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# ARQUTE

GLOBAL ANIMATION STUDIO

Decentralized Autonomous Organization  
Powered by **Ethereum Smart-Contracts**

**WHITE BOOK**



## STEP-BY-STEP INTRODUCTION

The purpose of this White Book is to present **ARQUTE Global Animation Studio** (hereinafter **ARQUTE G.A.S**) to potential participants in connection with the forthcoming proposal of **AGAS** token.

**The decentralized Autonomous Organization** is a new kind of organizational and legal form that can exist online and is based on **blockchain** technology.

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## ABOUT

### **ARQUTE** Global Animation Studio

The company which produces children animation content in the form of intellectual property, guaranteed by mass publication based on the **blockchain**.

This technology regulates the legal relationship of the producer and the authors of the animation product. Provides an opportunity to make decisions in the process of production and realization of the project by way of a general vote of the token owners.

The studio and its products are intellectual property, guaranteed by mass publication based on the **blockchain**.

### **FOUNDATION OF THE STUDIO**

The project was founded in 2011 to unite creative people and produce art books, filled with illustrations by independent authors.

Today we are making the world's first global animation studio of a new generation with independent investors. We gathered a team of people who worked on successful projects in the animation and film industry.

Modern technologies allow creating high-quality animation products in a short time, which accelerates the turnover of investments and increases profit.

### **SOCIAL PROJECT**

The project will unite many independent creative people around the world, engaged or interested in the production of animation products.

Everyone can become a part of our team and together with us make successful projects. The management of the studio will be carried out by a joint vote of all participants, where any of the votes can be decisive in making important decisions.

### **BUSINESS FOR ALL**

Thanks to modern technologies, it's easy to get a share of **ARQUTE G.A.S** and become its co-owners. You just need to get **Ethereum** purse online, refill it and make an **AGAS** token purchase.

The address of the **Ethereum** wallet is the identifier of the owner of the token and the project participant. All interactions with participants will be made automatically through the **Smart-Contract**.



### STUDIO OF NEW GENERATION

Products, which will be produced by the studio, meet modern standards of quality and technology.

The development will be implemented on a computer 3D engine **Unreal Engine 4** with support for **AR** (Additional Reality) and **VR** (Virtual Reality).

We add interactivity - some details of the story and style of narration will depend on the chosen character.

### WHAT WILL CREATE THE STUDIO?

**ARQUTE G.A.S** will specialize in creating animated series about different characters united by a common world.

The plot is based on the science forbidden in physics about the **luminiferous ether** - the all-pervasive medium, vibrations that manifest themselves in the form of electromagnetic waves.

Under different circumstances, heroes under the influence of ether receive supernatural powers, through which they struggle with internal and external enemies.





## ANIMATION INDUSTRY

Children’s video content is developing rapidly, but still has the vacancies in the market. Animated series based on computer graphics are popular and have a positive evaluation of society.

Indicators of project monetization on the **Youtube** online resource, according to <http://socialblade.com>:

YOUTUBE CHANNELS	ANNUAL INCOME
MASHA AND THE BEAR	up \$11.50 M
LUNTIC	up \$3.70 M
ODDBODS TV	up \$3.10 M
PORORO THE LITTLE PENGUIN	up \$3.10 M
THE POOCHES	up \$2.50 M
FIXIES	up \$2.20 M
ROBOCAR POLI	up \$1.80 M
KIKORIKI	up \$1.70 M

## LICENSE FEES

The release of related products under the same-name trademark in the market of children’s goods is popular and has a high profitability, as the children’s audience has a great commitment to materializing fictional and favorite characters. This fact gives rise to a huge consumer demand.

