

# WorldBox - 'Loop'

## White Paper & Production Development Overview

### *Forward - WorldBox : The system*

*WorldBox is a system for creating truly interactive media where millions of viewers can play along and influence a show as it develops.*

*It has its own internal block chain based economy, which rewards viewer interaction with the proprietary WorldBox token.*

*The massive scope of the WorldBox project means each viewer embarks on a potentially lifelong journey, where every action and decision they make becomes their in-world character's indelible history, recorded forever on an NFT.*

*They carry this history with them like an ever expanding toolbox as they travel through each WorldBox production, meaning each player's NFT becomes more valuable as it ages.*

*The nature of the system creates and reinvents several very lucrative revenue streams, such as its unique 'Targeted Interactive Advertising', and brings micro-transactions to mass media audiences for the first time.*

*Additionally, it's unique tokenomics, blockchain based economy and reward system provide various ways to self fund subsequent stages of the project. It also develops proprietary software which will become highly sought after in multiple other industries in the future.*

*The final stages of the project will see user interaction used as backpropagation to train an Artificial Neural Network capable of delivering original interactive media, on demand, on a per viewer basis...*

*But let's not get ahead of ourselves.*

*This document details the creation and rollout process of the first phase of WorldBox, it's economy, and most importantly, the first broadcast production to be built on the system, a world first spectacle in itself and an event that will go down as a turning point in human history. It will be the beginning of a new era in how the human race tells it's stories.*



## The Basics

- The viewer

'Loop' (the first broadcast production to be built on the system) is in essence an interactive game show, crossed with a choose your own adventure that uses audience input, through their personal smart devices, to shape the way each episode unfolds.

Best of all, each and every viewer becomes a competing contestant on the show and can win a share of the prize pool through crypto rewards.

During the course of a season each viewer develops their own in-game avatar (represented by an NFT), through which they interact with the show. The evolution of this Profile NFT will take place over multiple interactive productions, gaining value as it does.

The viewers who are able to play along 'live' provide direct input, the results of which are averaged out, with the winning majority dictating which direction the narrative will travel.

At various points within the show, built-in mini-games appear which viewers race to complete, as they compete against all other viewers.

The more successful a viewer is at guessing the course of the upcoming narrative, and at completing the mini-games, the more WorldBox tokens they will earn, and the better chance they will have of 'discovering' rare items (which exist as tradable NFTs).

These WorldBox tokens and NFTs can be used to interact with the world and modify their character, or traded on the market place for rare items, and even traded on the WorldBox exchange for other crypto.

Viewers will need to strike a balance between investing in various skills or avatar upgrades early on, collecting various rare items, and hoarding WorldBox Tokens and NFTs to maximise their possible gains.

The viewers who are experiencing the show 'not-live' (i.e. pre-recorded) will obviously not have the narrative interaction function enabled, only the mini-games.

The viewers who are the most engaged will have the greatest earning potential.

The WorldBox eco system will have a 'freemium' aspect to it in that any viewer can interact from anywhere in the world free of charge in exchange for their experience being interrupted occasionally with **Interactive Targeted Advertising**, which would be served to them **based on their profile and play history**.

This new form of **Interactive Targeted Advertising** will actually reward viewers with **WOX, the proprietary WorldBox token**, for their attention.

Conversely, this system can guarantee advertisers the **measurable, 100% attention span of viewers** receiving their marketing which will be instrumental in attracting each seasons.

Advertising revenue benefits viewers directly (as they are paid for their attention) and indirectly as a portion of revenue will be allocated to prize pools, as well as allocated to the 'buy & burn' deflationary mechanism which will **constantly increase the value of WOX**.

Viewers can opt out of advertising completely by buying a premium subscription with WOX.

During live productions premium users would be entertained with other devices and incentives during advertisement breaks- such as lottery draws and snap NFT giveaways.

## - The Production

The core of the WorldBox production system revolves around a proprietary generative story creator which can serve up any number of pre-built scenes on demand, populated with actors and storylines which evolve according to audience input.

This input also triggers various storyline branches, while blocking others. It can modify the difficulty of puzzles and cause mini-game variants.

These interaction modifiers affect the main narrative as well as have secondary, viewer specific consequences.

