

YuTü.Co.in: Empowering and Re-monetizing YouTube Content Creators Through Crypto-commoditization

Bruno Kucinkas, Cyrus McNally

September 8th, 2018



Table of Contents

Abstract	2
I. Background	2
History of YouTube Partner Program	3
Timeline of Notable Events in YouTube Ad Revenue	4
II. The YuTü.Co.in Platform	5
How to Join	6
YouTube Channel Owners (Lynspinz)	6
PAQers (dowzers)	7
Other Users (yAltcoiners)	8
Explanation of Yaltz	8
Explanation of YuTüCoin (YTC)	10
Explanation of YTC-Sox	10
Glossary of Terms	10
III. ICO Specifics	12
IV. Oversight	13
V. Conclusion	14

Abstract

Our mission is to compensate YouTubers, specifically YouTube channel owners, for their contribution of content, in the form of cryptocurrency. A much smaller percentage of video publishers are currently eligible for monetization via YouTube's various levels of partnership programs than ever before. This is contributing to an exodus of quality content generators from YouTube. Some are giving up producing new videos, to the dismay of their followers, and some are searching for new platforms that will justly compensate them for their efforts and reward them for the entertainment they bring into the lives of others. YuTü.Co.in offers a unique solution to this problem which bypasses traditional means of monetization, known as *crypto-commoditization*. YuTü.Co.in allows fans to directly contribute to YouTubers by means of "investing" in their favorite YouTube channels, with each participating channel represented by its own platform-specific crypto token. Channel owners registered with YuTü.Co.in will receive a dedicated portion of these tokens, of which are generated similar to the classic "mining" method employed by all cryptocurrencies. These tokens can then be sold for our native cryptocurrency, YuTüCoin (YTC) (and later bitcoin and ether) on YuTü.Co.in's in-house exchange, to fans or investors who see the "channel brand" of the YouTuber increasing in value in the future. The end result will be supplementary income generated for YouTube channel owners whose supporters or investors have registered with YuTü.Co.in and purchase their channel's token. In addition, YuTü.Co.in will provide a platform-based homepage for each registered YouTuber where they can freely sell merchandise and communicate with their fan base in ways not provided by YouTube.

I. Background

A Bit About YouTube

If you're alive and reading this right now, the chances you've heard of YouTube are 100%. The video-sharing network was first launched in February 2005, by three former PayPal employees. The first video uploaded to YouTube was on April 23, 2005, and by the end of the year was receiving 8 million views a day. Less than two years later, YouTube was bought out by Google for \$1.65 billion, and its transformative effect on the world has been staggering ever since. YouTube is currently the second most popular website in the world, behind only that of its parent company, Google.

YouTube currently has over one billion users, which roughly translates to almost one third of the entire Internet usership. Its largest demographic is users in the 18-34 year-old range. It reaches more viewers in the U.S. than any television network, on mobile devices alone. YouTube is offered by Internet service providers in 88 countries and features content in 76 different languages, which covers 95% of the entire Internet population. The total amount of hours watched daily is estimated to be approximately one billion, with the average user watching over one hour a day on mobile devices.

History of YouTube's Partner Program

YouTube's first advertising partnership began in May 2007, with AdSense. Under the terms of the arrangement, YouTube typically takes 45% of revenue raised from advertisements shown in videos, with the other 55% going to the video uploader or creator. Currently, there are over one million members in the YouTube Partner Program, who have chosen to *monetize* their videos, which is the process of registering with Google and complying with its terms in order to share advertising revenue.

Video producers in the Partnership Program may have their videos *demonetized* if YouTube determines that the content of a video is in any way advertiser-unfriendly. After this status has been assigned to a video, its ad revenue will no longer be shared with its creator (if ads remain in the video at all). A substantial portion of revenue collected by YouTube in the form of advertisements goes to copyright holders of videos, who are not necessarily affiliated or registered with YouTube in any other way, meaning that original content creators end up subsidizing a portion of these copyright claims, of which they have no association.

