



WHAT IS ENVISION?

Envision is a web3 stock media marketplace. Leveraging the immutability of blockchain technology, the Envision platform allows stock media creators/sellers to market and sell content directly to buyers without the need for any intermediary.

ISSUE WITH CURRENT PROVIDERS

Currently content creators are reliant on large centralised providers to purchase their content outright. The creator is forced to forfeit ownership rights leaving them with no control over how their content is sold or for how much. This leaves a situation where content creators are forced to sell the rights at significantly lower prices than what that piece of content may end up generating, in some cases this can be as little as 15%.

WHY USE ENVISION?

RETAIN OWNERSHIP

- Unlike existing solutions, content sellers/owners retain ownership of digital assets plus complete control over sale type and price.

RECEIVE 100% OF SELECTED CONTENT PRICE

- Unlike existing solutions, content sellers on Envision select the sale price of content in USD terms and receive 100% directly from the buyer.

PERSONALISE BRAND/ACCOUNT

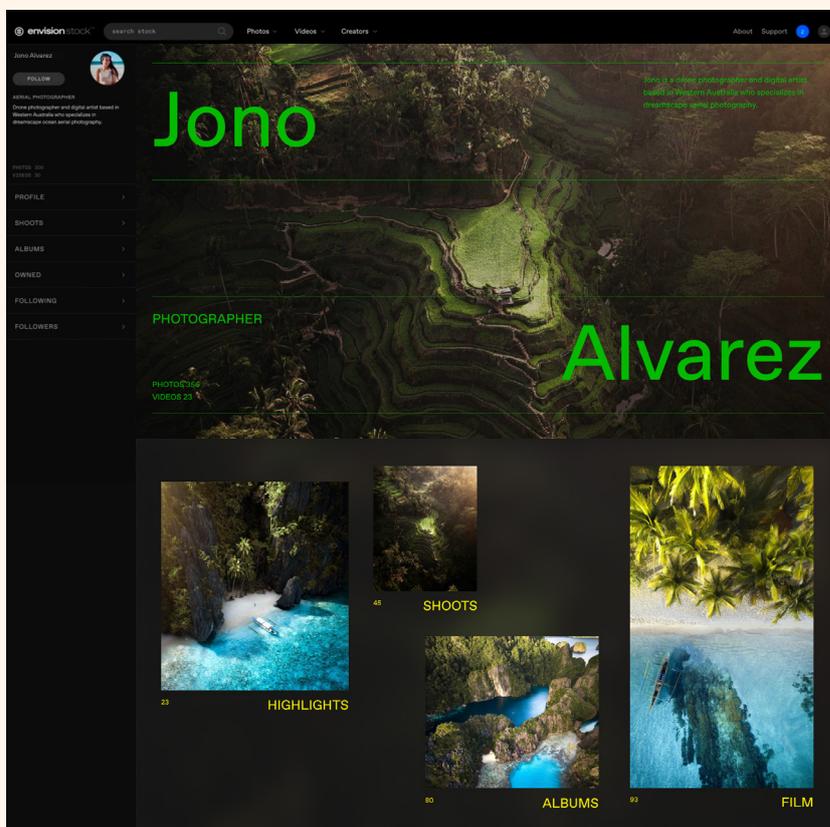
- Unlike existing solutions, within the creators portal, content sellers tailor their account design to fit their brand and image.

GAIN ACCESS TO LIVE INSIGHTS

- Unlike existing solutions, Envision provides valuable data back to content sellers/owners which improves content creation efficiency. Data such as trending themes and topics, pricing information, popular filters, technical data, etc.

IMPROVED USER EXPERIENCE

- Unlike existing solutions, significant time and resources have gone into building tailored UX/UX specifically to assist sellers with uploading, marketing and selling their content.



An example of a creator's front facing profile. Creators will have the ability to customise how their profile appears for customers. Video or image content can be highlighted for their dominant hero image. They will also be offered options on how they want to layout their content.

BENEFITS OF WEB3

OWNERSHIP

- Web3 is powered by blockchain technology and decentralisation, democratising content creation and eliminating the middleman. Web2 relies on taking ownership of content to store, distribute, and benefit from content. Web3, in contrast, allows users to earn income from selling activity directly.

TRANSPARENCY

- All transactions are immutably recorded on-chain, and are time- and date-stamped. This enables users to view the entire history of a transaction or retrospectively see transaction history without being reliant on any other party.

SECURITY

- Unlike current solutions, where information can easily be copied, stolen or manipulated without the user knowing, blockchain technology is secure and tamperproof; data cannot be changed or hacked without the interference being detected.

TRACEABILITY

- Blockchain creates an audit trail that documents the provenance of an asset at every step on its journey. Digital asset ownership can be traced back to its origin assisting with preventing copyright or IP infringements.

SELLING CONTENT ON THE ENVISION PLATFORM

STEP 1

- *Create and verify account*

STEP 2

- *Upload and tag content*

STEP 3

- *Connect Web3 wallet*

STEP 4

- *Mint original NFT which provides proof of ownership*

STEP 5

- *Select sale type (license or outright) and price for content*

CREATOR'S INFO PACK

UPLOADING/LISTING CONTENT ON ENVISION PLATFORM

Uploading, tagging and listing content on the Envision platform is designed to save sellers time and money by grouping many images and clips into a batch upload.

Envisions proprietary tagging and titling system allows sellers to group content for mass uploading, removing the tedious job of tagging each piece of content individually.

Once content is uploaded to the Envision platform it can be listed for sale by conducting a batch mint where each individual piece of content has a corresponding NFT created and subsequently deposited into the connected wallet.

MANAGING CONTENT ON ENVISION PLATFORM

In the creators portal, the seller/owner of original content retains the ability to manage all elements including the price, number of licences, exclusivity, etc. The creators portal also gives users the ability to update account settings, view sale performance and any assets currently in their wallet.

BEING PAID ON ENVISION PLATFORM

When a consumer purchases content, \$VIS tokens will be sent to the sellers desired web3 wallet address. The number of \$VIS tokens received by the seller will be equivalent to the market value in USD terms the seller selected.

ie, seller lists the licence of an image for \$50, at the time of purchase 1 \$VIS token can be traded on market for \$0.10, the buyer would send the seller 500 \$VIS tokens.

\$VIS tokens are Envisions native utility token which can be traded for USDC.

