



***JESKEI:***

***BUILDING A BETTER ONLINE VIDEO EXPERIENCE***





## **Jeskei: Transforming Entertainment Through Blockchain Innovation**

*A comprehensive guide to understanding the entertainment industry's challenges and how Jeskei creates new opportunities for creators, viewers, and communities*



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## 1 The Entertainment Industry Crisis

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### The Traditional Film and TV Studio System: A Broken Model

For decades, the entertainment industry has operated under a system that concentrates power and profits in the hands of a few major players. The "Big Five" Hollywood studios—Disney, Warner Bros., Universal, Sony, and Paramount—control the vast majority of film distribution, creating a system that disadvantages everyone else.

#### How the Current System Fails Creators:

When a movie is produced under the traditional studio system, the financial structure looks like this:

- Studios provide upfront funding to producers in exchange for ownership and control
- Actors, writers, directors, and crew receive predetermined fees with no ongoing revenue share, one of the major contributors to actor strikes in recent years.
- Even when a film generates hundreds of millions in revenue, the original creators see none of the ongoing profits.
- Musicians face similar challenges with record labels taking the majority of streaming revenue

### The YouTube Problem: Better, But Still Flawed

YouTube revolutionized content creation by allowing anyone to upload and monetize videos, but significant problems remain:

- **Revenue Split:** Creators receive only 55% of ad revenue, with YouTube keeping 45%
- **Algorithm Dependency:** Creators have no control over who sees their content
- **Limited Monetization:** Revenue comes almost exclusively from ads, limiting earning potential
- **No Ownership:** Creators don't own their audience data or have guaranteed access to their followers
- **Collaboration Challenges:** No built-in tools for revenue sharing between contributors

### The Streaming Service Dilemma

Netflix, Amazon Prime, and other streaming giants have disrupted traditional TV, but they've created new problems:

- **Fixed Payments:** Content creators receive one-time payments regardless of a show's success
- **No Ownership:** Creators lose all rights to their content
- **Subscription Fatigue:** Viewers are increasingly unwilling to pay for multiple services
- **Limited Revenue Sharing:** Even successful shows don't generate ongoing revenue for their creators

## Real-World Examples of Industry Failures

**The Firefly Example:** When FOX cancelled the beloved sci-fi series Firefly, network president Gail Berman explained: "It was a numbers thing. It was a wonderful show and I loved it... but that was a big show, a very expensive show and it wasn't delivering the numbers." Despite passionate fan support and creative team dedication, traditional studio economics made continuation impossible. Fans had no way to directly fund the show's continuation.



Figure 1: Firefly TV show

**The Music Industry Struggle:** A typical musician on Spotify needs over 1 million streams to earn \$4,000—barely enough to cover basic recording costs. Meanwhile, Spotify and record labels capture the majority of revenue generated by the artist's work.

**The Cinema Crisis:** Independent cinemas are struggling because:

- Studios demand 60-90% of ticket revenue for blockbuster films
- Studios increasingly require cinemas to show less popular films to access blockbusters
- Some studios now demand a percentage of concession sales
- Limited access to diverse content due to studio control over distribution

## The Deepfake Threat: A New Challenge

Artificial intelligence now enables the creation of convincing fake videos featuring real performers without their consent. This technology threatens:

- **Performer Income:** AI-generated content could replace real actors and musicians
- **Audience Trust:** Viewers can no longer be certain they're watching authentic performances
- **Legal Protection:** Current legal frameworks provide insufficient protection against AI impersonation



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## 2 How Jeskei Solves These Problems: A Detailed Solution

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### 2.1 Revolutionary Revenue Sharing Through Asset Tokenization

**The Problem:** Traditional systems provide no mechanism for fair, transparent revenue sharing among multiple contributors.

**Jeskei's Solution:** Every component of a media production becomes a digital asset (NFT) with defined ownership and revenue rights.

**Practical Example - Creating a Short Film:** Let's say a group of creators wants to make a 30-minute science fiction film:

1. **Script Writer** creates the screenplay and mints it as an NFT, setting their revenue share at 15%
2. **Lead Actor** performs and creates a performance NFT with 20% revenue share
3. **Music Composer** creates the soundtrack as an NFT with 10% revenue share
4. **Visual Effects Artist** creates CGI spaceship models as NFTs with 15% revenue share
5. **Editor** assembles the final cut as an NFT with 10% revenue share
6. **Director/Producer** coordinates the project and takes 30% revenue share

When viewers pay \$3 to watch the film, the smart contract automatically distributes:

- \$0.45 to the script writer
- \$0.60 to the lead actor
- \$0.30 to the composer
- \$0.45 to the VFX artist
- \$0.30 to the editor
- \$0.90 to the director/producer

This happens instantly, transparently, and without any intermediaries taking additional fees.

### 2.2 Digital Studios: Collaborative Content Creation

**The Problem:** Independent creators struggle to form professional teams and manage complex productions.

**Jeskei's Solution:** Digital studios operate as Decentralized Autonomous Organizations (DAOs) that enable seamless collaboration.

