



# Streammix Official White Paper

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Sugnesh Patel & O.Tom Chhuong  
STREAMIX LLC

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## Introduction

It's no secret that cryptocurrencies are gradually making a place in our lives. Let me ask you a question. When was the last time you got paid for posting images, creating content on social media or streaming videos on any social media platform?

If you're like most people, you would've answered — never.

Facebook, Instagram, Snapchat won't pay you to post, but they will make millions of dollars off your data by selling your data to advertisers. Yes, you're giving precious time away to those companies and get nothing in return. It's not fair so you need to stop.

Fortunately, there's a better way. This new way is called Streamix because we're pioneering the tokenization of your time on social media.

Here's is what we are doing at Streamix. Imagine being able to earn cryptocurrencies for socializing, creating and posting content on social media, or streaming videos all in one platform.

At Streamix, we're going to offer you a creative platform, while rewarding you for your efforts via our MVP social media platform. Yes, you will get paid by Streamix via our MIXS tokens.

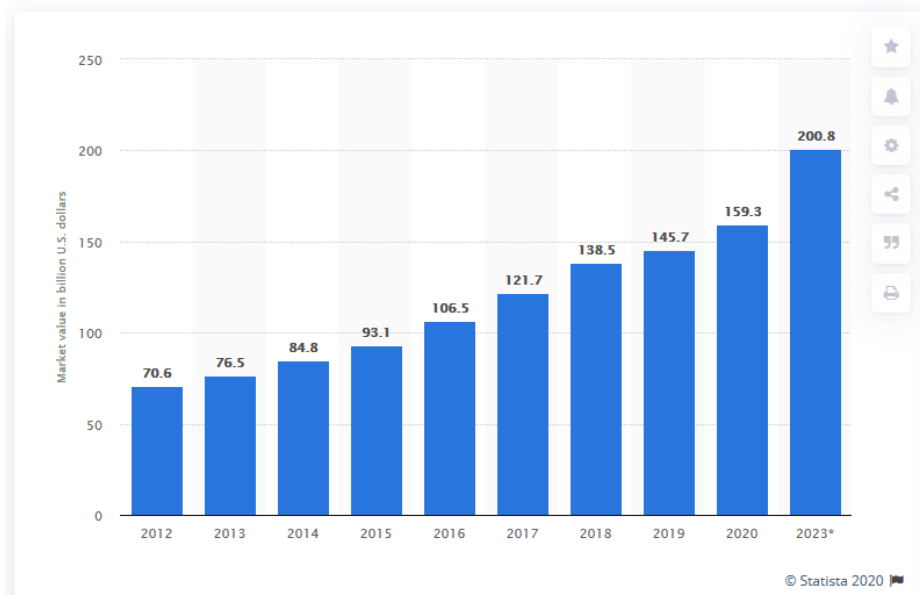
Streamix platform initially utilizes Streamix (MIXS) a non-security ERC20 utility crypto token, which was created as instant payment solution and a rewards token for content creators, streamers, and gamers.

## The Current State of the Online Industry

With a rapidly expanding industry, online gaming and streaming is heading towards a state of domination. According to numerous reports, including one from Cisco, currently these two aspects already cover 70% of internet traffic. According to Statista, video gaming market will likely increase \$200 billion by 2023+.

### Video game market value worldwide from 2012 to 2023

(in billion U.S. dollars)



Social media has also developed into an irreversible agent of change, which consumes a large portion of user engagement on a daily basis, without giving a tangible reward back to the users.

Streamix will provide a solution that rewards users for their time, instead of wasting it.

Streamix aims to pioneer the industry with a social media platform that combines both segments into one platform and enabling a cryptocurrency trading exchange for its users. The addition of an exchange sets the platform apart from current solutions, opening up a gateway for the explosive rapidly expanding cryptocurrency trading markets, which was at a marketcap of over 150 Billion in 2019 alone.

