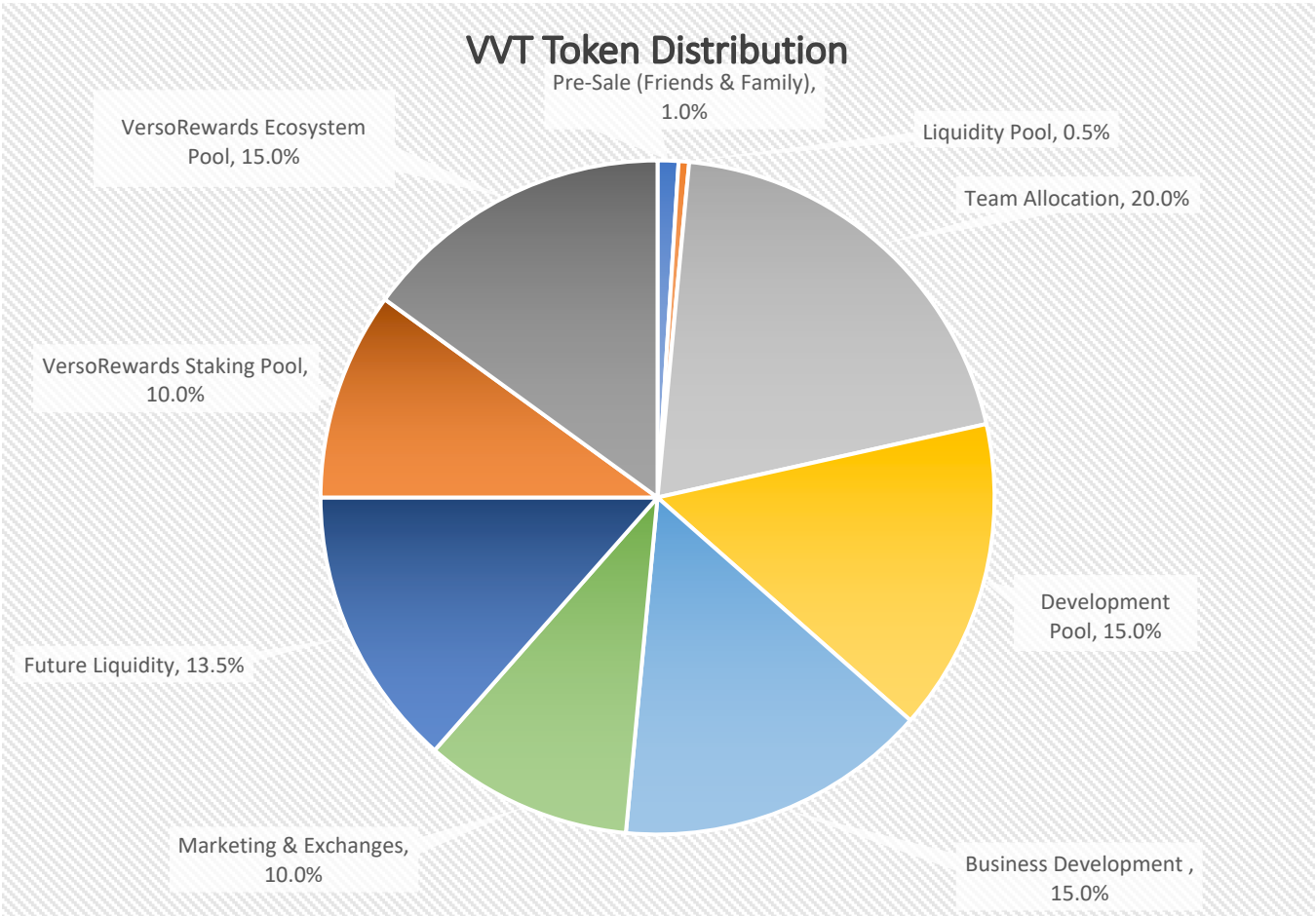
Token Ticker: **\$VVT**

Circulating Supply: 40,000,000

Total Supply: 2,000,000,000

Token Type: ERC-20

Token Blockchain: Ethereum



ROADMAP

Q1 2019	Q3 2019	Q1, 2 & 3 2020	Q4 2020	Q1 2021	Q2 2021 - 2022
VersoView Concept Design	OpenView Concept Design	VersoPlus Concept Design	LitePaper Release	Q1 – Tokenomics Public Release	Q2 – Platform Alpha Release
VersoView Platform Development Starts	US Patent Submission	VersoRewards Concept Design	Friends & Family Seed Funding Round	Q1 – Whitepaper Release	Q3 – Platform Beta Release
		Team Onboarding	VersoView (\$VVT) Token Mint	Q1 – VersoRewards V1 Staking Release	Q3 – Enterprise Client Onboarding Begins
			Uniswap Exchange Listing		2022 –VersoView Platform Public Release