**How Digital Studios Work:**

1. **Formation:** Any creator can establish a digital studio DAO and invite collaborators
2. **Project Management:** Studios can manage multiple projects simultaneously with different contributor combinations
3. **Asset Sharing:** Studio members can contribute and share assets across projects



4. **Democratic Decision Making:** Important decisions are voted on by studio members
5. **Flexible Participation:** Contributors can participate in some projects but not others



Figure 2: Jeskei home screen

**Real Example - A Music Label DAO:** Independent musicians form a collective label called "Harmony Studios":

- 5 musicians contribute songs to a compilation album
- Each musician retains ownership of their individual tracks
- Album sales revenue is split: 70% to individual track owners, 20% to studio marketing fund, 10% to studio operations
- The studio uses its marketing fund to promote all members' music
- Members vote on which external artists to collaborate with

## 2.3 Fan Investment and Crowdfunding

**The Problem:** Great content ideas often can't get funding because they don't fit traditional studio models.

**Jeskei's Solution:** Direct fan funding with revenue sharing for investors.

**How Crowdfunding Works on Jeskei:**

**Example - Funding an Independent Documentary:** A filmmaker wants to create a documentary about renewable energy but can't get studio backing:





1. **Campaign Creation:** The filmmaker creates a funding campaign with a \$75,000 goal
2. **Investor Tiers:**
  - \$25: Early access and digital download
  - \$100: Physical copy + behind-the-scenes content
  - \$500: Producer credit + 0.1% of net revenue
  - \$2,500: Executive producer credit + 0.5% of net revenue
3. **Community Support:** 300 fans contribute, raising \$80,000
4. **Production:** Documentary is completed and released on Jeskei
5. **Revenue Sharing:** All revenue from views, sales, and licensing is automatically distributed to investors according to their contribution level

## 2.4 Privacy-First Advertising: Paying Viewers for Their Attention

**The Problem:** Traditional advertising violates privacy, shows irrelevant content, and provides no compensation to viewers.

**Jeskei's Solution:** Advertisers upload ads with metadata, and viewers' devices locally match relevant content without sharing personal data.

**How It Works in Practice:**

**Traditional Model (YouTube):**

- YouTube collects detailed data about you
- Advertisers pay YouTube to show you ads
- YouTube keeps most of the money
- You receive no compensation for watching ads
- Your privacy is compromised

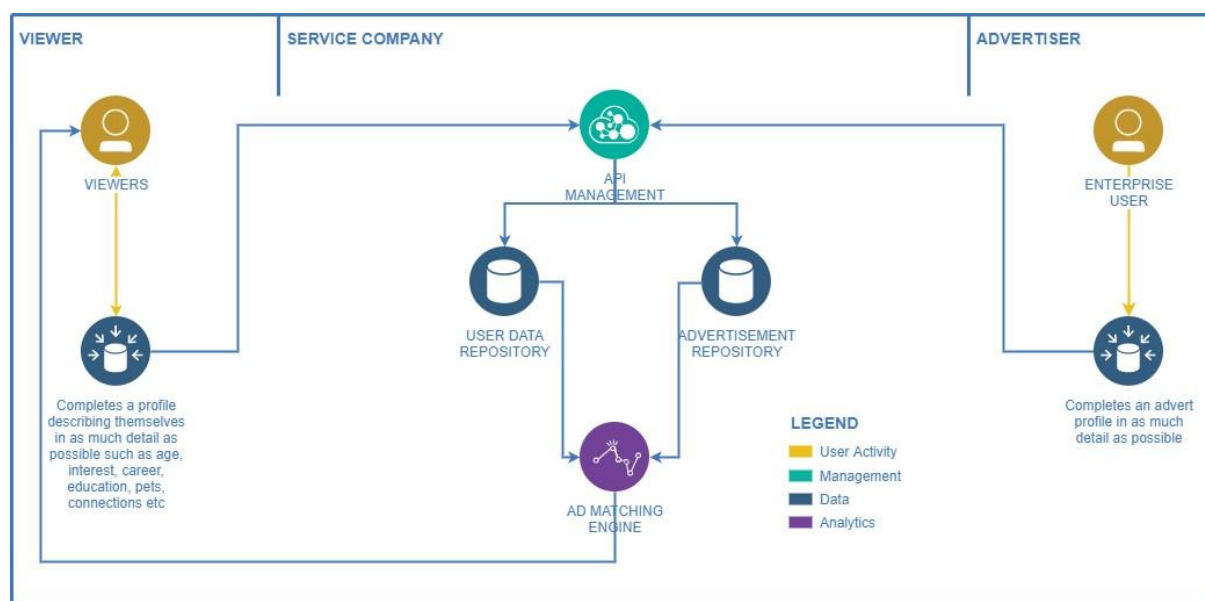


Figure 3: Traditional ad delivery model

## Jeskei Model:

- You create a local profile on your device (never uploaded)
- Advertisers upload ads with targeting criteria
- Your device matches ads to your interests locally
- You choose whether to watch each ad
- Revenue is split: 50% to you, 40% to content creator, 10% to platform
- Your personal data never leaves your device

