



Whitepaper

A decentralised community owned marketplace for Bollywood NFT assets.



Executive Summary

The Bollywood industry has over 1 billion consumers who hold sentimental value in its content and for its creators.

Our platform BollyCoin.com, where digital collectibles from the Bollywood industry will be auctioned on the Ethereum blockchain, provides an innovative way for Bollywood enthusiasts from around the world to own NFTs of their favourite Bollywood films and celebrities.

We aim to be the world's largest Bollywood NFT marketplace, partnering with the biggest producers and celebrities in the industry to create iconic and exclusive one of a kind NFTs.

Team



Atul Agnihotri

Actor, director, producer

Owner of Reel Life Production Pvt. Ltd.

Produced films like Hello (2008), Bodyguard (2011), Bharat (2019), and most recently, Radhe in 2021

Bodyguard broke many records and grossed \$33 million worldwide and in 2011 emerged as Bollywood's second highest-grossing film ever

28 years of experience in the Bollywood industry



Armand Poonawala

Co-founder and CEO of Atlancer.com, a platform connecting and quality managing freelancers [2017-2021]

Economic Times named Atlancer.com as one of India's Most Promising Brands 2021

Graduated from NYU in Computer Science



Kyle Lopez

Co-Founder of Crypto Syndicate, a private fund for HNIs

Former Financial Analyst for BlackStone Group

Early stage angel investor in startups including Atlancer.com and Engage Inc

De-Fi influencer and early investor in Ethereum



Aaliya Kanuga

Co-founder of Atlancer.com, a platform connecting and quality managing freelancers [2017-2021]

Economic Times named Atlancer.com as one of India's Most Promising Brands 2021

Graduated from Polimoda International Institute of Fashion Marketing and Design

Previously worked at Vogue India and Chanel India

Team



Karamvir Sachdev

Project manager, Digitisation for Mansons International

Previously worked as Head of Product Design for Bidzapp India, an online auction platform

Studied Economics and Statistics at Carnegie Mellon University



Sujith Somraaj

President of Nodeberry, a Blockchain powered startup

Managing Partner at Blockonomist, a news agency focused on Blockchain related news

Helped build Wazirx and NF Labs

Leading developer in the crypto-community in India

Studied Entrepreneurial Studies at Imperial College



Alizeh Agnihotri

BA in Development Studies at SOAS University, class of 2018

Actor

Keen understanding of industry functions



Ayaan Agnihotri

Co-Founder, Director of Picture Paathshala Productions LLP [a company that specialises in media studies programs for K-12 schools]

Creative consultant for Being Human Clothing

BA Hons in Acting & World Theatre from Regents University London

Introduction



Towards the end of 2020 the crypto market began a new era with the explosion of the (non-fungible token) NFT market. Movie stars, famous artists, musicians, businessmen and investment funds have built a large portfolio of NFT tokens. Recently, Elon Musk's recent partner, Grimes has created an NFT collection of her own work with a debut auction for a piece that sold for \$5.8M in just 20 minutes.

NBA Top Shot is a blockchain-based platform that allows fans to buy, sell and trade limited versions of specific, officially-licensed clips. These highlights have sold for as much as \$1M per version.

Beeple is one of the biggest NFT artists in the world having sold his artwork "Everydays: The First 5,000 Days", at Christie's - \$69 million (March 11, 2021)

BollyCoin aims to seamlessly act as the bridge between the Bollywood industry and this new emerging marketplace.

BollyCoin Market



Overview

BollyCoin aims to be **The** NFT marketplace for Bollywood assets. It is our vision to build a decentralised, community-owned marketplace where BollyCoin holders call the shots and earn discounts from the NFTs sold on our marketplace. Hence, it serves as a platform for Bollywood enthusiasts to get into the NFT space.

Scalability

The potential of combining Bollywood and decentralisation is enormous. Just imagine if the audience wasn't passive anymore and played an active part in creating their own entertainment? What if this audience could chose what kind of content and films they want produced and even trade fractional ownership of pieces of this content?

