

# **TORUS Blockchain Whitepaper**

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## Abstract

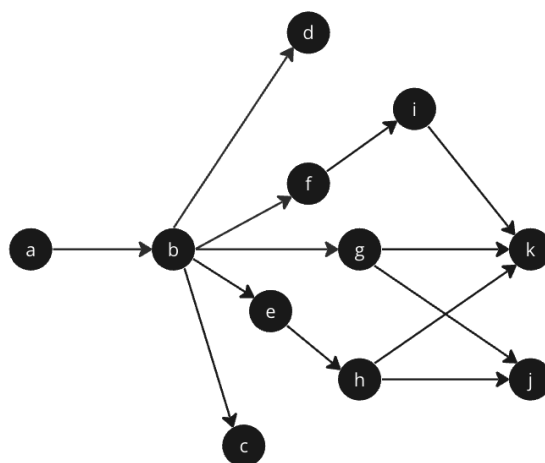
TORUS is a blockchain developed to meet the specific challenges of the digital media industry. Leveraging Asynchronous Byzantine Fault Tolerance (aBFT) model and Directed Acyclic Graph (DAG), TORUS provides exceptional scalability, speed, and unique monetization opportunities. It seeks to redefine the digital media landscape by seamlessly integrating into existing platforms and addressing the scalability issues that burden centralized media networks. By fostering a more efficient, decentralized solution, TORUS stands to propel the digital media industry into a new era of blockchain-driven transformation.

## Introduction

In the digital era, blockchain technology continues to grapple with challenges in real-time transaction settlements and scalability. Despite the ground-breaking innovations from Bitcoin and Ethereum, the sequential processing of transactions results in delayed confirmations, thus limiting broad adoption.

While smart contract platforms such as substrate and cosmwasm are emerging, the application of public distributed ledgers across industries remains sporadic. The TORUS network has been developed to counter these challenges, leveraging the EVM principles to provide an advanced smart contract solution.

TORUS is aimed at addressing the scalability issues that are characteristic of existing public distributed ledger technologies. Eschewing the traditional block ledger-based storage infrastructure, TORUS works to enhance existing DAG-based protocols, thereby offering a more robust solution.

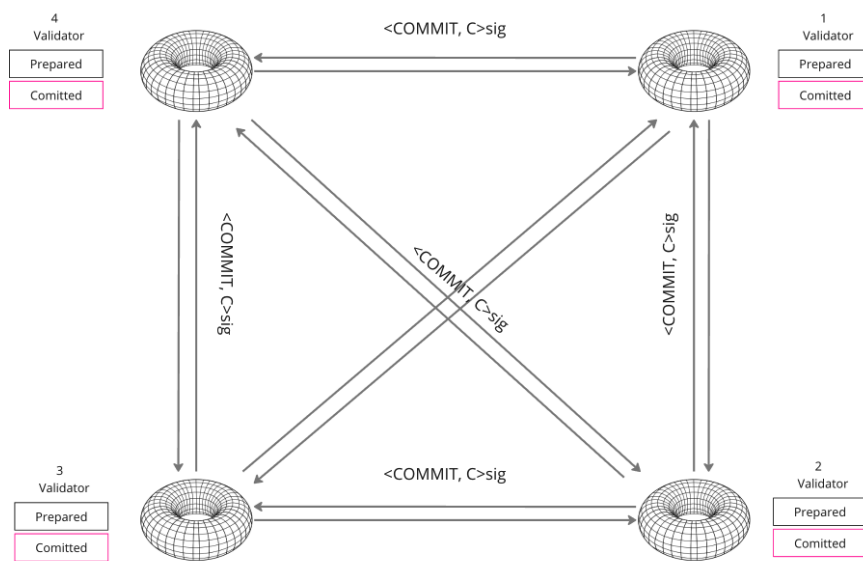


*Visualisation of Direct Acyclic Graph*

TORUS's protocol, which is built on an Asynchronous Byzantine Fault Tolerance (aBFT) model, ensures network consensus. This feature enables applications on the TORUS blockchain to rapidly execute transactions at near-zero costs.

Beyond merely ensuring compatibility among global transactions, TORUS is designed to foster an ecosystem that enables real-time transactions and data sharing at a minimal cost, specifically tailored to the needs of the digital media industry.

With its capabilities in scalability, speed, and low transaction fees, TORUS presents a decentralized solution to the scalability issues that afflict centralized media networks.



*Byzantine Fault Tolerance Visualised*

## Overview

TORUS is a high-performance, media-centric blockchain platform inspired by the innovative technology of the Fantom network. Built for speed, scalability, and reduced transaction costs, TORUS is perfectly suited for the fast-paced, high-volume digital media industry. It supports a high volume of transactions and features a media-optimized blockchain layer that facilitates content creation, distribution, and monetization in ways not possible on traditional platforms.

## Mission

TORUS is dedicated to addressing and overcoming the existing scalability and speed limitations in the blockchain technology domain, particularly within the digital media industry. In strategic alliance with Asia's premier digital media company, we strive to

provide a transformative, decentralized solution that revolutionizes how digital content is generated, distributed, and monetized.

## **Vision**

Our vision is to stimulate widespread adoption of blockchain technology across various sectors, thereby enabling a more decentralized, transparent, and effective digital future. TORUS envisions future where blockchain technology seamlessly integrates into the fabric of the digital media industry, propelling real-time transactions, efficient data sharing, and fair monetization. Leveraging our access to New Media Holding's expansive network, with its reach of 1.8 billion followers, 4 million influencers, and 20 billion monthly impressions, we are poised to lead the transformation of the digital media landscape with blockchain.

