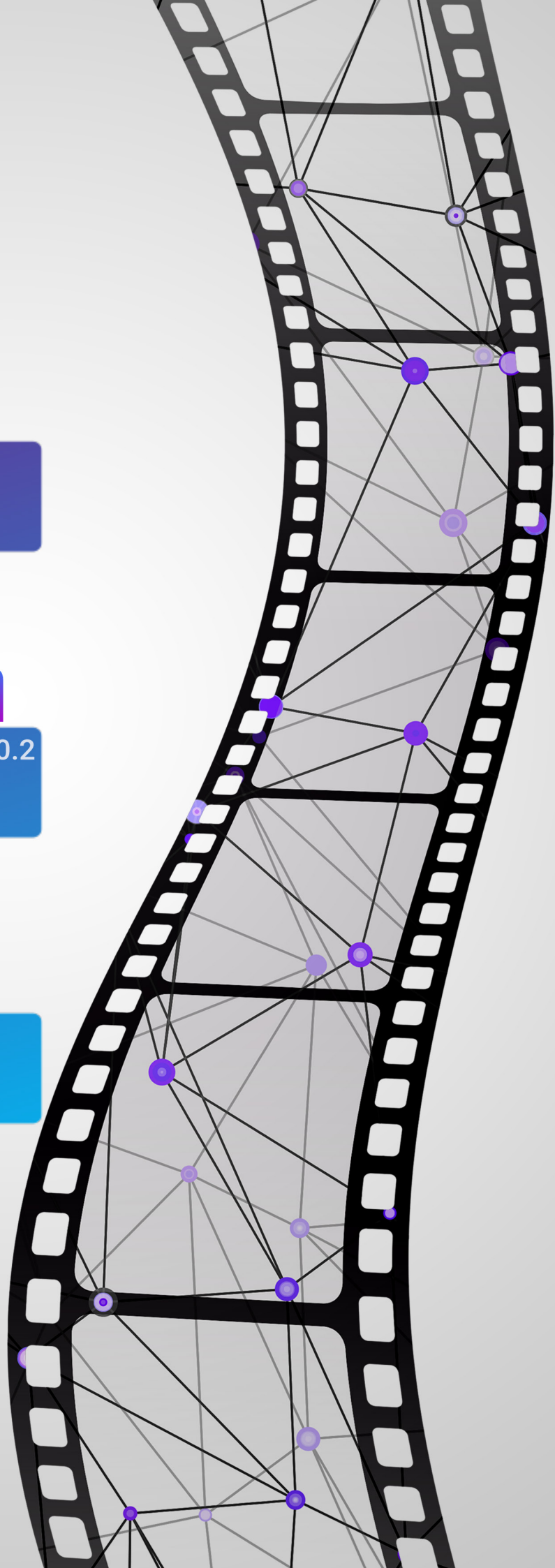


# FILM Chain

Whitepaper 1.0.2



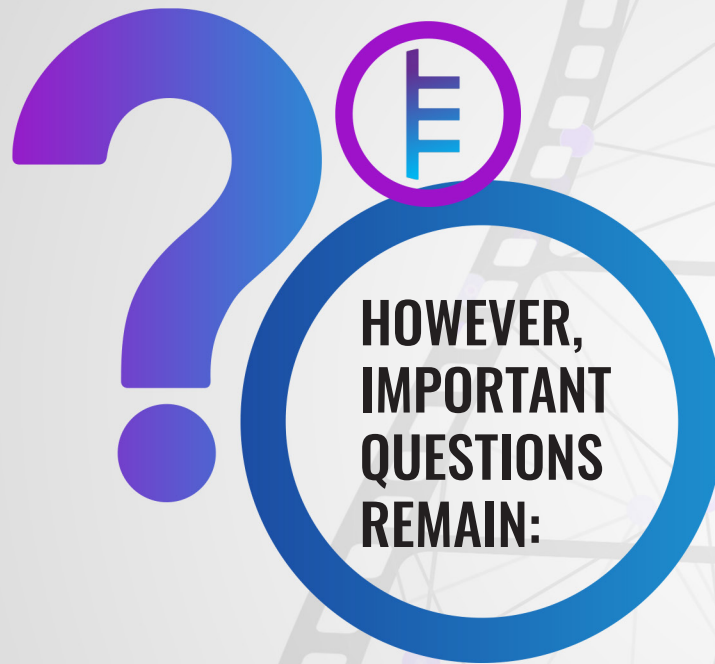
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# 1. Introduction

A quick Google search reveals that stories behind screen productions are not always glamorous. Creatives who invest time and energy in pursuing a career in filmmaking can often be faced with fundraising challenges, overcoming various and, at times, discriminatory obstacles. These challenges get exponentially more difficult for independent filmmakers.

The emergence of online platforms such as YouTube has positively contributed to the accessibility and visibility of a greater number of creatives as they launch their ideas.



- Is there a fair and equal opportunity for anyone to produce and successfully distribute their films?
- Can filmmaking become as easy as launching a YouTube channel, something that seemed quite impossible a decade ago, using today's available technology?
- Is there a way for creators to assess the market before committing their limited resources to a project?

