





# Introduction

---

## The Context

To understand what BollyCoin is, let's first understand NFTs.

NFTs are a means through which something from the real world [whether digital or physical] can be added to the blockchain, allowing people to assign a digital value to it and trust that ownership is given.

Since value is subjective, if something has real-world value to one person it may not to another. For example, someone may say that their vintage wardrobe has a certain value to it, but not everyone may agree. This would not be easily mass adopted as a store of value.

This could be solved by taking something that many people collectively agree has value in some form already outside of the blockchain and then putting it onto the blockchain, allowing people to agree on a collective value.

In India, most people agree that four things have sentimental value- Bollywood, Cricket, Religion and Politics.

Since Bollywood is already purely media or digital entertainment, without any physical stadiums/physical interaction, it seemed even better than Cricket to add something with real-world value to the blockchain.



# BollyCoin the Token

## Bringing Bollywood onto Blockchain

BollyCoin was created to bring a large portion of all existing iconic Bollywood media onto the blockchain and allow community interests in such media through tokens.

We're directly partnering with the owners [production houses and licensors] of original Bollywood media, adding them to the blockchain and turning them into NFTs. These NFTs would be subsequently sold on our platform. For example, an NFT of a scene from an iconic movie that millions of people love.

Why create a token? Not everyone agrees that any one movie, actor or NFT, deserves a certain amount of

value. Some people may love a movie while others may not. Therefore, people will not mass adopt any single movie, actor, or NFT. However, if you aggregate films, iconic moments, production houses, and actors over the last century, and create a token representing all of them, a majority of Indians may attach value to that token. Even if one still does not hold sentimental value in this sub-set, a vast majority of other people may. Applying the principles of mass adoption and collective value assignment, it is valuable even to those who do not attach sentimental value.

According to some studies, there are over 1 billion consumers of Bollywood media already, i.e., about 1/8th of all humans.

For perspective, it took 12 years for cryptocurrency users to reach the milestone of 200 million, i.e., 1/4th of all humans. Salman Khan himself has 43m followers on Twitter and 45m on Instagram.



India already has the largest number of users of blockchain-based products in the world. 90% of the projected users of blockchain-based products over the next decade are yet to enter the market and choose a blockchain product. With its growing population and mass adoption, given the sentimental value already attached to Bollywood media, Indians could choose to go with something known that links to real-world sentimental value as opposed to collectively agreeing that coins with no intrinsic value like Bitcoin are a good store of value.

# The Technology

---

## Utility

In addition to the possibility of having real-world value, holding BollyCoin has utility. Every time an NFT is purchased, a part of the sale gets credited to the community. The rewards will be given as part of a loyalty and marketing programme to promote user engagement with BollyCoin. BollyCoin (along with other crypto currencies) can be used to discount/purchase NFTs on the platform.

Further, subject to applicable law, BollyCoin holders gain a voice. BollyCoin holders with 250,000 BollyCoin or more can initiate proposals. Holders make decisions through votes weighted by percentage of holding. Ofcourse, these proposals will pertain to non-corporate and non-regulatory matters.

## BollyCoin Lock-in

BollyCoin can be locked for a period of 1 year. Holders of the BollyCoin that is locked will get rewarded when NFTs are sold on the BollyCoin platform. This encourages the community to hold BollyCoin, and preserve its utility while reducing the circulating supply.

If the pool of locked up BollyCoin is reduced, BollyCoin rewards per holder will increase, making it highly attractive for new holders to lock up their

BollyCoin.

The rewards credited will be directly proportional to the value of NFTs sold

$$\text{BollyCoin per Sale} = (\text{Sale Price of NFT} - \text{Amount paid to NFT Owner})/2$$

This half goes to holders of the locked BollyCoin based on their contribution to the pool while the other half gets credited to the treasury for the expansion of BollyCoin. The same is applied upon the resale of the NFT.

