N · E · R · V · E

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CONCEPT PAPER

Introduction

Let's see who's got the nerve.
Are you a player or watcher? Showing the people out there how to do it right? It's time to connect reality with the future to create a new dimension. Human interactivity had to suffer from the first wave of digitalization, so it´s time to bring interactivity back in a modern way so people don't lose empathy and humanity.

NERVE is like truth or dare, only without the truth.

We dare you.

Here the players let actions speak and show who really has what it takes and who only pretends as if. The whole concept is divided into 2 categories of users. On the one hand there are the players. They play for glory, success, reputation and money. Watchers, on the other hand, pay to create their own challenges for the players, in which all other watchers can participate to increase the incentive of the players. Watchers determine the course of the game, decide on the content and bring players to their limits. The rules are simpler than ever:

There are none.

To increase the authenticity of the watcher there is an internal ranking system. If watcher votes against the majority, there will be punishments. In addition, anonymous names will be given to the watchers in order to identify watchers more easily and to increase or facilitate the communication between the watchers and players.

The whole concept is linked to an Equity Token (ETO) and a Decentralized Autonomous Organization (DAO). This concept represents the latest & most secure form of token offering. All shares, distributions and profits refer to pure hard facts, which are fully transparent via the blockchain. Together with a working use case, this token is not only the future of full decentralized blockchain applications, but also of the emerging live streaming market.

System

Nerve is a decentralized construct based on an equity token in a Decentralized Autonomous Organization (DAO). The NERVE construct is built in modules. The Decentralized Autonomous Organization (DAO) composed of independent Smart Contracts, which are independently working in a decentralized manner with mathematical certainty. This makes it possible to connect further modules to the Decentralized Autonomous Organization (DAO) and allowing for the sale of our equity token in addition to the NERVE Core module. Therefore, NERVE is a hybrid system and can be constantly expanded by enhancing the Decentralized Autonomous Organization (DAO). Consequently, adequate reactions to new market trends can be implemented quickly and easily. Therefore, the value of the NERVE equity token should increase through extensions of the modules and the associated network.

What is an Equity Token Offering (ETO)?

Equity tokens are, in a very real sense, 21st century stocks.
An equity token represents a share of underlying decentralized earnings and is therefore similar, but not equal to a stock share. As with any share purchase, the holders own their respective share of the product's earnings potential. As opposed to conventional stock, the NERVE equity token entitles the investor to a share in total revenue rather than net profit. Therefore, the risk associated with the NERVE equity token is significantly lower than in a comparable stock investment as investors do not share costs. Another remarkable difference between the equity token and a traditional share is the method of capturing ownership. A traditional holding is recorded in a database and can be proven by the means of a physical certificate. An equity token records the ownership in the system and its earnings on a blockchain securing it with mathematical certainty. Compared to ownership in a company, the NERVE equity token is similar to a bearer stock but will still yield a share of the revenues generated through the DAO, even if no active company is investing in the business. Investors are shielded from losses through participating in revenues rather than net profit. Ultimately, at NERVE, absolutely everyone has the right to decide how the Decentralized Autonomous Organization (DAO) is organized. Therefore, the enormous spectrum of the Decentralized Autonomous Organization (DAO) has the potential to be integrated into any area and used by anyone. The active code of the DAO cannot be changed after implementation but only be supplemented. Through this independence, the equity token holds an enormous potential for investors and users. Anyone can integrate NERVE into their individual business case and thus enhance the community's growth, overall success, reputation and earnings.

System

Decentralized Autonomous Organization (DAO)?

