

# EXECUTIVE SUMMARY

## About

Beyond Seen Screen created a platform that enables interactivity with video content. With Beyond Seen Screen watching video content is no longer a passive action, a one-way street. The platform enables content producers and content distribution companies to link additional information to the video content. Viewers will no longer only passively receive adverts, trailers and other video content but will have ability to interactively engage with them using their mobile device.

## Problem

Acquiring in depth information and entertainment related to the video content that is being watched is not easy as there are many friction points. Viewers need to manually search for this further content but would rather have it served in a quick and effortless way. Video content watching experience is deteriorated by constant interruptions of advertisements, where viewers easily lose focus due to advertisements that are not targeted to them. Furthermore, products placed in the video content cannot be directly consumed. Finally, there is no transparency regarding data about viewer engagement with the video content in general.

## Solution

Beyond Seen Screen works towards minimizing the friction points. Additional information and entertainment related to the watched video content will be provided through an app running on viewer's second screen device. Advertising with Beyond Seen Screen is personalized, fully targeted and permission based. Platform allows seamless shopping experience of products and services placed in the video. Platform usage data will be saved to the blockchain, which will bring transparency to the viewer interaction with the video content.

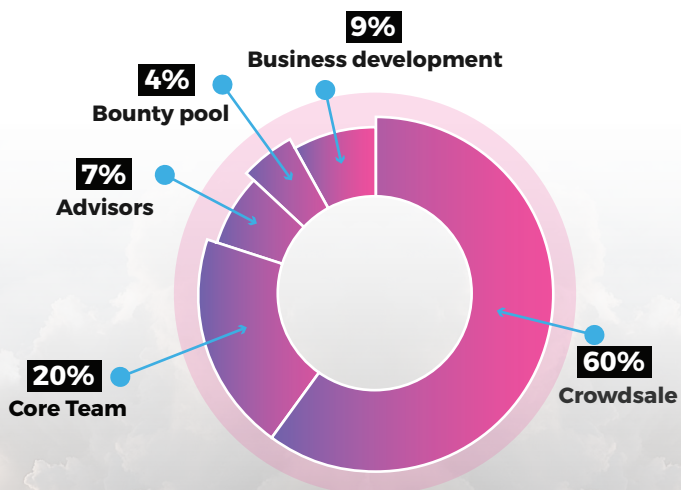
## ICO details

|                                  |             |
|----------------------------------|-------------|
| <b>Token symbol</b>              | BSSX        |
| <b>Token standard</b>            | ERC20       |
| <b>Softcap</b>                   | 2.000 ETH   |
| <b>Hardcap</b>                   | 18.000 ETH  |
| <b>Presale</b>                   | Q2 2018     |
| <b>Crowdsale</b>                 | Q2 2018     |
| <b>Maximum total BSSX issued</b> | 340.050.000 |

## Token bonuses

|                            |     |
|----------------------------|-----|
| <b>Presale</b>             | 40% |
| <b>Crowdsale - Stage 1</b> | 20% |
| <b>Crowdsale - Stage 2</b> | 10% |
| <b>Crowdsale - Stage 3</b> | 0%  |

## Token distribution



## Use of funds

