



CONTENTS.

ONE: STREAMING IS BROKEN

TWO: FAN-POWERED ENTERTAINMENT

THREE: STREAM & EARN

FOUR: INVEST & EARN

FIVE: CRYPTOKNIGHTS

SIX: TOKEN ECONOMY

SEVEN: GROWTH LEVERS

EIGHT: ROADMAP

NINE: TEAM

TEN: REASONS TO JOIN US



"It was such a shame, a waste of good content." (The Big Lebowski, 1998)



ONE:
STREAMING
IS BROKEN.

Streaming was meant to revolutionise how we consume entertainment, but it has become a digital version of the same broken model as cable TV.

- Subscriptions rose from \$59 in 2019 to \$110 in 2024 — a 73% increase.
- Yet, satisfaction with the quality of content has consistently declined.
- 99.7% of scripts for films and shows cannot get funding.
- And, if funding is secured, distributors take around 50% of the profits.

This unsustainable system demands a fundamental shift towards a model where content is free forever, creators are fairly compensated, and viewers have a greater voice in the entertainment they consume.



"It's inevitable... you are broken." (Matrix Revolutions, 2003)



ECOSYSTEM

Fixing broken Hollywood by letting you stream for free and earn rewards, while letting fans invest directly in new original content. It's fan-powered entertainment.



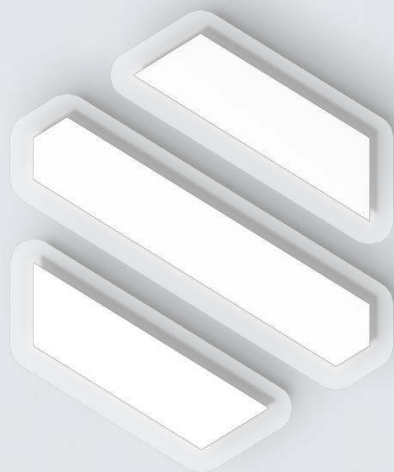
RITESTREAM

Decentralising entertainment. Earn from watching, invest in future blockbusters.



RITESTREAM +

Enjoy endless entertainment for free, and earn \$RITE tokens just for tuning in.



RITESTREAM STUDIOS

Invest in movies, be part of the creative journey, and earn a slice of revenue.



POPCORN COLLECTIVE

Become a member and earn the right to vote for and invest in movies.



"We're gonna need a bigger boat." (Jaws, 1975)

TWO:

FAN POWERED ENTERTAINMENT.

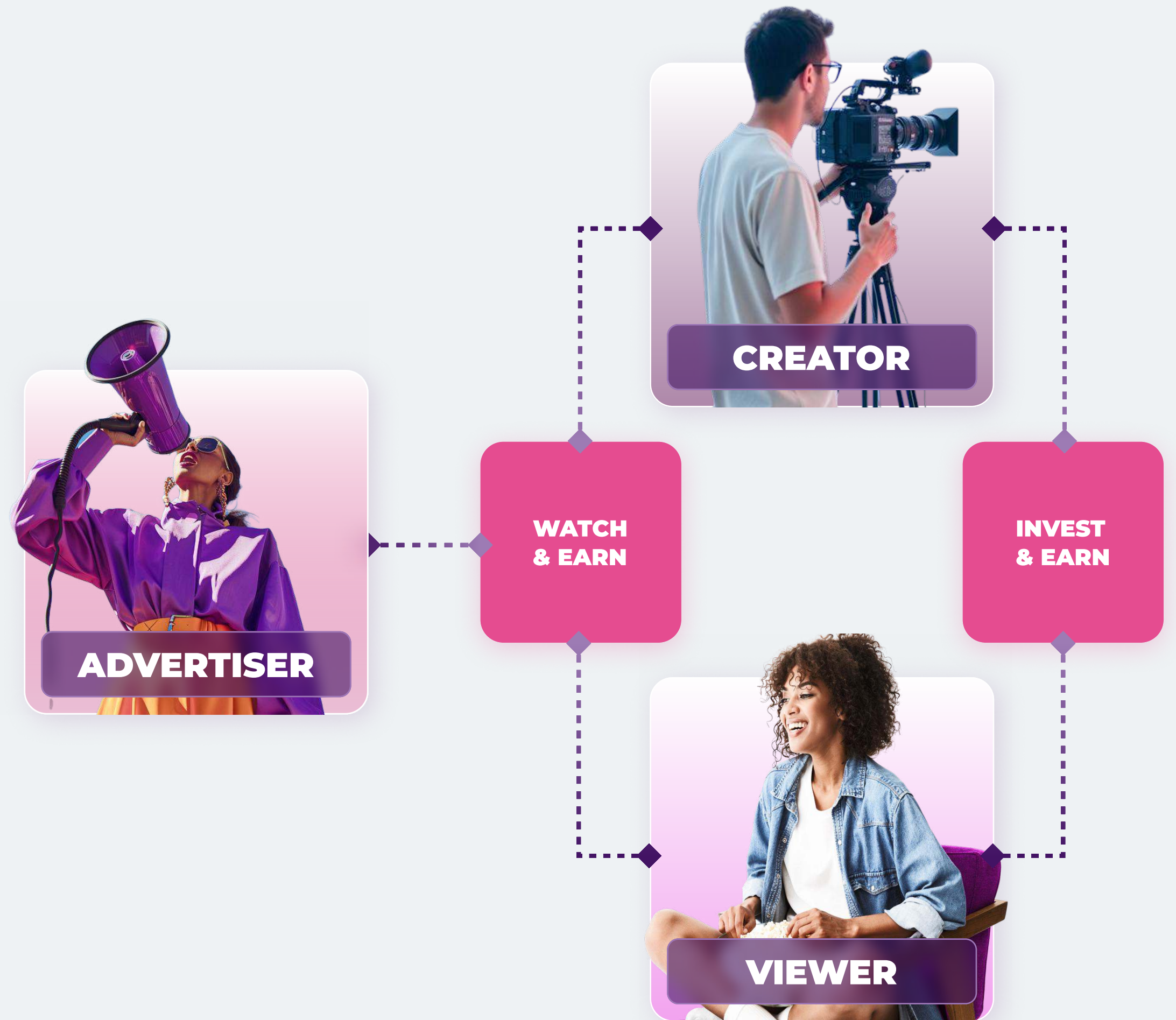


"I'm your number one fan. There's nothing to worry about." (Misery, 1990)

The video streaming market is booming, with its current value exceeding \$670 billion and projected to reach over \$2.49 trillion by 2032. This explosive growth presents a unique opportunity to redefine the entertainment landscape, shifting away from outdated models and embracing a new era of fan-powered entertainment.

