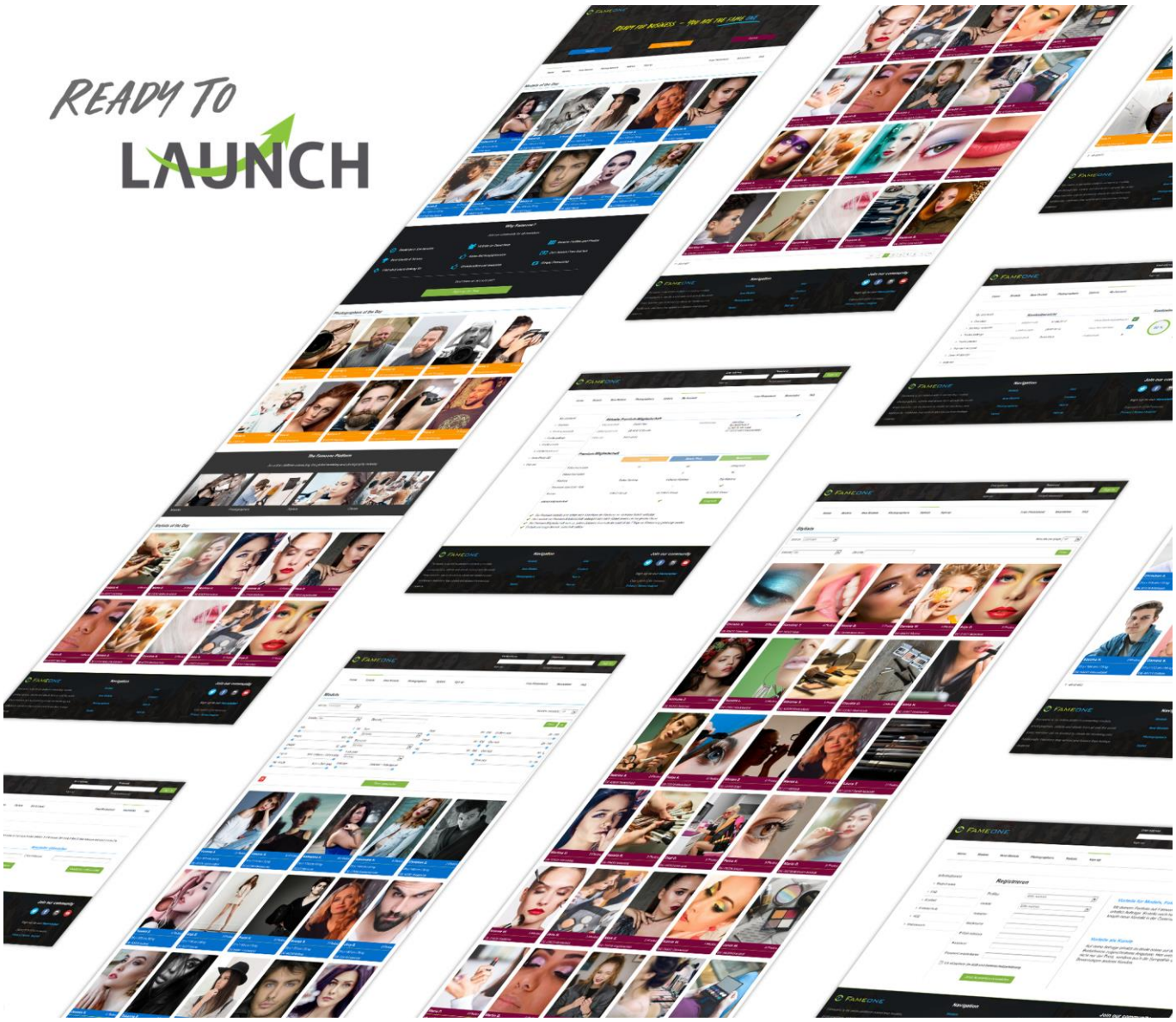
Whitepaper



Author: **Peter Demko**
Date: **August 27th, 2018**
Version[1]: **1.0**

[1] 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is to be relied upon as the most accurate and updated as other language translations may have mistranslations and be outdated.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