## **Industry Applications**

TORUS is strategically positioned to further venture into various sectors including healthcare, NGOs, government, fintech, entertainment, consumer utilities, gaming, and others. The architects behind TORUS are committed to creating a dynamic smart contract-based ecosystem designed to be integrated seamlessly with the operations of present and future global partners.

## **Open-source Collaboration**

Committed to facilitating smooth, accurate, and trustworthy global transactions, TORUS stands ready to usher in a new chapter of distributed ledger technologies. TORUS is a proponent of the open-source approach, encouraging community participation in its use, improvement, and enhancement.

To stimulate the creation of decentralized applications (Dapps), TORUS will provide comprehensive developer documentation and extensive libraries. TORUS envisions a mutually beneficial environment where users and developers work together to shape digital transformation across diverse sectors, mapping the route towards a genuinely decentralized era.

## **Challenges in Contemporary Blockchain Systems**

The transformative potential of contemporary blockchain systems is built around the promise of eliminating centralized authorities and intermediaries, enabling permissionless transactions without the need for a trust-based system. This disruptive shift lays the foundation for a more transparent, equitable, and decentralized digital economy. However, this potential is currently shackled by significant challenges.

A major hurdle remains the scalability of these systems. As the size of the network grows, so do the demands on processing power, storage, and bandwidth. This scalability problem is further exacerbated by the fact that most blockchain systems process transactions sequentially, resulting in slower confirmation times. This inability to handle high volumes of transactions efficiently is a considerable roadblock for industries that require high transaction throughput.

Additionally, high transaction costs associated with existing blockchain platforms act as a deterrent to mass adoption. These costs, combined with the system's performance limitations, contribute to a lack of widespread utilization across various sectors, particularly in industries such as digital media and gaming, which require a high-speed, low-cost, and secure transaction framework.

Thus, while the foundational premise of blockchain is potent and promising, these constraints hamper its wider application and acceptance. There is a pressing need for an innovative solution that can tackle these inherent challenges and fulfil the promise of blockchain technology. TORUS endeavours to be that solution, offering a fresh approach designed to surmount these obstacles and unlock blockchain's full potential in the digital age.

## **Scalability**

The promise of blockchain technology, anchored in eliminating centralized authorities and enabling permissionless transactions, is currently restrained by significant challenges, with scalability being a paramount concern. The heart of this issue lies in the Proof of Work (PoW) and Proof of Stake (PoS) consensus algorithms that power most blockchain systems, which are not designed to handle the demands of a growing network.

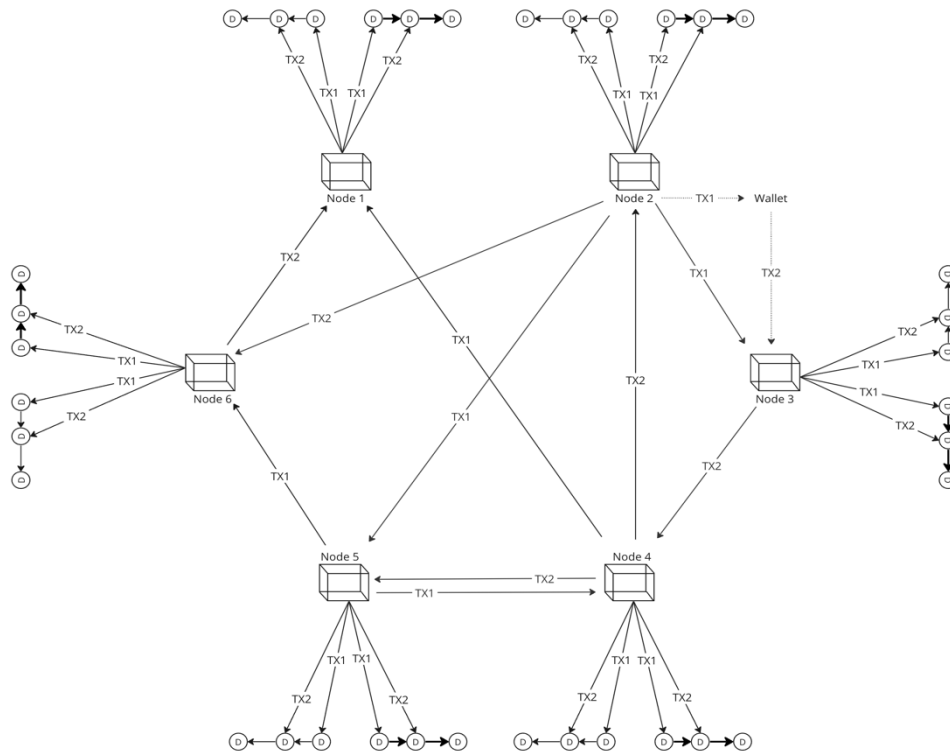
In Proof of Work systems, such as Bitcoin, miners compete to solve complex mathematical problems, and the first one to solve the problem gets to add a new block to the blockchain. This process is not only energy-intensive but also time-consuming. As the network grows, the energy expended in the process significantly increases. Consequently, PoW systems have a low transaction throughput, with Bitcoin able to process only around 7 transactions per second (TPS), which is far less than what is required for mass adoption.

Proof of Stake, used by networks like Ethereum, was designed as a less energy-intensive alternative to PoW. In PoS systems, validators are chosen to create a new block based on their stake in the network. However, while this improves energy efficiency, it does not significantly enhance scalability. Ethereum, can handle around 15-45 TPS, which is still low compared to traditional payment networks.

