Scroll Me

Scroll Me is a Social Commerce platform for Video Artists, content lovers and advertisers to help market and monetize every stakeholder.

WHITEPAPER

Abstract

The video Video Art industry generates $63.7 billion in revenue but only 12% goes to the creators. Furthermore, creators have minimal control over how their rights are distributed and little visibility into who is streaming or utilizing them. To address these and other problems faced by creators, we introduce Scroll Me, a fully decentralized marketplace built with public blockchain infrastructure and other decentralized technologies. Scroll Me allows creators to distribute to and get paid directly from the advertisers. Also people who consume their content will be paid for the content the consume on scroll me platform.

1. An efficient token economy powered by the Scroll Me Platform Token ($Scroll Me), 3rd-party stablecoins.
2. A decentralized marketplace solution and ledger for sharing video Video Art and metadata.
3. A unique track encryption technique paired with programmable Video Art Art Contracts to distribute the rights.
4. A protocol & marketplace for users to efficiently query metadata.
5. A decentralized governance protocol & marketplace, whereby creators, node operators, and fans are individually and collectively enfranchised in decision making about protocol changes and upgrades.

The Scroll Me marketplace will be fully decentralized, operated by a robust decentralized community of creators, fans, and node operators, and willl serve nearly more than 200,000 users every month at the time of writing.

Vision

1. Help creators monetize their works.
2. Help collectors maximize their experience and earning opportunities.
3. Help advertisers to reach out to their customers easily.

Mission

1. Offer a platform for video art artists.
2. Connecting videographers with content consumers and fans.
3. Help advertisers deploy pull marketing strategies and to facilitate sales of their products and services.

Objective

1. Make Video Art Art contracting easy.
2. Monetize video content

Introduction

Video Art creation and distribution have been dramatically changed by technology in the last decade. Creating Video Art no longer requires a team of producers and audio engineers. Similarly, distribution of these assets no longer requires labels and companies. Video Art platforms have enabled creators to distribute their own creations.

Though redundant in the age of digital distribution, the network of intermediaries and middlemen that formed in the early days of recorded music still persists, thriving on the back of creators while the mechanics of value transfer and accrual are still largely obfuscated.

In 2017, the Video Art industry generated $63.7 billion in revenue but only 12% of that made its way to creators. Centralized user-generated Video Art distribution platforms have succumbed to the influence of legacy institutions, struggling to find sustainable business models as existing institutions reap the rewards of creators.

Current Problems

We see a number of specific challenges faced by creators and fans today:
1. There is little to no transparency around the origins of creator's payouts.
2. Incomplete rights ownership data often prevents content creators from getting paid; instead, earnings accumulate in digital service providers (DSPs) and rights societies
3. There are layers of middlemen and significant time delays involved in payments to creators
4. Publishing rights are complicated and opaque, with no incentives for the industry to make rights data public and accurate
5. Remixes, covers, and other derivative content are largely censored due to rights management issues
6. Licensing issues prevent DSPs and content from being accessible worldwide

The Scroll Me Project

Scroll Me, brings together, creators, and crypto enthusiasts on a single platform.
We propose the Scroll Me project as a solution to these problems. The mission of the Scroll Me project is to give everyone the freedom to distribute, monetize, and stream any Videos.

The Scroll Me protocol brings creators, node operators, and fans together in an incentive-aligned way, allowing these stakeholders to collectively provide a high-quality experience guided by the foundational beliefs that:

- Users should be compensated in proportion to how much value they create for the network
- Creators should directly engage with and transact with their fans
- Governance power should be earned by creating value in Scroll Me, and shared consistently between user groups contributing to the protocol
- Prices and earnings for Video Participants should be consistent, predictable, and transparent
- Access should be democratized; anyone can contribute to Scroll Me if they follow the protocol rules, and all information is publicly accessible
- Intermediaries should be removed when possible; when necessary, they should be algorithmic, transparent, and verifiably accurate.

The Scroll Me protocol allows creators, fans, and node operators to collectively provide a high-quality end-user experience to create a better and more sustainable marketplace.

