



2100NEWS

The voice of the new economy

**We believe in decentralization and its power to
change the world.**

Grega Apat, CEO

24 January 2018

@2100news.com



Contents

Abstract	3
The problem with crypto market news today.	3
Our vision	5
Our product in detail.	6
2100 NEWS unique features	7
Technology behind 2100NEWS	8
Blockchain and smart contracts integration	8
IRIS P2P protocols for news.	8
2100NEWS for token issuer data news: CEDGAR.	9
Platform and DApp.	10
Business To Customer (B2C)	10
Business To Business (B2B)	10
2100NEWS users	10
Making a contribution to 2100NEWS	12
2100NEWS traction	13
Business model.	13
The math behind our business model.	15
Token commercialization	18
Price and token supply	20
NWS Token Economy.	20
Clear utility features behind the token: Example Use Cases	20
Team members	22
Advisors	25
Ethereum Accelerator Nika	18
Spartan Solutions	18
Lemur Legal.	18
Plan for the use of funds	28
Development roadmap	29
Legal and advisory incorporation.	32



Abstract

We are the first news platform of the decentralized economy: delivering business and market news, data and analysis to the world (crypto, blockchain, IoT, ICOs, new financial markets and decentralized economy in general). We serve as a depository for disclosure of authorized price sensitive information regarding token issuing companies. Our services run on mobiles, tablets and computers via online TV, radio, squawk box, newsletters and podcasts.

We are raising funds to produce 2nd iteration of our news platform using blockchain technology. 2100NEWS is the leading crypto and token market news hub, offering real-time data and price sensitive information regarding token issuers, news on all crypto market issues and analyst coverage. As a bottom-up system, we enable news to be sourced and verified from the crowd, granting publication and rewarding up/down voting (curation) of published content. We are already in the top third of ICO listing websites and expect to reach 40 million monthly page views and 500,000 community members by the end of 2018.

The problem with crypto market news today

Cryptocurrencies, tokens and their underlying technologies offer a glimpse into a new and decentralized society. The way we cooperate and communicate now will change thanks to the blockchain, just as cryptocurrencies and tokens will change the way we trade and store value. The cryptocurrency user base is growing daily.

Currently, decisions about crypto news content and its importance rarely involve the public. We are an exception: we aggregate crypto market news on a single decentralized platform: 2100NEWS. By encouraging and rewarding the public for sorting and verifying news, we are continuously improving a system which extracts high-quality media content to provide **a voice and a news hub for the growing crypto community**. It tracks the pulse of cutting-edge developments and reports on the progress of token sales and initial coin offerings. In addition, we are developing a fundamentally different way of gathering, sorting and presenting news.

We are still in the middle of the hype. **The cryptocurrency market is growing bigger and more widely adopted every day**. Year-over-year comparisons show that the number of cryptocurrencies in existence has grown by 63%, the total market cap has grown by 875%, and the average daily volume has grown by a staggering 3,259%. On 7 January 2018, there were 1,384 cryptocurrencies in existence with a total market cap of over \$829 billion. Just 3 weeks later, there were 111 new cryptocurrencies and a market cap of \$571 billion. The number of investors is also on the rise: the Global Cryptocurrency Benchmarking study by the University of Cambridge reveals that there were between 2.9 million and 5.8 million unique users actively using a cryptocurrency wallet in 2016. Currently, there are about 10 million. The archetypical Japanese investor, Mrs. Watanabe, is increasingly active in the crypto economy. At the beginning of December 2017, the number of wallets on blockchain.info alone was 19 million. The crypto market is definitely here to stay.



However, a crucial element required to make the cryptocurrency market more mainstream remains to be developed: transparency. **The crypto market community is still missing an important piece of its foundational infrastructure:** a definitive source for official information from cryptocurrency and token issuers. This was noticed by a group of crypto enthusiasts who created a cryptocurrency trading office in August 2017. Information, especially transparent, official and real news, was hard to come by. The reasons why a certain currency moved up or down were clouded even to the most dedicated traders, who had to crawl through many different sites to get a more accurate and complete picture.

In purely economic terms, there is an information gap that is making the crypto market inefficient, because economic agents cannot be rational-decision makers. Therefore, **the crypto market urgently needs this piece of infrastructure:** a reliable and definitive source of information, official reports and announcements by crypto token issuers, news, analysis, rumours and anything else that is relevant to crypto investors - similar to what Bloomberg is for financial markets. Such news hub will not only answer the investors' questions, but will also add an important element of transparency to the market and establish its legitimacy.

The space for cryptocurrency news is growing quickly. While there are several websites that offer cryptocurrency news and information, such as Cryptocoinsnews and Cointelegraph, these pages usually do not exceed 150,000 unique daily visitors. They mostly provide written news (with few, if any, relevant podcasts, online TV programmes or radio shows). Additionally the news they provide is not classified according to their time sensitivity. This is a real problem for traders who need important news quickly. That crucial piece of information - official announcements from token issuers, such as financial reports and price sensitive information is difficult to find and compare between ICOs. While there are some web platforms hosting podcasts dedicated to crypto topics, such as player.fm platform, they usually don't cover breaking news as they happen and are more educational or entertaining in nature. The same also goes for the few online video channels and radio shows.