Net advertising revenues of YouTube in the United States from 2015 to 2018 (in billions of U.S. dollars):

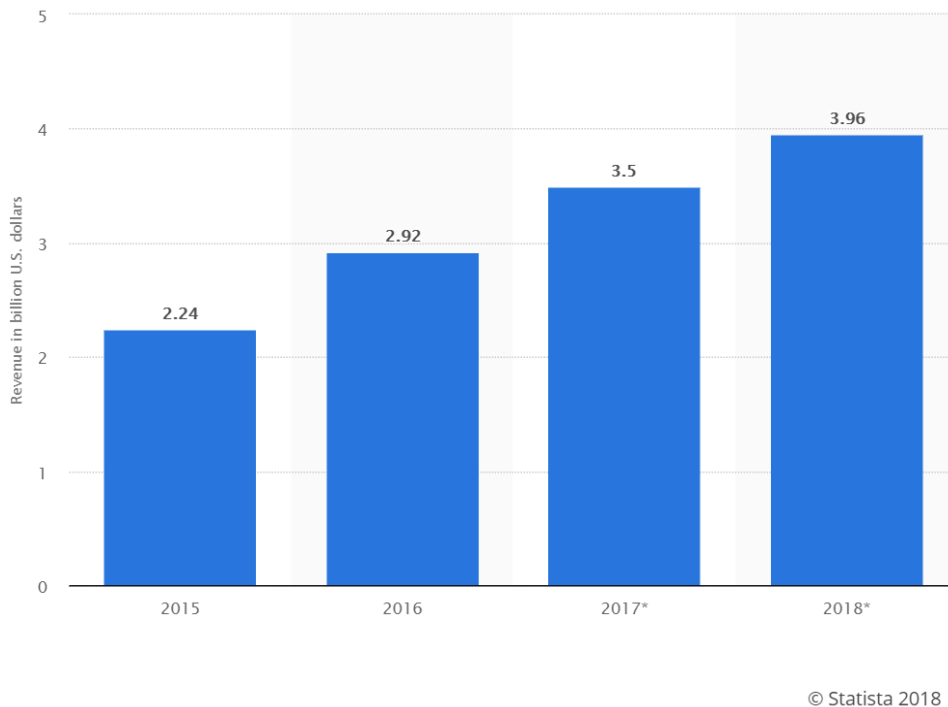


Figure 1 - YouTube Advertising Revenues Year over Year

Timeline of Notable Events in YouTube Ad Revenue

2016 – Google collects over \$86 billion in advertising revenue for its advertisements, a sizable portion stemming from YouTube videos.

2/9/17 – A story in *The Times* U.K. details how YouTube and its advertisers had been unwittingly funding terrorists by unknowingly having advertisements in their videos, which were then shown on terrorist-related websites. Advertisers immediately begin pulling their ads from YouTube in the beginning stages of what will later be known as the [Adpocalypse](#).

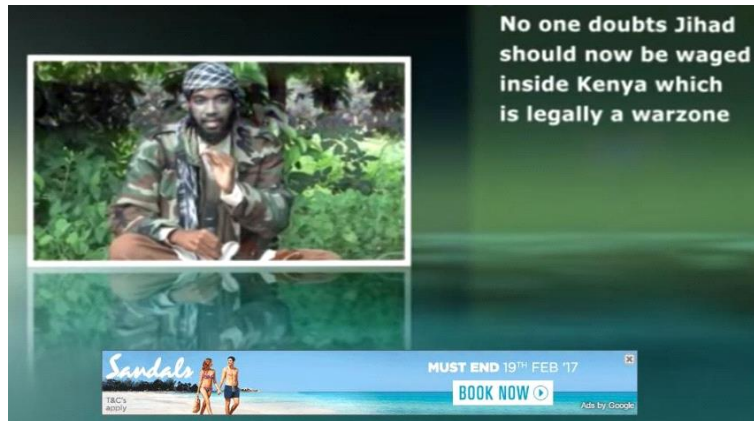


Figure 2 - Example of Hapless YouTube Ad Placement

3/20/17 – Google [apologizes](#) for YouTube ads in the UK appearing against videos espousing extremist views, but fails to stop the beginning of the Adpocalypse, in which the British government and many major advertisers decided to pull their ads from the site. Google states that it works hard to remove ads appearing on pages or videos with hate speech, gory or offensive content, but with 400 hours of video uploaded to YouTube every minute, complete oversight is a near impossibility.

3/21/17 – Google [announces](#) a restructuring of its YouTube ad placement services, tightening its ad placement algorithms and introducing several new safeguards, e.g. allowing advertisers to opt-out of having their ads shown in certain categories of YouTube videos.