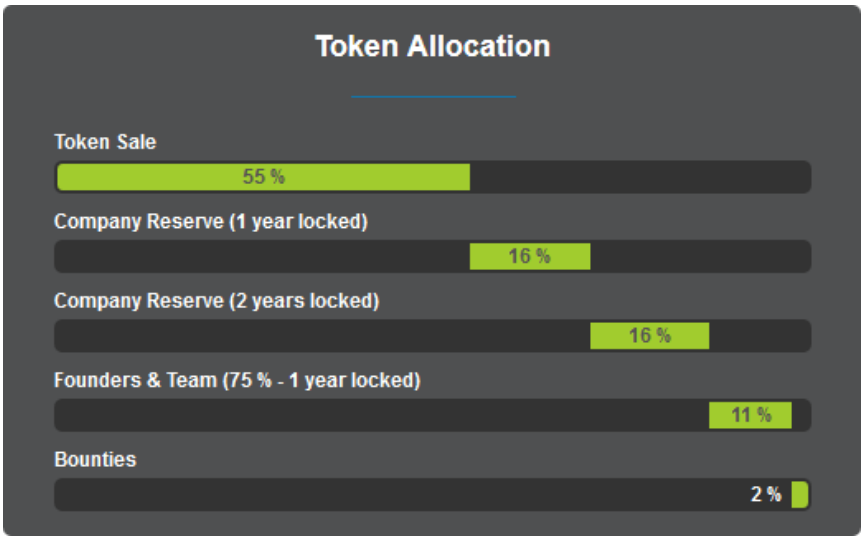
Quarter	Marketing campaign countries	Potential new members
01 Q1 2019	Germany, Austria, Switzerland, France, Netherlands, Belgium, Spain, Great Britain, Poland, Czech Republic, Portugal, Ireland, Norway, Finland, Estonia, Denmark, Sweden, Italy, Iceland, Latvia, Lithuania, Slovakia, Hungary, Slovenia, 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