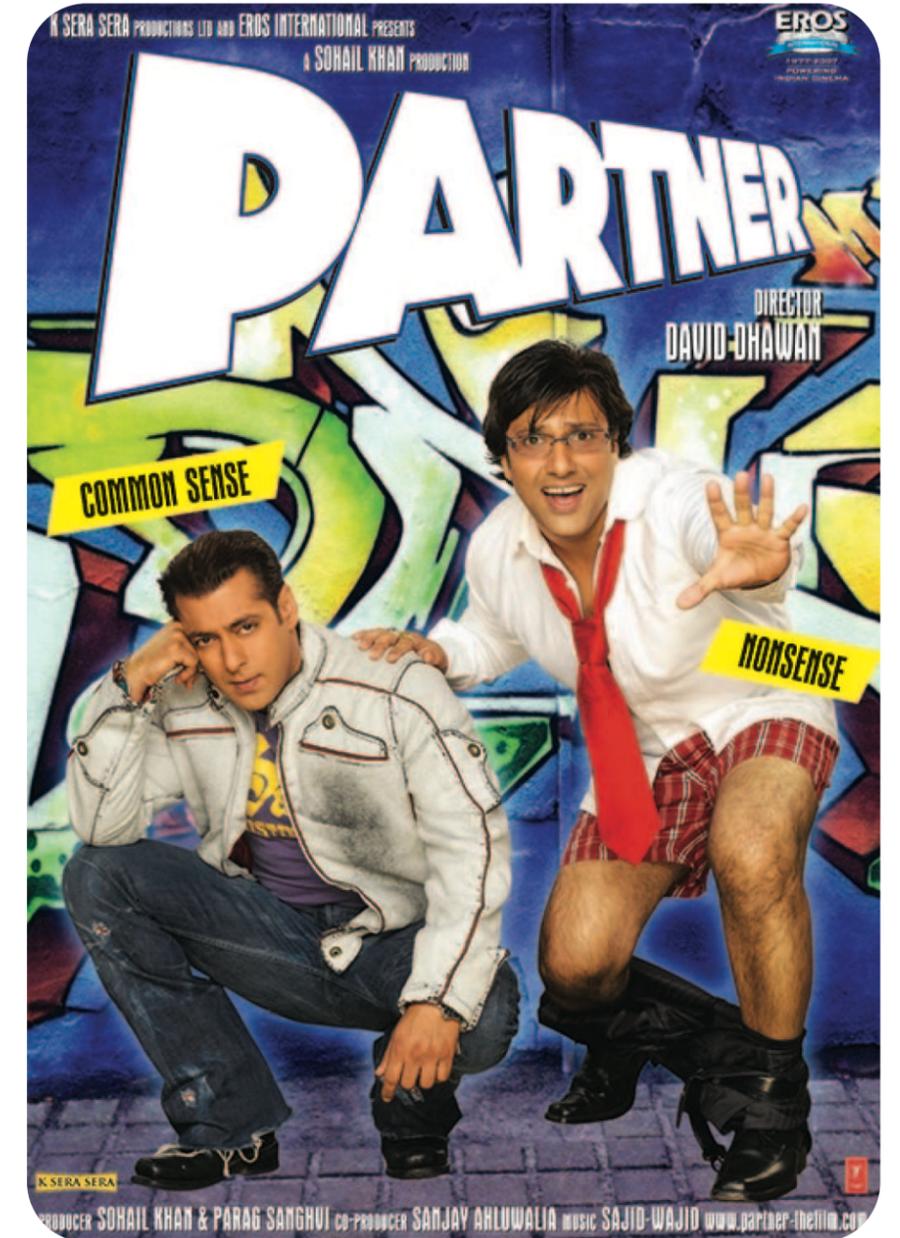
Enabling the buying and selling of NFTs is just going to be the first step in a long evolution for our BollyCoin marketplace.

