

# Democratizing Hollywood



Dionysus: Delivering the Hollywood boardroom to the blockchain

The Hollywood sign is shown on a hill at night. The letters are white and three-dimensional, set against a dark blue background with spotlights illuminating the scene from above.

HOLLYWOOD

## DIONYSIS STUDIO

For too long, the reins of power in Hollywood have been held by a select few. Dionysus Studio has created a new way to allow the public to participate by using the Studio token cryptocurrency.

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# Overview

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Before we explain how Studio tokens and our funding platform work, we'll cover how the Ethereum cryptocurrency and Blockchain work together to enable our investors to get in on the ground floor of financing the latest and most exciting Hollywood projects.

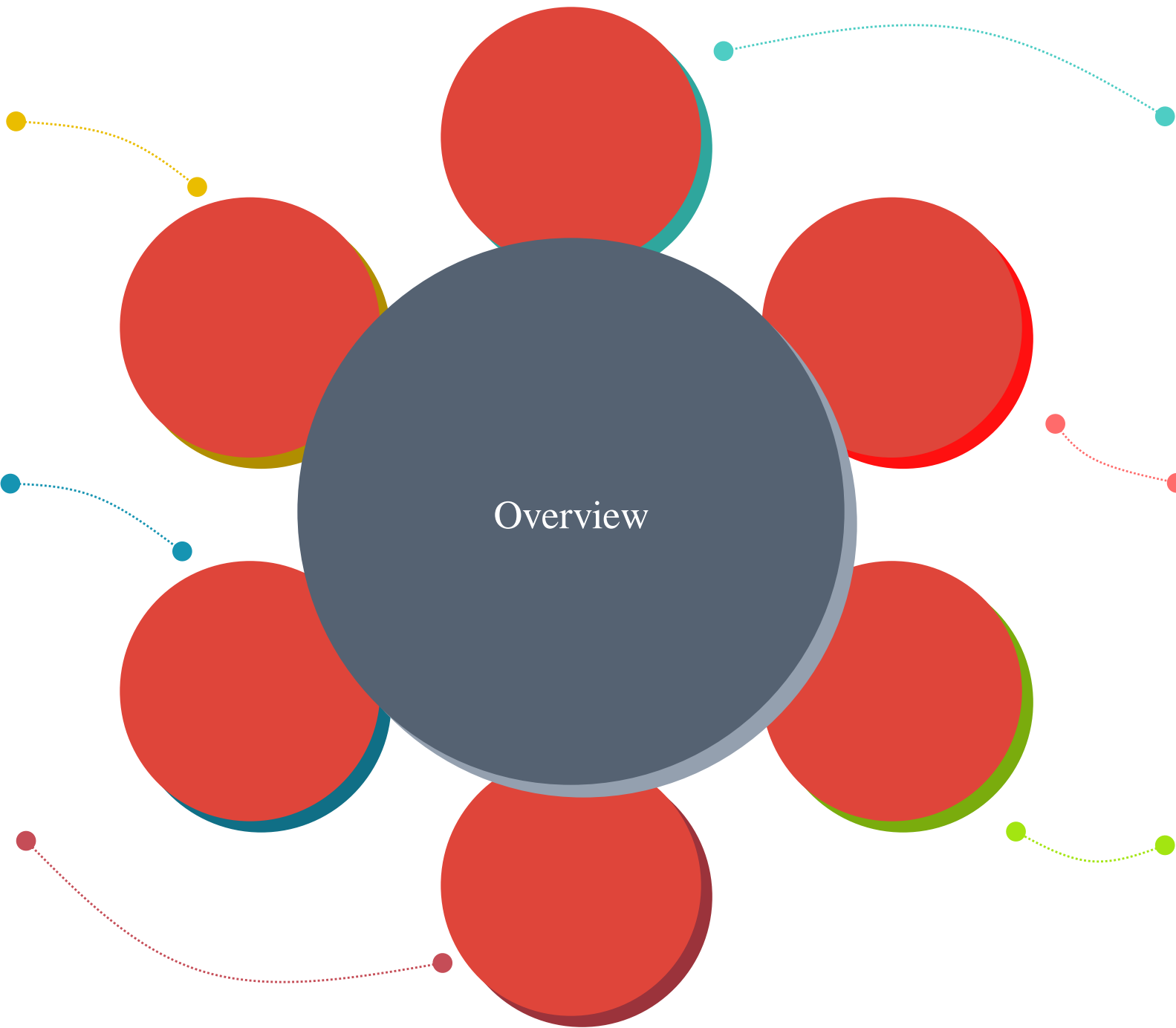
Dionysus Studio is the brainchild of a group of accomplished Hollywood moviemaking and finance professionals.

We've set up multiple levels of Studio token holders. The level you achieve is based on your Studio token holdings, and the higher your rank, the earlier you can get in on exciting new projects

We want to use Blockchain to open the inner workings of the Hollywood boardroom, enabling people from all walks of life to participate in the exciting world of entertainment production.

