

# Yurix White Paper



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# INTRODUCTION

## Welcome to YURIX

This Token and Platform WILL revolutionize the way you watch videos online! But why do we feel your video viewing experience needs to be improved? The over abundance of commercials on video sharing platforms are both annoying and time consuming.

YURIX is THE solution to that problem! On the YURIX video sharing platform you, as the viewer will be rewarded by generating coins directly into your wallet on our platform. These YURIX (YRX) Tokens are derived from 90% of the ad revenue collected by YURIX. In short; YOU GET PAID TO WATCH COMMERCIALS! That's right! Here at YURIX we recognize the age old rule - TIME IS MONEY! And, we respect our viewers so much that we will PAY YOU to watch our sponsors' ads.



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# The Inner Workings of YURIX

Every time you watch a video, our contracts with advertisers require so many ads per video hour. As we get paid for each showing, we pass that income directly to you EVERY time you elect to watch one of those ads.

So, on the YURIX platform, instead of being forced to watch commercials; you CHOOSE whether you want to watch (and be paid); or not.

What is the Innovation of YURIX that allows this choice and payment?

YURIX has given birth of a brand new "proof of" technology called "proof of view", or POV. This means that everytime you CHOOSE to watch an advertisement on the YURIX Platform you are invoking the POV protocol built into the system through the Smart Contract present in our ERC20-based YURIX Tokens. More specifically, when the advertiser pays us to put their ads onto a certain video on the Platform; we put 90% of those funds into YRX Tokens and connect those directly into the commercial videos. Then, when you're watching a video on the YURIX Platform, you'll occasionally see a prompt pop up asking if you WANT to watch a commercial. Choose NO and you continue watching your video without further interruption. But, if you choose YES, you watch the paid advertisement you agreed to see; receiving YRX Tokens directly into your Wallet on our Platform as soon as the ad is concluded; thereby triggering the POV function. The incorruptible nature of the ERC20, Ethereum-based Smart Contract is that; once programmed it cannot be stopped from performing its duty. So, there is no worry about payment; as EVERY 15 second ad you watch WILL pay you IMMEDIATELY.

ERC20

SECURE



## BUT WAIT; THERE'S MORE!!!

Not only can you get paid to watch videos; you can get paid to post your videos as well. By accepting our posting agreement you are allowing us to place paid ads into your video. And, each time your viewers choose to watch one of those ads; YOU get paid YRX Tokens, just like the viewers. In fact, of the 90% of ad revenue that goes into the Tokens tied to the ads embedded into your video; 45% of the total revenue paid to us by the advertisers goes directly to YOU; with the other 45% going to the viewers. This means that, the more viewers you have, the higher your channel is ranked on the YURIX Platform. The higher your ranking, the more lucrative advertising we can place in your videos; meaning you can make more money by producing high quality videos.



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## But how does this benefit the advertisers?

Well, as an advertiser, you can benefit from our Proof Of View protocol.

Since our viewers, and content producers, only get paid when the viewers watch your ENTIRE commercial this allows your advertising dollars to go much further. Whereas advertisements on traditional platforms, like YouTube may, or may not be watched (or skipped) there is NO possibility of skipping your ads placed on YURIX. The Smart Contract does not allow "cheating" the system. Every view must be complete from start to finish in order to be counted and paid. Every ad must also be authorized by the viewer in order to activate the Smart Contract. So, as an advertiser, you pay us, we connect 90% of those funds to the Smart Contracts for the equivalent amount of Tokens for that purchase; and those are attached to the videos, channel, channel rating group or category you choose. From there the beauty, simplicity and the absolute immutability of the ERC20 Token Smart Contract does all of the work, and bookkeeping, for you.



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# Target Audience

## Who do we hope to attract with this site?

As previously stated, the three main target groups we will attract to YURIX will be...

1- Viewers - Everyone watches videos. Short clips, longer shows, funny, serious, TV Shows, Movies and skits. Everybody has a favorite. And all of our viewers will find the content they love on the YURIX Platform

2- Content Producers - Whether you're an Indy Producer who creates informational videos, you're a comedy genius who creates funny skit videos, or you're a TV Producer licensed to resell shows/movies of today or from years gone by; YURIX has a place for you and your content. If you have an established viewer base; or you are just starting out; you'll have space on the YURIX Platform to showcase your work and find more viewers through our various promotional plans.

