

# Roger Wilco Research

“WilCoin” Offering  
White Paper



***by Mark Hopkins & Andrew Lowe***

*For more information, contact Mark Hopkins*

[ResearchICO@ro.gerwil.co](mailto:ResearchICO@ro.gerwil.co)

Direct: (903) 253-0143

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# Table of Contents

Safe Harbor Statement.....	2
Table of Contents .....	3
Project Overview.....	5
Company .....	5
Management Team.....	5
Advisors.....	5
Legal Counsel.....	5
Value Proposition .....	5
Offer Details .....	6
Token Details [SmartContract].....	6
Contact Us .....	6
Abstract .....	7
Vision and Market Opportunity .....	7
Why WilCoin is Ideal for Blockchain.....	7
Why Blockchain is Ideal for Research Licensing .....	7
Introduction .....	8
Blogging and Written Content Strategy.....	8
System Overview .....	11
Product Description.....	11
Product Mechanics.....	11
Pricing Structures .....	11
Editorial Philosophy.....	13
Written Word Strategy: Journalism and Breaking Analysis .....	13
Video Content Programming Strategy .....	15
Protocol.network Content Breakdown.....	16
TheLEDGER, on-location live content.....	16
Block Jockeys, in-studio live content.....	17
Breaking Analysis.....	17
News Briefs .....	18

<b>Analyst Agenda</b> .....	<b>19</b>
Content Agenda .....	19
General Knowledge .....	19
Crypto-Investment & Technical Analysis .....	20
Enterprise Views .....	21
Mining Views .....	22
Legal Views .....	22
<b>Prioritization &amp; Distribution Strategy</b> .....	<b>23</b>
<b>Use of Funds &amp; Development Timeline</b> .....	<b>24</b>
Phase I. Research & Marketplace Enhancement .....	24
Phase II. - Purchasing & Build-out .....	24
Admin Staff .....	25
Video Production .....	25
Blogging .....	25
Analysts .....	26
<b>ICO Details</b> .....	<b>27</b>
Token Issuance Details .....	27
Crowdsale Pre-ICO Details .....	27
<b>The Team</b> .....	<b>28</b>
Business and Administrative Team .....	28
Analyst Team .....	30
Editorial & Production Team .....	31

# Project Overview

## Company

Roger Wilco is a of team technologists, analysts and content creators that have spent years watching the worlds of consumer and enterprise technology, including blockchain.

## Management Team

Mark Hopkins, CEO  
Andrew Lowe, COO

## Advisors

Rob Gonzalez  
Richard Margolin  
Cody Marx Bailey  
Fred Constantinesco

## Legal Counsel

Jason Tyra, CPA and Controller  
Joe Clemko, Beckman Law Firm

## Value Proposition

- Nine million ERC-20 tokens authorized on blockchain.
- Blockchain analysis is dominated by Johnny-come-latelies.
- There's a lot of noise from pundits and vendors in crypto.
- Blockchain, in this case, provides an easy and trackable mechanism for commissioning and paying for research.
- Roger Wilco, and it's founding members, have nearly a decade of experience as a group as tech industry analysts.
- Adapting and dogfooding this process to the blockchain is a natural next step.

## Offer Details

	<b>Coins:</b>	9,000,000		<b>Par price:</b>	\$1.00
<b>Offer Stage</b>	<b>Coins Offered</b>	<b>Discount Offered</b>	<b>Total Price</b>	<b>Sold Through</b>	<b>Type of Investor</b>
<b>Pre-Pre-Sale</b>	500,000.00	50%	\$250,000.00	--	Early Vendors (filled)
<b>Pre-Sale (Tranche 1)</b>	2,500,000.00	20%	\$500,000.00	--	Invitation Only
<b>Pre-Sale (Tranche 2)</b>		10%	\$0.00	--	General
<b>General Sale</b>	6,000,000	0%	\$6,000,000.00	--	Generalv
<b>Total</b>	<b>9,000,000.00</b>				

## Token Details (SmartContract)

<b>Presale Numbers:</b>			
Hard Cap			\$6,750,000
Total Tokens		12,000,000	
Available for Sale	100%	12,000,000.00	
Price per Token at Crowdsale		\$1.00	
Company Reserve	25%	3,000,000.00	\$3,000,000.00
Pre-Pre-Sale	4%	500,000.00	\$250,000.00
Tranche 1	21%	2,500,000.00	\$500,000.00
Tranche 2	0%		
Available Crowdsale	50%	6,000,000.00	\$6,000,000.00
		<b>Market Cap</b>	\$12,000,000.00
		<b>Total Raised</b>	\$6,750,000.00

## Contact Us

[ResearchICO@ro.gerwil.co](mailto:ResearchICO@ro.gerwil.co)

# Abstract

## Vision and Market Opportunity

*“The most apt explanation of the key benefit of blockchain is that it eliminates the requirement for trust between two parties where none exists.”*

— Mark ‘Rizzn’ Hopkins  
Roger Wilco Founder

Traditional and incumbent enterprise technology research firms are scrambling to come up to speed on blockchain so that they can offer their existing client base good advice in this sector. Unfortunately, their analysts lack the experience and expertise in this nascent field to provide accurate and authoritative advice.

