



The full-fledged ecosystem for artists,  
influencers and their fans with multiple  
interaction and monetization possibilities

## Disclaimer and Abstract

The purpose of this Whitepaper is to present **SHINY**—an ecosystem empowering the interaction and monetization among influencers, artists, content creators and their fans.

Everybody wanting to join the **SHINY-Community** can do so with the Initial Coin Offering (ICO).

The information set forth below should not be considered to be complete and does not, in any way imply any elements of a contractual relationship.

### ***Whitepaper is neither a prospectus nor an offer***

The management of SHINY GmbH has prepared the whitepaper made available on the website of SHINY GmbH as it sees fit and has not followed any guidelines. There are no specific legal requirements for the content of such a white paper. Furthermore, it has not been tested or approved by any authority or other official body. The White Paper is descriptive, purely informative and has no legal effect. It is intended to explain the SHINY project in a comprehensible way and to explain its characteristics and advantages. Accordingly, the white paper does not constitute a securities and investment prospectus. Nor is the White Paper an offer for securities, investment products or other financial instruments.



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### ***Forward-looking statements are non-binding***

The calculations presented in the White Paper are based on forecasts of future developments. They can't be guaranteed. Rather, the buyer bears the risk of deviating developments. Forward-looking statements involve uncertainties and risks. They are mainly based on the assessments of the management of SHINY GmbH about the future development. In addition, they may contain errors of perception or assessment and may prove to be incorrect. It is also possible that events or developments not taken into account in the forecasts may lead to significant deviations from the forecast.

### ***Self-responsible risk assessment***

Furthermore, the White Paper does not replace legal, tax or other advice. Before participating in the ICO, each purchaser should assess the risks involved on his own responsibility and, if necessary, seek expert advice. This is particularly recommended in view of the regulatory and tax consequences of a purchase of SHYN tokens.

SHINY GmbH expressly assumes no liability for economic endeavours which are pursued with the purchase of SHYN tokens.



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# 1. Abstract

Today, the entertainment industry is part of the fastest expanding sectors, having surpassed a market size of two trillion USD and reaching an overall annual growth of 40%. One of the reasons for this trend is the exponentially increasing level of digitalization, a concept that is actively revolutionizing almost every sector it touches.

Every day, we consume digital content and spend a significant portion of our income on online purchases. New generations are growing up with access to a whole new world of entertainment options at their fingertips. Social media networks are sprouting from digitization and have initiated a fundamental change in our digital society, not only revolutionizing how users interact with each other in their daily lives, but also laying the foundation for various commercial applications.

Influencers, for example, play a crucial role in how products are advertised, as influencer marketing has become the most effective advertising technique. Influencers and artists largely rely on digital platforms to connect with their community and monetize their efforts.

However, the mechanisms for monetizing content are outmoded. Creators who largely resemble influencers, i.e., interact digitally with their communities, are mostly faced with high costs for platform usage and face significant fees for advertising revenue.

In addition, the entertainment industry continues to be dominated by large media companies and sponsors who manipulate the trend in their favor.



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Communities and fans are excluded from feedback loops and decision-making, even though they are the creator's most important stakeholder group, largely similar to artists and musicians, constitute. Notwithstanding the importance of Influencers and Artists, there is no mechanism for them to enter into contractual relationships with their customers or to be compensated at the time of interaction, with the consumer.

The **SHINY** project and the underlying **SHYN utility token** have made it their mission to solve the problems of all the above stakeholders. **SHINY** is a full-fledged **ecosystem** that enables a new kind of digital interaction between creators of all kinds and their fans. We are using the functionality of blockchain technology to revolutionize the traditional model of fan community monetization and interaction with their Creators.

We intend the **SHINY** project to provide the infrastructure for artists, influencers, and creators to maintain and constantly grow their communities. The **SHINY ecosystem** will combine the functionalities of a social media network and a content sharing platform.

These will be supported by a unique gamification program, which allows each stakeholder group to create their own loyalty programs and creator token to build lasting relationships with fans.



*The SHINY project will initially focus on Germany. In the fourth quarter of 2023, we plan to expand in Europe, and in 2024, we plan to have an international representation.*

Our defining vision is clear:

To become the one-stop platform where influencers as well as artists, creators and their fans will be able to interact with each other and foster relationships in ways never before imagined.



## 2. The entertainment industry

### 2.1 The entertainment industry

The entertainment sector has undergone drastic changes over the past decade. The pace at which the industry is changing is overwhelming, with new opportunities and subsectors emerging every year. Some of the most prominent segments of the U.S. media and entertainment industry today include motion pictures, television programming, streaming content, recorded music and audio, book publishing, video games, and ancillary services and products.

Digital content, such as videos and games delivered on social media and video platforms, has become the most consumed type of content by Millennials and younger generations.

