

# ephelants<sup>TM</sup> 360

Artificial Intelligence to avoid human biases and mistakes, hence improve efficacy of processes and increase profits.

Blockchain to provide transparency and confidence for stakeholders in film & TV productions, ensuring funds are correctly deployed and all profits are fairly distributed.

XEP Utility Tokens with deflationary tokenomics creates Increased values for platform subscribers and investors.

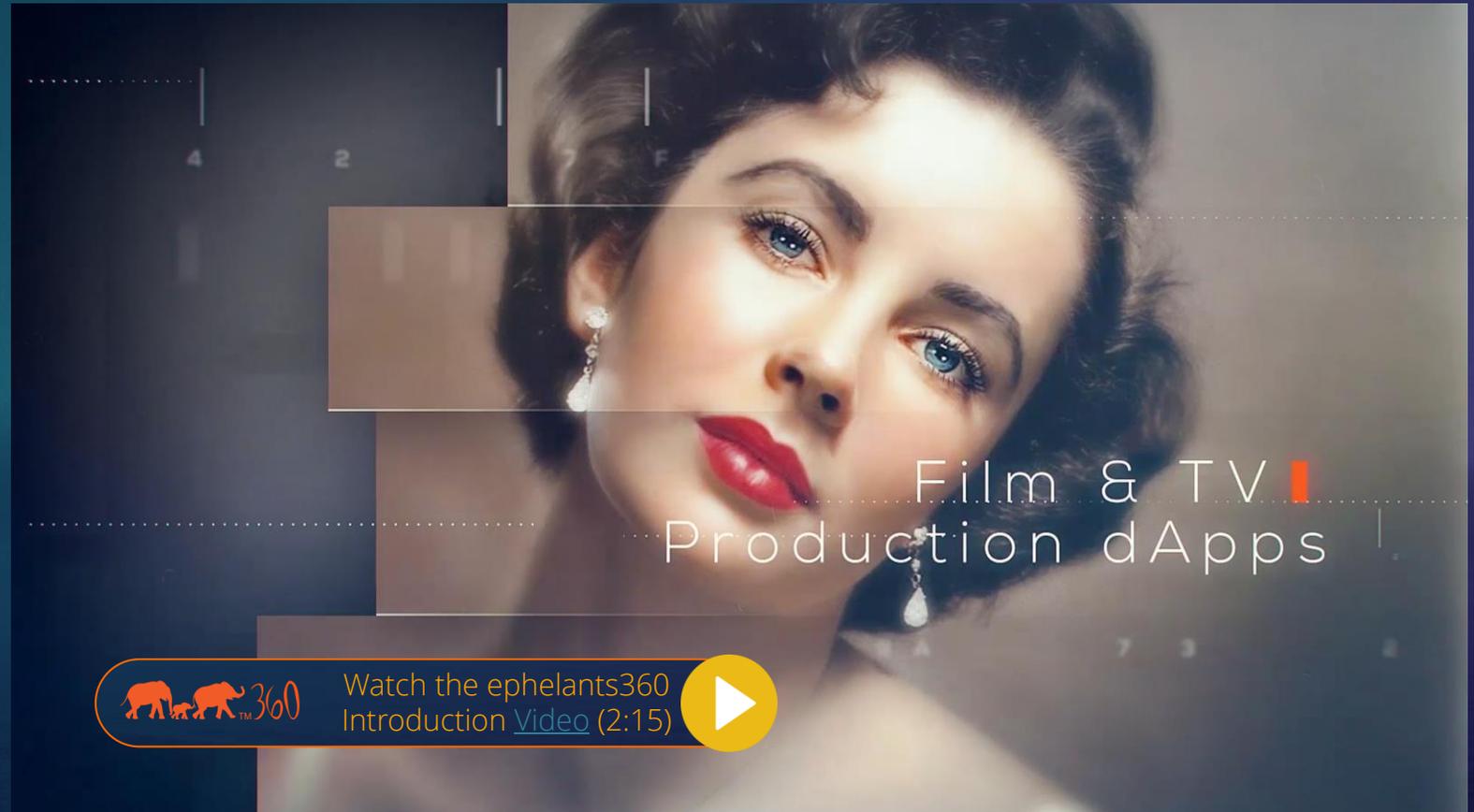
XEP\*\*\* Project Tokens are stable to protect film & TV investors from the crypto markets, the value is influenced by box office and streaming video expenses & revenues.