The backbone of our idea is the Studio token, a new form of cryptocurrency that will fund these projects or lead to other tokens created later for specific projects. The Studio token is tradeable, just like Bitcoin and other cryptocurrencies such as Ethereum, on whose platform the Studio token is built.

Our goal is to bring Hollywood movies and network television shows onto the Dionysus platform so we can fund projects while they are still in the pre production phase. Participants may win prizes related to the productions funded through the platform.



# Cryptocurrency Overview

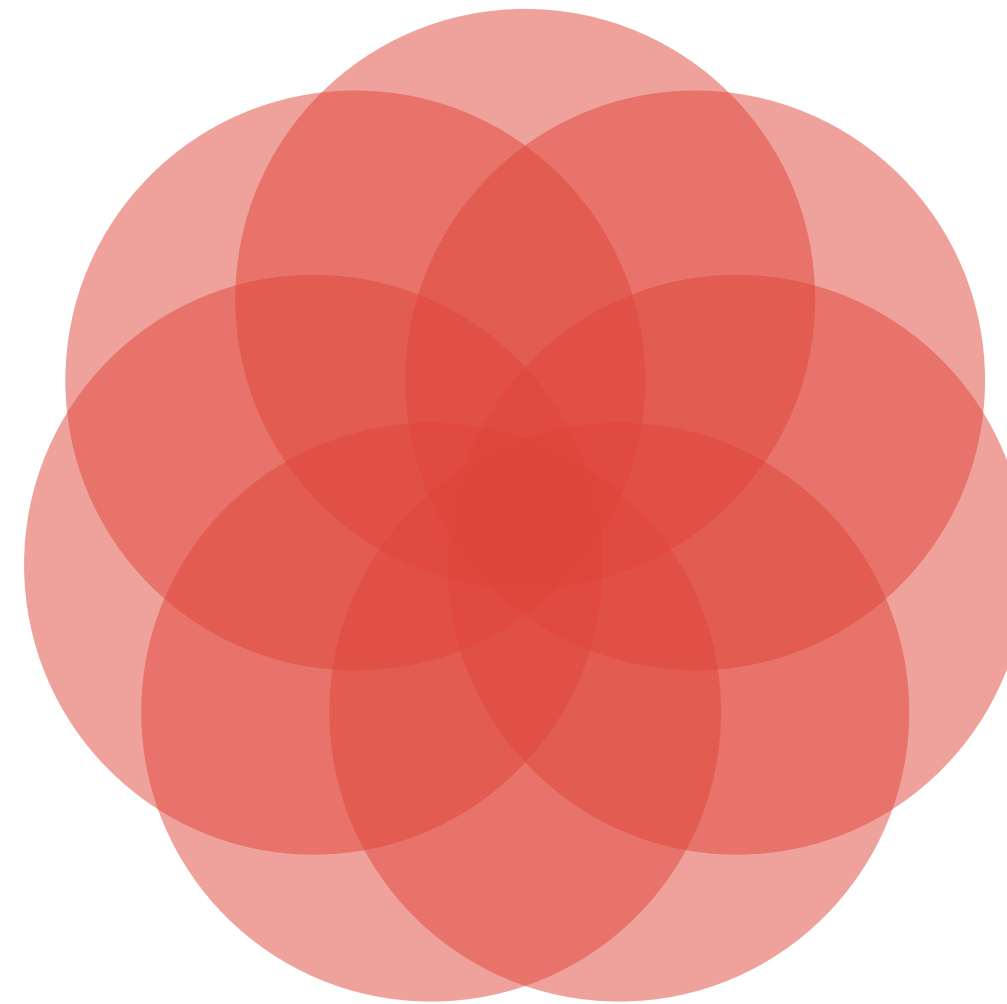
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Almost everyone has heard of Bitcoin, the first cryptocurrency. Bitcoin was introduced to the world in 2009.

Since the introduction of Bitcoin, several other cryptocurrencies have been introduced. The most promising of these is the Ethereum Ether, which can be used to create tradeable digital tokens such as the Studio token from Dionysus.Studio.

As of this writing, the exchange rate varies from about \$3800 to \$4200 US dollars to 1 Bitcoin. One of the earliest Bitcoin transactions recorded was 10,000 Bitcoins for two Papa John's pizzas. At today's exchange rates, those two pizzas cost the buyer at least \$23 million in lost growth.

Bitcoins are bought and sold on exchanges, just like any "real" currency such as US dollars, Japanese yen or British pounds sterling. The exchange rate for Bitcoin can change based on demand.



Bitcoin was invented by Satoshi Nakamoto, who described a new form of currency that uses cryptography to control its creation rather than a government.

Bitcoin "mining" is the process of decoding the underlying algorithm to create more Bitcoin. Mining Bitcoin is a competitive and complex process, and requires highly specialized equipment and programming tools to make it profitable—or even possible.

This extreme level of difficulty prevents just anyone from creating an unlimited number of Bitcoins, which would result in a rapid decrease in value.

# Advantages of Cryptocurrency

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Cryptocurrencies such as Ethereum Ether run on decentralized platforms known as blockchain. Blockchain is a shared global infrastructure that can move value between parties.

This perpetual record also tracks the ownership of all units of the cryptocurrency.

