VOXXO

NEW ICO FOR MUSIC

MUSIC PLAYER APP / LIVE EVENTS / LICENSING PLATFORM

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VOXXO

1.1 Status of Digital Entertainment

Popular apps like, Amazon Music, Apple Music, Google Play, iHeartradio, Pandora, Soundcloud and Spotify, make available nearly all of the streamed music. These applications generated about $15-20 billion in revenue in 2016. According to estimates, they are expected to earn approximately $30 billion dollars in 2025. According to analysis, a large portion of these figures constitutes of monthly paid memberships and ads.

Due to globalization and the ability to easily and cost efficiently access transportation, more and more people are participating more intensively and faster on the international scale to concerts and world tours. With the progress of recording and production technologies, the widespread use of smart mobile phones and the widening of the internet connection, similar contents of the entertainment industry are consumed alive very quickly and then. The above-mentioned structures and production companies provide the delivery of this content to the consumer.

Ticket fees and the content and scope of the activities offered for these fees vary and increase in demand and utility. As a result, the organizer and the production company also profit from the services offered in the concert and event areas.

1.2. Industry Issues

Most of the channels that are providing access to music work with the concern of advertising in a certain structure. Most content comes from you being in the preliminary target audience and by reading your listening data. Even though the licensing fees and sustainable services are more reasonable, they provide their own financing with different kinds of memberships and they apply the most beneficial rates and wage policy to increase their overall profitability.

Large production companies or publishing companies offer content to consumers with particular priority for both political concerns and profitability goals. All these contents, from concert organizations, album recordings and live broadcasts, are presented to the market after being filtered by the policies governed by certain media companies. However, the artists who produce or perform music, regardless of whether they are world-class or amateur musicians, find themselves on platforms according to certain agreements and whether their music is suitable for the policies of the companies. The main problem is that music and content is being evaluated by profit-oriented structures, not by masses.

* Http: //www.businessinsider.
com/one-chart-shows-the-
rise-in-revenue-from-music-
streaming-charts-2017-9

1.3. Cryptocurrency and Music Industry

Despite the financial size of the music and entertainment sector, the space occupied by Cryptocurrency in this volume is almost nonexistent. The emergence of projects that will launch a new era in the music industry have been prevented by the issue that ICO is open to manipulation, and investors not giving enough support to projects within the blockchain platform.

With the rise of Cryptocurrency, the number of projects related to music has increased just as in other sectors. However, one of the biggest obstacles in front of us as blockchain supporters is the limited areas in which we can use this renovation.