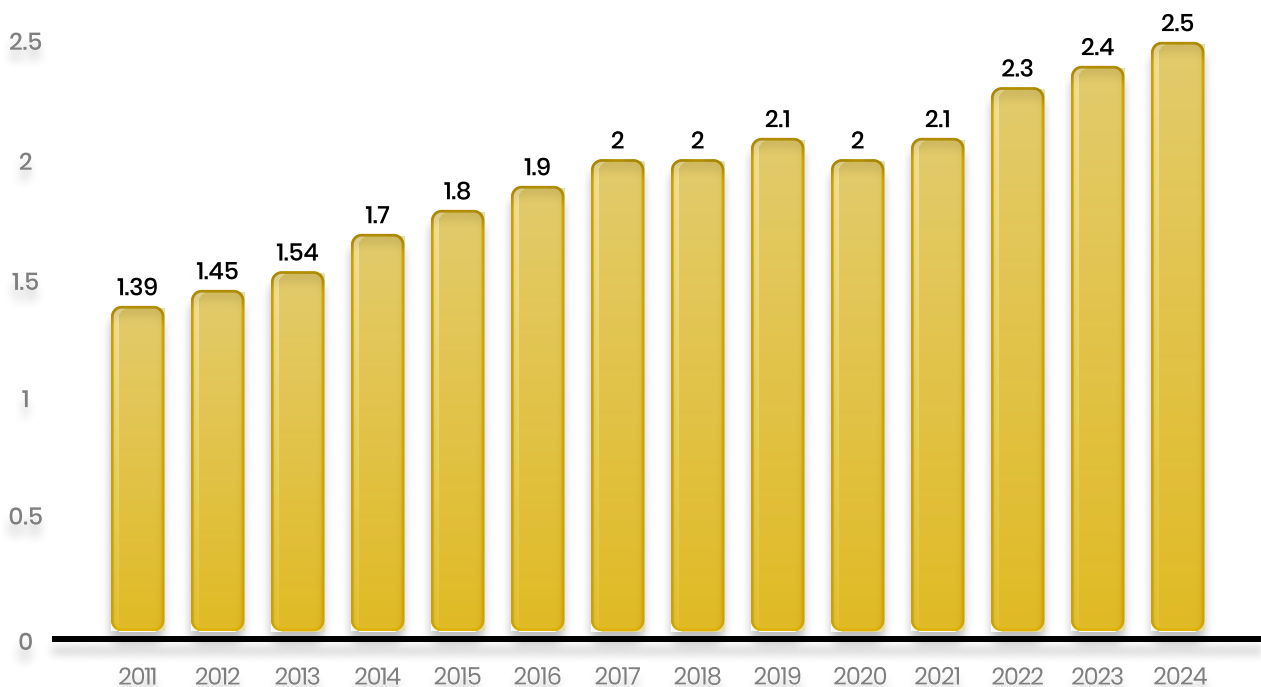


Figure 1: Value of the global entertainment and media market from 2011 to 2024 in trillions of USD. (Source: Statista)







*On average, consumers spend seven hours a day consuming digital content. (Source: forbes.com)*

In just about a decade, the market size of the entertainment sector has doubled (see Fig. 1). Besides the global COVID-19 pandemic as one of the accelerating aspects for the increased consumption of digital content, there are other factors that are not situational. Increased availability and access to the Internet and affordable mobile devices are contributing to the growth of the industry. Digital content reaches consumers in the shortest possible way due to a variety of social media networks and video platforms.



*Among children today, becoming a Youtuber is three times more popular than becoming an astronaut. (Source: FAZ.net)*

As a result of the increasing appeal of digitalization and the way it is revolutionizing the entertainment industry, the term "creator economy" has emerged. The concept brings together stakeholders, such as influencers and content creators in general.

It's clear that the Creator Economy is already becoming one of the main drivers of the entertainment industry's rapid growth - a transformation that is just beginning to unfold.



## 2.2 Video content



*Youtube is actively used by two billion people every month.  
(Source: Statista)*

Video content platforms are achieving some of the most impressive growth figures in the entertainment industry.

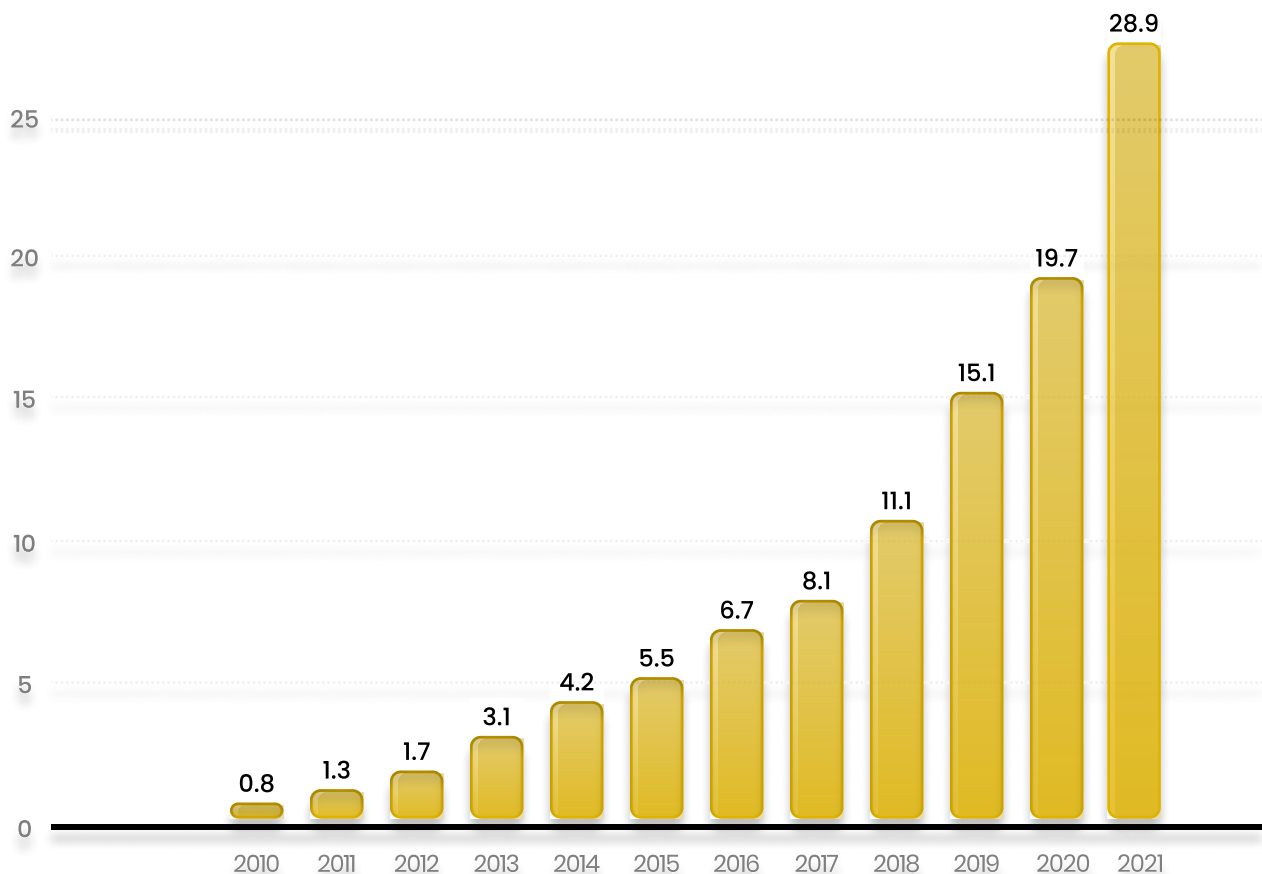


Figure 2 : YouTube's annual revenue in USD billion. (Source: Statista)

Video content has a number of features that make it not only one of the most sought-after sources of entertainment today, but also a powerful marketing tool. Viewers absorb the message better and make a purchase three times more often than through traditional means. Videos the preferred method to promote brands.