Roger Wilco consists almost entirely of blockchain and cryptocurrency early adopters that have deep experience founding and operating enterprise tech research firms.

## Why WilCoin is Ideal for Blockchain

Roger Wilco’s team has the track records both of executing in the analyst/media space as well as in the world of blockchain. In our expert opinion, pre-selling blockchain analysis with a token is a perfect usage of the technology, and one that can amp up our ability to produce quality, actionable content.

## Why Blockchain is Ideal for Research Licensing

Selling research licenses is not a new concept, and tracking licensing via blockchain is also a fairly well trod path. Using an ERC-20 tokenization system to track and budget for a yearly research agenda is just a common sense approach to a project like this.

*“Every informed person needs to know about Bitcoin because it might be one of the world’s most important developments.”*

— Leon Louw  
Nobel Prize Nominee

## Introduction

Roger Wilco was a consulting group founded in late 2015 by founders and alumni of the well known media and research group SiliconANGLE Media. The founding team of Roger Wilco consisted of SiliconANGLE co-Founder Mark Rizzn Hopkins, former Wikibon systems architect Andrew Lowe, and longtime SiliconANGLE Media operator and co-editor Art Lindsey III.

SiliconANGLE was a groundbreaking company, originally founded during perhaps one of the most challenging times to create a media venture - in late 2008, early 2009. It took about two years for all the puzzle pieces to fall into place, but the formula they struck wound up being a runaway hit, creating revenue for a business that everywhere else was seeing nothing but uphill battles, their fates in the hands and at the whims of the likes of Google and Facebook.

The trick to making it work was media tripod: industry journalism, industry analysis, and a strong broadcast video operation. These three pieces together created a feedback loop for “extracting signal from the noise.” This was a metaphor and internal slogan for the company that proved to be a very prescient, as the organization has since become one of the most respected sources for industry analysis, competing on equal footing with other brands like Bloomberg, CNBC and Techcrunch.

The revenue numbers for Media / Wikibon were never published publicly, but were comparable to contemporary media organizations with ten times the readership.

## **Blogging and Written Content Strategy.**

SiliconANGLE began as an interesting idea. When the Roger Wilco core team left, it was on track to becoming one of the next big great media empires. The basic idea that has driven



the success of SiliconANGLE was that of putting the **smartest** and **most experienced minds** in a room with one another, **forcing them to create content** and come up with **ideas** that **leverage their** various **strengths**, and incentivizing them to **risk everything** to build what **sustains them**.

That isn't to say that building SiliconANGLE was quite that simple, clean or cut-and-dried. At times, it was difficult, chaotic, and messy. Success wasn't always visibly clear or obviously imminent. However, SiliconANGLE is still here even after the exit of many of the members of the founding team.

SiliconANGLE was founded during perhaps one of the strongest periods of competition for tech blogging, but we succeeded because:

- We experimented with ways to monetize our content. The culmination of this were methodologies and algorithms we developed internally termed "TrendConnect," and "AffinityRank."
- We experimented with ways to expand the scope of our coverage, and define clear editorial calendars that spanned the whole year. A few prescient themes included:
  - ...social science meets computer science in 2009, which saw the rise to prominence outside the early adopter bubbles of social media.
  - ...convergence was the theme of 2010, which stood at the center of nearly every editorial written during the entire year.
  - ...the rise of Big Data in 2011, which stands as a major field of study to this day. 2011 year birthed big giants like Cloudera and HortonWorks.
- We experimented with ways to scale our production content without sacrificing quality early on. The result of this experimentation was our ever-growing base of contributors and syndication partners.

- We experimented with ways to enlarge the production of content in house, and lay the groundwork for our own tech news wire. The result is an editorial “farm team” concept termed internally “The Tank.” Roger Wilco spinout company S3 has adapted this methodology in conjunction with several local Dallas journalistic organizations into a product methodology internally termed “Fuel.”
- We were highly experimental in the ways we syndicated our own content. The result is a core audience and community that tilted up and to the right the entire time I was at the helm.

# System Overview

## Product Description

Roger Wilco will be providing a tripod of media services: journalism, broadcast and analysis. Our work will be deployed via time tested strategy for profitable industry news provision both with the founding team of Roger Wilco as well as in the industry at large.

## Product Mechanics

On the blockchain side, what we are proposing is actually a very simple execution model, customized for the age of blockchain. Roger Wilco intends to create a content-centric website that has a combination of free and paid content (of both video, web-centric and downloadable types) that's purchasable with Roger Wilco's own tokens.

Tokens that remain unsold during the crowdsale will be made available for purchase through the site via a for those seeking research.

