



# Native Video Box

Decentralized video discovery platform

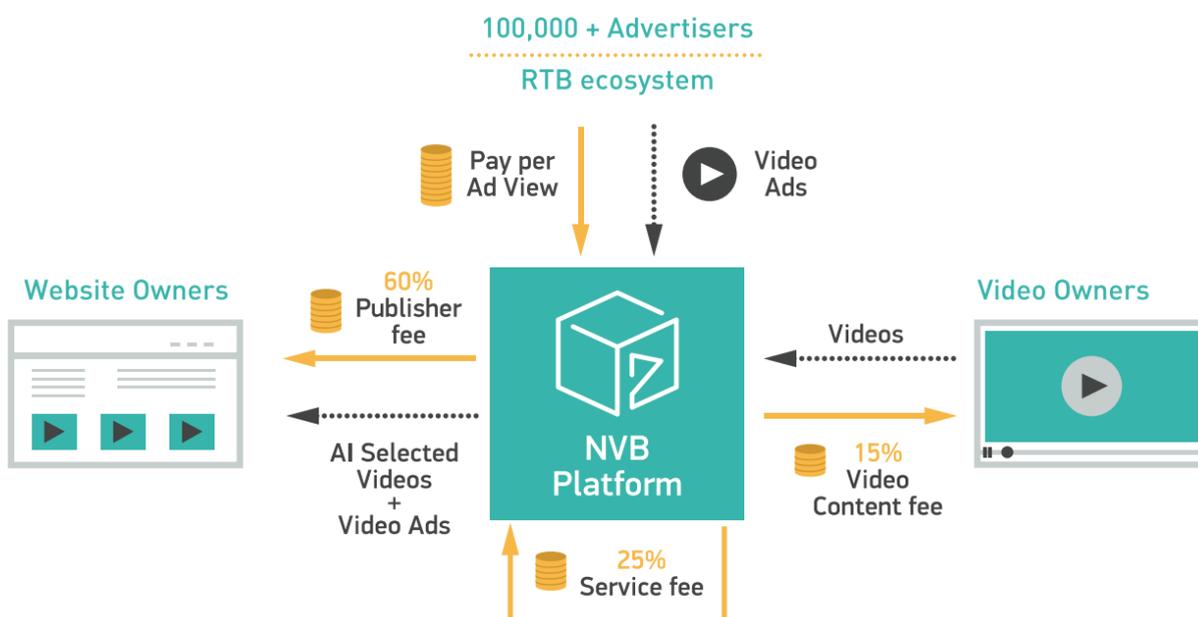
## What is Native Video Box (NVB)?

Native Video Box is a decentralized video discovery platform which offers an alternative to YouTube, as do cryptocurrencies that challenge traditional banking. NVB tokens are used as a means of payment in our community based service that distributes video content across the network. Our mission is to deliver videos that people will love, but never knew existed and help websites earn much more on the booming video advertising market (+ 4200% in the last 10 years: \$13.6B in 2017). We're already programmatically connected to over 100,000 advertisers and our local traction has exceeded \$1.5M.

## What problems does NVB solve?

Problem	Solution
<b>50%</b> of video ads are viewed by fraud traffic and bots	All the ad clicks and impressions will be processed using smart contracts. We will implement multi-tier blockchain to handle high load, usual for ad tech.
<b>80%</b> of money are taken by middlemen	Tokenized billing will transparently distribute money: 60% will go to the publisher, 15% - to videos' owner, 25% - to NVB system to cover the tech costs.
<b>30%</b> of revenues is spent on traffic tech costs	We will implement decentralized content delivery network, maintained by publishers' community. Publishers will be paid for hosting videos.

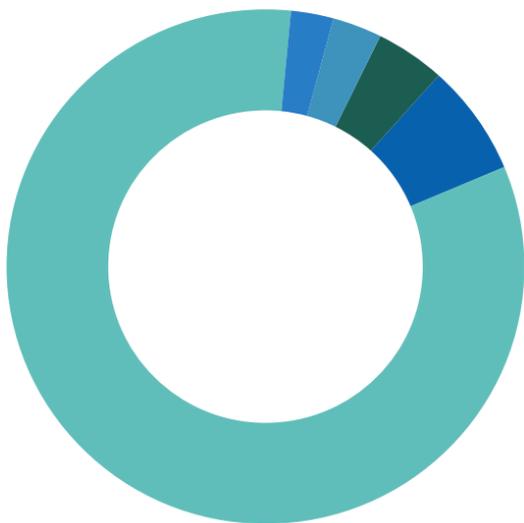
## How it works?



NVB is supported by a team of experts who fuse together expertise in digital advertising, machine learning and cutting-edge technologies to leverage 'video content' which is fast becoming the new era of TV.

## Token Sale

**The NVB Pre-Sale runs between December, 1 and December, 31.**  
**The Public Sale will then continue until April, 15.**



Target: **\$15,000,000**  
Supply: **20,000,000**

Project team **8%**  
Advisors **4%**  
Bounty **3%**  
Referral program **5%**  
Token buyers **80%**

Ethereum ERC20 token  
Payment methods:  
BTC, ETH, LTC, DASH, ZEC, ETC, USD

## Key facts

- \$88M projected annual turnover
- 100% brand safety control
- 100% licensed video content
- 500M ad views in 2018, December

## Further info

You can find more information about the NVB token sale on our web site.  
[http://nvb.digital/NVB\\_whitepaper.pdf](http://nvb.digital/NVB_whitepaper.pdf)  
<http://nvb.digital>

## ICO starts

January, 1

## Key people



**Alexander Shishov**  
Founder and CEO

A project leader with 10+ years of experience in Ad Tech and Machine Learning projects. Founder of Botscaneer, an automatized system for traffic quality control



**Petr Kozyakov**  
IR Director

Strategic Partnerships professional with 10+ years in banking and finances. Previous successful projects include Win Pay, PayU, Payonline



**Alexander Vasiliev**  
Commercial Director

Fintech and banking professional with 10+ years experience. Among his previous successful projects Win Pay, PayU, Rapida



**Nikki Stewart**  
Head of Marketing

A marketing media pro with 10+ years of experience in digital media and communication. Digital influencer with comprehensive experience in organic digital marketing



**Julian Zegelman**  
Legal Advisor

Founding partner and corporate attorney at Velton Zegelman PC, entrepreneur and angel investor, Julian assists startups in and out of blockchain world



**Mike Raitsin**  
Advisor

Co-founder of ICObox - the most scalable provider of token offering services. Serial entrepreneur, angel investor, visioner