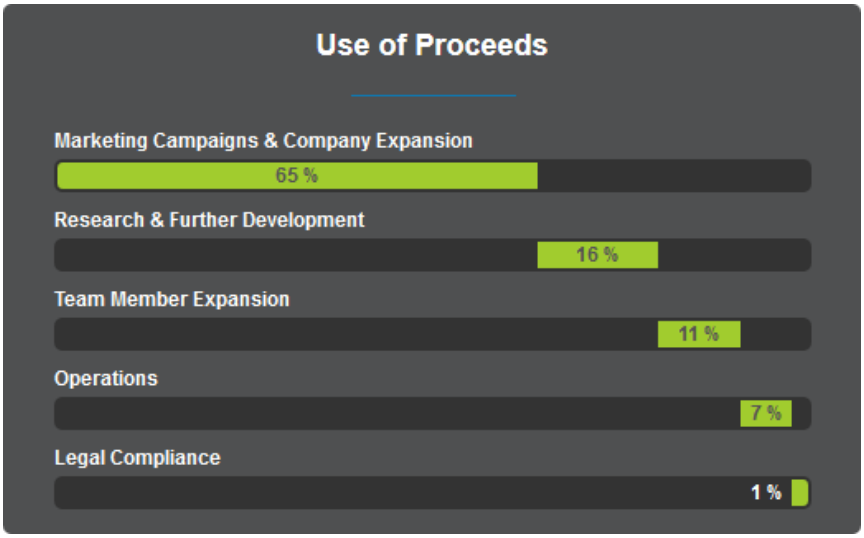
3. Business Model

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

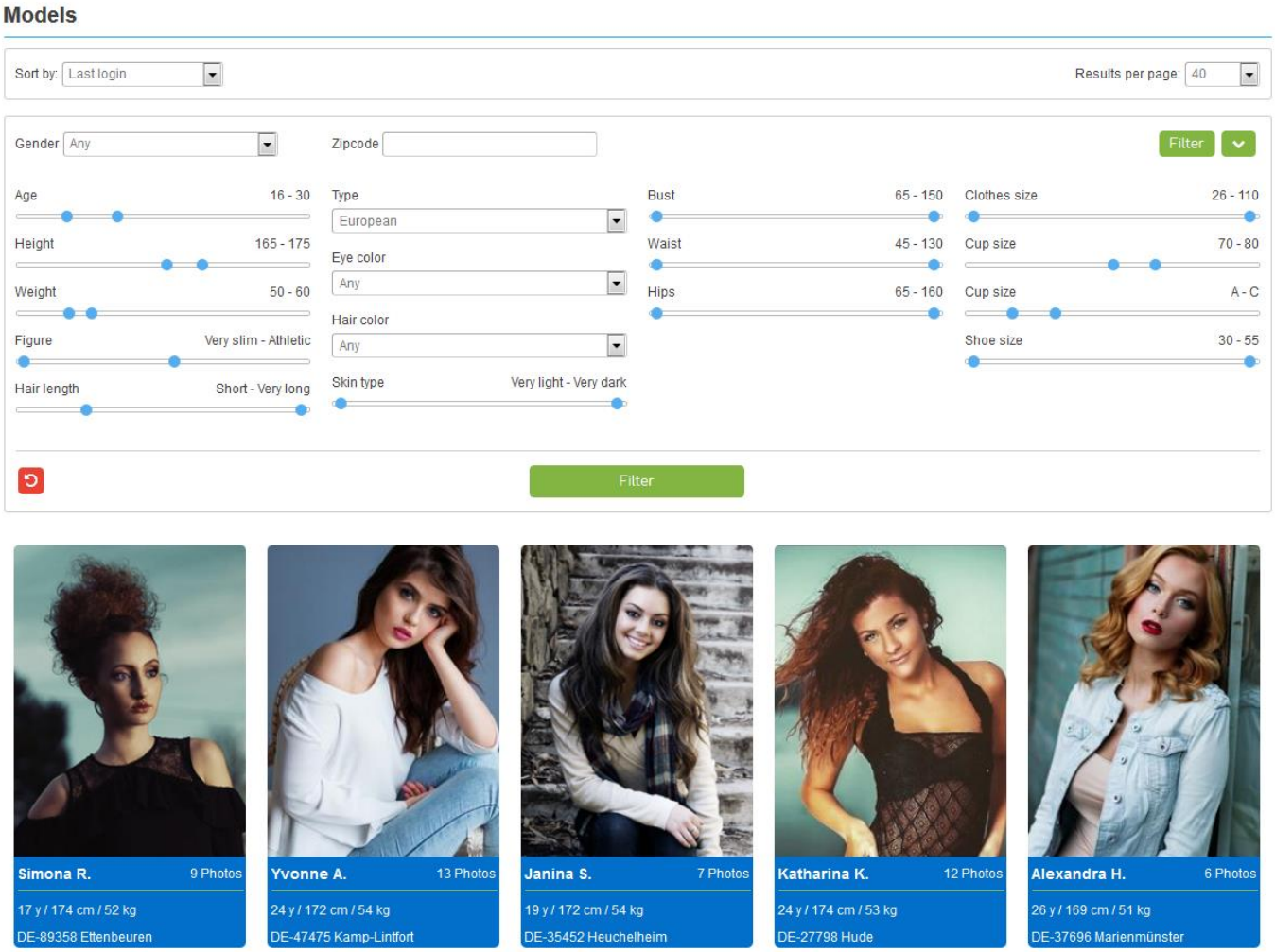
10 Q2 2019
- Adapt IT Infrastructure
- Marketing Campaigns North America
- Marketing Campaigns South America

11 Q3 2019
- Further Feature Development
- Marketing Campaigns Russia
- Marketing Campaigns Ukraine
- Marketing Campaigns Belarus

