



Light Paper  
2018

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[www.starsin.co](http://www.starsin.co)

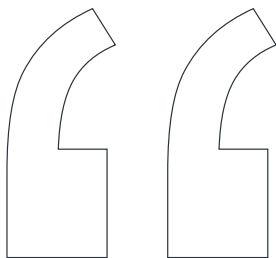
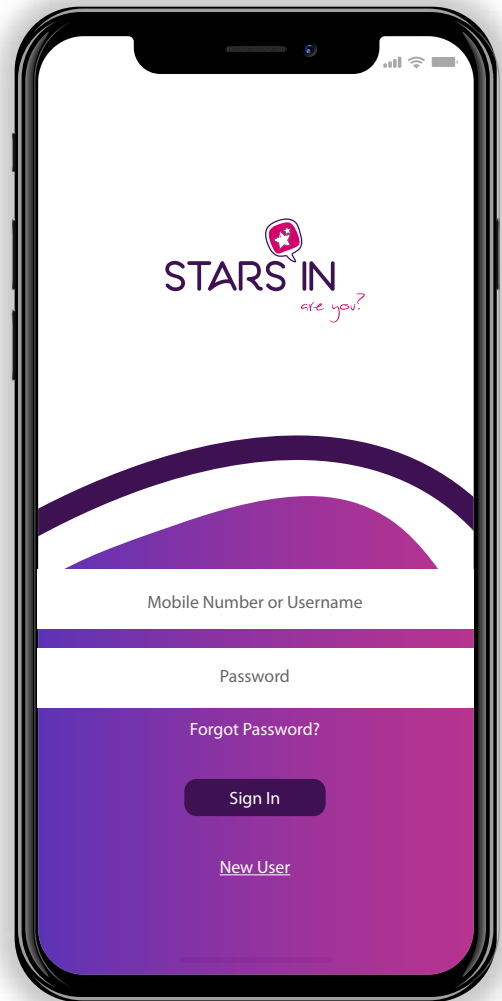


## What is StarsIn?

**StarsIn** is a social media platform that aims at revolutionizing the concept of **stars, fans** and **brands connectivity** by providing a communicational platform that allows fans and brands from all corners of the globe to interact directly with their favorite stars and help stars to monetize their fame.

By using blockchain and AI technologies, we help stars interact with fan communities and brands / advertisers, thus

- a) Giving fans the opportunity to interact or spend quality time with their stars;
- b) Providing brands / advertisers with an access to stars for their marketing & PR campaigns; And
- c) Enabling the stars to create additional streams of revenue from this ecosystem



## Our Mission

To build a unique business model which connects stars in an exclusive and direct interactive environment with stake holders creating value for all.

# FOUNDING TEAM



**Nabeel Al Moalimi**  
Host & Creator Of #1 Rated  
Radio Show In Saudi Arabia  
"Affairs With Nabeel"



**Ali Alalyani**  
"Larry King" Of The Middle East;  
Host Of "Maali Al Mowaten" Show



**Dr. Ahmed Al-zubeidi**  
Ranked Amongst Top 100  
Influential Business Leaders  
Of Saudi Arabia



**Hamid A. Dakhil**  
CEO  
Strategic thinker; 17 years of experience  
in project management  
Vlogger



**Majid El-amri**  
Head of Investment Committee  
Expert in Business Strategy;  
17 years of expertise in operations,  
business development &  
entrepreneurship

# PARTNERS IN SUCCESS



K&L GATES



SERVICEPLAN



# PROBLEMS OF TRADITIONAL MEDIA & ENTERTAINMENT INDUSTRY

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## STARS

Stars, celebrities and influencers mostly live in 'silos'. They are solely dependent on advertisements and brand promotional campaigns to earn their living. Usually, they exclusively deal with a single agent, who in turn deals with only a couple of advertising agencies and brands considerably restricting the exposure of stars to advertising opportunities. The situation becomes even more complex in some cases, when the contractual terms and fees agreed for campaigns are not professionally fulfilled by the advertising agencies and brands.

Due to the cut-throat competition in the media industry and limited period of fame that most of the stars have, it becomes critical for them to take the best possible commercial advantage of their popularity. Moreover, the over-dependence on a single stream of advertising revenue significantly increases unpredictability of stars' income. This has direct negative impact on his / her creativity and professional life.

## FANS

Fans struggle to have direct engagement with stars.