Most importantly it affects the disposition of the embedded characters, who hold the most important keys of all.

All of this is managed through the WorldBox app which collects audience input and creates the live roadmap.

For further information on the WorldBox Production System please see 'The Jade Hourglass', a full scale proof of concept production purpose built to showcase the full capabilities of the system (Only available on request to production partners).

## - The Token and NFTs

There are key attributes to note regarding the value of WOX, the WorldBox token:

1. It's value is stable coin collateralised with USDC within its own liquidity pool on the WorldBox exchange.
2. The value in this liquidity pool is created and added to regularly through a large sponsorship injection of capital at the beginning of each season/production, as well as through direct purchase of tokens by viewers, and ongoing advertising revenue.
3. Tokens are only minted according to a direct Fiat equivalent current value being transferred into the WorldBox ecosystem.

The value of the token is increased over time through deflationary tokenomics:

1. A 1.5% portion of each sponsorship injection and direct purchase is used to 'buy and burn an equivalent USDC value amount of the WorldBox token. (Another 1.5% is put into the WorldBox development fund).
2. Each transaction on the WorldBox Market incurs a 10% transaction fee. 50% of this fee is used to buy and burn an equivalent dollar amount of WorldBox Tokens. The other 50%

goes into the WorldBox Development fund (basically re-invested into WorldBox to fund future productions and app development.)

3. A (still to be determined) portion of revenue/commission from the sale of promotional products sold through the WorldBox app (for example: 'click to buy' product placements within shows) will also be used to 'buy and burn' WorldBox Tokens.
4. There will be a 10% exit fee when viewers trade out of the system by swapping their WOX for USDC on the WorldBox Dex. 50% of this fee is used to buy and burn an equivalent dollar amount of WorldBox Tokens. The other 50% goes into the WorldBox Development fund.

What makes the WOX so appealing is it will only ever be created in a 1:1 value ratio with USDC injected into the WorldBox liquidity pools. **The value is already there and secured, viewers just need to earn or win it through interaction.**

There will be no mechanics which allow 'pump and dump' schemes or any of the negative price practices that usually plague tokens.

If a viewer (or even all viewers) decide to trade out massive amounts of WOX the price of the tokens remaining in the pool will actually go up due to the 'buy and burn' mechanism associated with the 10% Exit fee.

Even if a viewer purchases the token directly (once fees have been factored in) their initial investment will always be worth more, and most importantly: accessible through the liquidity pools.

## - The ICO (Initial Coin Offering) NFTs and Profit Share Tokenisation

As part of its capital raise WorldBox will hold a 2 stage Defi capital raise.

The basic funding plan is for WorldBox to retain as much of its IP as possible by using Defi mechanisms to crowdfund where possible in the initial development stages. Due to the nature of its unique economy and potential revenue streams, there will be ample opportunities for the project to become profitable and completely self-funded within its first few production cycles.

An ICO is the perfect vehicle to provide this early funding and provides backers the opportunity to earn a greater % in returns through early adoption of the WorldBox Token and technology.

The first ICO stage will fund the base app and blockchain development, as well as the production development of 'Loop' (the 1st show to be released on WorldBox). Pre-sold WOX will be airdropped into these early investor wallets when and if this 1st production, and the WorldBox app, come to market.

As a lucrative incentive ICO investors will receive one time only **Earning Multipliers** (in the form of limited edition NFTs) according to their investment amount.

One 15% Multiplier NFT will be awarded for each \$250 invested and 1 x 5% MNFT awarded for every \$100 invested. No NFTS will be awarded for partial amounts i.e not divisible by 250 or 100.

By holding one of these Multiplier NFTs in their wallet, a viewer's associated in-world character would earn additional interaction and mini-game rewards FOR ALL UPCOMING PRODUCTIONS built on the WorldBox system.

While only one Multiplier NFT can be used at a time, additional 'spare' NFTs can be sold or auctioned on the WorldBox marketplace to other viewers. We predict these rare Multiplier NFTs will become highly sought after once productions start to roll out and their earning potential becomes apparent, especially in terms of being in the top 10 prize pool bracket.