#### Q2:2019

- Origin of the idea by the Founders | Creation of MIXS token
- Establishment and registration of the company

#### Q3:2019

- Research and Technical Analysis
- Whitepaper | Streamix website with basic information

#### Q4:2019

- Level 1 Marketing Phase | Social Media Marketing | Press Release
- Token allocation | Expanding Advisory board

#### Q1:2020

- Reskin website | Completed Team Building
- Fully functional Social Media Platform | Integrating to One platform One Login

#### Q2:2020

- Sunset TRC20 token and create ERC20 token
- Validate smart contract and token profile on Etherscan.io
- Building rewards system

#### Q3:2020

- UI/UX improvements; website maintenance
- Creation and soft launch of liquidity pool (LP) on Uniswap for MIXS
- Lock liquidity pool on UniCrypt <https://unicrypt.network/>
- Initiate social media ad campaign to increase brand awareness

#### Q4:2020

- MIXSWAP | Social media campaigns | Start Bounty
- Introduce Streamix Day Jobs | Introduce Streamix Education on the platform

## Streamix.IO

The Streamix token represents the first chapter in the Streamix.io ecosystem. Users and holders of the Streamix token will leverage the upcoming dApp, allowing them to build a significant value as the demand for the token increases. The Streamix token will be issued as a ERC20 token, making use of the Ethereum upcoming 2.0 protocol.

By using Ethereum 2.0, it will result in more reliable network structure, user asset and a higher degree of decentralization consensus. The Ethereum network will consistently handle 100,000 transactions per second on a global scale. Due to its configuration, the platform will be set up to support micro transactions, as well as offering a cheap solutions for moving transactions of high value.

In gaming, social media, and streaming, countless transactions are being made every second. With traditional (fiat), or bigger blockchains (ethereum, bitcoin), this amount of

transactions will cause either a huge flat fee, gas prices to go up, causing a big chunk of the transactions to disappear into transfer costs. Streamix(MIXS), being built on the Ethereum network, would be able to handle the same number of transactions, with minimal cost.

The use of tokens will be simplified by offering a native wallet, implemented on the Streamix platform. As is seen on current gaming and streaming, Streamix will also be encouraging users to rewards and incentivize streamers and gamers for their quality content and abilities. Users will be able to trade, spend, give, and withdraw their tokens without having to resort to third-party applications that charge a transaction fee, and add a layer of vulnerability.

The second phase will be centred around the implementation of Streamix's own, unique blockchain. With the introduction of the native "Proof of Stream" algorithm, both the Streamix platform as well as its industries are taken to the next level. Making two separate systems work seamlessly together, Streamix offers a wholesome, turnkey solution in the form of a multi-algorithm system. The blockchain justifies non-malicious mobile mining as well as a method to cut through some of the major obstacles in the current online industries.

## Industry Overview

Social media, video streaming and online gaming are a rapidly growing industry. How much is this growth?

Video streaming and online gaming account for over 70 percent of the current internet traffic. According to the Cisco Index report, video streaming will account for over 80% of internet traffic by 2022 (Cisco). Online gaming is also poised to grow to a total market value of \$82 billion by the year 2022. Key trends driving growth of social media, video streaming and gaming Industry Internet proliferation has played a major role in the growth of both the video streaming and online gaming industry. According to Cisco 2018 visual index reports, millennials have played a major role in promoting the growth on online video streaming (Cisco). Millennials usage of social media, video streaming and gaming platforms has increased and continues to increase due to the following:

- The increased use of smartphones has provided convenient video sharing
- Virtual reality and augmented reality video content attract, core viewers
- Higher quality videos increased the usage of videos and smart TVs'
- E-sporting and betting sites are projected to exceed \$12.9 billion by 2021
- Online betting games and sports betting platforms are popular among millennials

The gaming revolution is also taking online gaming to the blockchain

The first step was taking gaming to the cloud. With central rendering, hosting - gaming made their entry to cloud solutions by following the other industries like music and video streaming. This opened up the gateway for users to scale the industry by offering gaming solutions at only a fraction of the price.