The BollyCoin Community

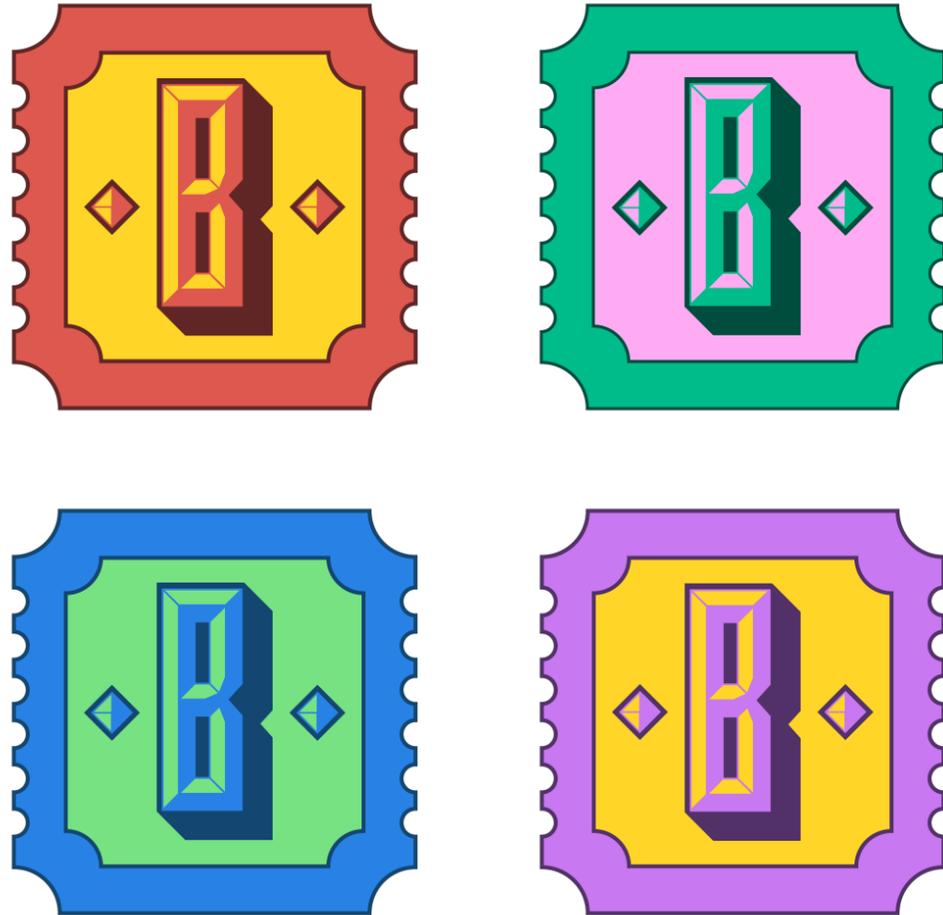
Our marketplace enables the community to buy, trade and profit through the NFTs on our platform. Users can create their own cinematic universe and BollyCoin rewards them for their participation & contribution to the community. We want the community to actively be a part in shaping what content we release next and much more. Therefore, our community will have a say and empower innovators, creators, collectors and consumers of Bollywood media. Beyond NFTs, BollyCoin aims to create immersive, unique and irreplaceable experiences through the use of blockchain technology and its latest developments, shaped with the help of the community,.

Social Components of BollyCoin

The value of a token largely depends on its community and the level of engagement. We at BollyCoin understand the importance our community is going to play, and we believe that our ultimate success is going to be dependent on the community.



BollyCoin Token



Every time an NFT is sold on our marketplace, BollyCoin holders earn discounts in the form of BollyCredits which can be used to purchase NFTs on our platform when it goes live.

Being the native digital utility token of the BollyCoin ecosystem, each BollyCoin issued would represent a voting right in matters relating to our community*, such as which NFTs are created next.

The goal of introducing BollyCoin is to provide a convenient and secure mode for Bollywood and blockchain enthusiasts to become a part of our ecosystem, and it is not, and not intended to be, a medium of exchange accepted by the public (or a section of the public) as payment for goods or services or for the discharge of a debt; nor is it designed or intended to be used by any person as payment for any goods or services whatsoever that are not exclusively provided by the issuer.

