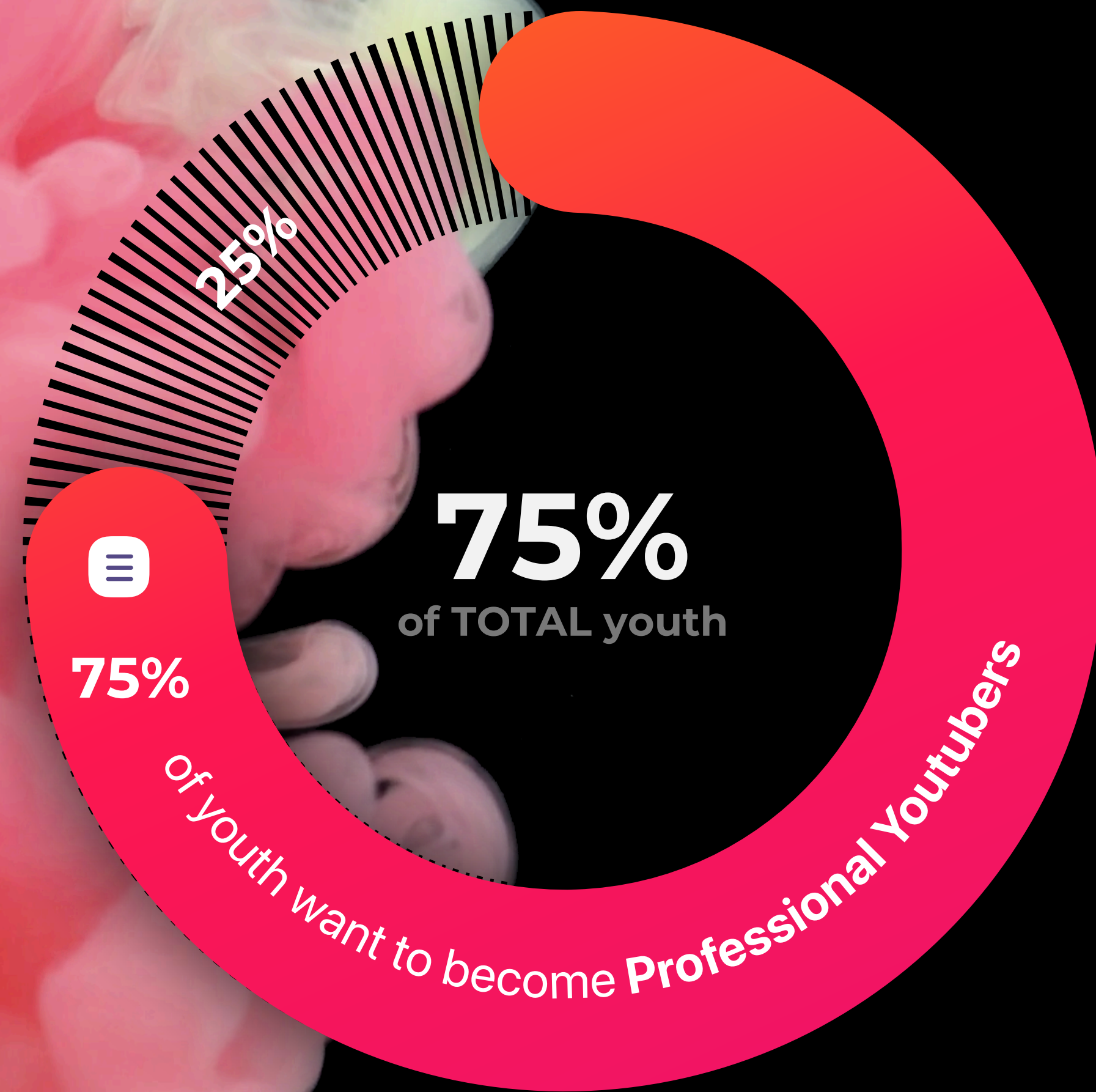


# **X** CAD NETWORK

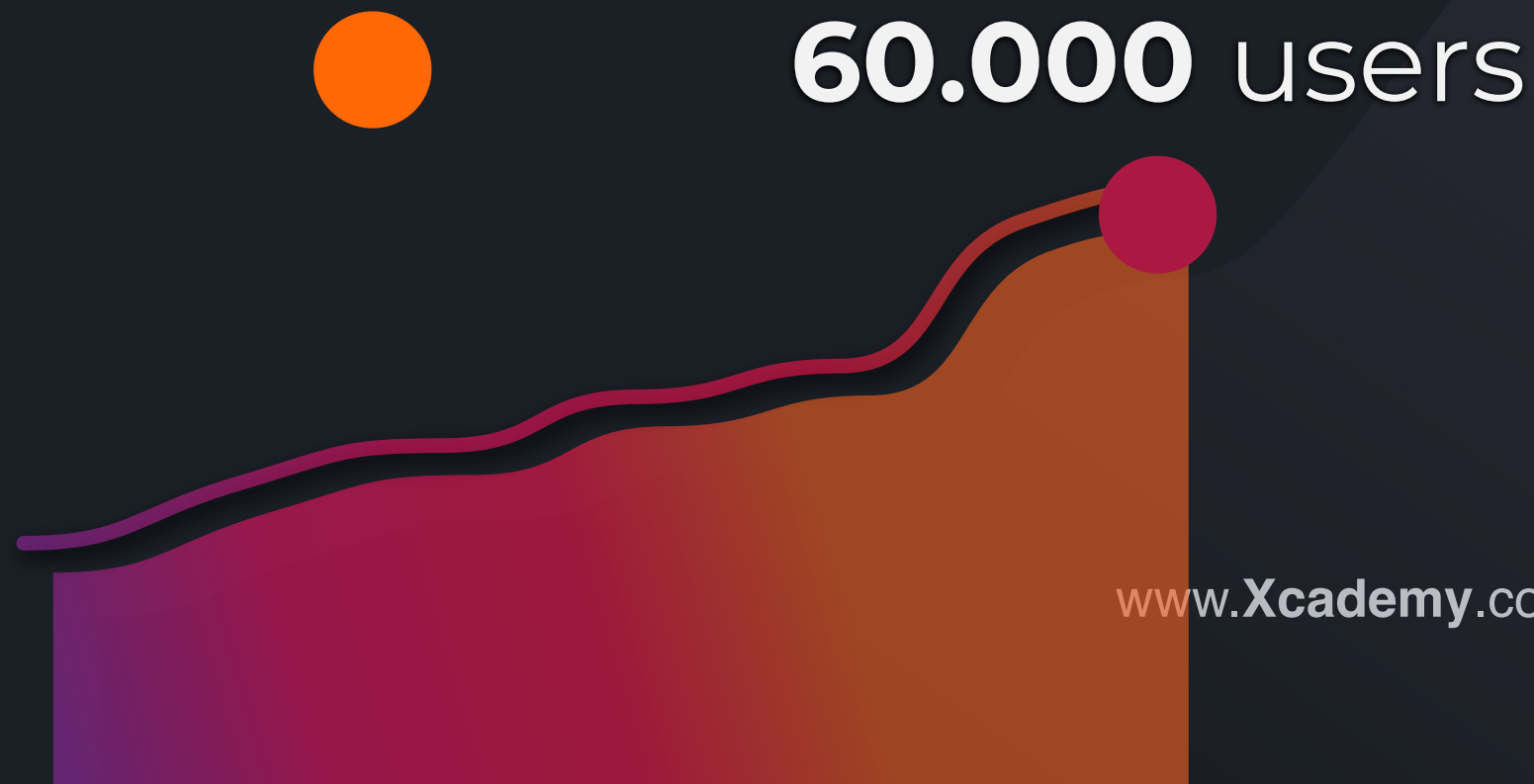
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# Introducing Xcad Network

Xcad Network is providing a De-Fi solution for **Creator monetization** through the tokenisation of YouTubers. Xcad Network will **revolutionise Creator monetization** by creating a **tokenized Economy and marketplace**. XCAD Network also has an **existing online education platform** teaching aspiring YouTubers on a **subscription basis** with **over 120+ videos**, taught by some of the **UK's biggest YouTubers** with **over 50m followers** combined.