Conventional blockchains don't support the high transaction speeds needed for large-scale applications, particularly in industries like digital media, where high-speed, low-cost transactions are critical.

Moreover, these systems face latency issues. They require multiple confirmations to secure a transaction, leading to delays. In contrast, industries need a blockchain solution that can execute and settle transactions instantly.

These challenges underline the need for a different approach that addresses both scalability and speed without compromising on security. By leveraging the Asynchronous Byzantine Fault Tolerance (aBFT) model and Directed Acyclic Graph (DAG) technology, TORUS adopts this new generation solution designed to overcome these inherent challenges and unlock the full potential of blockchain in the digital age.



*Directed Acyclic Graph Visualisation*

## Transaction Fees: A Critical Consideration in Blockchain Networks

Blockchain technology is synonymous with democratizing transactions and enabling peer-to-peer interactions without reliance on a central authority. However, the transaction fees, a crucial aspect of conventional blockchain systems, often create barriers and limit the scope of their application.

Transaction fees are indispensable for two primary reasons: they incentivize miners or validators to ensure network security, and they act as a safeguard against potential network spamming. In both Proof of Work and Proof of Stake systems, miners or validators receive these fees as compensation for validating transactions and maintaining the network's robustness. Moreover, by assigning a cost to transactions,

potential network spamming by malicious actors can be deterred, ensuring network stability.

However, these very fees often become a hindrance due to their unpredictability and size, especially during periods of high network activity. Transaction fees in networks like Bitcoin and Ethereum can escalate dramatically, making it unviable for users to conduct small-value transactions or engage with smart contracts.

This issue is particularly pertinent in industries where microtransactions are commonplace, such as the digital media industry. High fees can restrict the broad-based application and adoption of blockchain, and the often-opaque fee structure, influenced by factors like transaction complexity, network congestion, and mining capacity, can introduce uncertainty for users.

High and unpredictable fees not only limit user participation, especially for those who cannot afford excessive costs, but also deter developers from creating applications that require high-frequency transactions. This situation highlights the need for a blockchain solution that addresses not only scalability and speed but also ensures a low and predictable fee structure.

## **Transaction History and Data Integrity in TORUS**

In the case of TORUS, the management of historical information alongside transactions inside blocks plays a crucial role in ensuring the robustness and reliability of the blockchain. Just like in any blockchain system, each block in the TORUS blockchain contains a collection of transactions, forming a chronological chain that serves as an immutable record of transaction history.

The inclusion of historical information within blocks is fundamental to the functioning of TORUS. It enables the verification and validation of transactions, facilitates auditing and traceability of the transaction history, and upholds the principles of transparency and immutability that blockchain technology aims to achieve.

TORUS diligently maintains this historical information within each block, securely storing and preserving the complete record of transactions. By doing so, TORUS guarantees the integrity and accountability of the blockchain network, allowing participants to easily access and verify the transaction history.

This meticulous management of historical information within blocks not only enhances the consensus and trustworthiness of the TORUS blockchain but also enables seamless auditing, validation, and verification of past transactions. It fosters a transparent and immutable environment, reinforcing the core principles of TORUS and its commitment to revolutionizing the digital media industry.

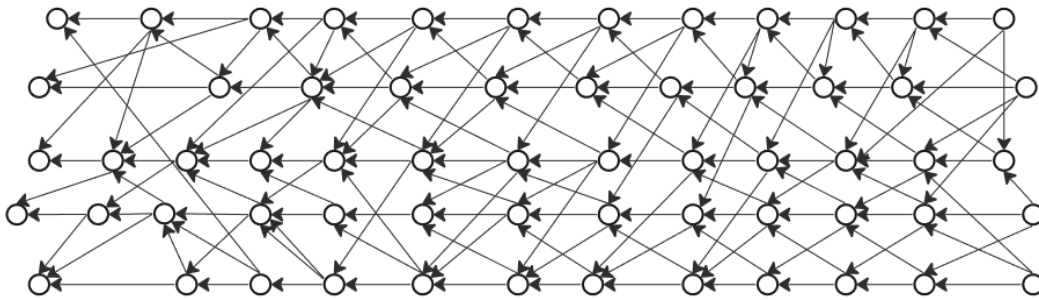


## Revolutionizing Scalability and Transparency through DAG-Based Consensus in TORUS

TORUS, is committed to revolutionizing the blockchain landscape. With a distinctive approach, TORUS aims to harness the potential of DAG-based consensus to overcome existing challenges and establish a groundbreaking platform that redefines scalability and versatility.

TORUS envisions unlocking the power of potentially infinite scalability, empowering the network to process hundreds of thousands of transactions per second, even amidst a multitude of participating nodes. At the heart of TORUS lies the adoption of the Lachesis Protocol, a DAG-based solution meticulously tailored to address the scalability limitations encountered by conventional blockchains.

The implementation of the Lachesis Protocol within the TORUS ecosystem introduces a novel paradigm. Transactions are verified and processed asynchronously, eliminating the need for conventional validator approvals that can lead to delays and bottlenecks. By adopting a method where each event block independently verifies the preceding transaction, TORUS ensures uninterrupted transactional flow, even under heightened loads. Remarkably, TORUS takes autonomous control of historical information management, eliminating reliance on external databases such as the Oracle Database. Event blocks within TORUS house a rich tapestry of data packages, encompassing transactions, Smart Contracts, historical records, reputation management, and rewarding mechanisms.



*Directed Acyclic Graph Visualisation*

Through its pursuit of fast and secure processing methodologies rooted in DAG technology, TORUS envisions a future where the processing infrastructure across diverse industries becomes transparent and reliable. With the Lachesis Protocol as its guiding force, TORUS aims to expand its influence across sectors, collaborating seamlessly with Smart Contracts to empower domains including healthcare, NGOs, government, fintech, entertainment, consumer services, utilities, and gaming.

