

OSIS WHITEPAPER

2021

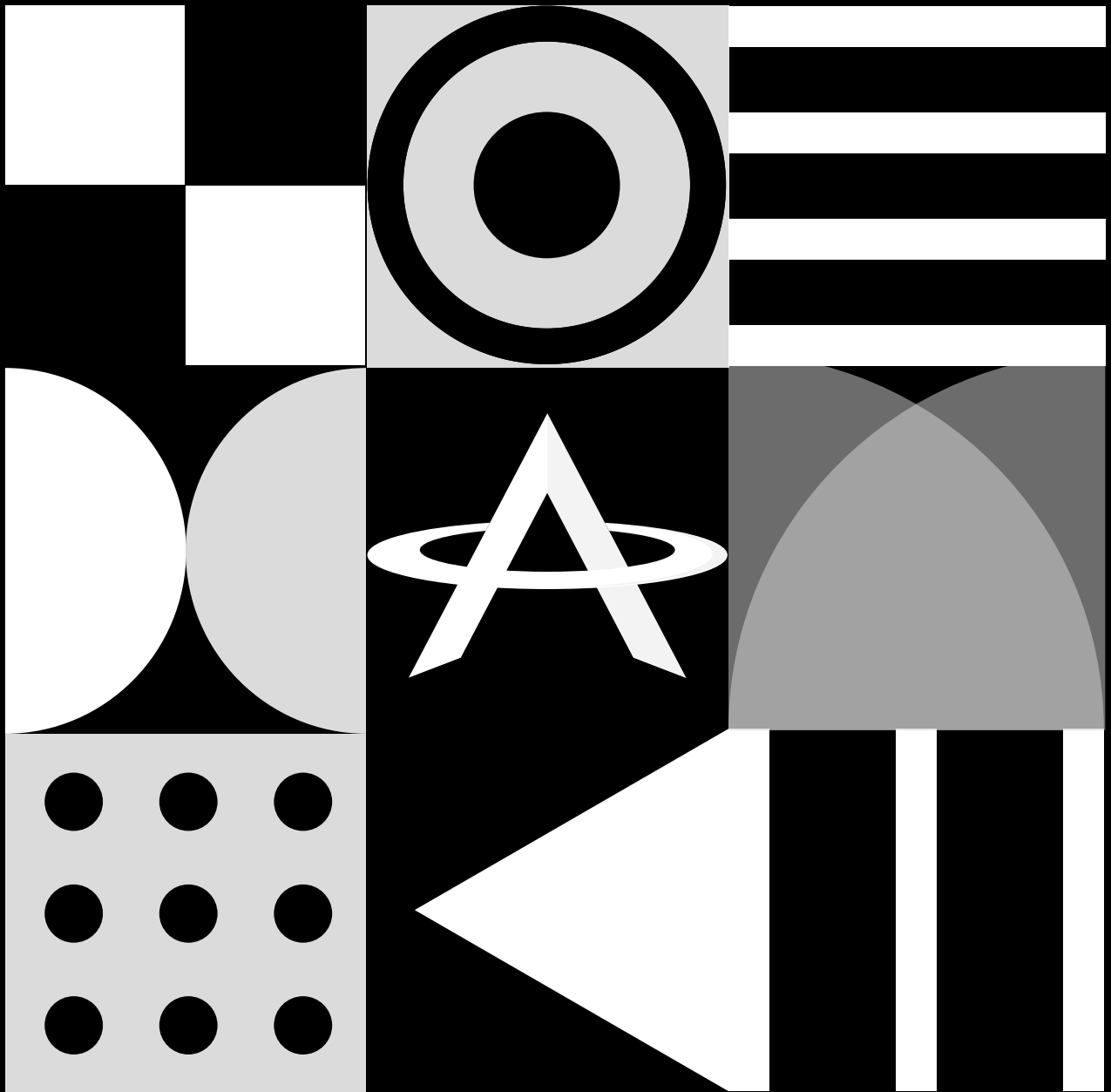


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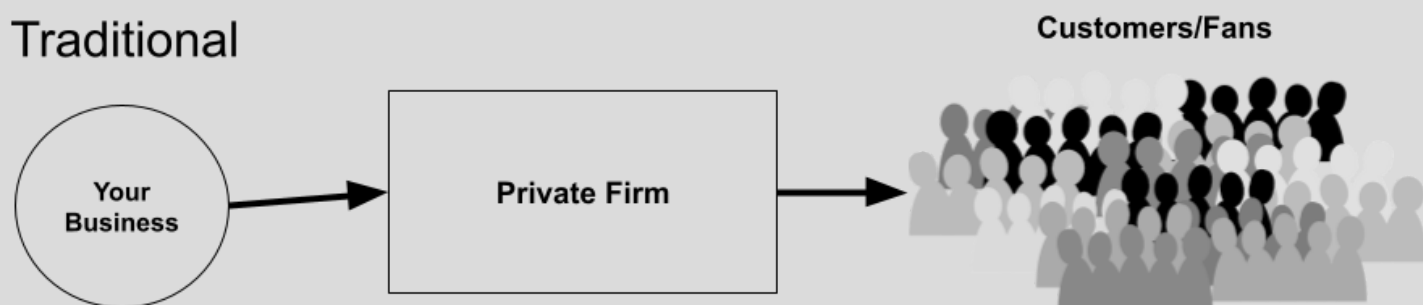
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Abstract

Purchasing a token from a Publicly Traded Brand in a Decentralized network would be an empowering act for the buyer. The social & economic benefits, typically exclusive to private equity firms, would be garnered by the world's citizens; for less than a fraction of the cost & time. Creating a Decentralized Brand in an inclusive Ecosystem would ensure its impact, whereas Centralization & Private Industry controls a Brand's growth, strictly for profit.

The Brand, being traded publicly on multiple exchanges, would now have the chance to perform at its full potential, thanks to the support of the global population. Our Publicly Traded Brand platform embodies the Strength in Numbers methodology.

OSIS vs Traditional



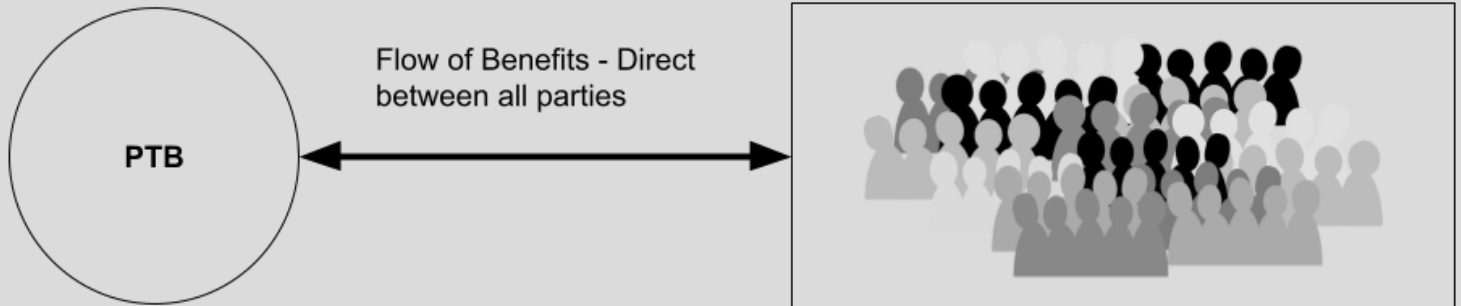
The business receives capital from a firm in exchange for distribution, marketing, & other miscellaneous services. The firm then gets equity, in many cases, more than 40% of the business's equity & revenue share for the service.

The business receives capital from a Private Firm. The Firm gets permanent ownership & rights to revenue in return.

Once the business receives capital, they must create an outstandingly profitable product in order to see returns, as they now share a diluted stake in their own brand & business. The firm may also have creative control over the business, & control over how it's distributed to the customers. Exclusivity clauses may also hinder the brands ability to branch out if they want to do business elsewhere. For lack of a better word, these business relationships are toxic.

What We Do

Publicly Traded Brand - Crypto



In contrast to the traditional method, a brand or business can go directly to the open global market to raise capital. A middleman, or controlling private firm, is no longer necessary to raise capital. If the people believe the product is useful, PTBs receive both market validation & financial backing.

