

# DeepSee Whitepaper

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# Abstract

The connections between humanity are progressively shrinking as we accelerate into an age of universal connectivity. The speed and malleability of the internet as a medium has revolutionized our lives and service environment . The sweeping changes in the service environment has opened up new opportunities in how we make, share, view, and analyze media. Cyberspace is now filled with individuals not only seeking quality content, but quality commentary, analysis and coverage. As our technological capabilities expand, so does the “hidden ground” of the media. The “hidden ground” being the total service environment at play. The devices we use shape our interactions, points of view and most of all our environment. What’s being obsolesced? What aspects can be manipulated or controlled? What effects does today’s service environment have on the content, the senses and the audience? What barriers are currently in place to prevent abuse?

Humanity is starving for an information platform that can bring them quality news, videos, and articles from verifiable sources -- and not just the traditional split narrative provided by today’s media giants. Social Networks make up a significant percentage of the most visited websites in the world, and for good reason. Social networks enable people to congregate, chat, share, contribute, laugh and cry, but they also perform a progressively pivotal role in keeping humanity in-touch and up to date.

***Nearly two-thirds of American adults – 62%– get news from a social media site, according to Pew Research Center.***

The traditionally high barriers of entry in “show business” have been well guarded by the entertainment industry. Technology and its many forms threatens these old business models immensely as virtual networks become the standard. The dramatic shift in attention towards these social platforms has created an entirely new gap in media literacy due to the additional layer of detachment. The integrity of social networks has been badly diminished as they continue to miss the mark when it comes to censorship, content quality, system gaming, botting, content verification and customization. Despite society’s increasing connectivity and technological prowess, we’ve yet to perfect the transmission and verification information.

DeepSee intends to shake up the status quo by building the most diverse, content agnostic, social content aggregation platform to date. A platform that prides itself on providing the tools that allow individuals to shape the content, communities, feeds, the entire ecosystem. DeepSee combines its vision with blockchain to create transparency, in addition to a means of monetization through our token CurrentSee. CurrentSee isn’t merely a fad coin either--the token maintains a real utility that is supported by services on the platform; most notably the advertising and content subscription services.

DeepSee is an all-in-one platform that combines many of the best aspects of sites like Reddit, Wikipedia, Youtube, Medium, and

Twitter into the most flexible and transparent platform seen yet. DeepSee delivers a broad scope of profile privacy settings, in addition to advanced profile verifications that allow professionals, celebrities, professors, journalist, influencers and creators to make a name for themselves. Last, but certainly not least, DeepSee combines machine learning at many different layers to detect bots, vote manipulation and to better search results/recommendation systems. Artificial intelligence will play a large role in the future of the company as we employ ways to use our vast data streams for the betterment of the creators, users and public.

Great leaders from Martin Luther King, to Krishnamurti, to John F. Kennedy warned us of the dangers presented by western media. 60 years later we're still suffering from the levels foul play and centralization at play in our media. The problem we're attempting to solve is vast, real and cannot be solved by one individual, group or entity alone. The issue at hand requires a calculated group effort, energy, incentives and the involvement of the public. Through user consent, recommendations and criticism we can grow a media collective of the highest quality.

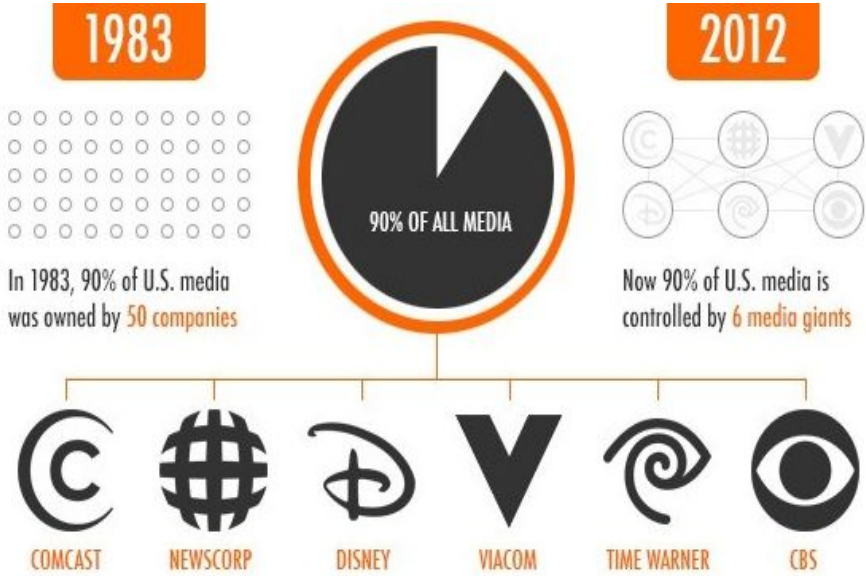
# Background

## Media Bottlenecks

From the monks writing manuscripts, to the printing press, to the television screen--the distribution of media has traditionally been controlled by a select few. When taking a look at television and news; the effects of a few over an entire populace are alarming.