## **Technical Overview**

### **Introduction**

Through extensive research and analysis in blockchain technology, it becomes evident that Fantom serves as a valuable reference for the development of TORUS. The insights gained from their innovative approach provide crucial guidance for addressing similar scalability challenges in the context of TORUS, with a particular focus on catering to the specific needs of the digital media industry.

OPERA has demonstrated its potential to significantly enhance scalability and transaction processing on a large scale. TORUS aims to adopt and further refine OPERA to establish a robust and highly scalable blockchain infrastructure tailored to the requirements of the digital media industry.

TORUS ensures compatibility with the broader EVM Networks while enabling the compilation of smart contract bytecode specifically designed for TORUS.

Through a meticulous study of the blockchain industry's insights and technological innovations, TORUS leverages this knowledge to adapt and enhance the OPERA Chain, ushering in a new era of scalable and efficient blockchain solutions tailored to the unique demands of the digital media industry.

### **The Lachesis Consensus Algorithm**

Positioned to adopt a revolutionary consensus approach, the TORUS Chain will integrate the Lachesis Consensus Algorithm (LCA). This LCA is tailored to escalate both throughput and robustness by capitalizing on Directed Acyclic Graph (DAG)-based distributed ledger technologies. It is striving to embody a Byzantine Fault Tolerant (BFT) paradigm, thereby offering a consensus reliability like that of established blockchains. The LCA is designed to safeguard against disruptions resulting from individual node malfunctions and can theoretically execute up to 300,000 transactions per second. By exploiting high-end cryptographic practices, the TORUS Chain seeks to reinforce the security of inter-node exchanges.

In the Fantom whitepaper, the authors elucidate on the Lachesis Consensus Algorithm (LCA), which uses a complex structure identified as a "Lachesis DAG." This Directed Acyclic Graph (DAG) is constructed through the interconnected event blocks that form a distributed architecture, assuring the preservation of irreversible data. These event blocks are versatile storage mediums that encapsulate various kinds of data, such as transactions, smart contracts, 'Stories' or historical records, and values linked to previous events. Each block in the event is intrinsically tied to its predecessor, thus circumventing potential alterations by any central authority. As new event blocks join the chain, the earlier blocks accumulate more confirmations.

Designed to function in a completely asynchronous manner, the LCA checks the accounts nonce and transaction's chain ID thus eliminating the replay attack. The chronology of transactions is coordinated with the assistance of the Main Chain list.

The LCA's operation is based on the Lachesis graph, featuring fundamental elements like Event Blocks, Happened-Before, Lamport Timestamp, Stake, User Node, Validator Node, Validation Score, OPERA DAG S-OPERA DAG, Root, Clotho, Atropos.

## Roadmap

### Stage 1 (Q2, 2023):

- **Research & Development:** Kickstart an exhaustive R&D phase, laying the groundwork for the TORUS Blockchain.
- **Digital Presence:** Roll out the official website and a user-centric staking dashboard.
- **Marketing & Branding:** Craft and set in motion a potent marketing strategy, fortifying the TORUS brand identity.
- **Token Listing Preparation:** Engage in legal consultations, pinpoint suitable exchanges, and finalize the whitepaper.
- **Blockchain Explorer:** Embark on the development of a dedicated TORUS Blockchain explorer.
- **Technical Feasibility:** Undertake studies to implement a zk-Rollups L2 consensus (a cryptographic method bolstering privacy and scalability) on TORUS Blockchain.

### Stage 2 (Q3, 2023):

- **TestNet Launch:** Unveil the TORUS TestNet, providing a sandbox for developers and early adopters.
- **Feedback Integration:** Incorporate community feedback, refining the TestNet.
- **Blockchain Explorer Launch:** Officially introduce the Blockchain Explorer, synchronized with the test net.
- **Marketing Strategy Execution:** Amplify the reach and impact of our formulated marketing strategies.

### Stage 3 (Q4, 2023):

- **Main Net Launch:** Officially launch the TORUS chain Main Net.
- **Token Listing:** Facilitate the listing of TORUS tokens on selected exchanges.
- **Marketing & Community Building:** Intensify post-listing marketing efforts and foster a vibrant TORUS community.

#### Stage 4 (Q1, 2024):

- **Feedback-Driven Iteration:** Continuously refine TORUS chain based on user feedback.
- **Strategic Partnerships:** Forge alliances to broaden the TORUS Ecosystem.
- **Marketing & User Acquisition:** Sustain marketing momentum and ramp up user acquisition initiatives.

#### Stage 5 (Q2, 2024):

- **Security Enhancements:** Bolster security protocols, ensuring airtight protection for users.
- **Partnership Expansion:** Strengthen and diversify our strategic partnerships.
- **Marketing Strategy Evaluation:** Periodically assess and recalibrate our marketing strategies to ensure maximum efficacy.

#### Stage 6 (Q3, 2024): Technical Roadmap Initiation

- **Feasibility Study:** Begin the quarter by conducting a comprehensive feasibility study to implement a zk-Rollups L2 consensus (a cryptographic method bolstering privacy and scalability) on TORUS Blockchain.
- **Framework Selection:** After thorough research, select a zk-Rollup framework that aligns perfectly with TORUS' technical stack.
- **Development & Testing:** Initiate the development of a zk-Rollup prototype. Once developed, test it rigorously in a sandbox environment to ensure its efficiency and reliability.
- **Security Audits:** Engage third-party services to conduct in-depth security audits, ensuring the robustness and safety of the zk-Rollup integration.
- **Public Rollout:** Post successful testing and audits, integrate zk-Rollups into the TORUS mainnet, enhancing the platform's privacy and scalability features.
- **User Education:** Launch a series of documentation, webinars, and tutorials to educate users on the benefits and usage of zk-Rollups on the TORUS platform.