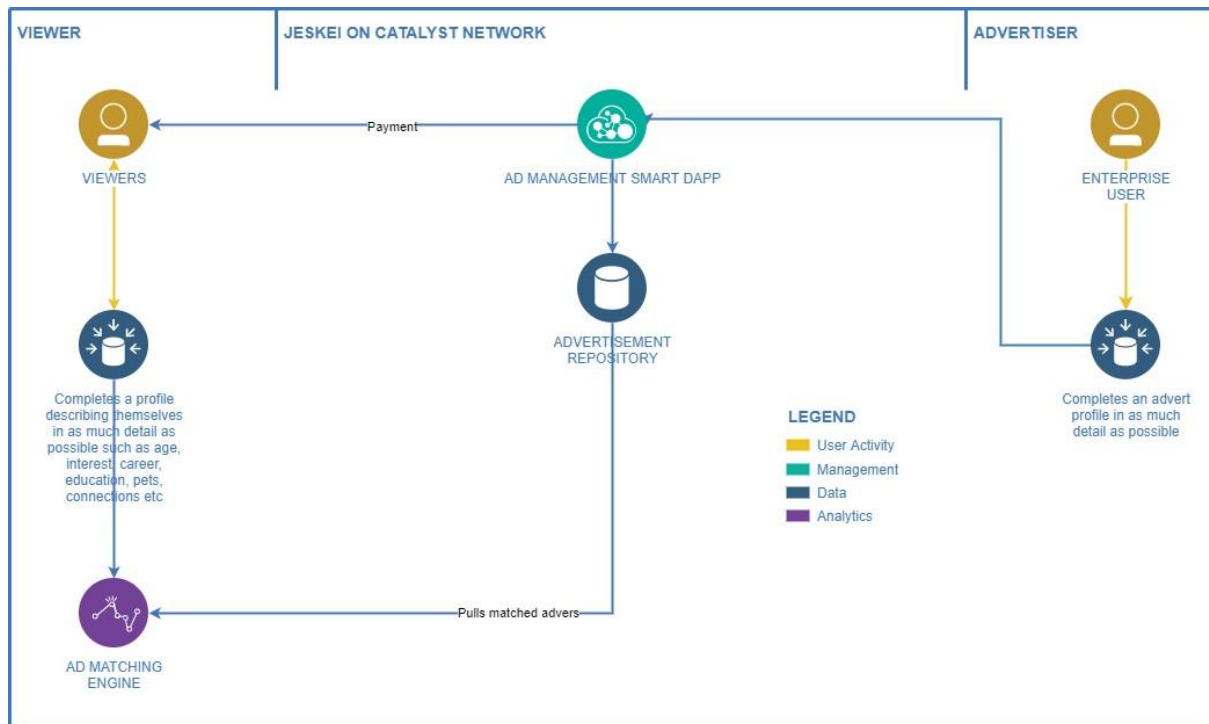


Figure 4: Jeskei ad delivery model

**Example:** Sarah enjoys science fiction movies and has indicated interest in technology products. When she watches a sci-fi film on Jeskei, her device identifies a relevant ad for a new VR headset. She chooses to watch the 30-second ad and earns \$0.25. Over a month, she earns \$35 from watching ads she actually wants to see.

## 2.5 Performer Authentication: Protecting Against AI Deepfakes

**The Problem:** AI can now create convincing fake videos of real performers without their consent.

**Jeskei's Solution:** Blockchain-based identity verification that proves performer authenticity.



## How Authentication Works:

1. **Verification Process:** Performers submit identity documentation and undergo verification
2. **Key Generation:** A unique cryptographic key pair is generated and associated with the performer's identity
3. **Content Signing:** When appearing in content, performers sign their performance NFT with their private key
4. **Proof of Authenticity:** Viewers can verify that a performance is genuine by checking the cryptographic signature
5. **AI Collaboration:** Performers can choose to license their likeness for AI content while maintaining control and compensation

## 2.6 Multi-Media Content Ecosystem

**The Problem:** Musicians, podcasters, and video creators must use different platforms with different audiences and revenue models.