## 2.3 Music streaming

Artists have long relied on online streaming and music platforms to gain access to a wide audience and gain global exposure.



*In 2021, music industry revenues reached USD 25.9 billion, with 70% of revenues generated from streaming. (Source: Statista)*

Revenues from streaming services continue to rise (see Fig.3) and are becoming the most lucrative digital music format.

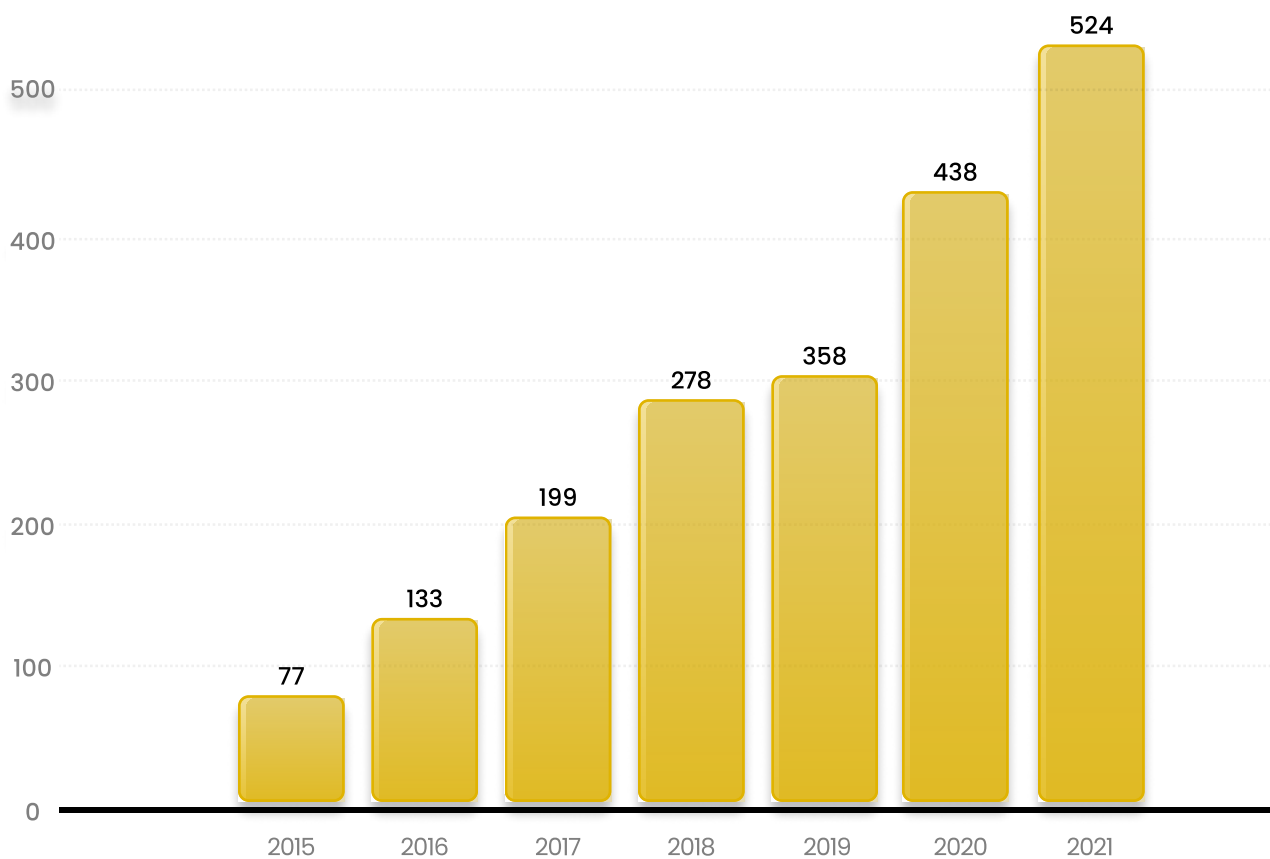


Figure 3: Number of music streaming subscribers worldwide from 2015 to 2021 in millions (Source: Statista)



## 2.4 The role of influencers

Given the importance of social media networks for advertisers and brands to reach almost any potential consumer at any time, it is no surprise that influencers are becoming increasingly important. Influencers and their communities are one of the core tools of many digital marketing strategies.



*Companies make five times as much profit as they spend on influencer marketing. (Source: influencermarketinghub)*

Consumers increasingly rely on social media to gather information about products. Their purchase decisions and intentions rely heavily on influencers and other people's experiences with potential consumer products.



*84% of companies plan to work with social media influencers in 2023. (Source: influencermarketinghub)*

Collaborating with digital influencers is now the most trusted and effective way for brands and advertisers to reach consumers.