*Notwithstanding anything contained herein, all decisions pertaining to operations and regulatory governance of the corporate entity will be pursuant to the decisions approved by the board and/or shareholder, as the case may be.

What gives BollyCoin its value

The value of BollyCoin comes from its reward system

The value of BollyCoin comes from its reward system. Since holding BollyCoin has several benefits, its limited supply makes it a race between community members to get as many BollyCoins as possible.

BollyCoin believes all project stakeholders are as important as each other. Communities should work side by side on projects, on the same terms, towards the same goals.

Governance Model

The future of BollyCoin is limitless and the vision extends far beyond an NFT marketplace. During its evolution, we will endeavor to ensure that we create a governance model for the BollyCoin community, wherein all decisions on non-corporate and non-regulatory matters pertaining to the NFTs for auction will be based on votes received from the BollyCoin community members.*

Such voting rights will be proportionate to the amount of BollyCoin held in a member's wallet. This will help the BollyCoin team to ensure a decentralised and organic mechanism which will serve our community well in the long run.

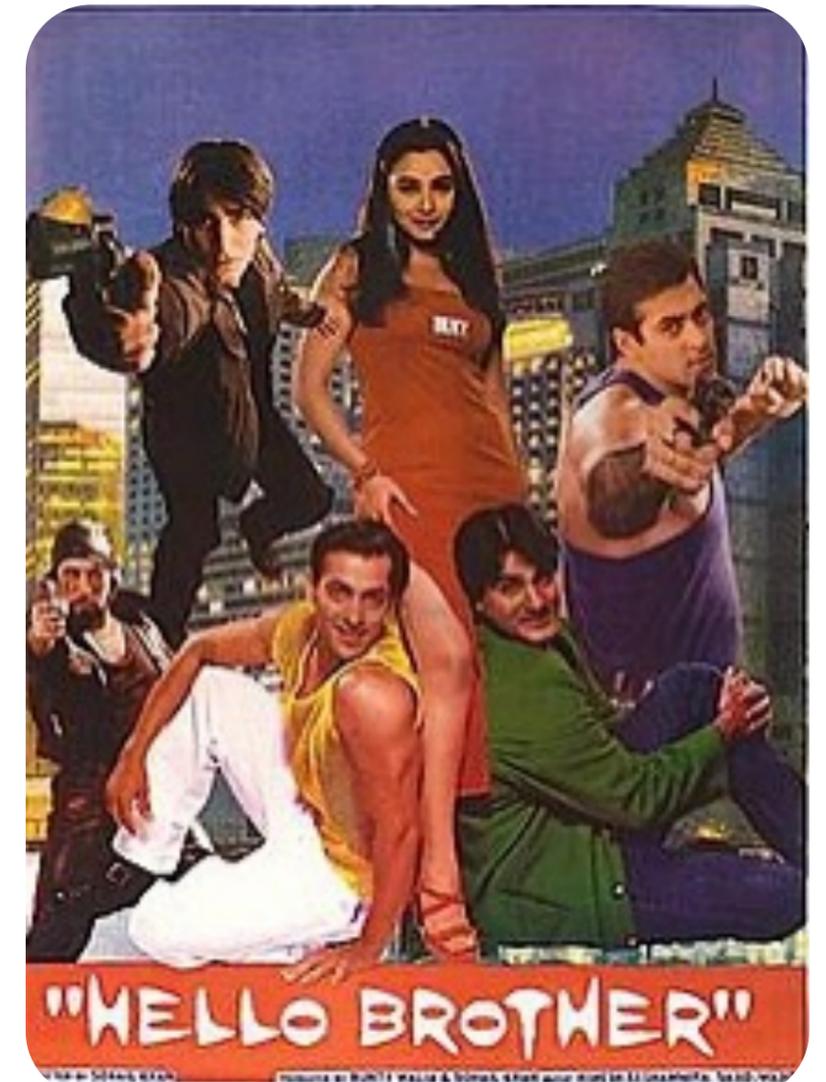
What gives BollyCoin its value

Reward System

BollyCoin holders will earn discounts in the form of BollyCredits. These credits can only be used on the BollyCoin platform for the purchase of NFTs and are not sellable in the open market.

