We’re living in an experimental new world. From the metaverse to NFT’s. Everything's in flux and everything’s new.

But, web 2.0 hasn’t kept up. We’re still giving away art for hearts and likes.

It’s time to reinvent. Unfriend social feeds. Unlike shady algorithms. Unfollow ads. We’re giving you your independence and equity back. So you can experiment, compose and innovate.

Create meaningful value from your work. Connect with your fans. And subscribe to your favourite creators’ journey.

We call it O-MEE. A social subscription and NFT Marketplace for Web3.0.

Break conventions. Forge a new path. And challenge what art can be. O-MEE, reinvent your future
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EXECUTIVE SUMMARY

O-MEE is a social subscription network and NFT marketplace. We are a community-driven platform promoting social activity whilst encouraging the use of cryptocurrency products and services. Sounds cool, right? **O-MEE is the ultimate balance of content entertainment, social interaction, and cryptocurrency spending.**

O-MEE aims to **reinvent the future** for creators by providing a Web3.0 NFT network that drives sociability and creativity for artists, designers, influencers and content producers who can upload, create, share and sell their artwork all in one place. Through **API technology**, creators are able to connect their mainstream social platforms to **republish** their existing artwork, videos, photography and media to their profile showcasing their content to the O-MEE community where it is displayed for their followers to **like, interact and share**. In addition, creators are able to create and mint both new and republished artwork allowing them to sell and monetize their artwork on the O-MEE NFT marketplace.

Our **subscription feature** will allow creators too **monetize** specific content through **flexible pricing plans**, providing their followers **unrestricted access** to their profile and **exclusive NFTs**. We encourage content creators to generate **more followers, more likes, more engagements, more subscribers and more revenue**. O-MEE recognises how hard creators work to produce exclusive content, and we want to reward them. O-MEE plans to offer a **zero commission** on all revenue generated through subscriptions.

Using our native currency OME, users will be able to;

1. **Buy** NFTs in our marketplace
2. **Subscribe, pay-per-view, tip and donate** with their favourite content creators
3. Earn OME rewards through **staking and farming** programmes
4. Influence business operations via **governance tokens**
5. **Promote and advertise** content to other platform users

Furthermore, our community will be rewarded through our **referral schemes, membership programmes and O-MEE events.**

Built on the **Ethereum blockchain**, our vision is to create a **holistic platform experience.**

Thank you for reading the O-MEE white paper.
THE PROBLEM

The cryptocurrency industry has failed to recognise the need for a social-driven platform that brings community interconnectivity whilst promoting e-commerce subscription services and cryptocurrency spending. Not only is O-MEE intercepting and innovating this market, we provide a content subscription service and NFT marketplace that promotes a user-friendly and interactive community to access unlimited content and exclusive NFTs. We have identified the following issues:

**CONTENT CREATORS**
- High subscription, commission and minting fees
- Long payment withdrawal periods
- Lack of revenue streams
- Content ownership
- Audience scalability

**PLATFORM USERS**
- Inflated subscription costs and service fees
- Limited choice and preference
- Transparency
- Communication

**BOTH**
- Oppressive content algorithms
- No creator and user social interaction
- Monotonous and unimaginative platform experience
- Lack of payment method options

**PROBLEM CONCLUSIONS**
- Extortionate fees and outdated payment methods
- Lack of system configuration, navigation, and user-friendly interface
- No access to create, buy, sell, share NFTs.
- No social interaction
- Decentralised authority
Creators, NFT enthusiasts, socialisers, and subscribers face a long list of problems when using different content platforms, NFT marketplaces, and social media networks. The O-MEE platform addresses each problem by providing a dynamic and direct solution that puts our user practicability at the forefront of our platform approach. We have identified several solutions that ensure the ultimate user experience:

1. **Zero Subscription Fees**
   O-MEE does not charge any fees for users that facilitate subscription services meaning they keep all revenue they generate.

2. **Flexible Subscription Model**
   Content creators determine their own pricing structure for their followers to maximise their revenue.

3. **User Guidance**
   We provide a step by step guide, FAQ section and recommendation and feedback opportunity to ensure maximum user experience and platform evolution across all our products and service.

