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## 1.1 Executive Summary

VibeHub is a technology for creating virtual reality marketplaces and “hubs”, where users can buy and sell experiences that would never be possible with traditional technology: a virtual seat at a live concert where you feel like you’re actually there, a virtual meet-and-greet with your favorite artist (who lives 2000 miles away from you), or even a lesson in boxing, guitar, or yoga where the instructor is life-sized and sitting in front of you, instead of being trapped on a tiny computer screen. All transactions on these hubs will use our Vibe token, a cryptocurrency running on the Ethereum Blockchain.

## 1.2 VibeHub Overview

Researchers have been developing virtual reality technology for decades, but only now, with the development of ultra-high-resolution screens and blazing fast graphics processors, has it become practical for the average consumer to own. The largest technology companies in the world, like Microsoft, IBM, Facebook, and apple have invested billions of dollars collectively into VR/AR research, and in the past few years their efforts have finally paid off: top of the line VR



devices can be purchased from anywhere between seventy and four hundred dollars.

The new worlds you can experience with these VR devices go far beyond the possibilities offered by traditional computers: Imagine looking out the window on a space station in a virtual world, a place where you can attend live concerts, collaborate on a creative project, get boxing lessons, or even set up a virtual date.

Our VibeHub technology makes this possible, and it's starting to make it possible today with a fully immersive VR beta already being released. Using virtual reality devices available at almost any electronics store worldwide, we can take a user into a world like none they've ever seen, and using the power of the Ethereum blockchain and the VIBE token, we can monetize this new virtual world.

The "Hub" in VibeHub is a unique virtual world, centered around a certain idea: a hub for artists to share music with their fans, a hub for teachers to share their knowledge with students, a hub to watch movies together or a hub to set up dates. These hubs are community spaces: as you walk through these worlds you can meet and interact with friends, artists, or teachers using real-time voice communication. You can watch a movie together in VR, or play a game, or listen to a song or take a class. And when you buy something

on that hub, a class, a song, or a movie ticket, you'll be paying in Vibe tokens, creating a natural demand for the currency.

Here are just three examples of the potential that our hubs offer, from big to small.

## **1.3 The Marketplaces and Hubs on VibeHub**

### **Hub 1: The Musician's Hub**

#### **Live Virtual Concerts and 1-on-1 Interaction with Your Favorite Artists**

Since the advent of the internet, music has gone global: with enough talent, it's possible for a band in a small town in Iowa to have fans that number in the tens of thousands, or even millions. But in an era of globalization, these fans are spread out all over the world, meaning most of them will never get a chance to see their favorite artist in person.

Virtual Reality and VibeHub offer a way to bridge this gap, giving even small bands who could never afford to go on tour, a way to offer live concerts to their fans all over the planet. Have a favorite band, but can't afford to go see them in concert 500 miles away? Put on your VR headset, start the VibeHub app, pay some VIBE tokens, and you can be looking

up at them from beneath the stage in your front row seat. Want to go back stage for a meet-and-greet? Pay a bit more VIBE, and you can do that too. And since the technology is two-way, with real-time voice communication, your favorite artist can see and interact with you personally, speaking to you like you were really there. Musicians can also post their songs and receive tips in VIBE, creating a form of virtual busking.

The market opportunities for this hub alone are limitless: according to industry magazine Billboard, the concert business is a 25-billion-dollar market, and virtual concerts, with no touring costs, no booking costs, and a potential audience that extends around the entire world, could ultimately be even more profitable.

## **Hub 2: The Teacher's Hub**

**Face to Face Online Learning. Learn new skills like never before.**

In 2016, online education was a 107-billion-dollar market, and is only going to increase in market size over the coming years. With college costs skyrocketing, students everywhere are turning towards internet-based learning to avoid going into tens of thousands of dollars in debt. But traditional online learning on a computer screen has disadvantages: it's



hard to interact with the teacher and it's harder to interact with other students. The online learning experience can be cold and informal, and leave students with only a fraction of knowledge of what they learn in the textbook and recorded lectures.

Once again VibeHub and our Hub technology can offer an experience that's only possible with virtual reality. Put on your VR headset, pay some VIBE, and you'll be taking a class with a professor located a thousand miles away, while being able to interact with him and the other students as if you were in the same room. Teachers can create recorded video lectures that can be played back by students at any time, or even set up live lectures where multiple students can interact and have discussions with one another.

