

# LET IT PLAY

AUDIO LAYER OF THE INTERNET



## Our mission

LetItPlay prepares the Internet for its audio future by creating a decentralized ecosystem with attention economy which allows any news portal, blogger or community to easily create, distribute and monetize audio versions of their content.

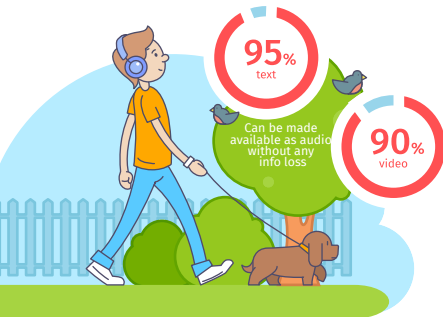
## The crisis of visual perception

Youtube and TV, books and blogs, facebook and video games have overtaxed our sight. Visual Perception is exhausted!

Audio is the new point of growth in the future of content consumption.

People on average have 3 hours per day for audio.

IT-giants got this trend and started to create audio assistants and invest into voice recognition and voice synthesis technologies.



## Audio is the new point of growth

The majority of content can be heard rather than seen without any information loss: news, blogs, books, articles, etc.

Lack of the monetization platform discourages a content growth. Such platform should be as big and free as Youtube but more fair for Content-providers and Consumers.

## Balanced ecosystem

In LetItPlay ecosystem all key actors are gathered together to create a new industry of audio layer.

Consumers – consume content

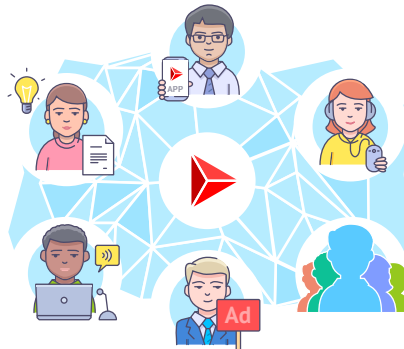
Content-providers – generate content

Service-providers – help CP to create audio

Distributors – create apps for content distribution

Advertisers – pay customers for their attention

DAO – develops an ecosystem and solves issues



## Attention economy

In LetItPlay we implement the attention economy to make audio production profitable.

Content-providers will make profit on Consumers attention: listens, likes and shares. Blockchain makes the economy rules clear for everyone and all changes controlled by the Community.

## Play and PlayPower



Play

An utility token for payment transaction in the ecosystem

Play tokens will be emitted as a reward to Content Providers according to Consumers attention: listens, likes, shares



PlayPower

Determines user's influence in the Ecosystem

Main competitive tool to win the Consumers attention

Determines the weight of vote for decisions in decentralized governance

266.47 ETH RAISED ON PRESALE 1

## Token sale schedule

### Private Presale 2

1 MAY 2018 – 31 AUG 2018

#### Token price

1 ETH = 10 000 PLAY

#### Bonus level 1

+30% PLAY BELOW 50 ETH

#### Bonus level 2

+35% PLAY 50 – 100 ETH

#### Bonus level 3

+40% PLAY 100 – 200 ETH

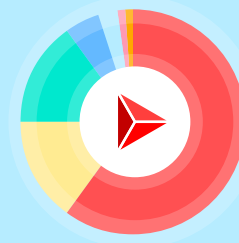
#### Bonus level 4

+45% PLAY 200 – 500 ETH

### Token sale

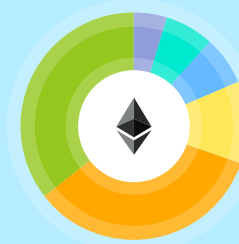
FALL 2018

## Play Token distribution



- 60% TOKENSALE
- 15% ECOSYSTEM FUND
- 15% FOUNDERS
- 5% TEAM
- 3% ADVISERS
- 1% BOUNTY
- 1% EOS SHAREDROP

## Raised funds distribution



- 36% PRODUCT
- 35% COMMUNITY
- 12% RESERVE FUND
- 7% MARKETING
- 7% ADMINISTRATIVE
- 3% LEGAL

## Founders team



Andrey Durakov  
CEO



Kirill Yurkov  
CTO



Grisha Klimov  
WEB and Cloud Expert



Aleksander Drem  
Business Development

- ▶ LetItPlay Mobile Apps Available in AppStore and GooglePlay
- ▶ Our widgets have been used more than 1 million times