Ritestream is at the forefront of this revolution, offering a comprehensive ecosystem that empowers everyone alike.

- Viewers watch free ad-driven movies and earn \$RITE for doing so.
- Fans invest in content they love and share in the revenue.
- Creators access funding and exposure for their content.
- Producers maintain creative control and are fairly rewarded.

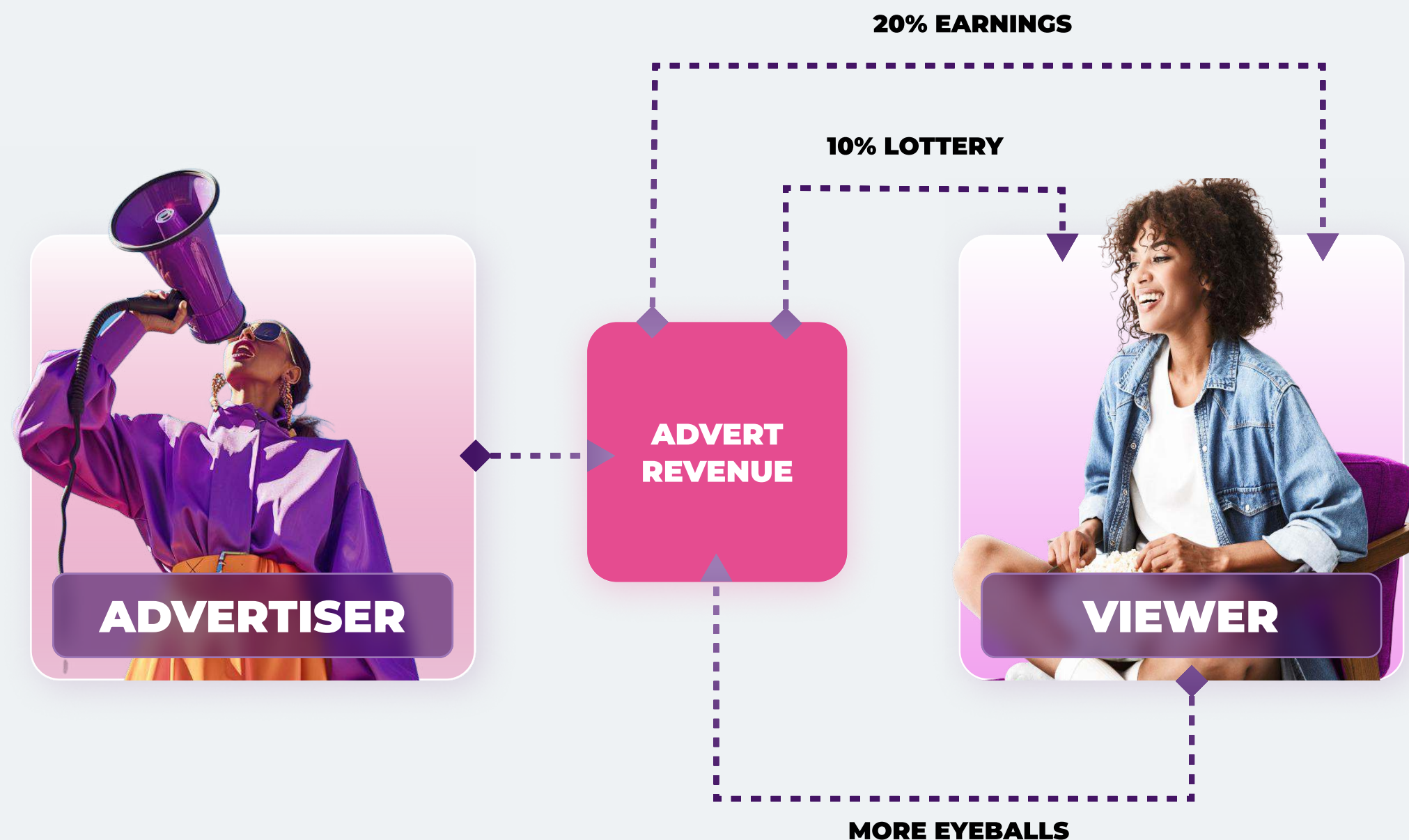




THREE:
**STREAM
& EARN.**



"Let's go to the movies." (The Rocky Horror Picture Show, 1975)



Ritestream+ is a free streaming platform supported by ads. We share the advertising revenue with creators (30%), viewers (30% for watch-to-earn/win rewards), and use 10% to buy back \$RITE. The rest helps us grow the platform.

This model ensures a sustainable ecosystem that benefits viewers, creators, and token holders alike. It also creates clear network effects:

- The more ads watched, the more a user earns.
- The more eyeballs, the larger our monthly lottery pool will be.
- The more ads watched, the higher the chances in our monthly lottery.
- The higher earnings and prizes attracts, in turn, more eyeballs.

REWARDED STREAMING

PROBLEM

Monthly subscriber rates for leading streaming providers have grown from \$59 in 2019 to \$110 — an over 73% increase (*The Drum, 2024*).

SOLUTION

Tired of sky-high streaming subscriptions? Ritestream+ offers a refreshing alternative: free ad-supported content with watch-to-earn and watch-to-win mechanics.