A Decentralized Autonomous Organization (DAO) is characterized by the use of blockchain technology. The technology allows for a secure digital ledger tracking financial interactions over the Internet. This is protected against counterfeit by making use of trustworthy time stamps and on a distributed database. This approach eliminates the need to involve a mutually acceptable trusted third party into a financial transaction. This approach makes the transaction simpler and lower overall transaction costs. Efficiency is gained through eliminating data reporting, compliance costs, the intermediary's overhead as well as repeated recording of the exchange of contracts in multiple records. Decentralized Autonomous Organizations (DAO) aim to be open platforms where individuals control their identity and personal data without any interference from third parties, whether they may be banks, governments, company's gathering data of any other market participant.
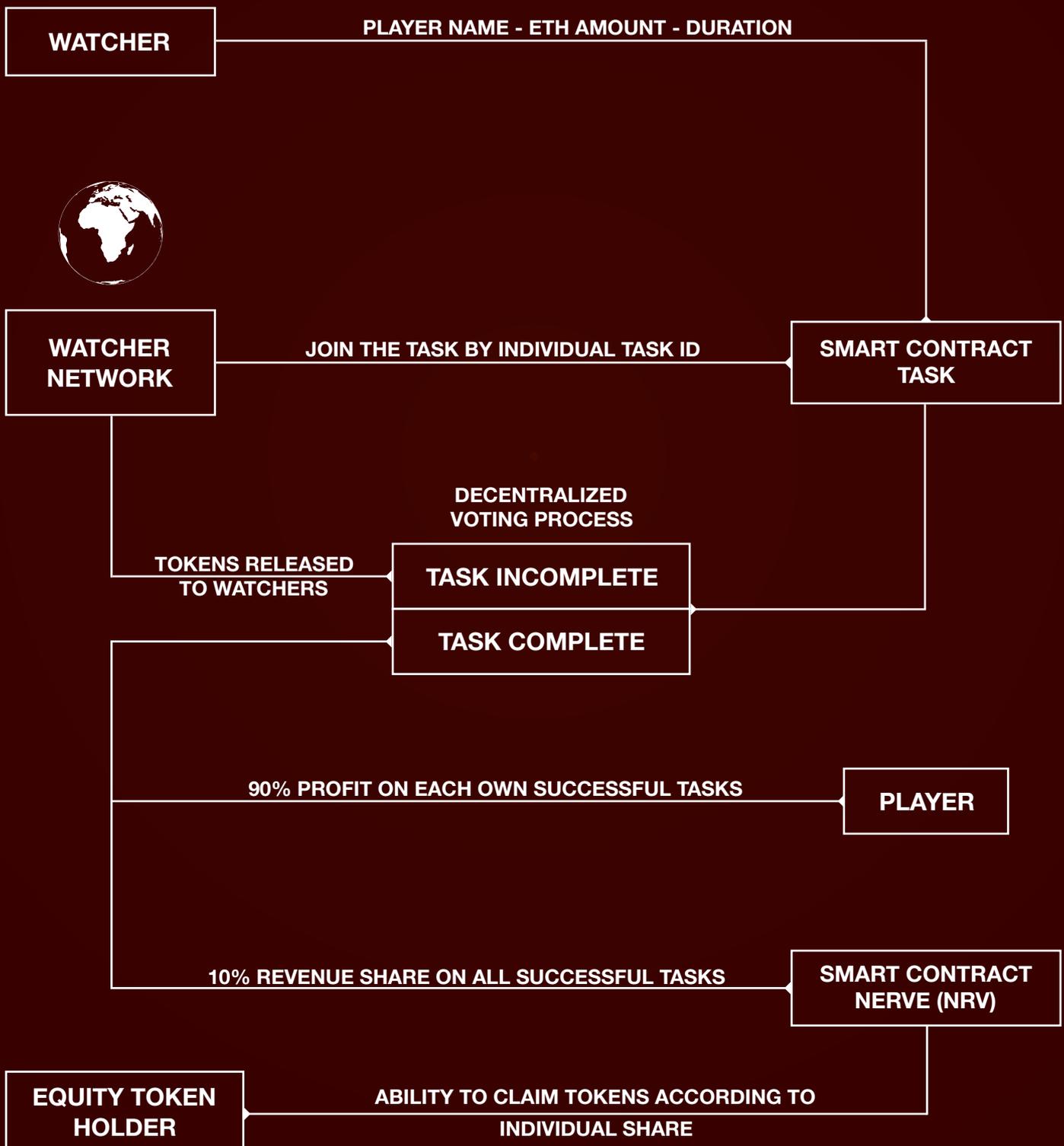
The platform runs on Ethereum based Smart Contracts. The whole concept is designed to fully run on the Ethereum blockchain. This ensures the NERVE DAO to fully support the following key characteristics of blockchain technology.

NERVE is:

Immutable
Global
Borderless
Censorship resistant
Ownerless
Decentralized
Unstoppable
Expandable

The Smart Contracts regulates all processes by itself.