The amount of BollyCredits that get credited are directly proportional to the amount of BollyCoin held in the wallet and would depend on the value of NFTs sold for the month.

Holding BollyCoin will hence earn discounts which can be converted into valuable Bollywood memorabilia.





Token Economics

BollyCoin is the native token for our NFT platform and users will be incentivised to buy and sell NFTs using it. The following break up is subject to change based on deals struck with our media partners.

- 10% of the value of the sale of NFTs will be awarded as discounts in the form of BollyCredits and will be credited to BollyCoin holders.
- 10% of the value of the sale of NFTs will be sent back to the BollyCoin treasury for the development of the ecosystem.
- The remaining 80% gets credited to the original minter of the NFT.

Upon the resale of an NFT, the original minter gets 5% of the total sale value while another 5% is awarded as discounts to BollyCoin holders in the form of BollyCredits.

Token Economics

Approximately 20 million tokens are available for sale on announcement of our “Coming Soon” website in October 2021 through our token pre-sale. While a token sale has already taken place between initial community members, BollyCoin is openly available for sale for the first time in October 2021 at \$0.1 a coin.



Token Economics

**Token
Pre Sale**

GOAL
\$2,000,000

- The price will be \$0.1 for 1 BollyCoin in this pre-sale and we're giving 20 million BollyCoin out for a total of \$2 million
- BollyCoin can be bought using USDC or BUSD for now, while USDT and ETH will also be added to the options shortly
- The token pre-sale is open to participants from permitted jurisdictions. There is no minimum contribution to participate

Token Metrics

The BollyCoin comes with an inter-protocol architecture where the value gets split around a utility token and the NFT token.