5/4/17 – YouTube content creators [complain](#) about sharp drops in revenue from ad placements, with many creators losing between 15% and 99% of income generated from ad placements on their videos. Creators start moving to competitors such as Vimeo or Twitch and begin finding other revenue sources like merchandising or reaching out to [MCNs](#).

1/16/18 – YouTube [announces](#) major changes to its monetization structure, upping requirements for its Partnership Program participation from a channel having 10,000 lifetime views to at least 1,000 subscribers and a total watch time of 4,000 hours in the last 12 months. This causes a vast reduction in content creators who are eligible for monetization.

6/21/18 – YouTube rolls out [changes to its sponsorship program](#), rebranding it as “channel memberships.” Only channels with over 100,000 members will be eligible for sponsorships, further limiting the amount of monetization revenue available to channel owners.

A Quick Breakdown of YouTube Channel Memberships

- For a \$4.99 monthly fee, subscribers receive exclusive content, subscriber badges and special emojis, access to members-only posts in the Community tab and unique custom perks offered by creators, such as exclusive live streams, extra videos, and shout-outs.
- YouTube takes 30% of channel membership revenue.
- Creators must have 100,000 subscribers and be part of YouTube's Partner Program before they can institute channel memberships.
- Less than 0.2% of all YouTube channels potentially seeking monetization will fit the requirements for the channel membership program.

II. The YuTü.Co.in Platform

Introduction to YuTü.Co.in

YuTü.Co.in, under the direction of YuTübopolis, Inc. (currently a [Wyoming Subchapter S Corporation](#)), is an innovative take on both monetization of YouTube videos and blockchain architecture. It attempts to bring a new source of compensation to content creators by letting fans invest in the future success of their YouTube channel. Through individual, outside contributions, fans can express appreciation for their favorite YouTubers without having to partake in an official membership program, capable of directly supporting their beloved publishers without pesky fees. This is accomplished by a radical new form of blockchain technology that involves the deployment of several blockchains – all using a novel hashing algorithm – which communicate with the platform.

How it Works

While the functions of YuTü.Co.in can be somewhat likened to that of a stock exchange (think: NYSE, NASDAQ, or LSE), where each participating YouTube channel has “shares” that are actively traded on an exchange, YuTü.Co.in also features a built-in IPO-like process for YouTube channel owners, and shares are constantly being generated at a set rate through a mining mechanism similar to how coins are generated by other cryptocurrencies.

Simply put, the mission of YuTü.Co.in is to provide producers of YouTube channels with a source of income to which they might not otherwise have access, all revenue primarily raised directly from YouTube channel fans (and supporters) themselves. For the purposes of adequately describing how YuTü.Co.in will work, we have developed a glossary of original terms (neologisms), which can be found at the bottom of this section.

Channel owner revenue can be generated via 2 different processes:

- A channel owner (Lynspinz) will be rewarded a number of PAQs (virtual miners) between 2 and 10, dependent on the number of subscribers their channel has, upon successful enrollment in YuTü.Co.in. Once registered, each PAQ will continually generate a

predetermined amount of YuTüSharez which represent “virtual ownership” of a YouTube channel. These shares, also known as yaltz, can then be traded on an in-house exchange known as YTC-Sox (to be hosted on YuTü.Co.in’s own servers). Yaltz will be exchanged on YTC-Sox specifically for an Ethereum token known as YuTüCoin (YTC). YTC tokens can then be sold on outside exchanges for bitcoin (BTC), ether (ETH), or whatever coin YTC is being paired with on an exchange.

- A YuTü.Co.in user (yAltcoiner) may purchase yaltz directly from Lynspinz or the YTC-Sox exchange using YTC (purchased at a different exchange) for the purpose of showing their support for a participating YouTube channel owner (Lynspinz) or as an investment in the future success of the corresponding channel. Prices for both YTC and channel-specific yaltz will be purely market driven: yaltz prices determined by traders on the YTC-Sox exchange; YTC prices determined on other exchanges outside of YuTü.Co.in’s control or influence.