Equity Token Offering (ETO)
Economics of the first module

| WATCHER | PLAYER NAME - ETH AMOUNT - DURATION | |

| WATCHER NETWORK | JOIN THE TASK BY INDIVIDUAL TASK ID | SMART CONTRACT TASK |

DECENTRALIZED VOTING PROCESS

TOKENS RELEASED TO WATCHERS

TASK INCOMPLETE

TASK COMPLETE

90% PROFIT ON EACH OWN SUCCESSFUL TASKS — **PLAYER**

10% REVENUE SHARE ON ALL SUCCESSFUL TASKS — **SMART CONTRACT NERVE (NRV)**

EQUITY TOKEN HOLDER — **ABILITY TO CLAIM TOKENS ACCORDING TO INDIVIDUAL SHARE**

Platform

Nerve comes with its own Smartphone App, which enables the user to communicate with NERVE network through the Ethereum blockchain. In addition to the information overviews, the App grants access to the various Smart Contracts associated with the DAO. The entire functionality is represented by the App graphical user interface. Therefore, the app constitutes the main interface of NERVE system. The NERVE DAO therefore features an exceptional ease of use compared to other blockchain environments. It can be accessed at any time from everywhere. Of course, the modules can also be controlled conventionally via any Ethereum Wallets supporting contract communication. In addition, NERVE will provide its own wallet solution. It supports the Nerve Token as well as the Ethereum Token (ETH) and comes with a Ledger Support to store the tokens safely. Furthermore, it is planned to implement an own FIAT - ETH Exchange to be built into the app at a later stage of the project. Later on, a geolocation tracking system can be implemented to live track players, should they wish so. Players can also find other players in their environment and use this feature to join teams. This will greatly enhance the user-friendliness and interactivity of NERVE.

In order to personalize the system, it is possible to register a name and a personalized picture to each Ethereum address. Through this process the interactivity and the exchange within the community can be scaled much faster and more successful. The players can recognize their observers faster and start direct interactions. It is much easier to remember a pseudonym name instead of a 42-character Ethereum address wallet. This process, however, is optional. Each name in the NERVE universe is unique. The names are completely arbitrary and only have to fulfill the following conditions:

UTF - 8 Format
3 - 16 characters

The use and participation in the tasks can only take place using Ether. The tasks are assigned using increasing numerical IDs in order to ensure doubtless identification of each task. Via the task's ID every watcher can participate in any task. In addition to targeted task participation, the app can be used to look for new interesting tasks in various categories.

Platform

Process

Download APP
Create Account - Enter Ethereum address.
Choose a name and picture.
[Watcher]: Create task in the APP.
{Watcher}: Assign task to specific user.
{Watcher}: Determine minimum stake in Ether (ETH).
{Watcher}: Choose duration of the task.
[Challenged user attempts to fulfill task]
Voting phase.
Token release to staking parties or token transaction to challenged user.

If the tasks are successfully completed by the players, the player receives 90% of the pledged tokens and the NERVE (NRV) token construct receives 10% of total stakes. Of the 10%, each NERVE (NRV) token holder receives his share according to their share of outstanding NERVE (NRV) tokens. Each token holder can redeem this amount according to their token shares at any time. The GAS costs are borne by the token holders themselves. Everyone can decide for themselves when and how much profit should be paid out. If the task is not fulfilled, all participants will receive their stake back (100%). The party creating the task determines the player, the minimum stake in Ether and the duration of the task. During the task everyone must place the same or a higher stake in Ether (ETH) in order to participate in the task. However, this does not mean that the participants pledging larger stakes have more voting rights. All participants' votes will be considered equally. This ensures that so-called "whales" cannot influence the electoral process inadequately. The task is considered fulfilled if a majority (50% +1) of users who staked tokens decides that the task has been successfully completed. If an observer does not manage to decide within the voting phase, the vote of this observer is considered neutral. The system is open source and thus free to be checked by anyone. It is an open system and each user is free to choose the task and duration.

Platform

The platform makes use of an internal ranking system in order to help users establish trust in each other. The ranking is activated if there are at least 5 participants on a certain task. Each participant receives a star, if he or she has agreed to the majority in the voting. If a participant has voted against the majority, the participant loses half of their accumulated stars. Through this construct, most participants will be willing to increase their authenticity and vote to the best of their knowledge. Both participants and players will strive to achieve a high ranking in order to be ranked at the top of the NERVE platform, which will attract new watcher's attention to the players and allow players to assess the authenticity of participants through their track record.