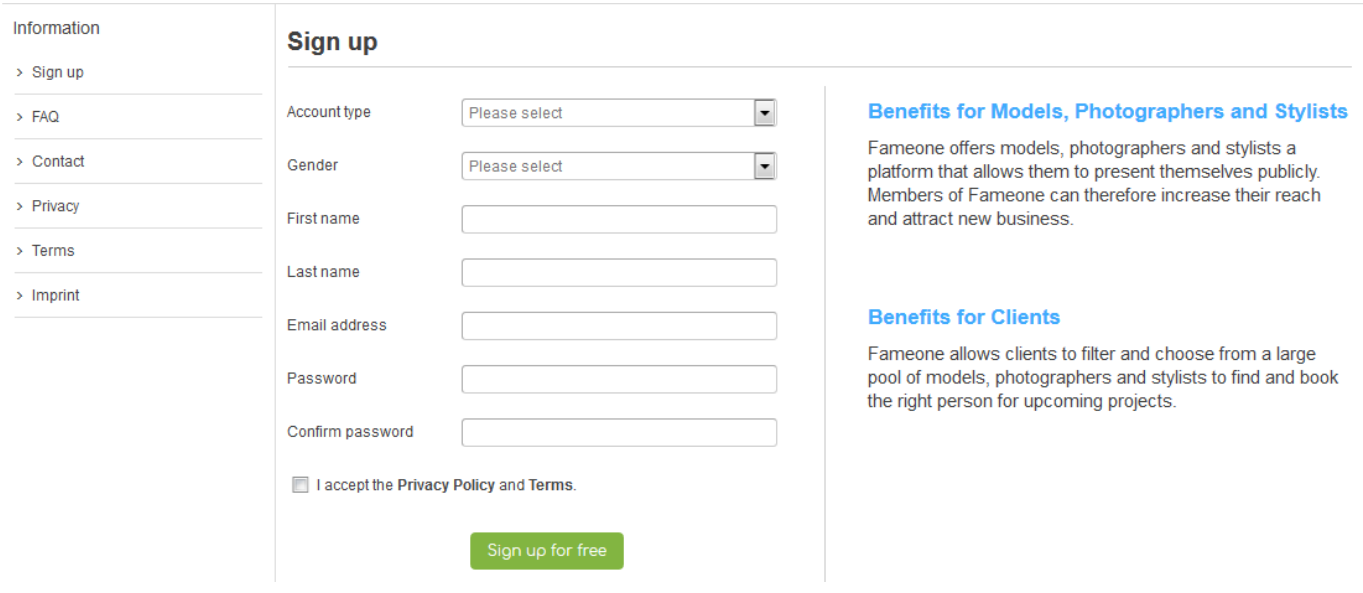
12 Q4 2019
- Marketing Campaigns China
- Marketing Campaigns Japan
- Marketing Campaigns Australia

6. Screenshots

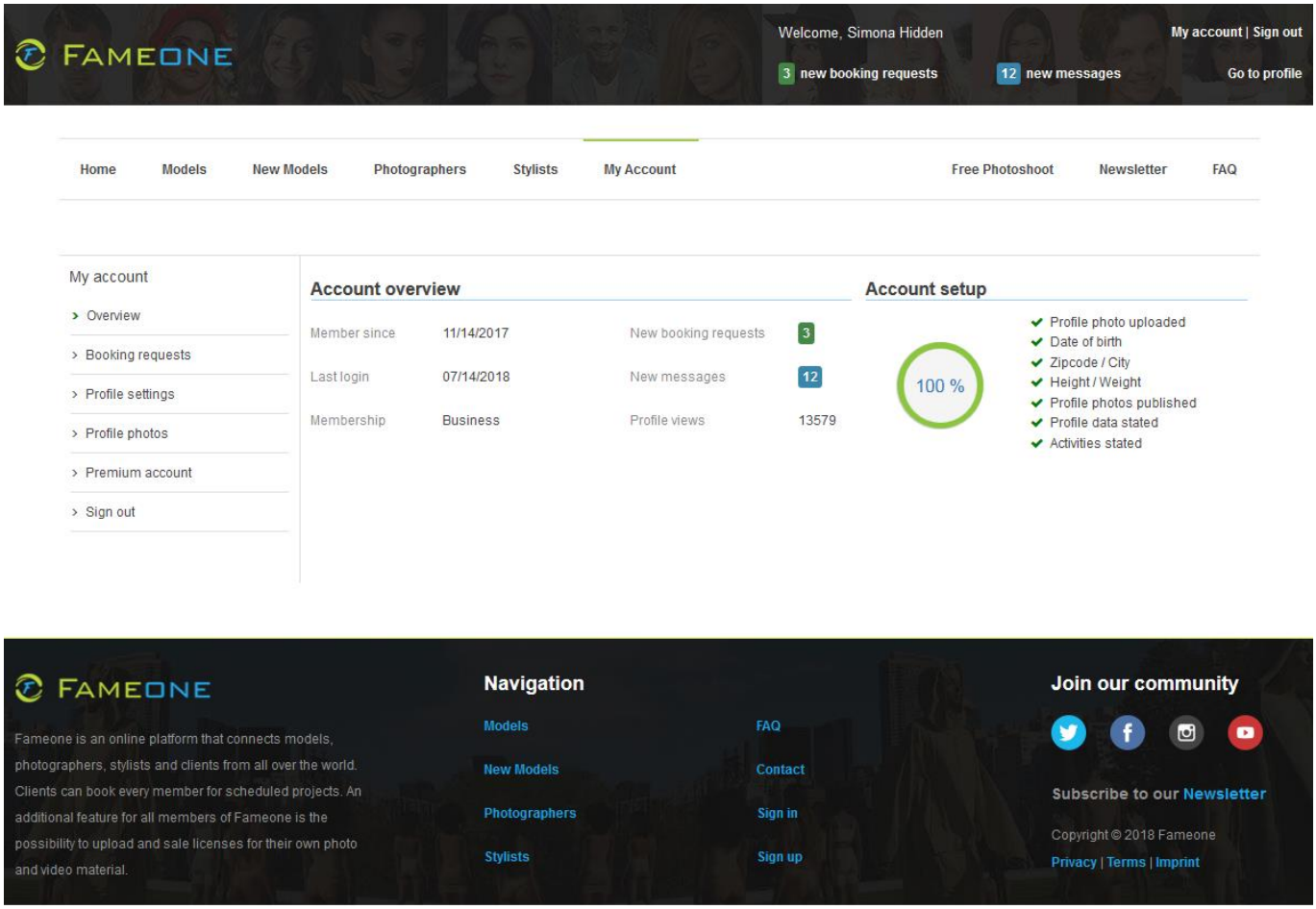
6.1 Filtering Models according to a wide range of criteria