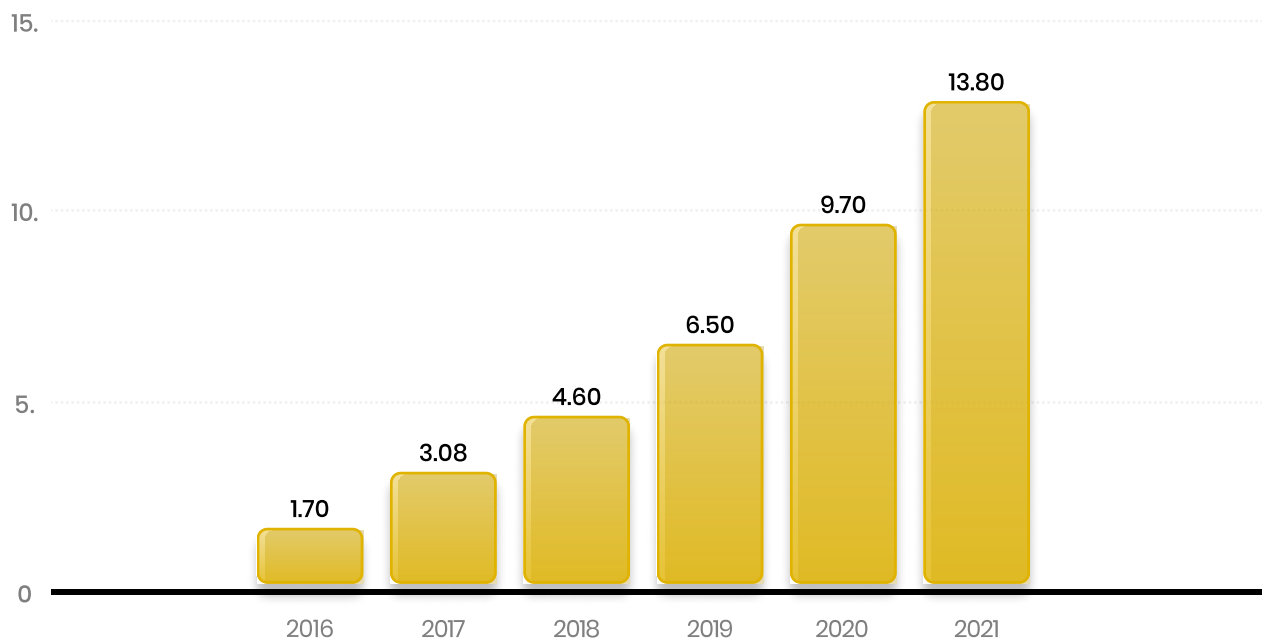


Figure 4: Development of the budget for influencer marketing worldwide in billions of USD.  
(Source: influencermarketinghub)

From just \$1.7 billion in 2016, the value of the influencer marketing market has increased more than eightfold in the last 5 years.

Even more impressive is the recent growth between 2020 and 2021, accounting for nearly 50% of the total market size.

Forecasts point to exponential growth that has yet to unleash its full potential.



### 3. Problems and challenges

Increasing interest in digital content and new technological insights are creating new challenges and problems for creators, influencers, and artists.

Despite their efforts, video content creators in particular are not fairly compensated. Artists don't have it any easier; several large corporations dominate the industry. These companies sign longterm contracts with artists, but put their own financial interest ahead of the artists' professional development. Since market shares in the entertainment and media industries are mostly spread across a few large companies, these giants dictate the rules of the market.

#### Problem

*Streamers and artists must cede an enormous amount of their revenue to media companies and platforms*

#### Problem

*No possibility of being financed via their community, bound to media publishers in the long term*

#### Problem

*Opinion of the community as a whole is important, but individual opinions are lost*

#### Problem

*Difficult to build and maintain a fan base, as platforms and networks differ fundamentally in terms of the way they are used*

#### Problem

*No digital platform where direct contract conclusion between influencer and customer is possible (Example: external online stores)*

#### Problem

*Streaming services, social media and content platforms are highly vulnerable to hacking. Data leaks appear again and again*



## 4. SHINY – The Solution



*The **SHINY** ecosystem will be the first full-fledged digital space that empowers artists, influencers and content creators to leverage multi-layered interactions and diversified monetization options, based on the creation of a personal digital space*

The **SHINY** ecosystem will combine a social media network and a content sharing platform.

Creators will have the opportunity to launch their own gamification programs that provide access to exclusive blockchain-based content in exchange for a subscription and promote their communities through various interaction opportunities (social media features: posts, multimedia sharing, streaming).

**Creators can link their gamification programs to unique creator tokens.**

These are reserved for their community and can be given away/sold as a reward for passionate fans.



***SHINY** is the first project to offer Creators everything they need on a single platform to realize the full potential of their fan base*



For fans, the **SHINY** ecosystem becomes a place where they can engage intensively with the creator. Poll voting, unique loyalty rewards, access to exclusive content, and high-level interaction are among the main benefits that fans can enjoy.



*For the first time, fans can interact directly with the Creator and contribute to its growth while being rewarded for it.*

The ultimate feature of the **SHINY** project is:

- **Creator:** to provide them for the first time with a multifunctional channel to intensify the relationship of their community
- **Fans:** to engage more deeply with the Creator, to have much greater decision-making power than ever before, and to contribute directly to the community while being rewarded for doing so.

Access to the **SHINY ecosystem** will be available to participants through both a web-based application and a mobile app.





### Problem

Multiple social channels with different characteristics and audiences make it difficult for a creator to address all of them efficiently.

### Solution

**SHINY** offers the first one-stop ecosystem where Creator can engage with the fan community on a multi-functional platform. At the same time, fans get a variety of interaction opportunities with Creator, which increases overall engagement within the community.

### Problem

Challenging market conditions for Creators. Their margins are low due to high fees from intermediary parties such as content platforms, agencies, and media companies.

### Solution

**SHINY** creates a transparent fee structure and democratizes the entertainment industry. The fees we charge are lower than any alternative solution.

### Problem

Despite high legal uncertainties, creators and their fans are forced to use third-party payment systems.

### Solution

**SHINY** will enable direct payments at the point of interaction. The platform will support the decentral **SHINY Wallet** to which users can connect and make payments.



### Problem

Lack of a reliable feedback and voting system that allows fans and communities to voice their opinions and participate in decision making.

### Solution

**SHINY** enables transparent voting based on blockchain technology.

### Problem

The security of common solutions has always been a concern for end users. Centralized data centers are much more vulnerable than decentralized blockchain networks

### Solution

The **SHINY ecosystem** offers more security in terms of personal data because it is blockchain based. Accordingly, in order to be successful, a hacker attack would have to compromise more than 50% of the nodes within the network, which is practically impossible!



