



files.fm

Community powered

Library



Publish



Search



Sell



Archive



Share

White Paper



Join the Crowdsale



P2P File Catalogue and Marketplace with Intelligent Search Engine and Blockchain Payments

POWERED BY COMMUNITY

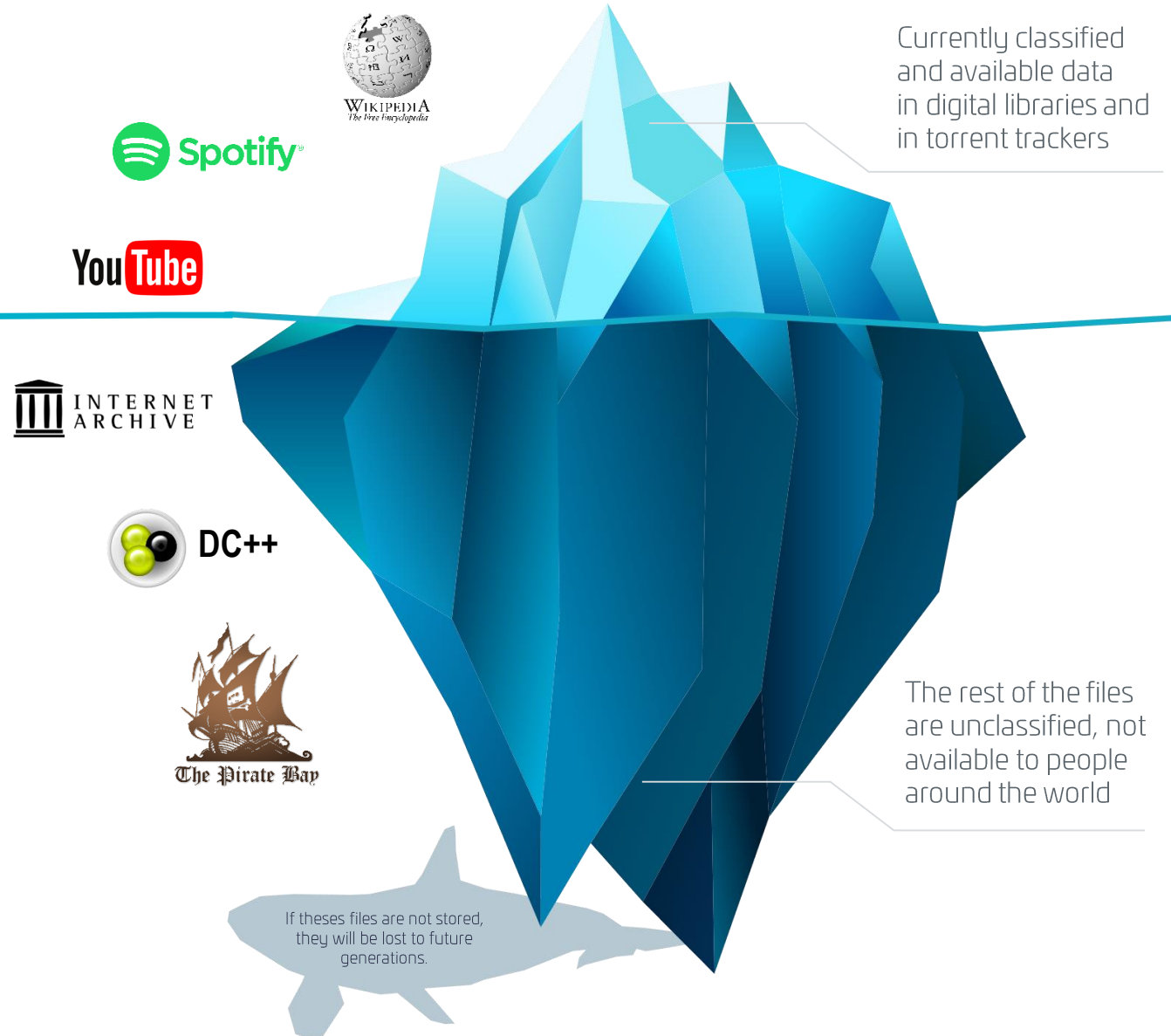


Our mission is to create a platform that gives access and preserves useful files for current and future generations

Problem

- No legal file library with specialized file search
- No platform for content creators or aggregators to create public file catalogs
- No marketplace with effective payments
- No fair remuneration system for authors

No legal digital library where you can search and access useful content with correct metadata and copyrights done right.