Let's change this!
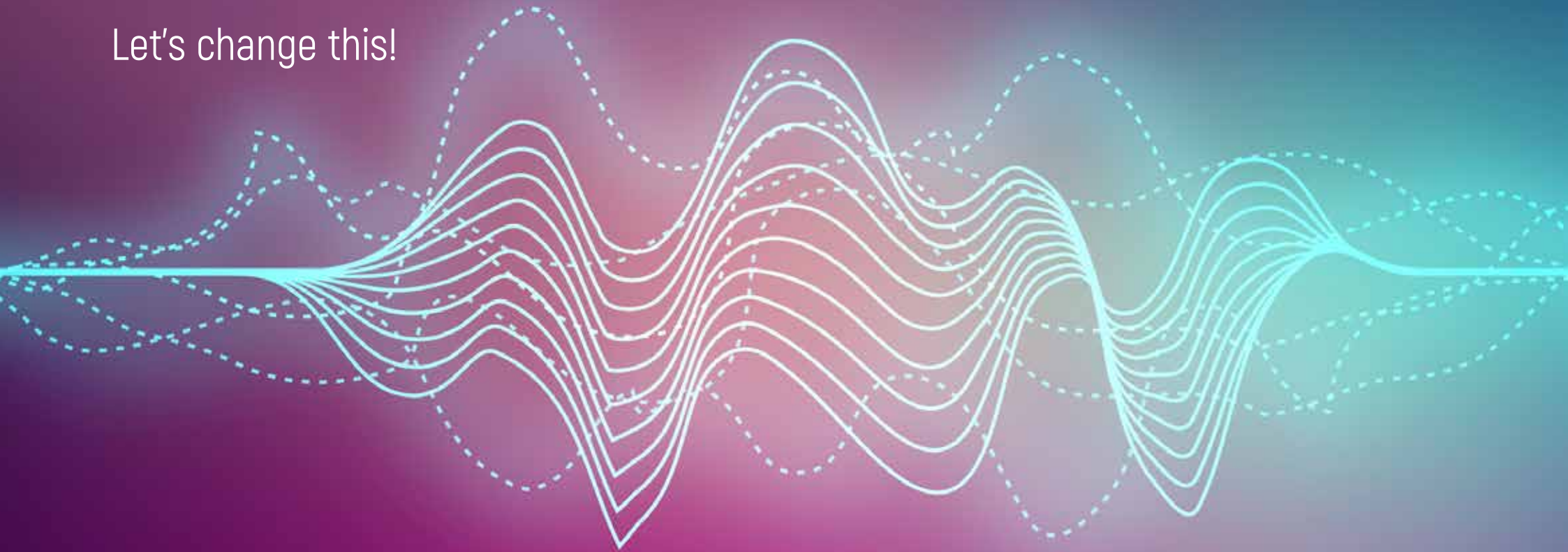
2.1. VOXXO

SUMMARY

Above all, VOXXO will expand the scope of its use by moving the vision of the blockchain platform into a new space, and it is a project that will bring together software and entertainment in one go. What is innovative in this project and opens the way for change are the VOXXO components. These are: VOXXO Mobile App, VOXXO Live Events, VOXXO License Platform. With these components, starting from the most used vehicles of end-users to the production stage of the industry, a period of upwards directional change and liberation will be initiated.

GOALS

The pushing force of the VOXXO vision is the blockchain spirit and concept. Our primary goal is to get Cryptocurrency open to the music sector, which is an important place in real life, and to catch the project spirit that will enable constructive projects and Cryptocurrency to gain notable market shares. VOXXO aims to stop organizing, filtering or promoting in the sector and for music to reach people through the minimum influence in the chain. Moreover, it plans to open up revolutionary activities and productions in the sector. After music sales VOXXO is planning Crypto-financed world-class concerts, album recordings, live broadcasts will take place. There are even plans for a performance hall that works only with cryptocurrency.

REVOLUTION

VOXXO, unlike other concepts that develop ideas in the music industry using the blockchain platform, believes that it is important to change the means of delivering music before the liberation of the source of music. If society gets rid of the pressures of the current industry while accessing music, the sector will act according to the people. They will have to change the policies they apply according to user needs. Changing the pattern of demand in the market will ensure that it keeps pace with its current supply. With VOXXO's Live Events and License Platform, musical sources (Artists, Bands, Producers, Managers) will be obliged to join under this concept. When VOXXO strengthens, it will be in the business of allying with platforms that have the same target. Do not forget we believe in the power of the community.
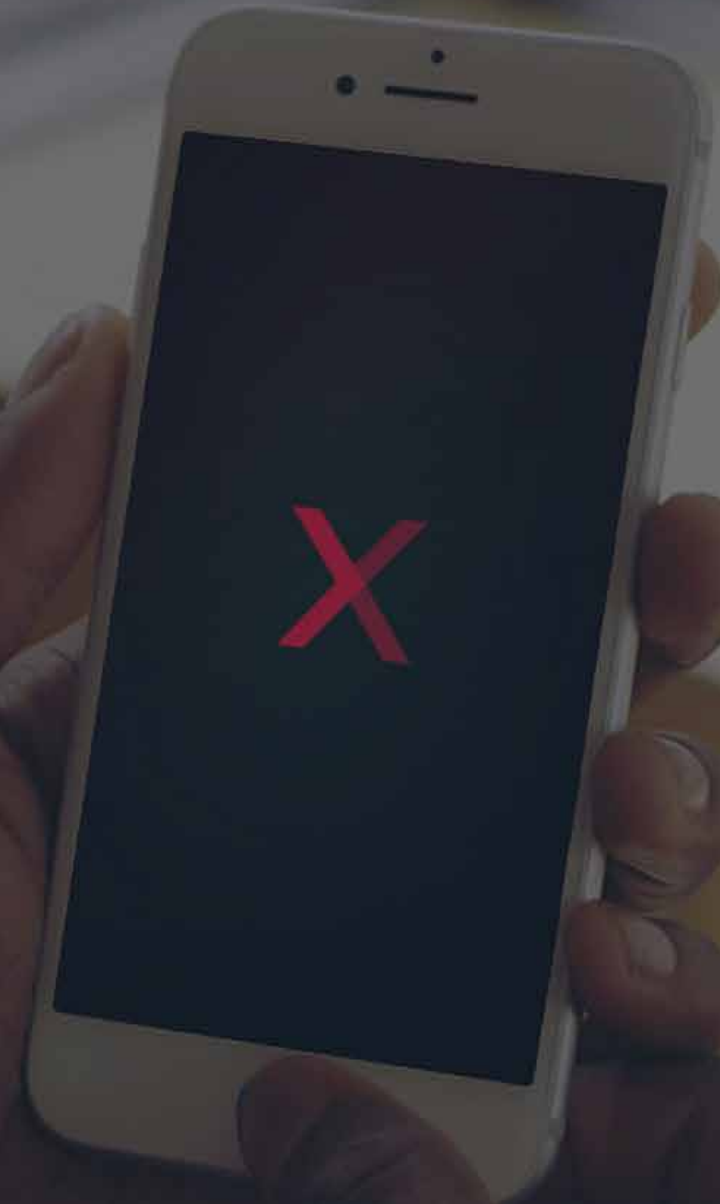
2.2. VOXXO Token

VOXXO is an ERC20 Ethereum Smart Contact. It uses Ethereum's proven fast and secure structure. VOXXO believes in Ethereum and its community.