The true strength of virtual reality, however, is that it makes it possible to learn things online that you can't learn by looking at a screen. You'll be able to pay VIBE to take a class from a master guitarist, math class, learn yoga, basically any skill on the planet that creates demand. Using our virtual reality and augmented reality systems, you'll be able to watch your instructor from any angle, so you can see their posture, or look at the position of their hands from both above and the side, things that you could never do on a flat

screen. This is an entirely new frontier in online learning, and the possibilities are limitless.

### **Hub 3: The Musical Creator's Hub**

#### **Smart contracts bringing creators together.**

The VibeHub technology is so versatile that it extends to market niches that most people don't even know exist. The first marketplace we are implementing will be a job board for music/content creators. We chose this concept as the first of many because we could not find any decentralized or centralized app that provided a safe marketplace for creators to make equitable exchanges for creative services. This is a simple proof of concept to showcase virtual experiences and micro-transactions on the same platform.

If a guitar player has a whole song completed but he is unable to sing and play drums, he can use this hub to hire other musicians to complete his song. The guitar player can make a smart contract, payable in Vibe tokens, for other artists to accept. If any of the contract's terms are broken, or if the finished song is not up to par, the contract would be terminated and the funds would be released back to the guitar player. All of this is handled automatically via the smart contracts, with no need for any outside human intervention.



This is only the start for VibeHub, in the future with enough demand there is a place on VibeHub for every niche in the world to monetize their content

## **1.4 Why Content Creators and Consumers Will Chose VibeHub**

The greatest technology in the world is useless without an audience, or if a bigger competitor comes along and copies your business plan. Fortunately, VibeHub is arriving at a unique time in the history of computing and virtual reality, and we are in a better position than any company in the world to bring our visions to life.

- **We make virtual worlds better than anyone around.**  
Experienced VR Programmers and artists are incredibly rare. We have the best. VR technology is so new right now that the skills needed to create the virtual worlds we use aren't taught in school. There are very few artists and programmers in the world that can do what we do, and even fewer that can do it at our level of quality. Our team has been in the VR industry for years, working on successful games and virtual experiences. The quality and

beauty of our virtual worlds stands up against anything else in the entire VR industry, not just the cryptocurrency space.

- **Cryptocurrency and the Ethereum blockchain make it easy for creators to get paid, giving them an incentive to use our system.**
- Content creators like musicians and teachers are in serious trouble right now: there's no easy way for them to earn money online. YouTube requires hundreds of thousands of views to generate a return. Selling videos or music online is difficult and leaves you open to piracy, and selling merchandise and takes time away from creative endeavors. VibeHub, and our Vibe token, are the solution to this problem. Creators can charge in Vibe, no matter where in the world they are, and get paid instantly without having to wait for a big company to process the payment and take its own cut. And because the experiences we offer are unique to our platform, they can't be pirated, giving VibeHub an intrinsic value that's unique to our platform. Taken together, these two factors will make our platform irresistible to creators as the monetization opportunities are astronomical.

- **We have connections.** Our team has been active in the music and virtual spaces for years. We can use these connections to bring well-known musical acts to the platform, bringing us legitimacy and media focus. We're already in talks with different artists to bring content to our Musician's Hub. We will be rolling out software to the largest VR platforms in the world, like Oculus Rift, HTC Vibe, and PlayStation VR. These platforms are pleading for VR content of the kind and quality we offer, and we can work with them to bring our vision to fruition.

VibeHub is beginning at a crossroads that will only exist once in history. Two critical technologies, cryptocurrency and virtual reality, are both at the cusp of mass adoption at the same time, creating an incredibly powerful combination.

Without Virtual Reality, the worlds we want to create would not be impossible. Without cryptocurrency, we would be unable to give creators this incredible incentive to use our platform. A year ago, cryptocurrency and VR would have been too primitive for VibeHub to exist. Five years from now, both technologies will be everywhere. This is the perfect moment for us to become the biggest player in a world-changing industry.