3- Advertisers - Small companies just starting out, Mid-sized companies who are looking for new customers, and established international corporations can all find advertising space on YURIX with our custom-made pricing plans, conveniently outlined with complete transparency and clarity (see current pricing on our website).

4- Third Party Websites - The YURIX Token and payment/award system will initially start on the YURIX site. But, in the very near future, will expand to other sites that choose to post a video from the YURIX Platform; which it will pay the site owner and the viewers if they choose to view an ad before the video.



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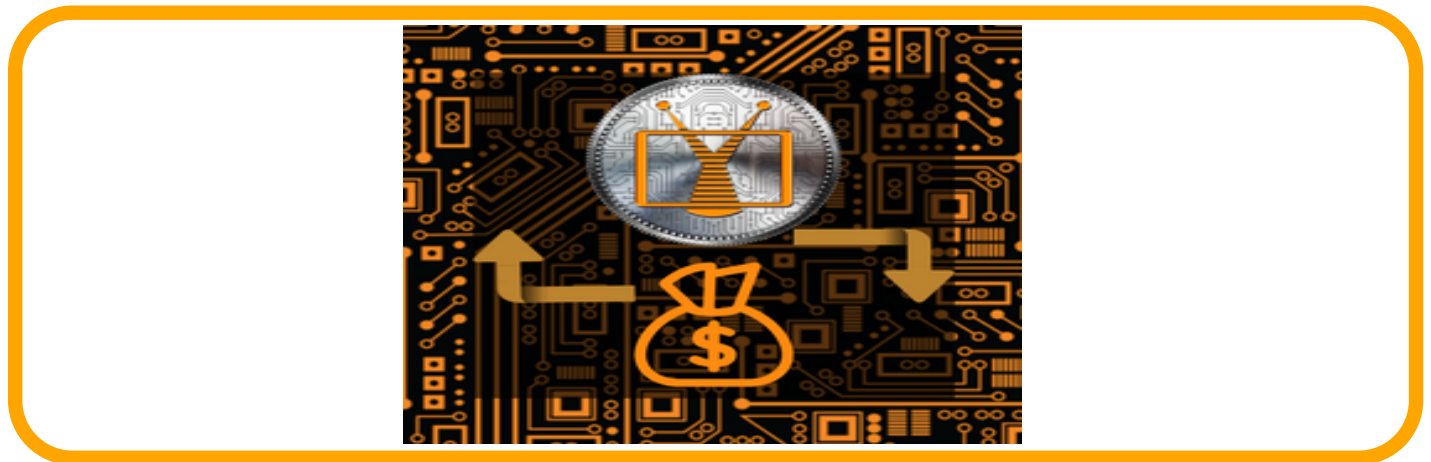
## What are the advantages of the YURIX Token and Platform?

1- Data storage is permanent. Whatever is stored on the YURIX Platform is locked into it by way of the Smart Contract attached to the upload of that data.

2- Effective Advertising. The biggest issue in advertising is being able to determine the effectiveness of the ads. With YURIX, you will know every effective ad by way of the views of that ad, as recorded by the Token tracking reports sent to you each recording period; thereby allowing you to modify your ads to fit the audience.

3- Yurix will be diversely distributed. Every single optionally viewed commercial will be rewarded with Yurix.

4- The creation of closed economic system. With the YURIX Token you will enjoy the benefit of havind a completely enclaprulated economy which is strictly recorded to the blockchain transactions; thereby being completely transparent (aka - "fraud-proof").



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# Project FAQ

When will the ICO start? The starting date for the ICO is March 3rd, 2018 to April 3rd, 2018

What currencies for YURIX lending utilize? Yurix Lending accepts only Yurix (YRX) currency as payment mode. This

increases the value of the currency demand. The Yurix system uses the value in US dollars for all loan investments and benefit payments.