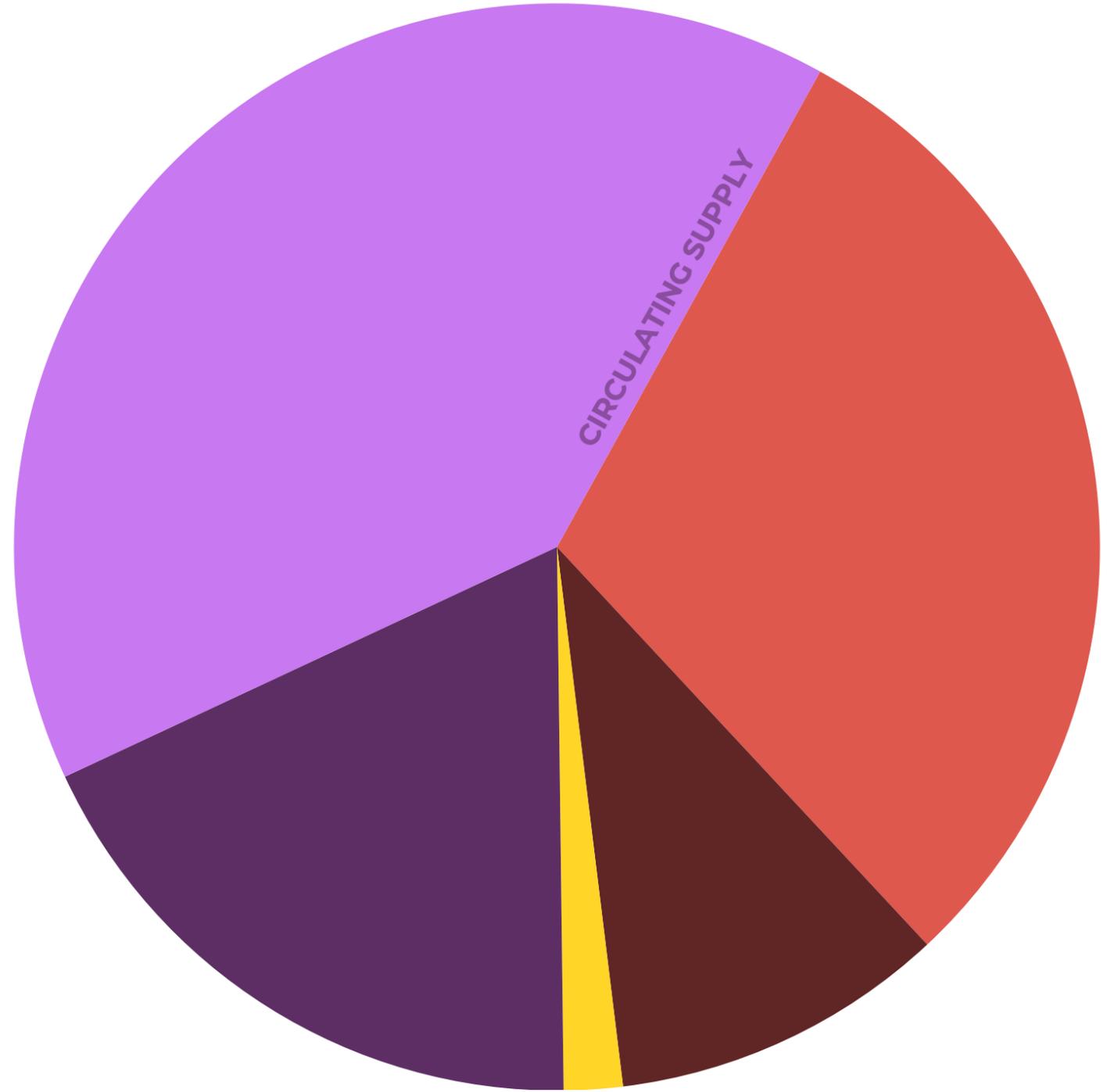
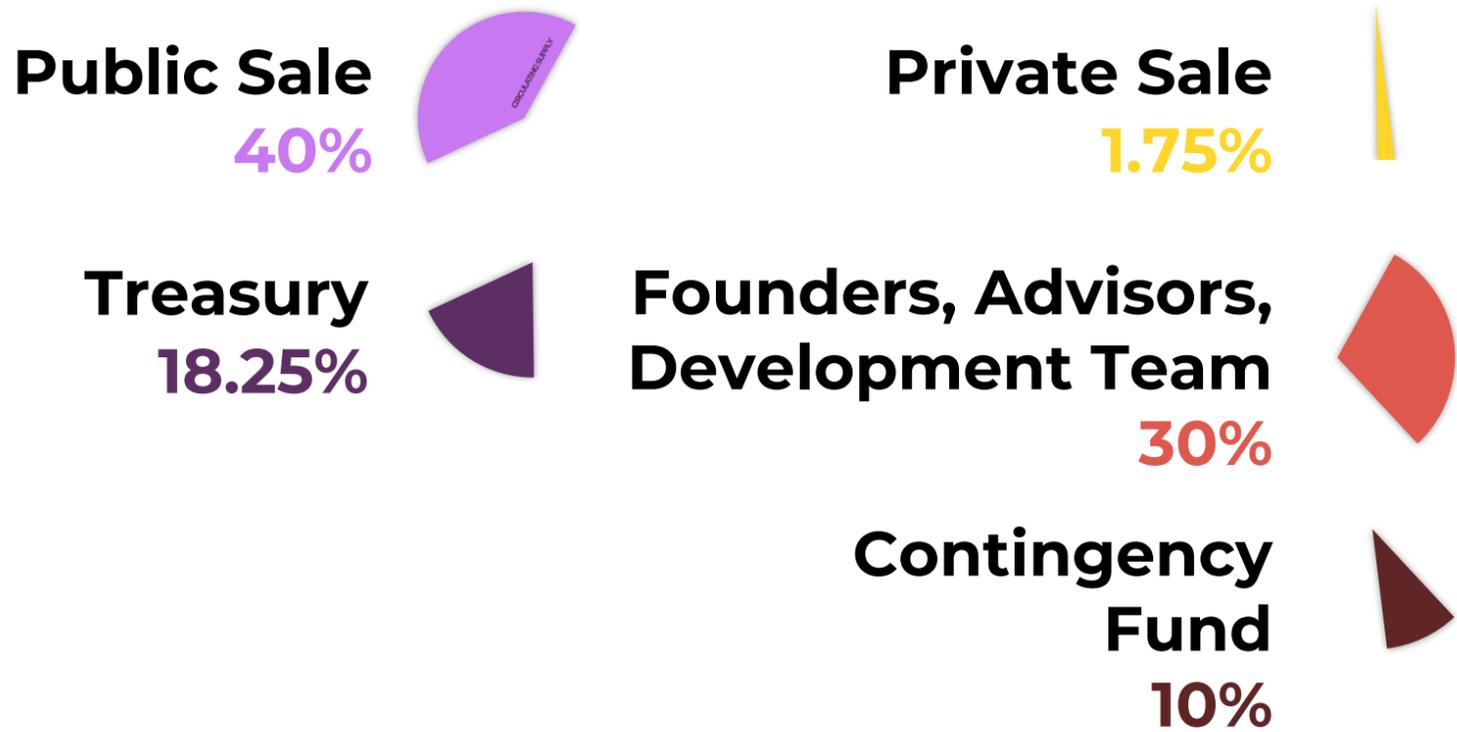
The value of each NFT token is pegged to the utility which in-turn pegs to a fiat / crypto asset listed across various