The main purpose of VOXXO Token is to make the music listening definition turn into a value. For this purpose, a VOXXO Token will equal 1 hour of music stream.

VOXXO is a brand new free platform for both music listening and music access. One of the near targets is to make people reach music using cryptocurrency, which will allow the music to create its own pricing policy on the market with VOXXO Token. With the licensing platform to be established as a medium term target, VOXXO will be able to directly determine the value of the music.

Technical Specifications

Ethereum ERC20 Smart Contact

Name: VOXXO / Symbol: VOXXO / Decimals: 4

Total Supply = 100M VOXXO

Contract Addres: 0x3e02b51439cb90698d54aee36bb29ff8bb76b74d

Value

During Sale # 1
1 VOXXO = 0.000034 ETH

During Sale # 2
1 VOXXO = 0.000068 ETH

During Sale # 3
1 VOXXO = 0.000068 ETH

WHERE WILL VOXXO TOKEN BE USED?

1 LISTENING TO MUSIC

Via VOXXO Mobile APP, everyone can listen their all favorite musicians and bands like VOXXO's competitors offer. (Spotify, Pandora etc.)

There is no monthly subscription. Firstly, you need to buy listening hours as much as you want to. You can use popular cryptocurrencies to buy but if you use VOXXO token to buy, you will get extra bonus.

If you do not want to pay for streaming hours then you can listen freely just seeing ads after two songs. However, you do not have any limitations.

Listen or watch Live Concerts all around to world.

You can buy albums via Cryptocurrencies

2 INVESTING IN CONCERT

VOXXO Live Concert Events Platform is a breath-taking unique concept for music sector. This differentiates VOXXO from other blockchain competitors. VOXXO token holders can organize events and concerts by using Live Concert Events Platform by crowdfunding.

This concept gives power to the community to get revenues from VOXXO platform. If concerts/events are successful then VOXXO will return funds to investors after each concert/event and add revenues that defined before on it.

To summarize, If you want a concert from your favorite musicians/bands in your region or all around to world then you can vote and invest this concert then get revenues

3 LICENSE MUSIC

VOXXO Licensing Platform will help musicians and performers to get their license revenues from VOXXO. This will be done in two ways.

First, musicians apply to VOXXO Music Catalogue with their albums and songs, if they are approved by the community they will get revenues from each listening.

Second, VOXXO will make the agreement with big license holders like ASCAP, BMI, and PRS as a partner of them to collect royalties as cryptocurrencies.

That will help musicians around to world get royalties from their songs and albums internationally without complicated contracts.

3.2. Listen to Music with VOXXO Mobile App

With VOXXO Mobile App you can listen to all your favorite songs online / offline. Also, VOXXO will offer a Web player. You can listen to all your band and musicians like you do with popular applications. Nothing less.