See how Screenplay AI works  
*Click Play Button Above*

e360

The ephelants360 platform is an all-in-one service that provides an ecosystem for result-driven film & TV content creation, investing, production & distribution propelled by artificial intelligence, transparency and fairness.



Watch the ephelants360  
Introduction [Video](#) (2:15)



ephelants360 is an online incubation platform for content creation, "investment", production and distribution supported by distributed ledger technology and AI.



## Current Market Opportunity

By 2020 the Chinese Box Office will overtake the US and Dominate Globally  
Latin America has Fantastic TV & Video Revenue Potential

\*US & Canada | TV & Video Revenue  
US\$66.3 Billion

\*China | Box Office Revenue  
US\$15.8 Billion | CAGR 11.6%

\*Latin America | TV & Video Revenue  
US\$28.03 Billion

\*UK | TV & Video Revenue  
US\$15.2 Billion



SVoD App Revenue  
Growth | USA



Global Revenue



Global Revenue

e360

## Democratizing Film & TV Production with Blockchain + AI + Smart Tokens

Why create ephelants360?

Global Box Office revenue was US\$40.6 billion in 2017. Worldwide, the industry spends US\$240 billion per year on buying content for broadcasting, this is a growing trend of 10% annually.

Creating the much desired high quality content in larger quantities is in the current system not possible. Acquiring content involves large amounts of manual effort.

Trade events, expensive brokers (taking 35% commission), exclusive agreements and complex content rights all managed in an incongruent matrix of non-compatible spreadsheets. Another 40% of the value is lost due to the inefficiency of the content acquisition supply chain.

Creative accounting makes getting the correct return on investment for investors difficult if not impossible and creatives rarely see their agreed profit share due to non-transparent agreements or unverifiable expenses.

Content is King, and would be much more profitable if the entire film industry would stop doing business the old-fashioned way.

What is ephelants360?

ephelants360 is an all-in-one solution to improve on each existing film & TV production system, making the entire content production process more streamlined, efficient & cost effective. This enables projects to be realized faster and be more profitable, maximizing the value chain for all participants in the eco-system.

How will ephelants360 Work?

ephelants360 is a software solution supported by machine learning that will be developed on a hybrid distributed ledger to serve as a content production platform from concept through to distribution.

Blockchain/distributed ledger technology enables information to be decentralized, providing deep insights whilst providing transparency where necessary.

The tokenized eco-system will allow for innovative new monetization and reward models to incentivize the community on the e360 platform, accept contributions to develop films & TV shows, seed production projects, involve well known writers, directors and actors. Tokens will also be used to pay for jobs, tasks and platform subscriptions. e360 will democratize the film & TV production process.

Data Driven Decisions  
Predictive Analytics  
Maximize Profits

Incubating a Project  
Sourcing Talent  
Collaboration

Recommender System  
Crowd + Institutional  
Project Funding

Project Distribution  
Marketing



Linked in



KICKSTARTER



This combination of features produces a framework for creatives to generate a funnel of lucrative projects that everyone can securely participate in, with the transparency that a distributed ledger provides. The tokenized eco-system will create jobs and equally incentivize and reward collaboration in the community.

### How will XEP utility tokens increase in value?

XEP is the utility token of the e360 platform; it will increase in value as the demand from the eco-system grows from increases in subscriptions, jobs & tasks paid in tokens and investments made with XEP tokens.

Investors using XEP utility tokens to contribute to film & TV projects must purchase tokens on exchanges which increases the demand for XEP.

When purchasing project smart tokens, the XEP utility tokens are held within the project smart tokens, just like a smart contract, this reduces the overall supply of XEP utility tokens. With lower supply and demand increasing over time the value of XEP multiplies. Film productions generally take 18-24 months pre-theatrical release.