## WE BELIEVE THE VIEWER, AS THE FINAL CONSUMER, MUST HAVE A SAY IN WHAT STORIES ARE TURNED INTO FILMS

It is no secret that more diversity in the talent pool of the film industry means more original ideas on the screen. Filmmakers of different backgrounds, cultures, and languages can bring new perspectives and untold stories to life. On the other hand, historically, the norm for a film production, and continuation in case of a TV show, has been creator-centric or based on marketing analysis of film studios for the highest possible return on investment. We believe the viewer, as the final consumer, must have a say in what stories are turned into films. As you read this, we bet you can think of that favorite show of yours that got canceled due to financing problems; We certainly could think of a handful while writing this paragraph. By changing this paradigm, not only could filmmakers minimize the risk of making a film or television series that will not gain enough viewership, we can create a niche for a targeted audience, pre-production.





## Financial challenges

Film and TV production is not cheap and securing funds is probably the biggest challenge filmmakers and producers face. Viewers often enjoy the final product without awareness of the challenges behind the scenes. One must recognize that some of these challenges threaten the sustainability and competitiveness of the very industry we all enjoy and love (Judah, 2016). In a space where funding is never a given, more time, talent, thought, and energy is spent on solving the financing issue rather than generating creative ideas. As a result, film and TV production leans towards a more commercialized commodity.

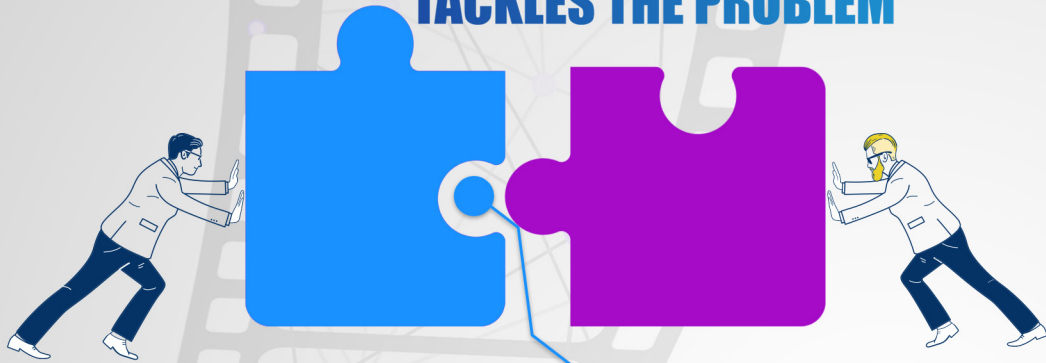
Currently, there are multiple avenues to finance a motion picture including: grants, tax incentives, pre-sales, negative pickup deals, gap financing, private investors, fiscal sponsorship, crowdfunding, and product placement ("MasterClass", 2021).

Unfortunately, these methods do not guarantee streamlining the already complex process of filmmaking. Additionally, some financing methods only serve major production houses or Hollywood blockbusters - not a vast number of indie films that are made with passion and love.

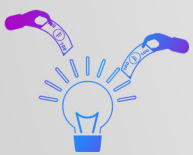


# HOW FILM CHAIN

## TACKLES THE PROBLEM



FILM Chain is a blockchain solution being developed to solve the problem of sustainable financing for indie films relying on low-to-medium tier budgets by generating revenue streams for indie filmmakers while involving the community in the creative process. FILM Chain consists of:



**IndieFund**,  
a blockchain-based  
fundraising platform;



**Community Voice**,  
a voting smart-contract that  
enables the community to vote  
on the creation or continuation of  
a motion picture based on their  
stake in IndieFund;



**NFTpurge**, a platform to help filmmakers  
market and sell their art-related NFTs;



**Block Office**,  
a streaming platform for  
films supported by the  
FILM Chain community;



**HyreBlok**,  
a professional networking  
platform where filmmakers can  
find the right talent for their  
projects, or simply network and  
expand their professional circle.

FILM is the official currency of the FILM Chain used for all transactions on the platform.