## 5. Functionalities

The **SHINY** ecosystem will combine the following functionalities and interaction possibilities between Creator and fans:

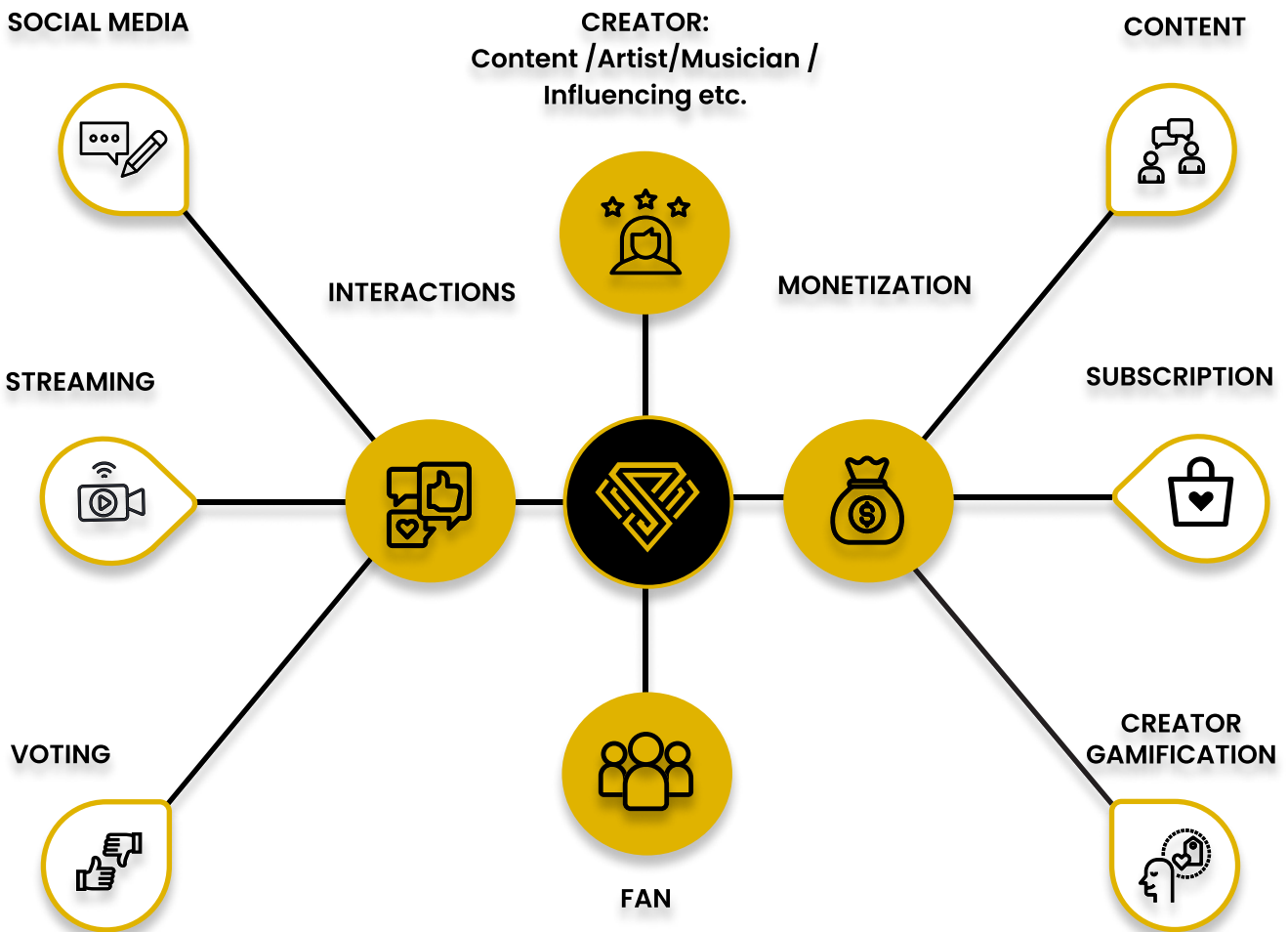


Figure 5: Functionalities of the **SHINY** ecosystem



## 5.1 Interaction

### 1. Social media

Building a strong and loyal community to rival existing social media platforms and communication channels requires a state-of-the-art, multi-functional platform that offers much more than traditional solutions – both for the creator and the fans.

The **SHINY** platform will provide a full-fledged social networking experience. By integrating news feeds, groups, user profiles, story posts, pages, messenger functionality, media sharing and many other elements that drive engagement and interactivity, **SHINY** will increase the level of direct digital interaction.

The **SHINY** social media platform will focus heavily on sharing content in a variety of formats – music, art, videos and many others. With an unprecedented range of possibilities, SHINY will give creators the chance to showcase themselves and have their content monetized in a variety of ways.

### 2. Streaming

**SHINY** will integrate the "Gaming" streaming section where the Creator can host livestreams. The streaming platform can be used by the Creator to stream online concerts and sell digital tickets to fans granting access to their exclusive streaming area. Responses to live streams, such as donations are also rewarded. The more donations a fan makes to their Creator, the higher status rewards they will receive

### 3. Voting

Community members can vote on polls created by the creator. Creators have an additional option to actively involve the community in decision making and receive valuable feedback that they can use to improve their content.



## 5.2 Monetization

### 1. Content

Creators can list exclusive content in various formats such as videos, images, texts and others, which are only available to subscribers and members.

Fans can subscribe to the creators using **SHYN tokens or creator-tokens**.

Subscription levels are set by each artist at their own discretion.

### 2. Subscriptions and Gamification

Subscriptions and gamification will be an integral part of the **SHINY ecosystem**. The more fans interact with the platform and Creators and the more tokens they spend within the ecosystem, the more **creator tokens or SHYN tokens** they will receive. These grant them various ranks and badges, which in turn can be exchanged for exclusive rewards.

We are taking a unique approach that no existing service on the market is doing in such a profound way.