A huge industry we understand, but it has a problem.



# Key Problem Statements

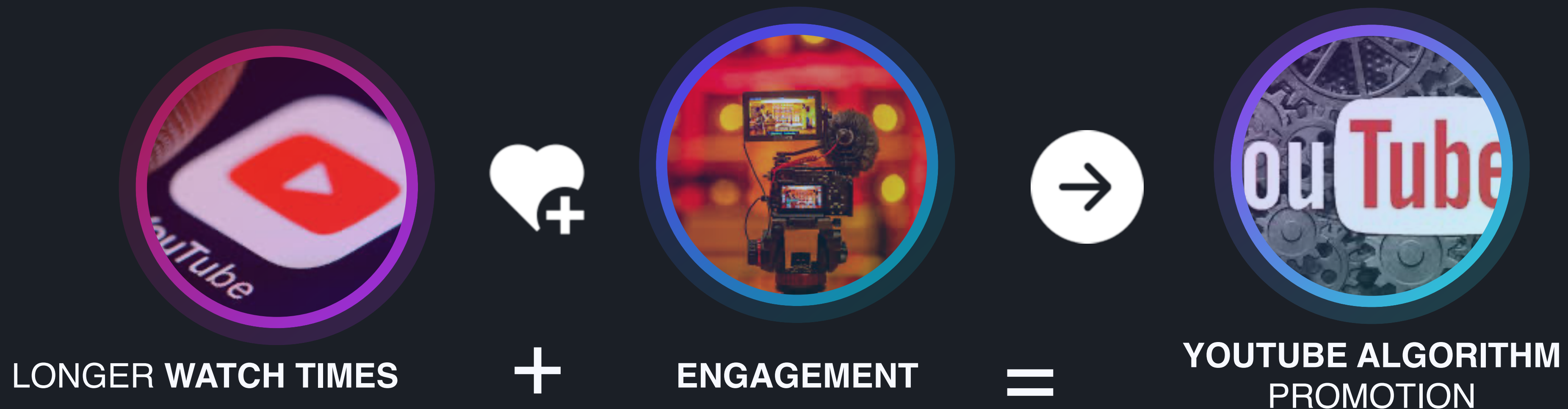
## Creator monetization, growth & rewarding loyal users

- Hard to break into YouTube algorithm & get views regardless quality of content produced.
- Bigger YouTubers are missing out on monetizing their audience further & lack a system to reward loyal followers, while Medium sized YouTubers aren't able to monetize enough to go full time, despite this being crucial to their success.
- Creators lack the ability or system to reward their most loyal fans.
- Creators lack a platform which allows the everyday fan to access NFTs in a simple & retail user friendly fashion.
- There is no platform which incorporates Creator NFTs within an eco-system, which ties it to real world Creator benefits.
- Viewers who are loyal to a Creator early on, don't get rewarded as that Creator grows. No way to really benefit off finding a talented creator early.



# A brief background on the YouTube Algorithm

- YouTube's algorithm is complex and involves a number of different variables, the primary one being watch time.
- Watch time is essentially the length a user watches a video for (as a percentage).
- The higher watch time your video has the higher chance it has of being suggested to other YouTube users organically.
- For example if users are watching 70-80% of your video, it's very likely to organically be suggested to other users on Youtube which will result in growth for the creator. Watch time is always calculated as a percentage.