## 2. About FILM CHAIN

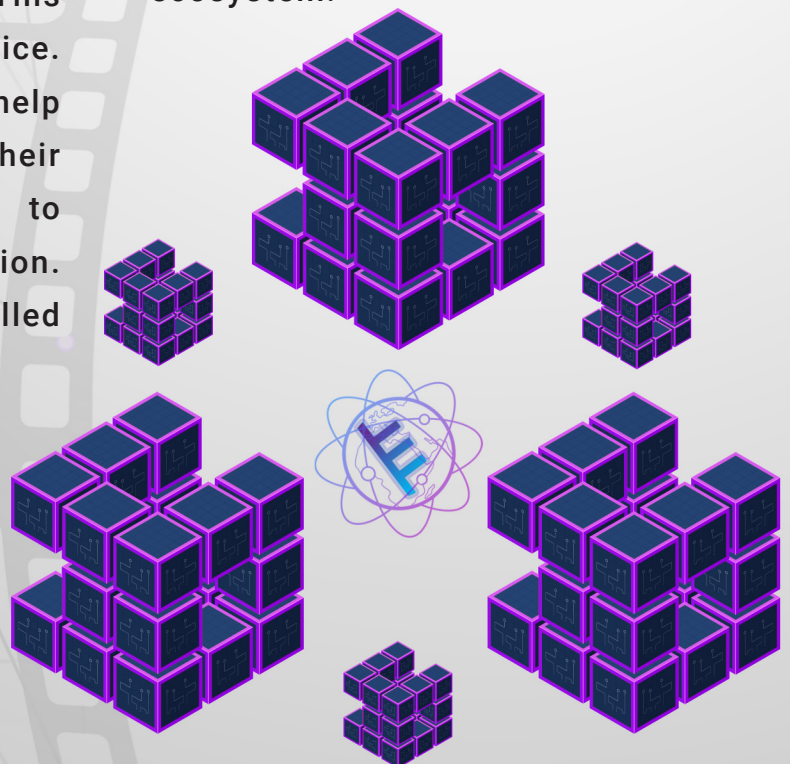
### What is FILM Chain?

FILM Chain is an ecosystem of products based on decentralized applications and blockchain that is developed on top of Binance Smart Chain (BSC) to take advantage of its fast transaction processing and low fees.

The goal of the project is to support indie filmmakers raise funds necessary for the realization of their projects. We call this feature IndieFund. FILM Chain enables community involvement in the development of motion pictures audiences want to see and support. We call this feature Community Voice. Additionally, FILM Chain provides a utility for the distribution of projects supported by the community through streaming on our platform. This feature is called Block Office. We also provide the tools to help filmmakers market and sell their project-related NFTs in order to tokenize and monetize their creation. This part of the ecosystem is called NFTpurge.

Finally, HyreBlok is the networking part of the platform where industry professionals can showcase their talent, network with other peers, or find partners and crews.

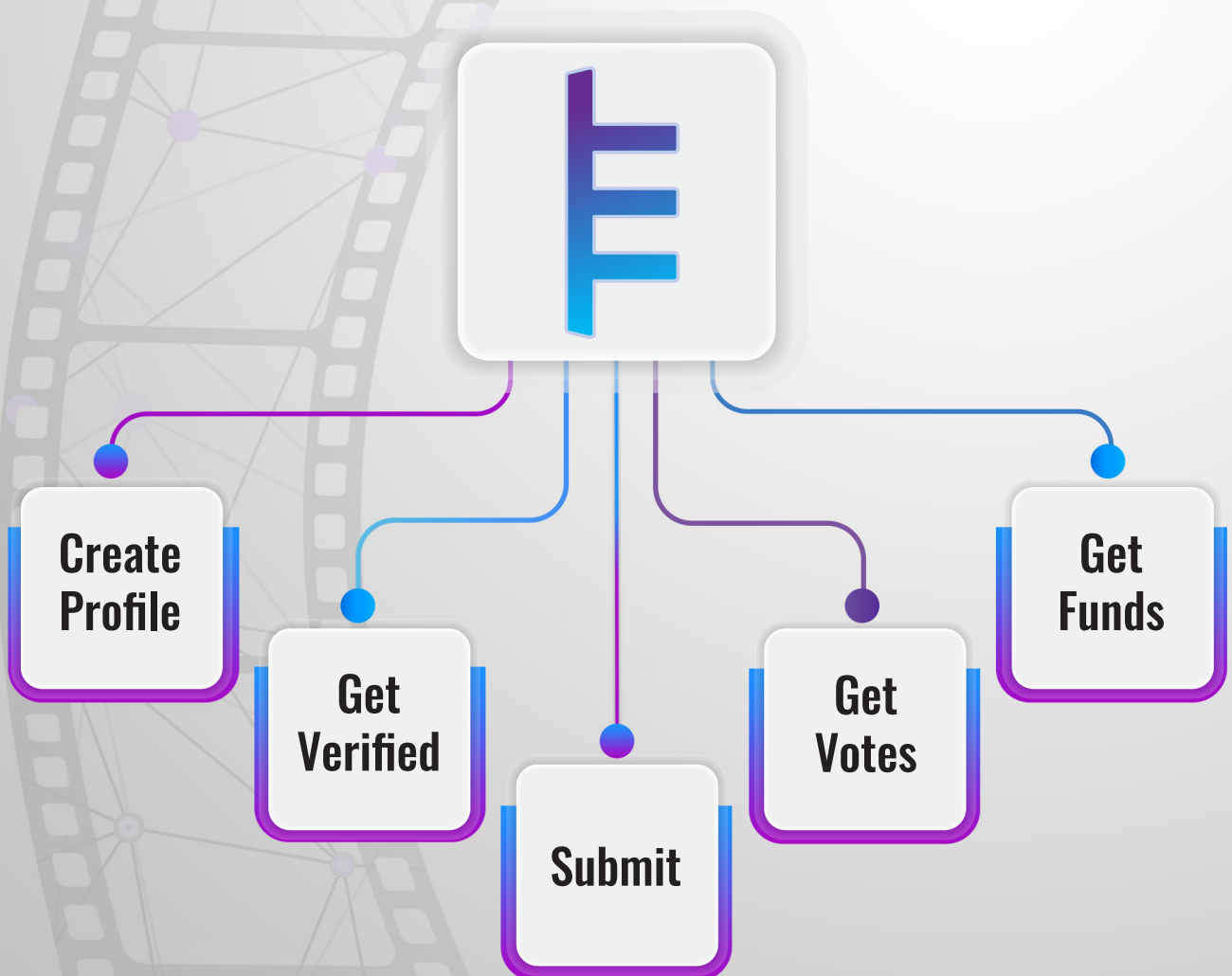
You can think of HyreBlok as the LinkedIn of the film and entertainment industry based on blockchain, powered by FILM Chain, and focused on empowering and connecting the professionals in our ecosystem.