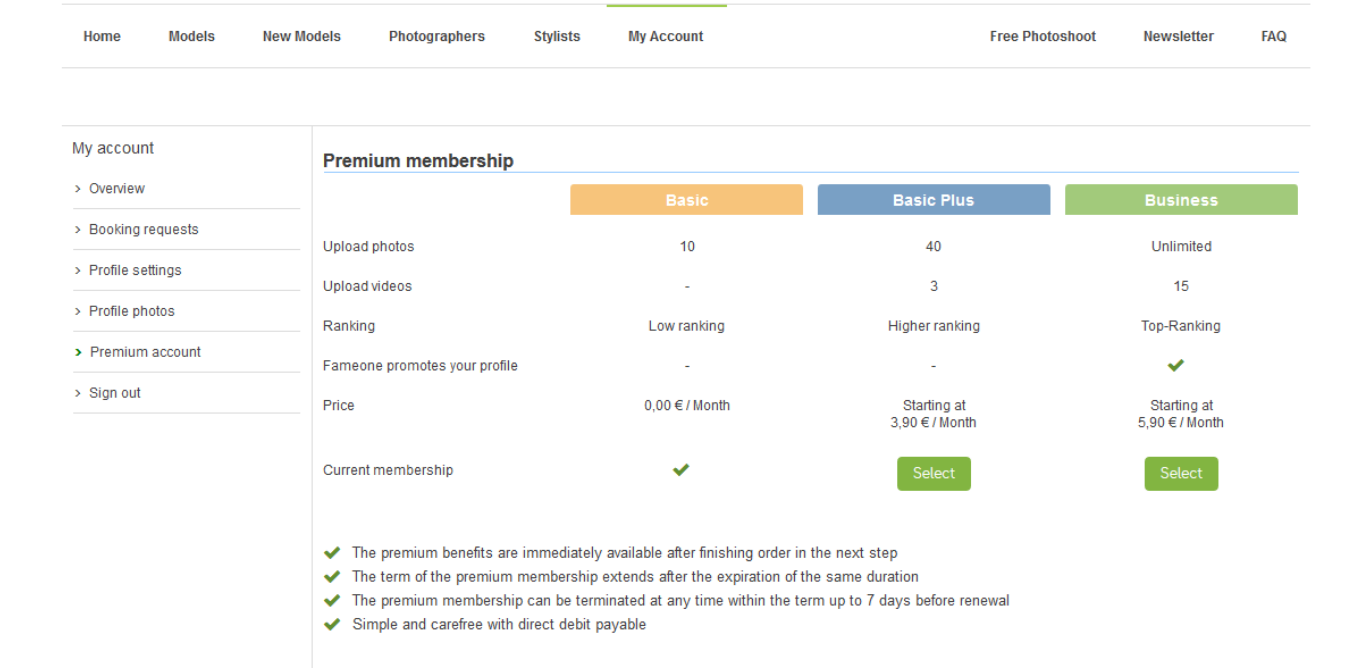
6.2 Easy and free sign up



6.3 Overview of Account



6.4 Premium memberships for extended functionality



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 Ziegelmüller

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

Fameone Main Website

www.fameone.com

Social Links

Twitter

Facebook

Instagram

YouTube

ICO Video

Contact

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