We can look towards Silicon Valley and notice the same trends emerging on news, videos, transportation and social platforms. Today, users get informed and participate on these platforms with little say in the rules, regulations and moderation of the networks.

With increasing bandwidth, connectivity and devices, users are beginning to shy away from the traditional forms of digital expression to formats such as video. While the ability to simply upload video is quite easy, the real difficulty arises in discovery. Creators more adept at marketing, gaming multiple social



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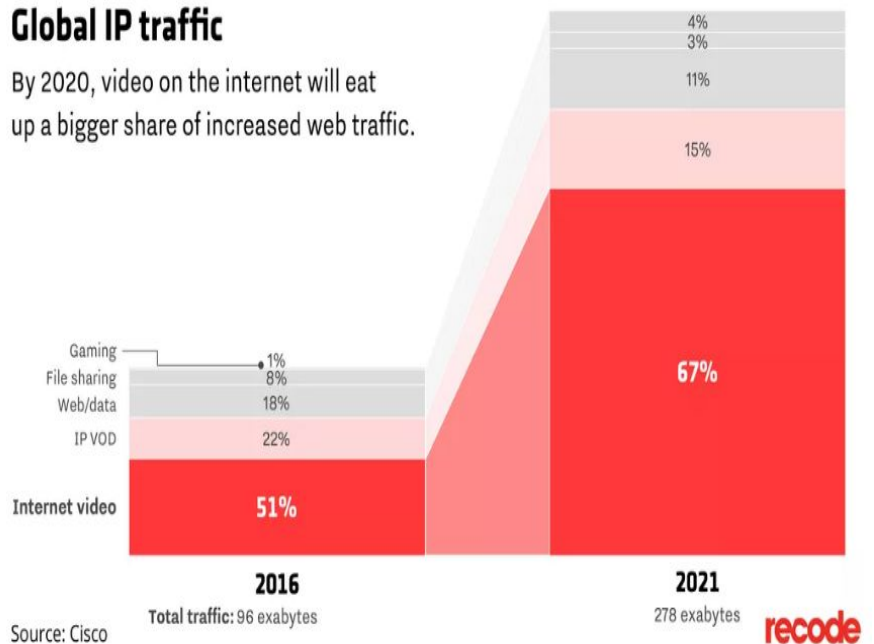
networks and serving the lowest common denominator are far more likely to succeed. So long as this gap in content discover remains, the artist will be marginalized while private interest can provide the monetary energy and support to bridge the gap. As the amount of content available rises, the demand for cutting edge discovery options will likewise rise--significantly as users and creators flock to support platforms that are sympathetic to their needs.

## Monetization & Distribution

The sphere of content creation and distribution has come a long way with the introduction of microprocessors and fiber optic cables, but remains far from perfect. Television content production has enormous barriers to entry, few available channels, and an expensive consumer bill at the end of each month.

### Global IP traffic

By 2020, video on the internet will eat up a bigger share of increased web traffic.



Instead, people all over the world now have the ability to search for, interact with, spread and even create content--all from a small handheld device.

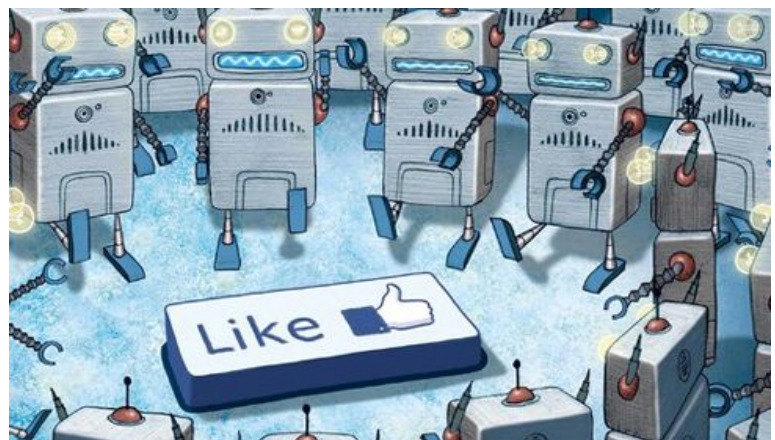
With the introduction of fast decentralized payments, thanks to the blockchain technology, users all across the content curation plane can now be reimbursed based on their participation in the process. Never before has a platform had the opportunity to seamlessly integrate every arm of the content curation process under an umbrella and supported by the advertisements served.

Networks in this day and age have very few options available (if any) that allow users to profit from their participation on the platform. In addition, it's even more difficult for users to make small payments even if they have a bank account or credit card. These are issues that can be solved with the proper use of blockchain payments as a means of allow payments between the user base.