Paid Users
No need for the monthly subscription
Buy streaming hours as much as you want
No ads, no limits
Creating, sharing, following song lists.
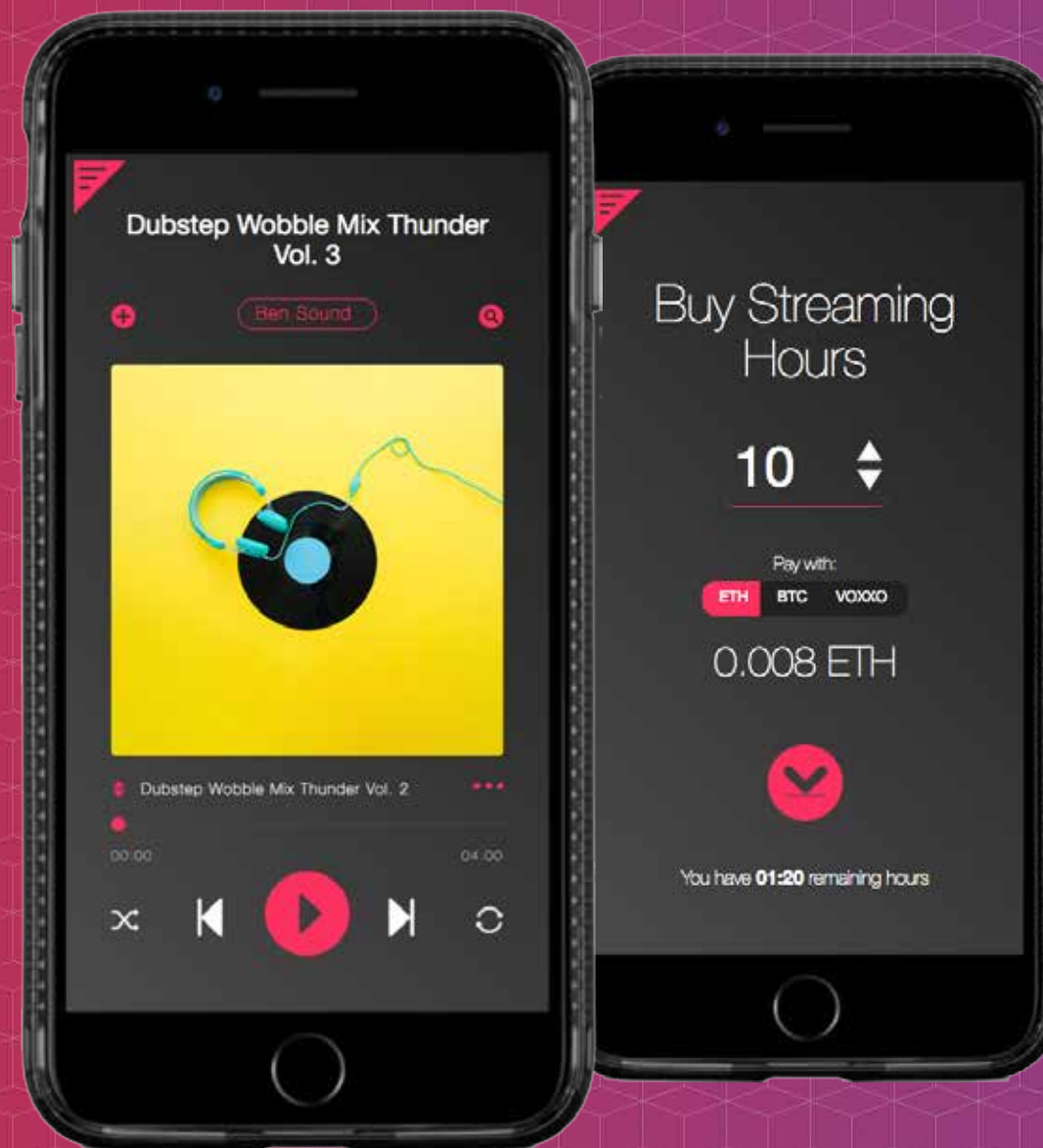Following artists and bands
Free concert ticket chance
Watch Live Concert

Free Users
Free users will see Ads after 2 songs.
Free Users can go forward and backward freely
There is no streaming limit

3.3. Investing in Concert with VOXXO Live Events Platform

VOXXO token holders can organize events and concerts by using Live Concert Events Platform by crowdfunding. This concept gives power to the community to get revenues from VOXXO platform.

If concerts/events are successful then VOXXO will return funds to investors after each concert/event and add revenues that defined before on it as a redemption.

This is one of the important difference of VOXXO from its competitors.

Let's see how it works:

VOXXO LIVE EVENTS PLATFORM

STAGE 1: POLLING

VOXXO will announce 5 Bands/Musicians and 5 Concert Locations

VOXXO token holders will be given a vote chance to choose one band/musician and one location. Vote counts will be multiplied by VOXXO holding amount of the voter. Amount of your VOXXO token in your wallet will define the value of your vote.

STAGE 2: FUNDING

VOXXO will make pre-agreement with selected band/musician to organize a concert at the selected location. VOXXO will announce concert date, budget and open crowdfunding If the musician is available. If not then VOXXO will move to second selected band/artist.

VOXXO token holder community will invest the concert with cryptocurrencies. When crowdfunding reaches ％20 of the total budget. VOXXO will make the final agreement with the musician/band.

STAGE 3: DISTRIBUTING

After the concert is performed. VOXXO will share revenues with investors in a ratio of crowdfunding success / VOXXO Token Hold Amount / Invest Amount
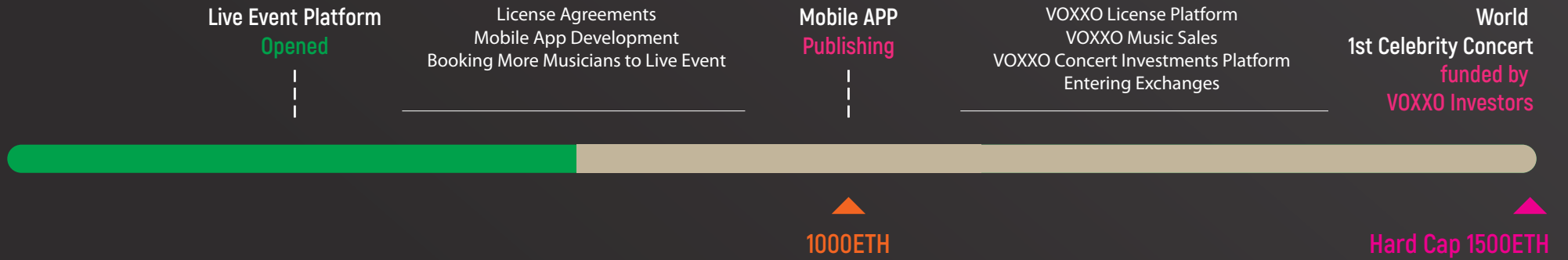
Amount of your VOXXO token in your wallet will define the amount of your profit.