## Pricing Structures

All pricing structures are subject to change and adjustment, but at launch, pricing will look like the following. All research and services are payable ala carte with or without the Wilcoin token, but a signing your ethereum wallet cryptographically containing tokens at the following amounts offer you additional benefits, listed below.

### Enthusiast Tier

5,000 WilCoins.

This tier allows the user a single seat license with unlimited access to a single vertical of research. Additional tiers and reports outside this vertical can be unlocked ala carte. This

tier doesn't unlock access to preferred rate analyst inquiries or custom reports..

### **Mid-Size Tier**

10,000 WilCoins

This tier unlocks a company license, allowing 2-10 users unlimited access to two verticals of research. This allows up to one discounted analyst inquiry seat per quarter, and custom reports at the regular rate.

### **Enterprise Tier**

25,000 WilCoins

This tier allows a single company with unlimited seats unlimited access to all verticals. This tier also unlocks two Analyst Inquiry seats per quarter at the preferred user rates, and one custom report request per quarter at the preferred user rates.

# Editorial Philosophy

Our successes with SiliconANGLE in growing the blogging side of the business were applied to growing the video side of the business, which fueled the demand for the analysis business.

What follows is our key learnings growing the team from two part time bloggers to a team of 80 writers, editors, broadcasters and analysts, and how we plan to apply that to the Roger Wilco plan.

**“Content is King, but Distribution is Queen.” - Jonathan Perelman**

## Written Word Strategy: Journalism and Breaking Analysis

The pillars of content sources can be lumped into the following types:

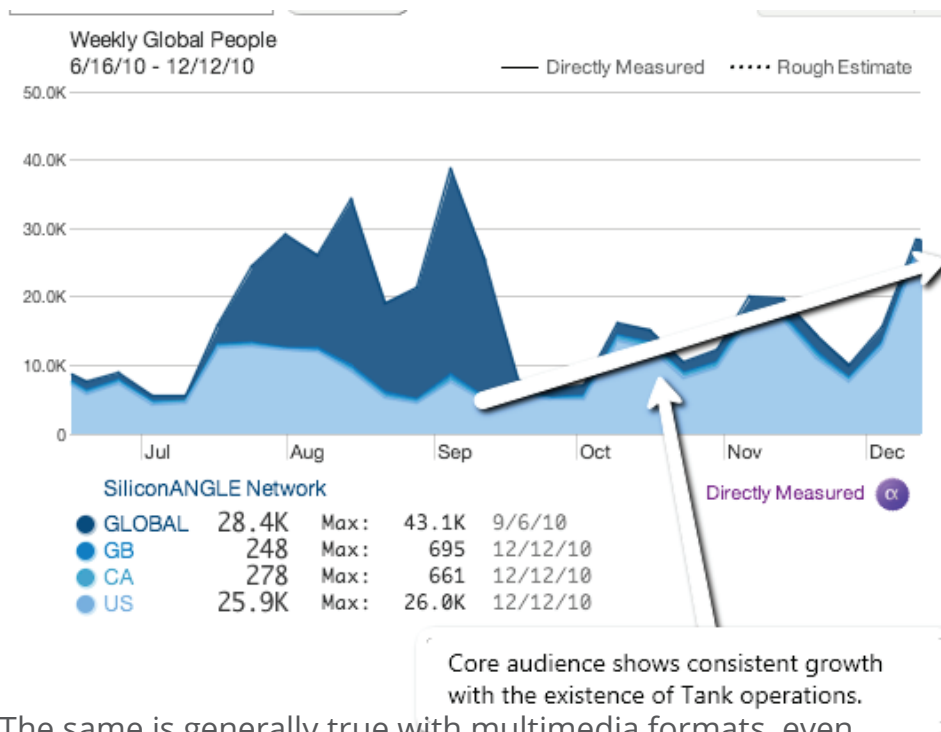
- **Breaking Analysis:** short video interviews with in-network experts and mid-length columns and editorial written by SiliconANGLE senior staff.
- **Newsire:** Short 300-500 word news pieces written by mostly junior level writers with occasional quotes from analysts and in-network experts.
- **Kitchen Sink:**
  - Syndication: written pieces written by community members and in-network experts.
  - Round-ups, Lists, and Summaries: group-written pieces, or pieces written by individuals that summarize previous penetration coverage; typical blogger fare.

These are forms of content that, when edited together and posted on SiliconANGLE, turned into a winning blend that translated into audience and participation.

Having a regular flow of content coming out on our site has directly and demonstrably translated into readership in core audiences. Quality of content is of course, important, to the extent that what is publicly read needs to enhance, not detract, from the brand. That said, quality is (for better or worse) more important than quantity in establishing, maintaining and growing an audience.

As the spigot of content remained consistent in coverage areas, again, the numbers consistently point up and to the right. When coverage is esoteric and inconsistent, regardless of quality, the audience participation and readership is sporadic at best. This fact is also irrefutable.