With an OSIS ICO, each person/entity has an equal opportunity to support the business/brand directly. Through this opportunity, brands can create communities that also financially benefit from everything the brand does.

The PTB's token, essentially a security or stock, is listed on decentralized exchanges; global crypto stock exchanges with the token being the stock. Speculators, professionals, amateurs, supporters, and every other type of investor is able to freely buy & sell the token; just as one would on the NASDAQ.

Overall, the PTB method gives both brands & the public a chance to build something with the same level of opportunity as the Silicon Valley tech startup & venture capital investor; without giving up control & more equity than they need to.

How it Works

This section describes the value proposition & path of becoming a Publicly Traded Brand.

01 | Onboard

- Firms integrate with the OSIS Platform
- Plan & create custom blockchain token - this is called "Tokenomics"
- Create global strategy for fundraising & ICO
- Legal setup

01 | Campaign

- Public announcement of token & investment opportunity
- Global marketing campaign
- Activation of OSIS' distribution channels, including decentralized exchange listings & publications
- Private Pre-Sale if desired - Brand can raise capital immediately using its tokens

01 | ICO & Future

- Global Initial Coin Offering - listed on global exchanges such as Binance
 - Exit point for early investors (10x or higher returns)
 - Officially Publicly Traded - captures 100% of brand value
 - Pro investors, casual traders & firms globally are inevitably involved & inflate the valuation
 - No valuation cap, eternal residual income to the Brand
-

Use Cases

PTBs in the Music Industry

Problem:

Artists need financial backing to promote their music. Record labels take advantage of this problem by providing capital but taking full ownership & control of the artist's music. This problem exists on every level in the music world; both Rihanna and the new girl are affected by it. This system limits their freedom & ultimate profitability.

Record labels try to control and contain an artist's influence/persona. This limits the potential, impact, and economic benefits that could come from an artist or project. This is due to a label's centralized, copyright, greedy approach and the fact that the industry is in essence an oligopoly.

Secondary Problem: Fans cannot participate in or support an artist's projects besides streaming, attending shows & buying merchandise. These actions were already being made & don't allow the superfans to get more involved. Furthermore, individuals cannot partner with or benefit from an artist's activities; limiting the potential that could come from the vast amount of influence an artist garners or that the public could create with the artist.

Solution:

PTB allows artists to launch projects with public support with complete freedom & control. Individuals globally can invest in the project/art and be recompensed for it in the future; whether it's through an ICO or revenue share. This support will remove reliance on the middle-men being major labels, enabling an artist to fund their own projects.

Artists get to choose how they want their music rights to be distributed, instead of giving up 100% to a label. For example, they can keep 100% ownership of their recordings while sharing profits with the coin supporters. The public can now directly support the artist's projects and ultimately win big by betting on the right projects.

Revenue Model

OSIS makes money by investing in brands & helping them go public.

Clients, or brands, that want to use the OSIS platform receive a plethora of services to make launching a cryptocurrency ICO very simple. We take care of all the technology, KYC, AML and other regulatory requirements. They can focus on building their brand & attracting interest.

In return for these services & distribution channels, each brand gives OSIS **5-15% of their total tokens pre-sale**. With each successful ICO, OSIS generates at least 1000% return on investment.

OSIS can also generate revenue from tokens that issue "dividends" or have profit-share smart contracts.

OSIS will offer extra services such as consulting, marketing, legal, and other professional services.

Future verticals for OSIS are very promising & lucrative. This includes a decentralized exchange where all PTBs & tokenized businesses/assets can be traded. OSIS will be used to pay for transaction fees on each trade, similar to BNB on the Binance platform.

Technology Stack

The parts that make up the PTB platform

01 | Polygon

OSIS deploys tokens on the Polygon blockchain, putting it on the public ledger. Polygon provides the core components & tools to enter into the new, borderless economy and society. [Find more information on the Polygon network here.](#)

02 | Metamask

OSIS automatically issues Metamask wallets for new users that do not have an external wallet. Customers can keep their tokens in our secure servers (held in cold storage), or transfer the tokens to an external wallet; at no extra cost.