As film & TV content is released and starts making profits, expect more contributors ("project investors") to use the platform which in turn amplifies the demand for the XEP token.

### How will XEP project smart tokens increase in value?

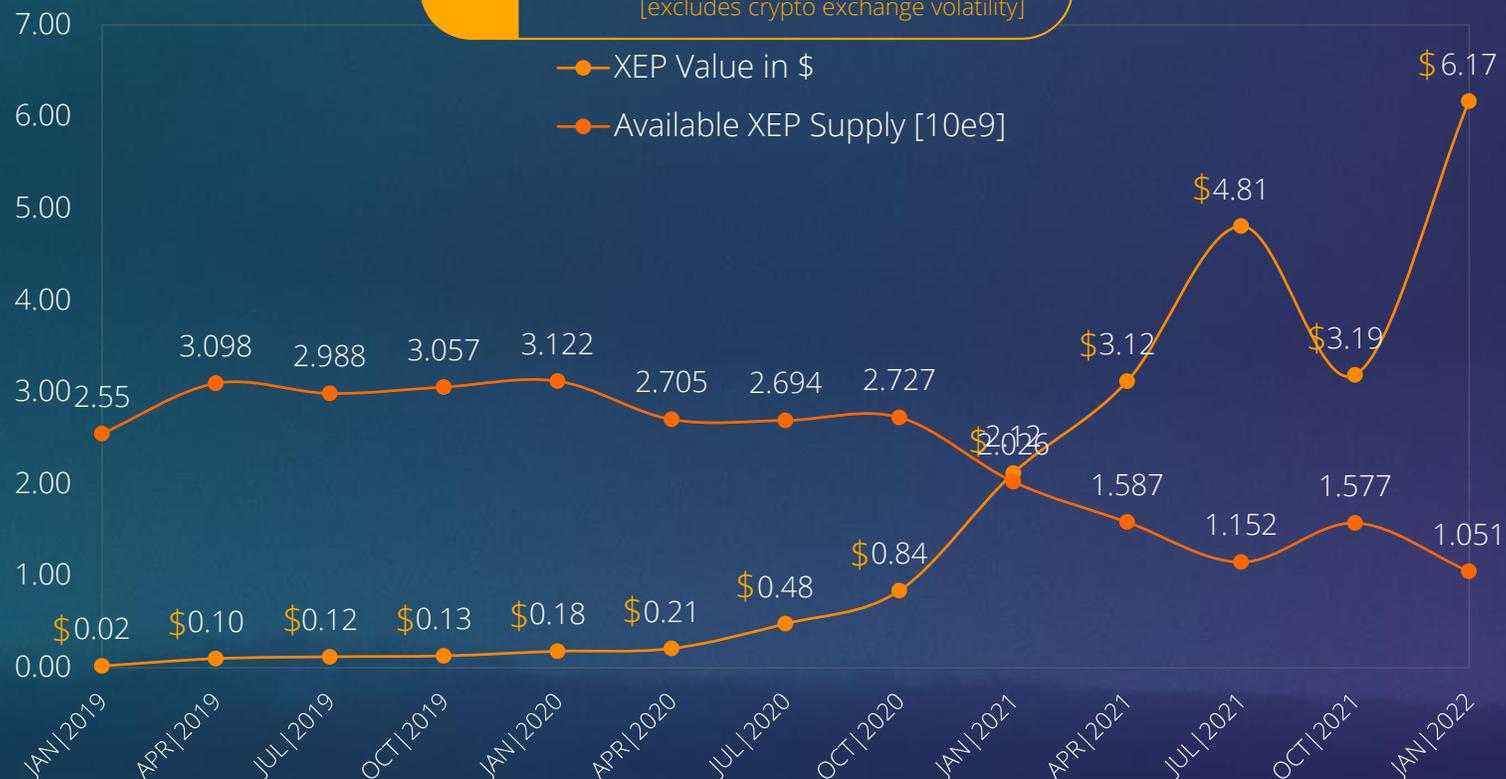
The base value of each project smart token is US\$1.00.