Once the BollyCoin community grows, the possibilities for innovation expand, allowing Bolly's utility to grow with it. Interaction with a large community can be used to create our own Bollywood Metaverse that enables fans to interact with their favourite movie stars



# BollyCoin is an ERC-20 utility token.

## Why did we pick Ethereum?

- 1) Ethereum and Solidity - its smart contract scripting language has the backing of a very highly active close-knit community
- 2) Ethereum is a mature ecosystem where tools like Parity, Truffle or Open Zeppelin continue to push quality and security upwards
- 3) Reputation and Security - In spite of the high gas fees, Ethereum still supports the greatest volume of transactions and this is because of the confidence people have in the community



## Hybrid Rights

The holders of BollyCoin can approve, propose or reject any proposal for implementation within the ecosystem.

Our NFTs on the other hand, enable the interoperability of blockchain and Bollywood.

We're connecting Bollywood to Blockchain. The advent of blockchain revolutionised various industries and tokenised various sectors. The tokenisation forms the future of how the flow of value between people takes place. With our NFTs, we're tokenising Bollywood assets like posters, clips, teasers etc. This may enable future innovations and possibilities, including collective ownership, fractional ownership, increased valuation, fair valuation and transparent operation.





# The Structure

---

Name: BollyCoin

Ticker: BOLLY

Decimal: 18

Maximum Total Supply: 100,000,000 BOLLY

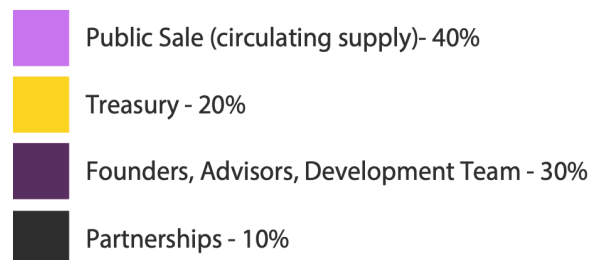
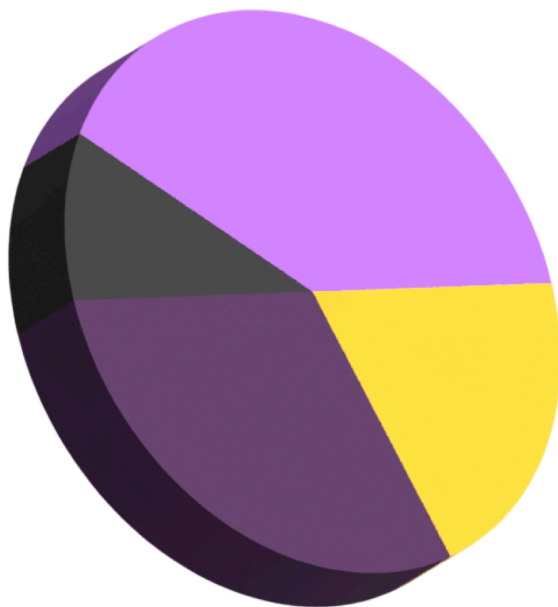
Ethereum Contract Address: 0x6bd361e10c1afed0d95259e7c0115f3a60e4ea99

Polygon Contract Address: 0x7dc47cfb674beb5827283f6140f635680a5ce992

Burnable: YES

Cross-Chain: YES

Available Chain(s): ETHEREUM



BollyCoin Community: 40% of tokens will go to the BollyCoin Community which will comprise liquidity providers, traders, stakeholders.

Founding Team, Advisors, Development Team: 30% of the total supply will be allocated to the founding team, advisors, development team

Partnerships: 10% of the total supply will be allocated for strategic partnerships

Treasury: 20% of the total supply will be allocated to the treasury for development of the ecosystem.



# Token Unlocks

- Of the 30% owned by the team, half or 15% of BollyCoin tokens will have a 2 year lock-in and will not enter the circulating supply before December 2023.
- While the other 15% available to the team will still be locked by default. Only with every 100 NFTs sold will every 1.5% be unlocked from here.
- Tokens issued for Partnerships will be unlocked in January 2023.
- 1.75m tokens were sold in the Private round at \$0.04.
- 20m tokens were sold during the pre-sale round at \$0.10.

Note:- Above represents token distribution after the token offering.