How to Join

There are 3 distinct categories of YuTü.Co.in membership, all of which require the creation of a basic YuTü.Co.in login account and are granted access to standard features, such as access to the YTC-Sox exchange, Lynspinz pages, PAQ and other relevant platform information. The 3 categories are YouTube Channel Owners (Lynspinz), PAQers (virtual miners, or dowzers), and Other Members (yAltcoiners). Registration as any member type is free and the only fees incurred will be nominal trading fees on YTC-Sox.

YouTube Channel Owners (Lynspinz)

To become a registered Lynspinz, a channel owner will undergo a verification process to prove ownership and control of the YouTube channel being submitted. This will include submitting an email to YuTü.Co.in from the email address registered to the corresponding YouTube channel. After verification of ownership has been confirmed, the Lynspinz will be assigned their own page URL on <http://youtu.co.in> which will display information relevant to their channel, as well as customized information about the owner (including featured videos, owner messages to viewers, sponsorship, and merchandising information).

In addition, Lynspinz will be issued a number of PAQs based on their channel subscriber count at the time of verification, at the following rates:

- 0 - 99 Subscribers: 2 PAQs
- 100 - 499 Subscribers: 3 PAQs
- 500 - 1,999 Subscribers: 4 PAQs
- 2,000 - 4,999 Subscribers: 5 PAQs
- 5,000 - 9,999 Subscribers: 6 PAQs
- 10,000 - 24,999 Subscribers: 7 PAQs
- 25,000 - 49,999 Subscribers: 8 PAQs
- 50,000 - 99,999 Subscribers: 9 PAQs
- Over 100,000 Subscribers: 10 PAQs

PAQs awarded to Lynspinz will be preconfigured to generate yaltz of the yAltcoin (yALT) represented by the Lynspinz' YouTube channel, but can later be configured to virtually mine other yAltcoins (in a process known as "dowzing").

In order for a Lynspinz to maintain active status on YuTü.Co.in, they must fulfill all the following minimal requirements:

- Upload to YouTube at least 1 video a month that's 3:14 (3 minutes, 14 seconds) or longer in length.
- Embed the link to their YuTü.Co.in homepage on their YouTube channel's About page.
- Provide a link from at least one of their other web presences (personal website, Facebook, Twitter, etc.) to their YuTü.Co.in homepage.

Lynspinz are reminded that the more videos uploaded per month and the more web presences they link to their homepage on YuTü.Co.in, the more likely the yaltz of their yAltcoin will rise in value on YTC-Sox. Lynspinz are also encouraged to share information about their yAltcoin with their fan base in order to stimulate their participation with YuTü.Co.in, furthering yaltz trading volume and leading to a plausible increase in the exchange rate of yaltz on YTC-Sox.

Lynspinz Referral Program

A YuTü.Co.in affiliate, also known as a referrer, has the option of recruiting other YouTube channel owners by using their channel name as the referral code. If a YouTube channel owner registers with YuTü.Co.in thanks to the direct efforts of an affiliate, then the affiliate is rewarded the same number of PAQs as the new Lynspinz they recruited; the number of PAQs determined by the new YouTuber channel owner's number of subscribers, as mentioned above, up to 10 PAQs per successful referral.

PAQers (dowzers)

Also known as "virtual miners," PAQs (rhymes with packs) basically represent permission to dowze (mine) a specific yAltcoin (one yAltcoin at a time). Upon their purchase, each PAQ is numbered / timestamped, a lower-numbered PAQ usually receiving priority when queuing to dowze yaltz if all other metric considerations are relatively equal. The more PAQs one has under their control, the more yaltz one earns from the yAltcoins they're directed towards.

PAQs will be available for anyone to purchase at any time, from the start of the pre-ICO, through the ICO period, and then directly from YuTü.Co.in thereafter. Prices will vary during the different stages of development but will never exceed \$500 per PAQ. Registered PAQs can be deployed to dowze any yAltcoin, so long as at least one of the 100 slots are available. Anyone can become a PAQer so long as they become a member of YuTü.Co.in, purchase a PAQ and register to dowze yaltz of a particular yALT.

The pricing schedule of PAQs will be as follows (to begin in the Pre-ICO period and continue until a maximum total of 1 million PAQs have been sold):

- Up to 20,000 PAQs sold: \$25.00 ea. (\$10.00 ea. during the Pre-ICO)
- 20,001 – 30,000 PAQs sold: \$50.00 ea.
- 30,001 – 40,000 PAQs sold: \$75.00 ea.
- 40,001 – 50,000: \$100.00 ea.

