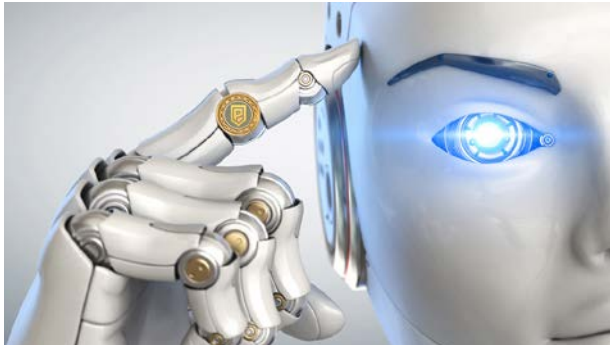


# **Concept Whitepaper**



NewCurr



## THE Concept



### NEW BLOCKCHAIN TECH

Pallas-Athena is a state of the art globally shared, transparent, scalable blockchain technology constructed to input valuable large-scale data sets, metadata, transaction and ownership information for any asset holding data on the planet.

### REAL ASSETS

**DebtMet** is the first Social Finance Network for college students and post-grads who have accumulated debt, student loans and school related debt.

**MediaCurr** is building a major Cryptocurrency and Blockchain News Network with Initial European and Asian Satellite Television Access reaching an audience of over 275 million homes, along with new innovative Internet connected and IPTV revenue models.



## Proprietary Technology

### Our Patents

**Our team at NewCurr has begun the development of and we filed a U.S. patent for the world first “Social Finance Network” which contains over 150 pages of proprietary documentation for new blockchain technology, over 15 detailed schematics for the development of new blockchain related services and protocol relating to cryptocurrencies and use tokens. This includes detailed documentation for the implementation of Artificial Intelligence monitoring blockchain products and services.**

**We are also nearing the completion of our second patent. This patent is roughly 200 pages and contains over 40 schematics relating to the creation of a new conversion system for use tokens and cryptocurrency across multiple exchanges. It also contains information regarding a protocol for such conversions. Expect more information on this as we progress.**

**Many of the applications from these patents will be implemented into our products and services.**

### The Mission

The following is how we go about creating blockchain applications, additions to our Proof of Information protocol, and our overall outlook as a business.

1. crowd sourcing intelligence
2. new concepts in developing artificial intelligence
3. community cooperation in creating smart apps
4. concepts in housing large-scale data
5. concepts in a new method for created search systems.



6. developing methods to pay users for data
7. information ownership
8. licensing of apps using information
9. creation of content related to information assets
10. Methods for transactions using cryptocurrency

Previously the collection of information, payment to providers of information and productions using information lacked immutable and public reference points. The centralized information harnessed to create today's technology also lacks distribution; increasing the chances of cyber-attack and alteration of clean data into false data. With current internet practices implemented by large scale tech businesses, this data can easily be altered after creation, uploaded to a central and private cloud and further altered for the benefit of one entity. The lack of a reputable system, tailored to facilitate data, propagates insufficient use and an uneasy feeling of mal-intent for the world community.