The Game Plan

Scroll Me is a multichain marketplace, meaning you can upload your video if you are an artist. The fans can consume content and get paid in the form of scroll me tokens for their participation. On the other hand advertisers get unique opportunity to target both videographers and fans.   More specifically, that means you can choose which audience you want to reach, the carbon footprint you're comfortable with and the fees you want to pay. The Web3 space has no bounds, so neither do we.
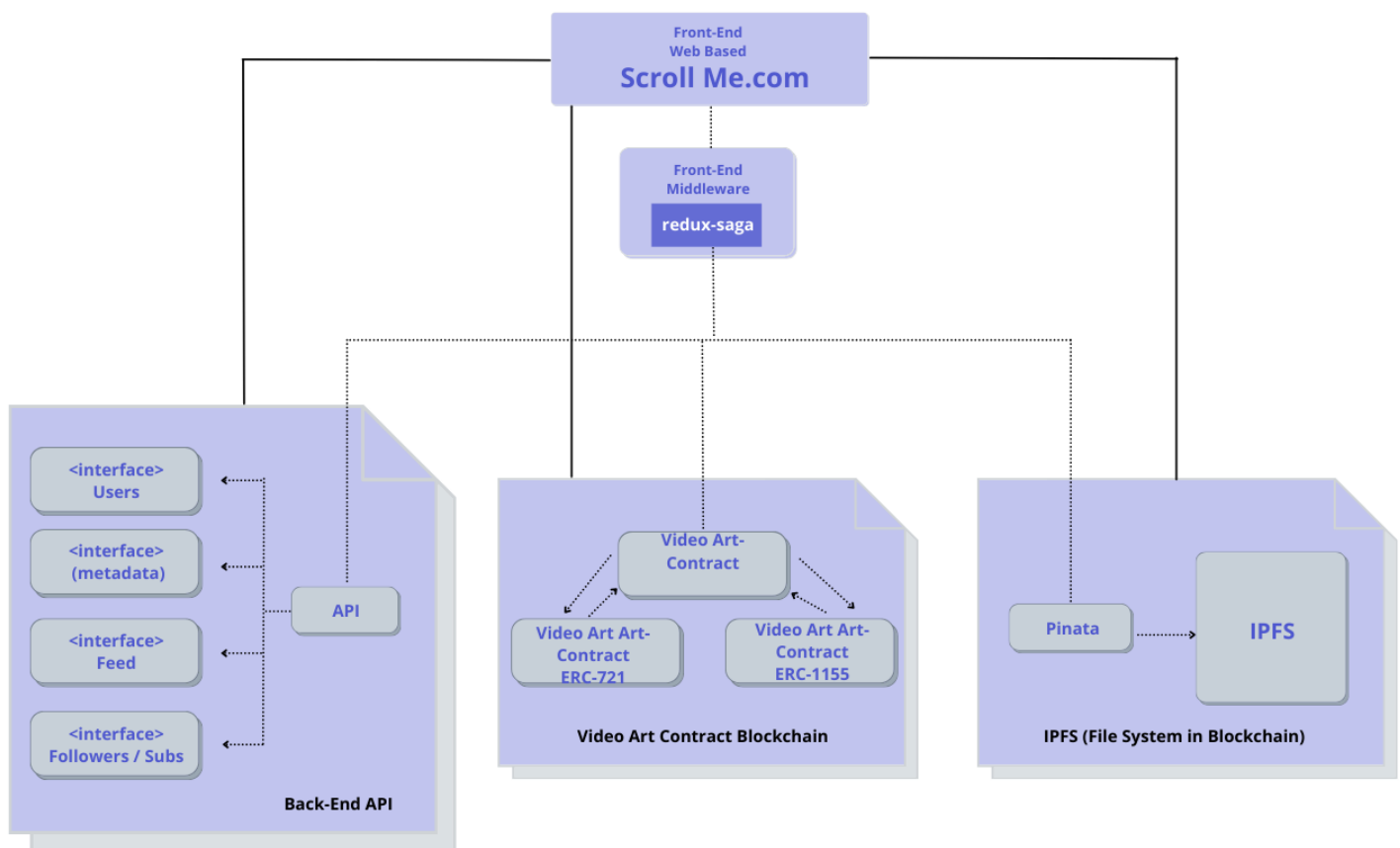
Features -

Marketplace: Scroll Me's web-based marketplace allows users to upload, publish, and monetize their videos

Fans: Fans can consume the content and get incentives for watching videos in the form of sroll.me tokens

Advertisers: Unique opportunities to target both makers and consumers.