03 | OnRamp

OSIS is partnered with various payments gateways & banks to allow users from every major country to make fiat to crypto transactions. This means anyone is able to easily invest into a PTB of their liking; no borders, currency limitations, or extra fees.

04 | MRC-20 Generator

OSIS uses a proprietary token generation system to create customizable smart contract tokens. With this technology, businesses can easily create their own cryptocurrency token with every feature they need, no coding required.

Other ICOs - POC

When traditional goes blockchain

Telegram

In 2018, Telegram, the popular messaging app, was struggling financially. Witnessing the ICO craze in 2017, they launched their own cryptocurrency with aims to raise capital when traditional investors were uninterested.

To everyone's surprise, the global community was more than happy to invest \$1.7 Billion within a short time. This proved to investors & speculators alike Telegram's strong support & popularity.

Telegram raised this capital without following SEC regulations in the USA, becoming the biggest case on "how not to ICO". Many of its investors claimed they simply invested in hopes to be able to get company equity; even refusing to take back their money when the SEC demanded from Telegram. ([Source](#))

KIK

Another popular messaging app (among 13-24 year olds), Kik was also struggling to raise capital for its operations and expansion. They did not have a well defined revenue model, but they did have a strong user base.

Rejected by private equity & venture capital, in 2017 Kik created its own token called "Kin". With this, they managed to raise \$100 Million in funding from the people. ([Source](#))

Roadmap

01 | Buildout & Infrastructure

- Token pre-sale - raise \$5-15M
- Creation of platform technology - hiring of team/employees
- Creation of Documentary & Freedom Project for marketing

02 | Deployment & Onboarding

- Deploy Launchpad technology
- Onboard the first brands & projects with strong backing
- Work on these company's ICO preparation

03 | Initial Coin Offerings

- Launch of initial group PTBs - multiple high profile ICOs for public investment
- Mass Marketing Campaigns - placements globally
- We cash out some of our tokens owned in other PTBs to generate revenue