# Tokenizing Content Creators



CONTENT CREATORS



SUBSCRIBERS

**Before Tokenization:**  
Only value comes from outside third parties



**After Tokenization:**  
Value of the audience is harnessed and financially benefits audience members and the content creator



**Harnessing the value in audiences creates more markets and opportunity for monetization**

# Tokenization creates new markets and monetization methods

## Content Creator - Tokenization Lifecycle

### Enroll in Content Creator Rewards

When any Content Creator from YouTube decides to utilise and enroll in Xcad Networks Content Creator Reward system and the Creator is approved for the program they are issued unique Content Creator tokens

01

### Customize Token

(Content Creator can decide on)

**Unique Name**

**&Abbreviated Ticker** (their Creator tokens)**JMX**

**Reward Points** (name of Creator token)

**\$JMX** (abbreviated ticker)

02

### Automated adjustment of tokens

Based on the total number of subscribers the content creator has, Creator tokens are burned.

A Content Creator with 160k subscribers will have more Creator tokens burned compared to a content creator with 10k subscribers

03

### Tokens burn

As the **Content Creator** acquires more subscribers, more of the Content Creator tokens are burned. The more subscribers a Content Creator gains, the more tokens are burnt

04

### Viewers earn Reward points as they engage

Viewers earn as they engage with the Content Creator by **watching videos published** by the Content Creator and engaging directly on YouTube

05

### Staking

Viewers can stake Content Creator tokens with \$XCAD tokens in liquidity pools to earn a multiplier on rewards earned

06

### Users can sell Content Creator tokens for XCAD

The viewer can decide whether to **HOLD \$JMX tokens** that they earn in hopes they will increase in value as the Content Creator grows or **SELL \$JMX tokens** for \$XCAD tokens which can be redeemed for (\$) Dollars

07

### Content Creator can use their points for expenses and earnings

The Content Creator can unlock vested tokens by hitting certain milestones governed by the \$XCAD holders

08

### Track Content Creator token performance

By using [influencermarketcap.com](https://influencermarketcap.com), users can visually see, chart, and analyse the growth of Content Creator tokens based upon the creators increasing or decreasing audience size and engagement

09

Using our technology, we enhance both the viewer and content creators' experience directly on YouTube. Viewers can earn creator tokens directly on YouTube without changing any existing workflows.



Users can trade the content creator tokens against the XCAD token, then trade the XCAD token to ZIL or USD.

Users can discover & analyze tokenized content creators on [influencermarketcap.com](https://influencermarketcap.com), just like on the comparable website [CoinMarketCap.com](https://CoinMarketCap.com). While also having the opportunity to purchase exclusive NFTs through the Creator NFT marketplace.

Users can stake their content creator tokens alongside their XCAD tokens to earn bonuses and increase their earnings of content creator tokens.

## Creator NFT Market Place



### Creators can mint Unique NFT's

Xcad Network will have a Creator NFT Marketplace and support Creators in minting their own unique Creator NFT's.



### Viewers can purchase and trade Creator NFT's

Creators viewers can purchase exclusive NFTs from Creators in a non crypto user friendly fashion & additionally trade their Creator NFTs with other users, NFTs can only be purchased with XCAD or the specific Content Creator token. Creators can even tie ownership of NFTs to real world benefits, such as follow back on Social media or exclusive access to content. The set up is focused on mass adoption, allowing for non crypto natives to use fiat on ramps and other technology to improve usability.



### Creator earns every time an NFT is traded

Every time fans trade a Creators NFT, the Creator will receive commission on those sales, giving them further passive income.



### NFT 'Moments' Concept

Viewers will be able to purchase NFT 'packs' which consist of a variety of Creator moments from videos, with more iconic moments being more scarce & super-fan collector items. The moments consist of bronze, silver, gold & rare types of NFT moments.



# Creator Token Utility



## Purchase NFTs & More

Creator tokens can be used to purchase a variety of connection based services with the Creator, including exclusive Creator NFTs, merchandise, Social shout outs, follow backs, event tickets, exclusive content and more.