Can I withdraw my balance at any time (even during the ICO)? Yes, you are free to withdraw your balance at any time. In contrast to other platforms, we never hold withdrawals. You are in total control of your funds.

Which currencies can I use to participate in the ICO? You can buy for ICO with Bitcoin, YRX and Ethereum. But if you deposit with YRX, you get an additional bonus of 5% in Yurix coin, we support the YRX community and its ecosystem, we are a community. Our investments include YRX in our portfolio.

How can you contact us? Our email address is [admin@yurix.com](mailto:admin@yurix.com) Or, you can send any questions to us via the contact form on our website at [YURIX.io](http://YURIX.io)

Where can you purchase YRX Tokens? In the beginning YRX Tokens will be for sale only on the YURIX Platform. In time YURIX will be listed on exchanges as well to be traded with other currencies.

How can you purchase YRX? YRX Tokens can only be purchased, on the YURIX Platform using BTC or ETH. Fiat payments are not currently accepted; nor do we have plans to make that change. However, as with all of our policies, YURIX reserves the right to make any changes, at any time, at the sole discretion of the YURIX Team.

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# Coin Distribution

Total Coins Minted: 34361590.00000000 YRX

Developer and team: 15%: 5154237 YRX

Research and Development (Eco system): 10%: 3436158 YRX

Bounty Program/ Contributors: 10%: 3436158 YRX

Pre Ico and Crowd sale: 65%: 22335030 YRX

Use of proceeds: 45% operational, 25% marketing, 24% platform development, 6% legal.

There will never be any tokens created after ICO is complete. As the YURIX Platform begins operating at full capacity and gaining advertising revenue to maintain operations at full scale the YURIX Team will be buying back YRX on various exchanges in order to be able to further fund our eco system as outlined herein.

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# Road Map

## Q4 2017

YURIX Vision Explained

Project Planning

Project Research

YURIX Protocols Defined

YURIX Goals Created

## Q1 2018

Token Creation

PreSale Offering

Marketing for Phase 1, 2, 3 Public Sale

PC Wallet Research

Phase 1, 2, 3 Public Sale Launch

ERC20 Token Issued on Internal System

## Q2 2018

Token Listed on Exchanges

YURIX System Planned and Researched

Mobile Wallet Research and Development

PC Wallet Launch

## Q3 2018

Yurix Platform Development (Beta)

Android/iOS Wallet Launch

Marketing for Public Awareness of YURIX Platform

YURIX Platform Beta Testing

Smart Contract Development and Implementation

## Q4 2018

YURIX Platform Beta Launch

Reachout to Sponsors for Advertising

Continue Marketing for Public Awareness

Reach Out to Major Media and News

Listing on More Exchanges

## Q1 2019

YURIX Platform Alpha Launch

Continue to Grow Sponsorship and Continued User Growth

Research and Planning of YURIX Platform External System

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# Privacy Disclaimer

YURIX is committed to keeping any and all personal information collected of those individuals that visit our website and make use of our platform accurate, confidential, secure and private. Our privacy policy has been designed and created to ensure those affiliated with YURIX of our commitment and realization of our obligation not only to meet but to exceed most existing privacy standards. THEREFORE, this Privacy Policy shall apply to YURIX and any subsidiary company of YURIX listed below or that may be later organized, and thus it shall govern any and all data collection and usage thereof. Through the use of [www.yurix.io](http://www.yurix.io) and any subsidiary website listed below or that may be later organized you are herein consenting to the following data procedures expressed within this privacy policy. Collection of Information: the YURIX website(s) collects various types of information, such as: Voluntarily provided