The second stage capital raise will be in the form of a Profit Share tokenisation - This will provide the opportunity to invest in WorldBox 'the company' directly by purchasing up to 20% of the tokenized shares of the company. A matching % of the profit generated by WorldBox would then be distributed on a quarterly basis directly into wallets, according to the amount of tokenized shares held in the wallet.

The capital raised in Stage 2 will be used to partially or completely fund the first fully fledged production to be built and broadcast on the system, as well as cover all the associated running costs (such as app and server admin, and system security).

If the event that the intellectual rights to WorldBox are bought out completely after the tokenization, the % of that sale price equal to the tokenized assets will be paid directly into investors' wallets.

## - Plan B - Funding

In the event that either ICO or tokenisation is not 100% successful in raising our target amount we are already looking at traditional means of raising capital - thus we would adjust our offer to include the additional funds needed to complete production and development.

This would be through one of many film industry contacts built up over the last 20 years by the executives in the FilmHub.Africa teams.

It's important to note that the success of the second stage of the tokenisation is not essential for the project to succeed. However, by securing even a small initial investment the WorldBox project will gain further legitimacy and make it easier to source and negotiate better terms for each subsequent investment and sponsorship.

**UPDATE! We are proud to announce we have already secured a large portion of the blockchain and development funding needed, through a grant from Bepro who's base code will be the foundation on which the WorldBox system will be built.**

## - Earning Tokens and Prize Pools

WOX will be of limited supply in terms of what can be earned per profile and production.

Each production will have its own specific prize pool, the value of which will be determined by

1. A % profit rolled over from the previous production.
2. Its initial sponsorship capital injection.
3. Ongoing advertising revenue that production generates - a portion of which will be directed into the associated pool, as well as used in the 'buy and burn' mechanism.

Each prize pool will have incoming value split into 4 amounts, ring fenced for

1. Primary interaction rewards.
2. Mini-game rewards.
3. Top 10 viewers prize pool.
4. Re-run and legacy viewing (i.e. new viewers earning rewards watching a production years later. These pools will still have crypto trickling in through advertising revenue).

This allocation will be determined on a % basis according to which phase a production is in. e.g. No further allocation will be made into the Top 10 prize pool once it is awarded at the end of a current season.

During a current season viewers will be working overtime to earn as many tokens as possible before the most accessible and lucrative pools run out.

There is a possibility that viewers will need to complete a KYC check to be able to interact with the Dex (i.e. trade USDC value out of the system.) This will be dependent on the laws of the country they are located in. Due to the novelty of the system this is something we have not been able to find a definitive answer for yet.

## - The App and Blockchain Code

Broken down into the basics, a viewer's interactions during an episode would start with them logging into the App at the start of an episode.

Viewers would then watch the show while interacting with it through their phone or tablet.

During the episode there would be several 'waypoints' that would determine the direction of the show according to input from the audience.

There will also be various mini games built into the scenes, viewer specific in that the profile structure of their NFT would act as a modifier e.g. making certain puzzles easier/harder, unlocking additional help or options etc.

At the end of an episode the app would calculate the viewers Episode Score, based on the viewers success in completing puzzles and interaction choices. This would then be used in conjunction with any Multiplier NFTs held in their wallet, to calculate their earnings and the award WOX accordingly.

Potential earnings would be capped according to prize pool size and earning governance.

At the end of a season's final episode the top 10 prize pool would be awarded to the viewers with the most successful runs during that season.

#### - The Primary Investor/Sponsor(s) - Why Invest in WorldBox?

Beyond the obvious traditional revenue streams associated with broadcast and streaming, WorldBox will have substantial earning potential though:

1. Micro-transactions built into each production.
2. Targeted Advertising revenue (freemium model).
3. Interactive Advertising revenue.
4. Premium Subscription Revenue.
5. Fees earned on the WorldBox Marketplace and Exchange.
6. Commission on direct purchases of WOX.
7. Commission on product placement/ in app purchases.

#### - The Teams

WorldBox is the brainchild of Jono Heaney, a producer, artist and inventor who has been in the film and television industry for over 20 years and has been running a post production studio, Suspended Animation, for almost as long.