As far as digital experience is concerned, the experience of fans is mostly unidirectional. The star performs his art or posts a picture on social media, while the fans can only watch him / her in awe; or at the best, post their comments on social media, which the star hardly reads or replies to. This communication gap between the star and the fans is even more widened in physical atmosphere. Most of the fans have an urge to meet their beloved star personally. Fulfilling this urge is nearly impossible for the fans, as there is no formalized medium in existence, which can provide for the meeting between fans and the star in a secure and pleasant environment.

## BRANDS / MEDIA AGENCIES

Brands solely depend on local agencies to access stars for the advertising and promotion campaigns. There is no structured database or analytical tool available, which will facilitate the choice and recommendation of a particular star best fit for the campaign of a specific product or service, based on geography, age, gender, economic levels and personal preferences of the target audience. There is also no scientific ROI measuring tool for the campaign success. The obvious result is a subjective evaluation of a campaign in which huge budgets are at stake.

# HOW StarsIn HELPS?

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## ■ STARS

StarsIn offers additional and diverse channels for stars to earn revenue.

Apart from the advertising revenue from well-established brands and agencies, StarsIn creates a new large market of small and medium enterprises, who can engage stars for digital marketing campaigns. Due to the automated environment provided by StarsIn, the execution cycle of advertising campaigns becomes faster and more efficient, which allows the star to be engaged in more number of campaigns in a given period of time.

StarsIn also creates a novel stream of revenue for stars. StarsIn enables stars to interact with fans in digital as well as physical environment in diverse ways and be financially rewarded for this interaction

## ■ FANS

StarsIn creates a unique engagement experience between stars and fans. Fans can establish a two-way interaction with stars in various audio-visual activities on the digital platform. Further, multiple events as well as exclusive meet-ups are organised in which fans attend and interact personally with stars. StarsIn maintains a healthy ratio between fans and stars, so that each fan has sufficient opportunity to spend quality time with stars. StarsIn leverages on blockchain technology to provide transparency on the behavioral metrics of fans as well as popularity index of stars. This data is consolidated and analysed to establish ratings and retain association only with stars and fans meeting the threshold criteria.

## ■ BRANDS / MEDIA AGENCIES

StarsIn collects data from all the members of the ecosystem. Using Artificial Intelligence approach, the data thus used to teach deep machine learning algorithms to enable the system to predict an optimal portfolio of stars to be engaged as well as the mechanics of specific activities with which the stars should be engaged. This maximises the conversion ratio of engagement to the target audience.

# WHY WE ARE UNIQUE?

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## **1. First Ever All-inclusive Media Ecosystem on Blockchain leveraging Artificial Intelligence**

### **- Blockchain:**

- Distributed ledger (transparency of profiles and transactions among stake holders)
- Payment system (utilizing StarsIn Token for various services within the platform)
- Loyalty program (creating a currency for the entire media & entertainment industry including cinemas, tourism and luxury & fashion brands)
- Ethereum ERC-20 allows high speed and cross-border payments.

### **- Artificial Intelligence**

- Detailed database and in-depth analytics of celebrity profiles and followership
- Unique matrix of star ratings based on commitment levels and popularity index

## **2.Experienced and Professional Founding Team**

The Founding Team consists of senior business leaders, strategy experts and successful entrepreneurs with combined experience of over 100 years in media, technology, innovation and disruptive strategy.

## **3.Novel Idea & Profitable Business Model**

StarsIn allows unique and personalized two-way communication between stars and their fans, thereby changing the way social media industry works globally. The business model is smoothly scalable and easily replicable across geographies, cultures and languages; yielding to significant returns on investment. Please refer to the financial information below.

## **4.Commitment by Top Celebrities**

StarsIn has already signed up with 125 top celebrities and social media influencers with an estimated combined fan-base of more than 200 Million followers.

## **5.Highly encouraging market research results**

The qualitative as well as quantitative market research conducted by leading international market research company, IPSOS International, revealed extremely encouraging results. Please refer to the section 'Market Research' below.

## **6.Business Model Validation and Valuation**

KPMG valued StarsIn equity at 201 Million USD based on the scope of business model limited to the Middle East region. This is considered as considerably high valuation for an early stage company. It is important to note that, only 50 celebrities had signed up with StarsIn when KPMG concluded the valuation report.

## **7.Strong and most secured legal compliance & protection**

Leading legal advisory firms with worldwide presence ensure strict compliance with applicable laws and statutes.

- Abu Gazaleh Intellectual Property: Intellectual Property rights registration and protection
- KL & Gates: corporate structure and government compliances
- Baker McKenzie: share holders' agreements
- Al Tamimi & Partners: agreements with celebrities and other ecosystem members
- Fichte Legal Consultants: ICO legal advisory

# **COMPETITION LANDSCAPE**

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The time has come when there is a huge demand to transform the media & entertainment industry leveraging technology to unleash its full potential. This demand has triggered new startups in this arena. In spite of these startup businesses capturing small portions of this space, plenty of business opportunities still remain untapped.