PAQs will continue to be sold after this point, increasing in price increments of \$25.00 per every 10,000 sold, again, up to a maximum selling price of \$500 per PAQ, at a total of 1 million PAQs. Money raised from the sales of PAQs before, during and after the ICO period, will be used to fund exchange operations, website development and security, as well as to occasionally purchase YTC tokens directly from select Lynspinz in support of their brands, *hodling* their yaltz for a period of at least 90 days.

Other Users (yAltcoiners)

Those who register to become members of YuTü.Co.in that are neither Lynspinz or PAQers are deemed yAltcoiners. yAltcoiners may purchase yaltz of any yAltcoin through the proprietary exchange, YTC-Sox, and are also eligible to purchase yaltz (or other products) specifically from a Lynspinz homepage on YuTü.Co.in. yAltcoiners will have access to basic functions of the platform, e.g. having the ability to download yAltcoin wallets to store individual yAltcoins, trade baskets (groupings of yaltz from different yAltcoins into a single, tradeable sub-portfolio) and trade their yaltz on YTC-Sox.

Explanation of Yaltz

Yaltz (a general term for the “shares” of yAltcoins), representing units of “ownership” in a YouTube channel, are crypto tokens which will initially be tradeable or purchasable primarily with YTC and only on YTC-Sox or a Lynspinz’ page on YuTü.Co.in. Individual stand-alone wallets can be generated for each yAltcoin so that a user’s yaltz may be kept off-site if desired. Each yAltcoin will be assigned their own **Ticker Symbol** (TicSym), which is an abbreviated version of the YouTube channel name being represented, akin to both the trading symbol for a stock and cryptocurrency (think: “GOOG” for Google or “ETH” for ether, except that it can be up to 8 characters in length and stylized, e.g. using non-traditional characters). Each yaltz will have up to 8 decimal places, making them easily divisible when necessary. When traded on the exchange (YTC-Sox), the price of a yaltz will also be denominated in terms of USD, with 4 decimal places, e.g. \$3.1415.

Yaltz will be created and their blockchains secured by a novel cryptographic algorithm known as **Proof of Praefui** (PoP). Instead of only rewarding newly-generated yaltz to a single miner (as is the case with classic Proof of Work mining algorithms) or rewarding them in quantities proportional to the number of tokens held by a wallet (as with Proof of Stake algorithms), PoP dynamically rewards 1 yaltz to each active PAQ that is registered by YuTü.Co.in to dowze (mine) a particular yAltcoin. Each yAltcoin will have its own permissioned blockchain and designated wallet client. Only PAQs registered to mine a specific yAltcoin will be able to do so, and all mining will be performed via proxy miners hosted by YuTü.Co.in. In order for a PAQ to mine yaltz, all the PAQ owner needs to do is register it in 1 of the 100 PAQ slots for each yAltcoin, and the rest of the mining process will occur

via procedures that appear automatic to the PAQ owner. A separate paper outlining the PoP algorithm, an open source project, will be publicly released after the ICO.

There will be a total of 100 slots for PAQs for each registered yAltcoin. Thus, if one owns 10 PAQs that are all registered to dowze the same yALT, they will receive 10 yaltz of that particular yAltcoin for each block period they are active. If all PAQ slots for a yAltcoin are not filled, the remainder of yaltz generated in each block will go to the Lynspinz. For example, if there are 60 PAQs currently dowzing a yAltcoin, the remaining 40 yaltz for each block will go to the Lynspinz, complimenting the yaltz that their allocated free PAQs (see distribution schedule above) will generate.

The generation process of new yaltz will occur as follows:

A total of 217,187,500 yaltz will be generated for each yAltcoin over a period of 1,562,500 2-minute blocks, which translates roughly to 5.95 years. After the first 781,250 block period (1/2 of the total creation period), the yaltz reward structure will change, with 117,187,500 yaltz being issued in the first half and 100,000,000 yaltz being issued in the second.

The structure of the 2 periods is as follows:

Period #1 (first half): From block 1 to block 781,250, 150 yaltz will be generated every 2 minutes, consistently, which is roughly equal to 2.97 years. Of these 150, 100 yaltz will be issued to active PAQs (or the remaining balance to Lynspinz if less than 100 PAQs are dowzing), 22 yaltz will be set aside in a Retention Pool (to fund development and other functions), and an additional 28 yaltz will be set aside into a Reserve Pool to compensate yAltcoiners possessing yaltz of closely ranked yAltcoins pegged to YouTube channels that have been shut down or deleted from YouTube, for whatever reason.