<https://www.linkedin.com/in/jono-heaney/>

The WorldBox project will be managed by his company: [FilmHub.Africa](#), a collective made up of 3 independent South African production companies who have been working together since the early 2000s.

These 3 companies will facilitate the film production side of the project through long established partnerships, as well as provide access to valuable industry contacts in terms of funding.

You can find a rich history of work at their respective websites below.

**Suspended Animation** - [www.suspended-vfx.com](http://www.suspended-vfx.com)

**9mm Films** - [www.9mmfilms.com](http://www.9mmfilms.com)

**One Nation Studios** - [www.onenationstudios.co.za](http://www.onenationstudios.co.za)

In terms of the base code i.e. Smart Contracts, Market, Dex and Token rollout, WorldBox is proud to be partnering up with Bepro, a cutting edge blockchain development company with industry leading blockchain development tools which have been an ideal fit for the project.

<https://www.bepro.network/>

We are over the moon to have been accepted into their grant program which has gone a long way in funding the WorldBox Token, Dex and Market.

<https://www.bepro.network/landing-pages/grants>

The app development will be created by the extremely talented TouchFoundry

<https://touchfoundry.co.za/> a leading app development company with a global footprint.

While location may be heavily influenced by the broadcaster we sign with, we are currently looking at filming the first series 'Loop' in South Africa, a world renowned film destination with a rich choice of locations.

For sound stages, Cape Town Studios is 20 minutes from Cape Town International Airport and provides world class production facilities - having already hosted many International productions such as 'Black Flags' and 'Dredd'.

<https://capetownfilmstudios.co.za/>

This location also comes with the opportunity to negotiate massive rebates, funding and support through a partnership with the Western Cape Government Film commission.

<https://www.govpage.co.za/cape-film-commission.html>

As well as Wesgro, a tech incubator with a Western Cape Government funded mandate to fund and assist new projects in the province.

<https://wesgro.co.za/corporate/home>

## - The Risks

Let's be honest here (this is for you, the early investor) this is a highly ambitious project in terms of it's short term and long term goals. If you were to ask us what we thought our biggest immediate risk was, it would be that the film and television industry is notoriously fickle and bringing a new production to air, especially such a unique new format, comes with many hidden traps.

In plain terms, if for whatever reason the project is not able to field it's first production, the liquidity pools will not receive their capital injections and the WorldBox Token will not be minted.

However, this is our baby and we at WorldBox.tv have been working solidly on it since 2017 because we believe we have a sure winner.

As far as possible our budgets will be transparent. Capital raised will be paid to the associated companies according to pre-negotiated quotes to accomplish clearly defined tasks. Any sort of 'rug pull' would have to be done through criminal means and thus would be litigated as such, with the support of the big industry players who are invested in the project.

That said, this is why we think you should consider investing (this is not financial advice):

## - The Rewards

Beyond the deflationary tokenomics constantly increasing value of the token, if we can reach our long term goals the WorldBox project, token and tokenized assets will have gained massive value through the many productions it broadcasts.

Most important, the systems it develops (i.e. Intellectual Property) will have huge utility, and thus value, as it is licensed across multiple industries.

It's important to remember that the WorldBox project was conceived as a mechanical way to create **live interactive television** and has already been vetted by major industry players.

The system you see above is a fraction of the total concept and has been greatly simplified for the first broadcast. Once the basic building blocks are in place we will be re-introducing far more complex interaction elements to each subsequent show built on the system.

The idea of using a blockchain to track and reward viewing was a later development, and the idea of using an ICO as a capital raise even later than that. In other words, without these newer additions we would still be forging ahead in creating the first truly interactive, live broadcast production.

By embracing Defi we are able to open investment opportunities to everyday people.

All our long term goals are based around planning for upcoming technological breakthroughs which will allow us to make the interactive experience more individualised.

Eventually this would mean incorporating an AI which would be able to generate these experiences completely on its own - and it's pondering this problem over many years which led to one of the most important lightbulb moments on the project, specifically:

Structuring the massive amount of audience input and feedback (backpropagation), from the very first analogue production, in such a way that the data can be mined for narrative patterns so as to train an AI to create its own.

It's this avenue of development that we feel will be the most important in years to come, and what will make WorldBox that much more special.