## **Censorship & Moderation**

The internet media competition is very centralized, with only a few companies (Google, Facebook, Youtube, Reddit, Twitter, etc.) making up a large spectrum of the daily internet consumption.

Users of these platforms traditionally have many mediums to which they can express themselves, but poor alternatives in



terms of filtering out manipulation, quality, truth, etc. The largest networks traditionally have very few options (if any) for users to commune, criticize, and change the rules or moderation tendencies of the platform.

To add to the problem, social networks are covered with bots, fake profiles, and marketing agencies that do nothing for the platform other than inflating numbers and damaging the integrity of well “Liked” content. Leaps and bounds in machine learning in recent years have finally made it possible for much of the corruption to be largely weeded out. Yet many of the complaints steaming out of “Fake News” link back to the buying of social media likes, upvotes, comments, etc.

## **Flexibility & Power**

Today, many of the largest media platforms and networks try to focus on being good at one thing: networks that specialize in text (Medium), video (Youtube, Vimeo), profiles (Facebook), and so on. Yet the creation and curation of content is a multi-dimensional beast that changes based on the individual. While these networks do offer many other features that span different media formats, there are significant disadvantages in comparison to the specialized platforms. In the same note, many of these platforms don't have features or specialization to service niche communities or groups.

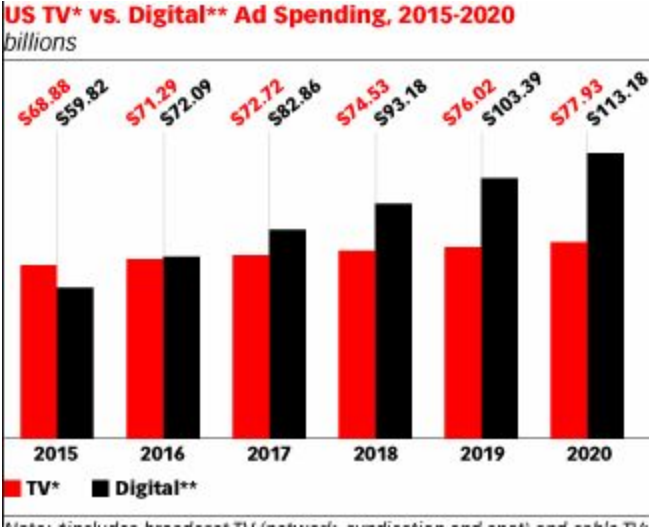
We believe advances in artificial intelligence, micropayments, and blockchain technology networks could leverage enough user participation to create a platform that doesn't marginalize users based on their topic of interest or format. Users have the ability to



be more involved in the media than ever before. The DeepSee solution is that of a sandbox that provides the data and tools necessary for users to shape the network.

## Advertising

Advertising has always been the backbone of the digital media industry in a society and internet advertising opportunities are about to surpass television. U.S. TV advertising revenue is expected to rise from \$69.9 billion to \$81.7 billion in 2020, at a compound annual growth rate of 3.2 percent.

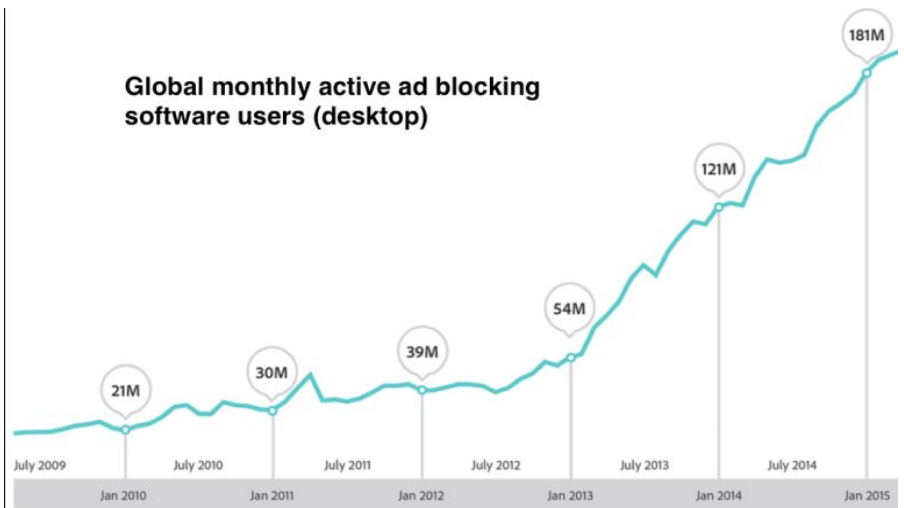


Internet advertising, meanwhile, brought in \$59.6 billion in revenue last year, and that number is projected to rise to \$93.5 billion by 2020 . PwC forecasts that internet advertising will overtake broadcast TV advertising for the first time in 2017. While the industry is ripe for expansion, growth has seemingly been reserved for the largest players on their own advertising platform.