Each task is represented by the name and picture of the initiating observer in an individual playing card styled representation. In addition to generating a recognition value, the card also contains the ranking of the watcher, the scope of the task, the total participation of watchers and the time of the task. If the player has successfully completed the task, he or she can keep the card and add it to their collection. The collection of completed tasks is visible for everyone on the app and on the website and is represented by a set of cards.

The NERVE (NRV) tokens can only be sent if there are no claimable funds ("dividends") on the sending and receiving addresses or both addresses are flagged for trade. By activating the trade flag, the dividends that have accrued are automatically claimed when a transfer occurs.

Supporting facts

Live Video Streaming Statistics: Audience Behavior

1. **81%** of internet and mobile audiences watched more live video in 2016 than in 2015

2. Breaking news makes up **56%** of most-watched live content, with conferences and speakers tied with concerts and festivals in second place at **43%**

3. Live video is more appealing to brand audiences: **80%** would rather watch live video from a brand than read a blog, and **82%** prefer live video from a brand to social posts

4. **67%** of live video viewers are more likely to buy a ticket to a concert or event after watching a live video of that event or a similar one

5. Behind-the-scenes access is a huge draw for **87%** of audiences, who would prefer to watch online vs. on traditional television if it meant more behind-the-scenes content

6. **45%** of live video audiences would pay for live, exclusive, on-demand video from a favorite team, speaker, or performer

7. Video quality is the most important factor for **67%** of viewers when watching a livestream broadcast

8. **78%** of online audiences are already watching video on Facebook Live. **90%** think video quality is the most important aspect of Facebook Live videos

Source: livestream.com/blog/62-must-know-stats-live-video-streaming

Supporting facts

The live streaming portal twitch.tv is particularly popular with gamers. You broadcast a livestream while playing video games or watch other gamers. At the same time, you can communicate via chat. Twitch.tv thus generates an enormous reach. Mobile visits in particular have risen significantly in recent years. In mid-2014, the network recorded 19m+ online visits and 81m+ mobile visits in Germany. In November 2017, the figures were 31m+ and 238m+ respectively in the German market.

More facts international

81.5% of Twitch users are male, with 55% being between 18-34 years old.
There are 15m+ unique daily visitors, 220k+ affiliated and 27k partners.

More than 15m+ unique daily visitors each spend an average of 95 minutes daily watching live gaming, while creating a tightly knit and highly interactive network of personalities, players, and spectators.

Over 2.2m+ creators share their games live on Twitch monthly, inspiring viewers to interact and discover new games along the way.

35% of twitch.tv viewership is mobile, with a positive trend.

Twitch users are open to advertising!

82% say sponsorships are good for the gaming industry.
78% want to see more charity in gaming.
80% Are open to brands sponsoring a specific gamer or team.

„Influencers are our top 5% broadcasters whose passion for gaming and electric personalities inspire a large, loyal fan base of viewers. "- twitch.tv
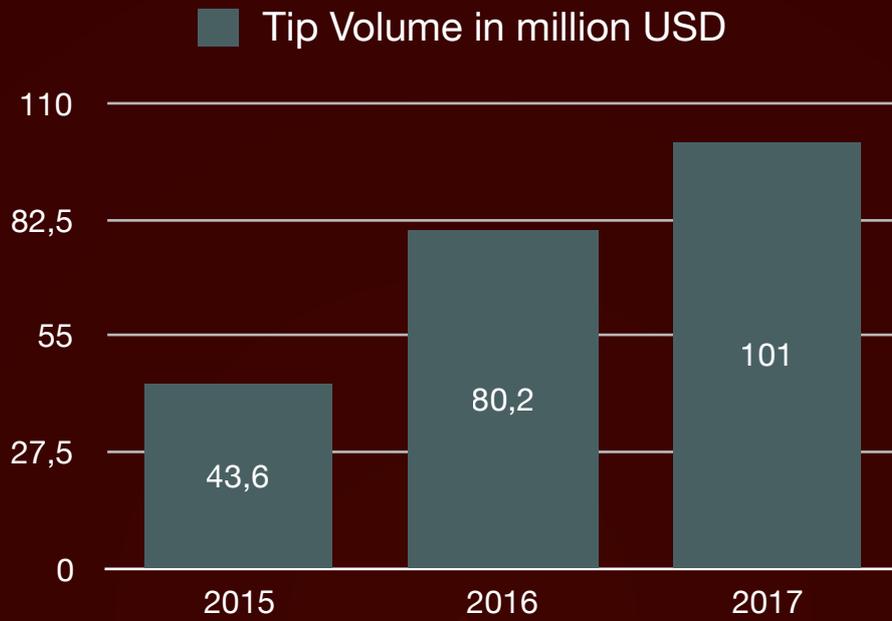
Supporting facts