## Progressive Decentralisation

In the case of Bitcoin or purely software-based blockchain projects, complete decentralisation makes sense. However, in our case, in order to make the project practical, a team is still required to actively get media onto the blockchain from an industry that works strongly on personal relationships and partnerships. BollyCoin follows a process through which the founding team gradually decentralises over time. If no core team were to be incentivised to make this happen, it most likely would not penetrate the real-world Bollywood industry sufficiently. Once sufficient Bollywood content is acquired and the community as a consequence grows, the team's ownership will have been gradually reduced in order to accommodate others and take the project to this level, resulting in significantly larger decentralisation over time. Once the community is strong and abundant resources are available,

owners of Bollywood media would naturally gravitate towards BollyCoin without much effort.

Doing so step-by-step also allows us to operate in compliance with applicable law.

BollyCoin comes with an inherently decentralised marketplace with cross-chain compatibility existing on both Ethereum and Polygon chains.

All the sale information will be available transparently on the blockchain and can be visible over any public block explorers. The marketplace also comes with the ability for creators to mint their own NFTs for sale. The information of the NFT will be stored decentrally on IPFS and pinned to IPFS so that it exists until the network exists.

# The Bolly DAO

We are aware of how online communities are changing the way we live. Every day, people share and discuss innovative ideas and thoughts within those communities. We wanted to translate that energy into actually shaping the future.

Our eventual aspiration is to evolve into a fully Decentralised Autonomous Organisation (DAO), where the community has a voice on all matters of interest to it, making it a 'public good' that is responsible directly towards the community members. And BollyCoin will be the governance token of our platform. By placing BollyCoin directly into the hands of users and applications, an increasingly large ecosystem will be able to improve the BollyCoin marketplace through their suggestions and voting.

With BollyCoin, one will have :

- Rights of submitting a proposal. Anyone who owns 250,000 BollyCoin or more can initiate proposals
- Rights of governance. That is making decisions, voting, etc. on non-corporate and non-regulatory matters. Subject to applicable law

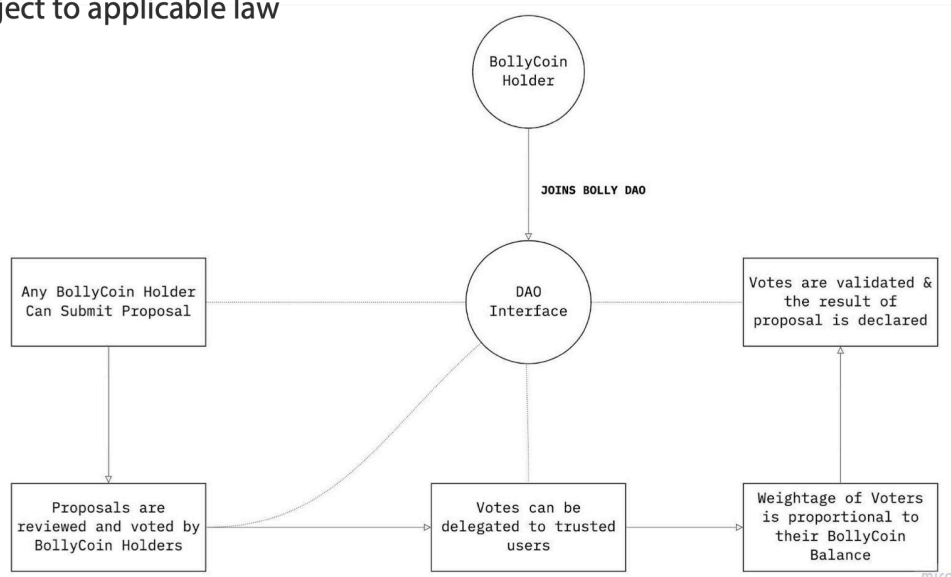
The Bolly DAOs is an inclusive, transparent, and global model for the coordination of the platform users and will empower BollyCoin holders.

The Bolly DAO will let people turn the platform into a more permanent and productive space. The unknown and new users in the ecosystem can trust each other, make decisions as a group, suggest improvements, and share a common benefit.

Initially, we'll be scheduling votes to decide on a range of issues, including (but not limited to) :

- Enhancing our NFT Marketplace to add more features and other upgrades
- Fee in the Marketplace including royalties and operational fees
- Reward distribution policy
- Banning Content Creators / Contents from the platform

The weightage of the vote is derived from the BollyCoin balance of the voter/holder.