The internet ad services industry is ripe for disruption, with its current lack of transparency and verification in the age of ad-blocking. Ad-blocking doesn't appear to be slowing down, as users no longer feel any need to support the corporations providing a service. This is a dangerous situation, considering the amount of revenue wasted for both the advertiser and creators. In addition, current options for combating the issue require different browsers

and programs that require onerous setup, more than could ever be applicable on a large scale.

Advertising has been the backbone of the internet for a long time. It's about time for better solutions for serving ads, as well as solutions outside the spectrum of advertising for users who'd prefer different means of reimbursing the network.



## What is DeepSee? (Quick)

DeepSee as a whole is comprised of three major parts...

**CurrentSee** - Utilizing blockchain, DeepSee creates a limited amount of tokens (177,777,776) that are utilized as a payment system within the platform. Users of the currency can earn CurrentSee on the DeepSee.io platform by creating content, contributing, commenting, moderating, etc. CurrentSee is no junk FIAT token. The value of the token is generated by its ability to spend on the platform, but most notably the ad and services

platform. Whether users plan on using the token to purchase services or not it doesn't matter; the value of the token is supported by the high demand for internet advertisements, which are continually rising in significance. CurrentSee is also used to purchase subscriptions and services on the DeepSee platform further contributing to the token's utility.

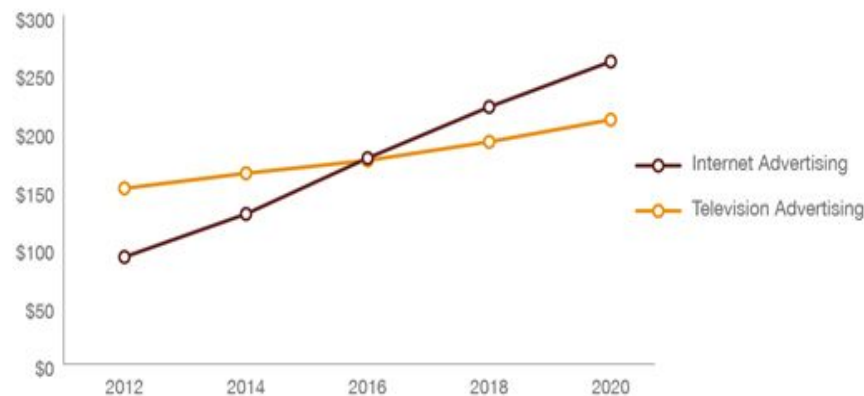
## DeepSee.io (Content

**Platform)** - Deepsee.io is the flagship of the organization, acting as a social content aggregation platform that combines blockchain payments, open moderation, and machine learning to create an all-in-one media network.

DeepSee offers powerful hosting options for articles/blogs and videos, in addition to powerful discovery options in the form of filters and robust "Reddit-like" communities. Deepsee comes prides itself on powerful search features, advanced tagging options and high feed customization. Communities act as hubs for topics, locations and various other niche related content, questions, commentary and discussion. Users on DeepSee have the ability to exchange crypto with other users, in addition to many options for monetization outside the sphere of article and video content creation. Users on DeepSee can opt to get their profile verified under a certain skill or profession, so long as the proper credentials are provided. The verification options allow for users to go an extra step by further backing their credibility and DeepSees'.

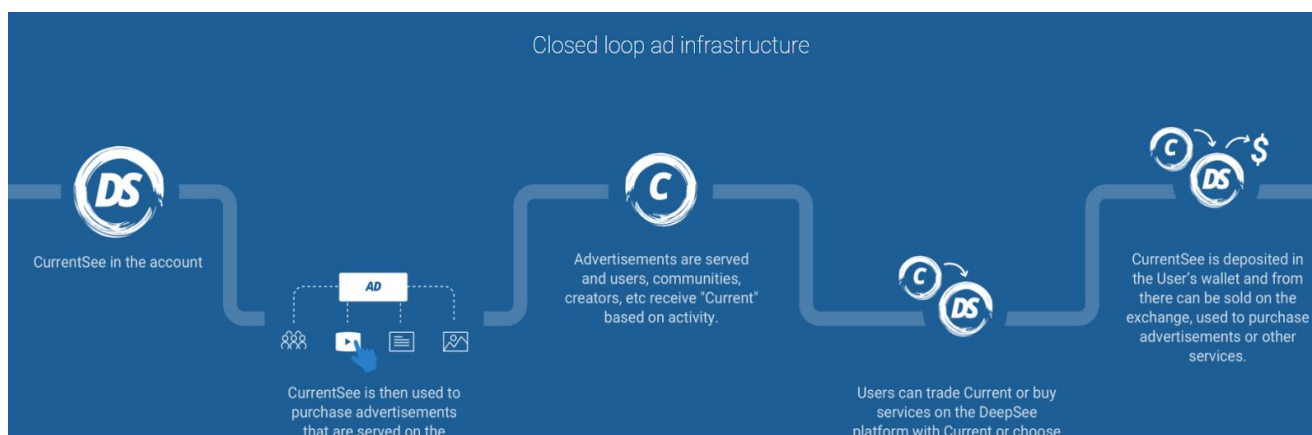
**In 2016, Global Internet advertising revenue will surpass TV advertising**