Facebook
28

Mixer
16
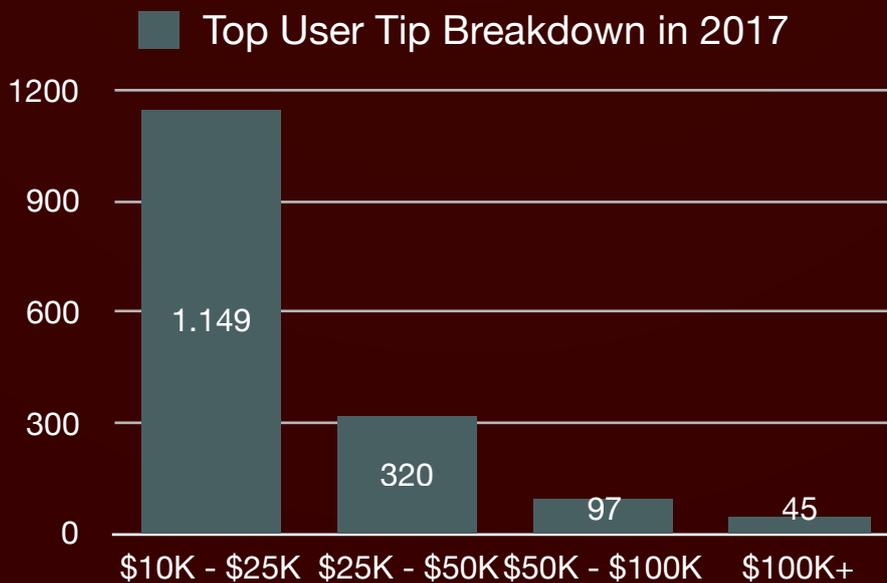
Periscope
1

Youtube
293
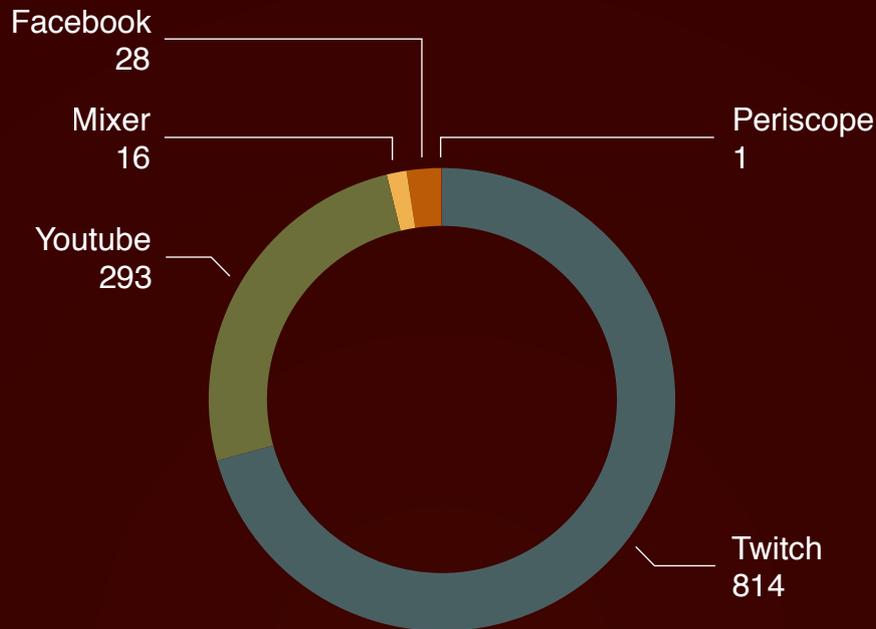
Twitch
814

Quarterly active Streamers per Platform in Q4 2017 (in thousands USD)