As a result...

there is no universal large and free storage platform to **organize, store, and preserve useful data** with specialized **file search** and viable monetization options





Solution

Files.fm unites technology and people to form a semi decentralized data library platform on open and equal basis.

Users share a portion of their disks, network capacity and work, receiving coins as reward stored on blockchain

The Files.fm Library is a global project built through the collective efforts of the community

Main Content types on The Platform



Images



Video



Movies



Audio



Books



Software



Docs

Use cases:

- free stock photos, paid stock photos
- free/paid stock videos
- public domain books, educational materials – videos, presentations, papers, docs
- documentaries, creative commons, creator's video channels
- datasets, maps, music sheets, lyrics
- freeware and opensource software, etc
- paid content



Legal and copyright control of the content

Firstly, we believe there is **lot of content that is useful for common public and doesn't infringe/abuse any copyrights**, such as public domain content, etc. We will ask our users to gather and publish public domain content, or any content they believe is public and could benefit other people.

We will provide options to apply for authorship and will allow authors to decide what to do: leave it as is, set a price for views/downloads and receive rewards from the platform or block access.

We have implemented DMCA procedures and are already working according to that

- We will provide tech solutions for communities to create their own data libraries and licensing terms.
- We will work on inviting and motivating artists and creators to publish their works on Library.
- We will focus on making copyright/licence management easy and transparent.



Usability



Powerful search
engine and catalog



Works in any
web browser



Embedd and
integration options

Community



Coin motivation
via useful work



Transparent
blockchain database



Community
storage sharing

Content



Legal free and
paid content



Free and fast
P2P shared traffic



Sell IP content
logged on blockchain



File lifecycle in the system

community control

1. The user **uploads** the file
2. Automatic **control** of the content (antivirus) and the determination of content type is performed
3. The file is **published**: users can view, find and download
4. Users vote on whether it is useful or not, **verify** and **arrange** content
5. Any user can **flag** the content as dangerous
6. If there are at least 5 independent messages, the content is **auto-locked**
7. The file owner can **apply as an author** (providing relevant data, evidence):
 - Simply and easily add the price to the file
 - Choose to earn from ads
 - Request content removal

Content search

1. Content Indexing
 - Manual (Community)
 - Auto (Trained AI)
2. Search options with intuitive user interface
 - Search by phrases, tags or attributes Categories
 - AI content analysis and computer vision
 - Example: <https://files.fm/events>
3. Decentralized search in the future



Special Sauce - the novelty of our solution

1. The platform is built on two decentralized bases:
 - P2P file sharing network in a browser
 - P2P payments system on blockchain
2. The platform provides useful **content gathered by community**
3. Clear and convenient **legal control** of content and related payments



Peer-2-Peer Application and decentralization

Why, where and how P2P is used?

Problem with **classic client-server architecture**: as the **number of users increases**, **speed drops** but the service **costs increase**. To build a massive scale platform, you must deploy the infrastructure.

We plan to use the **power of the community** to overcome that.

In the Files.fm platform, **P2P** is used and interconnected in two main components:

- For **decentralized file sharing** between users, based on adapted P2P Torrent framework and Files.fm functionality.
- For independent and direct payment system between peers (Seller-Buyer) based on **FFM blockchain**.