This is a screenshot of an external measurement service called Quancast, taken during our time. It's been marked to show when certain changes in editorial strategy occurred. The focus on quality remained more or less consistent throughout the history of the company, but changes in the quantity of content had a marked effect on audience size.



The same is generally true with multimedia formats, even to this day. Media silos like Facebook, LinkedIn, Instagram

and Twitter reward engaging content that comes out on a predictable basis.

Simply showing up to play the game and being distributed in easy-to-consume formats means an increase in audience. It was for this reason we instituted **certain quality baselines** established for our video work, which allowed us to **focus on the quantity of content before we focus on the quality of content**.

This was the basis of [theCUBE](#) as well. Simply put, you cannot create a live video broadcast network with a half hour of programming per week. Our video content programming strategy must mirror our blogging content strategy.

## Video Content Programming Strategy

The primary content vehicle for SiliconANGLE Media outside the blog was a television show called TheCUBE. It was a show co-created by Mark Hopkins and Michael Sean Wright in partnership with UStream TV (now IBM Video) at SxSW back in 2008 and 2009 as an experiment to see what happened when you took guests from disparate fields and put them on panels to explore various corners of media, entertainment and technology.

Early guests of the show in the first couple years included Robert Scoble<sup>1</sup>, Peter Himmelman<sup>2</sup>, Ondi Timoner<sup>3</sup>, Jeff Dowd<sup>4</sup>, Tim Westergren<sup>5</sup>, and Nova Spivack<sup>6</sup>, and many others - often at the same time!

When Hopkins joined with Furrier to create SiliconANGLE in 2009, very shortly after they brought this style of high quality live production to the world of enterprise technology, covering

- 1 Robert Scoble is a social media evangelist and the first person to buy an iPhone.
- 2 Peter Himmelman is a well known recording artist.
- 3 Ondi Timoner is an award winning indie filmmaker.
- 4 Jeff Dowd was the basis of the character "The Dude" in the famed film The Big Lebowski.
- 5 Tim Westergren is the Co-Founder of Pandora.
- 6 Nova Spivack is a famed futurist.

once-stodgy enterprise events like SAP’s SapphireNOW or EMC’s EMCworld with ESPN Sportscenter-style coverage.

Media/Entertainment/Technology style guests were replaced with heads of multi-billion dollar companies like Pat Gelsinger<sup>7</sup>, Joe Tucci<sup>8</sup>, Michael Dell<sup>9</sup>, Andy Jasey<sup>10</sup>, Larry Ellison<sup>11</sup> and Satya Nadella.<sup>12</sup>

We will be replicating and expanding on what we did with TheCUBE, this time under the Roger Wilco banner, **by launching “protocol.network,”** a network of programming in and around the technology space, initially focusing on blockchain and crypto.

## **Protocol.network Content Breakdown**

Protocol.network is a collection of blockchain and tech related shows. The branding of this network is carefully chosen, like TheCUBE. TheCUBE, as a brand and name resonated with the audience because it didn’t require explanation, and was evocative of the subject matter being discussed. Furthermore, it wasn’t limited to a single vertical in tech, and allowed the editorial the freedom to roam, rather than being pegged to a single vertical or sub-vertical of enterprise technology news. A brand like “protocol.network,” is thus similarly chosen carefully to be tailored to thi specific auience without ultimately limiting itself to the world of crypto and blockchain.

### ***TheLEDGER, on-location live content***

This is the flagship show, shot in the style of TheCUBE. During the time the Roger Wilco team produced TheCUBE, we were responsible for literally thousands of high quality, multi-cam live-shot interviews that were broadcast live and available minutes later on the blog and on-demand via YouTube. We

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7 Pat Gelsinger is the CEO of VMware, and appeared on the show dozens of times.v v

8 Joe Tucci was the CEO of EMC prior to the acquisition by Dell, and was one of the first big CEOs to appear on the show.

9 Michael Dell has appeared on TheCUBE a half dozen times over the last eight years.

10 Andy Jasey is the CEO of Amazon Web Services.

11 Larry Ellison is the CEO of Oracle.

12 Satya Nadella is the CEO of Microsoft.



will replicate and improve upon this model with “TheLEDGER.” TheLEDGER, like TheCUBE, will always feature one to two guests, with two hosts questioning them. The hosts are usually considered to be the anchors, with one being an analyst, the other the “color commentary.” TheCUBE was, in part, modeled after early ESPN and Sportscenter execution models.

Similarly, TheLEDGER would aim to be the on-the-ground source for interviews and updates at the enormous number of blockchain and cryptocurrency events worldwide.

### ***Block Jockeys, in-studio live content***

Roger Wilco is a tech news and research organization. Blockchain and crypto news should be at the center of our thoughts when creating new content. Segments on the show should last seven to fifteen minutes, generally re-capping the headlines of the day, featuring assets collected by the editorial team.

They will be broadcast live, but then subsequently be made available as shareable chunks via on-demand video sources.