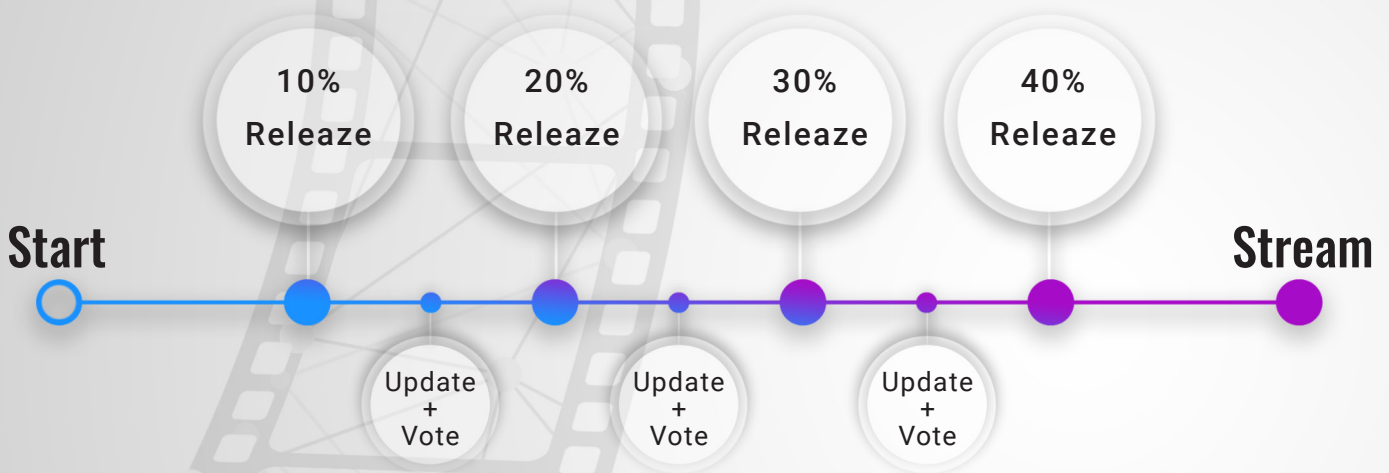
# HOW DOES FILM CHAIN WORK?

Like all creative work, it starts with the inception of an idea. First, indie filmmakers and producers create a profile, get verified, and submit their pitches, trailers, or storylines. They would also submit their budgetary projections at this phase. The submissions then pass through an initial screening process to ensure the materials meet community guidelines. Next, the community reviews the projects and crowdfunds the projects of their choice using FILM Chain.

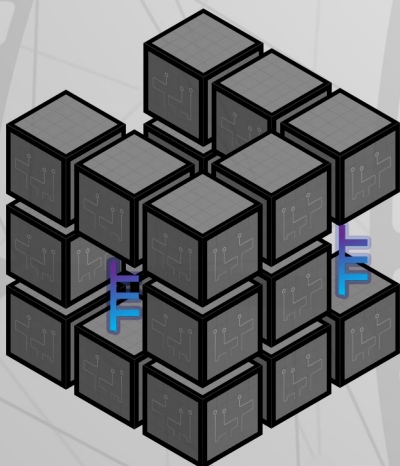




Projects that reach the minimum financing cap receive funds in four predefined stages that are governed and controlled by the community vote. This function enables investors to carry out due diligence throughout the whole lifecycle of the projects. This mechanism also keeps the filmmakers engaged with the community throughout all stages of the production, adding value to their final product by building a highly involved and invested community around their film or show.



Once production is finalized, the creators can stream directly through Block Office. The distribution of revenue generated through the streaming of films and shows on Block Office is governed by a smart contract to ensure trustless distribution of revenue among investors and creators.



Initial investors get a part of the revenue from the sales of the films and shows on Block Office as a return on investment. The amount of revenue sharing will be proportional to the size of initial investment. FILM Chain takes no commission fees during this process to encourage the widespread adoption of FILM Chain, which is a key determinant of the project's success.

Finally, NFTpurge marketplace gives the creators a chance to publish and sell the NFTs related to their project on a platform of film industry supporters and enthusiasts.