4. **Filter Content**
   Be in control of what you want to see by filtering your content feed and NFT marketplace through our preference tools.

5. **Social Engagement & Interaction**
   Like your favourite posts, share it to your followers and message your favourite content creators!

6. **Multiple Income Streams**
   Our platform offers multiple steams of revenue for our community and users.

7. **Ownership**
   100% ownership of your own content, no middlemen, no third party fees.

8. **Filter Content**
   Staking and farming pools are available for token holders.
UNIQUE SELLING PROPOSITION

O-MEE is the first platform to integrate free and exclusive media content with a subscription model, social engagement and a NFT marketplace. Key benefits we provide are:

FREE AND EXCLUSIVE CONTENT
Content creators can upload free content to their followers, such as pictures, videos, music, streaming and blogging. Users can view content on a streamlined home feed with a simplistic interface to enhance the platform experience. Our cross platform approach allows users to connect their social media profiles to automatically upload posts to the O-MEE platform to ensure a smooth transition and interchangeable content creation.

PAY PER VIEW
Pay-Per-View (PPV) opportunities are available to users who do not subscribe to creators' pages but wish to view a single content post. PPV content price is set by the creator and the payee will be required to view the content through our native token. This gives users flexibility to view content that generates high engagement without the need to pay for a subscription plan. In addition, pay-per-view provides another revenue stream for content creators.

SUBSCRIPTION SERVICE PLAN
Users can access exclusive content through the O-MEE subscription service plan. Exclusive content is restricted by creators until their followers subscribe to their preferred pricing plan to gain unlimited access. The creator determines their own pricing structure, providing complete autonomy and monetisation over their content and revenue. We encourage creators to upload free content as an advertising tool to generate more subscribers. More of our subscription benefit programs can be found in the O-MEE business model section.

PLATFORM FEES
Subscription services and NFT marketplaces implement a non-negotiable service fee to their customers for facilitating the exchange of transactions through their platform. O-MEE recognises the importance of increased revenue for our community and will reward our users with a zero percent commission rate on subscription services. In addition, our staking membership programme provides token holders with exclusive NFT commission rate reductions. See more about our staking membership programme in our business model section.
Regards System

Users will be rewarded if they contribute to the growth of O-MEE. This includes generating
1. Accounts
2. Subscriptions
3. Creators Decentralised
4. NFTs

The more traffic you generate to the platform, the higher the reward.

OPEN AND EXCLUSIVE NFT MARKETPLACE

All users can bid, purchase and sell NFTs within our marketplace. Only subscribed users have access to exclusive NFTs listed by content creators.

DEFI

O-MEE encourages token holders to take advantage of our active staking and farming pools.

SOCIAL INTERACTION

The community can like, comment and push emoji tools onto their favourite content to generate account engagement. In addition, users can send direct messages to support a creator-user communication creating engagement channels that contribute to a social-driven community.

USER BRIDGING SERVICE

Our manual enables users to take advantage of cryptocurrency products and services. Information will be simplistic and explanatory.

USER-FIRST APPROACH

Our user-creator approach allows us to evaluate, discuss and enhance user experience. Users will be able to recommend added features to enhance the design and development of our platform.

CREATOR VERIFICATION

Verification will be available for content creators who have recognisable and authentic profiles to prevent fraudulent activity by imposters. Creators will be required to fill a verification application in order to obtain an accredited stamp on their profile.
Subscription services offer consumers access to a product or service on a recurring basis for a set fee. O-MEE taps into this growing market by providing a content-based subscription service across multiple sectors and industries, providing limitless exclusive content between content creators and their followers.

Subscription services allow consumers to break down payments over a selected period of time, providing financial flexibility to access such content, subsequently lowering their barrier to entry and providing immediate access to products and services. Content creators can leverage subscription services to attract more customers who do not have the financial freedom to pay significant upfront costs. The length of time followers subscribe to content creators may vary but customer acquisition will create greater retention and content management generating an increased number of subscribers that provide creators with a sustainable revenue model.