Over the past 5 years of development we have realised it would be extremely hard to sell the concept as a whole: it is just too much to take in at one time, and although we have had some solid interest in the project, most were just unable to grasp exactly what we were trying to achieve in the long run.

To counter this we have broken down the project into smaller individual chunks which are exciting (and profitable) in their own right, and able to be achieved regardless of if the other pieces fall into place after them.

What you see here is the first of these puzzle pieces, and the start of a long, but very rewarding development journey.

## - The Basic Roadmap & Milestones

2010 - Concept first conceived (but as Interactive Music Videos).

2016 - Analog production system development started.

2018 - Live performance, stage based, interactive show fully developed.

2019 - Interest from a major broadcaster to develop the system for an upcoming series. Abandoned due to Covid.

2020 - Start of blockchain development as a way to manage data within the system as well as reward viewers i.e. create incentive for increased interaction.

2021 Q 1&2 - Fully integrate the concept to maximise the benefits of the blockchain

202 Q3 - Received substantial grant from Bepro to develop the system using their base code.

- Present -

2021 Q4 - Utilize Bepro grant to setup the WorldBox Token, Dex, and market, as well as create the smart contracts relating to the broadcast system and user earnings.

2022 Q1 - Hold first and 2nd Defi capital raise to fund the App and show development. Source production funds and company investment through traditional channels, if necessary. Rollout smart contracts to testnet.

2022 Q2 - Pre-production phase of 'Loop'. Mini game and show interaction development. Rollout Smart contracts to Mainnet.

2022 Q3&4 - Shoot and edit 'Loop'. Interactive element integration.

2023 - Q1 - App and System testing. Pre-sale WB Tokens and NFTs airdropped. Dex and Market go live. Pre-production starts for Production#2.

2023 Q2 - 'Loop' goes LIVE! 1st grand prizes awarded at the end of the season.

2023 Q3 - Tokenised profit share distributed to holders. Production#2 filming starts.

2023 Q4 Onwards - Production cycle continues. Interaction systems developed, marching towards the end goal of fully interactive, individualised experiences.

## - Final Note from the key creative - Jono Heaney

*WorldBox, in its final form, is a roadmap for building the first Artificial Neural Network (ANN) capable of generating unlimited interactive narratives, on demand, tailored to each individual viewer's taste. It will be a turning point in human history in terms of how we express and experience stories.*

*This document details the production of 'Loop', the first of many Interactive Shows to be built on the system*

*It is a much simplified version of the end goal which is a system which can deliver completely unique, interactive viewer experiences on demand, where the viewer can go anywhere and do anything within a basic narrative framework.*

*It's a BIG dream, I know. The success of the intended final stages of WorldBox relies on other companies to come up with brilliant new technology in the fields of Augmented and Virtual Reality, Machine Learning and most importantly, Artificial Intelligence.*

*I understand this dream will only be achieved by standing on the shoulders of the AI and ANN giants who will emerge in the next 10 years.*

*What WorldBox has which makes it unique is it will be able to provide billions of human narrative decisions with which to train an Artificial Neural Network to tell it's own unique stories.*

*In technical terms, this huge wealth of viewer data (interaction) can be structured as backpropagation (i.e. validation of acceptable results) for an ANN running in conjunction with each new production.*

*Once we get to a point where the WorldBox ANN can reliably offer any number of seemingly intelligent story directions itself, viewers will start to receive 100% individual narratives - this in turn will speed up the learning process exponentially as the system will start learning on a 1 to 1 basis with millions of human viewers.*

*This will lead to significant breakthroughs in the way AI 'understands' and interacts with humans : once an AI is able to map out the patterns that lead to complex concepts such as nuance, humour, love and hate, it will be able to replicate these patterns and communicate in a way indistinguishable from those of human origin.*

*Critically, all through the process the system rewards viewers for their data, while self funding its own development.*

*Personally, I am most excited for all the unforgettable media history we are going to create along the way.*

*Jono Heaney  
CEO  
WorldBox.tv*

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For full details of the entire project please see 'WorldBox - Master Concept & Rollout'.  
Available on request to broadcast investors and company partners.