Because no single party has control over the records or transactions of cryptocurrency and blockchain, there is no capacity for nefarious parties to commit fraud.

As a result, user data remains secure and private, but decentralized so it is not subject to corruption or single point failures.

The Ethereum blockchain has two groundbreaking capabilities: It keeps an encrypted perpetual record of every transaction performed anywhere in the world.

Second, the blockchain technology supports the use of “smart contracts” which can be used to create markets, store records of debts or promises and move funds in accordance with instructions such as the terms of a contract.

Applications on blockchain run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference.

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This unique combination of technologies enables Dionysus.Studio to attract studios and production houses, fund film and TV projects and receive royalties quickly, securely and privately.

Studio token owners may also have the opportunity to trade tokens for memorabilia or experiences associated with the movie or TV projects launched. This may include clothing or prop items that appeared onscreen or visits to selected production sets.

All of this is possible without requiring lawyers, centralized arbitrators, clearing houses or having to trust any party you don't know.

Presently, there are more than 92,000,000 ether in circulation. The daily trading volume averages about \$1 billion.

Tokenholders could participate in exciting Hollywood projects that would otherwise be closed to them by using Studio tokens and the Ethereum blockchain.

Using Ethereum, companies like Dionysus.Studio can create tokens and contracts to fund projects and bring them to fruition.

Ethereum is the second most valuable cryptocurrency available today, with a market cap of more than \$26 billion dollars and a trade value of 1 Ether to about \$300 USD.

# About Dionysus Studio

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## Studio Token Team

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The Studio token team is made up of world-class investors, Hollywood advisors, finance experts, technologists and Ethereum programmers.



## Skills and Expertise

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This broad range of skills and expertise enabled us to develop the concept and platform for changing the way Hollywood projects receive funding.

# Our Team

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The Dionysus Team has varied and electric backgrounds that will propel the studio token concepts to success.

## Ricky Brava

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Ricky Brava has been a familiar figure in Hollywood circles for over 10 years. He has been the executive producer on a number of films.

## Dean Anastos

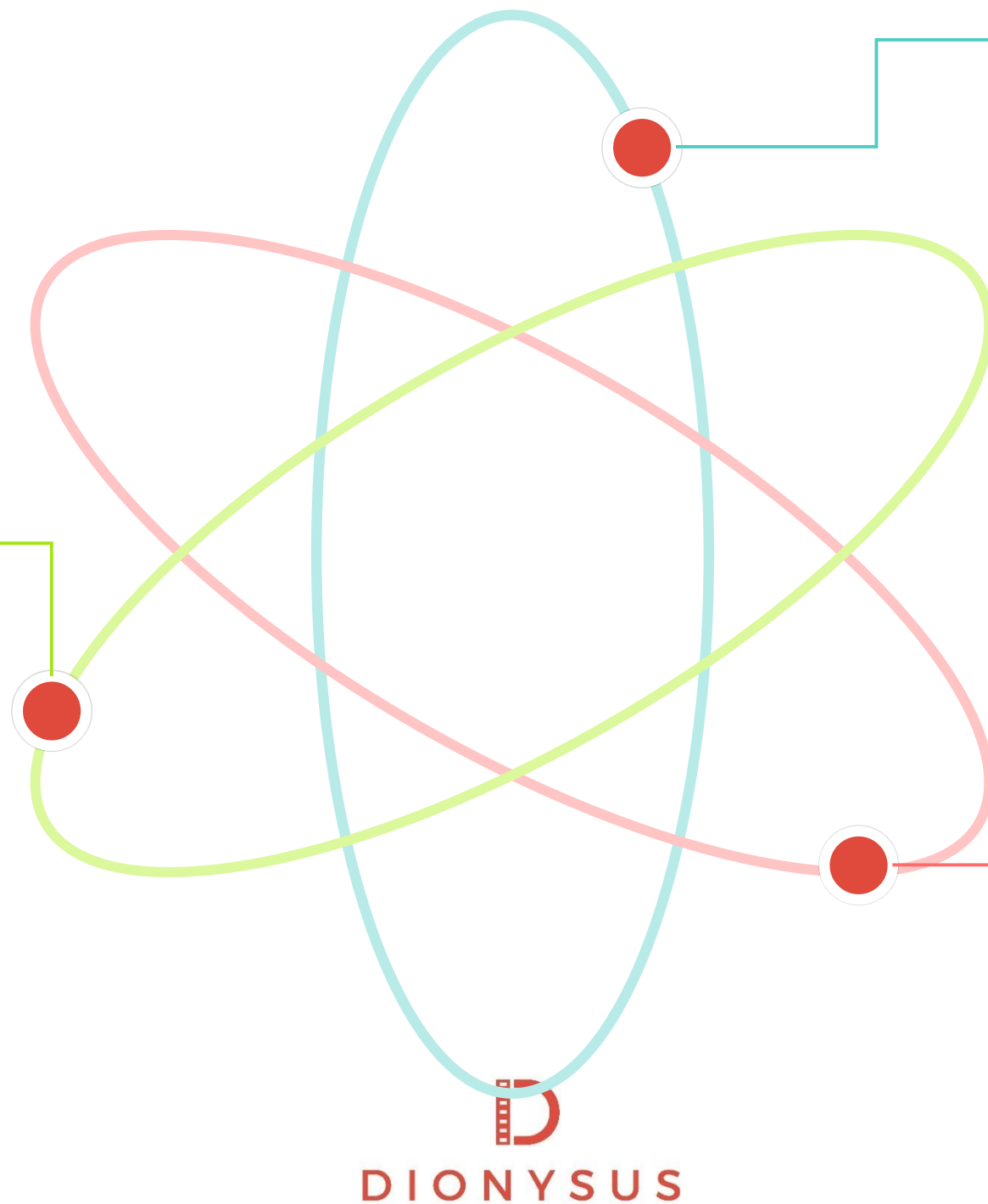
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Led by innovative entrepreneur Dean Anastos as CEO, Dionysus is on track to become a major player in the industry. Dean's expertise in writing, finance, filmmaking, programming and cryptocurrencies.