**HOW BIG IS THE SUBSCRIPTION MARKET?**

The subscription market has become one of the largest revenue industries in the world, adopted heavily by the consumer market. They valued the subscription and billing management market in 2018 at $3.8 billion and is expected to reach $10.5 billion by 2025 (Research, 2019). The average subscription billing vendor is growing 30%–50% annually, and 53% of senior finance executives say at least 40% of their organisations’ revenues are recurring (thepayers.com, n.d.) (Marletta, 2019). They recognised the value of subscription revenue, and 70% of business leaders say subscription business models will be key to their prospects in the years ahead. (Global Banking & Finance Review, n.d.)

Let’s have a glance at how many subscribers key industry leaders are achieving on their platform:

<table>
<thead>
<tr>
<th>Service</th>
<th>Industry</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon Prime</td>
<td>TV</td>
<td>150 Million</td>
</tr>
<tr>
<td>Netflix</td>
<td>TV</td>
<td>201 Million</td>
</tr>
<tr>
<td>Apple Music</td>
<td>Audio</td>
<td>68 Million</td>
</tr>
<tr>
<td>Spotify</td>
<td>Audio</td>
<td>144 Million</td>
</tr>
<tr>
<td>Only Fans</td>
<td>Adult</td>
<td>30 Million</td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>Telecommunications</td>
<td>2.8 Billion</td>
</tr>
</tbody>
</table>

**SUBSCRIPTION MARKETPLACE OVERVIEW**
Subscription-based models are on the rise with a huge consumer demand for specific content services across key entertainment and communication industries.

The benefit of using a subscription revenue model enables creators to gain a greater understanding of projecting future revenue. The primary differences between revenue modelling for a subscription vs. non-subscription business is how revenue is recognized over time vs. up-front costs and how your billings will affect your balance in deferred revenue. See charts below for a visual representation.

**Future revenue is predictable and only recognisable on the date of the sale**

**Future revenue is recognised over a dated term and is likely to be recurring. (SaaSOptics, 2021)**
NFT MARKETPLACE

NFT Overview
Since the start of the NFT industry in 2017, the supply and demand for tokenised digital goods has seen a significant increase and is now becoming one of the most sought after assets of the cryptocurrency space.

The NFT market capitalisation of the top 10 NFT projects has seen substantial growth of 1785 in the first quarter of 2021; see chart below. Marketplace leaders such as Open Sea saw its cumulative sales reach $100 million in 2021, highlighting the significant demand for NFT collectables.

Since the first NFT project surfaced in 2017, the market for digital assets has witnessed parabolic growth. The release of the ERC721 token standard in early 2018 further fuelled the precipitous rise of NFT tech, providing developers with the tools to more easily build new products. Forecasts for 2021 continue to look extremely positive for the emerging market, already valued $20 billion higher than 2020. The hyper-growth rate of this asset class is reminiscent of several notable market events. For example, the NASDAQ’s dot-com stocks in the 1990s witnessed a 456% explosion in growth over five years. (VIMworld, n.d.)
The O-MEE platform meets user-creator experience by facilitating visionary content creation, social communication, and blockchain integration. Our platform allows users to explore content and access cryptocurrency features such as our NFT marketplace whilst providing direct access to staking pools and farming. Users can explore specific content through the filter instrument, eliminating prejudiced and unwanted algorithms.

**Platform Interface**

The design of our platform interface ensures greater user experience and safeguards our user-first approach that will generate new users and retain existing users. Platform activity is key to generate user engagement and continuous content creation.

Action buttons such as follow, subscribe, link, share, comment, recommend, request, tip and donate will be at the forefront of user experience. We do not impose a bias algorithm but provide users the ability to tailor content depending on their preferences. A search bar allows users to locate specific accounts, content, NFT collections and interests. Users can explore specific content through the filter options that provide drop down suggestions such as top-rated, most liked, most shared, recently added, hottest, most popular, most subscribed providing users with control over their content. Users can create and edit their own profiles such as bios, personal interests, profile pictures, and more.

The O-MEE platform allows users to display their NFT collections on a personalised MEE-OWN section, giving NFT collectors bragging rights on their profiles.