Average annual licensing capitalization:

NAME	LICENSING FEES
THE WALT DISNEY	\$45.20 B
WARNER BROS	\$6.00 B
NICKELODEON	\$5.50 B
DREAMWORKS ANIMATION	\$3.30 B
20TH CENTURY FOX	\$2.10 B
CARTOON NETWORK	\$2.00 B
THE POKEMON COMPANY	\$2.00 B
NBC UNIVERSAL	\$1.00 B
ENTERTAINMENT ONE	\$0.92 B



## FINANCIAL HIGHLIGHTS

### INCOME

On these examples, we will consider financial indicators based on two projects. It would look like the distribution of profitability of participants if the following projects and companies belonged to independent investors:

### PORORO THE LITTLE PENGUIN

ANNUAL INCOME AT YOUTUBE	\$3 000 000
NUMBER OF ISSUED TOKENS	10 000 000
TO THE DISTRIBUTION OF 80% INCOME	\$2 480 000
1 TOKEN PER	\$0.24
PRICE FOR 1 TOKEN	from \$0.50
TOTAL ANNUAL INCOME	49.6 %

### MASHA AND THE BEAR

CAPITALIZATION OF PROJECTS FOR ALL TIMES	\$124 000 000
NUMBER OF ISSUED TOKENS	10 000 000
TO THE DISTRIBUTION OF 80% INCOME	\$99 200 000
1 TOKEN PER	\$9.92
PRICE FOR 1 TOKEN	OT \$0.50
TOTAL CAPITALIZATION FOR 1 TOKEN	1 984 %

The indicators given here are conditional, but in this way we want to show you the market's capitalization opportunities.

Based on the above data, **ARQUTE G.A.S** together with potential holders of **AGAS** tokens can achieve great success in the field of entertainment content.



## INITIAL COIN OFFERING

### DISTRIBUTION OF TOKEN

All **AGAS** tokens issued are part of the **ARQUTE G.A.S.** By purchasing studio tokens, you become a co-owner of a multi-million dollar business. Each co-owner has the right to profit and participate in the management of the business. According to **ICO** results, each partner will receive a part of **ARQUTE G.A.S** profit according to his contribution.

### DISTRIBUTION OF PROFIT

**ARQUTE G.A.S** will pay 80% of net profit to holders of **AGAS** tokens at the end of each calendar month. Another 15% of net profit will be channeled to the reserve fund, from which funds will be allocated for the development of existing projects and the creation of new ones. The remaining 5% of net profit will be sent to the reserve fund, from which the cost of maintaining the entire structure of **ARQUTE G.A.S** will be paid.

### MANAGEMENT OF STUDIO

**ARQUTE G.A.S** is a Decentralized Autonomous Organization, and its owners are holders of **AGAS** token. The structure of **ARQUTE G.A.S** consists of different organizations that carry out the tasks of creating, promoting and monetizing products. The executive body is the administration, which manages the studio on behalf of the holders of the tokens. Decisions on important issues of the studio are made by voting among the holders of the tokens.

### TERMS OF PARTICIPATION

Sales of **AGAS** tokens occur by crediting payment to the **Smart-Contract** purse, in return, tokens are sent to the sender's account. Income belonging to holders is distributed in equal shares and paid according to the actual number of tokens issued by transfers to purses for their holders.

### BARGAINING

At each stage of primary emissions, a limited number of tokens is issued. When developing the limit is exceeded, it is frozen until the next stage begins. If the volume of tokens allocated to the stage has not been sold completely, it goes to the next stage and increases the volume of tokens in it. The sale of tokens is carried out until the entire volume is released (10,000,000), and is not time-limited.



# INITIAL COIN OFFERING

## SPECIAL CONDITIONS

### AGAS

Short name of the token

**19.03.2018 - 15.04.2018**

Pre-ICO period

**20 000 ETH**

Planned involvement

**16.04.2018 - 13.05.2018**

ICO period

**10 000 000**

Total volume of tokens

**since 14.05.2018**

Pro-ICO period

**9 000 000**

Tokens for sale

**2 000 000**

Tokens for sale Pre-ICO

**0.001 ETH**

Price for 1 token on Pre-ICO

**5 000 000**

Tokens for sale ICO

**0.002 ETH**

Price for 1 token on ICO

**2 000 000**

Tokens for sale Pro-ICO

**0.004 ETH**

Price for 1 token on Pro-ICO

**1 000 000**

Distribution of Tokens

**500 000**

Tokens for the Founders

**250 000**

Tokens for the team

**200 000**

Tokens for bonuses

**50 000**

Developers of the Smart-Contract

## OFFERS

### One-time purchase / Additional tokens

500 - 999 tokens / **+20** tokens

1 000 - 4 999 tokens / **+100** tokens

5 000 - 9 999 tokens / **+600** tokens

10 000 > tokens / **+1 500** tokens

\* -Bonus tokens are calculated until the token reserve allocated for bonuses (200,000 tokens) is exhausted.