# Vision

---

Our vision is to get iconic Bollywood media onto the blockchain. With over ten million crypto & Bollywood enthusiasts, we can build incredible technologies using web3 that would enable the most immersive interactions between the community and Bollywood





# Bollyverse

If the definition of sanity is the ability to tell the real from the unreal, we'll soon need a new definition, said American writer Alvin Toffler more than half a century ago.

The metaverse is the natural evolution of social connection. It is set to revolutionise the entertainment industry by bringing the digital and physical world together.

Avatars are being touted as the next big thing for interactions between fans and their favourite stars

Our early vision for our metaverse would enable Bollywood fans to meet their favourite superstars and have actual interactions with them in the metaverse.

Using artificial intelligence your favourite celebrity's avatar will be identical to his real-world personality making it a completely immersive experience.

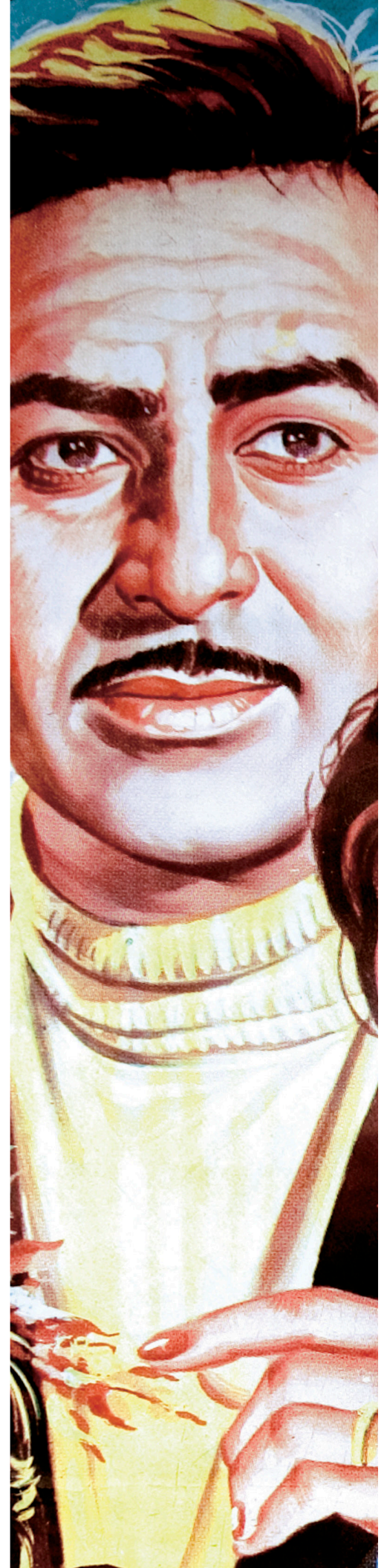
Users could potentially put on a VR headset and visit the most iconic movie sets

Metaverse will be the successor to the mobile internet, and creating this product is the next step in our journey to help evolve the space.

## Gamification

We want to create a universe of interactions through films. We have the most powerful computers, but yet while watching a movie you get a non-interactive experience.

We can first make a 3D model of a movie star and use advanced artificial intelligence to ensure the model resembles the character of the actual star. Using this any film can be gamified. A user can actually participate in the film, can choose his decisions and have the plot play out depending on the decisions made.