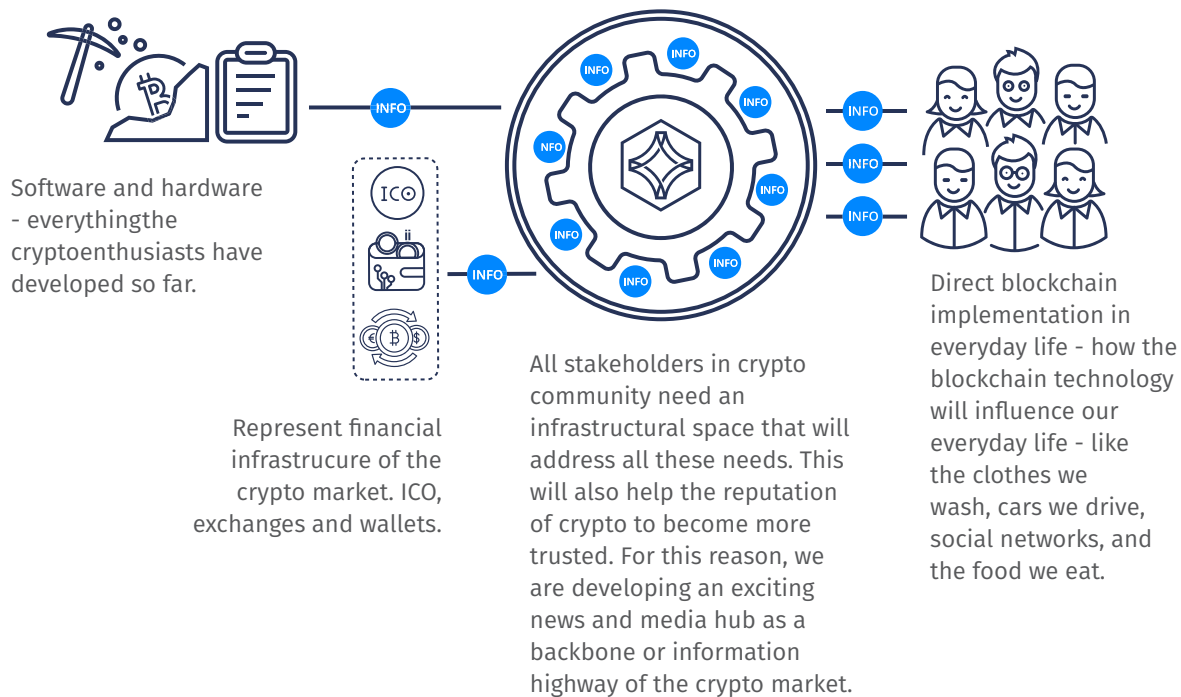
Cryptocurrency news demand is increasing with the growth of the crypto community. This is true for both investors and providers - the token issuers or ICOs. Token issuers lack a reliable platform where their official announcements can be published and distributed.



Our vision

Our vision for 2100NEWS is to have the central, infrastructural role as the information provider for the crypto market.

We believe that the current situation leaves the crypto community wanting more: a complete news hub that offers a variety of official information, news and analyses in a number of formats that would enable investors to access valuable information faster. **We are providing a single point of entrance for all crypto economy information needs: news, financial information, analyses and a media backbone for all members of the crypto community to use.** This will also help the reputation of the crypto economy by becoming more transparent and inclusive.



Our product
in detail



2100NEWS unique features

2100NEWS is a cryptomarket news and media hub. **2100NEWS joins together two main sources of information on the crypto market:**

- **Financial information:** Coin and token issuers have a secure space for their reports, press releases and other official communications. This is a massive improvement for the crypto community, which currently does not have any such platform, making comparisons and informed investment decisions more difficult than they need to be. 2100NEWS is the space to announce any price sensitive information related to coin and token issuers. This relieves the management boards and issuers of any suspicion of insider trading and will, in the long run, increase the level of self-regulation within the crypto market. We will not stop there: for coins which do not have issuers, 2100NEWS will also follow the trends of any initiative to follow self-regulation attempts and publish relevant and verified information as soon as it becomes available. This is how dedicated we are to transparency.
- **News, Analysis and Comment:** News writers (freelancers) provide interesting news, information, analyses and commentaries regarding important events in the crypto community. Any piece of news originating from the news writers is filtered by 2100NEWS media hub to verify and classify it. Verification of the sources will be done automatically via blockchain. The media hub itself is composed of both human and artificial intelligence. The news is classified based on validity (real / fake) and time-sensitivity: the “hottest” will be “pushed” forward to subscribers. In cooperation with the news writers, 2100NEWS adheres to the highest principles of ethics and of good practice in journalism, acting in practice like news Airbnb sharing economy news.