With the development of GPUs and low-latency streaming, there is no more demand for expensive personal gaming hardware. The shared-economy has allowed for a platform of usage that benefits all end-users and providers exponentially.

With increasing costs and server centers unable to cost-effectively scale to the demand of the growing number of gamers. The cost of operations would outweigh the benefit of the current centralized solutions. Blockchain-based gaming solves this issue by offering a reward for shared distribution of computation power.

The multi-node system that is geared towards high-speed performance and tackling last-mile issues, effectively makes Streamix a potential wholesome solution for any task or service that requires high transaction volume, or non-detering computational power (like password cracking, video rendering, machine learning, AI, etc).

## Why Streamix?

Streamix (MIXS) token is an instant payment and rewards solution. Streamix will also be a token swapping trading exchange, social media, streaming and gaming platform. Streamix aims at revolutionizing the online social media, streaming, gaming and trading industry by ensuring that content creators, gamers, traders and Streamix platform users receive maximum compensation for their time. Yes, we will convert your time into cryptocurrencies to put it in simple words! To build a consistent revenue model we also plan to launch Streamix gaming Dapp platform. On this platform users will be able to use cryptocurrencies to bet and play different games and this will offer a great ROI for our potential investors. The Decentralized Streaming Network shows its potential here. Due to the performance-centric build, transaction put through for payout, rewards, tipping and betting is working effortlessly with the streaming validator nodes to make the entire user experience as seamless as possible.

## **Social Media, Streaming, and Gaming Industry: Problems and Solution**

Problem: Poor Revenue Returns

You waste your time on most of the platform and get nothing in return. Social Media and Video streaming platforms such as Facebook, Tidal, and YouTube among others take advantage of content creators. These companies normally take up to 50% of revenue earned from content posted on their sites (Hil). Online music streaming platforms are the same as in most occasions content creators get a meager share of the revenue their music

generates. Streamix proposes a decentralized system that would involve an effective cost-sharing method between Streamix, content creators, and the consumers. The use of a distributed ledger will help to promote transparency and ensure everyone gets an equal share.

#### *Problem: Lack of Trust*

Centralization has resulted in a myriad of problems in the online gaming industry. The lack of proper regulations in the online gaming market worries many participants due to fears of rigging. In a centralized system, the entertainment provider controls all aspects including the games, the capital, and bookmakers. This dominance increases the risk of rigging. A decentralized system would result in no one user having complete dominance of the game. The public nature of blockchain technology will allow increased trust in online gaming platforms for all parties

#### *Problem: Distributed Content Providers*

Currently, different providers serve different content. Facebook and YouTube have dominated the short video market; while major broadcasters and now Netflix have taken over the TV series industry. Sporting and online games events are also served on a different platform from that of movies, or short video (Hil). Subscription to each of these content providers is often costly. However, the MIXS ecosystem will serve all content types; thus, solving the problem of multiple content providers.

## Solutions

### Streamix Blockchain Platform

Streamix platform will consist of services such as; trading platform, crypto rewards for platform user, a decentralized network for content distribution, marketplace for content and online games. Each of these services leverages the distributed ledger technologies including smart contracts.

#### *Solution & Benefits*

The main service that Streamix will offer is a token swapping exchange and a platform where content creators share & viewers can watch content stored in the network. With Streamix users will also be able to connect to any other social media platforms, stream videos on our platform, play games and trade cryptocurrencies. The only difference if users will get paid to do this. The real solution to the problem of wasting your time and money on other platforms is Streamix. With Streamix you will be able to connect to any social media platforms, stream videos on our platforms, play games and trade cryptocurrencies all in one platform.

Streamix platform users will be issued with a wallet in their accounts, which will allow them to receive and pay tokens as incentives. Streamix users will also be able to exchange MIXS



tokens for other cryptocurrencies through cryptocurrency exchanges. All transactions will be stored in a decentralized ledger to ensure security and transparency.