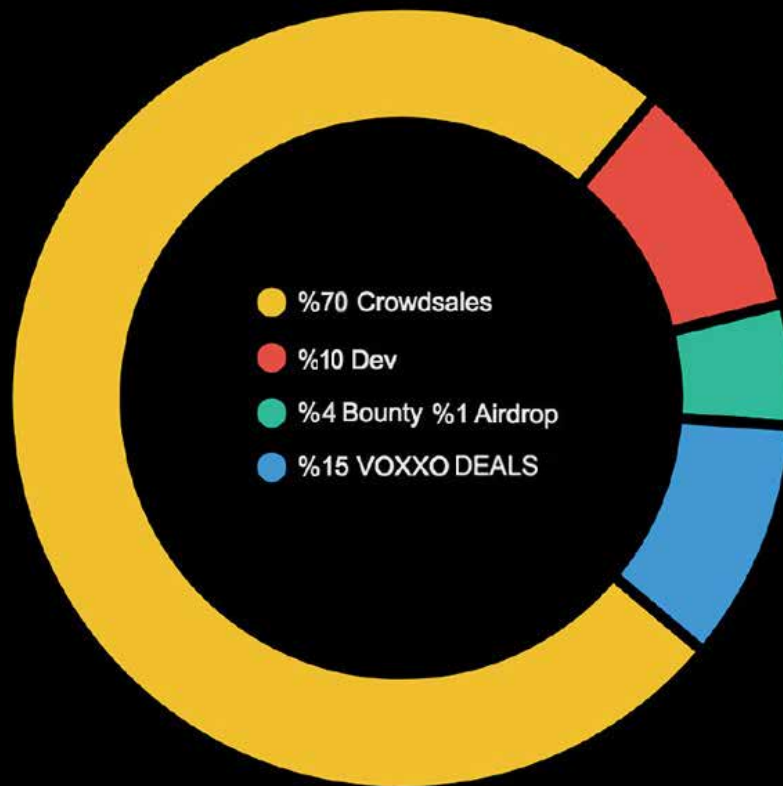# 3.4. License Your Music with VOXXO Licensing Platform

VOXXO Licensing Platform will help musicians and performers to get their license revenues from VOXXO. There are no complex contracts. VOXXO token holder community will value your music as your audience. You will be funded with cryptocurrencies when VOXXO users listen to your songs with VOXXO Mobile App. Also, VOXXO will make collaborations with PROs (ASCAP, BMI, PRS) to collect your revenues as Cryptocurrencies. This opens a free path to musicians all over the world.

You apply to VOXXO Music Catalogue with your albums and songs, if they are approved by the community they will get royalties from each listening. The community will vote your songs and if they reach a certain amount of vote they will be imported to VOXXO.

4.1. Funding Goals

Live Event Platform
Opened

License Agreements
Mobile App Development
Booking More Musicians to Live Event

Mobile APP
Publishing

VOXXO License Platform
VOXXO Music Sales
VOXXO Concert Investments Platform
Entering Exchanges

**World
1st Celebrity Concert**
funded by
VOXXO Investors

1000ETH

Hard Cap 1500ETH

4.2. Distribution

%70 Crowdsales
%10 Dev
%4 Bounty %1 Airdrop
%15 VOXXO DEALS

Distribution (Total Supply 100M)

%55 Development / Services
%20 Music Licences
%15 Marketing
%10 Legal
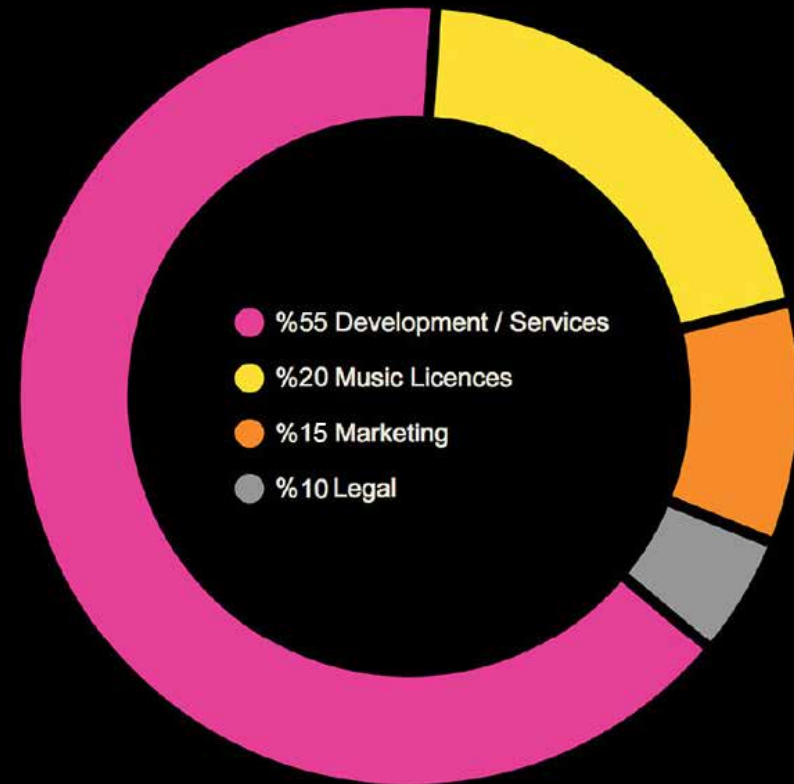
Crowdfunding (Total: 1.25M)