The value of each project token is tied to the profits made in the box office and from video streaming revenue (licensing), thus the value is based on the ROI of the film & TV content distributed and not the utility or the demand of the token.

Holders of project tokens can sell all or part of their tokens holdings anytime they want without affecting the value of a project or the other project tokens.



36 Month XEP Forecast  
[excludes crypto exchange volatility]



## 2 Tokens

1] Platform Utility Tokens | XEP = traded on exchanges

The XEP tokens will be used for;

- a] monthly platform subscriptions (freemium)
- b] contributing to (investing) film & TV projects on e360 platform
- c] payments for jobs and tasks between users
- d] up-voting content and rewards & competitions

2] Project Smart Tokens | XEP\*\*\* = not traded on exchanges

- a] The XEP utility tokens can be converted to a project smart token to invest in a particular project, for example XEPaaa.
- b] Each project token is a child-chain token with a base value of US\$1.00.
- c] Project tokens will not be traded on open exchanges, this provides investors of film & TV projects longer-term stability and security.

1 Platform | 2 Business Models  
Freemium + Platform

## 3 Algorithms

- 1] Screenplay Analysis Algorithm
- 2] Production Project Recommender
- 3] Investor Project Recommender

## 5 dApps

- 1] Social & Jobs Platform
- 2] Screenplay Submission
- 3] Investor Portal
- 4] Film & TV Production Planning
- 5] Accounting

# Token Generation Event

## Token Allocation



## Projected Use of Funds



\* The tokens not sold during the initial token sale period will be transferred to the e360 eco-system reserve, locked for 12 months, and used to support selected film & TV productions submitted on the platform.

\* ephelants360 will list the token on at least one exchange shortly after the close of the public sale and will actively continue to increase the number of exchanges the token is listed on to improve circulation and liquidity.

Phase	Min. Contribution	Projected Dates	Discount	Price/Token	Token Amount	Projected Raise	% of Token Sale
Premium Sale	\$500	Jun 28 – Jul 25	50%	\$0.0050	900,000,000	\$4,500,000	15%
Pre-Sale	\$250	Jul 26 – Nov 21	30%	\$0.0070	1,500,000,000	\$10,500,000	25%
Main Sale Tier 1	\$100	Nov 22 – Nov 28	25%	\$0.0075	1,260,000,000	\$9,450,000	21%
Main Sale Tier 2	\$100	Nov 29 – Dec 5	20%	\$0.0080	900,000,000	\$7,200,000	15%
Main Sale Tier 3	\$100	Dec 6 – Dec 12	15%	\$0.0085	540,000,000	\$4,590,000	9%
Main Sale Tier 4	\$100	Dec 13 – Dec 19	10%	\$0.0090	360,000,000	\$3,240,000	6%
Main Sale Tier 5	\$100	Dec 20 – Dec 26	5%	\$0.0095	360,000,000	\$3,420,000	6%
Main Sale Tier 6	\$100	Dec 27 – Jan 2	0%	\$0.0100	180,000,000	\$1,800,000	3%

Maximum Supply	10,000,000,000
Tokens for Sale (60%)	6,000,000,000
Base Price per Token	\$0.01
Minimum Raise	\$3,600,000
Projected Raise (Cap)	\$44,700,000
Accepted Fiat Currencies	\$, €, ¥, ₩ (Visa/MasterCard)*
Accepted Crypto Currencies	STRAT, BTC, ETH, XMR, ZEC, XRP, etc.*

\*see <https://changelly.com> for all options

## Private Investor | Pre-Sale Offer:

- \$15,000+ 65% BONUS Tokens
- \$25,000+ 70% BONUS Tokens
- \$50,000+ 80% BONUS Tokens
- \$75,000+ 90% BONUS Tokens
- \$100,000+ 100% BONUS Tokens

All tokens will be released immediately after the main sale ends. For proposals or questions please email us: [tge@ephelants360.io](mailto:tge@ephelants360.io)



[Download](#) the White Paper

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