# NFT



Outside the production cycle, filmmakers have access to HyreBlok where they can meet, network, partner up, or hire the right talent. Film industry professionals, or unknown talents pursuing a career in the film industry, can connect through HyreBlok or showcase their portfolio.

Together, the suite of tools in the FILM Chain ecosystem provides an end-to-end platform from development to production to distribution of the film and television project.

### 3. Cryptoeconomics

FILM Chain is a utility, entertainment, and governance token. It is a utility token in the sense that it is used for crowdfunding and the NFT marketplace. It is an entertainment token used to provide a streaming service for community-supported projects. Lastly, it's a governance token because of its application in community voting and monitoring the progress of funded projects.



#### ICO

FILM Chain ICO starts with public sales. There are three stages to the ICO:

- 50% OFF Early Bird: %50 discount - 1 FILM = 0.021 BUSD
- 30% OFF Pre-ICO: %30 discount - 1 FILM = 0.0294 BUSD
- NO Discount ICO: tokens are sold at 1 FILM = 0.042 BUSD

# Initial Coin Offering

## FILM CHAIN specifications

Symbol: FILM

Name: FILM Chain

Standard: BEP-20

Total Supply: 10,000,000,042

Price: 1 FILM = 0.042 BUSD

Rewards & Airdrop: Available

Platform: BSC

MVP/Prototype: Available

Accepting: BNB, BUSD

Minimum investment: 50 BUSD

KYC: No

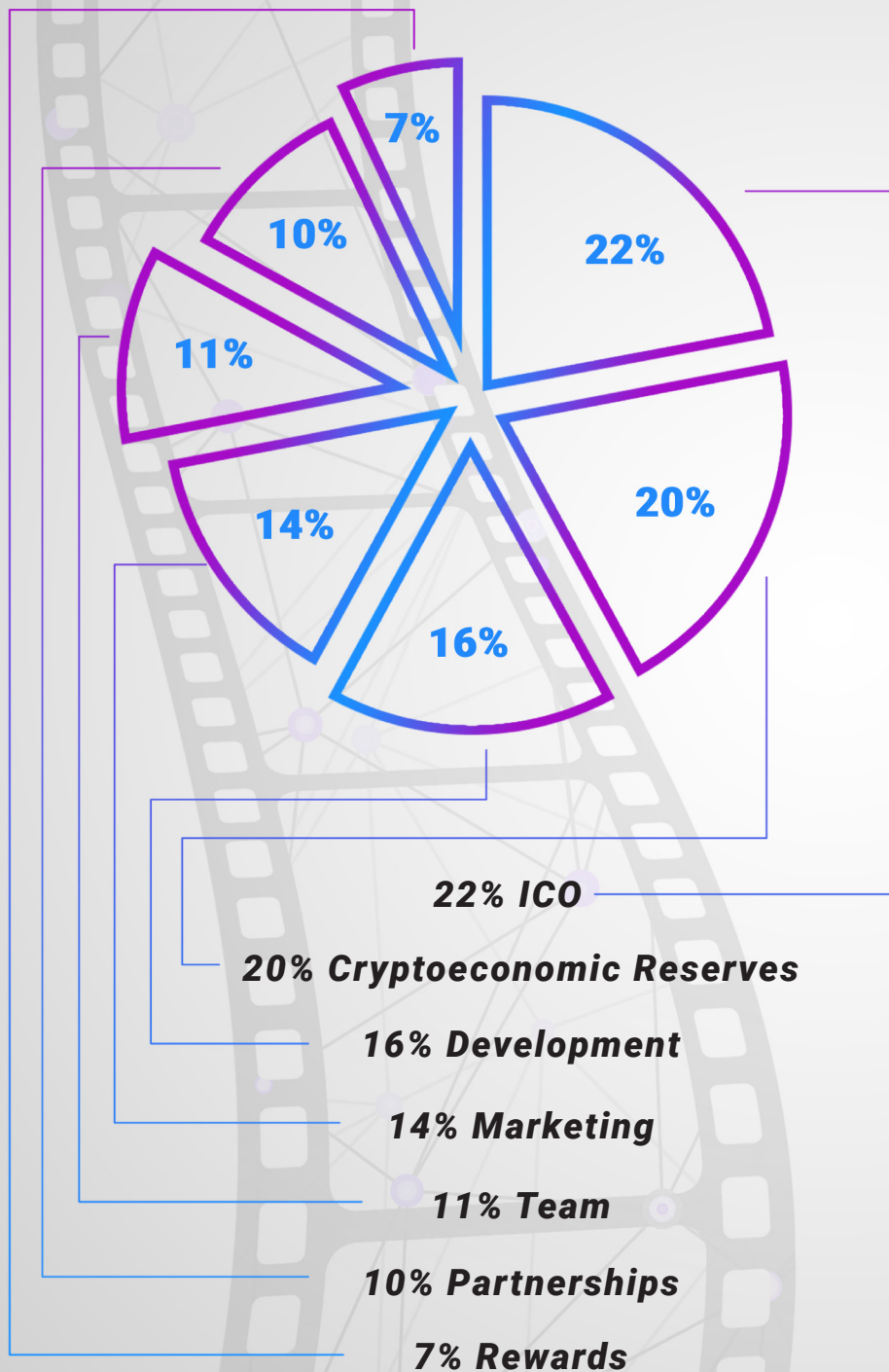




## Distribution

FILM Chain tokens are minted at deployment and never minted again. The total supply is fixed at 10,000,000,042 tokens.