Users can link mainstream social media accounts to the O-MEE platform. Once connection is confirmed, it will automatically mint content as an NFT, providing an effortless transition. Once duplicated, minted and uploaded to the O-MEE platform, users have the ability to 1) upload as free content 2) upload as exclusive content 3) sell to the NFT marketplace 4) delete/remove.
**Multi-Chain Support**
The initial release is on the Ethereum blockchain as an ERC-20 token. Multichain technology allows users to benefit from multiple blockchains for financial transactions through a simple application programming interface (API) and command-line interface, helping preserve and create the chain. We will form a multi-solution between different blockchains for greater user accessibility. The user's preferred choice of blockchain is interchangeable and will not disturb the platform's function. Other blockchains will strategically be chosen and as blockchain technology develops.

It is within our immediate plans to bridge with other leading blockchains such as Binance Smart Chain, Polygon, Avalanche, Solana and more..

**Content Storage**
Blockchain data storage cost is so high, it does not make commercial sense to store such extensive files on the chain. O-MEE utilises an IPFS network to store digital content files until it becomes more feasible for data to be stored on the blockchain.

**Copyright Protection**
At O-MEE, we ensure our users and creators are protected. Therefore, we will store the hash of an NFTs content on the blockchain. Our platform capabilities scan for any duplicated or plagiarised content preventing submissions that goes against the copyright protection act. To manage copyright infringements, members can report community behaviour when they believe our platform terms and conditions are violated. Submitted reports are reviewed and any behaviour that acts against our terms and conditions are deleted.
The O-MEE business model ensures a casual user chain is formed for our users to enjoy content and access cryptocurrency products and services. Each component plays an essential part in the success and development of the business whilst keeping the community at the forefront of our business decisions and operations. Key areas include:

**O-MEE Subscription Plan**

The O-MEE subscription plan service allows content creators to set their own price structure for their followers. Once a user opts to subscribe they receive unlimited access to the creator’s profile, exclusive content and NFTs.

The O-MEE platform facilitates subscription payments through OME, ETH and USDT. The multi-chain approach provides broader payment choices, but incentives are in place to use OME for additional reward benefits.

Content creators can offer various plans to their followers, these can be viewed below:

- **1 Month (Bronze Subscription)**
- **3 Months (Silver Subscription)**
- **6 Months (Gold Subscription)**
- **12 Months (Platinum Subscription)**

O-MEE recognises how hard creators work to produce exclusive content, and we want to reward them. O-MEE offers a zero commission on all revenue generated through subscriptions.
O-MEE NFT Marketplace

The marketplace facilitates NFT listings, the exchange of NFTs upon sale and royalty payments for future NFT sales.

All content uploaded to the platform will be automatically minted as an NFT. Users can upload specific content to the marketplace on an open or exclusive basis. An active listing is amendable, allowing the seller to adjust price, payment method or remove and burn the post. At O-MEE, we ensure our community has an effortless and simplistic experience to upload, exchange and share NFTs across our marketplace. The platform will be interchangeable with other platform content and subscription services allowing users to support content creativity and avoid repetitive republishing processes. The O-MEE marketplace infrastructure is completely free to set up an account. As remuneration for our service, 2.5% commission is charged to the seller for facilitating the exchange.

In summary, our NFT marketplace features include;

1. Buy, sell and resell of NFTs
2. Create and mint new NFTs through ERC-721 and ERC-1155 tokens.
3. Amend active NFT listings
4. Supportive payment methods including OME, ETH and USDT
5. Support smart contract functionalities.
6. NFT Royalties
7. Monitor financial transactions, monthly summary and reports.
8. Storage system to securely store NFT files
9. Account and profile details
10. Links to social media profile page and active subscriptions (if applicable)
11. Email and notification on platform activity
### NFT Lottery
In the NFT lottery auction, participants buy lottery tickets for a fixed amount (the principal amount) to enter the draw. The pool creator sets the principal amount. Once the lottery running time has ended, smart contract protocols auto-select a random winner and the principal amount used to enter the lottery is swapped for the auctioned NFT prize.

### NFT Royalties
NFT Royalties represent a fixed or variable commission structure for the future sale of a specific NFT generated through smart contract protocols set by the creator. For example, if an NFT sells for $10,000 and the creator sets a 10% royalty right, they will receive $1000 each time the NFT is resold further down the chain.