Period #2 (second half): From block 781,251 onward, 128 yaltz will be generated every 2 minutes until block 1,562,500 (the last block), also roughly equaling 2.97 years. Of these 128, 100 yaltz will be issued to active PAQs (or Lynspinz; see Period #1 above) and the remaining 28 yaltz will go to the Lynspinz directly.

Retention Pool Statistics – First Half:

- 10 yaltz: Faucet Pool (yaltzet pool) for first 10,000 blocks only (100,000 yaltz meted from a dedicated yaltzet).
- 23 yaltz: Development Pool (after 1st 10,000 blocks upon satisfying Faucet Pool; 13 yaltz prior).
- 5 yaltz: YouTube Hall of Fame (YHoF) Trusted Escrow Pool (augmenting a proposed TBD/TBA initial endowment).

Retention Pool Statistics – Second Half:

- 28 yaltz to Lynspinz.

Explanation of YuTüCoin (YTC)

YuTüCoin (symbol: YTC) is an Ethereum-based, ERC-20 compliant token. A total of 250 million YTC were created upon deployment of the token contract, which can be found [here](#). After launch of YuTü.Co.in, YTC will be the predominant coin used to purchase PAQs, and yAltcoins on the YTC-Sox exchange. In addition, it will be used to conduct a variety of functions and be considered the default currency for all platform operations, as well as for tipping Lynspinz on their YuTü.Co.in homepage. As an Ethereum token, it will be tradeable on a number of outside exchanges and DEXs as partnerships with exchanges are formed.

Explanation of YTC-Sox

YTC-Sox - acronym for **YuTü.Co.in-Social Exchange** - is the official exchange for all yAltcoin yaltz and will be hosted by YuTübopolis, Inc., having its own URL. Every user registered with YuTü.Co.in will have access to the exchange, which will primarily deal in the trading of yAltcoins for YTC but will eventually allow users to trade bitcoin (BTC) and ether (ETH) for YTC, as well. An expanded range of trade pairings may be developed in the future - BTC/yAltcoin, ETH/yAltcoin and yAltcoin/yAltcoin pairings. Exchange fees will be kept to a minimum to assure the exchange can break even with its cost of operation. The intent of the exchange is not to generate significant revenue but to facilitate the trading of yAltcoins.

Glossary of Terms

Basket: Tradeable YuTüFolio (yAltcoin-specific portfolio) on YTC-Sox consisting of more than one yALT yaltz.

dowzing: Variant of dowsing (present participle of the verb “dowze”), the virtual mining or “PAQing” procedure for hashing yAltcoin yaltz.

IYO: Initial yAltcoin Offering, akin to ICO / IPO (Initial Cryptocurrency / Public Offering) with a week-long timespan prior to the official launch of dowzing Lynspinz’ yAltcoin yaltz, allowing PAQers to strategically queue PAQs for the maximum 100 obtainable slots according to their timestamps and other key metrics.

jeton: Fashioned token depicting Lynspinz’ signature logo which emblemizes a yAltcoin; supplied by a YuTübopolis partisan at nominal cost, proceeds from the initial run gifted to Lynspinz, in kind (perchance) gratuitously dispersed at sponsored events for the sake of heightening YouTube channel brand awareness.

Lynspinz (PN; singular and plural; cf. [lynchpin](#)): YouTube content creator(s)-cum-publisher(s)-cum-producer(s)-cum-vlogger(s) affiliated with YuTü.Co.in.

PAQ: Port-Able Quaesitor (portable seeker; cf. [quaesitor](#)): Our designation for a virtual miner hashing yAltcoin yaltz.

PAQer: One who PAQs; moreover, a PAQ purchaser intending to hash (dowze) yAltcoins.