**Jeskei's Solution:** Unified platform supporting all media types with consistent monetization and cross-promotion.

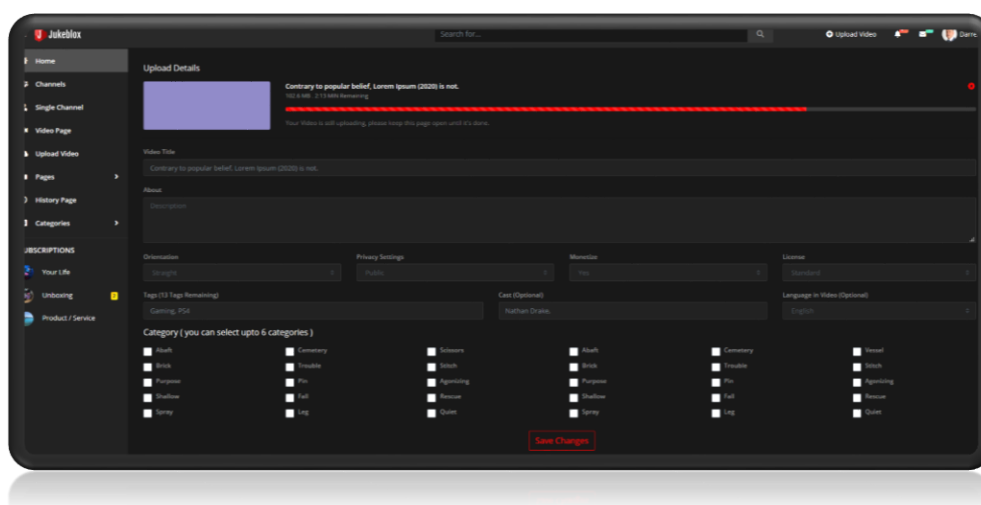


Figure 5: Content creation dashboard

**Example - A Musician's Complete Brand:** Artist "Luna Rivers" uses Jeskei to build a comprehensive presence:

1. **Music Releases:** Uploads albums with high-quality audio streaming
2. **Music Videos:** Creates visual content linked to audio tracks
3. **Behind-the-Scenes Content:** Shares studio sessions and creative process
4. **Podcast:** Hosts weekly discussions about music and life
5. **Live Performances:** Streams concerts and intimate acoustic sessions
6. **Fan Community:** Creates a DAO where fans can vote on setlists and fund new projects



7. **Merchandise:** Sells physical and digital goods with automatic revenue sharing
8. **Collaborations:** Works with other Jeskei artists on joint projects with transparent profit splits

All content cross-promotes, and fans can support Luna through multiple revenue streams while participating in her creative journey.





## 3 Using Jeskei: Detailed User Experiences

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### 3.1 For Content Creators: From Upload to Earnings

#### **Solo Content Creator Journey:**

*Meet Alex, a YouTube creator transitioning to Jeskei:*



#### **Step 1: Channel Creation**

- Alex connects their Ethereum wallet (Jeskei helps set this up)
- Creates a branded channel with custom design and layout
- Sets content pricing: some videos free, others \$1-5 each
- Configures advertising preferences (revenue sharing with viewers)

#### **Step 2: Content Upload**

- Uploads a tech review video about new smartphones
- Sets metadata: title, description, tags, thumbnail
- Chooses storage option: IPFS for public content, encrypted cloud storage for premium content
- Pays hosting fee: \$2 for video processing and 6 months of storage
- Defines revenue sharing: 100% to Alex since it's solo content

#### **Step 3: Monetization**

- Free content earns from advertising revenue shared with viewers
- Premium content generates direct pay-per-view revenue
- Fans can tip or invest in future projects
- Alex builds email list of fans interested in exclusive content



- After earning \$200 from the video, Alex's \$2 hosting investment pays for itself

#### **Step 4: Community Building**

- Creates a fan DAO where supporters can vote on future video topics
- Offers early access to content for DAO members
- Runs crowdfunding campaigns for expensive tech purchases for reviews

#### **Collaborative Content Creator Journey:**

*Meet the "Indie Film Collective" - 8 creators making short films:*

#### **Studio Formation:**

- Director Sarah establishes the "Indie Film Collective" DAO
- Invites 3 actors, 1 cinematographer, 1 editor, 1 sound designer, 1 writer
- Each member contributes to hosting costs based on their revenue share
- Each member contributes assets and defines their revenue share for each project

#### **Project Production:**

- Writer creates script NFT (15% revenue share)
- Actors create performance NFTs (20% each = 60% total)
- Cinematographer creates visual NFT (10% revenue share)
- Sound designer creates audio NFT (5% revenue share)
- Editor creates final cut NFT (5% revenue share)
- Director coordinates and takes remaining 5%
- Total hosting cost: \$50, split proportionally among contributors

#### **Distribution and Earnings:**

- Film releases simultaneously on Jeskei and local film festivals
- Cinema distribution through Jeskei's DCP (Digital Cinema Package) system
- All revenue automatically distributed according to NFT ownership
- Studio builds reputation and fan base for future projects
- Hosting costs covered within first month of release

### **3.2 For Viewers: Entertainment, Earning, and Investment**

#### **Casual Viewer Experience:**

*Meet Maria, a movie enthusiast:*



### **Discovery and Viewing:**

- Browses Jeskei without registration, watches free content
- Discovers new independent films not available on Netflix
- Registers to access premium content and ad earnings
- Builds viewing history and receives personalized recommendations

### **Earning from Advertising:**

- Opts into advertising program, sets preferences (no political ads, interested in travel and technology)
- Device locally matches relevant ads without sharing personal data
- Chooses to watch 3-4 ads per day, earning \$20-40 monthly
- Uses earnings to access premium content or invest in new projects

### **Community Participation:**

- Joins fan communities for favorite genres (sci-fi, documentaries)
- Participates in discussions and votes on community funding decisions
- Receives exclusive access to behind-the-scenes content from supported creators