### ***Breaking Analysis***

When news breaks in the world of blockchain and crypto, Roger Wilco should be there in the same way that financial networks like CNBC and Bloomberg provide context for large financial events. Breaking Analysis is our term for coming in not just with the news event, but experts from our rolodex to explain what it means. This bench of expertise either comes from previous guests of TheLEDGER or in-house analysts.

Breaking Analysis segments should ultimately be shot early in the morning, daily, and updated throughout the day as news breaks, and interspersed throughout the rest of the live content clockwheel.

## **News Briefs**

There should be slots in our programming clock-wheel for short readings of our latest news stories. These can be compiled daily into packages for the long-format news show, embedded in the blog posts on our other domains, and viewable on-demand. There are also plentiful opportunities to monetize them on third party sites, by making paid placements through ad networks that support video widgets. I see these as a critical component of our programming moving forward, since it has the potential to be one of the greatest drivers of viewership as well as monetization.

News Briefs segments should ultimately be shot early in the morning, daily, and updated throughout the day as news breaks, and interspersed throughout the rest of the live content clockwheel.

# Analyst Agenda

The analysis agenda is laser focused on a few specific audiences: crypto-investors, cryptocurrency miners, enterprise technology users, and the technology and crypto media at large. In focusing on these key pieces of the sector's needs, we can continue to create in depth analysis with repeatable, metrics-driven results that can drive real results for those that purchase research.

Furthermore, our data-driven research is inspired deeply by the scientific method. We separate ideas, culling those that don't work as avenues of actionable research, and doubling down on those that are. Develop and maintain knowledge of markets and general themes in cryptocurrencies, public and private blockchains and distributed computing projects in order to bring an informed perspective to the audience and subscribers.

A successful analysis program is created by putting the smartest and most experienced minds in a together, and enabling them to create actionable, repeatable content. This is the focus of this content agenda.

## Content Agenda

Our content agenda can be broken down into a few categories:

### General Knowledge

- **Ask Doctor Bitcoin (Mark Hopkins).** Ask Doctor Bitcoin is a video and column series focused on providing basic information for those looking to enter the blockchain and cryptocurrency space. Most of the content will be made available publicly and for free, but from time to time, paywalled reports will be made that are usually time sensitive. Past examples include zero-day reports on how to safely fork your Bitcoin Cash from your Bitcoin Wallet without sacrificing the safety of your private keys.

■ **Token Classification Framework (Mark Hopkins, et. al.).**

The TCF is a collaborative document aimed at providing a truly nuanced view at classifying tokens and blockchains. The giant binary view of “security vs. utility” that is taken by the US Government is hugely influential and hugely unhelpful. It is the opinionated view of Roger Wilco analysts that before the existence of flight, there was no need for the FAA, and similarly, before the existence of blockchain, there was no need for something other than the alphabet soup of the SEC, FTC, CFTC, and the other regulatory agencies currently vying for jurisdiction over this industry.

■ **Blockchain Use Cases (Mark Hopkins).** Despite the explosion of blockchain startups in the last several years, there has been no shortage of people asking “what is Blockchain actually good for?” This report is updated regularly with use cases undertaken by the Roger Wilco consulting team as well as taken from the market at large to illustrate the value and need for blockchain.

■ **The History of Bitcoin (Mark Hopkins, Fred Constantinesco).** Based loosely on the very popular keynote speech Hopkins has given at several crypto conferences in 2018, the History of Bitcoin spans from 1978 at the origins of cypherpunk through the present, covering key concepts and milestones in crypto and blockchain history.

**Crypto-Investment & Technical Analysis**

■ **Technical Analysis (Andrew Lowe).** Much like the above-mentioned Ask Dr. Bitcoin series, this video content is designed to be both publicly available and free. The goal of this series is not to be prescriptive in its advice, but rather as a means for inexperienced or new traders to understand market fundamentals, thereby increasing the competency of the public, and decreasing the negative behaviors exhibited by “dumb money.” Occasionally, selected cryptocurrencies and tokens will be identified and tracked with buy/sell signals, and will only be available to those with access to the paywall while the information is new.

- **Industry News (Andrew Lowe, Mark Hopkins).** As the industry grows, the need for consumable blockchain and cryptocurrency coverage will continue to increase. The first iterations of this content will be pre-shot video and released as a weekly publication, but eventually the plan is to execute a live show, which should be enjoyed daily. Early on, the “Weekly Roundup” segment should provide the logistical substrate to expand the show into a daily publication of news (rather than market trends) directed to investors and enthusiasts alike. Selected fundamental cryptocurrencies and tokens will be identified and contextualized to financial metrics and correlations to news, making this content more of a “Bloomberg for Blockchain” as the program reaches full-stride.

