



MULTI CHANNEL INFLUENCER

MCI platform is looking at providing solutions for new creators that may be struggling in its new entries that can produce quality content

2020.02.18:00 KST

Version 1.1



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Outline

Top creators making high-profit by riding the trend of streaming platform's prospering trend are encouraging the newcomers to join the market, but the rising barriers of entry and uniforming content and its overflow makes them hard to find their directions.

Project MCI supports the incubating of talented and promising new creators in line with the purpose of providing creative activities for autonomous content creators emphasized in the early live streaming platforms, and by establishing a wide communication channel with the public viewers. We want to build a healthy ecosystem for both producers and consumers.

Market Status

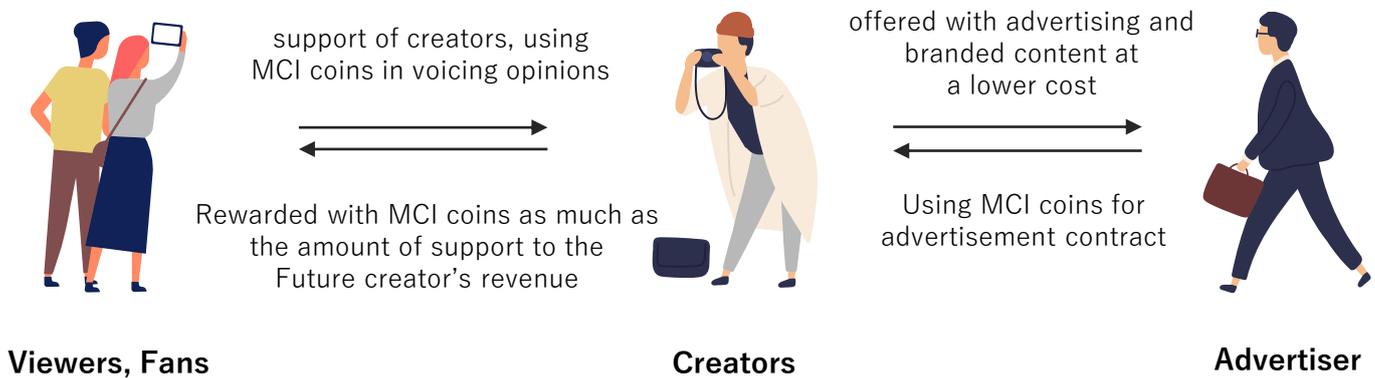
As the one-man media market has grown steadily since the advent of YouTube in 2005, the creators who make high profits appeared, and the MCN companies that presented new business models supporting them with copyright issues and various hurdles appeared as well.

Year	2018	2019	2020	2021	2022	2023
Market Size (Trillion KRW)	3.87	4.47	5.17	5.98	6.91	7.9

<Growth Prospect of Personal Media Market in Korea>

As the table is shown above, from 2018 to 2023, the market is likely to grow significantly and about 100 MCN companies are competing with each other. The rising of entry barriers, uniformizing of content and polarization of income can be seen in most industries undergoing amplification and enhancement and this is regarded as inevitable. The same phenomenon can be found in the one-man media market.

Business Details and Token Economy



The participants of MCI are viewers (fans), creators, and advertisers. They exchange MCI coins in the MCI platform as the basic currency to meet each other's needs and provide their services. Viewers receive rewards by supporting early-stage creators and giving them the opinions of the creators' performance direction. Advertisers can utilize MCI coins for discounted advertising.

Token Information

Name of token / Type	MCI (Multi Channel Influencer) / ERC20
Issue quantity	3,300,000,000 MCI
Distribution quantity	396,000,000 MCI (12%)
Token sale price	\$0.0125

Category	Distribution rate	Remarks
Founder	10%	1-year lockup
Advisor	5%	1-year lockup
Private sale	12%	To be released in one week after listing
Bounty	3%	To be released in one week after listing
Development	25%	
Marketing	30%	Vesting by 50%,30%,20% in 3years
Eco System	10%	1-year lockup
Operation	5%	

Road map