\*-Unallocated bonus tokens are transferred to team reserve.





# BENEFIT

## WHAT DOES THE TOKEN HOLDER GET?

- Share in the multimillion-dollar business of the profitable industry.
- The share of rights for all products produced by ARQUTE G.A.S.
- The share of the profit of all projects of ARQUTE G.A.S.
- The right to manage business through general voting on important issues.
- The ability to offer for consideration their stories and ideas for animated products.
- Guarantee of protection of property rights on the basis of their mass publication in the system of blockchain.
- Ability to dispose of the property right to transfer them to other users.
- Employment opportunities in ARQUTE G.A.S.
- Participation in corporate events.

## ASSIGNMENT OF TITLES

To improve the efficiency of ARQUTE G.A.S, we have developed titles that are equivalent to contributing to the project. Titles give participants different opportunities: from access to the working area of the Studio - to the right to vote on the management of the Studio.

Regardless of the title, all participants receive the opportunity to vote and receive dividends.

NAME	TOKENS	PROFIT	VOTE				OFFER TO VOTE	
			ART	TO WORK TEAM	TO PROJECT TEAM	TO ADMIN OR BOSS	PROJECT	BUSINESS QUESTIONS
SURFER	1 - 99	+	+	-	-	-	-	-
MEMBER	100 - 499	+	+	+	-	-	-	-
TEAM-MATE	500 - 999	+	+	+	+	-	-	-
MASTER	1 000 - 4 999	+	+	+	+	+	-	-
DIRECTOR	5 000 - 9 999	+	+	+	+	+	+	-
PRODUCER	10 000 >	+	+	+	+	+	+	+

\* -Title can be obtained by summing purchases when a certain number of tokens is reached.

\* -When selling a part of the tokens, the title level drops to the current volume of tokens.



## ROAD MAP





## TERMINOLOGY AND DEFINITIONS

**ARQUTE G.A.S** Global Animation Studio of a new generation to create entertainment content.

**Blockchain** Electronic data, divided into blocks and multiplied for storage on online services and local computers.

**Ethereum** Platform for the creation of decentralized online services, working on the basis of Smart-Contracts based on the blockchain.

**ETH** Digital asset as a unit of the Ethereum platform.

**Token** A digital asset that gives the owner the right to use the services and rights assigned to him.

**Token AGAS** A digital asset containing the property right to intellectual property owned by ARQUTE G.A.S.

**Token Holder** A participant who acquired a token at the initial placement or received it upon distribution.

**ICO** Primary placement of Tokens. Includes 3 stages: Pre ICO, ICO and Pro ICO.

**Pre ICO** Presale of the primary placed tokens in large packages with a discount.

**Pro ICO** Final placement of tokens at an increased price.

**Smart-Contract** An electronic algorithm that describes a set of conditions, the execution of which leads to some events in the real world or in digital systems.

**Wallet** A piece of software located on-line or on local computers that allows the user to access his digital assets with a personal key.



## MEMORANDUM B4A

- DAO Decentralized Autonomous Organization - allows you to create an organizational and legal form in an online environment based on blockchain technology.
- Anyone can become a co-owner of a business without complex legal procedures by acquiring a digital asset placed in the technology of blockchain.
- The digital asset is acquired under the terms of the Smart Contract using the cryptocurrency and linked to the wallet address from which the funds were received.
- The digital asset reflects the intellectual property of the brand and any products produced under it.
- The property rights to own a digital asset are secured and guaranteed by mass publication in the technology of blockchain.
- Each digital asset has equal rights and contains a share of the selective vote.
- The digital asset affirms the right to participate in business management through general voting and to receive income from business activities.



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