## **Enterprise Views**

- **Quarterly Vendor Assessments (Andrew Lowe).** Blockchain isn’t simply a game for startups and hardware hackers. All the major enterprise software and hardware players are getting in the game. This quarterly report pits the current established players in terms not of market dominance, but of quality of services compared to their direct competition. Vendors in this market include everything from competing exchanges to enterprise-level applications.
- **ICO Ratings (Andrew Lowe, Mark Hopkins, Fred Constantinesco).** As new technologies enter the marketplace of ideas, it can be hard to separate the wheat from the chaff and determine which technologies should enter the marketplace of your wallet. In this quarterly report, we will identify the expected market movers and leaders from the technologies which stand to either disrupt the status quo, or find more niche roles as they continue their growth.
- **Enterprise Implementations (Andrew Lowe, Mark Hopkins).** This publication will serve as both a framework for companies who wish to adopt blockchain technologies, as well as a growing body of knowledge from which businesses can reference as best practices in their own deployment. For the enterprise, dramatic changes can be both information-

intensive and requires significant investment. As such, these reports will be documented along with our own implementations, and will mark the completion of our services to various clients.

## Mining Views

- **The Effects of Consensus Mechanisms on Mining Profits (Fred Constantinesco, Andrew Hagemann).**
- **Mining Hardware Sizing Report (Fred Constantinesco).** The landscape of mining hardware providers is constantly shifting. This recurring report will keep you up to date on the state of the industry.
- **Mining HVAC Best Practices (Andrew Hagemann).** Mining operations have unique cooling requirements distinct from traditional data centers. This report will cover AC Sizing and cost model requirements (by confidence interval) for mining and hosting data centers based upon geographic location.

## Legal Views

- **Macroeconomic Events Impact on Cryptocurrency Markets (Andrew Hagemann, Mark Hopkins, Joshua Stramiello).** An annual report on major macroeconomic events, and the causality and correlation to the cryptocurrency markets, with an eye on how similar events can be predicted in the future to affect things.
- **Committee and hearing analysis (Fred Constantinesco, Mark Hopkins).** Watch committee hearings, take notes, provide overview.
- **Digital Assets as a New Property Type (Mark Hopkins, Fred Constantinesco, Joshua Stramiello).** Chairman Emeritus of the Chicago Mercantile Exchange called Bitcoin “perhaps the first truly new asset class in hundreds of years.” Since this quote and the emergence of bitcoin, there has been an ongoing stream of new asset classes within blockchain, each of them with dozens of regulatory agencies clamoring for jurisdiction. This report will concern itself with extracting the signal from the noise in this space.

# Prioritization and Distribution Strategy

*“If you build it, they will come.”*

As you may notice, the projects listed here tend to focus on the quantity of hours produced rather than the quality of the shows. That is to say, what is described above isn't heavily produced pithy segments, but a great deal of long form programming.

The reason being, as mentioned in the narrative of SiliconANGLE's first years of evolution, our experience shows that simply showing up to play the game carries far more rewards than showing up sporadically to games here and there, always focused on being exponentially better than the competition.

Similarly here, our primary focus needs to be on the areas of production that will first yield the most hours of programming first, and later focusing on refining the edges of our programming to add a special “oomph.”

In the world of blockchain, we're showing up to a sandbox with virtually no other players. We will automatically be better than the competition, just by virtue of this. We aren't expected to raise the bar - only to set the bar.

Our distribution strategy rests primarily on two outlets, at least at launch: our live streaming channel, and the web (and tertiary channels on specialized blockchain and social distribution platforms). This is where our known audience is. We know that an aggressive, multi-platform audience exists in other forums, but we must take our journey one step at a time. For now, it behooves us to focus on what we know, and expand as budget and time-constraints allow.

# Use of Funds & Development Timeline

Department	Amount	%
Video Production	\$1,687,500.00	25%
Analysts	\$1,147,500.00	17%
Editorial	\$1,012,500.00	15%
ICO Marketing Costs	\$303,750.00	5%
Sales	\$270,000.00	4%
Admin / OpEx	\$675,000.00	10%
Events	\$1,012,500.00	15%
Retained Surplus	\$607,500.00	9%
<b>Total Raised</b>	<b>\$6,750,000.00</b>	

## Phase I. Research & Marketplace Enhancement

Custom upgrades to WordPress and the various associated content management systems are required to more readily integrate ERC-20 acceptance to our existing research paywall. This is a relatively trivial operation, and shouldn't take more than 6-8 weeks from concept to completion, once minimal funding goals are completed.

Current level of operations of research and consulting can continue during this time, with discounts on services being offered to those who utilized the token pre-purchase and payment system.

## Phase II. - Purchasing & Build-out

A variety of buildout operations need to occur concurrent to the Phase 1 software development. These buildouts will happen on both the OpEx and CapEx side of the business.



## **Admin Staff**

There's a variety of recruitment and staffing that needs to happen here. Front of house, logistics, accounting. Much of it standard to business, and much of it unique to running a high-volume production and content house.

## **Video Production**

There's a known set of staffing and equipment requirements that will flex up and down depending on the workload for the production crew, and how much on-the-road vs. in the home studio production we'll be doing. Generally, we'll be recreating the broadcast system and methodology we pioneered for TheCUBE, which allowed for multiple, concurrent live broadcasts that were then live switched and condensed into a primary broadcast channel, with successive broadcast channels that allow viewers to focus on individual events.