In its final form, 2100NEWS hub enables a new way to engage in the dialogue about cryptocurrencies and blockchain. It invites all crypto community members into an open, efficient and transparent news and media hub. 2100NEWS hub joins together **reliable and definitive sources of information**, official announcements, news, analyses, rumours and anything else important to the crypto community. Information is available on mobiles, tablets and desktop computers via online TV channel, radio, 2100squawk, newsletters and podcasts

The news is presented in a variety of formats for the current and potential crypto investors:

- 2100squawk and live web TV channel for NWS - 2100NEWS token
- WebTV channel
- Articles
- Radio channel

In addition to offering the news on our platform, the media hub offers the possibility to syndicate the news to all “mainstream” news providers via a **news-exchange platform**.

2100NEWS will use the latest blockchain technology to ensure the maximum transparency and reliability. 2100NEWS already has a working media hub that will be completed before the token sale.



Technology behind 2100NEWS

The 2100NEWS media hub is based on IRIS P2P protocol (for news and its feedback) and blockchain technology.

Blockchain and smart contracts integration

For 2100NEWS, blockchain represents a foundational technology that allows the embedment of our NWS token with an introduction of smart contracts when all the conditions are met.

Identity of our sources for financial information (token issuers) will be confirmed via blockchain.

The 2100NEWS smart contract will define the relationship between news writers and 2100NEWS in detail. Smart contracts will be used for identification, ownership and payments. Blockchain will enable identity confirmation for news writers. For identity confirmation, the protocol can check the identities on Ethernode. We could also use 3rd party KYC provider. For the final users, this will enable total anonymity of the writer with the total transparency of his/ her work. Identity will stay “hidden” for the audience, while all actions will be transparent. This will be an excellent opportunity for any whistleblowers and will further increase credibility of the 2100NEWS hub and the community as a whole.

Blockchain will be used to store users’ ratings (and potentially other user statistics). News writers will have their own rating based on the quality of their contributions in the opinion of the community, click-through rates or any other measure of quality. This will enable collaborations between writers who don’t know each other. Ratings will also be used for the reward system - better rated writers will be paid more. On the other hand, this system offers exciting possibilities for quality guarantees for writers. These will be further developed in the future, if the community decided this is something important.

The smart contracts will be prepared to enable the ratings to be based on different parameters. Parameters will be compiled through algorithms which will take account of users history, activity, quality of contributions (top 10 in the month and/or most clicked-on are two definite categories), coin-age or commitment to the project. Our ratings system offers a world of exciting possibilities: a special dedicated space for the highest ranking news writers, for example.

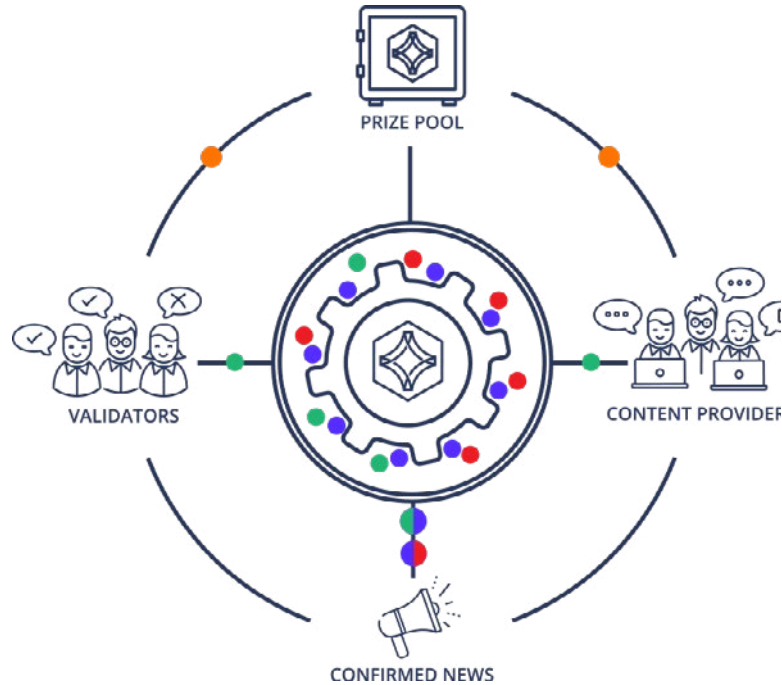
Smart contract will also define the rights in IRIS P2P news protocols.

IRIS P2P protocols for news

In its final form, the news will be distributed via a peer to peer protocol named IRIS. The beta version of the system will temporarily use a centralized infrastructure. In any case, before and after, our media hub will ensure that the communication is taking place between all