Name	Type	Symbol	Total Supply
BollyCoin	ERC20	BOLLY	100,000,000

BollyCoin holders will earn discounts in the form of BollyCredits which are not openly sellable but can only be used to purchase NFTs on our platform. The amount of BollyCredits credited would vary based on the total value of NFTs sold for that time period.



Token Distribution



Of the 30% owned by the team, half or 15% of BollyCoin tokens will have a 2 year lock-in and will not enter the circulating supply before December 2023.

While the other 15% available to the team will still be locked by default. Only with every 100 NFTs sold will every 1.5% be unlocked from here.

The treasury will use its funds for the development of the ecosystem

Above represents token distribution after the token offering

Vision

Our vision for the ecosystem stretches far beyond its current use case.

The broader goal is to decentralise the entertainment industry. Through the BollyCoin ecosystem, members can have a vote on things including NFT and film production.

Films are currently funded by producers who determine based on their discretion if the audience will like the film or not. In exchange, they reap the reward on investment in the form of profits. As opposed to a centralised film producer, directors could pitch movies directly to Bollywood enthusiasts. Imagine 3 trailers of potential movies shown to community members. The movie that raises the minimum funds needed in order to be produced first can win. Imagine 1000 community members buying the NFT for the movie. The director then uses the funds to produce the film.



The profits from the film are then distributed in accordance with token holding and community members earn discounts on future purchases of NFTs.

Users could also trade a fraction of the film or media produced*.

The logic is the audience should actively decide which films they want to produce, watch and even gain rewards from.

Another decentralised crypto platform where users pay to watch a movie in tokens would exist such that the owners of the NFT film can be paid in proportion to ownership.*

Similarly, hundreds of other use cases exist for decentralised entertainment powered by BollyCoin.

*This is a proposed feature which may be subject to applicable law

Tentative Roadmap

1
BollyCoin launches its
"Coming Soon
Website" **7th October
2021**

2
BollyCoin presale
round goes live
October 2021

3
Actual allotment of
BollyCoin to
community
members
October 2021

4
BollyCoin
token offering
**December
2021**

5
BollyCoin NFT
Platform goes live
December 2021

6
BollyCoin community-
based NFTs and media
production **2022 Onwards**

Fin.