### NFT Minting
Users are able to create their own NFT, also known as minting. Minting an NFT on Ethereum is a straightforward and simple process. Users will be required to possess an ETH wallet that supports NFT specifications and an account on the O-MEE NFT marketplace. The creation of an NFT will require the user to undertake the following steps:

<table>
<thead>
<tr>
<th>STEP 1</th>
<th>Open O-MEE NFT marketplace</th>
</tr>
</thead>
<tbody>
<tr>
<td>STEP 2</td>
<td>Connect your metamask wallet and confirm address ownership</td>
</tr>
<tr>
<td>STEP 3</td>
<td>Select active listings on the NFT sidebar on the O-MEE marketplace</td>
</tr>
<tr>
<td>STEP 4</td>
<td>Select ‘create’ on the web page</td>
</tr>
<tr>
<td>STEP 5</td>
<td>Upload supported file types including JPG, PNG, GIF, SVG, MP4, WEBM, MP3, WAV, OGG, GLB, GLTF to support your digital item</td>
</tr>
<tr>
<td>STEP 6</td>
<td>Add NFT description and image specification</td>
</tr>
<tr>
<td>STEP 7</td>
<td>Tick to upload content as 1) Free Content 2) Exclusive Content 3) NFT Marketplace</td>
</tr>
<tr>
<td>STEP 8</td>
<td>Once the creator is happy they have uploaded a supported digital file, provided a detailed description, picture and specified the NFT functionality, the file will be uploaded to the platform accordingly.</td>
</tr>
</tbody>
</table>
NFT Specification

O-MEE supports both NFT minting contracts ERC-721 and ERC-1155 to provide creators with a greater spread of NFT token minting options. Let’s have a little look into each token in a little more detail. ERC-721 was the first standardised interface for creating NFTs to provide transparency in ownership and asset security. It is fixed and unchangeable. This particular NFT specification is known as the “gold standard of non-fungible tokens”.

However when minting or transferring large NFT collections it can become slow, inefficient and result in high gas fees meaning it can cost creators a small fortune. For these reasons, the ERC-1155 token was created by Enjin to support non fungible and fungible tokens that provide a faster and more efficient token use and is deemed “the next generation multi token standard”. However, ownership data and NFT tracking is more difficult to store on the blockchain due to Ethereum logs that are not as robust on ERC-721. So which should you choose? It’s down to use case and personal preference.

Attracting users and creators

Users who create, sell or share content will receive rewards, including: VIP invites to exclusive NFT sales, giveaways and O-MEE marketing events.

O-MEE provides a simple step-by-step guide for uploading content to the platform.

1. Account creation (Tier 1)
2. Share on social media (Tier 2)
3. Subscribes to a content provider (Tier 3)
4. Buys an NFT (Tier 4)

O-MEE offers direct marketing opportunities through ad placement. The fee for this is calculated on position, size and type.
User-Creator Engagement
Implementing a social interaction model creates a community-driven platform that encourages engagement between our community to promote and generate new accounts, subscriptions and NFT sales. All users can interact through social engagement tools. Subscribers receive the added benefit of connecting with the creators where they can comment, leave reviews, and make direct applications for NFTs.

Token Governance
Token governance allows our token holders to continually develop and grow our platform giving them a voice on how we operate. Our community will have the ability to govern areas such as: token supply, incentives, rewards, development and more. The implementation of governance utilisation will be introduced to our community once the platform is fully operational. The advantage of governance supports our social objective and user-first approach as it increases user engagement, loyalty and overall consumer satisfaction.

Token Liquidity
The liquidity of our token is fundamental to the growth of the O-MEE ecosystem. Token use cases will be at the forefront of users’ experience transferring indispensable value to our token is assisted through widespread availability. Therefore, strategic partnerships and forging strong relationships with decentralised cryptocurrency exchanges is crucial to drive, develop and improve token performance, token availability and improve market liquidity.
COMPETITOR LANDSCAPE

Our team has conducted a thorough analysis of industry leaders to assess their products and services against O-MEE. The table below identifies ‘what makes us different’ and provides a visual representation on how we delineate our differences.