Global Internet advertising and Television advertising revenue (US\$bn), 2011-2020



**Advertising & Promotion Services** - The key revenue driver of DeepSee.io is the Advertisement/Promotion platform that allows businesses, marketing agencies, users, etc., to purchase various forms of advertisements and promotion with CurrentSee. The DeepSee platform allows users to purchase video pre-rolls, ad real estate, sponsor channels, and much more (especially in the future). The closed loop ad infrastructure allows our communities and creators to get paid, while leveraging the demand/value for the advertisement services against CurrentSee.

Advertisements have high demand in other currencies and denominations, thus creating a very real world value link between CurrentSee and other forms of payment. Users with CurrentSee can be proud to say they don't just have some FIAT currency, but a token that is backed up by an age-old service that is estimated to explode in future. With the introduction of the Ad/Promotion platform, DeepSee can even enable businesses and sponsors to connect with content creators like never before. In the instance you hate advertising, DeepSee will still sport freemium, premium, subscription and purchase options for content.



# The Platform

Deepsee is the all-in-one platform for which CurrentSee and the ad exchange depend upon. Profile creation is flexible, users can choose to remain completely anonymous, semi-anonymous, or opt to get their account verified as authentic or skilled in a certain area(s). The main aspects of DeepSee are...

**Video** - DeepSee will have a very powerful video upload and discovery platform built into the platform. This area of the site acts similarly to competitors like Vimeo, and Youtube. DeepSee will utilize the vastness of its entire network, anti-abuse defenses, robust filters & tagging, paired with in-depth comments sections to create a strong monetized option to the video creation sphere. The steep hosting costs of this network will be supported by ad revenue splits and account/publisher services.

**Blog/Articles** - Users, bloggers, and journalists alike can make use of our premium text platform, which enables users to create amazing content in our digital age. Users can add images, videos, and gif on a beautiful canvas that can be formatted to serve different purposes. Fans of the format are treated with a plethora of options with the blog/articles area of the website, thanks to an upvote/downvote system, tags, and machine learning. Articles/Blogs are created with scores and a comment section.

Users have the ability to annotate and offer change/counter points to the presented material.

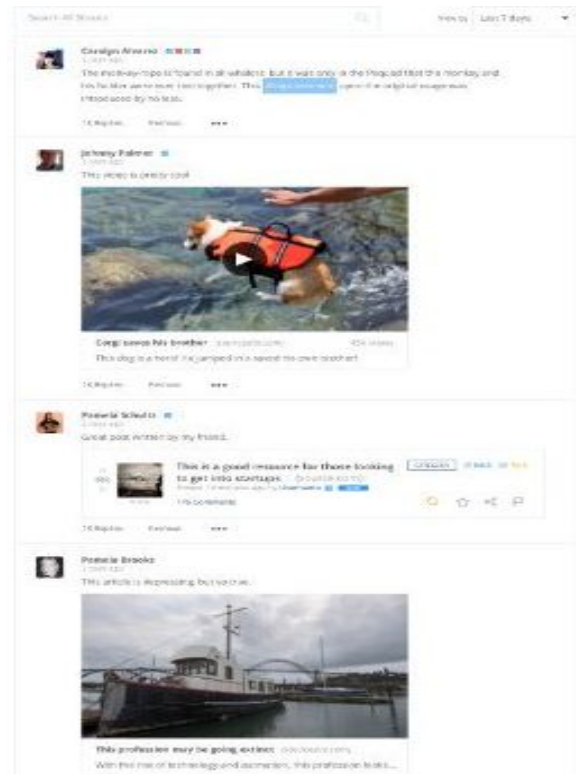
**Networks** - Networks serve as an all-in-one for creators on DeepSee when it comes to managing their video and article/blog related endeavours. Networks allow users to manage their content, playlists, fans/followers, and even enables additional means of monetizing content. Users can opt to create subscription-based services and pay-per-content options, in addition to payment models that encompass every aspect of DeepSee's advertisement/promotion offerings. DeepSee will also have the ability to leverage the entire network when improving these aspects of the platform in the future.

**Communities** - DeepSee offers robust communities that function similarly to Reddit and serve as the main discovery portal for information of topics, people, places, groups, and basically anything else you could possibly imagine.