PoP: **Proof of Praefui** (cf. [praefui](#)); Protocol for hashing yaltz with transactions recorded on a permissioned blockchain per yAltcoin, acting as its distributed ledger. The protocol insures that only registered PAQs are allowed to dowze

TicSym: **Ticker Symbol** of Lynspinz' YuTüStock (yAltcoin / yALT) trading on YTC-Sox.

yALT: Abbreviation for **yAltcoin**; indicative of yAltcoin, the first letter minuscule; subsequent letters in ALL CAPS (excluding 's' when plural – yALTs).

yAltcoin: Lynspinz' crypto-commodity (YuTüStock) obtained via Proof of Praefui (PoP) mining consensus fundamentally trading on YTC-Sox.

yAltcoiner: Term nearly interchangeable with PAQer, contingent on context.

yaltz: (sg. & pl.) Lynspinz' YuTüStock YuTüSharez (share[s]) trading on YTC-Sox.

yaltzet: Homologous to cryptocurrency faucet for sourcing initial yAltcoin **yaltz**.

YHoF: **YouTube Hall of Fame**: A proposed building dedicated to memorializing YouTube's most celebrated creators; YuTübopolis anticipates working in concert with [New Media Rockstars](#) in order to develop this effort. Naming subject to change if bordered on copyright infringement.

YTC: **YuTüCoin**'s unit of account and token symbol on cryptocurrency exchanges.

YTC-Sox: **YuTü.Co.in-Social Exchange**; the proprietary exchange of YuTü.Co.in, used exclusively for trading Lynspinz' yAltcoin yaltz (YuTüStock YuTüSharez).

YuTübopolis: Governance and physical HQ, a proposed multi-use campus.

YuTübopolis, Inc.: Legal governing body of all things considered YuTü.Co.in.

YuTü.Co.in: Copiously dedicated to YuTüCoin (YTC) under the auspices of YuTübopolis, Inc.

YuTüCoin: YuTü.Co.in's native currency - YTC - its predominant utility saved for the procurement of Lynspinz' yAltcoin (yALT) yaltz, PAQs, and official merchandise of Lynspinz, as well as facilitating funds in and out of YTC-Sox and tipping Lynspinz on their YuTü.Co.in homepage.

YuTüFolio: (think: portfolio) Collection of yaltz held by a YTC-Sox trader or *hodler*.

YuTüSharez: (sg. & pl.) A unit(s) – yaltz – of ownership interest in a Lynspinz' commoditized YuTüStock (yAltcoin) trading on YTC-Sox.

YuTüStock: Term nearly interchangeable with yAltcoin, contingent on context, is Lynspinz' equity stake (crypto-commodity) allotted into shares, also called YuTüSharez or yaltz.

III. ICO Specifics

In order to fund development of YuTü.Co.in, its many components and operations, funds will be raised in the form of bitcoin (BTC) and ether (ETH), in exchange for YuTüCoin (YTC) or PAQs. Funds will be held in multisignature wallets and under the control of a verifiable escrow team. All dollar amounts provided below are in terms of USD. As previously mentioned, YTC is an Ethereum-based token and is ERC-20 compliant. It will be used as the main denomination of currency for yaltz trading and PAQ purchases upon conclusion of the ICO. The Ethereum contract for the YuTüCoin token can be found here:

<https://etherscan.io/address/0xfc508d110b9023a39f90c101c5d511893f1f2a9c>

The YuTü.Co.in ICO will take place over the period of 4 weeks (29 days), starting September 15th and ending at the close of October 13th (GMT applies). Tokens designated for sale that are not sold during the pre-ICO and ICO process will be “burned” (destroyed) by means of being sent to an Ethereum address, of which the private keys are provably unknown. Funding goals include a soft cap of \$1 million and a hard cap of \$10 million. Once token sales have reached the hard cap, the ICO will be concluded. If soft cap is not reached, the project will continue development on a “life support mode” in which time scales for the Roadmap will need to be adjusted.

The ICO pricing schedule for YTC will be as follows:

Pre-ICO:

100 million YTC - \$0.05 each (all tokens not sold during this period will be burned)

Phase I (2 weeks):

20 million YTC - \$0.10 each

Phase II (1 week):

30 million YTC - \$0.15 each

Phase III (1 week):

50 million YTC - \$0.20 each

The pricing schedule of PAQs is not contingent on the ICO but rather the total number of PAQs sold and is initially outlined in the above section titled “PAQers.”