## 1.5 The Technology Behind VibeHub

Transactions using the VIBE token will run on the Ethereum blockchain. Our web platform will be compatible with Metamask and the Myst browser, making it easy to bridge non-crypto users to our platform for the first time. Our frontend is hosted on AWS CloudFront in multiple geographic locations, and scales automatically to handle any number of users. The backend consists of NodeJS microservices that run on server-less environments (i.e. Containers, Lambda Functions (LAAS), etc.). Our virtual reality development uses Unity Engine, SteamVR SDK, Oculus SDK, Microsoft HoloLens SDK, and Sony PSVR SDK. Using this combination of technologies will allow us to develop a cross-platform product that will work on both existing and future hardware. The voice chat and body tracking of avatars in virtual spaces will use P2P technologies that allow massive user scaling while keeping costs down. We are proud to be the first to integrate our Vibe token wallet into virtual space, as this has never been done before. Our future plans will also include the use of special multi-sensor stereographic cameras to

achieve what we like to call “HoloPresence”. This technology has been demonstrated by the Microsoft research team in the “HoloPortation” project. Integrating this technology into our platform will create a unique experience that is not only a first for the blockchain space, but for the rest of the computing world as well.

We’ll be releasing a beta of our VibeHub platform on the webpage, along with a series of demonstration videos, during the early days of our token sale.

## **2.1 Token Sale Information**

The Presale for Vibe will begin on August 7th and end August 21st. The minimum purchase for this sale is 25 ETH. The official token sale will begin August 22nd at 1pm MST, and will run until September 21st or until the maximum hard cap has been reached. The maximum hard cap is 11500ETH.

Once the token sale has been completed, or the hard cap has been reached, we will provide a contract address where you will be able to send your VIBEX tokens to be exchanged for VIBE.

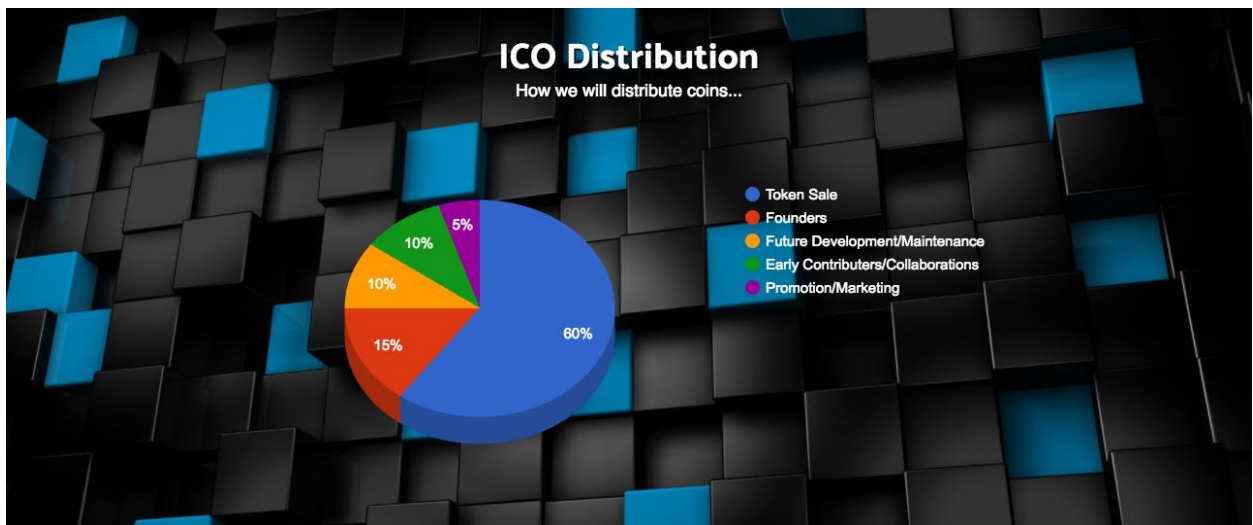
The entire supply of 267,000,000 VIBE coins has been pre-mined, and 160,200,000 Vibes available during the token

sale. The amount of VIBE you receive will be proportional to the total amount raised.