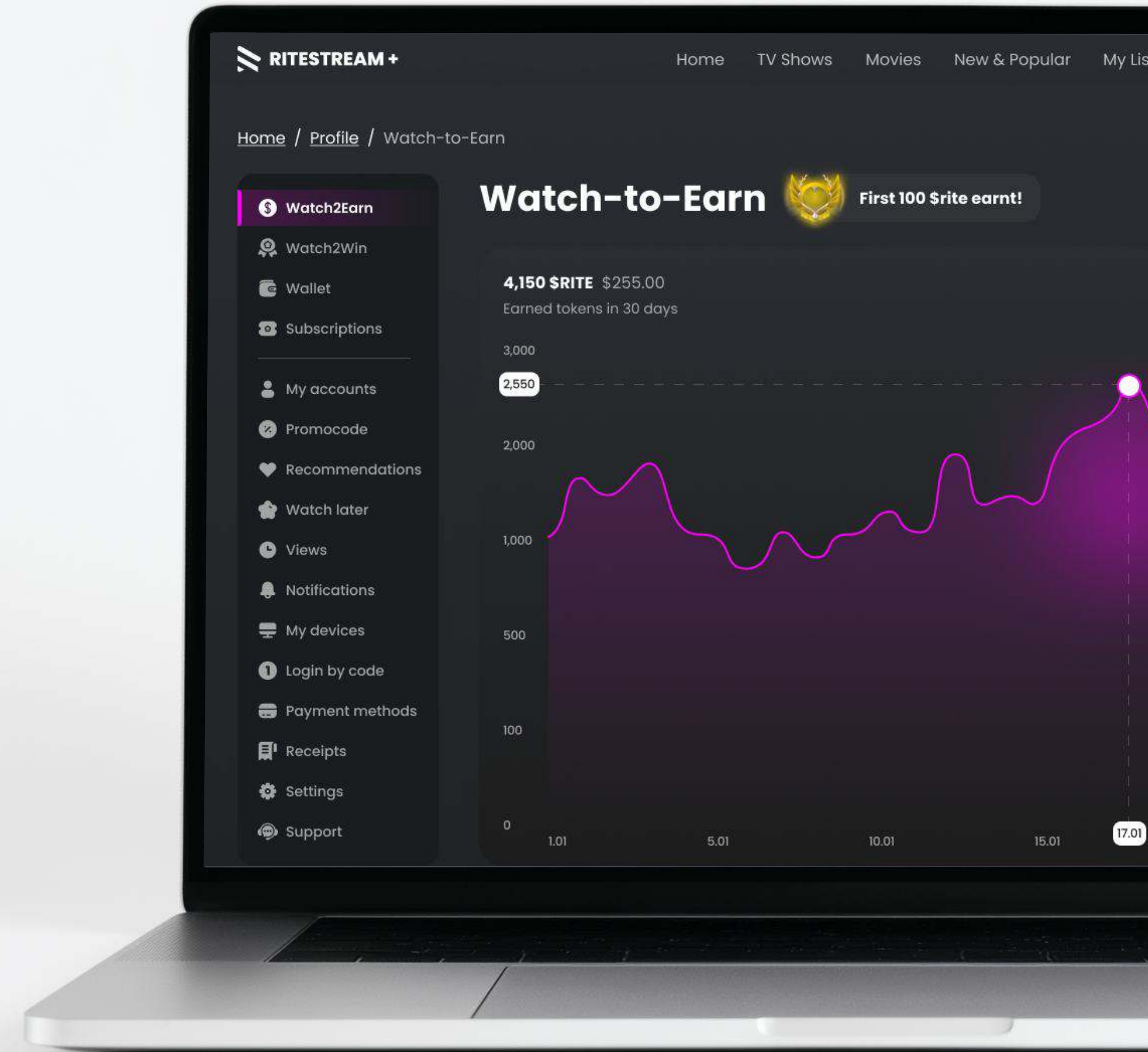
Earn \$RITE tokens just for watching, and every ad you see is an entry into our monthly lottery! It's a win-win: you enjoy free content and chances to win, while we generate revenue to fund those rewards and bring you even more great shows and movies.

COMMERCIAL DRIVER

Sustainable revenue through advertising

\$RITE TOKEN DRIVER

Buying pressure by converting fiat revenue into \$RITE rewards



“Show me the money!” (Jerry Maguire, 1996)

STREAM ANYWHERE

PROBLEM

58% of streamers state that availability across multiple devices is important (Exploding Topics, 2024).

SOLUTION

Want to enjoy Ritestream+ on your phone, tablet, or big-screen TV? You got it! We'll be expanding beyond our web platform with dedicated mobile apps for iOS and Android, plus apps for popular OTT devices like Roku, Apple TV, Samsung and others. This means you can enjoy your favourite shows and movies anytime, anywhere, on your preferred device.