### **Active Investor Experience:**

*Meet David, an early supporter of independent content:*

### **Investment Strategy:**

- Studies creator track records and project proposals
- Invests \$500 in promising documentary about ocean conservation
- Receives producer credit and 1% of net revenue
- Project succeeds, earning \$150,000; David receives \$1,500 return

### **Portfolio Management:**

- Builds diversified portfolio across films, music albums, and podcast series
- Some investments fail, others exceed expectations
- Overall portfolio generates positive returns while supporting creative content
- Develops reputation as savvy content investor, gaining access to exclusive opportunities

## **3.3 For Businesses: Cinema Partnerships and Enterprise Solutions**

### **Independent Cinema Integration:**

*Meet Riverside Cinema, a struggling independent theater:*



**Before Jeskei:**

- Limited to studio films with unfavorable revenue splits
- Forced to show unpopular films to access blockbusters
- Declining attendance due to limited content variety

**After Jeskei:**

- Access to vast library of independent films and documentaries
- Fair revenue splits with content creators
- Ability to show niche content that attracts specific audiences
- Special events like filmmaker Q&As and premiere screenings
- Monthly programming that changes based on audience feedback

**Content Creator Services:**

- Helps creators convert content to cinema-ready DCP format
- Facilitates special screenings and live events
- Revenue sharing between cinema, creator, and platform





## 4 The Technology That Makes It Possible

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### 4.1 Blockchain Infrastructure (Simplified Explanation)

#### What Blockchain Does for Jeskei:

- **Ownership Records:** Immutable proof of who owns what content and assets
- **Automatic Payments:** Smart contracts that execute payments without human intervention
- **Transparent Accounting:** Public ledger showing all revenue distribution
- **Democratic Governance:** Token holders vote on platform decisions

#### Why This Matters:

- No disputes about who owns what or who gets paid
- No delays in payment distribution
- No hidden fees or accounting tricks
- Community control over platform development

### 4.2 Decentralized Storage: Your Content Everywhere and Nowhere

#### The Problem with Traditional Storage:

- Single points of failure (server crashes = lost content)
- Censorship vulnerability (platforms can delete content)
- High costs for creators
- Geographic limitations

#### Jeskei's Solution:

- Content stored across global network of computers
- Multiple copies ensure availability even if some servers fail
- Censorship resistance through distributed storage
- Cost-effective hosting with transparent pricing
- Creators choose between public (IPFS) and private (encrypted cloud) storage

### 4.3 Progressive Web Application: Works Everywhere

#### Access Methods:

- **Web Browser:** Works on any device with internet connection
- **Mobile App:** Native iOS and Android applications
- **Desktop App:** Enhanced features for content creators
- **Cinema Systems:** Direct integration with theater projection systems

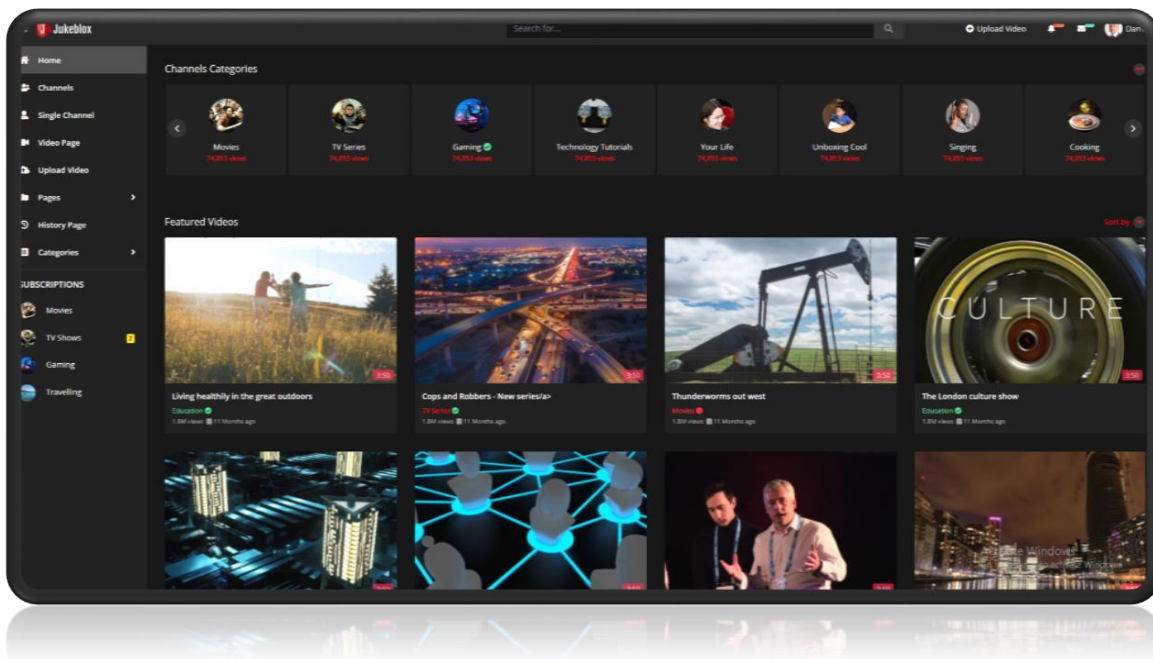


Figure 6: Jeskei Channels

## Key Features:

- **Offline Viewing:** Downloaded content available without internet
- **Adaptive Streaming:** Automatically adjusts quality based on connection speed
- **Cross-Device Sync:** Continue watching on different devices
- **Creator Tools:** Upload, edit, and manage content from any device