Technology

Complete System Components

- **Storing user data**

All users regardless of their roles are stored in the database on the platform. All data about a user is filled by the users. Scroll me natives tokens will be used for exchange of data, ads and rewards.

- **Video Art contracts**

The token and the contract are developed according to the following standards: ERC-721 - standard for single tokens ERC-1155 - standard for series of tokens (collections and multiplies)

- **Frontend**

Wallet's integration to the platform is implemented via Metamask. Web3.js library is used for connecting to Metamask and Video Art contracts Pinata cloud is used.

- **Backend**

Our backend for the platform is necessary only for storing users' data and their parameters. Back-end also processes data for video and ads.

Standards & Protocols

Our platform and applications support Ethereum and Polygon (Matic) & Fantom Blockchains and ERC-20, ERC-721, and ERC-1155 token standards.

Ethereum is a decentralized platform that runs Video Art Art contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third party interference.

These apps run on a custom-built blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property.

- **Polygon (MATIC)** offers users a platform to build and develop decentralized applications. It is entirely programmable and supports Video Art Art contracts.

- Polygon (MATIC) & Fantom is considered a parallel blockchain, creating a multi-chain system by bringing programmability to the platform.

- An ERC20 token is a standard used for creating and issuing Video Art Art contracts on the Ethereum blockchain. Video Art Art contracts can then be used to create a Video Art Art property or tokenized assets that people can invest in.

- ERC stands for "Ethereum request for comment," and the ERC20 standard was implemented in 2015.

- **ERC-721** is a free, open standard that describes how to build nonfungible or unique tokens on the Ethereum blockchain.

- While most tokens are fungible (every token is the same as every other token), ERC721 tokens are all unique. Think of them like rare, one-of-a-kind collectables.

  - **ERC-1155** is the first and only Ethereum token standard that allows users to mint both fungible (identical) and non-fungible (unique) assets in a single Video Art Art contract —enabling the creation of every type of asset, from digital currency to tokenized real estate up to gaming items and digital Video Art.