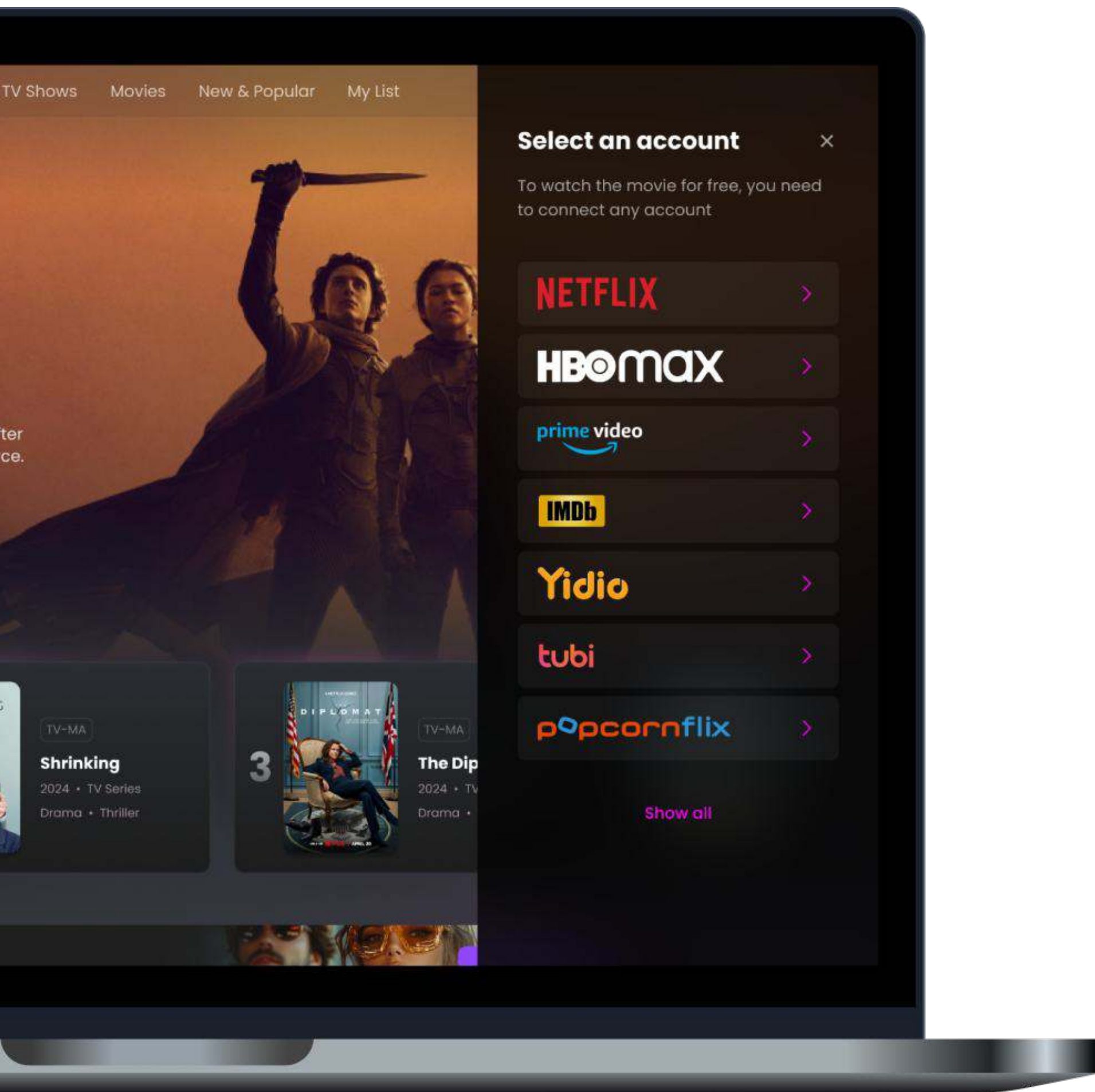
COMMERCIAL DRIVER

Broaden reach for more eyeballs

\$RITE TOKEN DRIVER

More eyeballs equates to more buying pressure





FREEDOM IN STREAMING

PROBLEM

Americans dedicate around 21 hours per week to streaming digital media, yet 54% have four or more subscriptions (AlphaSense, 2024 & Tinuiti, 2024).

SOLUTION

Tired of juggling multiple streaming subscriptions? Ritestream+ will aggregate content from your favorite services, giving you a single platform to browse and discover. Plus, earn \$RITE tokens by watching a short ad cluster before accessing content from other platforms, helping you offset those subscription costs! This means more convenience, more value, and more content for you to enjoy.

COMMERCIAL DRIVER

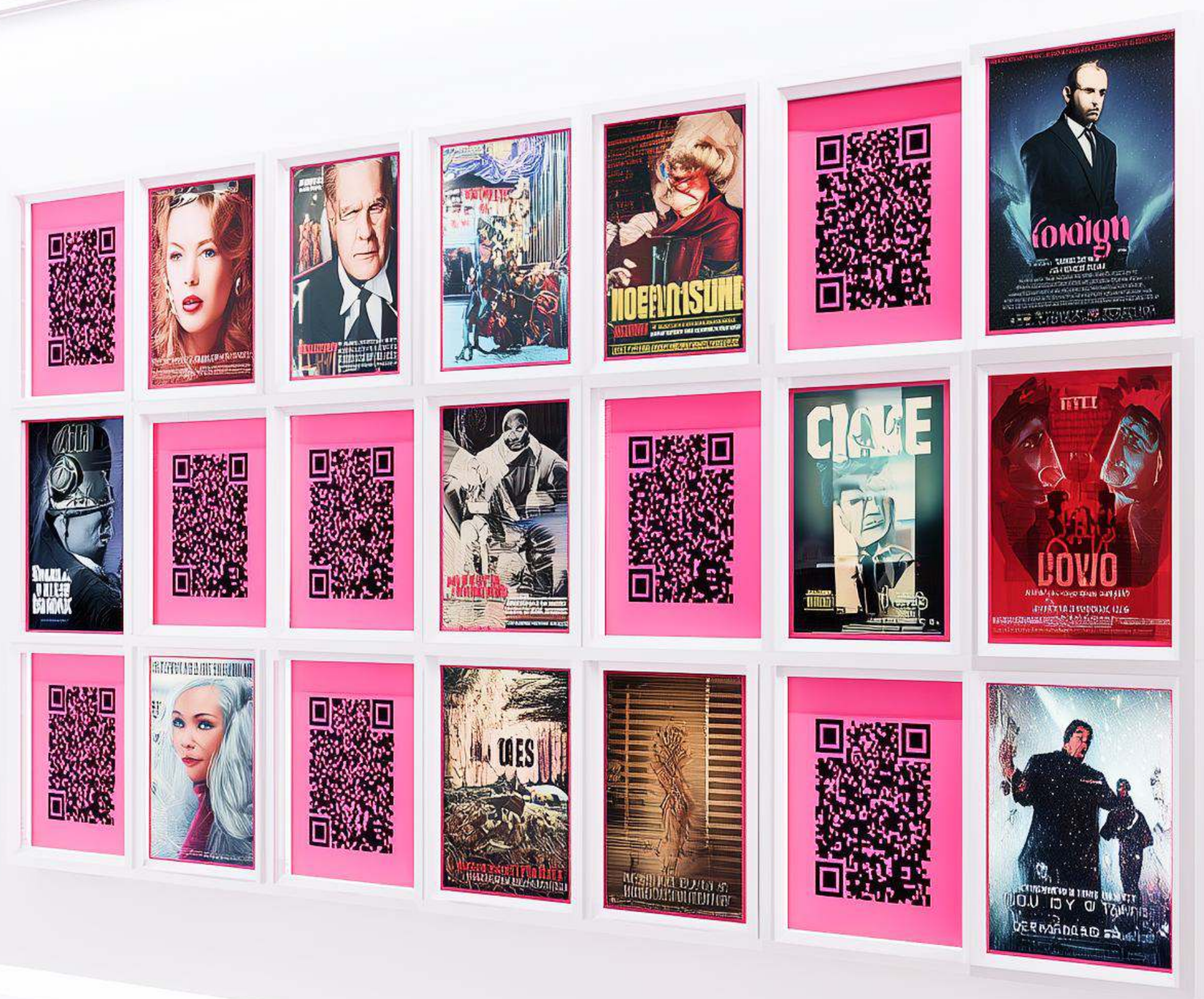
Broaden appeal via aggregation of “infinite” content