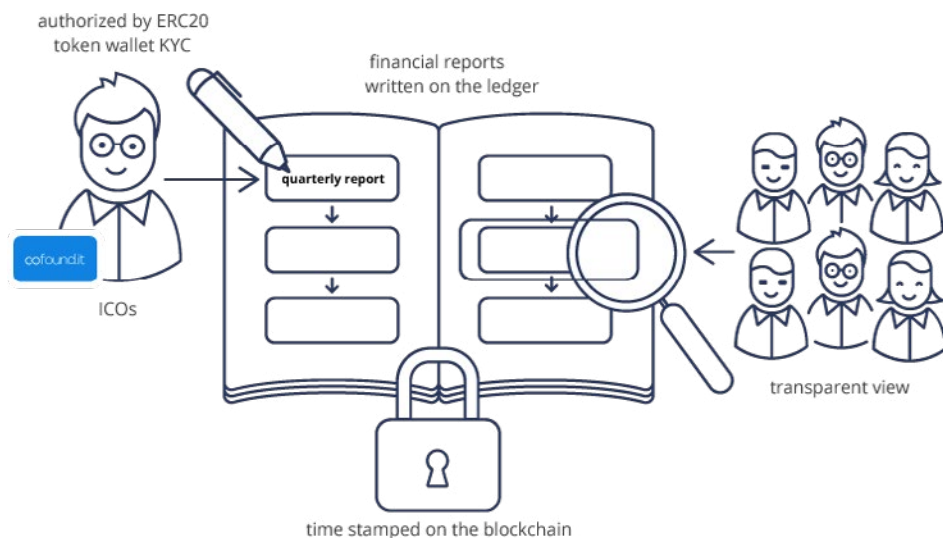
users. Each subscriber can push feedback information to the 2100NEWS hub. In the case of news writers, they push the articles / news pieces to the media hub. Smart contracts will be used for identification, ownership and payments. Such a system is especially important for financial news - that we really know that the financial information comes from a reliable source.

IRIS licences will in future also be sold, creating an additional stream of revenue.



2100NEWS for token issuer data news: CEDGAR

For news inputs from token issuers, CEDGAR (Crypto electronic data gathering and analysis retrieval system) will enable verification of sources by smart contracts on the public Ethereum network. Smart contracts will ensure the knowledge of who is at a certain address (by the KYC procedure). When the financial information is published, it will be archived in .xbrt, .pdf and published.





2100NEWS

Platform and DApp

Business To Customer (B2C)

2100NEWS dapp: For the end users, such as investors and traders, 2100NEWS provides a customer-centric experience, allowing them to easily navigate via their mobile devices. The 2100NEWS dapp will serve as an entry point to the 2100NEWS media hub, enabling users to create their identity and directing them to start using NWS tokens hassle-free.

The 2100NEWS dapp will include functionalities such as:

- Identity creation,
- Token wallet creation,
- Integration with a credit card payment system and banking payment system,
- Payments,
- Communication with 2100NEWS community.

Business To Business (B2B)

The hub acts as a global provider of Token issuers' financial reports and price sensitive news. It acts as a global depository for token issuers' information and will enable their promotion. All interested third-parties will be able to use the platform to advertise forthcoming ICOs for a fee.

2100NEWS users

By being a depository for disclosure of all important information related to token issuers, 2100NEWS serves the whole crypto community:

- **Coin and Token Issuers** get access to a much larger potential market by publishing on 2100NEWS. This adds transparency to their procedures. In the long run, this will make them less likely to be a target of any rumours or potential investigations. We estimate that the number of issuers will reach 2,000 by the end of 2018 due to our "through all channels to one platform" approach.
- **Traders** get the most time-sensitive information before the general public via squawk-box and online live TV. 2100NEWS ensures that they have a 15-minute advantage before the general public, for which they have to purchase a subscription or squawk box. Also, they have access to all official information in one place. For instance, if there is information on a crucial partnership agreed by one of the token issuers (such as IOTA partnering with Microsoft), our network of publishers and validators will be the first to investigate what has caused market movement.



- **Investors** have a one-stop shop for all their news and media needs related to the crypto market for free. They are also able to distinguish between real and potentially fake news and to make their voices heard on the matter.
- **Mainstream media** have a depository of all news and financial information related to crypto and are able to purchase them. So, for example, we are the first to get info about Ethereum platform update and we will be able to sell the news to other cryptocurrency media.
- **Advertisers** can target their messages for the crypto community. We know precisely who our audience is; for example squawk box will be used by traders and if someone wants to advertise specifically about short term gains, they have very specialized audience to achieve that goal.
- At 2100NEWS news **writers / freelancers** get treated fairly thanks to the underlying blockchain and IRIS P2P technology - think Airbnb economy for news. Also, for each news writer we will provide a QR code on the article that will enable donations and micro transactions.
- The **whole crypto community** benefits from our system for distinguishing between real and fake news. This is a disruptive innovation in the context of crypto world, where not all news are necessarily accurate. Potentially fake news needs to be labelled as such. If a piece of news is flagged as “fake?”, 2100NEWS will quickly poll a statistically representative sample of users - they will be asked if they consider news to be true, fake, or they don't know. The participants in the poll are rewarded for sharing their perception about the news. **Validators** will use tokens for **Voice Reward Pool** in polling the perception of general audience if a certain piece is Fake or Real News.
- By considering user characteristics (like previous activity, community endorsements, educational background, etc.) we can correlate the importance of users' votes with their credibility regarding a certain issue. According to our internal research, current cryptocurrency users are predominantly male (approximately 85%) and aged between 25 and 44. This is likely to change in the future. We believe there is a significant potential market for crypto news for women. Research shows they can be more risk averse until they have more knowledge of the market. Our stand for transparency and fairness will enable us to penetrate the female market faster. Research results suggest that the greater level of risk aversion among women can in large part, but not completely, be explained by knowledge discrepancies. So to include more women in the crypto market, knowledge and information is key - and power. Our competitive edge in the female segment of the market is already supported by our FB followers which have about a third more women than comparable sites.