Twitch still continues to dominate with overall users and also saw a 197% increase for the year, showing the platform does not face any deceleration of growth. Periscopes also recorded significant growth from Q3 to Q4, with an increase in simultaneous viewership amounting to 48%. In the previous quarter, the service grew this figure by 80%. This could indicate that Periscope has found something of a sweet spot with players. Although Twitch and YouTube are the leaders among simultaneous viewers and streamers, the services that achieved the highest growth in the fourth quarter of 2017 were Facebook and Microsoft Mixer with 62% and 58% growth respectively among active streamers. During this period, Twitch and YouTube grew by only 10%. There are also projections for 2018, including the expectation to see more streamers and viewers, an increase in mobile live streaming and a leap into the non-gaming industry. Twitch has already followed this market with sections on its website for vlogging and creative content.

Supporting facts

Tip Volume in million USD

110		
82,5		
55		
27,5	43,6	80,2	101
0	2015	2016	2017

Streamlabs also reports revenue generated from virtual tips across streaming services. This may become a serious source of revenue for players streaming through these services.

Top User Tip Breakdown in 2017

|				
1200				
900				
600	1.149			
300		320		
0			97	45
	$10K - $25K	$25K - $50K	$50K - $100K	$100K+

Supporting facts

It's projected that virtual reality (VR) adult entertainment should be a **USD 1bn business** by the year 2025. That's third behind an expected USD 1.4bn virtual reality video game market and USD 1.2bn VR NFL-related content.

Laszlo Czero is the former CEO of jasmin.com and current consultant to streamate.com – two leading corporations in the field. He estimates that profits for webcam hosting sites will reach between USD 2bn and USD 3bn in 2016 alone. Cams.com affiliate Harry Varwijk estimates that profits yielded by webcam hosting will reach USD 10bn by 2020. One of the most popular webcam sites – livejasmin.com – has 40m visitors a day.

Mobile Growth
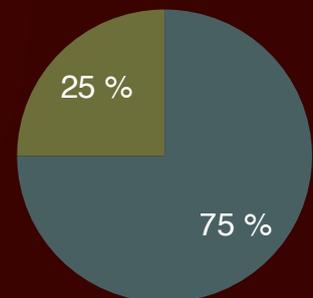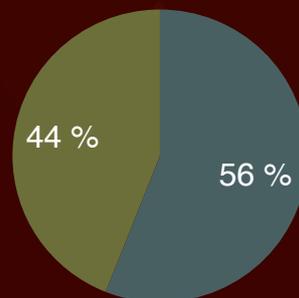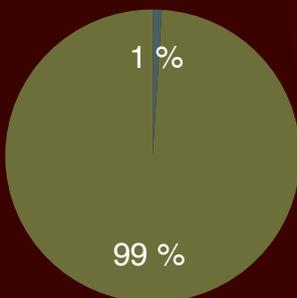
One of the most notable results of one recent survey is the way that technology has impacted how society views pornography. When PornHub launched in 2007, a mere 1% of viewers tuned in on a mobile device. Today, that number has soared to 75%.

Vision & Future Prospects

The interaction between streamers and viewers in live broadcasts is becoming increasingly important. According to Twitch co-founder Kevin Lin, you could use scenarios like those in the popular "Hunger Games" novels/movie.

Movies, such as "The Tributes of Panem - The Hunger Games" and the idea behind them were overwhelmingly well received by a broad audience. In these, young people fight a bitter battle for survival in an arena until only one remains.

As an additional feature, spectators can invest their money to support their favorite in the fight. Twitch co-founder Kevin Lin said in an interview with gamesindustry.biz that this scenario would also be desirable for streaming platforms like Twitch.

Games like "Playerunknown's Battlegrounds" take up the Battle Royale scenario. This is the point, where the streaming provider comes into play. It would be conceivable for the streaming future that the viewer could actively intervene in the game by voting or with his own money and help the streamer in their current match with weapons or ammunition, for example.

As a streaming platform, the aim is to give developers more tools at their disposal in the future in order to better market their own game and further promote interaction with the player community.