Stack -

Entire Platform Architecture -
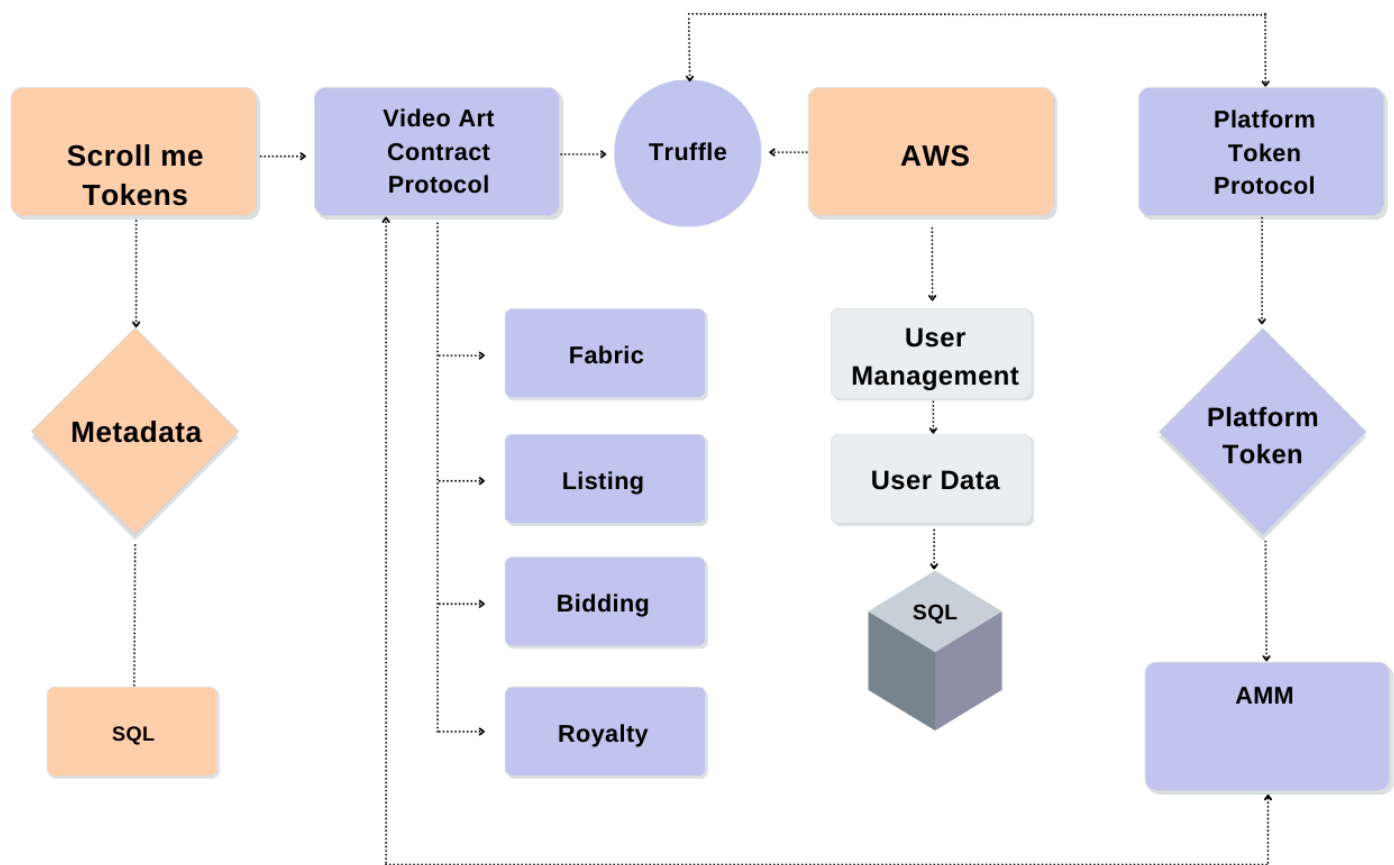
Decentralized Storage IPFS -

IPFS is a file-sharing system that can be leveraged to efficiently store and share large files. It relies on cryptographic hashes that can easily be stored on a blockchain. Nonetheless, IPFS does not permit users to share files with selected Video Arties.
For connection with metadata, we are using IPFS URI.

- A Uniform Resource Identifier, or URI, is used to specify a Video Articular piece of content in a given context. The context is determined by the URI scheme (appended to the URI as a prefix, followed by://). The URI scheme for IPFS is simply IPFS.

- IPFS URIs are the canonical representation for an IPFS link since the IPFS scheme makes it clear and unambiguous that the CID (uniquely identify a piece of content) refers to content on IPFS and not some other system.
- We are using an IPFS URI to link from Video Art Art contracts to any external data stored using IPFS, including any metadata that describes and contextualizes the token.
- IPFS URIs are also the way to link from within a token's metadata to images and other assets stored on IPFS.

Wallet

We support the web wallets and main mobile Ethereum and Ethereum like platforms. Main wallets list: Metamask, Trust Wallet. The wallet is the main asset storage tool and also a communicational gateway to the blockchain API.

Security

For a user's on-chain transaction, the Video Art contract design guarantees the atomicity of transaction settlement, that is, either the transaction conditions are met to complete the settlement or the transaction fails, and the user's assets are always kept in the wallet, under the user's control.

Audit
The first round of security audits will be done by an external professional security audit team before our platform goes live on mainnet, while the launch time will be based on the results of the audit report. After the version is released on the mainnet, the second round of security audits will be conducted for the contract deployed on the mainnet. Before every contract change and upgrade, a third-party security audit will be submitted. In addition, we will continue to provide a Bug Bounty and encourage the community to submit security risk reports.