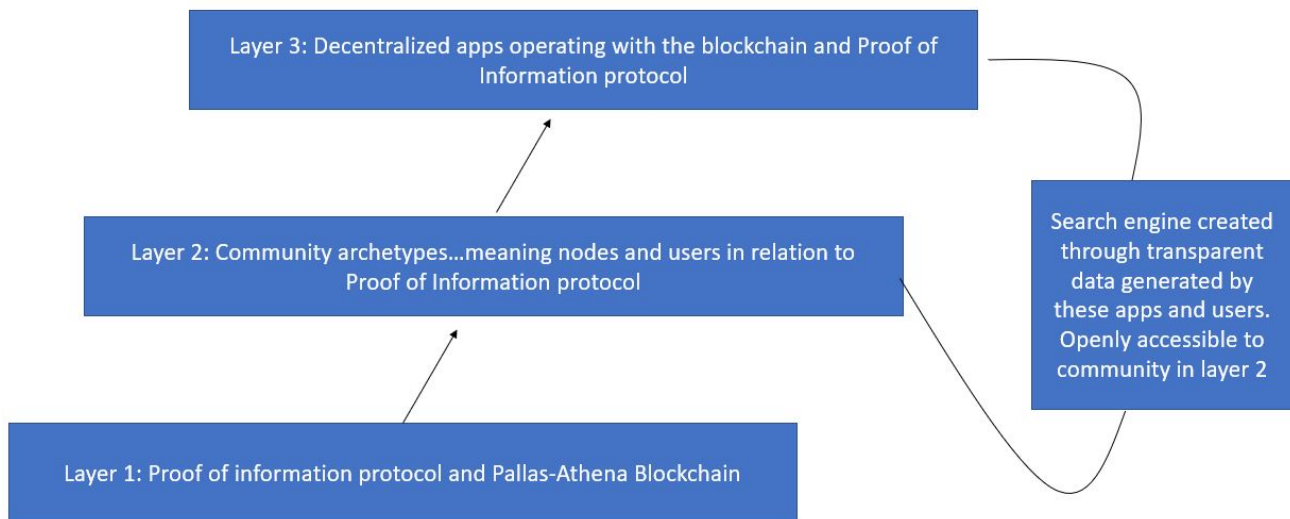
An example of this is easily manifested during the process of social networking, where movement, clicks, sharing, profile existence are all data inputs that are transmitted to an undisclosed or unauthorized advertiser, distributor, government and business entity. This leads to a complete lack of privacy or protection of data.

## The Idea

A mission is only as good as its idea. NewCurr wants to create a blockchain system that works as a distributed information platform. Because the consensus systems that currently exist do not work for general data, (or at least the searchability of it) the only way to solve the issue was to create our own protocol. This protocol is called Proof of Information. We can break it down into the following...



## What NewCurr offers in the simplest form



Layer 1: This comprises our reward system, search system...ETC For further details please read the full version whitepaper.

Layer 2: Community archetypes are the type of members in the shared information system that can operate like managers of the network and as such they are rewarded for such duties. All work is typically associated with updating, sending and saving information.

Layer 3: Various apps run on top of this shared information network. If they are owned by another business or community member, they are independent, but share our wealth of information decentralized system.

Search Engine: Between the application running over our network, and individual users volunteering information, we can gather a vast wealth of data that is transparent and accessible, for people. It can also be used for business improvement or academic work.



### **Bringing It All Together**

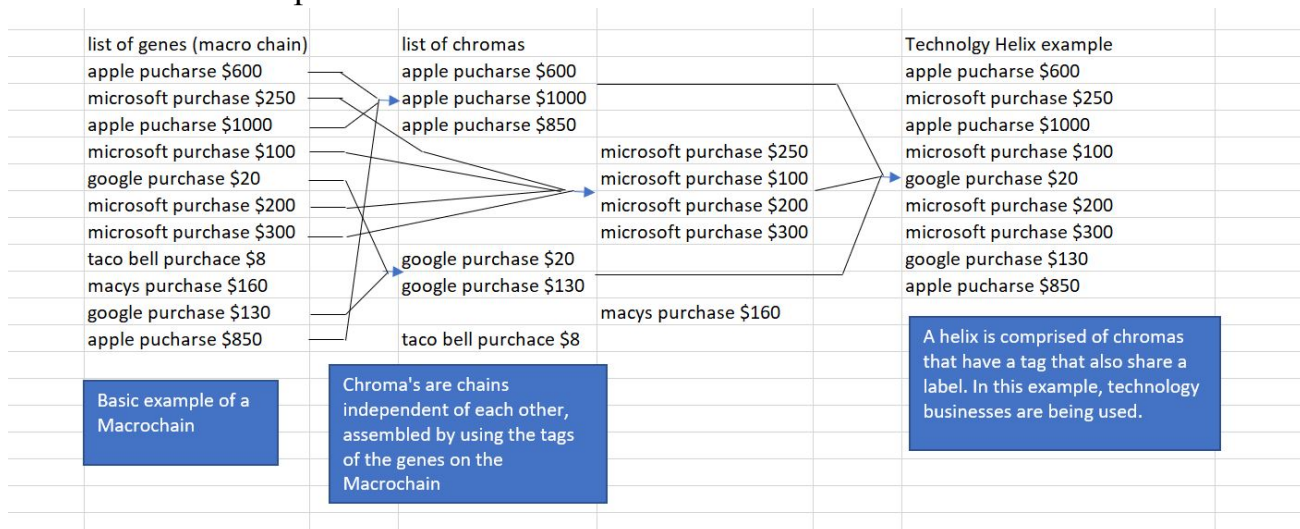
While the system has many running parts, it operates seamlessly because of its ability to import any kind of app into the market of information, regardless of the cryptocurrency they use. This is because rewards are paid out through effective use of information and not because a special coin is earned on a special app.