## Jag Sookpaul

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Jag Sookpaul, the Chief Information Officer at Dionysus is driven by his passion for technology. He has been a successful leader in tech for nearly 30 years.

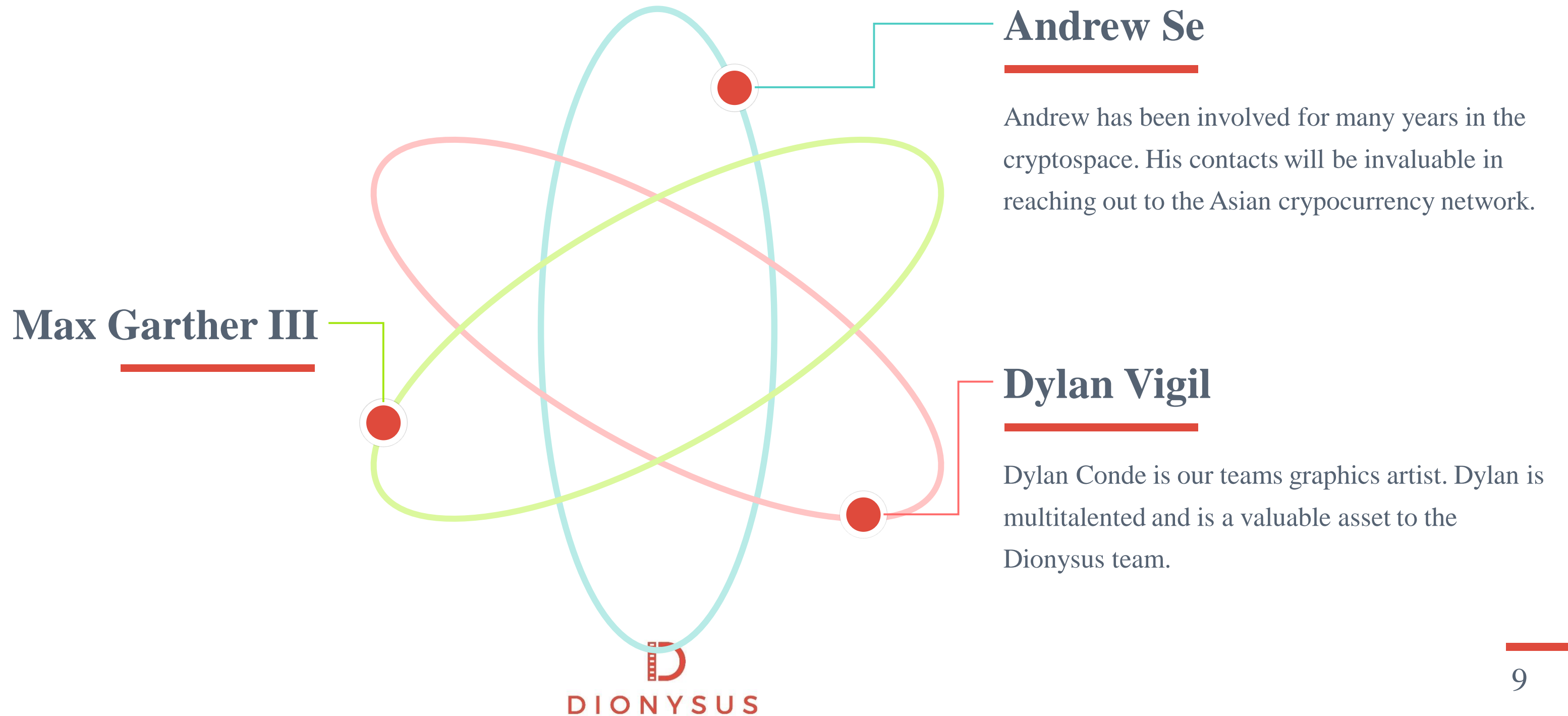




# Our Team

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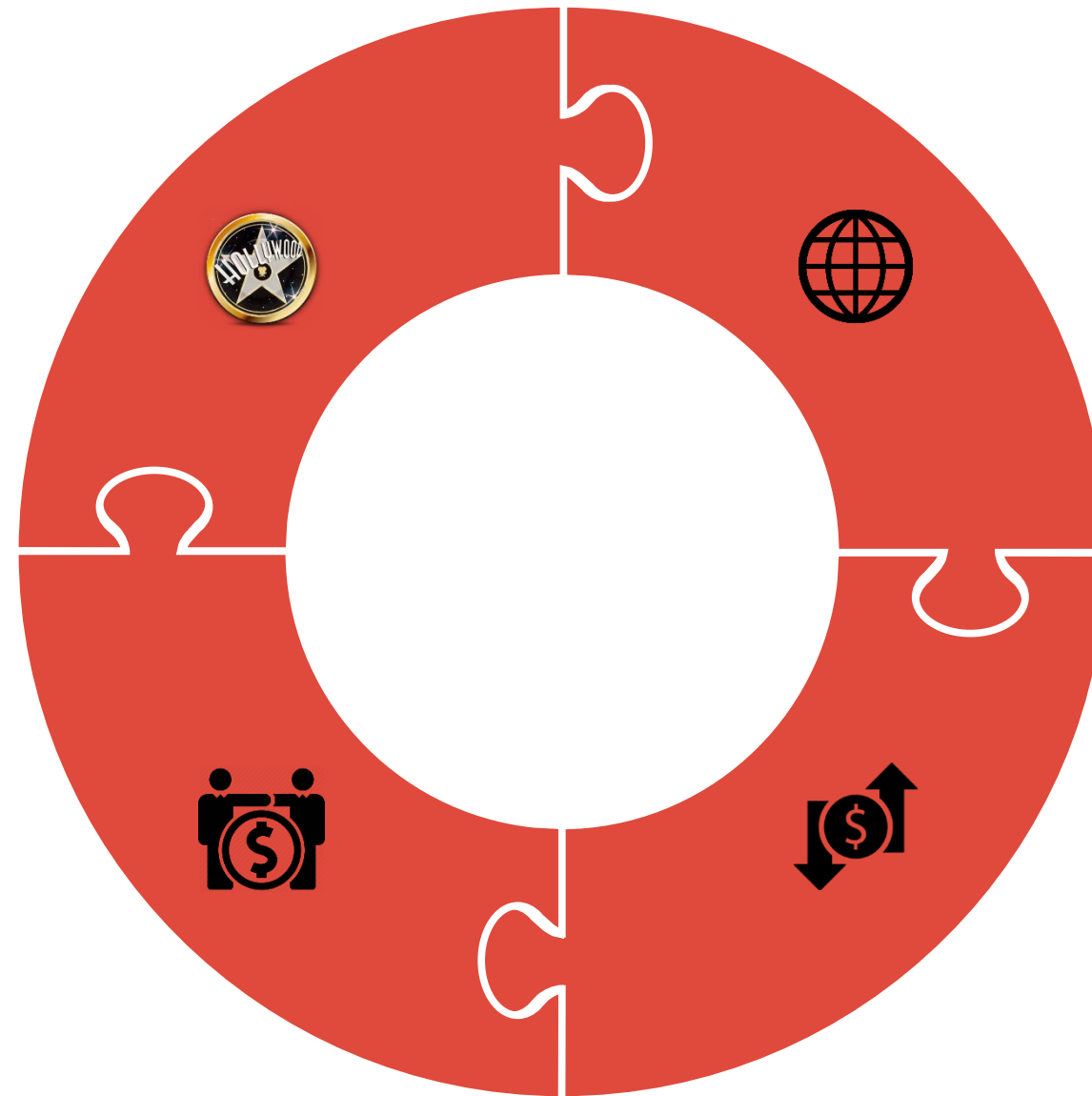


# Dinoysus Studio's Business Objectives

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We're about democratizing Hollywood, and giving a platform for the people to crowdfund and support their favorite film and TV projects, without the lack of accountability and burdensome fees of traditional crowdsourcing methods.

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Because the funding for new film and TV ventures has been controlled by a handful of network executives and the top streaming sites, the independent filmmaker with a smaller scale but potentially highly profitable project frequently gets overlooked in favor of Hollywood blockbusters and franchise projects.

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Now, even without the usual deep pockets of Hollywood moguls, millennials and cryptocurrency investors of any generation can have a seat at the table and help determine which worthy projects get the funding needed for production.

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The reins of financing entertainment projects have been held in the hands of a few executives in Hollywood and New York, but with Studio tokens, anyone anywhere in the world can become part of the exciting world.

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# How the Studio Token Sale Works

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On November 1, 2017, Dionysus will raise capital through the sale of 26,000,000 Studio tokens. The final Studio token will be priced at 200 Studio tokens to 1 Ether. Earlier participants get bonus Studio tokens. The number of Studio tokens is capped, but Dionysus may later issue a new token to finance interesting projects with funding requirements that exceed the current availability of funds.

These new project tokens can only initially be purchased by Studio token holders, ensuring that the value of the Studio token remains strong and undiluted.

Studio token exchanged in this manner will be pulled out of circulation until there is 50% of the original Studio token supply.