The distribution of the tokens is explained in the illustration below:



## Vesting Period

To maintain continued commitment of the founding team, and increasing community confidence in the FILM Chain, shares for team members, advisors, and ambassadors are locked in wallets controlled by smart contracts that will be gradually released, based on the following breakdown:

### Team

**LOCKED FOR  
12 MONTHS**

**LATER  
25% RELEASED  
QUARTERLY**

### Ambassadors

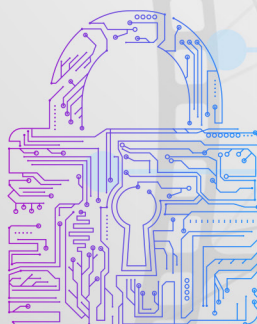
**LOCKED FOR  
12 MONTHS**

**LATER  
50% RELEASED  
QUARTERLY**

### Advisors

**LOCKED FOR  
12 MONTHS**

**LATER  
50% RELEASED  
QUARTERLY**



## 4. Rewards

Overall, 7% of the total project supply is allocated to the community in the form of airdrops and lucky draws. Early adopters and supporters of the project play a critical role in wide adoption of the platform. The purpose of these rewards is both to encourage the adoption of FILM Chain and an active community role in the life of the project.



## Airdrops

Airdrops comprise 5% of the total FILM Chain supply, starting with the initiation of the token sale up to the point that the allocated reserve has been depleted. FILM Chain holders, subscribers of social media channels, including Telegram, YouTube, Discord, Twitter or other social media, and referrers have a chance to receive airdrops. There will be multiple campaigns, each carrying out a specific airdrop policy. The project website and social media channels are the official sources of announcements for the airdrops.

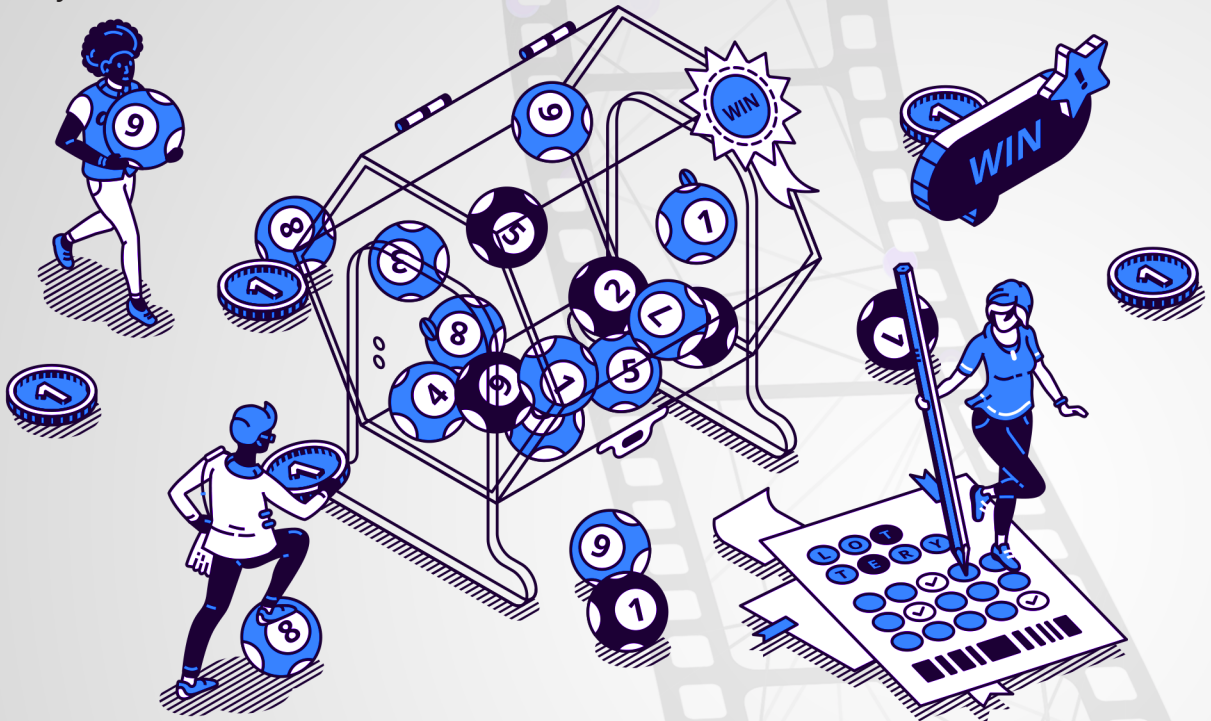




## Lucky Draw

Lucky draw is a cryptoeconomic incentive mechanism to encourage investors to hold FILM Chain tokens until the maturation of the project. This approach helps ensure the healthy and organic growth of FILM Chain adoption. Lucky draws are for anyone possessing FILM Chain tokens, whether they have bought them during the ICO or obtained them through airdrops.