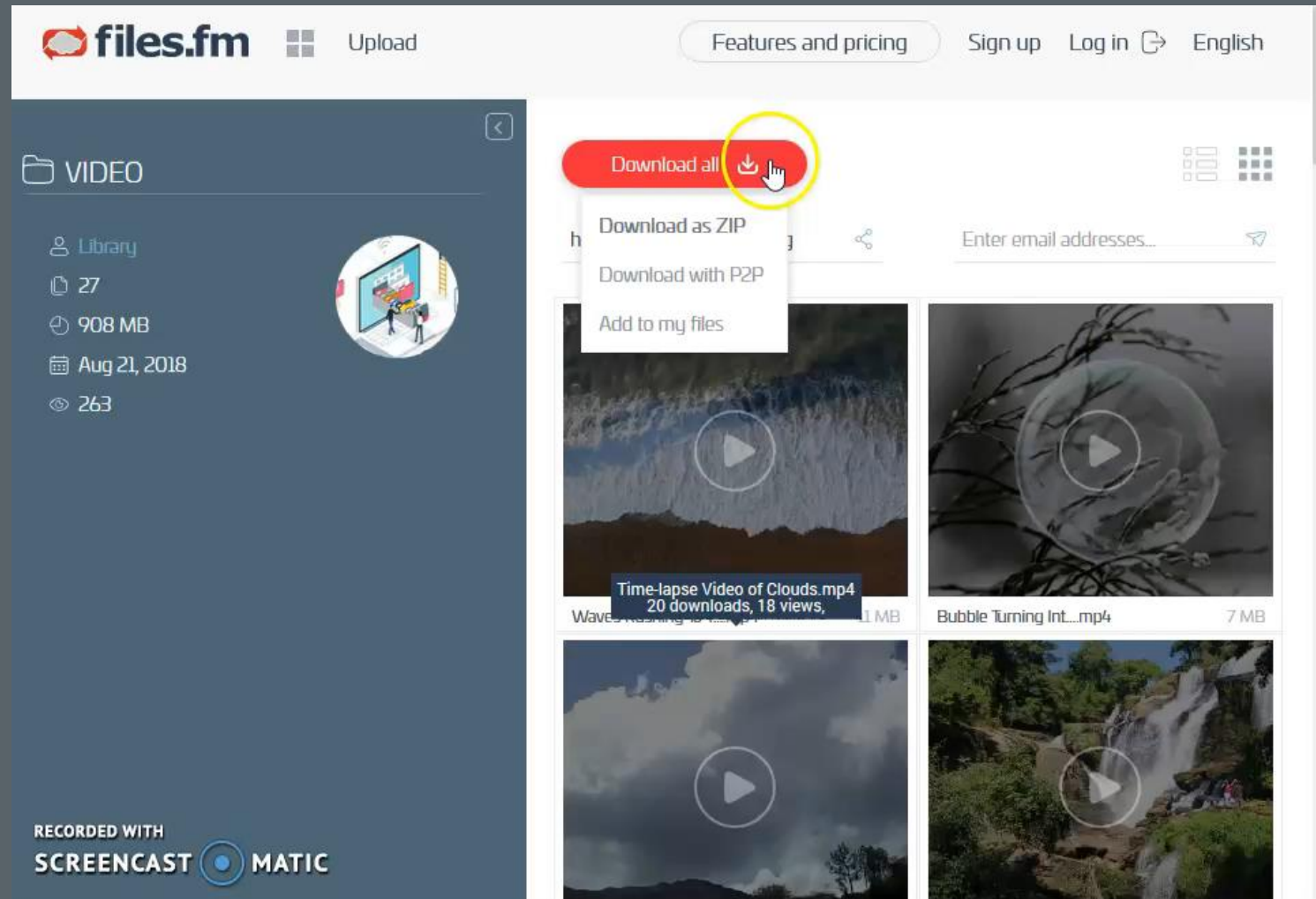
P2P technology is needed to ensure **system growth, speed and cost-effectiveness**. We need that to implement massive file sharing to achieve these targets:

1. fast download speed
2. unlimited traffic
3. able support thousands of simultaneous users and traffic spikes
4. reduce service maintenance fees
5. independent file exchange

P2P

Demo download

Already implemented on Files.fm



End users are able to share their network bandwidth and storage via web browser – end earn tokens for supporting the ecosystem.

And we will integrate peer-2-peer (in other words - direct) payments to ease/automate the token/payments exchange process.



What is the motivation for users to upload useful content?

Besides the public good in general, user will «mine» tokens for each useful file upload and will receive them as a reward, if other librarians vote the file is useful.

- Tokens will have an instant use case on the system – to have private disk space or upgrade to PRO account.
- Spend them on content/digital goods.