Studios or film production companies who are looking for funding can submit project proposals for film and television. Dionysus evaluates the proposals, audit the budget and decides which projects to fund.

After funding, the studio or film production company produces the project and Dionysus negotiates distribution deals using various distribution channels such as worldwide theatrical releases, Netflix, Amazon, VOD and many others. Dionysus receives royalties from distribution deals and distributes 20% of the net profits received to Studio Token holders using Ether as the denominated currency.

If Dionysus is interested in a project but does not have the capital to finance it, Dionysus may create a new token to be used specifically for that project.

All existing Studio token holders will have first right of refusal on the new token based on the status level they hold.

The crowdsale will be divided into two segments. One sale occurring within the borders of the United States via a REG-D offering and a simultaneous token offering sale via the Bahamian Company Dionysus Studio.

# Token Sale Timeline

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November 1, 2017

Initial Studio token sales commence

February 28, 2018

Studio token sales end (may be sooner if 26,000,000 tokens are sold).

March 2018

Studio tokens listed on major cryptocurrency exchanges.

March/April 2018

Initial funding decisions made and announced.

Mid – Late 2018

First royalty payments issued.

# Token Sale Timeline

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Studio tokens go on pre sale on October 7, 2017 at dio.studio. There will be 50,000,000 studio tokens available, and this number will never increase—helping to preserve the value of any investment in Studio tokens. The official launch date will be November 1, 2017



The token sale will end on February 28, 2018 or when the 26,000,000 tokens have been sold. Any unsold tokens remaining at the crowdsale will be removed from circulation.



Dio management will update the website with the exact number of tokens sold at the conclusion of the sale. After the sale Dionysus will seek to get the token listed for sale on major cryptocurrency exchanges.



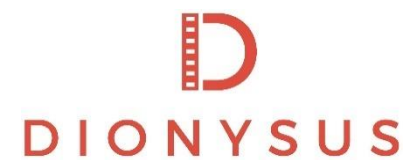
Announcements regarding the initially funded production projects will occur during March and April 2018. The Studio team will publish regular updates on the success of film projects, potential token offerings and individual film projects.[How to Buy Studio Tokens](#)



You can purchase tokens by transferring Ethereum Ether (ETH) to the address announced on dio.studio beginning on the day of the token sale. Note that the exact ETH price may change based on the exchange rate of ETH to USD. The purchase of Studio tokens is a smart contract supported by the Ethereum platform.

# Token Sale Pricing

Buyer Group	Studio Token Quantity Available	
Core Team	3,000,000	
Company Reserve	15,000,000	
Reserved for Bounties	1,000,000	
First 100,000 sold seed round REG D	1,500,000	\$.20 per token
2 <sup>nd</sup> round REG D	1,000,000	\$1.00 per token
October 7 Pre-Crowdsale Token Opening price.	2,500,000	450 Studio Tokens per Ether
November 1 2017	2,500,001 to 8,500,000	300 Studio Tokens Per Ether
	8,500,001 to 13,500,000	275 Studio Tokens Per Ether
	13,500,001 to 18,500,000	225 Studio Tokens Per Ether
	18,500,001 to 28,500,000	200 Studio Tokens Per Ether



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All Studio tokens have been pre-mined and will be issued according to the timeline in this table. No additional Studio tokens will be generated after the initial offering.



If fewer than 26,000,000 tokens are sold during the crowdsale phase, the remainder will be pulled out of circulation.



After the initial sale period ends, Studio tokens will be listed on various cryptocurrency exchanges. Studio Tokens are built on Ethereum and use the ERC20 Token Standard Interface, ensuring the owners' ability to trade them on any platform that allows ERC20 token trading.

# Token Status Levels and Privileges

Studio token ownership grants privilege to owners based on the number of tokens each owns. See the table below for details.

Status Level	Minimum Tokens Required	Privileges
Assistant Producer	2,500	3 <sup>rd</sup> best pricing on new tokens issued.
Producer	10,000	2 <sup>nd</sup> best pricing on new tokens issued
Executive Producer	100,000	Submit projects for review by Hollywood insiders. Insider pricing on new tokens issued