\$RITE TOKEN DRIVER

More eyeballs equates to more buying pressure



“To infinity and beyond” (Toy Story, 1995)



FOUR:
INVEST
& EARN.

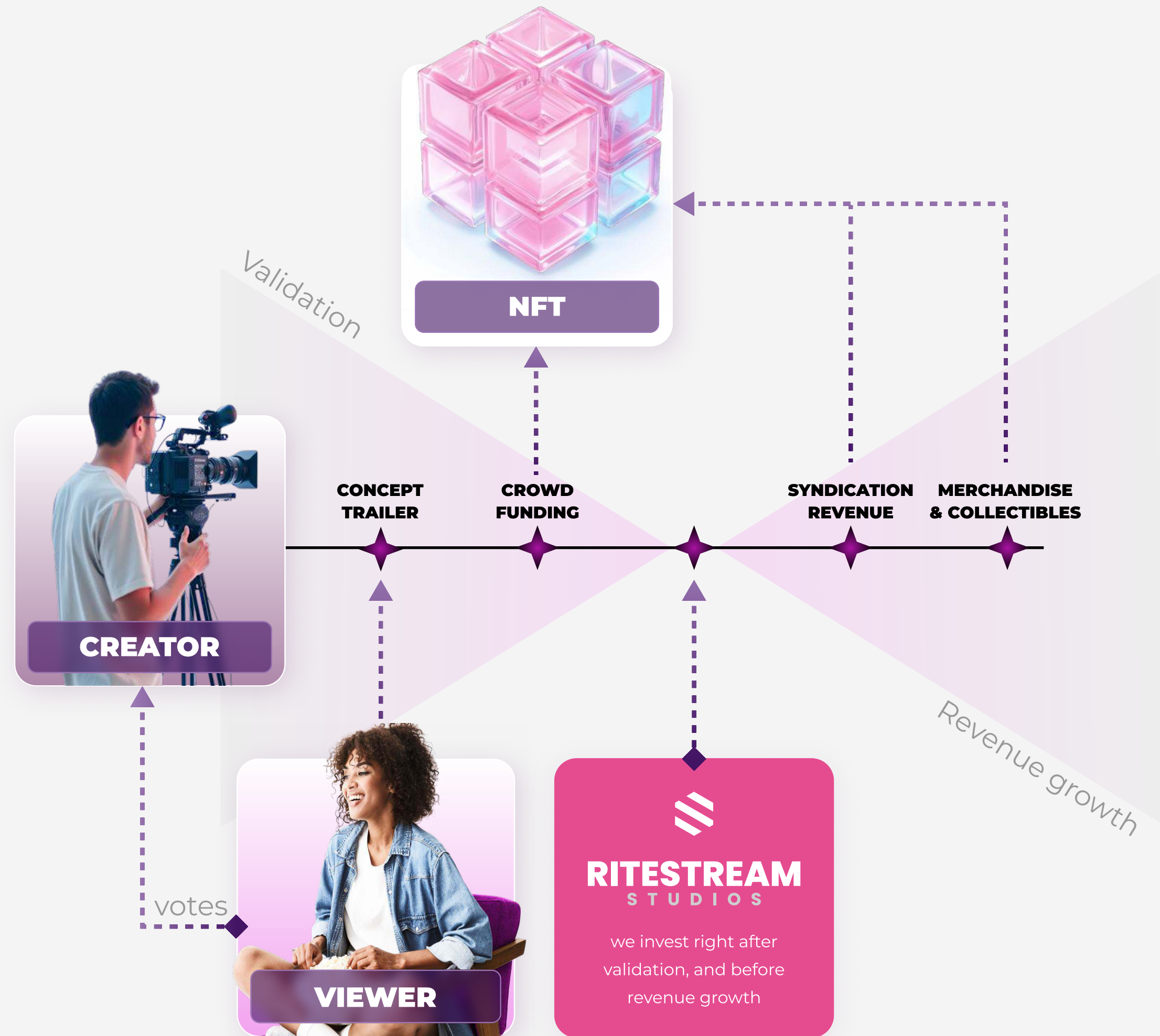
"It's not about the money, it's about sending a message." (The Dark Knight, 2008)



You decide what shows are worth making.
Not Hollywood executives.