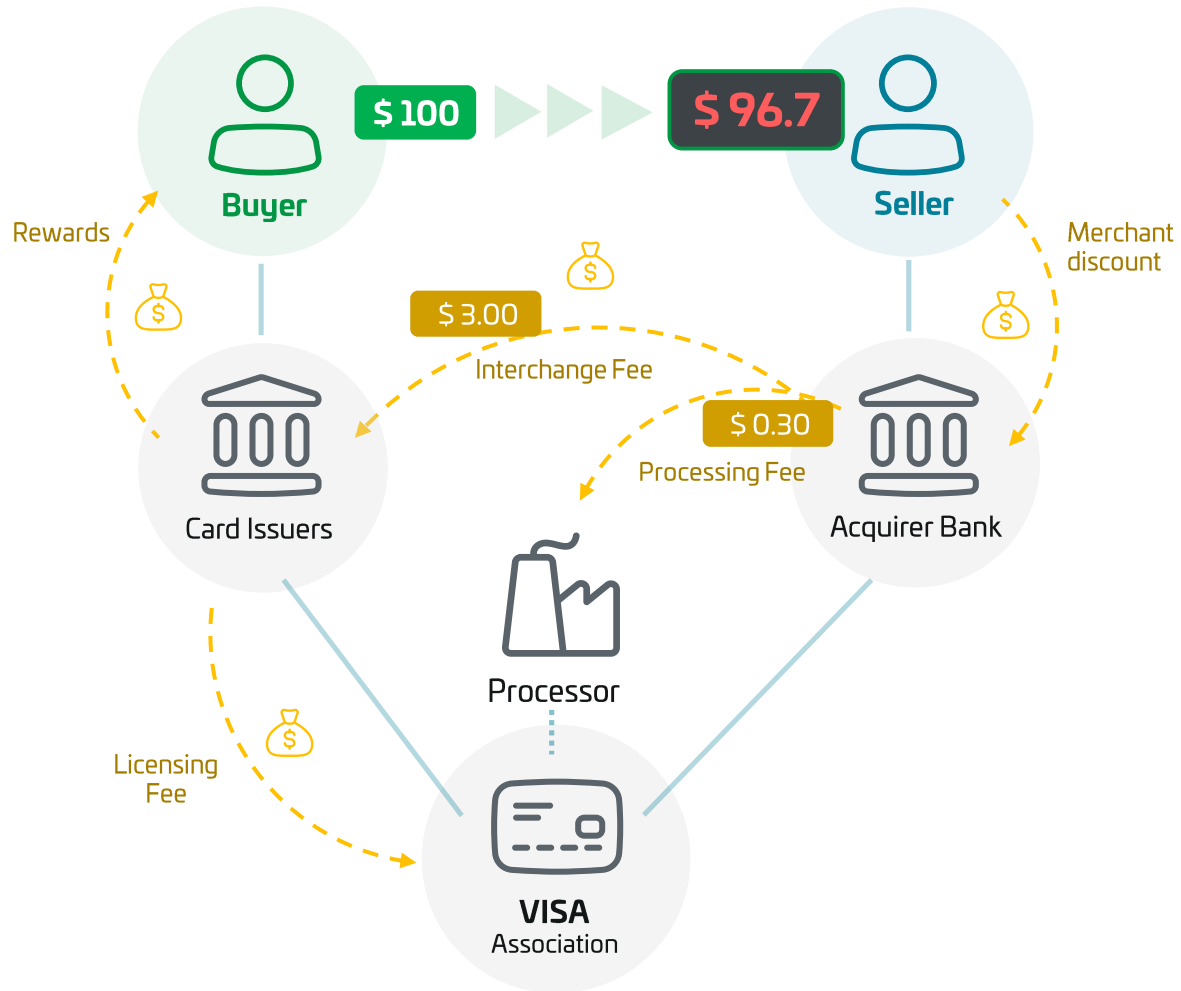


Why use blockchain and tokens?