EX: Creator A owns a decentralized food app.

Creator B owns a complex decentralized token exchange.

Neither business type matters in our system because we reward information from the community, filter it through POI protocol, and can recall it to any other community member using the search engine.

Here's an example of how we filter...



Please refer to the full whitepaper for information on this.



## Let's Talk Apps

If we're going to build a large information system that can import diverse types of apps for a search engine, then we should prove that and we intend to from the start.

We decided that Financial Apps and Media Apps are a good launch point for the blockchain. We are building these apps in-house, some of which are patented.

## What Are We Creating...Why We're Working on a Blockchain

### And New Apps?

We are building a type of blockchain that is more efficient at providing, storing, authenticating, transmitting data. This system will work for the following groups.

Businesses- Apps are enhanced by our blockchain over time based on the wealth of information that is transparent and collected into an open search engine. These enhancements come from knowledge that can increase the productivity of an app. The Apps will also have access to an immediate community that is being rewarded for communicating information across the system. This works like a marketplace for data.

For people- Having access to vast amounts of open data and a marketplace of cool new decentralized apps provides a wealth of opportunity for everyone. The information is vetted and consent based, which is more people oriented than typical centralized data networks.

## **We Chose Media and Financial Apps In-House First?**

While we feel creating our own apps provide evidence that the system works, we wanted these apps to have actual meaning and not as a test demo.





The average person is constantly interacting with two things.

1. The media or entertainment in their household.
2. Their financials, from bills to purchases to trading.

It also happens that these two sectors create vast amounts of data.

This was a perfect opportunity for us to develop our information geared blockchain; by creating two apps that generate large data.

That is why NewCurr is providing such a unique offering.

The different apps generating data send this information into our blockchain, which then strengthens the proof of information protocol and the immediate community we bring in to jumpstart our search engine.

## Media



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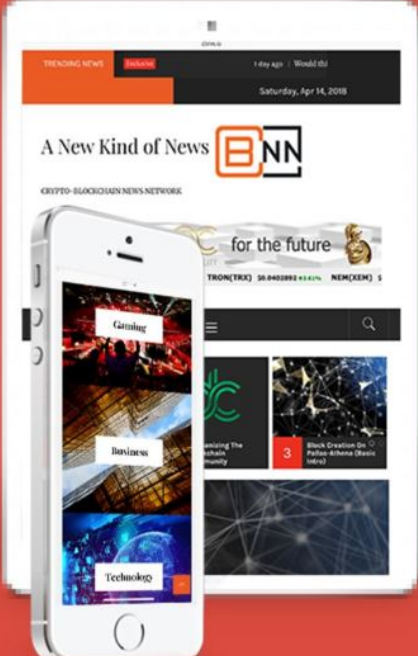



Launch First Blockchain Enabled Sattelite News Network





## CRYPTO-BLOCKCHAIN NEWS NETWORK





### Block Broadcasting

WHY BLOCK BROADCASTING & CBNN

**INCLUSIVE**  
CBNN will not only work with great journalists and channel partners, but we will work with you.

**IN DEPTH REVIEWS**  
The cryptocurrency and blockchain sector is growing every day and we want to get our viewers the best information about the newest companies.

**CRYPTO MARKETS**  
We will be presenting constant coverage of new trading markets as they develop. Everything from real offers to analysis.

**CRYPTO POLITICS**  
The blockchain universe is constantly re-shaping, you'll hear from those that are shaping that future. From debates to facts.

**BLOCKCHAIN SUPPORT**  
Everyday there are blockchain updates. This can affect your wallet and currency you own. We'll keep you up to date on network upgrades and forks.

### Relevance to our Blockchain

At the MediaCurr division, we're using the Pallas-Athena Blockchain and Proof of Information protocol to create a revenue generating system for artists, businesses, Hollywood, or anyone with a knack for multimedia. But initially we intend to work with valued partners to create a major channel that will be an important News Network that will feature new models in technology that includes continuing business news stories and data involving Cryptocurrency and Blockchain



development. The new era of the Internet and television is forming, and we not only intend to be a part of it, but we intend to cover it across all devices.