Vision & Future Prospects

Our technology supports and promotes the format live streaming as a whole. New technologies, such as AR & VR in particular bring an enormous potential to the live streaming market. Forecasts in this area clearly show in which direction the entire industry is moving. Not only advertising, but also the gaming sector benefit significantly.

■ Forecast AR & VR market size worldwide in billion USD

300			
225			209,2
150			
75			
0	6,1	14,1	27
	2016	2017	2018	2022
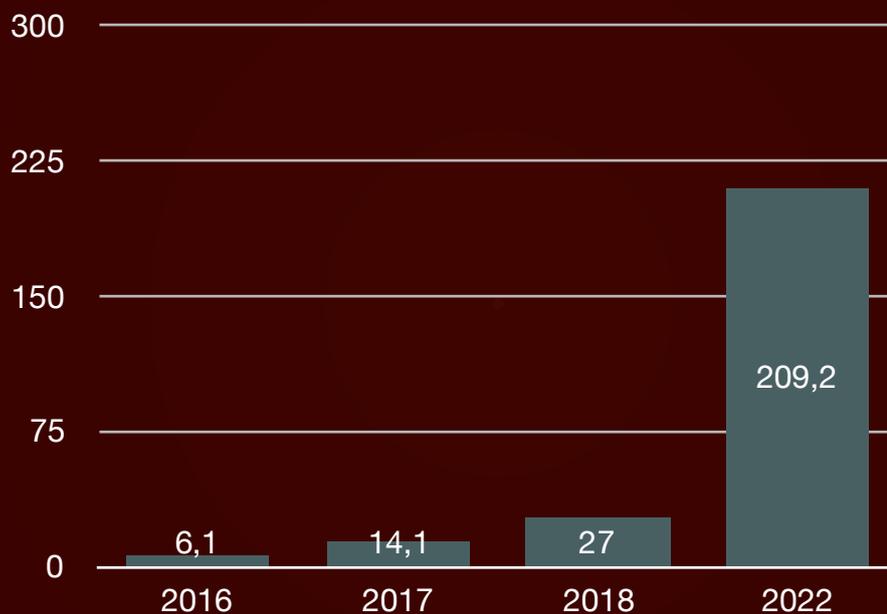
The adult entertainment industry constitutes a sector of enormous proportions. It is generally known for the use of the latest technologies. The connection between performers and viewers, but especially the attraction of new senses and emotional levels on a whole new level can be enhances by our technology. In addition, connections between the parties will be able to be conducted more intensively. NERVE can be particularly interesting for adult performers. They can dispense with partner companies and create their own live shows, whereby the customers can control the process through tasks. Viewers can also suggest new movie ideas to the actor. The film proposal with the most potential can then be shot and made available to the participants of the task.

Source: newgenapps.com/blog/6-vr-and-ar-statistics-shaping-the-future-of-augmented-reality-with-data

Vision & Future Prospects

Further interesting and emerging markets for NERVE are listed in the following categories:

Race the Tube
Drone Racing
IRL Streams
Sports
Bets
Adult entertainment - Webcamming
FPV Parkour
Elections

The further expansion of NERVE's areas of application should increase both revenues and token prices. Every possible player is in demand and can not only earn money by their own use through fulfilled tasks, but also increase the revenues for all token holders and thus the value of the equity token.

Example:

An adult entertainment performer gets the task of doing a live strip. Each participating observer gets access to the private show in the livestream, while all others are not allowed to watch. After a positive vote of the viewers the actor receives 90% of the pledged funds, while hosting sites collect between 40% and 65% of artists' income to provide chat room and payment services and an existing customer base. 10% is funneled through the Decentralized Autonomous Organization (DAO) and benefits the NERVE (NRV) token owners.

If the artist owns NERVE (NRV) tokens, the completed task increases the artist's own profit, the distributions by the Decentralized Autonomous Organization (DAO) and thus the value of the equity token.

Win - Win - Win

N · E · R · V · E

Information overview

Ticker: NERVE (NRV)

Type: Equity Token Offering (ETO)

Platform: Ethereum (ETH)

Country: Worldwide

KYC not required

Sale: Only private sale

Minimum invest: EUR 100, -

Acceptance: Bitcoin (BTC), Ethereum (ETH)

Token process: Prefabricated

Total supply: 1,000,000 NERVE (NRV)

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