Communities are user generated, and moderators get paid for doing a traditionally thankless (or corrupt!) job. Users upvote/downvote content, comment, debate, etc., about anything within the communities' guidelines. Communities are the best source for daily content, discussions, questions. DeepSee also provides a classic style forum within that's always equipped with at least two topics of discussion: community

suggestions and community/mod complaints. In addition, the open ledger advantages of blockchain allow DeepSee and its moderators to be 100% transparent about their actions toward comments, content and posts. The communities are the flagship of DeepSee for their ability to incorporate every aspect of the platform, in addition to entirely different platforms. Finally, communities have built in monetization options that enable the best posters, commenters, and creators to benefit from the communities ad revenue outside of the tip/donation model.

**Pipeline** - Similar to Twitter and Facebook, the pipeline acts as an informal means of mass communication that can be utilized by users, businesses, and organizations. The pipeline enables users to spread links, videos, images, news, thoughts and even spread their friend's pipeline posts. The pipeline comes packed with different discovery options, giving users the maximum amount of precision when searching for content.



**Profiles** - DeepSee prides itself on flexibility and the profile portion of the platform is an excellent example. Users choose their comfortable level of anonymity, while users who choose to remain open have additional opportunities to create a platform for themselves, their services or business. Users with a higher

reputation score have more opportunities to cash in from their efforts.

Users can opt to go through a verification procedure performed by the DeepSee moderation team, which will verify their identity or a particular skill/profession so long as there remains the ability to do so. Users who are looking to compete or serve as a voice for the platform have many data points available to them that judge their content based on its site performance. Researchers can use these archives to better determine whether a user is trustworthy.

**Additional Features and Future** - DeepSee is positioned with a platform that will make waves in a day and age where content, money, and trust are in high demand. DeepSee simply creates an amazing platform to start building upon, but we will consistently look towards our user base for problems, solutions, and suggestions for future endeavours. DeepSee.io is will be the heart of CurrentSee and the advertisement exchange, paired with the capabilities of machine learning. We believe DeepSee.io has every part necessary to create an essential information platform of the future.

Distribution will be a top priority at DeepSee, as we want to enable users and creators to benefit from a platform that can span multiple mediums and devices. The platform will start as a web and mobile app, but will quickly be adapted to support additional platform and devices.



# CurrentSee & The Services

## What is CurrentSee?

CurrentSee is our blockchain payment technology that enables our decentralized payment network. CurrentSee is converted to “Current” when used on DeepSee.io, to decrease energy/gas costs while keeping open ledgers available for payment disputes. CurrentSee is the only available payment option for the Advertising and Promotion exchange--however we do provide an additional service for buyers that allows them to make their CurrentSee purchase instantly. The price of CurrentSee is then supported by the exchange, advertisement prices, and the size of the platform; in this way we assure every user on the platform has a bit of incentive when telling others about it. Once CurrentSee is spent on ads, it is released as Current to the users. From this point, users have the ability to cash out or leave the Current on the platform.

## The Numbers

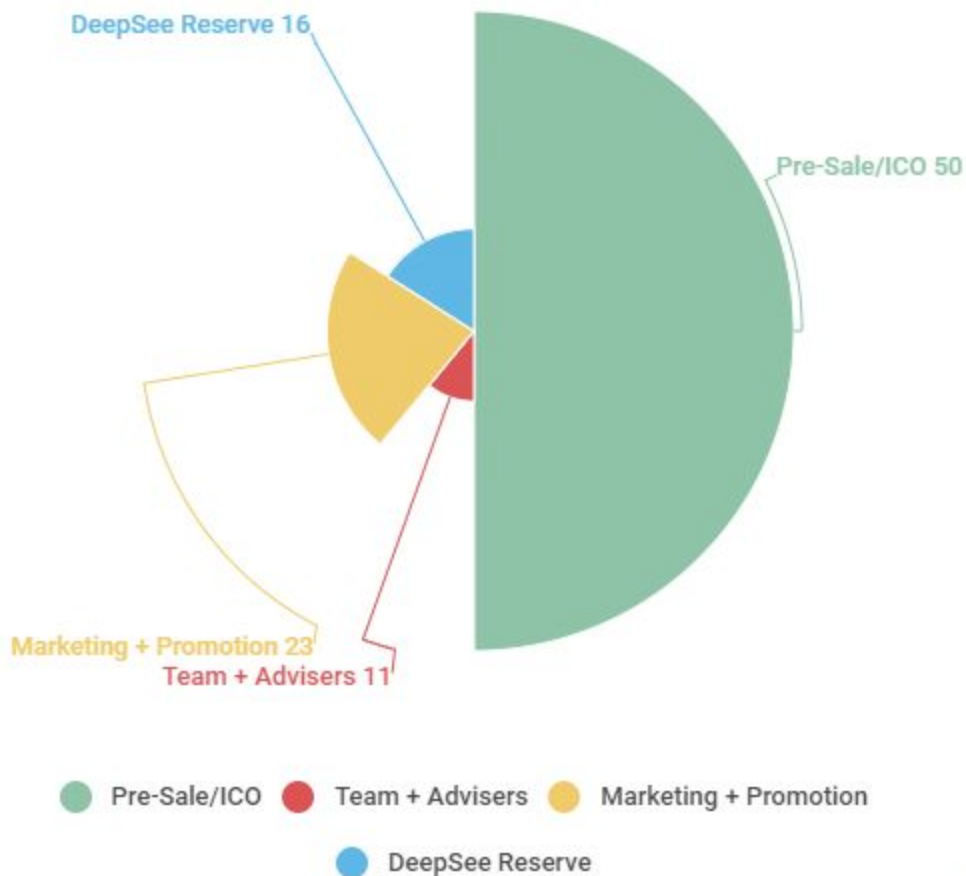
DeepSee will have a supply limited to... 177,777,776 token or “CurrentSee”.