#### Stage 7 (Q4, 2024): Scalability Enhancements

- **Scalability L2 (zk-rollup or optimistic-rollup):** Dive deep into understanding both zk-Rollups and Optimistic Rollups as potential Layer 2 solutions to enhance the transaction throughput of the TORUS Blockchain.
- **Comparative Analysis:** Conduct a detailed analysis comparing the benefits and challenges of zk-Rollups and Optimistic Rollups.
- **Decision Making:** Based on the comparative analysis, decide on the most suitable Layer 2 solution for TORUS.
- **Implementation & Testing:** Develop the chosen Layer 2 solution and test it in a controlled environment to ensure its efficiency.

- **Performance Monitoring:** Post integration, set up systems to continuously monitor performance metrics, ensuring the solution's effectiveness.
- **Community Feedback:** Engage with the TORUS community to collect feedback, making necessary refinements to the solution based on their insights.

### **Stage 8 (Q1, 2025): Expanding Blockchain Capabilities**

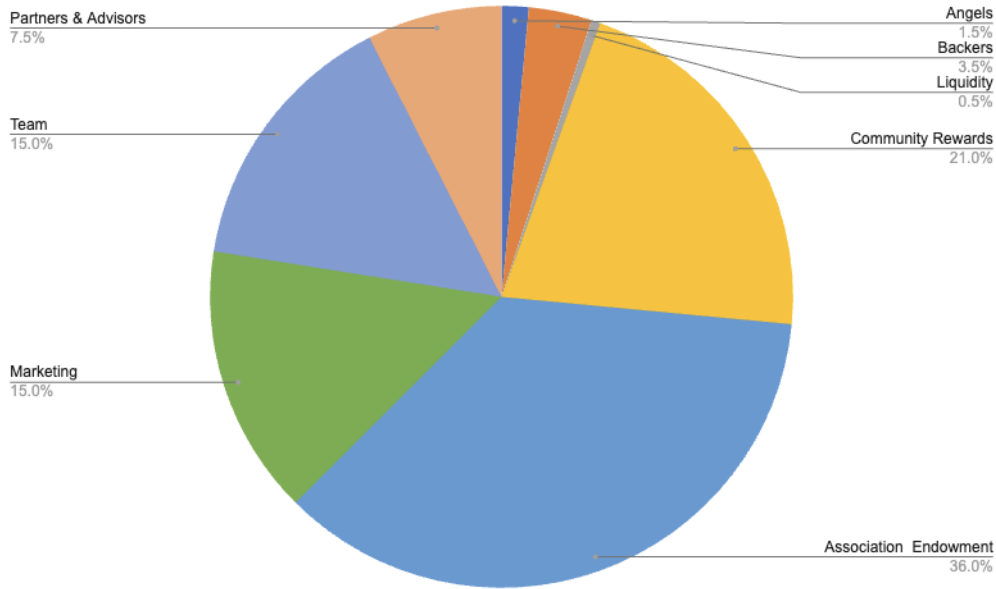
- **Permissioned Side-Chain:** Start the development of a permissioned side-chain, a customizable blockchain that runs parallel to the main chain, offering specialized services.
- **Use-Case Identification:** Collaborate with businesses and developers to identify potential use-cases that would benefit from a permissioned side-chain.
- **Architecture Design:** Design the architecture of the side-chain, keeping in mind factors like security, scalability, and interoperability.
- **Development & Internal Testing:** Once designed, develop the side-chain and conduct rigorous internal tests to ensure its functionality.
- **Security Audits:** Engage third-party services to conduct security audits, ensuring the side-chain's robustness.
- **Public Beta:** Post successful internal testing, release a public beta version of the side-chain for user testing and feedback.
- **Full Integration:** After gathering feedback and making necessary refinements, fully integrate the side-chain into the TORUS ecosystem, offering users enhanced capabilities.

### **Stage 9 (Q2, 2025): Refinement and Optimization**

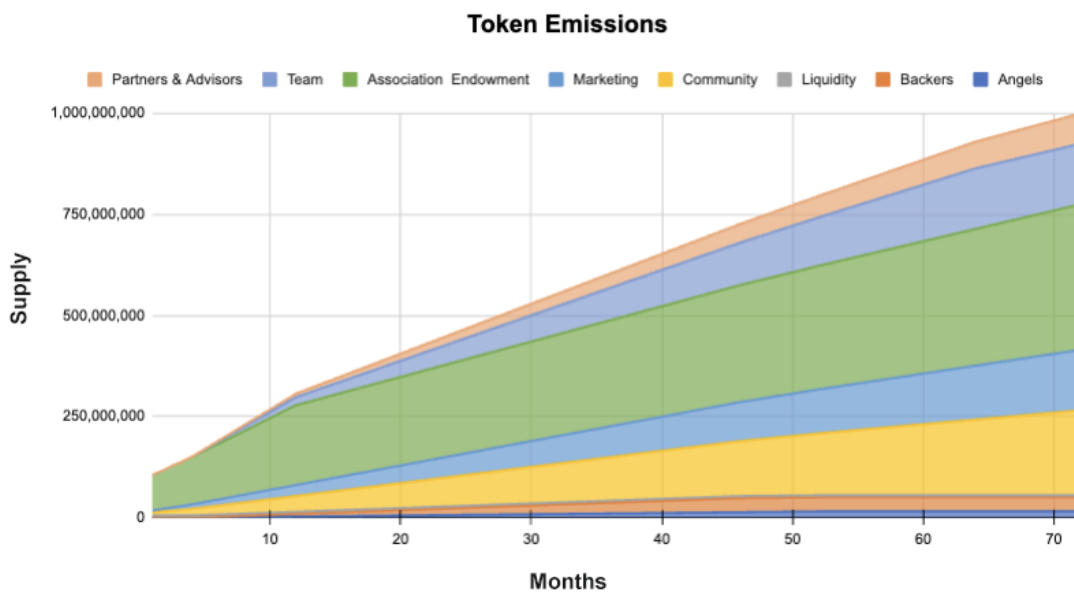
- **Performance Monitoring:** With all the new integrations, continuously monitor the performance of the TORUS Blockchain, ensuring smooth user experiences.
- **Community Engagement:** Organize community events, AMAs, and feedback sessions to understand user needs and gather insights on further improvements.
- **Optimization:** Based on feedback and performance data, make necessary adjustments and refinements to the platform.
- **Strategic Alliances:** Engage in partnerships and collaborations to further enhance the capabilities and reach of the TORUS Blockchain.