# How To Purchase Studio Tokens

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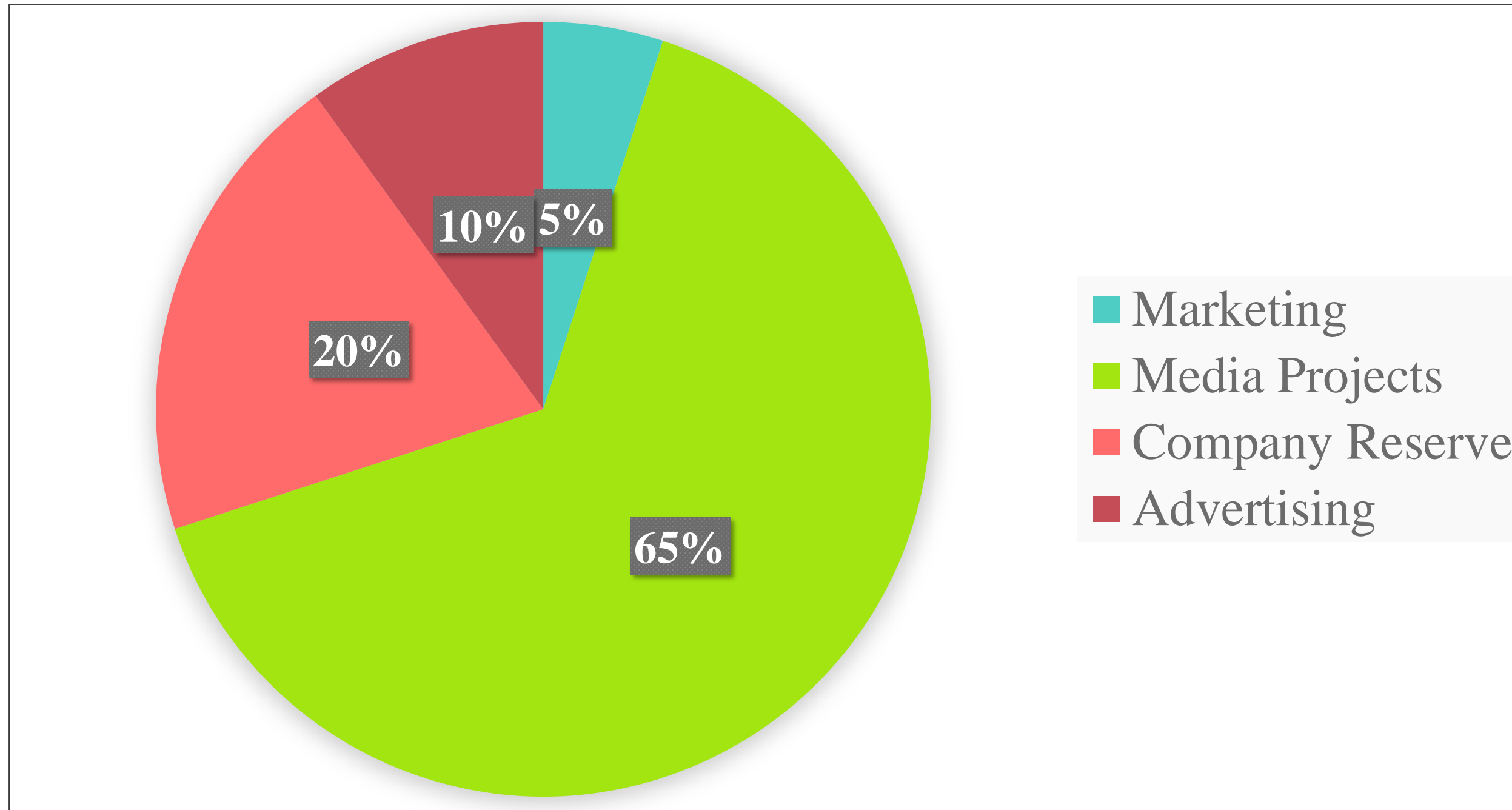
On the opening sales date, set your browser to [dio.studio](http://dio.studio) to ascertain the address to send Ether as payment for Studio tokens. It is advisable to have a sufficient quantity of ETH purchased and available well before the sale opens to avoid delays and possibly missing out on the number of Studio tokens you want to buy.



The link to the buying site will not be live until the sale opens. Be aware that the price of Studio tokens may change dynamically based on the exchange rate of ETH to USD.

# Funds Allocation

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For more information on the Sale of Studio Tokens and the Privileges of studio token ownership, see [dio.studio](https://dio.studio).

# Risk Disclosure for Studio Token Crowdsale

Last Updated October 1, 2017

# Risk of Losing Access to Studio Token Due to Loss of Credentials

The purchaser's Studio Token may be associated with a Studio Token account until it is distributed to the purchaser. The Studio Token account can only be accessed with login credentials selected by the purchaser. The loss of these credentials will result in the loss of Studio Token. Loss of credentials associated with any third party and or digital wallet containing and or controlling Studio Token will result in loss of Studio Token. Best practices dictate that purchasers safely store credentials in one or more backup locations geographically separated from the working location.

# Risk Associated with the Ethereum Protocol

Studio Token and the Studio Token network are based on the Ethereum protocol. As such, any malfunction, unintended function or unexpected functioning of the Ethereum protocol may cause the Studio Token network or Studio Token to malfunction or function in an unexpected or unintended manner.

Ether, the native unit of account of the Ethereum Protocol, may itself lose value, which could have a negative impact on the functioning of the Studio Token network. More information about the Ethereum protocol is available at <http://www.ethereum.org>.

# Risk Associated with Purchaser Credentials

Any third party that gains access to the purchaser's login credentials or private keys may be able to dispose of or misappropriate the purchaser's Studio Token.

To minimize this risk, the purchaser should guard against unauthorized access to their electronic devices.