### *Content Marketplace*

Streamix will create an open source content platform that will be secured using its native blockchain technology. This open source will allow improved content sharing through streamlined connectivity, more equitable sharing of revenues, and transparency in terms of copyright issues. Content uploaded to the site will be issued a unique id value, which will be added to the smart contract. The smart contract will also contain the content's pricing. Any registered and verified platform users can buy content once it is uploaded. The smart contract may also include specifications of the royalty's percentage that the content creator will receive. MIXS will put in place strategies to ensure that content on its network is of high quality and meets all legal and artistic standards. Content uploaded on the network should also be original. Currently, multiple players who eat into the content creator's profits characterize the video streaming industry. The MIXS platform solution will revolutionize content and revenue sharing.

## Use Case Analysis

### **Content Platform**

#### ***Scenario: without Streamix as a Social Media & Video Streaming***

Platform Jane is an online video content creator. Jane hopes to make a sustainable career out her video content. She uses YouTube, Netflix, and Twitch and other video streaming platforms to share her content. However, this content sharing websites rely on a centralized system for distribution and data storage. Jane also has to go through a series of business deals to get her content online. She also has to go through several network 'gatekeepers' who will then put her content in the server and distribute it. Once her content is online, Jane will have to share the revenue generated from her content with different entities within the centralized system. The video streaming platform where she has shared her content will take the bigger share of revenue generated from her content. Other users who will eat into Jane's revenue include producers and labels, collection societies, and publishers. Although Jane receives some revenue from her content, most of the returns go to intermediaries who did not contribute to the content.

#### ***Scenario: with Streamix as Platform***

With blockchain technology, the scenario would be completely different. Jane, the content creator decides to post her video on the Streamix platform. As opposed to the centralized system where she has to go through gatekeepers and deal with multiple constraints, smart contracts will be used to ensure a seamless process. Once her content has been uploaded, Streamix users will be able to consume the content. Smart contracts will ensure that Jane receives highest amount of revenue in comparison to other platforms, remove

intermediaries, and also make sure that the content consumers will also be rewarded in the process, creating a win win situation. A decentralized network will also promote faster sharing of the content. Decentralization will also ensure that content is not removed from the website by the central admin, who in the Streamix network, is a system of distributed computers around the globe. At the end of the process, Jane will be able to create a sustainable content creation career using the Streamix platform and the users watching Jane's content will equally benefit as they will be rewarded MIXS tokens for consuming Jane's content as well.

## Online Gaming

### ***Scenario: without Streamix as a Gaming Platform***

John is interested in playing an online video game. He decides to visit an online gaming platform. John considers the site a reputable site, but still has fears due to news of online game sites being used as avenues for cybercrime. John decides on online poker. However, today is not his lucky day and after a few rounds, he decides to stop playing due to a fear that the game has been rigged. The next day, John wakes up to a shocking surprise. He discovers his bank account is missing \$500 despite him only losing \$30 the previous night. John calls his bank only to discover that the payment system issued by the website was compromised; therefore, anyone with access to the site could have taken his money. Although he reports fraud and is poised to recover his money, John may never visit an online gaming platform because of this incident.

### ***Scenario with Streamix as a Gaming Platform***

A decentralized system will ensure that John has a different online gaming experience. John decides to play his game on the Streamix decentralized app (dApp). The anonymity offered by the blockchain network gives John the assurance that his data is secure. After buying MIXS tokens, John starts to play but experiences initial losses. This loss results in suspicions that the game is rigged. He tries to verify the game process and discovers that all games on the MIXS dapp are open source; thus, anyone can view all transactions. After a close review of the code, John discovers that the game uses randomly generated codes, which gives him the confidence to continue playing on Streamix Platform.

# Streamix Ecosystem

## Streamix payment System

The main goal of the Streamix (MIXS) payment solution is to eliminate intermediaries in the social media, and streaming and gaming industries; therefore, ensure content creators, streamers, gamers and platform users can receive maximum revenues from their creations and usage. Initial tests comparing MIXS transaction speed and the traditional payment methods proved that the MIXS is 90% cheaper and faster.