2FA/MFA
Our platform supports a 2FA type of authentication to enable an extra layer of security for the wallet. When logging in the users will need both the wallet password plus a one-time passcode (OTP) generated by a chosen method of 2FA: Google Authenticator, Yubikey, or SMS codes. The main point it's the functionality of enabling multi-factor authentication (MFA). As a proof point, for example, none of the users impacted in the Nifty Gateway hack had MFA enabled.

Why Scroll Me ?

While we take pride in being the first and largest marketplace and in our robust feature set, we also help our videographers succeed with the following...

Generate Revenue

With millions in products since 2016, we'll help you generate revenue on our platform — from direct sales as well as indirect sales through royalties and derivatives

Reach Millions

With over thousands of users and followers, we can help you reach a large audience of collectors, advertisers & Video Artists

Less Spending

Compared with other marketplaces, we have lowest fees in the space with multiple blockchain bridges allowing you to spend less with your created collection

Huge Marketplace

With our multiple blockchains support, You can monetize your works and also for content consumption you make some bucks.

Wide Categories

With over thousands of collections, we are proud to host the widest range of categories of video content

Unique Features

We offer unique features which makes us first of its kind marketplace in the world.

Blockchain Support

Scroll Me now offers cross-blockchain support across Ethereum, Polygon and Fantom.
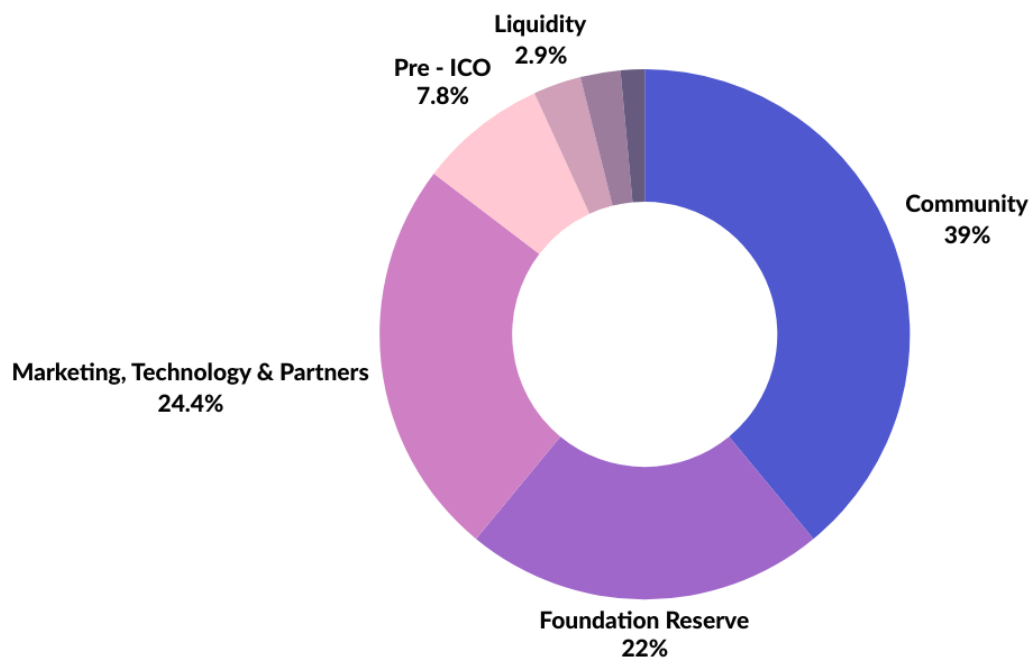
Ethereum