For instance, if Crew #1 is at IBM Think, and Crew #2 is at Consensus NYC, and both conferences have overlapping dates, each show will broadcast on their own live channels, but the primary live channel most viewers are tuned to will be mixed down via something called an "ingest management system" at the home base. This will allow for, without downtime, the stream for channel zero to continue non-stop and seamlessly between in-studio, and on the road programming.

## **Blogging**

We'd want to follow the original editorial buildout plan we pioneered at SiliconANGLE for the most part, which means hiring a bullpen for the news writing, hiring a writing staff for the morning news show, and recruiting key senior editorial staffers for Breaking Analysis-style pieces.

We've streamlined and reduced costs associated with our previous newsroom with an internal innovation we've developed at Roger Wilco called Fuel, which is a workflow management system designed to optimize writing for quality and length.

## **Analysts**

The initial focus is to get the senior analysts up in place to get our core, recurring reports up and operational, as well as junior analysts that can augment operations and better scale support to large analysis customer bases. Additionally some of the budget is devoted to recruiting key industry analyst talent from existing enterprise firms.

# ICO Details

## Token Issuance Details

Presale Numbers			
Hard Cap			\$6,750,000
Total Tokens		12,000,000	
Available for Sale	100%	12,000,000.00	
Price per Token at Crowdsale		\$1.00	
Company Reserve	25%	3,000,000.00	\$3,000,000.00
Pre-Pre-Sale	4%	500,000.00	\$250,000.00
Traunche 1	21%	2,500,000.00	\$500,000.00
Traunche 2	0%		
Available Crowdsale	50%	6,000,000.00	\$6,000,000.00
<b>Market Cap</b>			<b>\$12,000,000.00</b>
<b>Total Raised</b>			<b>\$6,750,000.00</b>

## Crowdsale Pre-ICO Details

	Coins: 9,000,000		Par price: \$1.00		
Offer Stage	Coins Offered	Discount Offered	Total Price	Sold Through	Type of Investor
Pre-Pre-Sale	500,000.00	50%	\$250,000.00	--	Early Vendors (filled)
Pre-Sale (Tranche 1)	2,500,000.00	20%	\$500,000.00	--	Invitation Only
Pre-Sale (Tranche 2)		10%	\$0.00	--	General
General Sale	6,000,000	0%	\$6,000,000.00	--	General
<b>Total</b>	9,000,000.00		\$6,750,000.00		

# The Team

## Business and Administrative Team

### **Mark Hopkins**

#### ***Founder & CEO***

Mark is a futurist and blockchain evangelist. In 2017 and 2018, he's served as an advisor or C-Level executive to a variety of blockchain projects, Veritoken, Robokind, as well as several blockchain projects in "stealth mode." In 2015 Mark founded Roger Wilco originally as a content marketing firm, later to spin out the marketing agency into it's own organization to focus on blockchain and cognitive consulting and research. In mid-2016, he accepted a partnership at the newly created Dallas office for Barista Ventures, which remains a nexus for activity in the Dallas startups scene.

Most of Hopkins' notoriety arises from past forays into New Media like founding SiliconANGLE Media or serving as Associate Editor at Mashable.com and the creation of the world's first podcast hosting service.

### **Andrew Lowe**

#### ***Founder & COO***

Andrew may be the youngest member of the founding team, but that certainly doesn't mean he's lacking in experience. Though his formal education was in Law and Finance (with a stint of Art History in Europe), Andrew was always interested in technology, and naturally took leadership roles in sports and academia, drawing interest from ROTC programs early on. However, with the goal finishing college debt-free as a civilian, Andrew quickly constructed a resume well beyond that of his peers. By applying his education at each step, and utilizing his advanced technical abilities (for the time), he was able to identify key sectors where he could flourish.

By the age of 30, Andrew had either headed or founded 5 businesses, in domains ranging from Government IT & security, to auditing banks & law firms. These days, he spends his energy focusing on the several businesses he helped found, and applies his leadership and operational and systems expertise. Some of his subsidiaries and clients include video production firms, marketing agencies, and even a family antique store which he has kept active for over a decade.

## **Mick Jones**

### ***Creative Director***

M Dean 'Mick' Jones is co-founder and Creative Director at Something Simple Services (S3). Prior to S3, Mick helped to co-found The Roger Wilco Agency as Creative Director and Employee No.1 in November of 2015. Before S3 and Roger Wilco, Mick led departments at Silicon Angle Media, the New America Foundation, GreenApple Ventures, and Vizo Media Associates. He is also a member of the Founder's Circle at the MarsDrive Consortium. Mick began his journey in design and media in 1993 and was a behind-the-scenes force in the advent of New Media.