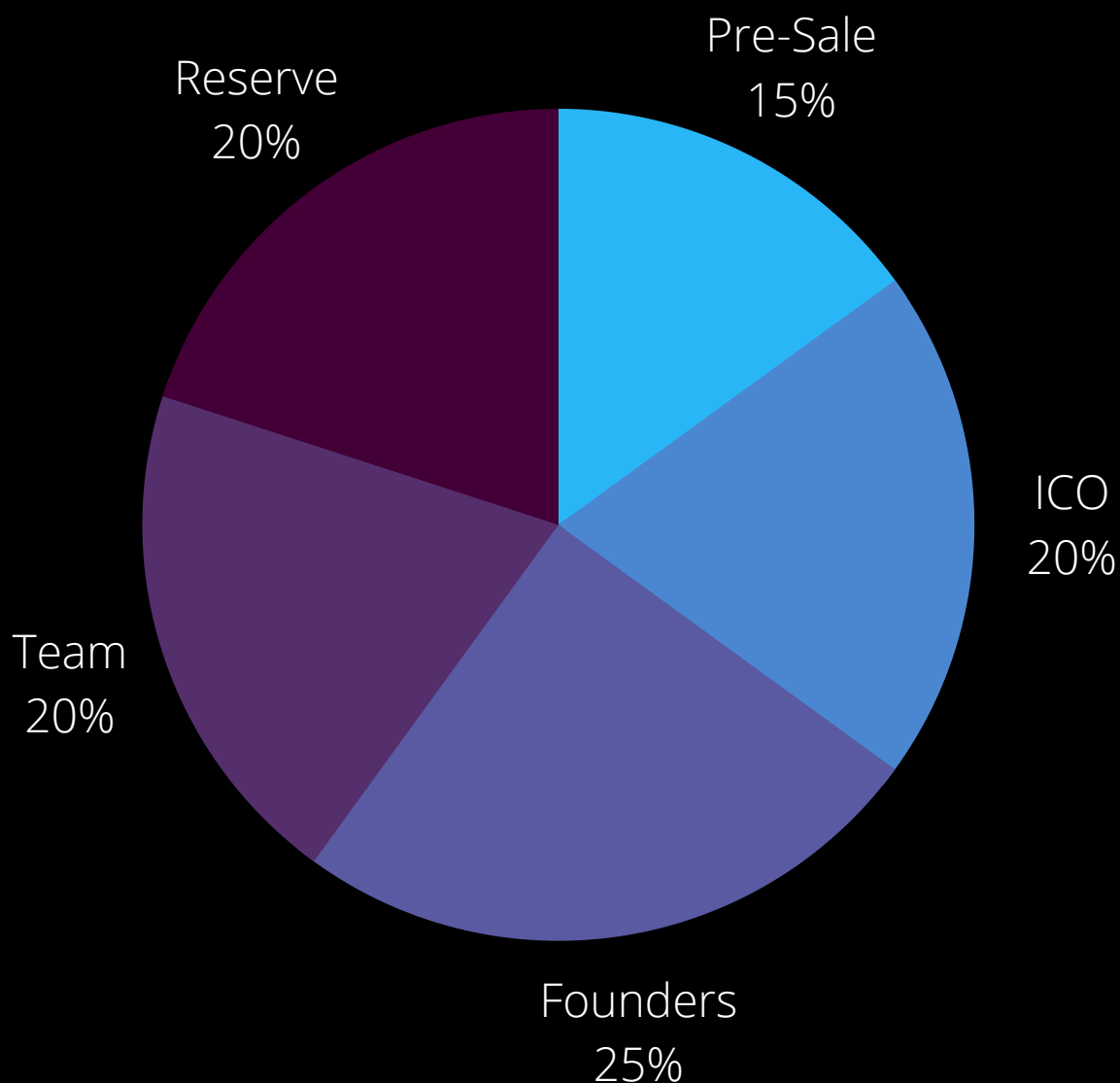
04 | Mainstream Market Expansion

- Develop our own private Blockchain network & coin to host all future PTBs - our coin is used to exchange for fiat & invest into brands
- Global ICO for OSIS platform - opportunity for investor exits

Tokenomics

Token Distribution

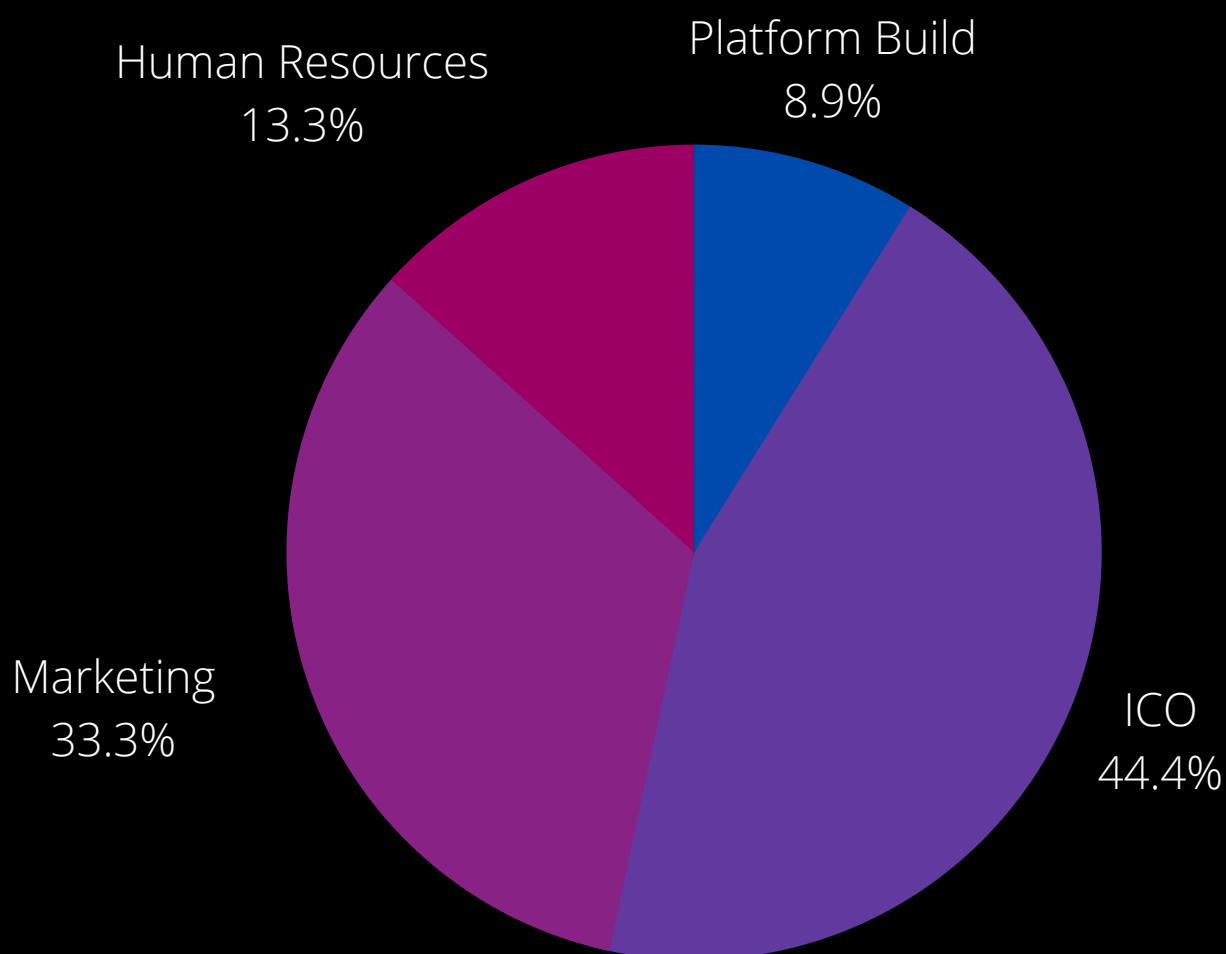
Presale: 15M tokens
ICO: 20M tokens
Founders: 25M tokens
Team: 20M tokens
Reserve: 20M tokens