At StarsIn, we are constantly monitoring the landscape and ensuring that we create an ecosystem which will bring unprecedented value to each of its stakeholders. For example, lately completed ICO by European company which raised 45 Million USD, is only addressing one-way collaboration between social media influencers and agencies addressing only a fraction of the entire spectrum of StarsIn services. Another company deals with upcoming talent management and tokenises the sports players (mainly tennis). Their core business model is conventional with ventures approach, which is characterised by significant early stage investment and may not yield the desired success. On the other hand, StarsIn brings value to matured community of stars with well-established followership. This business model ensures shorter pay-back period and more accurate estimate of return on investment.

Further, in both the above mentioned examples and a few other ICOs, the business models solely focus on the relationship between celebrities and brands for advertisements. Whereas, StarsIn also focuses on the critical relationship between stars and their fans, thereby creating value for both these participants

# **FINANCIAL INFORMATION**

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StarsIn has a global vision. The business is initiated in the Middle East with a strategy to scale the operations up to Turkey, India, China, Europe and the rest of the global media industry.

To scale up the business globally, it is imperative that the solid foundation of the venture is established. Creating such a robust foundation requires significant investment of funds. The main cost components of this foundation are:

**- Celebrity engagement and activation:**

Celebrities are at the heart of StarsIn business. In order to approach the celebrities, we need to go by the conventional way by investing considerable funds to engage them to be associated with StarsIn. The cost of signing up initial few celebrities within the same territory is high, however the snowball effect reduces the cost gradually.

**- Marketing & Brand Establishment**

StarsIn operates in the glamour industry in a global context. Hence, the budget for marketing and brand establishment must be at par, if not higher than the conventional media standards. We plan to launch StarsIn at a series of the most glamorous and memorable events in the presence of majority top stars, celebrities and influencers within the territories covered by StarsIn in the initial stage.

During pre- as well as post-launch period, StarsIn has reserved a considerable budget to engage top media agencies; and also to spend on above-the-line, below-the-line and through-the-line marketing campaigns.

**- Technology**

In order to build a scalable and high-volume transactional solution which provides seamless user experience for all stakeholders of the ecosystem, we are leveraging top technologies such as blockchain and artificial intelligence. These technologies are in high demand and the cost of hiring truly experienced professionals in these fields is significant.

**- Operations**

Events are the backbone of the close interaction between stars and fans. StarsIn plans to create events of different sizes customized to the skills and hobbies of the star. The production of events is outsourced to leading and specialized event management companies. For each new territory in which the operations of StarsIn will be launched, StarsIn needs to invest considerable funds for the creation of a number of events maintaining the highest standards of glamour and quality. Production of the highest quality events is also critical from brand establishment and promotion point of view. As StarsIn will become popular amongst stars and fans within the territory, the StarsIn events will gradually become an attractive opportunity for sponsors and advertisers.





The below is a representation of the projected liquidity of business, which is the net result of:

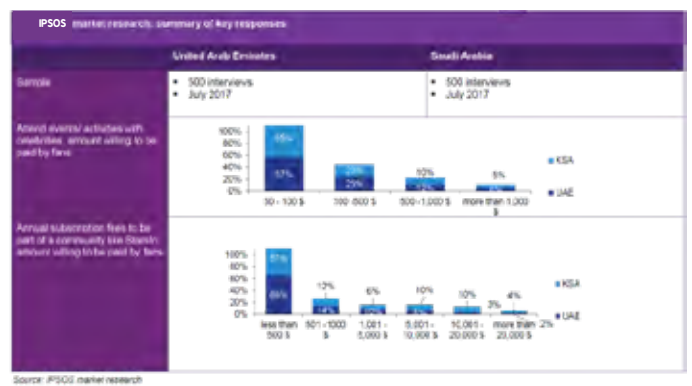
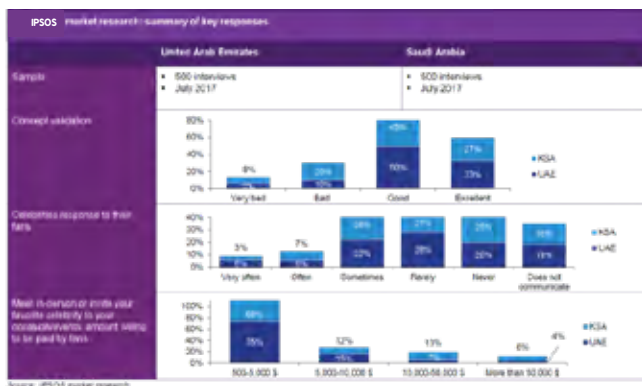
- Cash outflow due to the projected capital expenditure and pre-operation expenses required to be incurred to launch as well as expand the operations in different geographies
- Cash inflow from profitability of operations
- The expansion plan of StarsIn is as follows:

- Commercial Launch in MENA region in Q4 2018
- Launch in Turkey in Q2 2019
- Launch in India in Q1 2020
- Launch in China in Q4 2020
- Launch in rest of Asia Pacific in Q2 2021
- Launch in Americas in Q3 2021
- Launch in Europe in Q4 2021



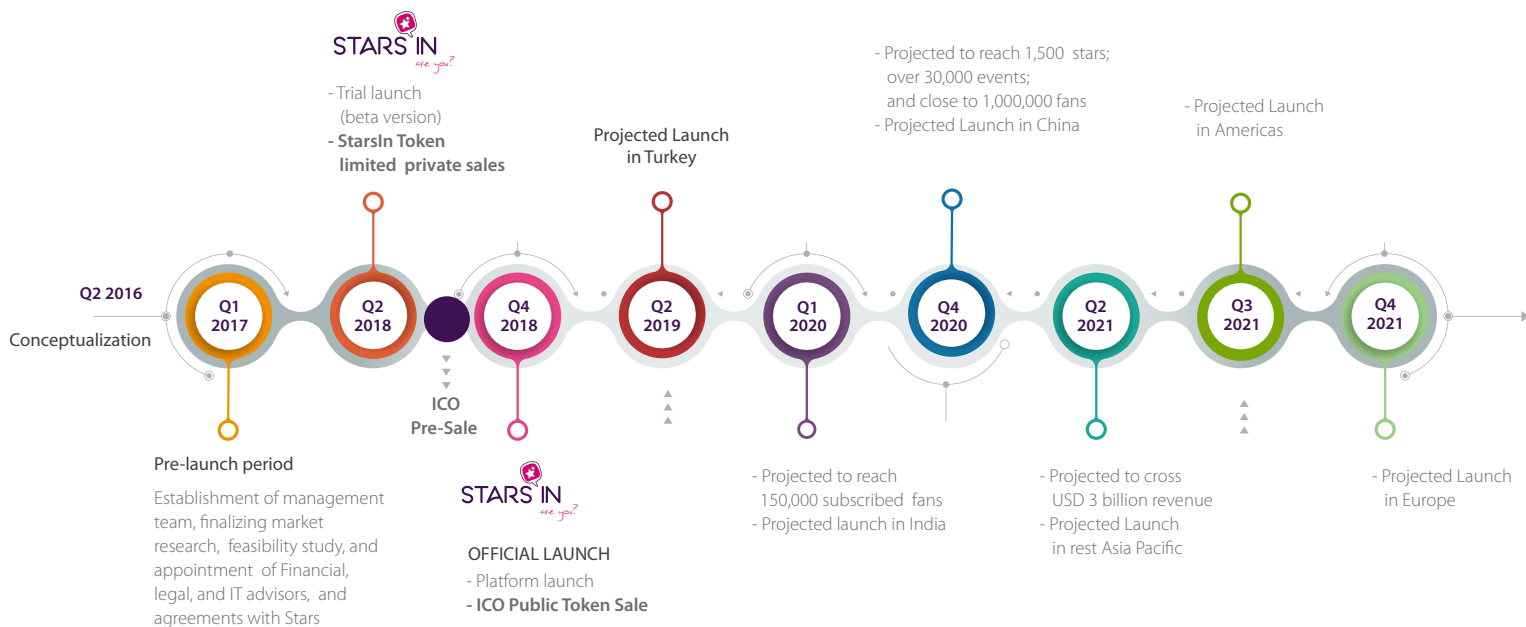
# MARKET RESEARCH

The below is a summary of quantitative as well as qualitative market research exercise carried out by Ipsos International:



# ROADMAP

## WHATS NEXT?



## OUR TOKEN

**STARSIN TOKEN** offers quick, secure and efficient transfer of value. The currency would be used for daily transactional activities happening within the StarsIn ecosystem and would serve as a store and exchange of value between users in a secure, efficient manner at reduced costs.