## TORUS Token (TQF)

The TQF token, with an initial total supply of 1 billion, is the foundational utility token of the TORUS network. It plays multiple vital roles within the ecosystem, such as paying transaction fees, enabling access to platform features, and streamlining transaction processes. The TORUS network projects an inflation rate of 5.5%, which is expected to decrease progressively each year.



## Release Schedule (Introduction to Circulating Supply)



## TORUS (TQF) Token Distribution

This section outlines the allocation strategy for the token's circulating supply, meticulously designed to promote fairness, stability, and long-term value appreciation.

Type	Amount	Percentage	Vesting & Release Schedule
Angels	15,000,000	1.50%	<i>Vested for a period of 4 years &amp; 4 months: 4 months cliff from listing, thereafter 2.083% linear release for 48 months.</i>
Backers	35,000,000	3.50%	<i>Vested for a period of 3 years &amp; 10 months: 4 months cliff from listing, thereafter 2.38% linear release for 36 months</i>
Liquidity	5,000,000	0.50%	<i>Released after mainnet launch, for liquidity provision to cater for listing.</i>
Community Rewards, Grants, Programs	210,000,000	21.00%	<i>Total amount released within 6 years: 3.57% released at listing   1.36% linear monthly release for 71 months.</i>
Association Endowment	360,000,000	36.00%	<i>35,000,000 QF coins made available for setting up validator nodes. 125,000,000 TQF coins provided to tech development partner Neoma Ventures FZCO for co-development services delivered - most of which will be allocated towards validator nodes. 200,000,000 TQF released within 6 years: 3.75% released at listing   1.36% linear monthly release for 71 months</i>
Marketing	150,000,000	15.00%	<i>Total amount released within 6 years: 3.33% released at listing   1.36% linear monthly release for 71 months.</i>
Team Allocation	150,000,000	15.00%	<i>Total amount released within 5 years &amp; 4 months: 4 months cliff from listing, thereafter 1.67% linear release for 60 months.</i>
Partners & Advisors	75,000,000	7.50%	<i>Total amount released within 6 years: 4 months cliff from listing, thereafter 1.47% linear release for 68 months.</i>
<b>Total:</b>	<b>1,000,000,000</b>	<b>100.00%</b>	<b>Total amount released within 6 years: 10.075% released at launch/listing &amp; thereafter varying monthly release within the range of 0.1.08% to 1.5% for 71 months</b>

## **Allocation of Total Funds Raised from Investors (Angels + Backers)**

- Legal Structure, Board Members & Licenses: 10.08%
- Tech (Audits & 3rd party/services integrations): 20.17%
- CEX Listings Registration: 10.08%
- PR & Marketing Events & Conferences: 20.17%
- HR: 11.76%
- Market Making: 21.85%
- OpEx: 3.03%
- Other costs (Reserve): 2.86%

## **Board of The Association**

### **Board of Directors and Team Members**

After two years of research and planning, TORUS Association was founded in 2023 with the purpose of creating the TORUS ecosystem.

### **Torus Association Members:**

**Shabir Momin, Founder and Member of the Board:** Shabir Momin is a highly successful entrepreneur and innovator who has won Entrepreneur of the Year awards in 2018 and 2013. Driven by his passion for technology, he is constantly seeking out new opportunities and possibilities while building for the future. He is adept at recognizing potential in a number of industries, including digital, new age business, consumer-focused business, data science-driven business, crowd sourced business, logistic business, creative real estate business, artificial intelligence, augmented reality, virtual reality, event-lead engagement, renewable energy, and social connect business. Shabir places great importance on collaboration and alliance, believing that these are the key to success.

**Philipp Zahrer, Founder, and President of The Board:** Philipp Zahrer, a master of the global financial markets, has been sailing the choppy waters of wealth creation and regulation for two decades. His keen understanding of the intertwined forces of finance and geopolitics has given him the edge to successfully navigate the ever-changing landscape and secure the trust of his customers.

**Ramy Copty, Founder and Member of the Board:** Ramy Copty has over two decades of experience in the capital markets, transitioning from floor trading to the digital world. As a successful entrepreneur and founder, he has developed a knack for recognizing financial trends early on and crafting innovative solutions to meet the needs of financial



service providers and customers. From stock trading and trader training to crypto payment solutions and exchange platforms, he has a wealth of knowledge to offer.