## **Rebeca Easton**

### ***Marketing Director***

Rebeca Easton is the CEO of Something Simple Services. She has a bachelor degree in Multimedia in Design and a Masters Degree in Creative Writing. After pursuing a career in Game Narrative, Rebeca pivoted into Marketing. She began her marketing career at Roger Wilco as the Editor-in-Chief and was appointed as the CEO of S3 when Roger Wilco moved into blockchain consulting. She and her team have learned how to navigate the murky waters of crypto-marketing and continue to look for opportunities to help startups grow from concepts to big business.

## Analyst Team

### **Joshua Stramiello**

#### ***Legal Analyst***

While studying Philosophy and Psychology at Hendrix, Josh developed a passion for game theory and building things. This passion caused him to leave his last semester of law school to found Brokenbox, his first tech company. Josh took over Barista Ventures in 2016 and has successfully PMed dozens of projects with diverse partnerships. Josh finished his J.D, co-authored three whitepapers and founded Fixe in 2018 and has domain expertise in deal structure, Requirements building and logistics.

### **Fred J. Constantinesco, JD**

#### ***Economic Analyst***

Fred is passionate about exploring decentralized technologies, and how they can empower people at the intersection of law, politics, and economics, with a focus on game theory within the cryptocurrency space. He is one of the primary organizers of the Dallas Bitcoin Meetup and is dedicated to bringing blockchain technology to Dallas.

### **Cody Marx Bailey**

#### ***Technology Analyst.***

Cody is the Managing Partner of XRAM Capital, a long-only fundamental crypto asset investment company. He is the CTO for FourPark Blockchain, a crypto-asset venture based on the ERC-721 standard he co-authored. He is also the founder and project lead for Multinode, a hardware/software based solution for the distributed internet.

More recently, he founded the North Texas Blockchain Alliance, one of the largest blockchain organizations in the world, with over 1,000 members and 30 companies represented.

Prior to his involvement in blockchain and crypto assets, he worked as systems engineer, security analyst, and software developer. He had short stints with the NSA, Dell Computer, and Texas A&M University before he began working on his own projects. He helped pioneer the coworking concept in 2006, Hashtags in 2007.

## **Andrew B. Hagemann**

### ***Technology Analyst***

Andrew B. Hagemann is a blockchain economist and finance executive with a focus on the economics of decentralization. He advises on technology-based investments and alternative deployments of capital. Since leaving the private sector, he has provided fractional CFO services to startups in various stages of funding and for enterprise project portfolios for fortune 500 companies.

Prior to independent corporate finance advisory, he founded an IT services consultancy after holding management positions in corporate IT and providing outsourcing consulting services. Earlier in his career, he worked as a consultant and data scientist in retail banking.

Andrew holds both a Master and Bachelor of Science in Economics from the University of Texas at Dallas as well as professional certificates in Business Strategy and Negotiations from the Southern Methodist University. He is a Chartered Alternative Investment Analyst (CAIA), CFA Institute Investment Foundations certificate holder, a licensed Realtor, and is ITIL and PMP certified.

## **Editorial & Production Team**

### **Art Lindsey III**

#### ***Co-Founder & Editor***

Acquiring a degree in broadcasting in 1997, Art began his career with Canadian Internet broadcasting outlet Rantmedia,

and within a decade, was co-hosting “Rizwords”—a happy combination of both politics and new technology—with creative partner Mark Hopkins, garnering over 100,000 downloads every month. His work with Arts + Labs combined policy writing with tech consulting from a user perspective. Net neutrality, cloud computing, and intellectual property rights are just some of the areas Art has covered.

In recent years, Art worked with tech media company SiliconANGLE to upgrade their platforms, building a unique new “supercomputer” from scratch to carry the load. Co-Founder of the Roger Wilco Agency, he currently serves as Editor-in-Chief and oversees a team of writers and researchers specializing in blockchain and cryptocurrency.

## **Maria Lowe**

### ***Senior Editor***

Having earned a B.A. in English literature and a Bachelor of Education in Canada, Maria combined her love of teaching and learning to become certified as an elementary-level teacher in 2010. Since then, she’s shifted her focus to online marketing, working on ad campaigns and content creation for a number of years. In 2016, she moved to the U.S., serving as Senior Editor at S3 in 2018 and eventually joining the Roger Wilco Agency team.

## **Andrew MacDonald**

### ***Blockchain Editor***

Andrew is a communications specialist, content development consultant, and fintech writer and researcher who focuses primarily on blockchain technology and cryptocurrency. He has worked with clients in health care, fitness and wellness, higher education, and in the financial sector, where he helped develop educational modules and accreditation programs for financial professionals.



As a freelance writer, Andrew has won a number of awards, including a Western Magazine Award, and garnered several Canadian National Magazine Award nominations.

## **Adam Marston**

### ***Blockchain Editoralist***

Adam is a writer, teacher, marketer, and technology enthusiast. A jack-of-all-trades, he's published articles on blockchain technology, academia, startup culture, creative writing, and more. He recently wrote Trinity College's admission letters and email campaigns while teaching college writing courses at the introductory and advanced levels.