# Risk of Unfavorable Regulatory Action in One or More Jurisdictions

Blockchain technologies have been the subject of scrutiny by various regulatory bodies around the world. The functioning of the Studio Token network and Studio Token could be impacted by one or more regulatory inquiries or actions, including, but not limited to, restrictions on the use or possession of digital tokens like Studio Token, which could impede or limit the development of the Studio Token network. Funding film and TV projects is a core business of the Company, have been, and will likely continue to be, the subject of scrutiny by various regulatory bodies around the world. The legal ability for the Company to operate the Studio Token network in some or all jurisdictions could be eliminated by future regulation or legal actions. In the event that it is not legal for the Studio Token network to operate in a jurisdiction, the Company will cease operations in that jurisdiction. There is a serious risk that the Company will be unable to operate if regulation makes it difficult to do so.

# Risk of Alternative, unofficial studio token Networks

Following the sale and the development of the initial version of the Studio Token platform and Studio Token network, it is possible that alternative networks could be established, which utilize the same open source code and open source protocol underlying the Studio Token network.

The official Studio Token network may compete with these alternative, unofficial Studio Token-based networks, which could potentially negatively impact the Studio Token network and Studio Token.



# Risk of Insufficient Interest in the Studio token or distributed Applications

It is possible that the Studio token will not be used by a large number of businesses, individuals, and other organizations and that there will be limited public interest in the creation and development of distributed applications.

Such a lack of interest could impact the development of the Studio Token network and therefore the potential uses or utility of Studio Token.

# Risk that the Studio Token Network, As Developed, Will not meet the Expectations of the Purchaser

The Studio Token network is presently under development and may undergo significant changes before release.

Any expectations regarding the form and functionality of Studio Token or the Studio Token network held by the purchaser may not be met upon release for any number of reasons, including a change in the design and implementation plans and execution of the Studio Token network.

# Risk of Theft and Hacking

Hackers or other groups or organizations may attempt to interfere with the Studio Token network or the availability of Studio Token in any number of ways, including, but not limited to, denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks.



# Risk of Security Weaknesses in the Studio Token Network Core Infrastructure Software

The Studio Token network consists of open-source software that is itself based on open-source software. There is a risk that the Company team or other third parties may intentionally or unintentionally introduce weaknesses or bugs into the core infrastructural elements of the Studio Token network interfering with the use of or causing the loss of Studio Token.

# Risk of Weakness or exploitable Breakthrough in the Field of Cryptography

Advances in cryptography, or technical advances such as the development of quantum computers, could present risks to cryptographic tokens and the Studio Token platform, which could result in the theft or loss of Studio Token.

# Risk of Studio Token Mining Attacks

As with other decentralized cryptographic tokens, the blockchain used for the Studio Token network is susceptible to mining attacks, including, but not limited, to double-spend attacks, majority mining power attacks, "selfish-mining" attacks, and race condition attacks.

Any successful attacks present a risk to the Studio Token network, including, but not limited to, expected proper execution and sequencing of Ethereum contract computations and the Studio Token network.

Despite the efforts of the Company, the risk of known or novel mining attacks exists.

# Risk of lack of adoption or use of the studio token Network

While Studio Token should not be viewed as an investment, it may potentially (but likely will not) have utility value over time. That value may be limited or nonexistent if the Studio Token network lacks use and adoption.

# Risk of an unfavorable fluctuation of Ethereum Ether (“ETH”) and other currency value

The Company team intends to use the proceeds of the Studio Token sale to fund development of the Studio Token network. The proceeds of the Studio Token sale will be denominated in 12 ETH, and converted into other cryptographic and fiat currencies. If the value of ETH or other currencies fluctuates unfavorably during or after the sale, the Company team may not be able to fund development, or may not be able to develop the Studio Token network in the manner that it intended or promised.



# Risk of an Illiquid Market for Studio Token

There are currently no exchanges upon which Studio Token might be resold and such exchanges may never exist. If ever exchanges do develop, they will likely be relatively new and subject to poorly-understood regulatory oversight. They may therefore be more exposed to fraud and failure than established, regulated exchanges for other products.

# Risk of Uninsured Losses

Unlike bank accounts or accounts at some other financial institutions, Studio Tokens associated with a Studio Token account are uninsured.

In the event of loss or loss of utility value, there is no public insurer, such as the Federal Deposit Insurance Corporation, or private insurer, to offer recourse to the purchaser.

# Risk of Dissolution of the studio token project

It is possible that, due to any number of reasons, including, without limitation, an unfavorable fluctuation in the value of Ether (or other cryptographic and fiat currencies), decrease in the utility value of Studio Token, the failure of business relationships, or competing intellectual property claims, the Studio Token network may no longer be a viable business and the Company may dissolve or the Studio Token network may fail to launch.

# Risk of malfunction in the studio token network

It is possible that the Studio Token network malfunctions in an unfavorable way, including, but not limited to, one that results in the loss of Studio Token, confidential information, or personal data

# Unanticipated Risks

Cryptographic tokens are a new and untested technology. In addition to the risks included in this Risk Disclosure, there are other risks, including those that the Company cannot anticipate. Risks may further materialize as unanticipated combinations or variations of the discussed risks.



For more information on Studio Tokens

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Visit our Website at [dio.studio](https://dio.studio)