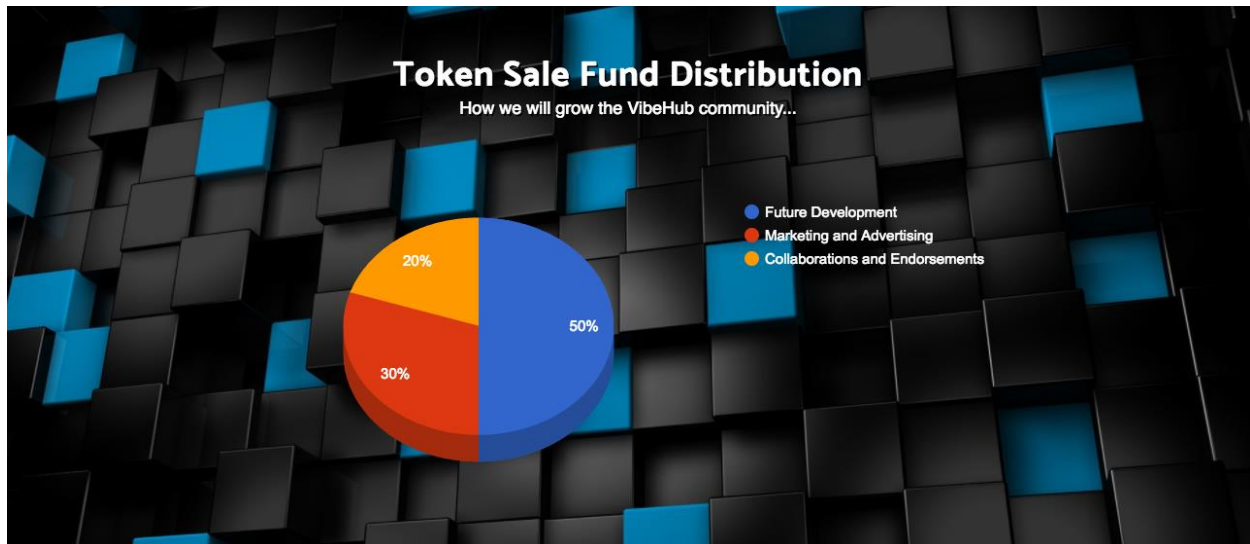
**Example: 900,000 VIBEX tokens total are sold during the crowdsale. You purchased 4,500 tokens, or .5% of the total supply. You will receive .5% of 160,200,000, or 801,000 tokens.**

Bonuses will be available to buyers who purchase early. For more information, please see our taken sale page.

## 2.2 Graph Of Token Distribution



## 2.3 Graph Of How ICO funds will be used to benefit VibeHub and Investors



## 2.4 In-Depth Analysis of How ICO Funds Will Benefit VibeHub

The ICO funds that are raised in the sale will be used for three major purposes: further development of VibeHub, marketing & advertising, and finally collaborations and endorsements.

### Future Development

50% of funds raised during the ICO will be used to further develop the VibeHub software. The long-term success of the

project requires us to hire the most talented programmers and artists available. Skilled 3D modelers, graphic artists, and coders will allow us to product high-quality content at a rapid rate, keeping us far ahead of our competitors.

After the ICO is completed we will also set up headquarters in Los Angeles, California, bringing everyone on the team into one location.

Other funds will be used to provide the team with top of the line equipment, such as servers, VR/AR recording cameras, and software.

## **Marketing and Advertising**

30% of funds raised during the ICO will be dedicated to marketing and advertising VibeHub. We will also hire as many marketing and advertising specialists as the ICO funds allow us to. A project like VibeHub, which depends on mass market adoption, requires high-quality marketing in a way that other coins, like Bitcoin, do not. We recognize this, and will be placing an emphasis on marketing as the project develops.

Running Facebook and YouTube campaigns, attending tradeshow, and advertising VibeHub at concerts, festivals



and education conferences across the world will ensure that the software becomes a household name.

## **Collaborations and Endorsements**

We feel the best way to market VibeHub, however, is to associate ourselves with high-profile artists who can spread the word about VibeHub. We will allocate 20% of funds raised during the ICO towards working exclusively with mainstream artists with large followings on social media. Cryptocurrency projects are heavily influenced by exposure: one mention by a celebrity can send their price doubling or tripling. The attention these collaborations will bring us will be a primary driver towards mainstream adoption.

For example, ICO funds will be used to book top-charting artists, like Rhianna, to give a concert on VibeHub. Imagine the publicity when Rhianna promotes her VibeHub concert across all of her social media platforms, encouraging fans to download the software and attend her show. The amount of awareness and attention this would bring to VibeHub would be astronomical.

We are already in discussion with several well-known artists, all of whom have been very excited about the possibilities we offer.

## **2.5 VibeHub Revenue Model**

### **Revenue Sharing**

Initially, we'll be offering the Vibe service for free to build interest in the platform. But as demand grows, we will begin to take a percentage of revenue generated by user-uploaded streams, providing us with a stable and recurring source of revenue.