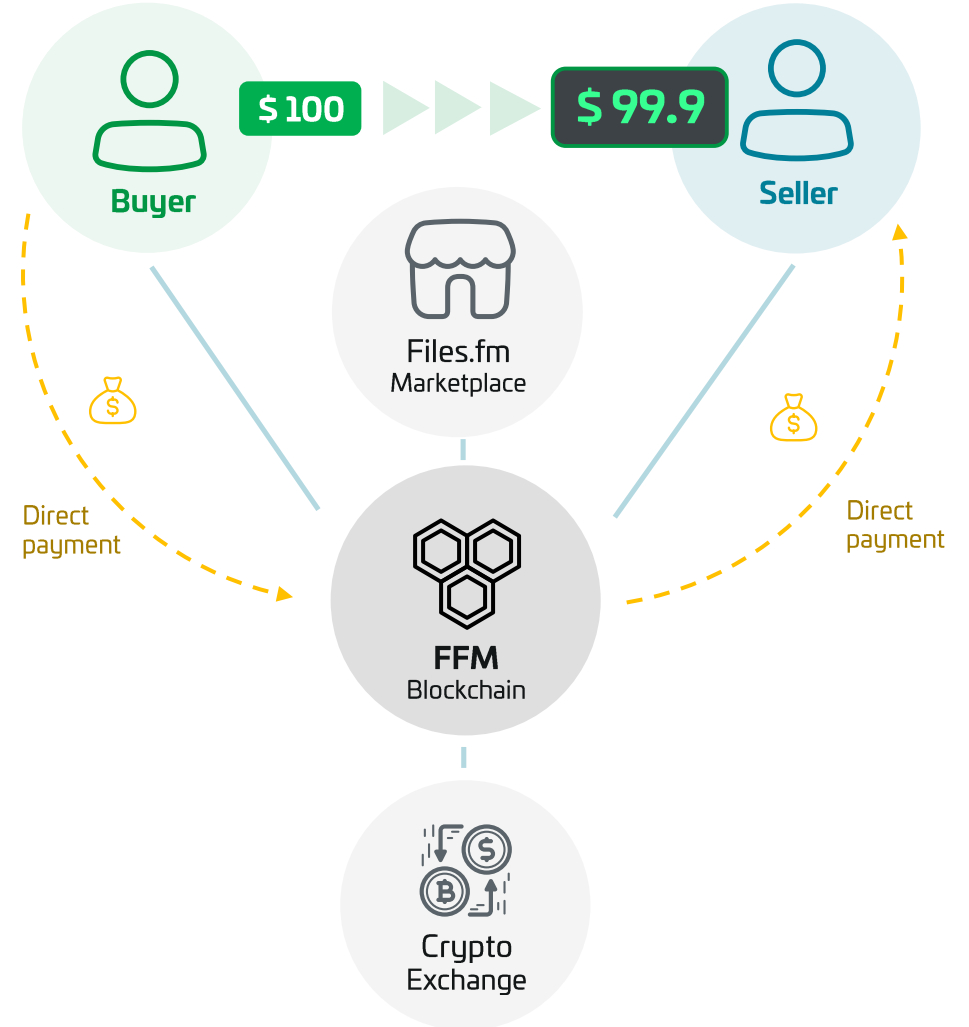
- The level of **transparency and independence** that blockchain provides.
- All transactions, sales and licenses are registered on **a public ledger** and turn immutable.
- We would like to use tokens as **independently exchangeable** digital currency
- FFM tokens will allow for **users**, doers, customers and creators to become a **part of the platform's economy and value**.
- Crypto token transactions will **cost less than credit cards** and will enable direct and fast payments internally, to avoid “standard 3% + 0.30” commissions, which in turn allows users to implement and execute **micropayments**.
- **Simplified Value Flow**: One of the token applications in the product will be file sales, without involving heavy/slow current payment gateways.