Fantom

Polygon (Matic)
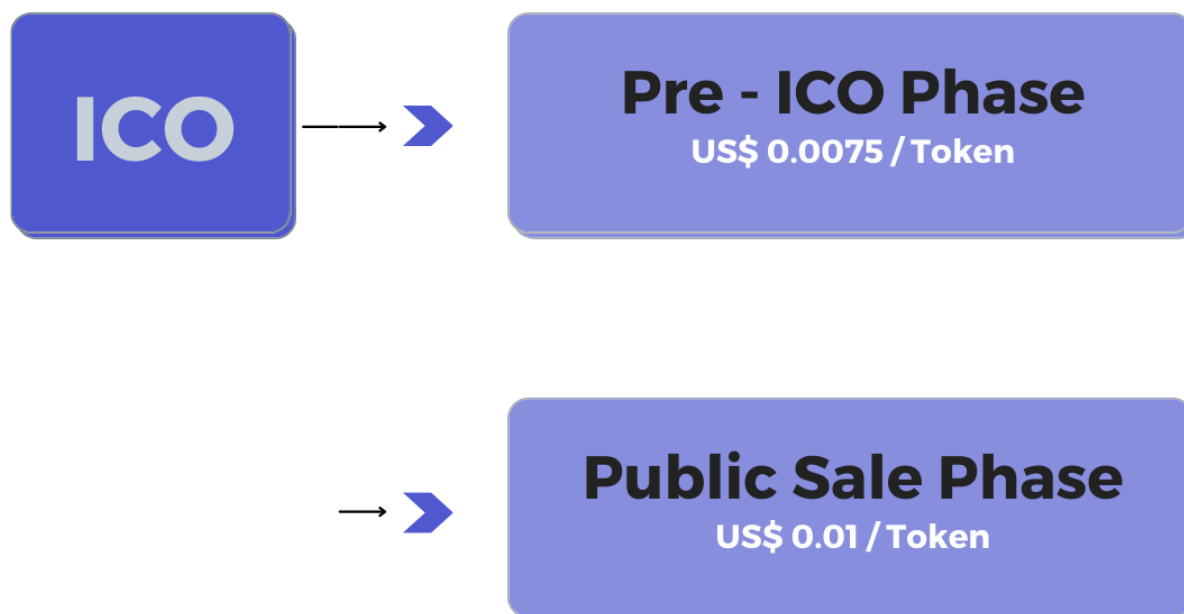
Binance Video Art Art Chain (BSC)

Tokenomics - Max 1 Billion Tokens

Liquidity
2.9%

Pre - ICO
7.8%

Community
39%

Marketing, Technology & Partners
24.4%

Foundation Reserve
22%

- Public Sale - 2.5%
- Airdrops & Bug Bounty - 1.5%

ICO Pricing

ICO → **Pre - ICO Phase**
US$ 0.0075 / Token

→ **Public Sale Phase**
US$ 0.01 / Token

Token Release Schedule

- Pre ICO: 20% on TGE, then 8% monthly over 10 months
- Advisors: 10% on TGE, then 15% quVideo Arterly
- Marketing & Technology: 20% on TGE, 10% per month over 8 months
- Liquidity: 20% on TGE, 8% per month over 10 months
- Foundational & Seed: 6 months fully locked, then 15% quVideo Arterly
- Airdrops: Fully Unlocked on TGE
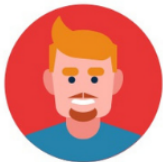- Public Sale: Fully Unlocked on TGE

TGE - Token Generation Event

Use of Funds
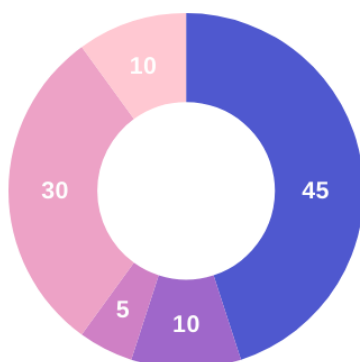
- *Platform Development - 45%*
- *Ecosystem Growth (Marketing & Community) - 30%*
- *Legal - 5%*
- *General & Administration - 10%*
- *Liquidity - 10%*

Management

Core Team

Kuldeep Kumar Gautam
Founder

Sujit Gautam
Founder

Pranjal Agrawal
CEO

Divyansh Rathore
CFO

Advisors

Roadmap

PHASE 1

- Whitepaper Launch
- Website Design & Launch
- Market Research
- Community Building

PHASE 2

- Wallet Integration
- Launch on ETH/Matic Video Art-chain
- Audit

PHASE 3

- Public Sale
- Marketplace Phase Alpha
- Fantom Integration

PHASE 4

- CEX Listing
- Marketplace Phase Beta