<table>
<thead>
<tr>
<th></th>
<th>O-MEE</th>
<th>OpenSea</th>
<th>Rarible</th>
<th>Only Fans</th>
<th>Only1</th>
<th>Twitter</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Content</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Subscription</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>0% Subscription Fees</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>(20% creator)</td>
<td>✗</td>
<td>(3% creator)</td>
<td>✗</td>
</tr>
<tr>
<td>Pay-Per-View</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Social Network</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>NFT Marketplace</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Native Token</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>DeFi</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Community Rewards</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
</tr>
</tbody>
</table>

There are a number of competitors that allow users to view media content, subscribe to exclusive content, facilitate payment transactions and offer cryptocurrency products and services however they have failed to recognise the need to combine each function onto a single platform. O-MEE is the ultimate and all encompassing platform that integrates key fundamentals and provides users with everyday functionalities that are part of everyday life for content creators, content lovers and crypto enthusiasts.
O-MEE MARKETING STRATEGY

The crypto, E-commerce and NFT industry is an ever-growing landscape creating a quintessential connection for amalgamation and collaboration. The implementation of a social driven platform allows us to reach a greater target audience and maximise the growth and development of the O-MEE ecosystem. We have defined key areas to ensure we are at the forefront of industry innovation.

**Partnerships**

O-MEE is forming strong, long-lasting and fruitful partnerships to extend our reach to a greater audience. We are partnering with key industry leaders, management companies, blockchain services and major marketing agencies to use their experience and reach in the global market.

**Search Marketing (SEO & PPC)**

A strategic SEO campaign ensures the platform achieves an increase in organic visibility and rankings within the SERPs, through sitewide optimisations (technical and on-page) and the creation of informative content, which will be outreached. The focus of our content is to assure we are an authoritative source of information in the space by creating original content on e-commerce, cryptocurrency and reviews on an ever-increasing supply of NFTs.

PPC (Pay Per Click) is being utilised to create an omni channel search marketing campaign that aims to achieve high ROI through user-targeted search ads, social ads and retargeting.

**Social Marketing**

Social media is one of the quickest and most effective methods to increase awareness of the O-MEE platform and its offerings. We are increasingly using and pushing social media marketing to build organic interest across the main social platforms through visionary social ads, informative posts and competitions. O-MEE will have a holistic marketing campaign on all socials, allowing us to be placed in front of audiences with a proven record of being interested in crypto and NFTs. While endorsing the latest NFTs accessible on the platform.

**Growth Hacking**

O-MEE adopts growth hacking techniques to form the growth of the platform, which includes guerilla marketing tactics, comprising giveaways, competitions, social media automation and utilising optimised funnels. Upon launch of the O-MEE platform, we will introduce our token OME. Doing so will stimulate interest in the project before we can utilise the token.
Our native token OME is the fundamental backbone to the OMEE platform and plays an indispensable role in our business model. We have developed and integrated several token use cases to provide additional benefits to token holders such as payment transactions, decentralised finance products and services, reward and referral scheme incentives. The adoption of our native token can be used to facilitate business activity which is put at the forefront of our content, subscription and NFT marketplace services.

**Token Details**
- **Token Type**: ERC-20
- **Blockchain**: Ethereum Blockchain
- **Max Supply**: 800,000,000 (Eight Hundred Million)

**Initial Market Cap** - ($) 1,740,000

**Visual Token Distribution Chart**
- Ecosystem Growth: 24%
- Advertising / Marketing: 17.5%
- Company Treasury: 14.0%
- Seed Round: 17%
- Public Round: 1%
- Team: 10%
- Advisors: 4%
- Liquidity Pool: 10%
- Seed Round: 3%
- Seed Round: 3%
- Seed Round: 17%