### Why develop A Media Business with a Data Oriented Blockchain?

When accessing centralized Social Media platforms, there is always the possibility for these sites to extrapolate a multitude of data on profile accounts, you may have unknowingly agreed to this data breach in the terms and service agreement of creating an account. The standard belief among many individuals is that data is typically stolen from private messages, radical profile accounts sharing violent messages, or criminals. While this may be true, most of the data that is put into production is taken from the media you enjoy on these platforms.

This is because data breaches occur to sell you a product or service, not to provide general safety.

A typical Social Media site will post news, videos, creator content ETC. They do this to capture what engages you most and sell that to advertisers.

This has been a concern for us.

We decided to create a new media service with more wholesome goals in a decentralized blockchain scheme.

### How does a news filter through a data blockchain?

Well, let's take an article piece as an example. On a typical article piece, you can see the following...

- A Video
- The topic
- The sources
- The Author



This is standard for an article piece you will see on a popular media site.

Harnessing blockchain and our Proof of Information protocol we can ask more specific questions, using consensus and transparency. We can ask things like...

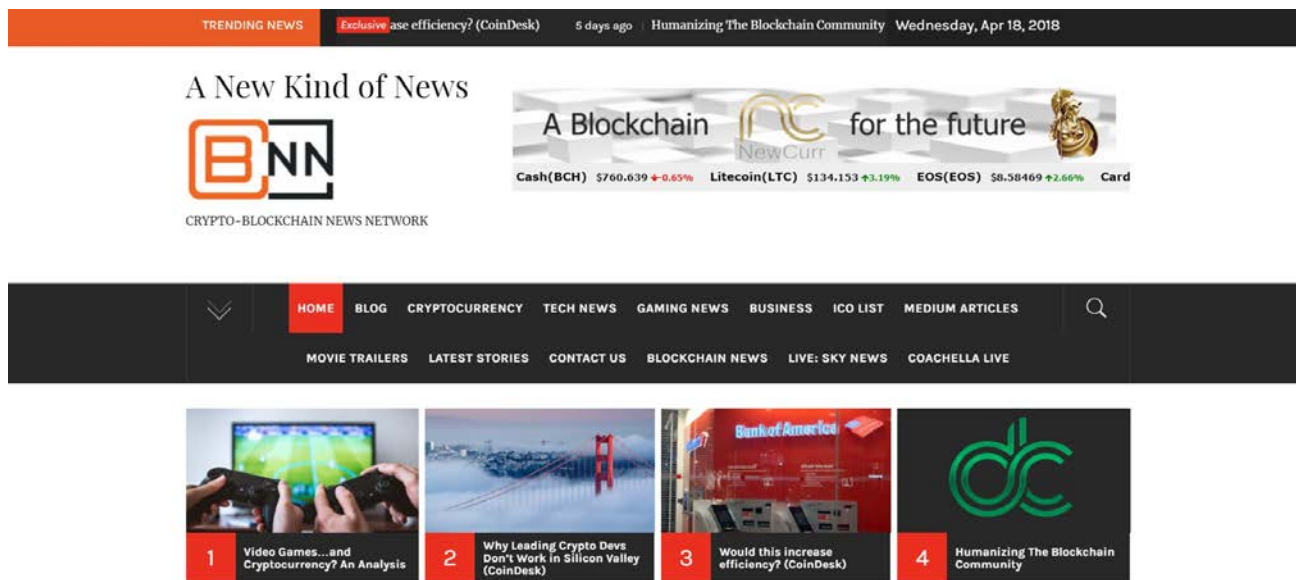
Does this Author have a reputation for quality reporting?

Are the sources presented providing accurate unbiased information? Who created this video?



This is important for our search engine, which aims to provide vetted data. We also believe this is fundamental for providing quality news, which our community can audit with trust.



Please view the prototype site. You can check it out @ [CBNN.IO](https://CBNN.IO)





## Check Out Our Partners!

Blake Broadcasting  and MediaCurr  have agreed to deliver their multiple channels over Virtual Olympus. Their successful channels are related to news in Politics, Fashion, Celebrities, Sports, etc. Blake Broadcasting and their channels have been operating in the news space across multiple conventional channels including AOL, Yahoo, Oath, Fox News and many additional premium channels for over 10 years.