## Governance

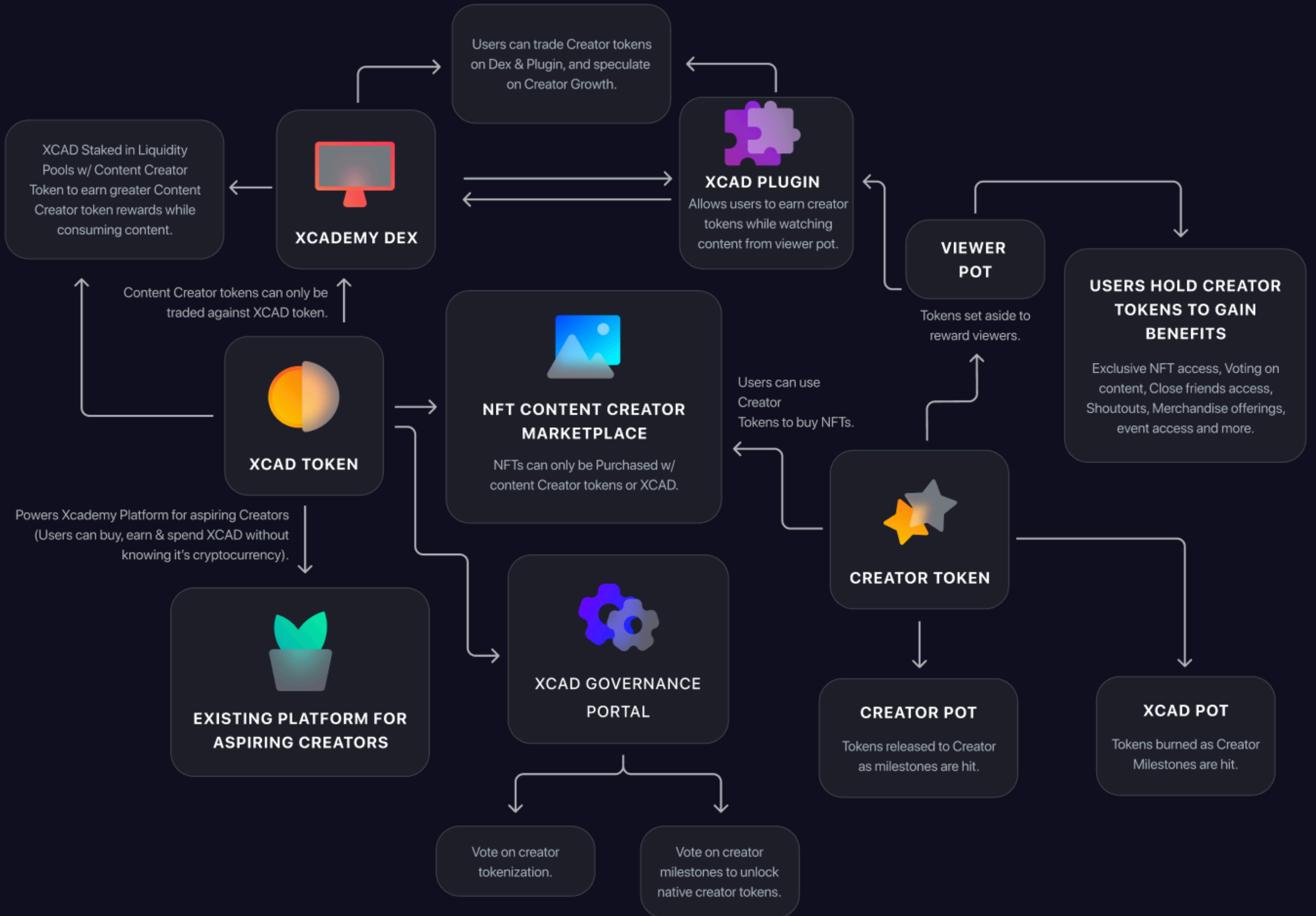
Holders of a Creator token can vote on Creator future content, video selection, and other key decisions revolving around the Creators channel. Allowing Creators to get real feedback & guidance from their viewers, and Viewers a unique opportunity to feel more involved and connected with the channel.