**SHINY** will provide each Creator, their own **creator token** tied to a gamification system with custom rewards for their communities.

**Creator token** can be customized by the Creator with their own name and logo. Fans are rewarded for their contribution with these points, which can be spent to gain access to exclusive content or status rewards implemented by the Creator.



These **creator tokens** are not comparable to the **SHYN token**. They have no value outside of what the creator associates them with, as they are only hosted on the **SHINY blockchain**.

## The SHINY ecosystem: subscriptions

While fans subscribe to individual Creators they follow, Creators themselves gain broader functionality within the **SHINY ecosystem** by choosing one of the three subscription options on the platform. This will help them showcase themselves and their work and engage on a higher level with their fans. Any user can sign up as a "Creator Beginner" level and try a time-limited demo version. To fully use the platform a subscription is required. There will also be three subscription levels with exclusive features to choose from:

Subscription level creator	
<b>Intermediate</b> price: \$50 per month in SHYN	<ul style="list-style-type: none"><li>- Enable a limited personal digital space</li><li>- <b>5% discount</b> on transaction fee Creator-Fan</li><li>- Premium placing in search results (rank 3)</li><li>- Intermediate award (Level 1) - Cashback</li></ul> <p>→ Basic package</p>
<b>Advanced</b> preis: \$100 per month in SHYN	<p>Basic Package</p> <ul style="list-style-type: none"><li>+ 5% discount on transaction fee Creator-Fan</li></ul> <p><b>= total 10 % discount</b></p> <ul style="list-style-type: none"><li>+ Premium placing in search results (rank 2)</li><li>+ Advanced award (Level 2) - cash back</li></ul>



## Premium

price: \$200 per month  
in **SHYN**

Enable your full own full fledged personal  
digital space

→ **all** functions of SHINY unlocked

+ 25% discount on transaction fee Creator-Fan  
= **total 35 % discount**

+ Premium placing in search results  
(rank 1)

+ Premium award (Level 3) - Cashback

Fans can subscribe to any Creator separately at a price set by the Creator.

Subscriptions offer benefits such as, but not limited to, the following:

- Access to exclusive content with subscriber restrictions
- Exclusive rewards in exchange for **SHYN tokens** or **creator tokens**
- Voting rights in polls
- Community-specific rewards

Creators have full freedom regarding the rewards they offer to their subscribers. With a high variety, they can encourage engagement from their fan base, for example.



## Gamefication between Creator and SHINY



We take a diversified approach to the gamification in conjunction with the subscription levels for creators.

The creator is given the chance to create their own gamification structures that allow the community to collect unique **SHYN** or **Creator tokens** and access to exclusive rewards.

Creators will be compensated for their contribution to the **SHINY ecosystem** with specific ranks and rewards. Rank titles are displayed on each Creator's profile, and badges are added next to the profile picture, making them visible at all interaction points.

The rank hierarchy of the **SHINY ecosystem** and the rewards that each rank brings look like this:

### Rank hierarchy Creator

<p><b>Beginner</b></p> 	<p>The creator registers on the SHINY platform and has access to the demo version. He then chooses his paid subscription.</p>
<p><b>Mediator</b></p> 	<p>The Creator has built a fanbase:</p> <p>→ 5.000 Fans and 2.500 Subscribers</p> <p>Rewards:</p> <ul style="list-style-type: none"><li>+ Mediator Rewards - Cashback</li><li>+ <u>5 % discount</u> on transaction fee between Creator-Fan</li></ul>





## Dynamics



The Creator has built up a significant fanbase:

→ 50.000 Fans and 25.000 Subscribers

Rewards:

- + Mediator Rewards
- + Dynamics Award - cashback
- + 10% discount on transaction fee between Creator-Fan = 15% in total
- + Special placements in search results and news feeds (Level Dynamics)

## Professional



The Creator has built up an impressive fanbase:

→ 250.000 Fans and 100.000 Subscribers

Rewards:

- + Dynamics Rewards
- + Professional Award - cashback
- + 15% discount on transaction fee between Creator-Fan = 30% in total
- + Special placements in search results and news feeds (Professional level)
- + Exclusive insight into the future plans of the **SHINY ecosystem**



## SHINY-Partner



The Creator has built up an immense fanbase:

→ 1.000.000 Fans und 250.000 Subscribers

Rewards:

- + Professional Rewards
- + **SHINY** Partner Award - cashback
- + 25% discount on transaction fee  
Creator-Fan = **55% in total**
- + Unique homepage placement  
(**SHINY** Partner level)
- + Exclusive say in the future plans of the  
**SHINY ecosystem**



## 6. Business model and monetization

The **SHINY project** is monetized from the collection of transaction fees and monthly subscription payouts