PAQ Purchase Bonus

Including those who participated in the Pre-ICO, a total of 100 supporters will be able to take advantage of discounts during the ICO period. To become eligible, an ICO participant needs to purchase at least 10 PAQs for \$100, whereupon they will obtain an additional 1 PAQ free of charge (equivalent to a 10% bonus). The discount consists of a 75% savings for all purchases during the ICO's first week, 50% savings during the second week, 25% savings during the third week, and 10% savings during the fourth week.

Allocation of Tokens

Out of the 250 million YTC tokens created, 200 million will be available for sale during the ICO (and pre-ICO) periods. Distribution of tokens will be as follows:

Category	% Tokens Allocated
Open Sale (ICO)	80%
Team & Advisors	10%
Reserve for Onboarding Venerable YouTubers	7%
Bounties	3%

Allocation of ICO Funds

The following figures represent a rough estimate of how funds raised during the ICO period will be distributed and are subject to slight revision, dependent on the total amount of funds raised. The majority of funds will be used to develop platform-specific features and no funds will be retained directly by team members excepting those onboarded as staff or management, or fully disclosed.

Category	% Funds Allocated
Marketing / Promotion	17%
Exchange Development & Maintenance	15%
Cryptography Development	15%
Staff & Management	15%
Legal	15%
Website Development & Hosting	13%
YuTübopolis, Inc. Reserve	10%

IV. Oversight

Given that YouTube channel brands are valuable property to YouTubers, YuTü.Co.in will place a high degree of importance on protecting the assets of Lynspinz on its platforms. To achieve this matter of protection, two oversight bodies will be formed: 1) an oversight committee chiefly consisting of Lynspinz - YuTüFoundation - will operate outside of YuTü.Co.in's influence, though funded by YuTü.Co.in in the form of YTC, and 2) a third-party auditor specializing in cryptocurrency exchanges will insure that YuTü.Co.in's exchange, YTC-Sox, is performing above-board, conducting in-depth audits quarterly. The crypto community at large will act as an informal third auditing party, in assuring the viability of YuTü.Co.in and, in turn, further protecting Lynspinz and their brands from adverse practices.

V. Conclusion

In summation, YuTü.Co.in presents a brand new way to monetize YouTube channels and allow users to show appreciation for content creators. The advent of decentralization through cryptocurrency allows for the bypassing of costly, traditional means of YouTuber revenue generation, giving content creators better control over their ability to achieve monetization. YuTü.Co.in is designed for large and small YouTube channel owners alike, whether their channel has minimal subscribers or 10,000,000. By creating their own, fully-customized brand of YuTüStock, channel owners can have a distributable, blockchain-based crypto-commodity representing a stake of “ownership” in their channel, which can then be bought and sold for crypto assets on an open market. YuTü.Co.in thus provides the means for re-empowerment of content creators at a critical time in YouTube history, of which is seeing less content eligible for monetization than ever before. In this way, YuTü.Co.in aspires to use blockchain innovation as originally intended by Satoshi Nakamoto: helping to level the financial playing field for the average player.

Disclaimer

This whitepaper and contents herein serve to provide the best possible estimates of the nature of this project and are subject to revision. This whitepaper is not developed to be a solicitation of goods or services but rather a description of the idea of a cryptocurrency-based platform, YuTü.Co.in. YuTü.Co.in reserves the right to refuse participation of any member as it deems fit for any reason it deems fit and will not be held liable for losses incurred during participation with platform-related activities. YuTü.Co.in is not engaged in the selling of securities of any kind but a new class of functionable crypto tokens designed with the end goal of providing monetization for content produced by YouTube channel owners. While we strive to provide transparency and create a fair environment for participation which ultimately serves to benefit participating creators of YouTube videos and YouTube channel managers, it should be noted that investing in cryptocurrency remains a risky venture and as such all participants are reminded to exercise caution and diligence when participating in the activities of this platform. Some countries have laws expressly restricting or prohibiting the investment in ICOs or ICO-related products. If you reside in a country where it is illegal to invest in YuTü.Co.in, the YuTü.Co.in team reserves the right to terminate your investment if it deemed an appropriate course of action. In the event of investment termination for this reason or any other, YuTü.Co.in will make every attempt to refund investments back to the investor if it is determined they are warranted, however, no guarantee of refunds can be made of any nature. Your investment in YuTü.Co.in-related products and activities will serve as an acknowledgement of your agreement to abide by the terms provided in this disclaimer.