Ritestream Studios empowers creators to directly fund their film and television projects through community crowdfunding. Creators build detailed project pages with pilot trailers, plot summaries, team bios, and investor rewards. Popcorn Collective members vote on these pitches, and successful projects move to a crowdfunding phase.

Investors receive fractional NFTs representing a share of future revenue, along with tiered rewards like producer credits. Ritestream itself strategically invests in promising projects, providing upfront capital, supporting crowdfunding efforts, or topping up funds to ensure successful completion.



FANDOM REINVENTED

PROBLEM

Yes — most films lose money. Indeed, 80% do. (Forbes, 2024)..

SOLUTION

Annoyed with what Hollywood produces and what you actually want? As a paying member, you're not just a viewer—you're a decision-maker. You'll earn the right to vote for and invest in the crowdfunding movies on Ritestream Studios, giving you a direct say in what gets made. And let's not forget ad-free streaming! It's a win-win: you get a premium experience and a voice in the content you love.

COMMERCIAL DRIVER

Highly sticky recurring revenue via subscriptions

\$RITE TOKEN DRIVER

Further spend mechanisms for a sustainable token economy



INVEST IN ORIGINALS

PROBLEM

99.7% of scripts do not get funding. The Screenwriters Guild registers about 50,000 scripts every year, but only 150 get into production.

SOLUTION

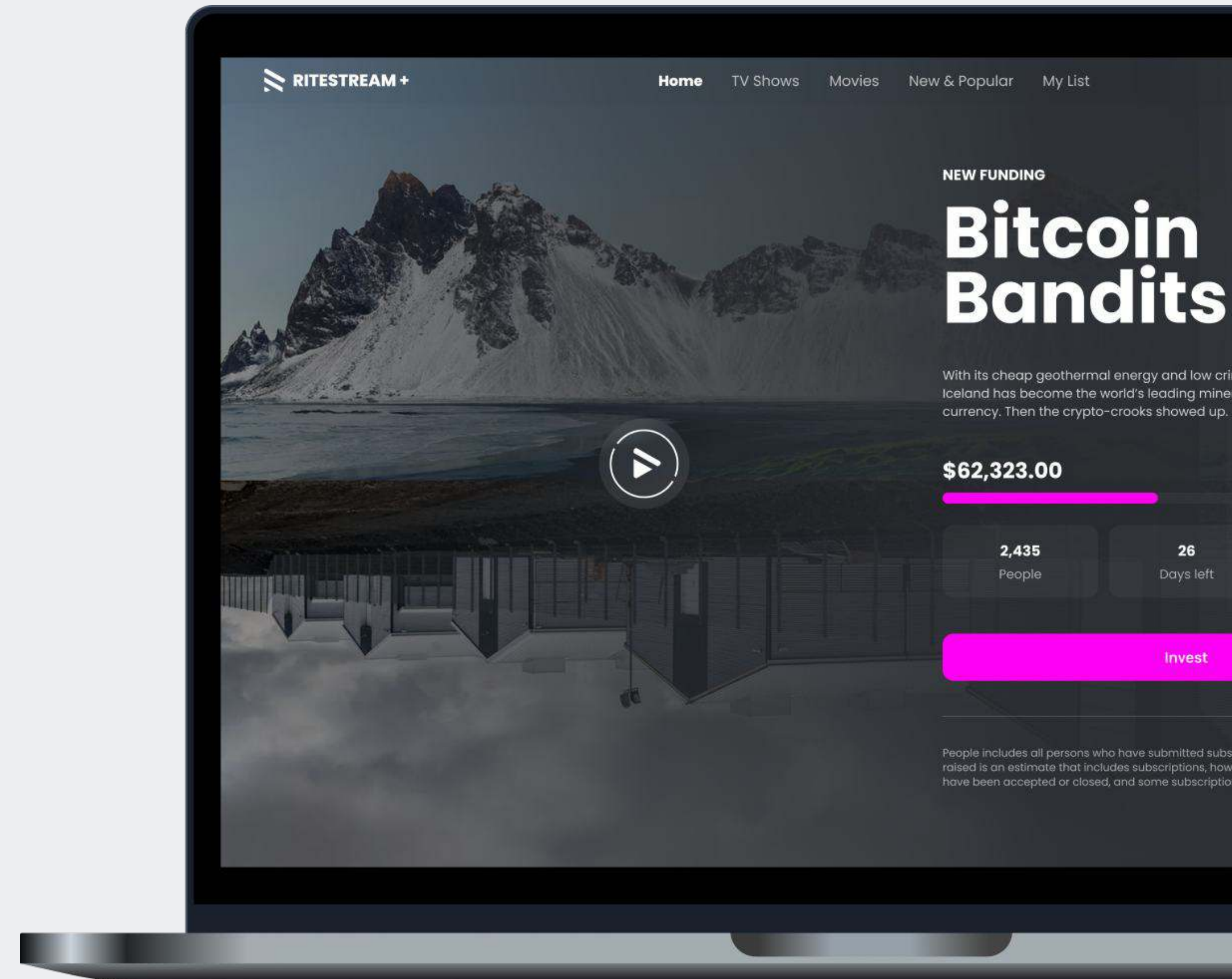
Frustrated with Hollywood's narrow choices? Ritestream Studios lets you decide what gets made. Producers pitch ideas, our community votes, and if it's a hit, you can invest, own a piece of future revenues, share in its success, and even influence its creation. It's crowdfunding, reimagined, with fractional NFTs giving you a real stake in the entertainment you love.

COMMERCIAL DRIVER

Crowdfunding fees for “Ritestream Originals” content.

\$RITE TOKEN DRIVER

Spend mechanisms for a sustainable token economy.



FIVE:
CRYPTO KNIGHTS



"I'm your number one fan. There's nothing to worry about." (Misery, 1990)

CRYPTOKNIGHTS A RITESTREAM ORIGINAL

Born from vision, funded by community, and brought to life through Ritestream Studios — CryptoKnights is our flagship series and proof of concept. It's where storytelling meets Web3, showing how the future of television can be powered by the blockchain and the fans who believe in it.