BACKGROUND

Stephen Peaple and Julian Jordan co-founded Agency Fish – an award-winning global publisher which has been trading for over 25 years. Fish was founded in the early 1990s as one of London’s first web and multimedia agencies.

They worked with Viacom on the development of Blockbuster Video’s in-store, internet-linked, touch-screen kiosks and their first pan-European web presence, and supporting Sky TV and NDS Group with their internet development. Fish then developed a publishing arm focusing on airlines and corporate customer magazines.

In 2003 they broke the mould with their approach, aligning editorial content to companies’ brand values, making Agency Fish one of the world’s first Content Marketing publishers.

Stephen and Julian have now seen a new technology solution that disrupts the global publishing business, across the full gamut of the industry, including high-street publications, corporate communications, niche magazines, educational material, and beyond... VersoView.

TEAM

FOUNDERS



Julian Jordan
Chief Executive Officer

Co-founder of VersoView and serial entrepreneur, Julian has opened and operated offices across three continents over the past 30 years. Julian develops strong communication and relationship skills in his teams, and he contributes significantly across levels of each business with blue sky thinking.
julian.jordan@versoview.com



Stephen Peaple
Chief Product Officer

Co-founder of VersoView and Head of Global Content Marketing and Creative Director at publisher Agency Fish, Steve enjoys a unique ability to identify solutions to complex concepts, visualise them, and then deliver those with a rich user experience which solve real world problems.
steve.peaple@versoview.com

ASIA



Herawati Saragih
Director Asia

Based in Jakarta, Indonesia, Herawati has been working in business development for Asian media based enterprises, since 2000.

ADVISORY BOARD

Ignatius Khomasurya

Director, Place Management, Indonesia
Millet Holdings

Ajay Bandhu

Former CEO, PPF Vietnam Finance
Former Head of Personal Banking
Central Europe, HSBC

Lyndelle and Chris O'Keiffe

Managing partners at media agency,
Match & Wood.

Gerald Aburrow

Former Vice President International
Operations, Warner Bros

Grant O'Connell

Director of Marketing and
Communications, Corporate
Governance Risk Pty
– Risk Management

Davin Broadbent

Managing Director,
Proven Marketing

Ross Chesterfield

Chief Marketing Officer,
Proven Marketing

LEADERSHIP TEAM



Col Werner
Chief Financial Officer

Col is a financial modelling and systems architect specialist and key contributor to the company's financial and commercial direction. He is currently Director and co-founder of consultancy practice Navitas Business Modelling specialising in building financial and operational models for Blue Chip and ASX Listed Companies.



Ivan Snow
AI Advisor

Holding a degree and Masters in AI, and three decades working for blue chip clients, and 15+ years with leading financial institutions, including multi-billion dollar trading platform dev. For a top two global consultancy, Ivan trained five teams and ran another. Agile, multi-disciplined SAFE methodology natural leader.



Tommo Coumans
Director of Communications

Tommo has been a community manager in various scenes over the past 10 years. Four years ago he fell in love with the Blockchain scene and worked for numerous projects as administrator and ambassador. He considers himself the link between company and community and believes that a project needs both to be successful.