Making a
contribution
to 2100NEWS



2100NEWS

2100NEWS will get revenue from business and clients. From businesses (B2B):

- Token issuers that will pay for their official information to be published,
- Advertising Revenue,
- Royalties for IRIS P2P Protocol,
- Commissions from the Mainstream media.

From clients (B2C)

- Push information (newsletters, analysis, ratings and similar),
- Traders and Subscribers that will pay for real time information via Subscriptions and / or Squawk Box.

2100NEWS traction

We are starting to reach the critical mass of the users: only in first month of our operation, we have already achieved exponential levels of users through our webpage, online TV, FB and Twitter accounts and YouTube channel (from 0 to 5,000 in the first week of operation and to 56,000 in the first month). We confidently expect this exponential growth of over 1,100% to continue. Assuming it continues at the same rate, our target number of users can be reached in less than 10 weeks. We are well aware of the need to join together in the critical mass of users. This can happen due to involvement of many community members - holders of NWS token which will actively participate in the creation of 2100NEWS media hub.

We estimate the overall target audience of 2100NEWS at approximately **40 million monthly users and 0,5 million community members by end of 2018**. This a realistic target, considering that best crypto forum sites alone reach about 30 million in December 2017.

The number of issuers will reach 2,000 by the end of 2018 by our estimation. Currently, there are 10 million investors; if we assume 1% of traders in overall investors' population (day traders only), our target public of traders is conservatively estimated at 100,000. Such growth will only be possible by acceptance and active participation of the whole community.

Business model

The 2100NEWS revenue will finance its operational and running costs and will be used for future development of the media hub. These are the planned sources of revenue by %:

- Token issuers that will pay for their official information to be published (between 36% and 50% of the total revenue)
- Traders and Subscribers - that will pay for real time information via Subscriptions and / or Squawk (between 25% and 35% of the total revenue)

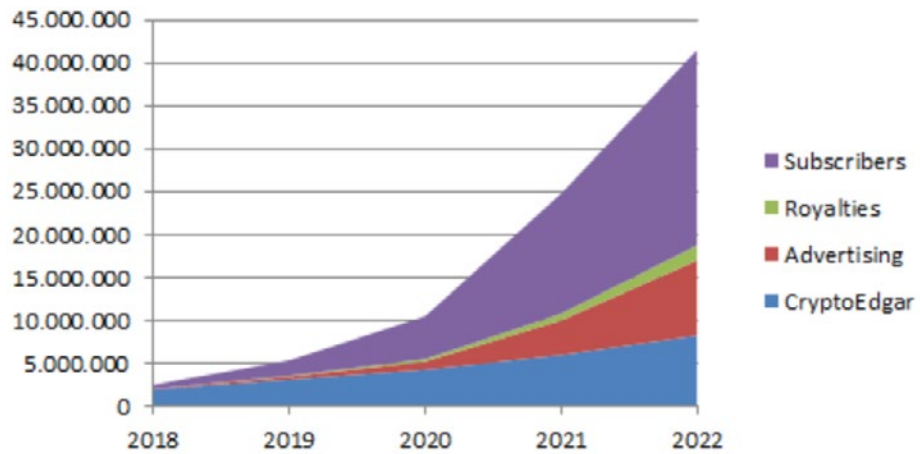


2100NEWS

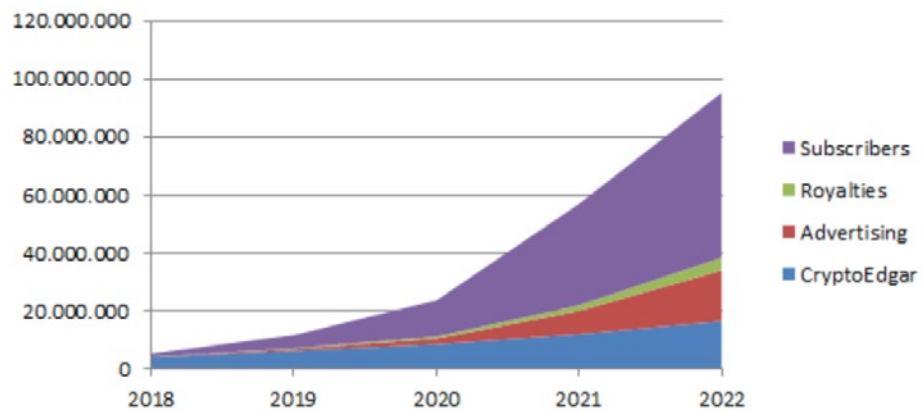
- Advertising Revenue (between 5% and 20% of the total revenue)
- Commission Professional media (between 5% and 10% of the total revenue)
- Push information (newsletters, analysis, ratings and similar) (between 2% and 7,5% of the total revenue)

The revenue will be generated via NWS token

Total Revenue (pessimistic)