**Ecosystem Growth**
- Advertising / Marketing: 17.5%
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- Seed Round: 17%
<table>
<thead>
<tr>
<th>ALLOCATION</th>
<th>DISTRIBUTION %</th>
<th>TOKEN SUPPLY</th>
<th>USD VALUE</th>
<th>VESTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seed Round</td>
<td>3%</td>
<td>24,000,000</td>
<td>$240,000</td>
<td>15% TGE - 20% Quarterly Unlock</td>
</tr>
<tr>
<td>Private Round</td>
<td>17%</td>
<td>136,000,000</td>
<td>$2,720,000</td>
<td>25% TGE - 25% Quarterly Unlock</td>
</tr>
<tr>
<td>Public Round</td>
<td>1%</td>
<td>8,000,000</td>
<td>$400,000</td>
<td>25% TGE - 25% Quarterly Unlock</td>
</tr>
<tr>
<td>Team</td>
<td>10%</td>
<td>80,000,000.00</td>
<td></td>
<td>24 Month lock up - 20% Quarterly Unlock</td>
</tr>
<tr>
<td>Advisors</td>
<td>4%</td>
<td>32,000,000.00</td>
<td></td>
<td>24 Month lock up - 20% Quarterly Unlock</td>
</tr>
<tr>
<td>Liquidity</td>
<td>10%</td>
<td>80,000,000.00</td>
<td></td>
<td>Unlocked</td>
</tr>
<tr>
<td>Treasury</td>
<td>14%</td>
<td>112,000,000</td>
<td></td>
<td>6 month lock - 20% Quarterly Unlock</td>
</tr>
<tr>
<td>Marketing</td>
<td>17.5%</td>
<td>140,000,000.00</td>
<td></td>
<td>10% TGE - 18.75% Quarterly unlock</td>
</tr>
<tr>
<td>Ecosystem &amp; Community</td>
<td>23.5%</td>
<td>188,000,000</td>
<td></td>
<td>15% TGE - 20% Quarterly Unlock</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>800,000,000.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THE SOCIAL SUBSCRIPTION AND NFT MARKETPLACE

OME holders benefit from having verified holding amounts of our native token. These benefits are not applicable to users without the OME token and therefore reduced to default restrictions. The use cases accessible to holders are:

- **APR Staking Pools**
  Staking pools reward participants depending on the level of liquidity allocation token holders add to the pool. Users are able to receive a reward in accordance with the active APR rate.

- **Subscriptions**
  Users are incentivised to use OME to access selected offers such as service fee contribution, flash offers and discounts.

- **Tip / Donate**
  Our community can reward other users and content creators by tipping or donating through the OME token. For example, this can be a direct payment or an NFT listed on our marketplace. Tips and donations will not be limited to OME.

- **Farming**
  Yield farming is a way token holders can generate rewards with their OME holdings.

- **Advertisement and Promotion**
  Content creators are able to advertise their NFT listings and content creation by paying a fee using the OME token only. Direct partnership opportunities will be made available too sellers. More advertisement and promotion information is available to view within the O-MEE business model section.

- **Pay-Per-View**
  Pay-Per-View content is only viewable through the OME token.

- **NFTs**
  Used as a direct payment method, users are able to bid and buy NFTs on the NFT marketplace. Users are incentivised to use OME to receive discounts and access to specific NFT sales.

- **Token Governance**
  Token holders are able to shape the future of the OMEE platform.
Our membership staking programme provides token holders with incentives to receive additional reward and benefits. The amount of tokens that are staked dictates the level of membership the participant receives. Our staking programme is structured as follows:

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Staked OME per participant</th>
<th>Minimum Staking period (Days)</th>
<th>Guaranteed rewards</th>
</tr>
</thead>
</table>
| Bronze           | 5,000                       | 30 Days                      | - Bronze NFT Rewards  
- 10% APR  
- 25% fee reduction |
| Silver           | 15,000                      | 90 Days                      | - Silver NFT Rewards  
- 25% APR  
- 50% fee reduction |
| Gold             | 25,000                      | 180 Days                     | - Gold NFT Rewards  
- 50% APR  
- 100% fee reduction |
| Platinum         | 50,000                      | 360 Days                     | - Exclusive NFT Rewards  
- 75% APR  
- 100% fee reduction  
- Access to exclusive giveaways and monthly events (experiences, holidays, activities and more..) |
ROADMAP

2021 Q4
- Private sale
- Ux/ui
- DevOps infrastructure & development

2022 H1
- Marketing strategy Tier 1
- Multi-IDO launch
- Platform beta version
- System architecture
- NFT Marketplace launch
- DeFi integration

2022 H2
- Contract system audit
- Multi currency payments
- Platform v2 integration of social engaged tools
- Multi-chain support
- Credit/Debit Payment Options

Future Plans
- Voting & governance
- iOS and android app
- Subscription plan & payment system
Break conventions. Forge a new path. And challenge what art can be. **O-MEE, reinvent your future.**