### SHINY-Ecosystem: Business Model and Monetization

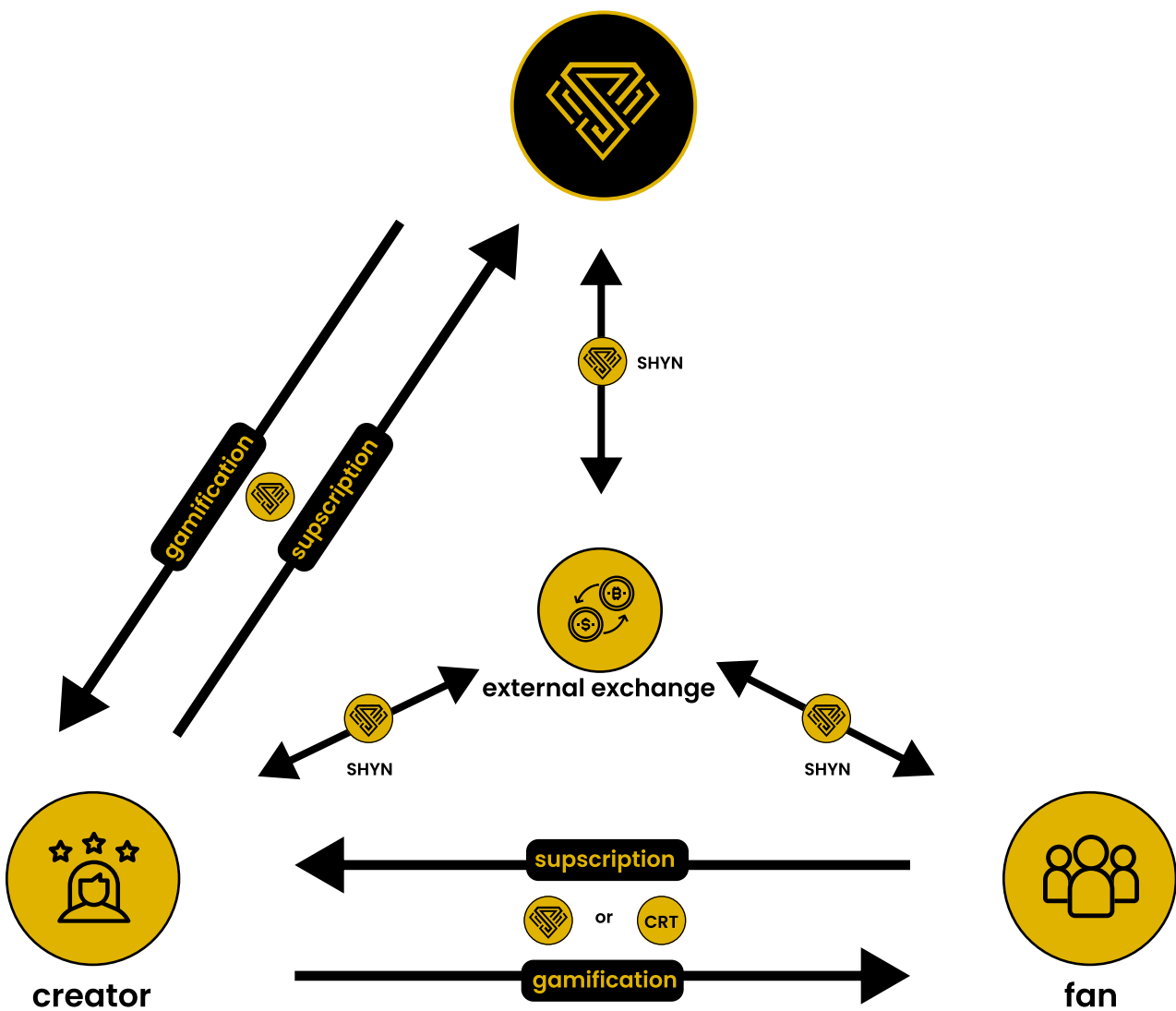


Figure 6: Business Model and Monetization of the SHINY Ecosystem  
CRT = Creator Token



## Subscription fees

Subscriptions are one of the most important monetization methods of the **SHINY ecosystem**. Depending on the role of the user, there will be two types of subscriptions – Creator or Member.

For creators, higher subscriptions give them access to a greater variety of ways to interact with their community and better position their content. 100% of the subscriptions paid by Creator go to the **SHINY platform**.

Fans, on the other hand, will subscribe to Creator to support them and receive various benefits and rewards defined by the Creator themselves.

Creators subscribe directly to the SHINY platform, while fans subscribe to the creators.

The **SHINY project** charges fees for each transaction between the **SHINY ecosystem** and the creator fan network. These flow 100% into the ecosystem. The **transaction fees** for this will amount to **ten percent of the transaction value**.

The Creator can minimize transaction costs incurred by a transaction between Creator and Fan. For example, if the creator arrives in the **“SHINY partner” and “premium” subscription** level, **90% of the transaction fees expire, i. e. SHINY receives only one percent of the transaction value as a transaction fee**.

***Example: Premium subscription and level SHINY partner.***

*Creator offers a **music NFT for 100 USD in SHYN**. The fan acquires the music NFT. There is a **transaction fee of 10 USD in SHYN**. These are to be carried by the creator, i. e. the creator receives **100-10=90 USD in SHYN or creator token**. If the creator minimizes **90% of the \$10 transaction fee**, he will be left with **\$99 in SHYN or Creator tokens***



## 6.1 Token Sale

SHYN is a utility token published on the Ethereum platform according to the ERC20- standard.

### Terms and Conditions

- Token-Name: **SHYN**
- The number of tokens to be issued: **145,300,000 SHYN**
- Total to be sold: **70% of the total issue of tokens (101.71 M)**
- Accepted payment methods: **Bitcoin (BTC), Ether (ETH)**
- Hard Cap: **25,068,000 USD**

The token sale will be conducted in three phases:

### Private sale

- **20M SHYN-Token at 0.102 USD per token**
- Date: **16.09.2022 – 16.02.2023**
- Hard Cap: **2,040,000 USD**
- Discount: **66%**

### Pre sale

- **15M SHYN-Token at 0.201 USD per token**
- Date: **17.02.2023 – 17.05.2023**
- Hard Cap: **3,015,000 USD**
- Discount: **33%**

### Mai sale

- **66.71M SHYN-Token at 0.30 USD per token**
- Date: **18.05.2023 – 29.11.2024**
- Hard Cap: **20,013,000 USD**



## 6.2 Token Distribution and Budgeting

I.) A total of 145,300,000 **SHYN tokens** will be issued.