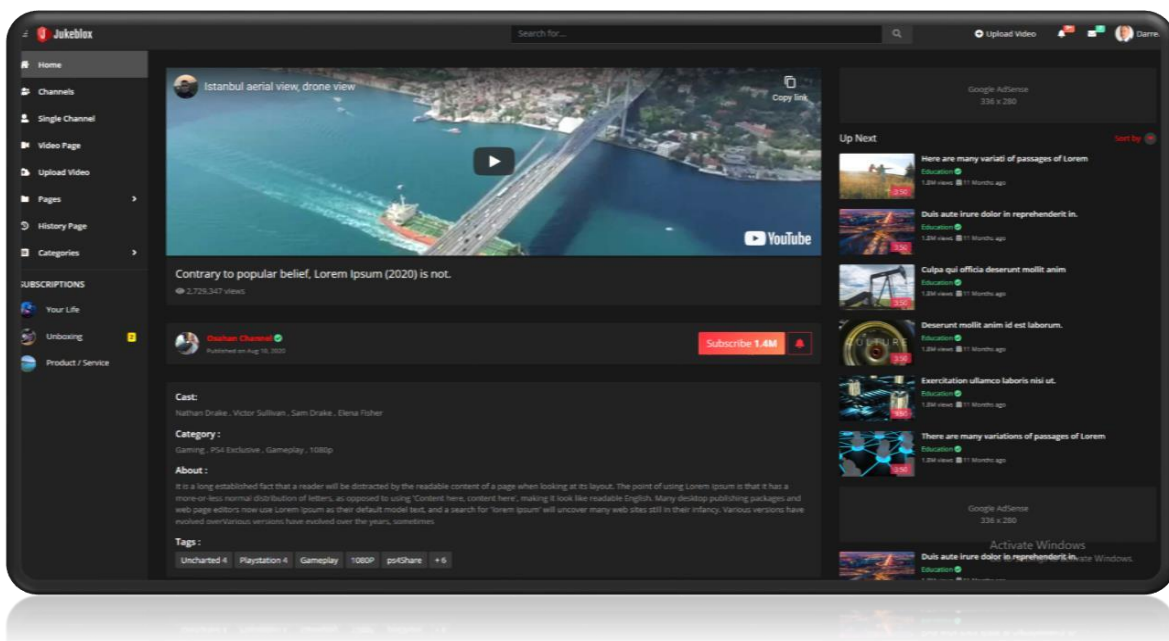


Figure 7: Jeskei video page



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## 5 Economic Model: How Everyone Benefits

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### 5.1 Revenue Distribution Breakdown

#### **Content Sales (Pay-Per-View):**

- Creator/Contributors: 85%
- Platform Operations: 15%

#### **Advertising Revenue:**

- Viewer: 50%
- Creator: 40%
- Platform: 10%

#### **Crowdfunding:**

- Project: 95%
- Platform: 5%

#### **Merchandise:**

- Creator: 90%
- Platform: 10%

#### **Hosting Costs:**

- Creators pay upfront hosting fees
- Platform margin: 50-100% depending on service
- Example: \$2 creator cost becomes \$3-4 platform fee
- Hosting costs decrease as platform scales, unlocking revenues from advertising, fees from pay per view content and fees from services such as production crowdfunding. Hosting fees will reach zero for content producers once revenues from services exceed hosting costs.

### 5.2 Self-Funding Growth Model

#### **Phase 1: Creator-Funded Bootstrap (Year 1)**

- Creators pay hosting and processing fees
- Platform generates 50-100% margin on hosting costs
- Transaction fees fund platform operations
- Target: 1,000 active creators, break-even operations

#### **Phase 2: Advertising Revenue Growth (Year 2)**



- Ad revenue begins supplementing hosting fees
- Platform can offer discounted hosting to successful creators
- Cross-subsidization: popular content subsidizes experimental content
- Target: 10,000 creators, profitable operations

### **Phase 3: Community-Supported Growth (Year 3+)**

- Grant funding for content creation programs
- Most hosting costs covered by platform revenue
- Premium creators receive free hosting
- New creators still pay nominal fees to ensure commitment
- Target: 100,000+ creators, significant profits reinvested in creator support

## **5.3 Transparent Cost Structure**

### **Hosting Costs (Creator Perspective):**

#### Video Upload Pricing

- └ Processing: \$1-3 per video (transcoding, thumbnails)
- └ Storage: \$0.25/GB/month (first 6 months included)
- └ Bandwidth: \$0.10/GB transfer
- └ Premium Features: \$10-50/month (analytics, advanced tools)