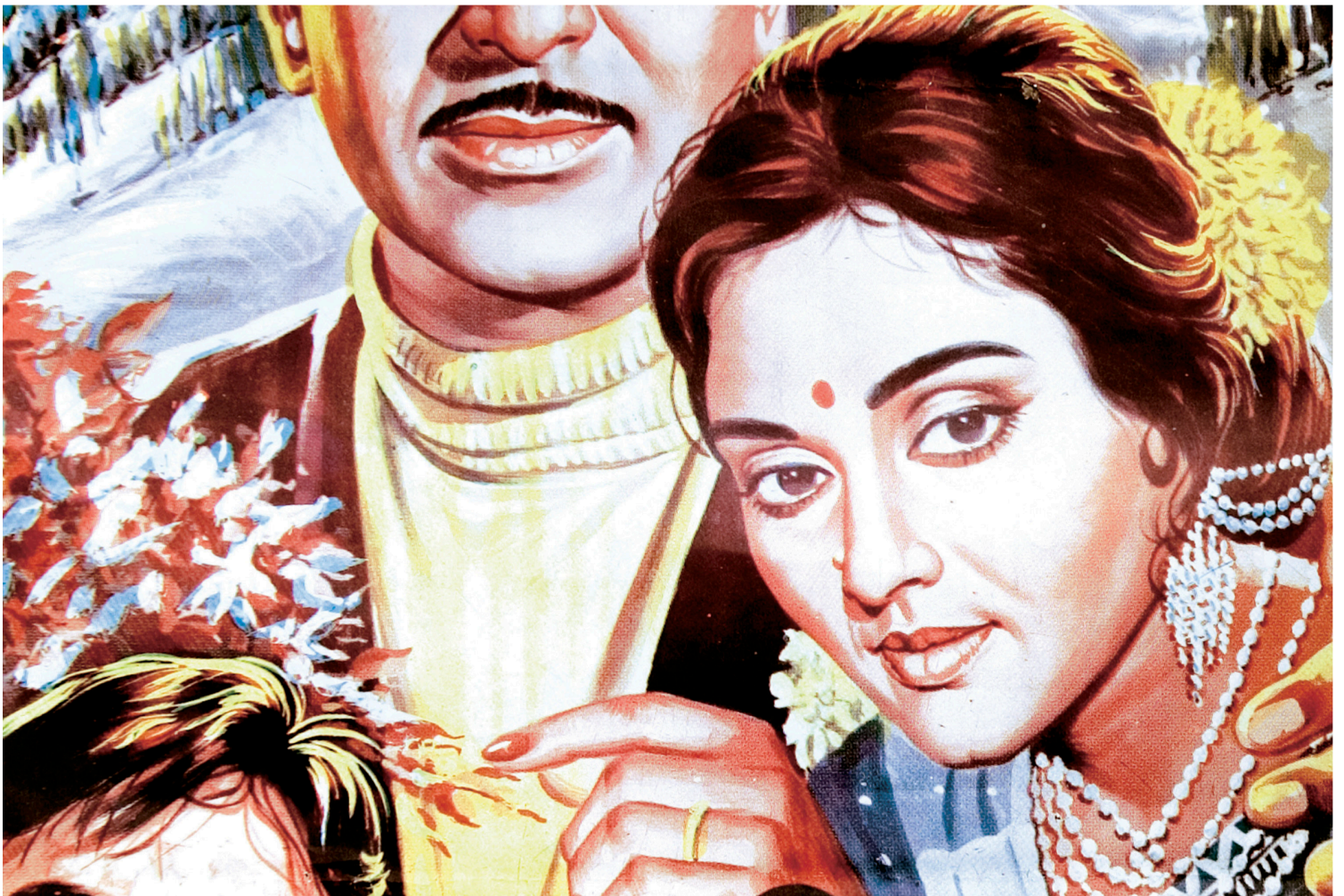




# The Future of Films

Our vision for the ecosystem stretches far beyond its current use case. The broader goal is to change the entertainment industry. Through the BollyCoin ecosystem, members can have a vote on things including NFT and film production.

Directors could pitch movies directly to Bollywood enthusiasts. Imagine 3 trailers of potential movies shown to community members. The movie that raises the minimum funds needed in order to be produced first can win. Imagine 1000 community members buying the NFT for the movie. The director then uses the funds to produce the film. The profits from the film are then distributed in accordance with token holding and community members earn discounts on future purchases of NFTs. Users could also trade a fraction of the film or media produced\*. The logic is the audience should actively decide which films they want to produce, watch and even gain rewards from. Another decentralised crypto platform where users pay to watch a movie in tokens would exist such that the owners of the NFT film can be paid in proportion to ownership.\* Similarly, hundreds of other use cases exist for decentralised entertainment powered by BollyCoin.