## Hold Tokens

Creators can finally make fan loyalty tangible, and reward the top holders of their Creator token with exclusive benefits, such as NFTs, video features, merchandise and more.

# Token Economy



# What does the XCAD token do?

MULTIPLY YOUR CONTENT CREATOR REWARDS BY STAKING XCAD IN CONTENT CREATOR STAKING POOLS



THIS CAUSES XCAD SUPPLY TO BE REDUCED & PROVIDES LIQUIDITY FOR THE CONTENT CREATOR TOKENS.

POWERS [XCADEMY.COM](https://xacademy.com), NFT PLATFORM & XCAD DEX



THE XCAD TOKEN IS THE ONLY ASSET YOU CAN TRADE FOR CREATOR TOKENS.

GOVERNANCE. XCADEMY HOLDERS DECIDE ON MILESTONES OF TOKENISED CREATORS



**VOTE WITH XCAD  
TOKEN**

# Xcad Team:



**Oliver BELL**  
CEO / Founder



**Joel MORRIS**  
CCO / Founder



**Jeff WARD**  
CTO



**Domen TRONTELJ**  
Community Manager

# Advised by:



**Hate Sheikh**  
Dao Maker Co-Founder



**Lee Parsons**  
CEO & Founder of Ditto Music

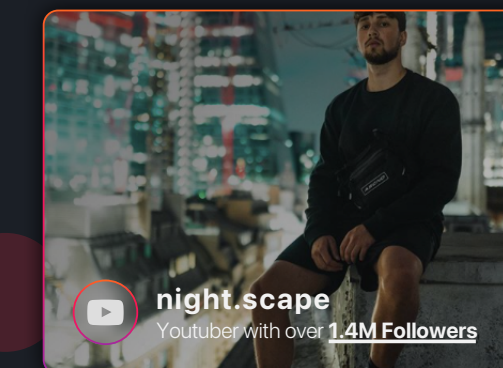
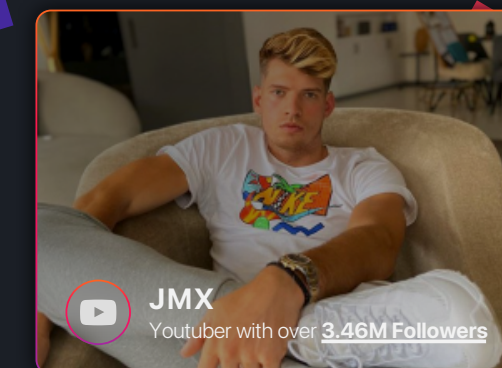
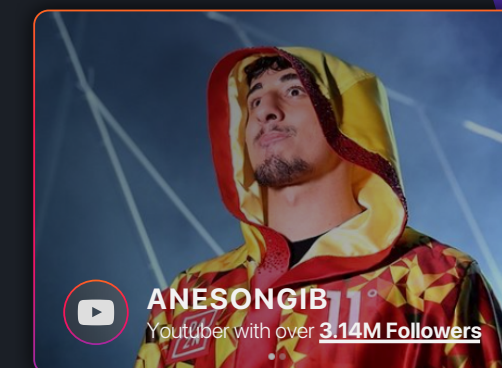
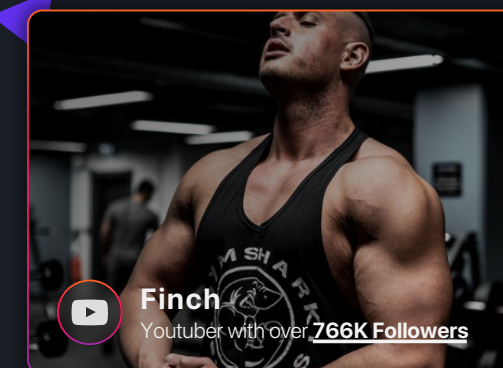
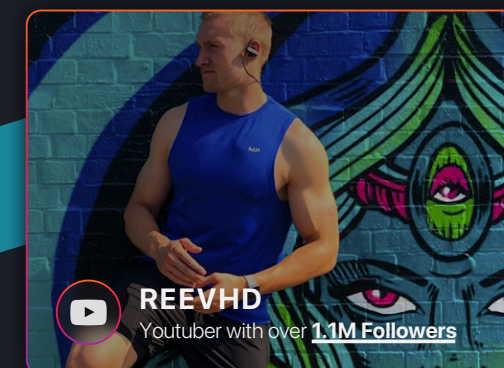
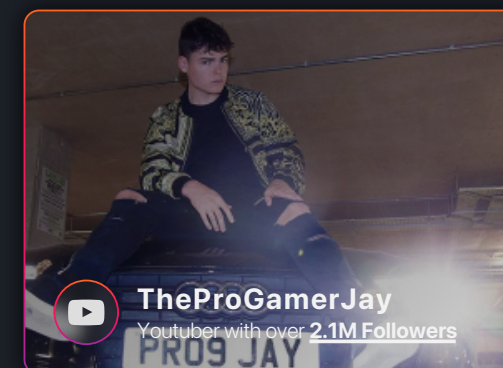
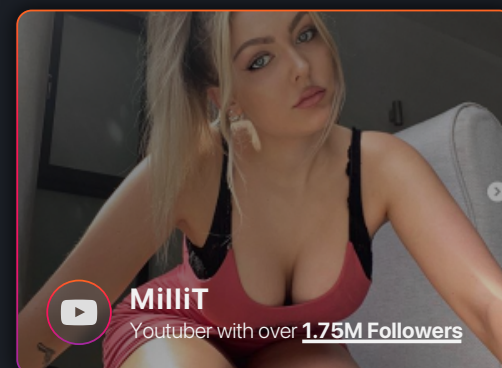