4.3. Technical Plan

App Features

User Profiles and Authorization:
Forms for users to register and login, using email address or social media accounts

Audio Streaming Service:
Constant online access to songs through cloud storages

Search and Contect Organizing
Search and navigate algorithms to find songs by titles or artists, and save favorite tracks

Playlists
Users can save, edit and listen and share both in online and offline

Offline
Storing music to users' devices or computers

Sharing
Share songs/playlists with friends and follow friends' activity

Notifications

Platform Development
PostgreSQL
Python and JavaScript
PHP
Amazon S3
Google Cloud Infrastructure
Nginx

Applications / Frontend
Java
Objective-C
Bootstrap / HTML5

Work Hours

Platform Building	250
App skeleton	100
Main screen	120
Login	45
Reg. / Payment	60
Music player	300
Search	160
Browse	120
Video player	300
Library	150
Artist	45
Album	45
Playlist	45
Advertisement	95
Downloading	50
Social integration	60
Settings	50
Push notifications	80
Creating Content	600

VOXXO
MUSIC PLAYER APP

2100 Hours

- 30% Achivied
- 70% Remaining
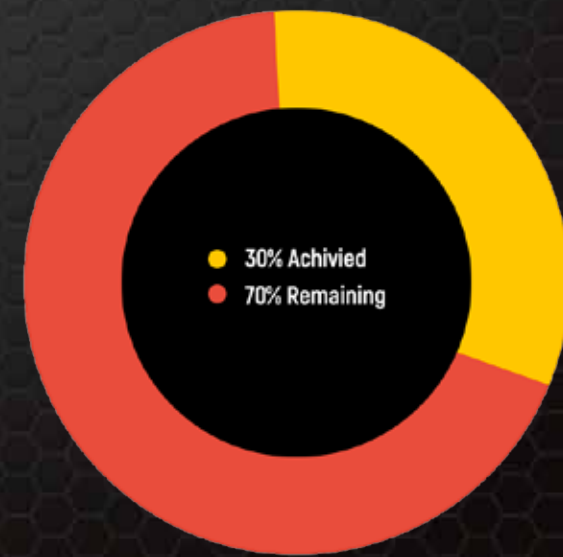
4.4. VOXXO Mobile App Price Policy

Our goal with VOXXO Token is to transform music and the use of music to a value. Our goal is to make listening music costs near to zero. To achieve that we support VOXXO token with Live Events Platform. We will serve free music for all users from the distribution of the BETA version to the end of the public sales. Once public sales are complete, services provided by VOXXO music listening platforms will be paid with all popular cryptocurrencies, while those using the VOXXO unit will always receive a more favorable price tag than other cryptocurrencies. VOXXO's profitability and price guarantee are again the services of VOXXO.