### **Neoma Ventures FZCO Co-Developer Team:**

**Gurpreet Singh**, : A young enterprising entrepreneur and music enthusiast, Gurpreet Singh comes with a cumulative experience of more than two decades in the digital entertainment space. Recently he has been awarded "DIGITAL MARKETER OF THE YEAR" by National awards for leadership & excellence in digital marketing. He was felicitated with Business World's "Hottest Young Entrepreneur of 2019 & was also honoured with Impact Digital 100 Leaders List for his contribution to the Indian digital entertainment industry.

**Dima Duberman:** Growth and Partnership Manager

**Panshul Jhingan:** Strategy and Revenue

**Sudeep Lahiri:** Content and Strategies

**Tushar Vadhera:** Project Manager

**Constantinos Kouyialis:** Project Manager

**Ravi Gupta:** Technology

**Buddhi Rathore:** System Infrastructure

**Nicolas Tsagarides:** System Architecture

**Zoltan Horvath:** Technology

### **Advisory Group:**

**Jorge Sebastiao:** Cybersecurity Officer and Member of the Board

**Nasser Bostan:** Advisory for Cyber Security

**Priyadarshi Mohapatra:** Advisory in Health Care

### **Primary Partner Companies**

#### **Neoma Ventures**

Neoma Ventures represents the evolution of blockchain technology across various industries applied to unveil a new era of innovation and growth on a global level, through delivering Web3 solutions on the TORUS network. Neoma is a Dubai-based company that was founded in December 2022 by two business groups seeking to combine their assets to develop and establish their global positioning in the Web3 space. Through a series of meetings between the founders of New Media Holding and

TORUS blockchain, both parties recognized the strong synergies between them and decided to form a partnership.

Neoma is committed to building an innovative platform for the development, adoption and implementation of Web3 technologies. The platform will facilitate the development of Web3 projects, and provide secure infrastructure, tools and services to ensure their success. Additionally, Neoma will provide a marketplace for developers and businesses to monetize their Web3 projects, as well as a platform for investors to find the best Web3 projects to invest in. Neoma is dedicated to creating a global Web3 ecosystem that is built with transparency, security, and trust. The company aims to become a leading Web3 platform that drives the next generation of the internet.

## **New Media Holding**

New Media Holding is a leading global media and technology powerhouse specializing in influencer marketing, audio development, brand solutions, audio, and video distribution events, merchandising, creator development, influencer, and artist management.

## **Partner Companies**

### **One Digital Entertainment**

One Digital Entertainment, the flagship brand of New Media Holding is a global media organization with 9 offices in ASIA, SOUTH-EAST ASIA, EUROPE, MENASA and SRI LANKA and is a leading conglomerate of various brands and businesses primarily into Creator Development, Influencer & Artist Management, Content Creation & Production, Digital rights management, Audience development, Influencer marketing, Merchandising, Brand Solutions, Audio & Video Distribution & Events.

Through their robust presence in the creator economy (a term that came into existence much after they were years into this business), they have expanded their portfolio into a number of stand-alone businesses in the space of merchandising, podcasts, sports innovation, AI & Robotics, publishing platforms like Blush, Being Indian, Instant Bollywood, etc and even a multi-million dollar project backed by Nasa called Space Hero which is going to be the biggest web casting reality show in the world, the winner(s) of which get to fly to the International Space Station.

### **Zenga TV**

Zenga TV is India's largest OTT player and digital video company; a brand of Zenga Media Pte Ltd. Zenga received the rights to telecast the 2012 tour of the Indian cricket team in Sri Lanka.

## **OneAcess**

OneAcess empowers all stakeholders in the Audio/Video distribution ecosystem to meet their evolving growth driven goals. Our proprietary platform helps creators to publish and manage content on multiple platforms and scale up revenues by giving brand deal opportunities through an inbuilt influencer platform. It also helps brands reach the right audience globally and simplify their campaign management.

## **Merch Garage**

MerchGarage is a premium merchandise platform that connects the top artists, creators, celebrities, movies, musicians, influencers, and their content with potential customers. Our team of relentless engineers, designers, customer support, packaging, logistics and merchandisers work around the clock to create a creator-centric merchandising platform while providing an unrivalled shopping, purchase and return experience for the fans.

## **Social Nation**

Asia's largest offline digital creator festival with first season participation in Mumbai from over 200+ creators, 25,000+ fans, on ground workshops by platforms like YouTube, Instagram, and multiple leading sponsors onboard.

The festival is expanding into multiple global localized formats for Saudi Arabia, UAE, Singapore, Indonesia & Spain in 2022.

Social nation has generated an unprecedented reach across digital platform in its debut season with 706,000,000 total potential cumulative reach and 285 million views.

## **Social Nation Campus**

Social Nation Campus is the biggest digital content festival that celebrates the digital ecosystem is expanding into the colleges and student communities to celebrate the digital content revolution. It is an initiative by One Digital Entertainment and Laqshya Event Capital.

For the love of digital content, Social Nation brings the biggest of the digital superstars to the college campuses across India through performances, innovative experience zones, panels, and workshops led by key media industry leaders and professional experts.

Social Nation Campus Mission is to build the largest digital content community with a vision to empower talents and skills.

Their network spans across 50+ major cities, 500 Governors and 500+ colleges.

## **Instant Bollywood**

Instant Bollywood is India's largest online entertainment network with over 50 million followers across multiple platforms.