information which may include your name, address, email address, billing and/or credit card information etc., which may be used when you purchase products and/or services and to deliver the services you have requested. Information automatically collected when visiting our website, which may include cookies, third party tracking technologies and server logs. Please rest assured that this site shall only collect personal information that you knowingly and willingly provide by way of surveys, and completed membership forms. Additionally, telephone conversations and electronic communications such as e-mails and instant messaging, between you and YURIX and our subsidiaries in connection with your use of our website may be recorded. It is the intent of this site to use personal information only for the purpose for which it was requested and any additional uses specifically provided on this site. We may also gather information about the type of browser you are using, IP address or type of operating system to assist us in providing and maintaining superior quality service. It is highly recommended and suggested that you review the privacy policies and statements of any website you choose to use or frequent as a means to better understand the way in which other websites garner, make use of and share information collected. Use of Information Collected: YURIX may collect and may make use of personal information to assist in the operation of our website and to ensure delivery of the services you need and request. At times, we may find it necessary to use personally identifiable information as a means to keep you informed of other possible products and/or services that may be available to you from [www.yurix.io](http://www.yurix.io) and our subsidiaries. YURIX and our subsidiaries may also be in contact with you with regards to completing surveys and/or research questionnaires related to your opinion of current or potential future services that may be offered. YURIX does not now, nor will it in the future, sell, rent or lease any of our customer lists and/or names to any third parties. YURIX may deem it necessary to follow websites and/or pages that our users may frequent in an effort to glean what types of services and/or products may be the most popular to customers or the general public. YURIX may disclose your personal information, without prior notice to you, only if required to do so in accordance with applicable laws and/or in a good faith belief that such action is deemed necessary or is required in an effort to: Remain in conformance with any decrees, laws and/or statutes or in an effort to comply with any process which may be served upon YURIX and/or

our website; Maintain, safeguard and/or preserve all the rights and/or property of YURIX; and Perform under demanding conditions in an effort to safeguard the personal safety of users of [www.yurix.io](http://www.yurix.io) and/or the general public. Children Under Age of 13: YURIX does not knowingly collect personal identifiable information from children under the age of thirteen (13) without verifiable parental consent. If it is determined that such information has been inadvertently collected on anyone under the age of thirteen (13), we shall immediately take the necessary steps to ensure that such information is deleted from our system's database. Anyone under the age of thirteen (13) must seek and obtain parent or guardian permission to use this website. Unsubscribe or Opt-

Out: All users and/or visitors to our website have the option to discontinue receiving communication from us and/or reserve the right to discontinue receiving communications by way of email or newsletters. To discontinue or unsubscribe to our website please send an email that you wish to unsubscribe to [admin@yurix.io](mailto:admin@yurix.io). If you wish to unsubscribe or opt-out from any third party websites, you must go to that specific website to unsubscribe and/or opt-out. Links To Other Web Sites: Our website does contain links to affiliate and other websites. YURIX does not claim nor accept responsibility for any privacy policies, practices and/or procedures of other such websites. Therefore, we encourage all users and visitors to be aware when they leave our website and to read the privacy statements of each and every website that collects personally identifiable information. This Privacy Policy applies only and solely to the information collected by our website. Security: YURIX shall endeavor and shall take every precaution to maintain adequate physical, procedural and technical security with respect to our offices and information storage facilities so as to prevent any loss, misuse, unauthorized access, disclosure or modification of the user's personal information under our control. The company also uses Secure Socket Layer (SSL) for authentication and private communications in an effort to build users' trust and confidence in the internet and website use by providing simple and secure access and communication of personal information. Changes to Privacy Policy: YURIX reserves the right to update and/or change the terms of this Privacy Policy, and as such we will post those changes to our website homepage at [www.yurix.io](http://www.yurix.io), so that our users and/or visitors are always aware of the type of information we collect, how it will be used, and under what circumstances, if any, we may disclose

such information. If at any point in time YURIX decides to make use of any personally identifiable information on file, in a manner vastly different from that which was stated when this information was initially collected, the user or users shall be promptly notified by email. Users at that time shall have the option as to whether or not to permit the use of their information in this separate manner. Acceptance of Terms: Through the use of this website, you are hereby accepting the terms and conditions stipulated within this Privacy Policy. If you are not in agreement with our terms and conditions, then you should refrain from further use of our sites. In addition, your continued use of our website following the posting of any updates or changes to our terms and conditions shall mean that you are in agreement and acceptance of such changes. How to Contact Us: If you have any questions or concerns regarding this Privacy Policy related to our website, please feel free to contact us at the following email, telephone number or mailing address. Email: [admin@yurix.io](mailto:admin@yurix.io)

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