First \$850k MVP Raise of Ritestream Studios



Available on Amazon Prime to 200m households (Initial broadcast USA and the UK then expanding)



\$35m in investments pledged by judges in Season 1



"The future is now." (Tron: Legacy, 2010)





SIX: **TOKEN ECONOMY.**



"A million dollars isn't cool. You know what's cool?" (The Social Network, 2010)

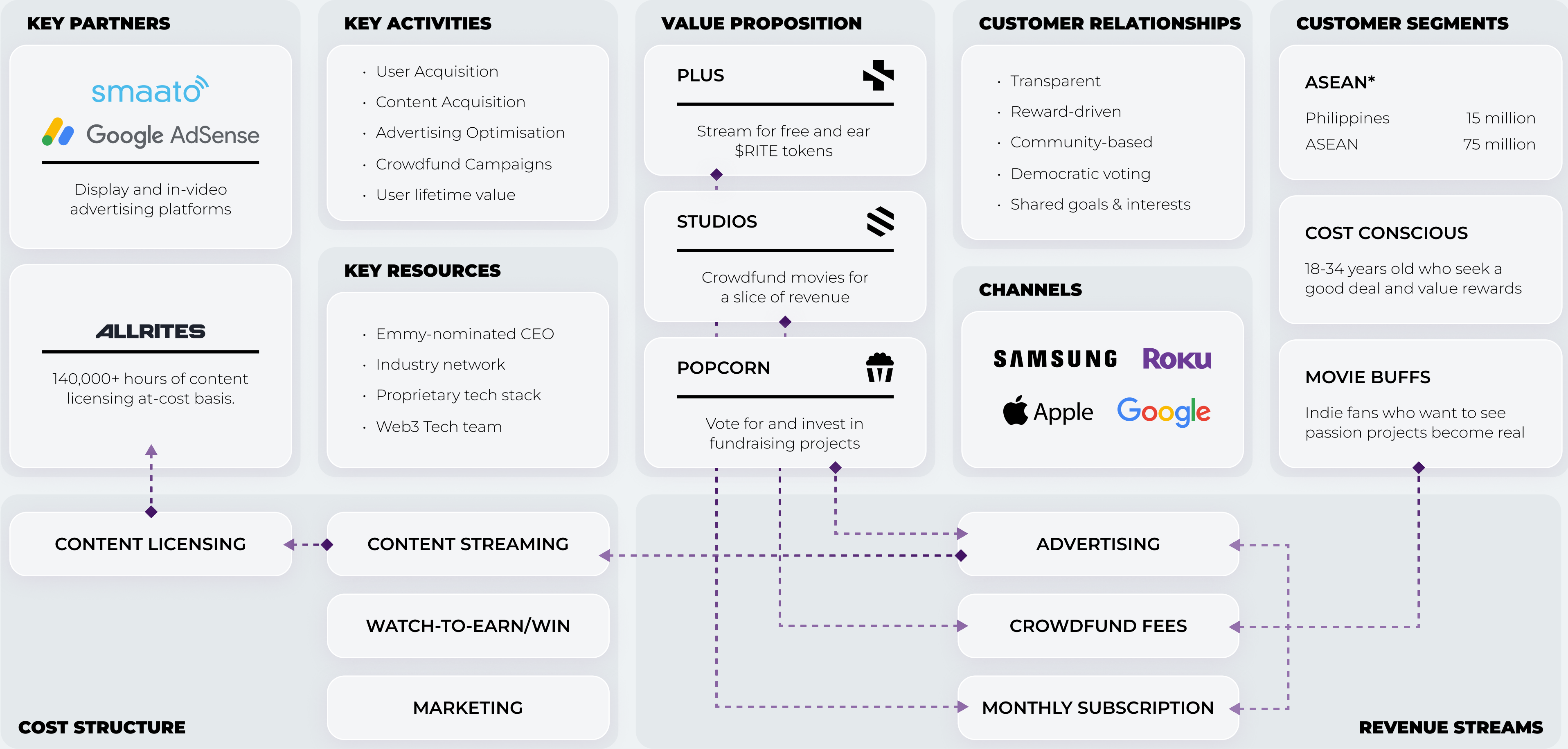
Our \$RITE token is your golden ticket to rewards, exclusive perks, and real-world value – and it works across the entire Ritestream ecosystem, including:

		EARN	SPEND	STAKE
WATCH AND EARN watch content for free and earn \$rite tokens	RITESTREAM ↗	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WATCH AND WIN join lottery for free and win \$rite tokens	RITESTREAM ↗	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SUBSCRIPTIONS join the “popcorn collective” to start crowdfunding	 RITESTREAM STUDIOS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CROWDFUND invest in the next big movie for slice of revenue	 RITESTREAM STUDIOS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AIRDROPS stake \$rite for airdrops of projects on cyptoknights	CRYPTOKNIGHTS	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
EARLY STAGE DEALS stake \$rite to invest early in projects on cryptoknights	CRYPTOKNIGHTS	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