Its channels consist of:

- Instant Bollywood
- Bollywood Mobi
- Bollywood Access
- Bollywood Report
- Bollywood Style Blog
- Bollywood Style
- Bollywood Images
- Indian Telly

## **Digital2Sports**

Digital 2 Sports is One Digital Entertainment's Venture in the field of Sports Content & Live Events. It is the official Digital Audio Partner of the International Cricket Council (ICC), Asian Cricket Council (ACC), Pakistan Super League (PSL), ILT20 (UAE T20 League), Cricket South Africa and IPL, among others. We bring you ball-by-ball commentary and updates of all the matches of your favourite cricket tournaments and leagues. It is the home to - 'The Doosra Show'.

## **The Doosra Show**

The Doosra Show is revolutionizing live cricket commentary. It provides high-quality ball-by-ball updates aided with data visualisation and analytics. The show is focused on gripping storytelling, bringing the live-action closer to the viewers. The show hosts a panel of legendary cricketers, popular content creators and commentators creating a perfect blend of expertise and entertainment for the audience watching.

## **Football Bol**

During the FIFA World Cup Qatar 2022, Digital 2 Sports started the Watch-Along shows for all the matches. Not constrained to summarise the live picture to the viewers in real-time, the WATCH ALONG format has the liberty to meander to various topics from analysis to anecdotes. The format helps to inform and educate the viewers to be part of the dinner table or water cooler talk.

## **Milestones Achieved**

#1 trending on YouTube

178,000,000 views

848,000,000 impressions

600,000 + subscribers

### **Pod. One**

Pod One brings in creative, production and technology expertise to help build not just your podcasts but sustainable business models around it via our strategic partnerships with leading streaming platforms and brands.

Pod One helps create audio influencers by planning and facilitating various activities essential to becoming a successful podcaster.

They work with creators to define a content curation strategy and build value into each episode to reach the desired audience.

They distribute the podcast to 20 plus platforms and help to connect with the right platforms for global distribution.

### **Space Hero**

Space Hero is an upcoming reality television show where contestants can win a trip to Space. Space Hero was founded by Deborah Sass and Thomas Reemer. In 2020, NASA confirmed it was in discussions regarding the show. Sass and Reemer are said to be hoping the show will encourage interest in privatized space travel.

### **Stream Bay**

Stream Bay is the easiest way for creators and musicians to distribute music onto 40+ music platforms in one go and in all territories across the globe.

A state-of-the-art technology platform which makes publishing and monetizing music content extremely easy. Stream Bay has built, set-up and launched record labels from scratch to digital music powerhouses.

Records they have built:

- White Hill Music
- Rhythm boyz
- Humble Music
- BrandB
- Speed Records
- JJust Music

## **Being Indian**

Being Indian is one of India's flagship Gen-Z content publishing platform with over 15 million + reach and was acquired recently by One Digital Entertainment. It focuses on building various content concepts for multiple brands in the humour category.

## **Blush**

A platform Offering stories, ideas, inspiration, news, entertainment, and perspectives all in the celebration of women.

The platform has seen participation from various celebrities like Alia Bhatt, Kalki Koechlin, Aditi Rao Hydari, Amitabh Bachchan, Radhika Apte, and Manoj Bajpayee over the last few years and has recently been acquired by One Digital Entertainment

## **Wovoyage**

Wovoyage is one-stop platform for women travellers globally. They aim at allowing women to travel safer by providing women-friendly accommodation, transportation, group departures, guided or private tours. The concept is to empower solo female travellers and to bring together female guides, drivers and entrepreneurs. They are Travel Tech platform created to make women travel easier and better.

Whether you're looking for an escape or a group getaway, they provide all of the professional and personalized services to cover your needs.

## **HoloWorld**

HoloWorld is the Skill Vertical Augmenting Humans and Robots founded by Harsha Kikkeri and Shwetha in 2018. Our flagship product is HoloSuit - which is a full body motion capture suit with haptic feedback. HoloSuit allows humans to skill themselves and their robots in HoloWorld Skill Vertical using a combination of Augmented Reality, Virtual Reality, Artificial Intelligence, Robotics and 5G.

## **Settle Mint**

SettleMint is a Blockchain-Platform-as-a-Service company (with offices in Belgium, United Arab Emirates, India, Singapore and Japan), incorporated in 2016 by Matthew Van Niekerk & Roderik van der Veer.

With the realisation that Blockchain technology will benefit organisations large and small, unlock incredible opportunities for society and move from a nascent to prevalent technology over the next 5 to 10 years, Matthew and Roderik set up SettleMint with a simple purpose: to make it easy for developers to integrate blockchain technologies into their applications. This product vision addresses the single biggest inhibitor to adoption; developer capabilities.

Their chain-agnostic node-wrapping platform includes a suite of APIs, developer tools and frameworks that enable any software developer to build new Blockchain based applications or integrate Blockchain functionalities into existing solutions. Their platform encapsulates years of R&D on the technical, operational & organisational aspects of Blockchain technology & packages this in fully documented APIs, micro-services, browser components and templates that strips away complexity and providing developers with the building blocks required to build full stack applications.

## Legal Advisors

### MME Legal | Tax | Compliance

MME Legal is an innovative consulting firm based in Switzerland that offers comprehensive and interdisciplinary advice in the areas of legal, tax, and compliance.

They are dedicated to supporting and representing both companies and private individuals in all economic and future-oriented matters.

MME Legal prides itself on serving its clients personally and advocating for them in a straightforward and persistent manner, both within Switzerland and on an international scale.

Their expertise spans across various key topics, including life & work, technology & digitalization, corporates & transactions, and more.

Their commitment to excellence and forward-thinking approach positions them as a trusted partner for businesses navigating the complexities of the modern economic landscape.

## Conclusion

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