**Presales, ICO, Future Sale - 50% - 88,888,888 CurrentSee** - We will hold two pre-sales, an initial coin offering and one sale in the future.

**Team + Advisors - 11% - 19,555,557 CurrentSee**

**Marketing + Promotion - 23% - 40,000,000 CurrentSee**

**DeepSee Reserve - 16% - 29,333,331 CurrentSee** - The reserve fund is going to be put in place to liquidate our services platform, set network rewards and will be further allotted closer to ICO.



## Future of CurrentSee

The service-backed, open, decentralized nature of CurrentSee will make the technology our go-to option when creating means of monetization or creating value. While we start with advertisements in the beginning, the future of generating value within a user base could exist in other forms unbeknownst to us. DeepSee will

continue to build tools that allow businesses to work with content creators on a more personal basis. This is why we must incorporate the community within our feedback loop as of means of determining directions to take with CurrentSee.

## Roadmap

### Token Offerings & Sales (50%)

88,888,888 CurrentSee in Total

**Private Coin Sales** - 4,000,000 (2%) - Initial sales to raise money

**Presale #1** - 4,333,333 (2.5%) - First live presale (Late Oct)

**Presale #2** - 4,333,333 (2.5%) - Second live presale (December)

**Initial Coin Offering** - 60,000,000 (33%) (Early Feb)

**Future Sale** - 18,222,222 (10%) - Coins saved

**Pre-sale/ICO** - The team at DeepSee will work on reaching out to investors, partners, and media in order to generate buzz around our product. DeepSee will offer a limited presale in October. DeepSee will then prepare for its initial coin offering in February. During these phases, DeepSee will have ample opportunities to get in touch with interested parties and beta users, in addition to adding users to our own little community on Slack. We plan to provide early adopters the maximum amount of opportunities to connect with us and spread the word about our product. During this process the DeepSee team will continue to further develop the platform in preparation for our beta in May/June 2018.

**Post ICO** - Following DeepSee's ICO we will begin utilizing funds to develop and build a base in our pursuit of building the most robust social network to date. While the platform is in development stages, DeepSee will begin to educate the masses about our product through blogs, image graphics, and videos that will be promoted through Youtube, Medium, Twitter, Reddit and Facebook, in addition to other social network and niche communities.

Members within our communications channels and groups will receive updates regarding new content, so they can help spread it. DeepSee will also utilize our 40,000,000 tokens allocated to marketing and promotion to create incentives for getting users to the platform in addition to staying on the platform.

DeepSee will also use this coin reserve to target top content creators and entice them to host and create content on our platform. DeepSee plans to utilize the network effect by using these creators' very networks to assist in spreading the platform. Combined with affiliate programs and giveaways, DeepSee is in perfect position to create viral marketing content, so long as users enjoy great content and like getting paid for their contributions.

DeepSee will initially launch with Communities and will expand to incorporate Videos, Articles, and posts in that order. The tiered release of DeepSee allows the users and developers to catch problems with the platform as they arise without risking a long awaited launch. Once various areas of DeepSee launch, we can host content that can be spread using the networks mentioned above.

This allows DeepSee the opportunity to introduce users to the platform by more subtle means.

The surrounding user base will be incentivized by promoting content hosted by DeepSee when they see it, because they will hold a share of CurrentSee or Current. The more users on the network, the more advertisements are worth, and more the price of CurrentSee increases. Users can trust the stacked marketing team behind DeepSee.io and their ability to utilize both paid and organic growth tactics to generate the user base required to flourish in the space.

## **Future**

The combination of CurrentSee, the services platform and DeepSee.io create every arm required for the distribution, and monetization of information. DeepSee wants to empower users, creators, moderators with the tools that enable them to focus on creation while we focus on distribution and monetization--the robustness of the platform is a marketing campaign in of itself.

Distribution plays a large role in the success of platforms, and this will be a key area of focus for DeepSee in all areas of development. DeepSee will use multiple devices and platforms as a means of creating value and recognition within the product. A primary focus at DeepSee will be open discussion and feedback from our users, as we need users to keep us in line when it comes to the future of our platform. With that being said we know the area we will improve on, but it's really up to the audience to choose our direction.