MX1  is prepared to deploy a Hotbird European satellite (reaching 137.8 European homes) and AsiaSat-5 satellite (reaching a minimum of 53 countries and 138 million households) for the network. We are currently engaged in a partnership with Blake Broadcasting and MediaCurr and Oak Park Capital  to initiate the European Satellite Television Channel which will broadcast content live throughout European set top boxes or television. This will be the first blockchain/cryptocurrency centered news organization with a major active satellite delivery system.

Blake Broadcasting has engaged Vemba  to deliver a content management system for in house creation and distribution of content feeds. This will help us deliver





quality scripted content at an accelerated rate across numerous worldwide media platforms.

See: [BlakeBroadcasting.com](http://BlakeBroadcasting.com), [Oak Park Capital.com](http://OakParkCapital.com), [MX1.com](http://MX1.com), [Vemba.com](http://Vemba.com), [CBNN.IO](http://CBNN.IO)



Oak Park  
Capital





## Finance



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### DebtMet's Core Task of Tackling U.S. Student Loans

## What Makes This Financial Network App Unique?

### The DebtMet Service

In tandem with the American college system, social networks today have created a means for modern social interaction. However, none of these platforms have tools that can help pay student debt and enrich the students that spend their time on these platforms.

At the core of our service, DebtMet offers a one stop hub for anyone with debt. After signing onto our service and creating a personal profile (with the option for public anonymity with certain features), the user will have access to all of their student loans on one app. This will allow for easy management and instant payment to all loan lenders through one cohesive portal.

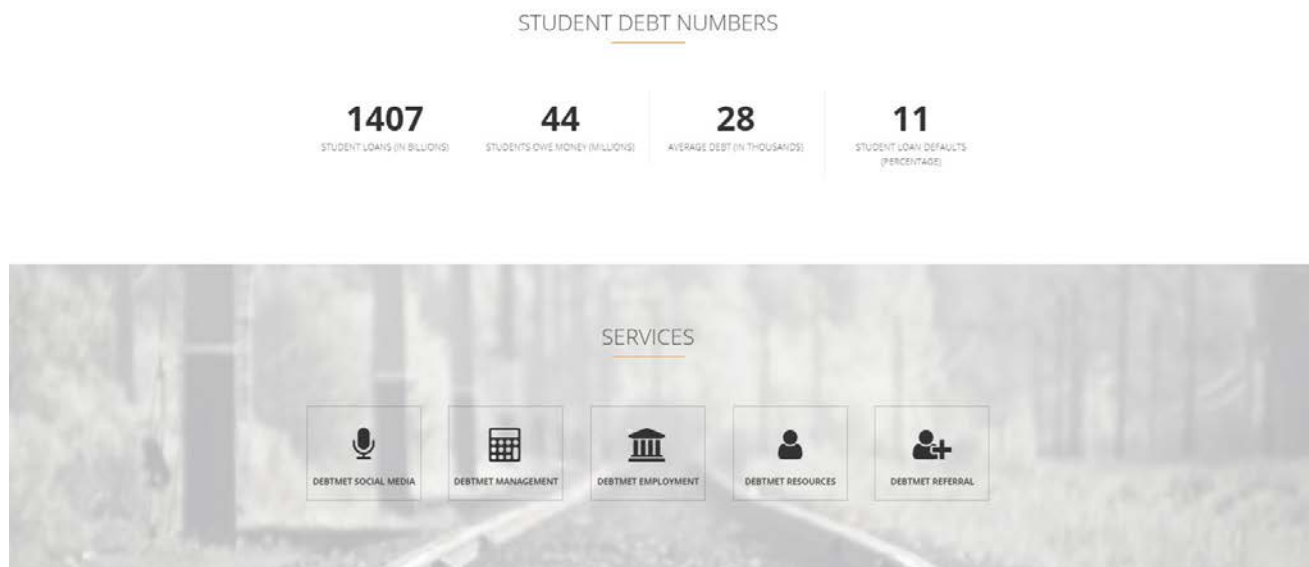


## Why Does This Need A Data Oriented Blockchain?

We were keen on creating tools that are not only provided by us, but services that can be created by the community and other businesses.