#### Music Upload Pricing

- └ Processing: \$0.50-1 per track
- └ Storage: \$0.15/GB/month
- └ Bandwidth: \$0.05/GB transfer
- └ Album Tools: \$5-20/month

### **Revenue Sharing Examples:**

#### *Example 1: Independent Film (\$3 viewing fee)*

- Creator receives: \$2.55 (85%)
- Platform operations: \$0.45 (15%)
- If video cost \$50 to host, break-even at 20 views





*Example 2: Music Album (\$10 purchase)*

- Artist receives: \$8.50 (85%)
- Platform operations: \$1.50 (15%)
- If album cost \$5 to host, break-even at 1 sale

*Example 3: Ad Revenue (\$2 total revenue)*

- Viewer receives: \$1.00 (50%)
- Creator receives: \$0.80 (40%)
- Platform operations: \$0.20 (10%)

## 5.4 Grant and Partnership Strategy

### **Content Creation Grants:**

- Film foundation partnerships: \$50K-500K per project
- Platform receives 10-20% for operations and hosting
- Creators receive majority funding plus ongoing revenue rights
- Platform gains high-quality content and credibility

### **Corporate Partnerships:**

- Music labels: Revenue sharing on cross-platform distribution
- Cinema chains: Technology and content licensing
- Educational institutions: Student creator programs
- Media foundations: Documentary and arts funding

### **Revenue Reinvestment:**

- 50% of profits reinvested in creator support programs
- 30% for platform development and improvement
- 20% for team and operations



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## 6 Market Opportunity and Competition

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### 6.1 Current Market Size

#### Global Entertainment Market:

- Video Streaming: \$1.8 trillion globally
- Music Streaming: \$200 billion globally
- Creator Economy: \$104 billion and growing 22% annually
- Digital Advertising: \$600 billion globally

#### Market Problems Creating Opportunity:

- Streaming subscription fatigue (average household pays for 4+ services)
- Creator dissatisfaction leading to strikes and platform switching
- Viewer demand for ad-free or compensated viewing experiences
- Lack of direct creator-fan funding mechanisms

### 6.2 Competitive Advantage Analysis

#### vs. YouTube:

- **Revenue Share:** Jeskei creators keep 95% vs YouTube's 55%
- **Monetization:** Multiple revenue streams vs primarily advertising
- **Ownership:** Creators own their content and audience vs platform ownership
- **Collaboration:** Built-in revenue sharing tools vs no collaboration support
- **Viewer Benefits:** Paid advertising vs forced unpaid ads
- **Content Quality:** Creator investment ensures higher quality vs free uploads

#### vs. Netflix/Streaming Services:

- **Creator Control:** Ongoing revenue sharing vs one-time payments
- **Content Ownership:** Creators retain rights vs platform ownership
- **Community:** Direct creator-fan relationship vs no interaction
- **Cost:** Pay only for content you want vs monthly subscription fees
- **Creator Investment:** Creators invested in success vs platform-funded content

#### vs. Patreon:

- **Integration:** Complete platform vs payment-only service
- **Revenue:** Multiple income streams vs subscription-only
- **Content:** Professional streaming vs basic hosting
- **Community:** DAO governance vs simple fan clubs
- **Investment Model:** Creator-funded growth vs platform dependency



## 6.3 Success Examples in Adjacent Markets

**Angel Studios:** Crowdfunded over \$100 million for family content in just 2 years, proving market demand for alternative funding models.

**OnlyFans:** Demonstrates creators' willingness to switch platforms for better revenue sharing (80% vs 55% on YouTube).

**Substack:** Writers abandoning traditional publishing for direct-pay newsletter model shows creator appetite for ownership and control.

**TikTok Creator Fund:** Despite limited payouts, creators flock to platforms offering direct monetization, proving demand for creator-centric models.



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## 7 Roadmap: Building the Future of Entertainment

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### Phase 1: Foundation (2024)

#### Q1-Q2: Core Platform Launch

- Progressive web application with video and music streaming
- Basic NFT minting for content assets
- Simple revenue sharing smart contracts
- Creator-paid hosting model implementation
- Wallet integration and user authentication

#### Q3-Q4: Enhanced Features

- Privacy-first advertising system with viewer payments
- Mobile applications (iOS and Android)
- Basic DAO functionality for creator collaboration
- Cinema DCP distribution system
- Creator analytics and audience insights

#### Key Metrics:

- 1,000 active creators
- Break-even operations through hosting fees
- 50,000 monthly active users
- \$500K platform revenue

### Phase 2: Community and Collaboration (2025)

#### Q1-Q2: Digital Studios

- Advanced DAO tools for team projects
- Multi-creator revenue sharing automation
- Cross-project asset marketplace
- Enhanced creator tools and templates

#### Q3-Q4: Crowdfunding Platform

- Project campaign creation and management
- Investor reward systems and NFT distribution
- Milestone-based funding release
- Community curation and discovery