5.1. Expenditure and Profitability Target

Profitability

User Target: 5.000.000 Active Users 2017-2019
Live Events Target: >10 Shows 2018-2019
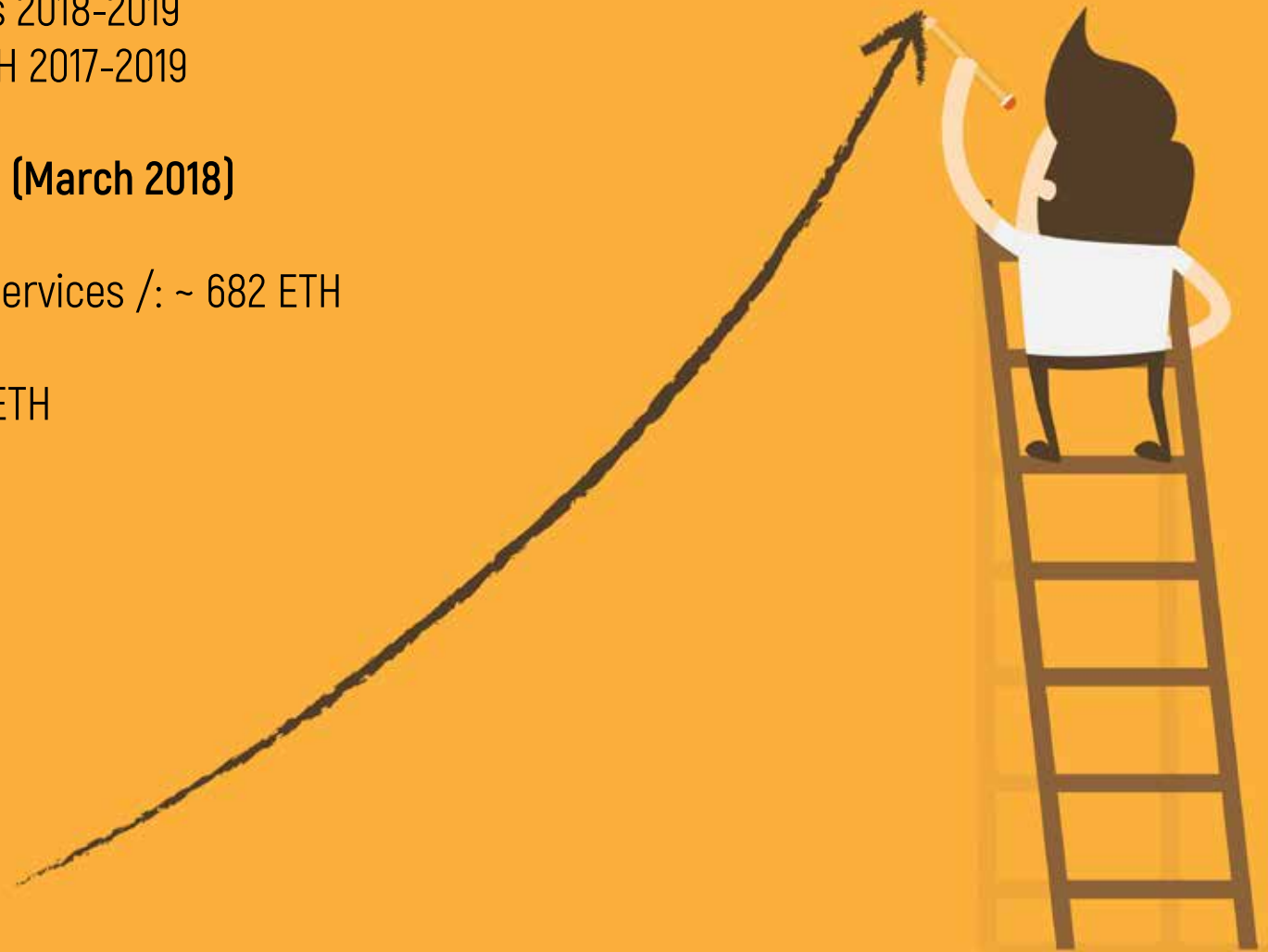Profitability Target: 10,000 ETH 2017-2019

Expenditure Plan Near Term: (March 2018)

Software Development and Services /: ~ 682 ETH
License Fees: ~ 275 ETH
Marketing / PR / Ads: ~ 200 ETH
Offices / Legal: ~ 125 ETH

5.2. Investment Goals

Our investment vision is to continue the vision of all the investors who own us in a way that will benefit the community.

2018

500 ETH / ~ 1M ETH to similar software and cloud platforms with similar projects
Organizing concerts financed with cryptocurrency ~ 1000 ETH

2019

In the first quarter, organizing tours and concerts of world famous stars and artists based on the cryptocurrency concept ~ 1M$
VOXXO licensing and distribution platform ~ 1000 ETH

2020

Organizing concerts and tours based on cryptocurrency concept ~ 5M$
VOXXO licensing and distribution platform ~ 5000 ETH
Album Recordings and Music Video Productions using cryptocurrency ~ 5000 ETH

5.3. Roadmap

Crowdfunding
During the 6 months from November to March, crowd sales and airdrops will be established to support both investors and supporters, so project needs and financing needs will be met. Establishment of Cloud platform and servers, development of software, purchase of license services and establishment of management offices in certain points is our goal. We are aiming to reach sufficient strength thanks to the community. Aside from the structure we are building, we also plan to enter into a business alliance with similar Blockchain projects.

VOXXO Platforms Start Working
As of March, we will bring to life the VOXXO mobile application and we will finalize our crowd sale and airdrops, but we hope to continue with various bounty campaigns, during this process our most important target is to increase the service quality and try to optimize the VOXXO infrastructures. Our goal is to build a business relationship with a Cloud Service platform project based on blockchain, which will provide strength and contribute to the social vision.

At this stage, we'll show ads at a minimum to the user, and the ads which will be shown will be of projects that are on the blockchain platforms. Our aim will never be to earn advertising profits.

Expansion
In the second half of 2018 we will strengthen our license agreements and we will launch both our web platform and the first live concert stream. We will accelerate marketing and advertising work. We will increase our user base and market power.