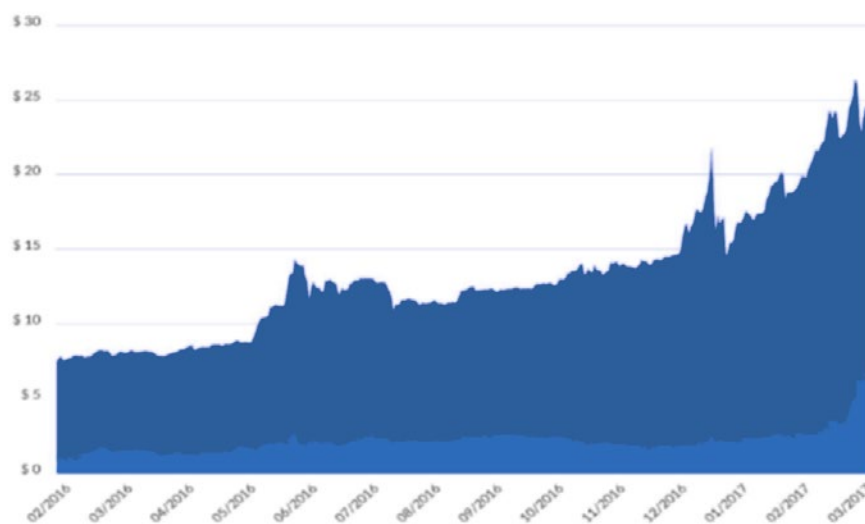
Total Revenue (optimistic)





The math behind our business model

For the purpose of market size estimation we have assumed that it is fixed-rate proportional to cryptocurrency market capitalization. Roughly approximation is determined by reflecting crypto market to the real world where as a benchmark are taken two leading market makers, i.e. Bloomberg and Thomson Reuters. Taking into account public data we **conservatively estimate the potential crypto market size behaves by following market capitalization picture squeezed for factor 0,032%**.



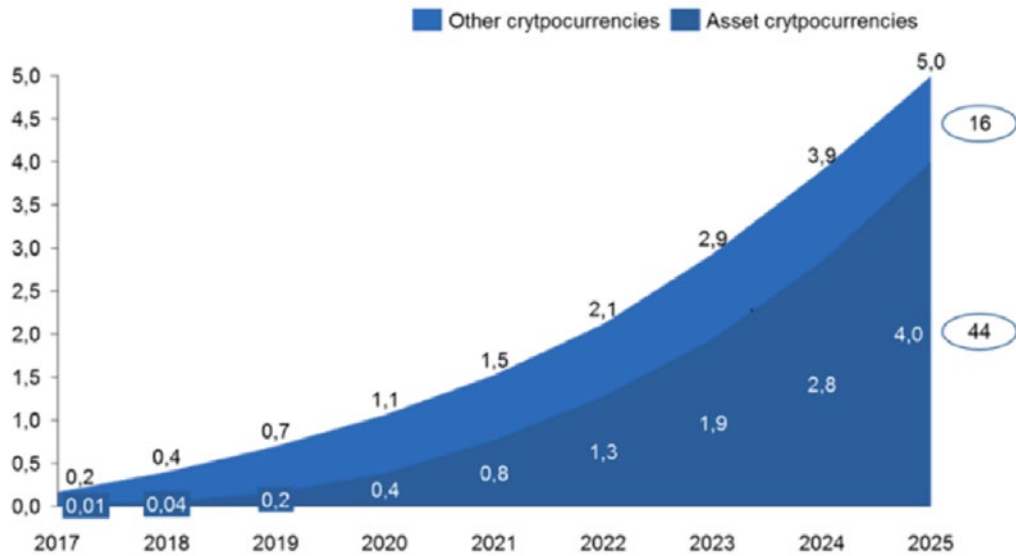
» Figure 2: The total cryptocurrency market capitalisation has increased more than 3x since early 2016, reaching nearly \$25 billion in March 2017

» Source: Global Cryptocurrency Benchmarking study, University of Cambridge



The impact studies predict exponential growth of total cryptocurrency market cap up to \$ 5 trillion by 2025. This expansion significantly empowers the data-driven media in released space.

Cryptocurrency market capitalization (in \$ trillion)



Besides the market size in units of money, we observe the market size valuated in number of users. There are two broad groups for whom 2100NEWS has been built:

- Current cryptocurrency users, both Token Issuers and Investors / Traders
- Potential cryptocurrency users, future ICOs and potential investors - here, a large opportunity will be to attract the women investors.

Determining the market size of cryptocurrency users is challenging. Estimating both the number of cryptocurrency holders and users is a difficult endeavour as individuals can use multiple wallets from several providers at the same time. Moreover, one single user can have multiple wallets and exchange accounts for different cryptocurrencies and thus be counted multiple times. Using data obtained from study participants and assuming that an individual holds on average two wallets reveals that currently there are between 2.9 million and 5.8 million unique users actively using a cryptocurrency wallet (source: Global Cryptocurrency Benchmarking study, University of Cambridge).