The only condition to be included is to own FILM Chain tokens.



**42 lucky winners every month**

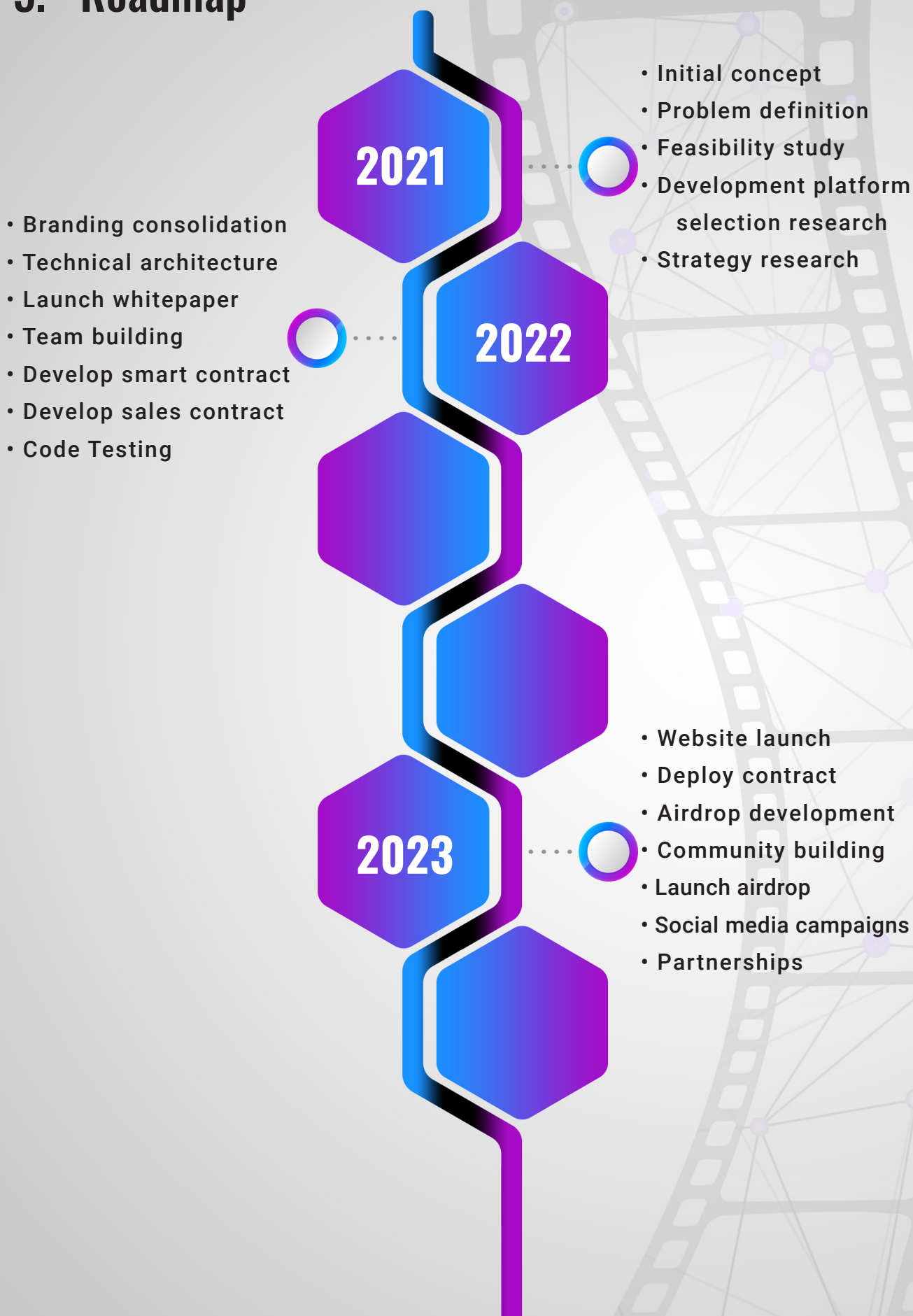
**WIN**

**Each winner gets 24,000 FILM**



**Lucky draws continue for 8 years**

## 5. Roadmap



2024

- ICO
- Start Lucky draws
- List on exchanges
- List on Coinmarketcap
- List on Coingecko
- App backend specification
- Onboarding of platform users