Evolution
At the beginning of 2019 we will enter the evolution phase which is the most important goal of the VOXXO platforms. Here we will produce famous concerts, albums, and music videos financed using cryptocurrency. We will reach artists and performers who produce music directly with VOXXO. We are going to create an unbreakable chain of trust.

Late 2017 (Crowdfunding)

Sale #1 ($300,000)
Application Development
Bounty Campaigns
Creating Community
BETA testing
Content Planning
Expanding Community
VOXXO Web Player Development (<>Sept. 2018)
Opening Headquarters in Europe (<>Sept. 2018)
Music License Agreements (PROs) (<>Oct. 2018)
Bounty Campaigns
(Ended - Results: voxxomusic.com/bounty)

1st Half of 2018 (Starting VOXXO Platforms)

Openning VOXXO Music - voxxomusic.com
(<>July. 2018) VOXXO Live Concert Series #1
(<>Sept. 2018) Music Sales Begin (<>Sept. 2018)

2nd Half of 2018 (Expansion)

Collaboration with Music Companies
Marketing / Advertising
+Listing on Exchanges (<>Aug. 2018)
VOXXO Live Concert Streaming Events
Marketing / Advertising
Launch v1.0 VOXXO Mobile App (<>Oct. 2018)

2019 (Evolving)

Opening Headquarters in USA
Moving to Blockchain based cloud platforms
+Deploy **VOXXO mainnet v1.0** Deploying v2.0
Version of VOXXO App
Activating VOXXO Live Events Platform
Collaboration with Music Companies
Collaboration with Blockchain License Platforms
Blockchain License Platform (VOXXO)
VOXXO #2 Music Concert Event with a Superstar
Cryptocurrency Funded Music Video production
Opening Headquarters in East
World First cryptocurrency Perfomance Hall

5.4. Team

We will update team
with new members
when ICO finishes.

ARMAGAN OZSOY
Developer / Multimedia Designer

CEM INCI
Event / Bussiness Manager

PETER LIUTA
Event Manager

CAGRI AKKOC
PR / Marketing

MALI ARSAN
Content / Cinematographer

6.1. Licensing

World license fee collectors will provide necessary applications and agreements. (PROs: ASCAP, BMI, SESAC, PRS, PPL) will reach agreement with direct distributors such as sector examples when the required volume of content is reached. We will be a candidate for an intermediary institution that will act as a direct distributor to the Blockchain projects, rather than a deal in a consumer position with the goal of creating a licensing platform as we have outlined in the evolution stage of our roadmap.

7.1. Legal

Governing Law; Disputes

The Off-Takers acknowledge that the VOXXO ICO procedures are taking place in scope of EU legal infrastructure. The Parties agree to seek reconciliation and peaceful resolution prior to bringing any legal proceedings. All disagreements arising from the papers provided, shall be resolved by arbitration in accordance with the applicable law.

Important Notice

This white paper shall not and cannot be considered as an invitation to embark upon an investment. This white paper does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. This white paper does not contain any information or indication that might be considered as a recommendation or that might be used as a basis for any investment decision. VOXXO tokens are just utility tokens which can be used only on the VOXXO platform and are not intended to be used as an investment.

Risks

Acquiring VOXXO tokens and holding them involves various risks, in particular the risk that VOXXO may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring VOXXO tokens, any user should carefully take into account all the risks costs

and benefits of acquiring VOXXO tokens in the context of the crowdsale and, if required, receive any independent advice on the relevant actions. Any interested person who is not in the position to admit or to comprehend the risks associated with the activity (including the risks related to the non-development of the VOXXO platform) or any other risks of the crowdsale should not acquire VOXXO tokens.

General Information

In order to fund the development of the VOXXO platform, token that will be sold to the public, in exchange of cryptocurrencies. The VOXXO token is a coin, which will allow the user to access the service provided by the VOXXO platform. The user that intend purchase VOXXO token are subject to the acceptance of risks. The VOXXO token does not have the legal qualification of a security, since it does not give any rights to dividends or interests. The sale of VOXXO tokens is final and non-refundable. VOXXO tokens are not shares and do not give any right to participate to the general meeting of VOXXO Platform. VOXXO tokens hereby waive any right to used or purchased for speculative or investment purposes. VOXXO tokens will not be listed on any regulated stock exchange. Every off-takers of the VOXXO token should receive advice to appraise whether the purchasing the token is suitable for the purpose of him/her or not. Any off-taker purchasing VOXXO tokens expressly admits and declares that she/he has carefully reviewed this white paper and comprehend the risks, costs and opportunities related with the purchase of VOXXO tokens.

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Web Page: http://voxxo.io
Twitter: http://twitter.com/voxxomusic
Facebook: http://facebook.com/voxxomusic
Whitepaper: http://voxxo.io/voxxowhitepaper.pdf