### **In-World Advertisements**

We will be offering advertisements within our virtual hubs as a form of revenue generation. Virtual Reality allows us new ways of advertising to users without being obtrusive: for example, a spaceship or a blimp that floats above the user in the sky and plays a video, rather than a pop-up ad that forces them away from what they're doing. And because our advertisements are visual rather than simple text, we can command a higher price for them.

### **Monetizable Digital Assets**



Every VibeHub user will be given a virtual “home” where he can meet with friends and enjoy the virtual reality experience. Users will be able to customize these homes by purchasing more appealing lighting, larger TVs, and other things to make their virtual home unique. We will have a team of 3D modelers and asset creators working to design a wide-range of products that can be sold to users in the VIBE coin.

### **Partnerships**

Partnerships will be important to bring VibeHub to more people and further increase the demand of the VIBE currency. We’re already in negotiations with several companies who have shown great interest in using the Vibe currency on their platform, and several companies already see great value in having their content featured on the VibeHub platform.

We will be able to charge fees for the companies using the Vibe currency on their platforms and we’ll also be able to get a royalty on income generated from various companies using the VibeHub platform to launch their content.

### **3.1 The Future of VibeHub**

The marketplace for music lovers is only the beginning for VibeHub. In Q1 2018 the VibeHub team will start to implement virtual and augmented reality into the platform our users. During this time, we will select certain music creators to begin doing sessions in virtual reality.

In Q4 2018 we will begin the second phase of our roadmap, and will allow any creator the ability to put on shows, hold meetings, and meet fans through the VibeHub platform.

In Q3 2019 we will be expanding to provide other services, such as VibeHub Dating, VibeHub Teaching, and VibeHub Gaming.

VibeHub Dating will give the opportunity for people to date, no matter which part of the world they both live in and seemingly be face to face with each other. This will completely change the world of online dating as we know today.

VibeHub Teaching will be a marketplace that provides teachers of any talent the opportunity to instruct students from all over the world using virtual reality technology. Anything can be taught, from Spanish, to yoga, to even cooking and boxing. The opportunities in the VibeHub

Teaching are endless for people to learn and for educators of any skill in life to earn income.

By having all our marketplaces and hubs on one application in a completely immersive virtual reality experience, it will truly become a meta-world of virtual reality.

## **3.2 The Team**

### **Alessio Mack – Co-Founder and Lead Programmer**

A self-taught tech guru with 20+ years of experience in a wide array of programming languages and software platforms. Alessio has contributed to several online VR gaming projects, and has extensive experience in VR development. His background including serving as CTO and consultant at several technology companies in the online travel, e-commerce, music, and gaming industries.

### **Matthew Myers – Co-Founder and Marketing Lead**

Matthew is a former petroleum engineer and a graduate of SAIT Polytechnic. Before transitioning to cryptocurrency and virtual reality, he worked on some of the world's most advanced technology for downhole drilling operations across North America. A man of many skills, he's developed sales

and marketing programs for many businesses, including major corporations like Apple. A cryptocurrency enthusiast and musician, his connections in the industry and social media savvy will be a critical element in VibeHub's success. You can listen to his music at [soundcloud.com/fallingkarma](https://soundcloud.com/fallingkarma).

### **Fred Bender – 3D Modeling and User Experience**

Formerly a senior-level developer and 3D modeler on several virtual reality gaming projects. Fred is an avid gamer, with a passion for pushing the limits of the VR user experience. He has developed virtual reality gaming and marketing experiences for several popular brands in the sports, automotive, and leisure industries. Having a developer of Fred Bender's caliber puts VibeHub a cut above our competition by ensuring that the virtual worlds we offer our users are graphically superior to anything else in the industry.

### **Renee Isaac – Quality Assurance Lead**

Renee is our QA department manager. She is a quality-assurance expert with a paralegal background and accounting experience that gives her an unmatched eye for details.

### **Sean Lundrigan – Cryptomarket Analyst and Developer**

Sean is a first-class power engineer and a graduate of Holland College, with extensive knowledge in all facets of trade operations and high-pressure workplaces. He has proven through his transition into VR/AR development that he is able to adapt to new technologies. Sean is both an innovator and free market idealist who believes in the freedom and transparency the blockchain offers.