# THE DEEPSEE TEAM



**Travis Garland (CEO)** - is an entrepreneur with significant experience among a variety of machine learning startups and growth marketing concerns. In 2015, he joined facial recognition and deep learning startup PhotoKharma, incepting the app's "Reverse Lookup" feature. In 2016, Travis and Kazi Shezan founded a company that utilizes computer vision and deep learning to create the first software for automatic theft detection.



**Kazi Shezan (Data Scientist)** - Software engineer, IoT device-builder, machine learning researcher, data scientist and activist, Kazi is a multi-faceted and multi-certified talent across the digital spectrum of programming, research and data analysis. He engages a variety of data-mining tasks including data cleaning, pre-processing, data munging, statistical analysis, predictive model creation, data analysis, finding patterns and data visualization. He holds a dual M.S. in Information Technology from Jahangirnagar University.



**Travis Wright (CMO)** - A former Russian linguist in the US Army, Travis has evolved into a successful author (2017's "Digital Sense"), fractional CMO & marketing consultant, keynote speaker, entrepreneur, data & analytics geek, tech journalist, growth hacker, podcast host, and mediocre stand-up comic. He is former global

digital and social strategist at Symantec for the Norton brand, and CMO of CCP.Digital, a Kansas City & SF-based digital ad & content agency.



**Matt Hrushka (CTO)** - Matt is a award winning technologist and author of “The Ad War(2014).” Matt was one of the original back-end developer of the Myspace team and negotiated a 900m deal with the company. Matt has been the CTO, Investor and founder of many companies in multitude of spaces.



**Tom Siebert - (Director of CorpComm)** Tom is a multiple award winning journalist with more than 20 years experience in the craft as editor, investigative reporter, features writer and film critic. The creator of Discovery Channel’s “Shark Week,” he has more recently toggled to PR & Advertising, and worked with many Fortune 500 companies and entertainment brands, including The Home Depot, VW, Qualcomm, AMC, Lionsgate and many others.



**Peter Vu (UI/UX Architect)** - Peter is the artistic designer of DeepSee’s smart and refreshingly clean interface.He has more than three years experience with UI/UX design and has previously worked as a UI/UX designer for AT&T and TailLight..



**Joel Comm (Chief Evangelist)** - Joel Comm is NY

Times bestselling author, professional keynote speaker, social media marketing strategist, live video expert, technologist, brand influencer and futurist. He has more than two decades of experience harnessing the power of the web.



**Adryenn Ashley (Chief of Disruption)** - Adryenn

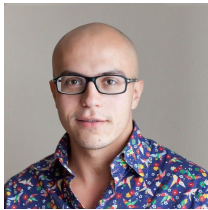
is an award winning actress, author and film makers with a passion for all areas and media formats. Adryenn is also the founder of Loly LLC as well as being a successful social influencer with a 100m+ reach.



# Advisors



**Matt Mckibbin** - Matt is decentralization and blockchain entrepreneur. He is a co-founder of Ubitquity LLC, which is the blockchain-secured platform for real estate transactions, and the Chief Decentralization Officer at D10e, a conference dedicated to exploring decentralizing technologies. Matt is also a VP of Business Development at Family Office which is helping to connect family offices interested in funding disruptive startups.



**Tony Simonovsky** - Tony is a serial entrepreneur and a growth hacker with a focus on ICOs. Back in 2005 he started his first business, providing SEO services to clients in Moscow region. After working with SEO for around 7 years, he sold his business and became a nomad. At the same time, in 2012, he got interested in data science applied to online marketing. In 2017 he joined KickICO to help platform increase exposure of its upcoming ICO to crypto-investors around the world by means of growth marketing.



**Nick Haase** - Nick is the founder and CEO of Loot a startup paving the way for the future of marketing. Nick is also the co-founder of StartupDrugz and has a

rich background in consulting, speaking, VR/AR and medical devices.

## **Conclusion**

DeepSee is a first of its kind platform that makes use of technologies on the bleeding edge of innovation in order to create this the all-in-one experience. DeepSee started as a passion project when the “fake news” narrative and censorship efforts were just coming to light. The DeepSee team earnestly wants to solve the issues that plague our communication channels. We feel by lowering the barriers of entry, creating the tools and incentivizing the users we can attract the eyeballs necessary to find the best content on the web. This is a once-in-a-lifetime opportunity to get in on a platform that is dedicated to knocking the largest media giants and networks off their pedestal by revolutionizing the industry from every angle.

Users who opt into the pre-sale or ICO will have various options of communicating with the creators, as well as invitation to various groups (including Slack) that will enable users to chat with the founding team in real time. DeepSee hopes to become the network for the people, and we want to demonstrate this early by getting our investors and users in the feedback loop as quickly as possible.