If we're going to allow community members and businesses the ability to financially help one another, we need to build a distributed reputation network. The best way to build a good reputation, and provide a service to the community, is to have a collection of transparent and trusted data on multiple clients and services created by the ecosystem.

Our blockchain is tailored to the ability to provide valid information, so this was the perfect collaboration.



## What Could Be Built with That Kind of Reputation and information Trust?

“Student Crowdfunding”- A feature where a community member can post a crowdfunding campaign geared toward paying back their student debt through working on specific tasks and skillsets they can provide to the community.





“Work with Friends” -A feature that will allow community members to connect with the social finance network and trade college skills for quick cash that can be used to reduce their overall debt, and to generate general income. With such college skills a user may offer tutoring electronically, on campus work (for those with public profiles in localized areas), college charity work and other miscellaneous skills that are applicable to the needs of college students. Offers posted and jobs completed are transparently facilitated through the blockchain, which uses this information to enrich job success.

“Commerce and Shop”- A feature made for business to consumer interaction, will act as a giant online shopping center that will be specifically geared toward college students. Their incentive to purchase these products on our platform will come from our partnerships with companies that will assist in offering “DebtMet Credit”. This partnership will advertise specific sponsorship products, allow for the user to purchase them, and in return, the user is given a percentage back on that product. That percentage back will be used reduce some of their student debt immediately upon transaction. The “DebtMet Credit” program will also be applicable to other shopping networks that work in partnership with us. These transactions can be completed with reputation validation of the Pallas-Athena Blockchain.

[All](#) [College Links](#) [Colleges](#) [Debt](#) [Debt Management](#) [Finance](#) [Loans](#) [Scholarships](#) [Students](#)



For more information on this blockchain partner please visit their website  
“DebtMet.com”



If all this seems a bit complicated, the concept itself really is not. We are in simple form building a blockchain that we can call (to simplify) "a race track" that Apps can run through safely and at full speed. Let's call all those Apps (for simplification) "race cars". Our "race cars" (apps) are going to run around our race track (the blockchain). The more "race cars" (apps) we have on our "racetrack" (the blockchain) the more efficient it is and the more interesting it is. To prove how good our "racetrack" (blockchain) concept is we are putting a couple of our best "cars" (our own apps) as a proof of concept. Further, for protection for us and our investors if it turns out for any reason that we do not have the best "racetrack" or blockchain or someone else builds a better "race track" or blockchain we will still be successful. We still have the "best cars" or our own apps that have real value anywhere. Anotherwards, we are not just building a blockchain or apps, but we are building an interchangeable total solution. In addition that solution reaches the widest audience possible through satellite television, Internet and IPTV media and as a social media platform for student debt and other college uses. We are reaching a significant audience and we will and have built real businesses that will last. The question with a single concept blockchain or other ICO offerings we have seen is (even if they are legitimate) is what happens if they don't work? What if someone builds a better blockchain? For us the answer is to build the best blockchain and a business to support it and if one of them fails for any reason, the other succeeds or can be implemented into additional solutions. We are not just building a valuable blockchain! We are building a community of users and apps that all work together. While pieces of what we are building may be at some point replaceable, we are counting on the reality that all the pieces of our project cannot be easily duplicated and we believe that creates the opportunity for real lasting value.

**IMPORTANT NOTE: PLEASE READ THE LEGAL DISCLAIMERS IN THE FULL WHITEPAPER (WHICH APPLIES TO ALL INFORMATION PROVIDED HERE IN THIS CONCEPT WHITEPAPER AS WELL) ON PAGES 60-73 OF THE WHITEPAPER, AS WELL AS THE PRIVATE PLACEMENT MEMORANDUM, TERMS OF USE, PRIVACY POLICY, COPYRIGHT INFO, SEPARATE DISCLAIMERS & KYC/AML POLICY. ALL OF THE INFORMATION PROVIDED HERE IS SUBJECT TO ALL THESE LEGAL DOCUMENTS LISTED AND LOCATED ON THE NEWCURR WEBSITE. PLEASE CONTACT US IF YOU HAVE ANY QUESTIONS ABOUT THESE DOCUMENTS.**