# Tentative Roadmap

---



October 2021

BollyCoin launches its coming soon website and pre sale goes live



November 2021

Final Smart Contract Audit to be published  
Staking Mechanism goes into development  
BollyCoin NFT marketplace goes into development



December 2021

BollyCoin Launches its official NFT Marketplace  
Token Sale  
BollyCoin can now be purchased in the open market

BollyCoin announces its first NFT



Q1 2022

BollyCoin DAO goes live



Q2 2022

BollyCoin begins to explore the Metaverse

# Partnerships

---





# The Team

---



## Atul Agnihotri

Actor, director, producer

Owner of Reel Life Production Pvt. Ltd.

Produced films like Hello (2008),  
Bodyguard (2011), Bharat (2019),  
and most recently, Radhe in 2021

Bodyguard broke many records and  
grossed \$33 million worldwide and  
in 2011 emerged as Bollywood's second highest  
grossing film ever  
28 years of experience in the Bollywood industry



## Kyle Lopez

Financial Analyst at Oracle Financial Services

Former Financial Analyst for Blackstone Group

Early stage angel investor in startups including Atlancer.com and Engage Inc

De-Fi influencer and early investor in Ethereum



## Armand Poonawala

Co-founder and CEO of Atlancer.com,  
a platform connecting and quality  
managing freelancers [2017-2021]  
Economic Times named Atlancer.com  
as one of India's Most Promising Brands 2021

Graduated from NYU in  
Computer Science



## Aaliya Kanuga

Co-founder of Atlancer.com, a platform connecting and  
quality managing freelancers [2017-2021]  
Economic Times named Atlancer.com as one of India's  
Most Promising Brands 2021

Graduated from Polimoda International Institute of  
Fashion Marketing and Design

Previously worked at Vogue India  
and Chanel India



# The Team

---



**Karamvir Sachdev**

Project manager, Digitisation for Mansons International

Previously worked as Head of Product Design for Bidzapp India, an online auction platform

Studied Economics and Statistics at Carnegie Mellon University



**Sujith Somraaj**

President of Nodeberry, a Blockchain powered startup

Managing Partner at Blockonomist, a news agency focused on Blockchain related news

Helped build Wazirx and NF Labs

Leading developer in the crypto-community in India

Studied Entrepreneurial Studies at Imperial College



**Alizeh Agnihotri**

BA in Development Studies at SOAS University, class of 2018

Actor

Keen understanding of industry functions

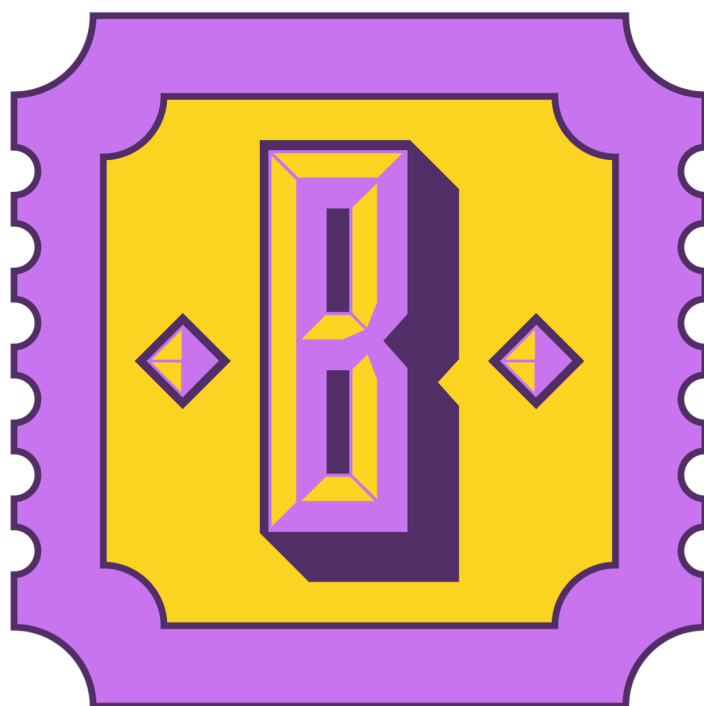


**Ayaan Agnihotri**

Co-Founder, Director of Picture Paathshala Productions LLP [a company that specialises in media studies programs for K-12 schools]

Creative consultant for Being Human Clothing

BA Hons in Acting & World Theatre from Regents University London



FIN.