Pre-Sale

Initial Offering Terms

- 15 million tokens for sale
- First-Come, First-Served basis
- Raising \$30M USD
- Cap of \$10M from USA investors



Regulatory Requirements

The global cryptocurrency market reached a value of US\$ 2.4 Trillion in Q4 2021. Looking forward, researchers expect the market to grow at a CAGR of 60.8% during 2022-2026.

The United States is one of the largest markets to seek investment; and the most regulated. We have identified 3 paths to ICO in the most frictionless & cost effective way possible.

Public Offerings - SEC Exemptions

Reg. D 504

Key Points

- Raise up to \$10M in the USA
- No registration needed - just Form D
- Accredited & non-accredited investors allowed
- Unlimited number of investors
- 12 month token holding period required

Reg D. 506a

Key Points

- No limits on capital raise amount
- Can only have up to 35 sophisticated non-accredited investors
- Due Dilligence required to register each investor
- 12 month token holding period required

Reg. A+

Key Points

- Raise either \$20M or \$50M
- No limits on number of investors
- No resale restrictions
- Behaves like an IPO, but much easier paperwork - Form S1

Discussions

Done correctly, this can disrupt the global economy; the power of the people can be so strong it changes the GDP of a country.

The right decisions could impact an entire country's economy, because private firms are no longer making the decisions; the collective is. Therefore the inevitability is a more prosperous reality for the people. People are given the power to choose beyond borders.

Example: kid who built an electric car in Africa gets the financial backing to do it. He is successful at creating something that competes with Tesla now that he actually has the support/resources. This also gives the people who invested in him massive returns on investment; which in turn creates the necessary attention & global awareness to that country/region. The media can't help but push this beautiful story.

The boy is able to start a factory & promote education, creating a microeconomy in his region through the company. This is likened to Lebron being from Cleveland and seeing how much his success was able to raise the city's culture, spirits & economy.

Our platform allows people to create a currency that represents what they are doing & what they're about. OSIS is essentially a launchpad - giving brands & businesses the tools & foundation to be out on their own.

All people must understand they can back someone more personally by directly going to them rather than through a middleman.

It helps the average person become a more conscious investor. The ideas you had that you could've made, that someone else is now making, you can now be a part of.