**Max KANTELIA**  
CEO & Co-Founder of Anquan Capital  
Co-Founder of Zilliqa



**Colin MILES**  
CEO of Zilliqa

## A Few of the YouTubers backing XCADEMY



# Real world Adoption at a scale.



No changes to existing user experience due to plugin



Scalable business and market



Creators bring over huge existing user bases



Disrupting an established space, not reinventing the wheel



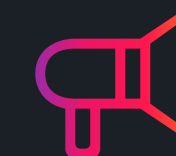
NFT Marketplace designed for the retail user



YouTubers already supporting [XCADEMY.com](https://www.xcademy.com) have over 50m followers combined



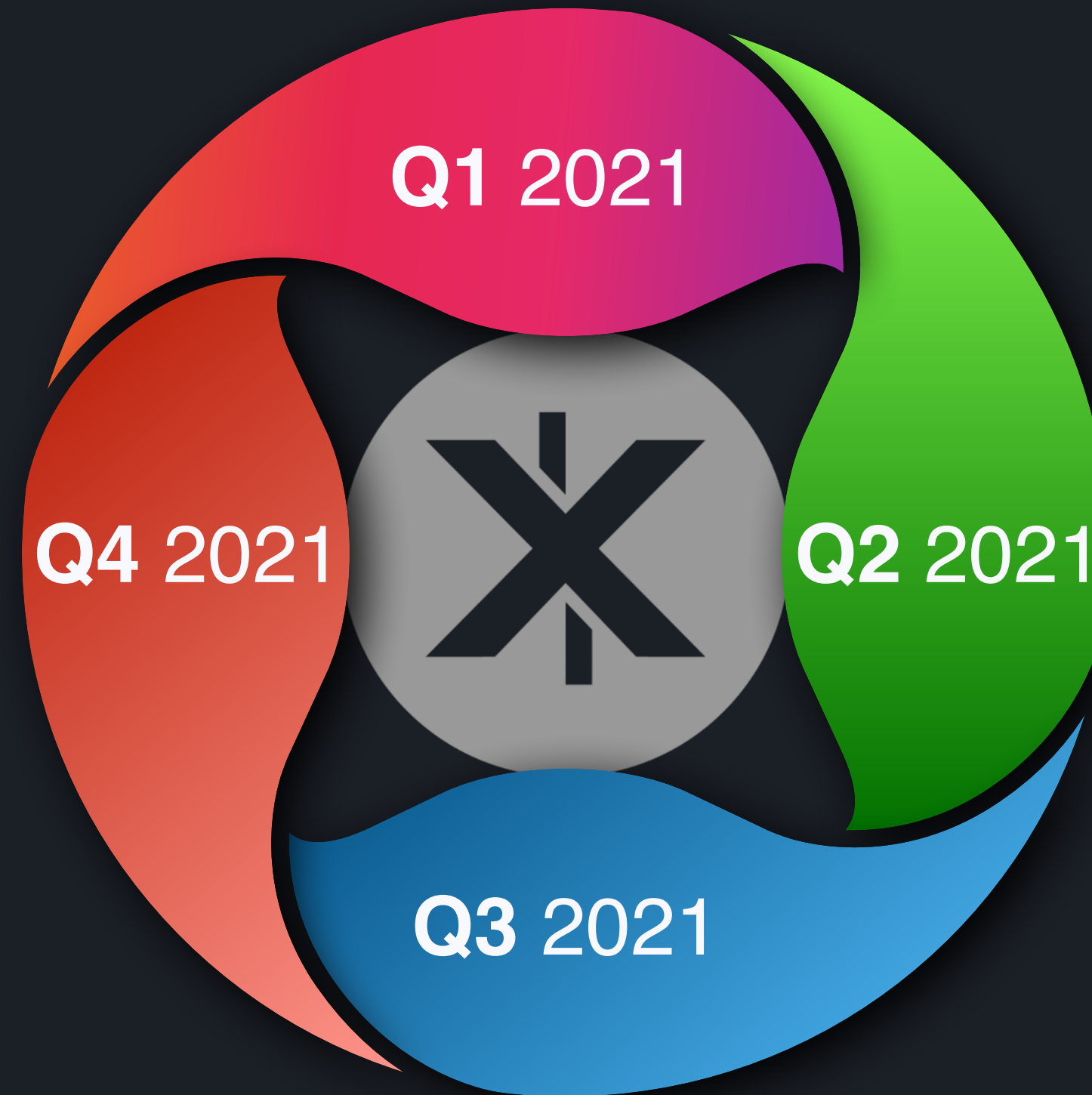
Price relies on real demand not just the crypto community buying based on speculation



Users don't even need to know its a cryptocurrency

- 4 Pillar system built into XCADEMY Online education portal to support future cryptocurrency integration

- Mobile Application for Content Creator Rewards
- Mobile app for E-learning portal



- Xcad DEX
- Browser extension
- Content Creator Liquidity Pools
- NFT Marketplace Launch.
- XCAD TGE

- XCAD Governance portal - Allow XCAD holders to vote on milestones for creators
- Trading built into the browser extension - Users can buy and sell creator tokens directly within the plugin
- [InfluencerMarketcap.com](https://InfluencerMarketcap.com) Launch

# XCAD Token Summary



## Tokenisation of Creators

Content Creators Tokenise themselves and unlock rewards as milestones are hit. Viewers get rewarded for **consuming content** directly on YouTube.



## XCAD Governance + Staking

XCAD Is used to govern the content creators milestones. XCAD token is staked by users with **content creator tokens to earn multipliers on tokens earned.**



## XCAD required to use Xcademy Platform

XCAD token powers the whole XCADEMY platform, real users need the token to use XCADEMY services.

# Adoption is coming

**XCAD NETWORK**

in partnership with

**zilliqa**