Payment systems: current vs blockchain

Credit Card Transaction fee 3% + 0.30\$



Direct P2P Payments on FFM Blockchain





FFM Token

PLASMA
side
chains

ERC20
token on
Ethereum

Raiden
payment
channels

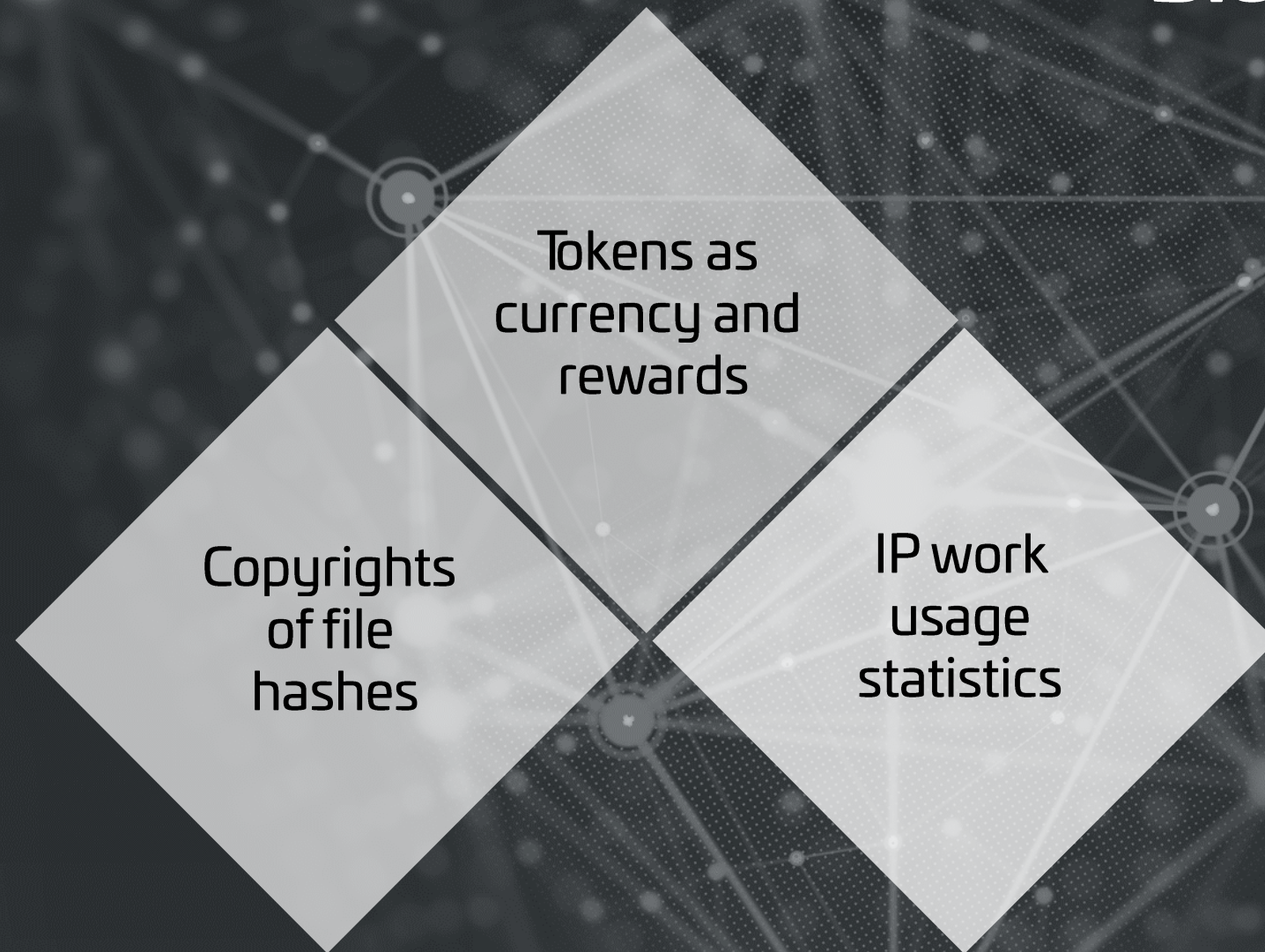


Tokens can be listed on a crypto exchanges!

This provides an independent trades with them



Blockchain usage





Service usability and transparent P2P

Our core focus will be on the usability of the system and convenience.

We will integrate P2P tech usage very transparently for end users – no need to learn how blockchain works or install and configure any software.

Users will be able to participate in the network by just opening Files.fm website (via web browser) and we will integrate options to buy/sell tokens and create wallets if needed. Lots of automation and smart contract integrations.

This will allow end users to make use of modern tech waves via the web interface they are used to.

Total Available Market



4.1 B

Internet users

54% of the whole world
population 7,6 B people

< 400 M
FFM
users

Target market
up to 10% of
whole
internet users

By 2025 every year
163 zettabytes of
data will be created

Existing similar alternatives what users use currently:

- Google search
- Torrent trackers
- Industry specific content providers like:
 - Netflix, Spotify, Youtube and similar
- Niche libraries, <https://creativecommons.org>
- Wikimedia / Wikipedia / Wikileaks etc
- archive.org
- Shutterstock

Target users profile

Maintaining the content and quality of such a large digital library would require a significant amount of volunteers and we will offer anyone the chance to participate. We think that if everyone spends just a couple minutes a day uploading, tagging or seeding the content, all these collective efforts would add up to something great.



WFL audience

Technology, media & entertainment, lifestyles & hobbies

Target users

Technophiles, movie & music lovers, shutterbugs, gamers...

Contributors

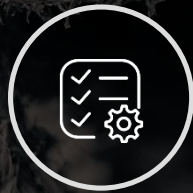
Researchers, enthusiasts, bloggers, community & forum leaders...