## Dapp and API Integration

Mobile phone users account for a high percentage of online content consumers. It is imperative to integrate the MIXS technology in mobile phones. The MIXS decentralized app (DApp) is under development and will be released in the last quarter of 2020. A mobile-friendly wallet version is also in development and is bound to be released during the third quarter of 2020.

Integration of the MIXS blockchain solution in mobile phone technology will pave way for a future of Social media, trading, streaming and online gaming platform.

## User and Device Whitelisting

To ensure the MIXS platform is not overloaded with spam, all user accounts will have to be whitelisted. Creators, viewers, traders, and gamers will have to verify their identity, which would then be added to a parent smart contract. The parent smart contract would then act as a basis for all other smart contracts used on the platform

## Light Client Wallet

Keeping in line with current trends, where most content consumers use either their phones or tablets, MIXS is developing and integrating light client wallets. These light wallets are meant to promote faster transactions and data retrieval on devices such as smartphones and tablets. Some of the planned light client wallet features include

- Windows, Mac and Linux client application
- IOS and Android platforms
- Open Source Java libraries

## Ethereum's Smart Contract

Smart contracts are self-enforcing cryptographic contracts that cannot be censored or manipulated. Smart contracts allow the automation of many processes that would traditionally require the involvement of an intermediary.

The use of smart contracts will ensure transparency in all transactions. In the MIXS ecosystem, smart contracts would act as an escrow to ensure that payment is only released after the content has been delivered. An example of the MIXS smart contract in action: A content creator posts a coaching video to the MIXS network. A subscriber then logs into their account and deposits their MIXS tokens through any cryptocurrency exchange. The subscriber then clicks to download the video, which results in a transfer of their MIXS tokens to the smart contract.

The smart contract also has provisions on how funds would be shared between MIXS and the content creators, a small percentage of the MIXS tokens is sent to the MIXS account, whilst the rest is sent to the content owner. The parent smart contract would then act as a basis for all other smart contracts used.

## Token Issuance

MIXS will issue 500 Million MIXS tokens on the Ethereum protocol (ERC20).

DeFi Pools	15%
Team Allocation	31%
Exchanges	15%
Private Sale	10%
Reserves	5%
Stakeholders	10%
Marketing & Bounty	14%

# Marketing Strategy

There are other online streaming platforms that leverage blockchain technology in the market. However, most of these are relatively new and none has achieved enough market share to claim market dominance.

So how will MIXS penetrate the market?

Our marketing strategy will be purely product-driven because we want to encourage early adopters as soon as possible. This utility approach will drive brand awareness, while incentivizing our community.

Initially, we will showcase our MVP (minimum viable product) to our community, and then, share these MVPs via popular social media channels such as Facebook, Instagram, Twitter, and YouTube.

Our go-to Market approach will be the reason behind the MIXS success.

Our development team will focus on developing the release of the MIXS token swapping exchange and wallet. We are also currently in the process of building a social media platform and then integrating it with the exchange. We will be rewarding early adopters with MIXS tokens and other crypto coins upon sign up.

We are also building a unique rewards mechanism that will allow both content creators and content consumer to get paid. We will be collaborating with a video content provider website based in the USA, EU, and Asia. This video content provider has a wide customer base in Europe, Africa, and Asia. which will help to better refine the Streamix network.

Streamix will aim at incorporating trading, social media, Streaming, and gaming all on one platform. This will ensure that Streamix gains attention from diverse content consumers, traders and gamers. Streamix will also make use of a blue ocean strategy to market itself. A blue ocean strategy involves targeting an underserved market.

As people are adopting smartphones and the internet at a very high rate in these continents. This geographic demographic will be the next consumers of online content; therefore, marketing to African and Asian markets while also marketing to the traditional market will help improve Streamix's competitive advantage.

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