Considering our internal research based on available data, the number of users follows linear differential equation

$$x_t = ax_{t-1} + bx_{t-2}, \quad x_0 = M,$$

where M is initial number of users as of origination date. General solution of this (second-order) linear ordinary differential equation is

$$x_t = c_1 e^{-1/2(\sqrt{5}-1)t} + c_2 e^{1/2(\sqrt{5}+1)t}.$$

It is informative in terms of defining the behavioural curve conditional on the presented growth path of market cap. In other words, it determines the frame of new/potential cryptocurrency users expansion within the foreseeable future.

Token
commercialization



2100NEWS

2100NEWS token (NWS) will be the fuel of 2100NEWS news and media hub used by clients and businesses. For each new piece of news conducted via 2100NEWS hub, the NWS token will be used. 2100NEWS platform will use different means to incentivize participants to use it and tokens will be listed on exchanges to simplify the trading process and make the token available to a broad audience.

2100NEWS Token (NWS) was created to be used as a utility token and spent from day one inside of our News Marketplace. NWS demonstrates the full potential of blockchain technology by solving the major gap of demand and supply of the news market under one platform.

NWS is an integrated viable currency. To establish a new economy of NWS Tokens, 2100NEWS brings fundamental value to this cryptocurrency of which the value is driven by users themselves. It is used to reward users for being active and to pay for services within the 2100NEWS platform. NWS Token is 2100NEWS primary transaction medium. Rewards are transparent and auditable, visible in our off-chain public ledger and transferred directly into users' in-app Reward Wallet. 2100NEWS service payments are visible.

All fees will be paid with NWS tokens as well.

We will fund the development of our Tokens platform by selling vouchers for all our future fees to our ICO backers. Vouchers will be sold in the form of future rights and will be represented by an ERC20 token created under the ticker NWS.

However, there will be no need to own NWS in advance or even be aware of the fact that transaction fees are payable in NWS: as any client not owning NWS will be charged a fee in the currency they are trading in. Conversion of the fee cost into NWS will be executed automatically and clients owning NWS will have their NWS subtracted from their balance, based on the NWS market value.

Thanks to time-stamping technology, tokens will ensure that the media hub will run sufficiently fast, which is especially important for the time sensitive news. We are working on the assumption that Ether is sufficiently fast for delivery of time sensitive news.

Our Token will serve as a smart contract payment system for posting news to our platform. 2100NEWS will be fair to all contributors. It will also form the basis of the remuneration for the writers and the pricing of news. Token issuers will ensure the publication of their official information by payment in NWS tokens.



2100NEWS

Price and token supply

Total token supply is 250.000.000 NWS. Price for initial contribution will be \$0.10 for 1 NWS (News Coin). Supply available in the crowdsale will be 125,000,000 NWS - 50% of the total token supply.

NWS Token Economy

We first turn to the well-known transactions version of the quantity equation popularized by Fisher (1911), i.e.,

$$P \cdot T = M \cdot V$$

where V denotes the velocity of token, defined as the average number of times each NWS token is used to purchase services within period t . T is the quantity of services purchased with tokens NWS during period t and P is the weighted average price. M denotes the (nominal) quantity of money defined as the number of tokens NWS. Velocity V can be rewritten as a weighted average of the velocity of the tokens NWS used to settle payments for services, and the velocity of those not used to settle the payments for services “speculative position” effectively reduces the quantity of tokens available to facilitate real payments.

Clear utility features behind the token: Example Use Cases

To use this digital currency, 2100NEWS will integrate wallets for its users. Each user that creates a 2100NEWS account gets built-in NWS internal wallet. This is the main on-chain NWS wallet where earnings of News providers are transferred to. Users can deposit or withdraw NWS. The NWS in Master Wallet is used solely to pay for activities. All transactions using this wallet are done through blockchain. The NWSs will be used as a reward system for news writers and will enable the gamification of news writing.

Squawk box will be paid from professional traders to get fastest access to price sensitive information, rumours etc. in NWS tokens.

Subscribers will pay for access to the verified news in NWS tokens.

Token issuers will pay in NWS tokens for access to present their financial reports on our blockchain verified platform CEDGAR.

Professional media will pay licence fees to access the news to be the source for their news portal in NWS tokens.

Advertisers will pay their advertising rights to advertise on our website and online TV channel in NWS tokens.

News providers will be paid in NWS tokens.