### **Key Metrics:**

- 10,000 active creators
- First grant-funded content programs
- Advertising revenue launch
- \$5M platform revenue

### **Phase 3: Scale and Innovation (2026+)**

#### **Advanced Features:**

- AI-assisted content creation tools (with creator control)
- Virtual reality and metaverse integration
- Cross-platform content syndication
- Enterprise B2B marketplace
- Global expansion with localized content

#### **Sustainability Goals:**

- 100,000+ active creators
- Most creators receive free or subsidized hosting
- Grant programs funding \$10M+ in content annually
- Platform fully self-sustaining and profitable

#### **Technology Evolution:**

- Migration to Catalyst blockchain for enhanced performance
- Advanced privacy features and zero-knowledge proofs
- Integration with emerging technologies and platforms

## **7.1 Funding Strategy Without Tokens**

### **Bootstrap Phase (Months 1-12):**

- Self-funded development by founding team
- Creator hosting fees fund operations
- Small angel investment if needed (\$200K-500K)
- Focus on product-market fit and user growth

### **Growth Phase (Months 12-24):**

- Grant funding for content creation
- Traditional Series A funding if rapid scaling needed
- Revenue-positive operations through fees and advertising
- Strategic partnerships with media organizations



**Scale Phase (Years 3+):**

- Fully self-funding through revenue
- Major content grant programs
- Potential IPO considerations
- Option to introduce governance tokens if community demands it



## 8 Getting Started: Your Next Steps

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### 8.1 For Content Creators

#### Immediate Actions:

1. **Visit [jeskei.com](https://jeskei.com)** and explore the platform demo
2. **Join the Creator Discord** to connect with other early adopters
3. **Sign up for early access** to be notified when features launch
4. **Calculate your potential earnings** compared to current platforms

#### Preparation Steps:

- Install MetaMask or similar Ethereum wallet
- Organize your existing content for migration
- Identify potential collaborators for digital studio formation
- Consider how fan funding could accelerate your projects
- Budget for initial hosting costs (typically \$50-200 for first year)

#### Investment Mindset:

- View hosting fees as investment in your content's success
- Compare to other platform fees (YouTube Premium, Patreon fees)
- Consider potential returns from better revenue sharing
- Plan content strategy around multiple revenue streams

### 8.2 For Viewers and Fans

#### Immediate Actions:

1. **Browse public content** to understand the platform
2. **Join community discussions** about content you're interested in
3. **Learn about JAK tokens** and potential investment opportunities
4. **Follow favorite creators** who are considering Jeskei adoption

#### Investment Considerations:

- Research creator crowdfunding campaigns
- Evaluate how much you currently spend on entertainment subscriptions
- Consider earning potential from viewing targeted advertisements
- Explore community investment opportunities



## 8.3 For Investors and Business Partners

### **Due Diligence Materials:**

- Technical whitepaper with implementation details
- Financial projections and business model analysis
- Team backgrounds and industry experience
- Competitive analysis and market research

### **Partnership Opportunities:**

- Content creator talent agencies
- Independent cinema chains
- Music labels and production companies
- Grant-making foundations and arts organizations
- Educational institutions and media programs



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## 9 Conclusion: The Future of Fair Entertainment

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The entertainment industry stands at a crossroads. The old systems of centralized control, unfair revenue distribution, and exploitative practices are crumbling under the weight of their own contradictions. Creators are demanding better compensation, viewers are seeking more authentic and engaging experiences, and technology has finally evolved to enable truly fair and transparent alternatives.

**Jeskei represents more than just another streaming platform—it's a complete reimagining of how entertainment can work when everyone's interests are aligned.**

By tokenizing content assets, automating fair revenue distribution, enabling community ownership, and protecting performer authenticity, Jeskei creates an ecosystem where:

- Creators earn what they deserve and maintain ownership of their work
  - Viewers are compensated for their attention and can invest in content they believe in
  - Communities can support and share in the success of content they help create
  - Innovation flourishes without corporate gatekeepers
  - Quality content rises through creator investment rather than algorithmic chance
- The technology exists. The market demand is proven. The creator and viewer dissatisfaction with current platforms has reached a tipping point.

**Our Self-Funding Approach Ensures:**

- **Regulatory Clarity:** No token complications or securities issues
- **Creator Investment:** Only committed creators participate, ensuring quality
- **Sustainable Growth:** Platform grows organically based on real value creation
- **Community Focus:** Success depends on serving creators and viewers, not token speculation
- **Long-term Viability:** Revenue model proven before scaling, not dependent on speculative funding

The technology is being built. The market demand is proven. The creator and viewer dissatisfaction with current platforms has reached a tipping point. Our approach removes the barriers that have prevented previous attempts from succeeding.

**The only question is: Will you be part of building this future, or will you wait for others to create the entertainment industry you wish existed?**

**Join us at [jeskei.com](https://jeskei.com) and help build the future of fair, transparent, and community-driven entertainment.**

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*For technical implementation details, please refer to our Technical Whitepaper V2. For investment information and token economics, contact our team directly through the website.*