Files.fm Advantages

10 years experience in Cloud file storage and backup solutions for SME and private users. 1M monthly web users



Cloud storage
platform



Web and desktop
apps



Knowledge of large
scale storage
systems



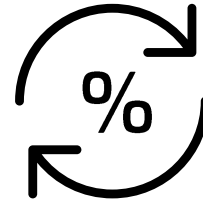
Current
user base



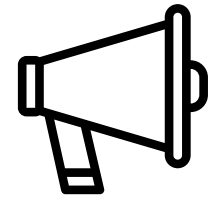
Working
decentralized
Alpha version

Business model

Advertisement revenue, as well as users monetizing their copyrighted content and exchanging their tokens for an ad-free experience, additional storage or paid files.



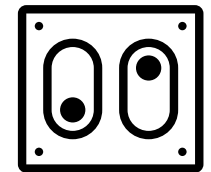
Percent from
paid transactions



Advertisement
fees



Subscription
to paid content



Pro features



Gamification

Token Economics

User participation in maintaining the library will be rewarded with FFL utility tokens that can later be exchanged for additional benefits.



Gained

- uploading files
- adding metadata
- sharing drive space
- beneficial actions



Required

- when uploading or tagging files



Exchanged

- paid files
- storage space
- pro features
- ads



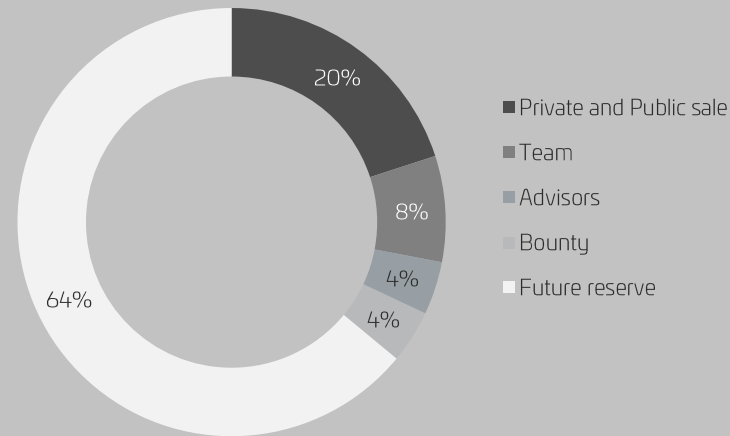
Extra

- + Buy 100 FFL - get 1 GB storage
- + 20% discount in the first year

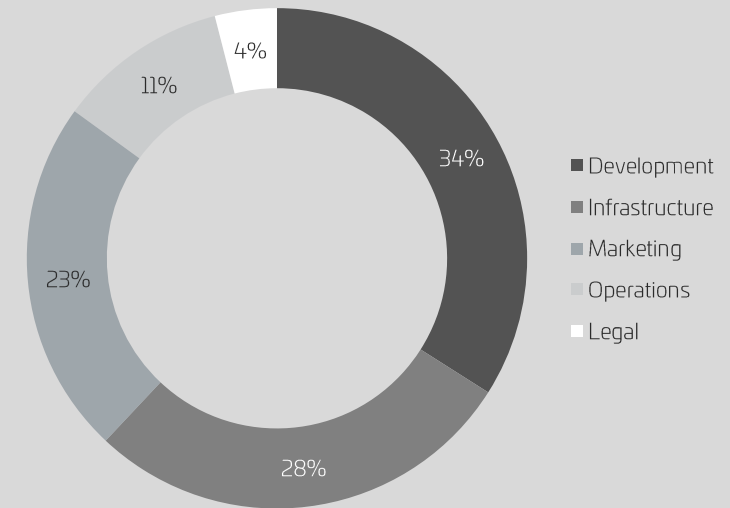
Files.fm Library Token

Total Token Supply	10,000,000,000
Public & Private sale	2,300,000,000
Limited Supply	Yes
Soft Cap	\$ 2,000,000
Mid Cap	\$ 10,000,000
Hard Cap	\$ 20,000,000
Symbol	FFM
Type	ERC20
Price per Token	\$ 0.01

Token Allocation



Use of proceeds



Future plans



2019

Beta release:
MVP FFM site



2020

Content analysis,
AI support added



2021

Pro features,
distributed AI



2022

Support & scaling,
content recognition



2023

FFM advanced
version powered by AI

Team



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Janis Lamsters
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Anatoly Ressin
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