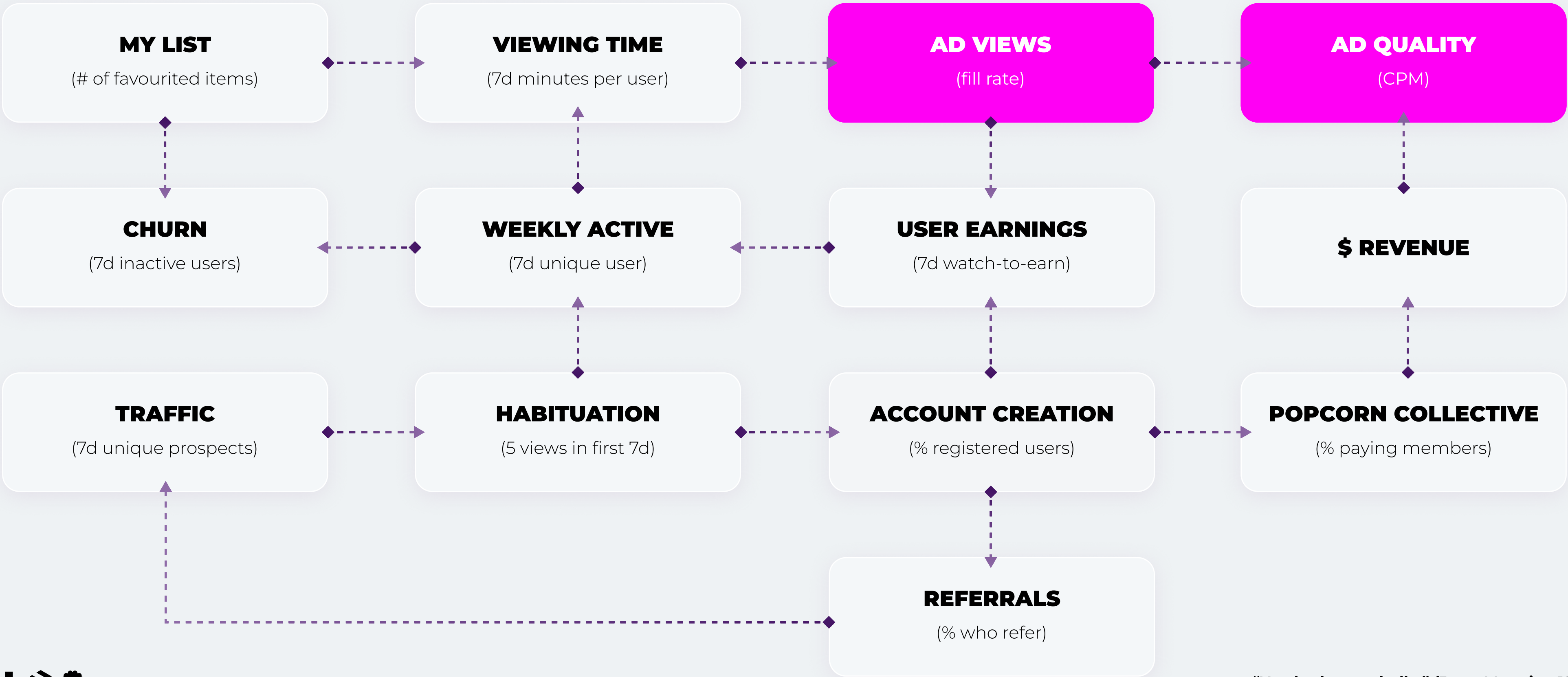
SEVEN: **GROWTH LEVERS.**

OUR BUSINESS MODEL



“Sell me this pen.” (The Wolf of Wall Street, 2013)

Our token economy rewrites the script. Instead of charging our users for streaming, we pay all consumers for their time spent on the platform. In doing so, we expect to acquire customers relatively easily. Nevertheless, from experience we know that 90% of the growth comes from 10% of the stuff that we try. Our model of our “growth levers” gives us the framework for 100x growth.



“You had me at hello.” (Jerry Maguire, 1996)

EIGHT: ROADMAP

Powered by our \$RITE token



PHASE 1



Build out a core user base through free ad-supported stream-to-earn mechanics.

- Rewarded Streaming: bring stream-to-earn on-chain
- Relaunch ritestream.io with a clearer narrative
- Launch in our initial target geography of the Philippines
- Stream Anywhere: introduce Samsung and Roku smart TV apps
- Freedom in Streaming: aggregate content from other streaming platforms
- Stream Anywhere: introduce Android and Apple native mobile apps



PHASE 2



Turn a captive audience of passive viewers into active investors through crowdfunding.

- Launch MVP for Studios
- Launch “Register Interest” campaigns for 2x Movies
- Add on-chain crowdfunding module
- Do initial crowdfunding campaigns
- Solve fiat revenue collection to web3 pay-out



PHASE 3



Use crowdfunding track-record to introduce subscriptions and increase lifetime value.

- Introduce the Popcorn Collective as a gateway into crowdfunding.
- Introduce AI-driven recommendation engine for streaming.
- Introduce AI-driven customer engagement platform



“Roads? Where we're going, we don't need roads.” (Back to the Future, 1985)



RIAZ MEHTA

CEO & FOUNDER

He is a serial entrepreneur with a proven background in media, technology, and blockchain. An "Emmy" award nominee whose previous productions were on Netflix, HBO, etc. and has a track record of selling shows to 50+ countries. His company "Allrites" is gearing up for a listing on Nasdaq.

Fun fact.
His only Twitter post is a picture of him with CZ (founder of Binance) from 2018.



DAMIAN MILES

CTO & CO-FOUNDER

An entrepreneur with 25+ years of experience in TV production, broadcast, and business. Founded several tech startups in the film and TV industry. Additionally, adept in blockchain technology with eight years of hands-on experience, leveraging its potential in various entrepreneurial ventures.

Fun Fact.
He spent part of his childhood going to school in the Himalayas, in Bhutan.



MARTIJN MOERBEEK

CPO & CO-FOUNDER

20+ years exec-level experience of driving large-scale change at the largest companies in the UK. He delivers market-defining products, scaling them to millions, through expertise in corporate strategy, business architecture, and product management. A proven advisor to global companies and start-ups alike. Has been in web3 since 2017.

Fun fact.
His four kids are named after angels and he lives in a church.

“Innovate or die.” (Moneyball, 2011)

TEN:

REASONS TO JOIN US

- Disrupting a large and rapidly growing industry
- Only a handful Web3 projects address the trillion dollar entertainment industry
- Clear product-market fit with streaming platform and MVP raise for CK
- Access to 140k+ hours of content via sister company Allrites
- Emmy nominated team, decades of experience in entertainment



"Failure is not an option." (Apollo 13, 1995)



FIN