### Custom token information

|                                       |  |
|---------------------------------------|--|
| Token Name:                           | STARSIN  |
| Based on:                             | Ethereum   |
| Decimals:                             | 8  |
| Total Supply:                         | 353 Million  |
| Standard:                             | ERC-20   |
| Token price:                          | 1 USD  |
| Payment methods (ETH) & Dollars (USD) | Bitcoin (BTC) & Ether                              |
| Website                               | <a href="http://www.starsin.co">www.starsin.co</a> |



## StarsIn token Utility

The purpose of STARSIN TOKEN is to facilitate engagement among different members of StarsIn ecosystem. In summary, StarsIn tokens will serve following objectives:

1. STARSIN TOKEN is a medium of access to StarsIn platform features after due verification of the rights of the StarsIn token-holders to participate in the activities conducted within the ecosystem.
2. StarsIn tokens will be the utility currency used within StarsIn ecosystem. StarsIn tokens will be used as a form of settlement in the transactions conducted within the StarsIn platform.
3. Use of StarsIn tokens as internal currency resolves the traditional issues with fiat currencies such as low speed of transactions and cross-border regulations related to online payments.
4. Payment gateways will be created to enable StarsIn utility token across cinemas, electronic stores, book stores, restaurants, hospitality, transportation, luxury brands trading etc.

# TOKEN ECONOMY

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## StarsIn tokens could be:

### • Generated

- An initial pool size of 353 million tokens will be created mostly based on Ethereum blockchain.

### • Bought & used for the following functions on the platform

- Paying up for Membership fees
- Paying up for add-on services on the platform which are not part of their membership plans
- Buying from stars' memorabilia / auctions on the platform
- Buying affiliated 3rd party products / services like tickets / restaurant bills etc.
- These tokens will be deposited to a private blockchain wallet associated with every user (this private blockchain will be privy to StarsIn)

### • Sold / Cash out

- The user can cash out / deposit / liquidate / exchange their balance StarsIn Token using the virtual payment gateway incorporated on the StarsIn platform
- StarsIn token can be exchanged for any other cryptocurrency or fiat at exchange where StarsIn Token will be listed

### • Allotted as incentive – for being a strategic supporter of StarsIn

- Strategic celebrities associated with StarsIn are allotted a portion of StarsIn Tokens when they sign up with StarsIn.
- For the celebrities, this is a token of appreciation and encouragement, which incentivizes them to be engaged with StarsIn. For StarsIn, this boosts the utility value of the StarsIn Token manifold.
- Refer to the Token Distribution Model below. 30% of StarsIn Tokens are dedicated for allotment to strategic celebrities.

### • Earned - for contests / rewards / cash backs etc.

Anyone with a balance amount can exchange these tokens (either for commodities / services on our platform or 3rd party services like cinemas / restaurants where StarsIn have a tie-up)

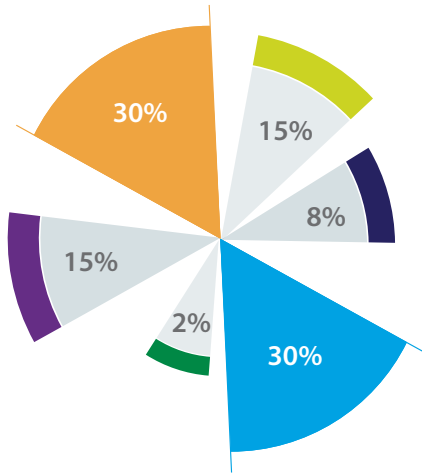
# TERMS OF SALE

## Fundraising Targets

Hard Cap (maximum token sale threshold)

US\$ 100,000,000

## Funds Distribution



## Token Distribution

- Contributors Share
- Strategic Celebrities
- Foundation
- Advisors
- Team
- Bounty

## Funds Distribution

| Stage         | Phase   | Bonus | Contribution (USD) |
|---------------|---------|-------|--------------------|
| Private Sales | Phase 1 | 80%   | 3,500,000          |
| Private Sales | Phase 2 | 30%   | 10,000,000         |
| Private Sales | Phase 3 | 25%   | 15,000,000         |
| Pre-ICO       | Phase 1 | 20%   | 15,000,000         |
| Pre-ICO       | Phase 2 | 15%   | 15,000,000         |
| ICO           | Phase 1 | 10%   | 20,500,000         |
| ICO           | Phase 2 | 0%    | 21,000,000         |
| <b>TOTAL</b>  |         |       | <b>100,000,000</b> |

## Volume Bonuses (not applicable for Phase 1 of Private Sale)

| Bonus | Contribution |
|-------|--------------|
| 10%   | >1000K       |
| 5%    | 250K - 1000K |
| 0%    | 50K - 250K   |



# STARS IN

*are you?*

[www.starsin.co](http://www.starsin.co)