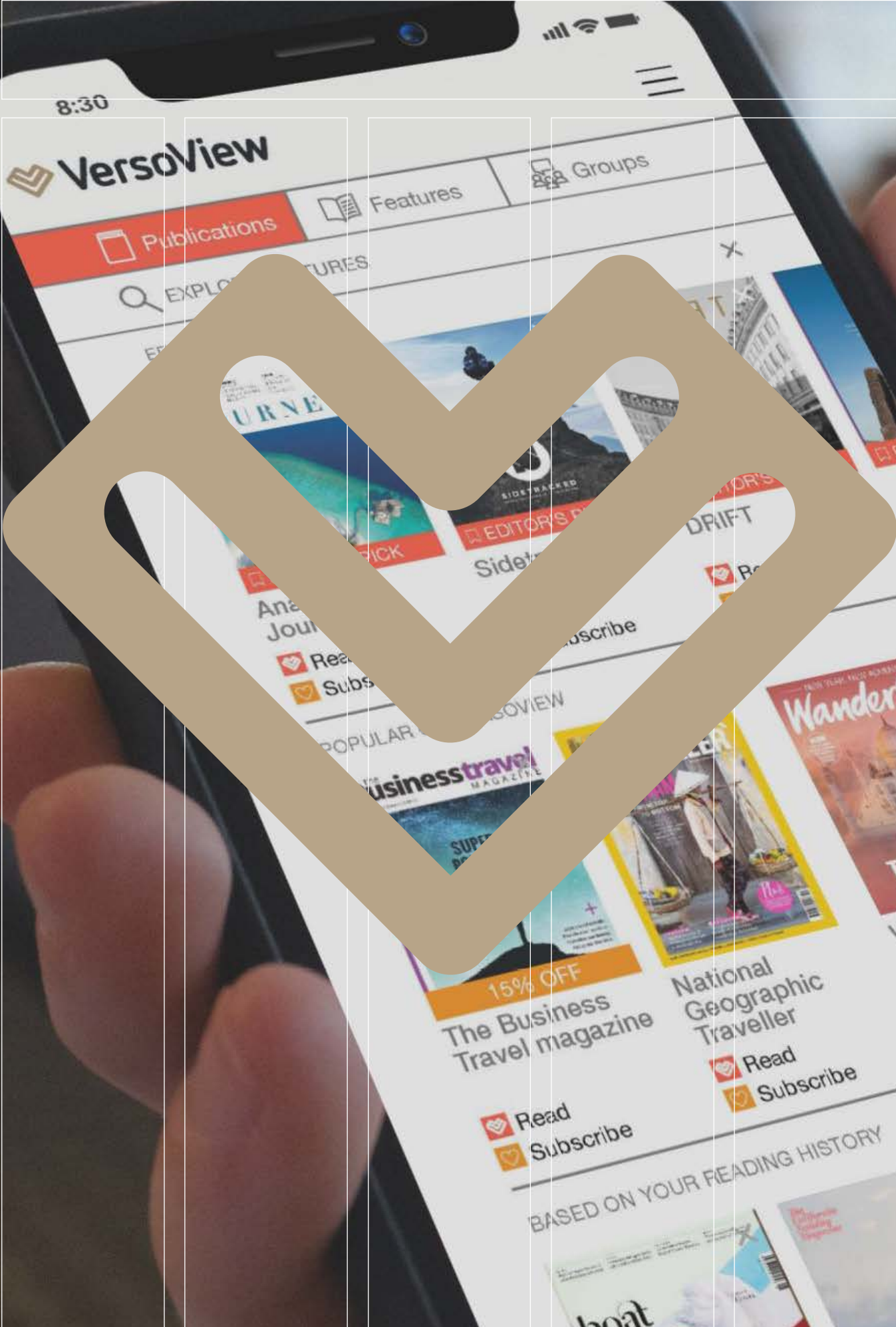
Alex Moody
Director of Operations

With an entrepreneurial career spanning two decades and a passion for blockchain-based solutions, Alex bridges the divide between traditional corporate enterprise and the fledgling blockchain industry. Most recently, as CEO of Kinetik Enterprises, Alex scaled a successful global manufacturing and distribution business with dozens of brands sold across several continents. Alex evaluates macro economic trends, identifies product and market opportunities and develops new and innovative brands.



Robbert van der Vleuten MSc
Digital Marketing and Business Innovation/ Strategic Advisor

Robbert is a teacher-researcher at Zuyd University of Applied Science (NL) in the field of Digital Marketing & Innovation. Besides being a teacher-researcher, Robbert is an entrepreneur and has worked with several blockchain projects. His expertise lies in the field of marketing & innovative business models with a strong focus on blockchain technology.



www.versoview.com