2025

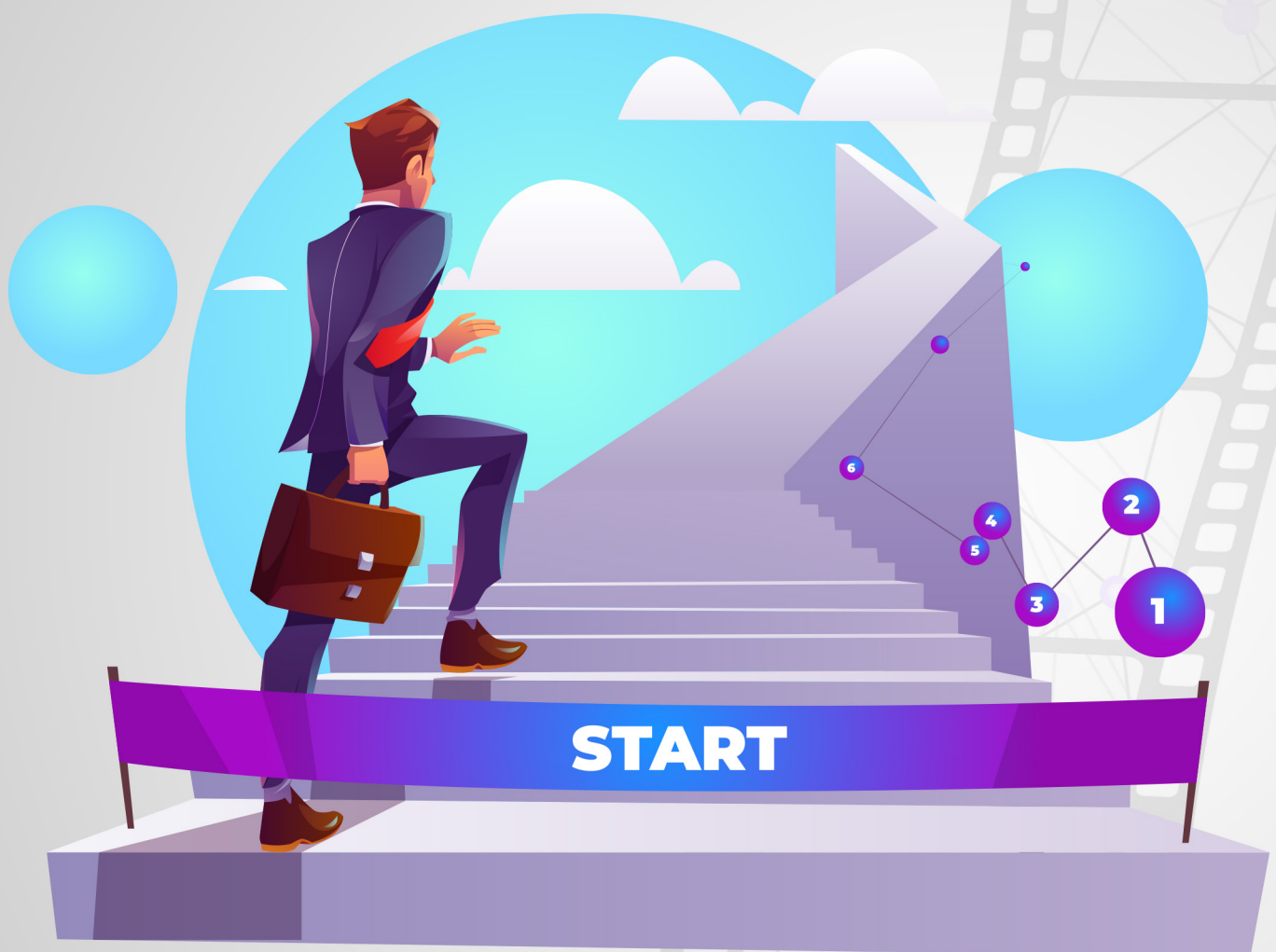
- List on major exchanges
- Launch IndieFund beta
- Launch Community Voice
- Launch Block Office beta
- Launch HyreBlok beta
- Launch NFTpurge
- Funding of the first FILM supported project
- Mobile app development
- To be announced...





## 7. Our Vision

Blockchain technology is here to stay and the pace at which it is disrupting various industries will only grow in the foreseeable future. Our vision for the next five years for the project is to build a strong user base across web and mobile platforms. Next, we plan to extend our services to music production, digital arts, game design, and AR and VR projects.



Our ultimate goal is to become an end-to-end service where creatives of all backgrounds raise funds on the FILM Chain platform, launch their products, and integrate their sales into our ecosystem, as well as provide an opportunity for the community to invest in the entertainment industry.

## 7. References

Indie Filmmakers Face An Uphill Marketing Battle. *Forbes*. (2017). Retrieved 25 December 2021, from <https://www.forbes.com/sites/quora/2017/09/09/indie-filmmakers-face-an-uphill-marketing-battle/?sh=73b37094eafd>.

Judah, Tara. "Stuck in traffic: funding accessibility for first-time feature filmmakers." *Metro Magazine*, no. 190, winter 2016, p. 126. Gale Academic One-File, [link.gale.com/apps/doc/A473149241/AONE?u=anon~7347dca2&sid=-googleScholar&xid=9a486914](http://link.gale.com/apps/doc/A473149241/AONE?u=anon~7347dca2&sid=-googleScholar&xid=9a486914). Accessed 31 Dec. 2021.