**101,710,000 SHYN tokens (70%)** will be sold in the three fundraising rounds.

**43,590,000 SHYN tokens (30%)** will be reserved for **SHINY GmbH**.

II.) The proceeds raised through the ICO will be distributed as follows::

- 50% Development of the ecosystem = blockchain
- 30% Marketing
- 10% Rewards
- 10% Legal costs

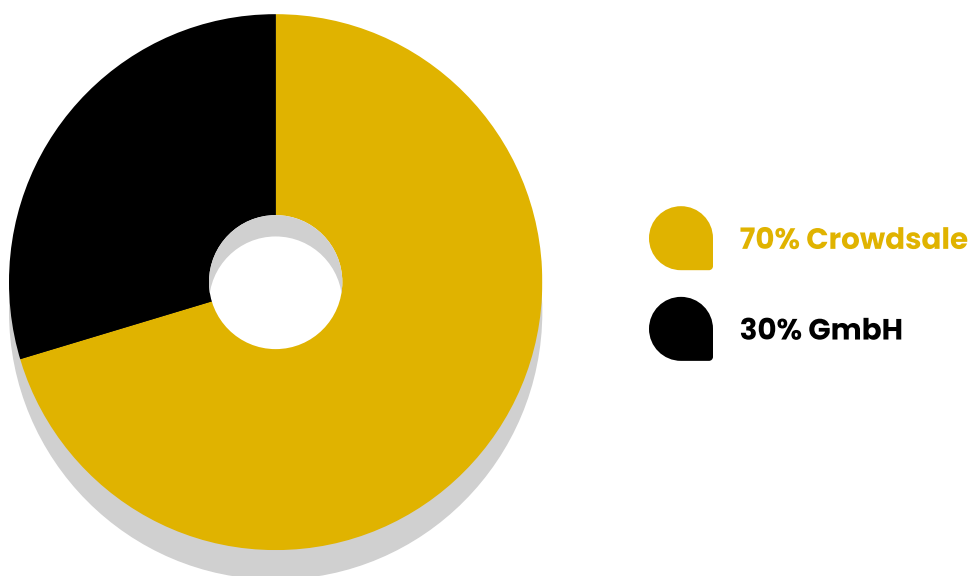


Figure 7: **SHYN** utility token distribution



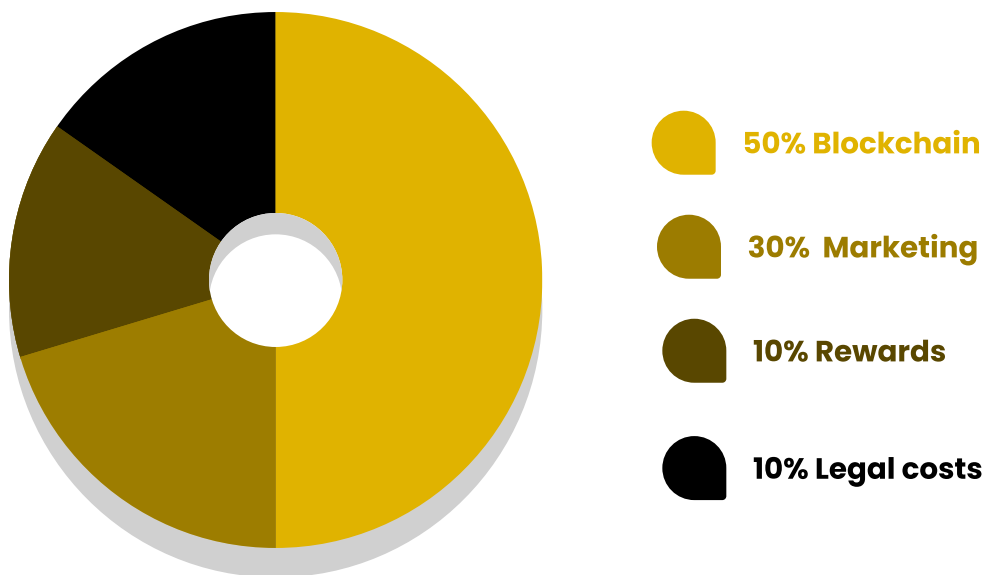


Figure 8: Budgeting of the SHYN utility token.

The unsold **SHYN tokens** will be destroyed after the crowdsale is completed to prevent price inflation and ensure a possible increase in the price of the **SHYN token**.

The **101,710,000 SHYN** tokens allocated to the **ICO** are divided into **20 million SHYN** sold at **USD 0.102 per token** during the **private sale**, **15 million SHYN** sold at **USD 0.201 per token** during the **pre-sale**, and **66.71 million SHYN** sold at **USD 0.30 per token** during the **main sale**.



## 7. SHINY Blockchain

An ICO is the issuance of a utility token that leads to the financing of the project. These proceeds will be used to develop the **SHINY** Blockchain in Germany. A blockchain is a decentralized database that digitally organizes any type of property rights. Technically, the blockchain, which is present in the network on a large number of computers, represents blocks that are summarized and stored.

Ownership is secured by the public key method from cryptography. The consensus mechanism DLT ensures the authenticity of the database. After the successful development of the **SHINY** blockchain, **creator tokens** can be created and users will be able to monetize their digital content.







## 9. The SHINY-team

The SHINY-Ltd.	Tasks
George Patrick Schill	CEO and founder of SHINY
Dennis Poschner	CTO of SHINY

### The SHINY-Panel

 KryptoVergleich

 WINHELLER  
Rechtsanwälte & Steuerberater

 KFD  
STEUER BERATER

 Tilkiads.

#### Krypto Vergleich

Blockchain Advisory  
One of the leading agencies in the fields of blockchain, ICOs and STOs for the D-A-CH region with more than 250 million funds acquired for its customers.

#### WINHELLER

Lawyers and tax advisors  
Law firm for non-profit law, business law, banking law and tax consulting

#### KFD Steuerberater

Tax advisors  
Law firm for entrepreneurs and private persons

#### Tilki ads

Advertising agency  
Advertising agency for entrepreneurs and private persons



## 10. Risiks and concerns

### Legal Notice

**PLEASE READ THIS IMPORTANT RISK INITIAL COIN OFFERING (ICO)**  
**BEFORE PARTING THE SHYN-TOKEN INITIAL COIN OFFERING (ICO). IF**  
**YOU HAVE QUESTIONS ABOUT THE ICO, THE SHYN-TOKEN, THE SHINY**  
**GMBH'S BUSINESS MODEL OR OTHERS RELEVANT IN THIS COUNCIL,**  
**YOU SHOULD FOR ADVISORY EXPERT (LEGAL ADVISORY, TAX**  
**ADVISORY ETC. ). IF DOUBLE OR UNSAFETIES exist, YOU SHOULD NOT**  
**PART IN THE ICO.**