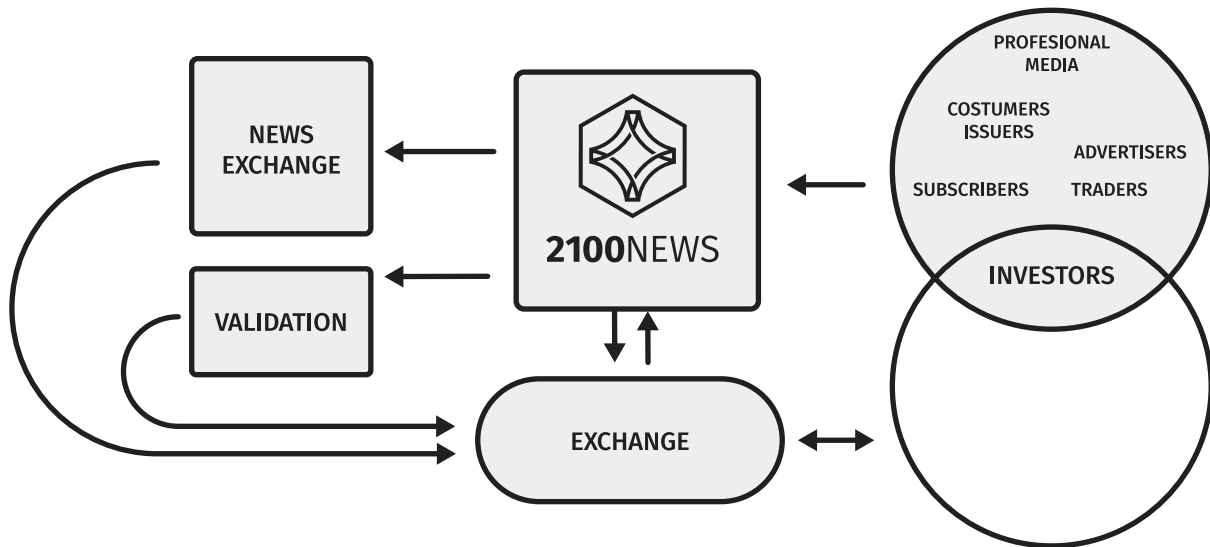


2100NEWS

Validators will use tokens for **Voice Reward Pool** in polling the perception of general audience if a certain piece is Fake or Real News. Priority position will be based on number of pre-deposited tokens.

NWS Tokens will be used as a reward system for the news writers - **persons with deposited tokens will be able to achieve higher prices for their content.** With NWS tokens we will start the gamification of the news writing process.

2100NEWS will pay the content creators for creating the content in NWS token.



The team
behind the idea



MANAGEMENT



GREGA APAT, CO-FOUNDER

Grega, a cryptocurrency enthusiast, has a strong conviction that the new technologies should serve to make the world better place. After finishing his career as professional athlete, he has dedicated himself to theory and practice of marketing management and entrepreneurship. He was a regional director for USA oil company Syntek Global. Later, he started his own company for pizza vending machines Picomatek.

As the co-founder and director of the company, he is responsible for the vision and development of 2100NEWS, international sales and human resources management.

Grega is a behavioral psychology specialist of social behaviours affected by the media and human resource advanced approach specialist and is dedicated to achieving individuals maximum talent. He brings this knowledge to the media to tell the story about cryptocurrency potential

LN: <https://www.linkedin.com/in/grega-apat-6a372b1b/>



MATIC MLAKAR, CO-FOUNDER

Matic is marketing and content creation expert in the new economy. Having been a cryptocurrency trader since 2016, he is our sales director and leads marketing operations. He is always open to suggestions and more than happy to answer any of newbie or professional questions on all new things crypto. His area of particular enjoyment and expertise is making sense of any rumours about blockchain and crypto floating around.

LN: <https://www.linkedin.com/in/matic-mlakar-800420153/>



Urban Štamcar, Co-Founder

Urban has got trading in his blood and is proudly carrying forward the family tradition to the new economy. He has been active in financial markets since 2010, trading cryptocurrencies, forex, stocks, commodities, indices and futures. As an analytics expert, he was working for an investing company in Europe. He is also an experienced writer with several years of experience in financial articles under his belt.

Urban is in charge of 2100NEWS development and digital marketing. He is quietly working away at new content to add to the platform, making it excellent in every way. His special talent is problem-solving and patience; especially to the latter, his female co-workers can testify. He always keep digging at the problem until it is solved and no opportunity for help is not seen - and addressed - by him.

LN: <https://www.linkedin.com/in/urban-%C5%A1tamcar/>



2100NEWS



KIM GROŠELJ, DIRECTOR OF CONTENT AND HEAD OF PR

Kim is our social media marketing expert, responsible for marketing, project management and team building. As a former dancer, she is not a typical crypto investor; she has dedicated her spare time to researching distributed ledger technologies, travelling and writing. Kim brings a clear head and a rational approach to the enthusiastic team of writers and marketers.

Kim is always smiling, even though she is usually swamped at work. Whatever she starts, she will finish. Perfectly. Her friends describe her as enthusiastic, dependable. She sees her PR work as a special dance - crypto dance.

LN: <https://www.linkedin.com/in/kimgroselj/>

THE TEAM: MAKING 2100NEWS THE BEST



LUKA GLOGOŠKI

Luka is a long term computer technology enthusiast with interests ranging from cryptocurrencies to photography. He has written technology related articles for some of the largest Slovenian websites and magazines.

With decades of experience, wide ranging expertise and level-headed, analytical approach to problem solving, he brings high quality, fact-based reporting and analysis to the world of cryptocurrency news. At 2100NEWS, he is the editor in chief.

LN: <https://www.linkedin.com/in/luka-glogoski-22423615/>



ALEKSANDAR IVIĆ

Responsible, honest and fearless, Aleksandar is our TV magician with in-depth knowledge of all stages of the video production and TV journalistic process. His special form of magic is to make everyone at ease and instinctively knowing whom to ask what, and where - a skill unusual in someone who has actually an economics degree.

Video production is his biggest love. He has over 10 years of experience working in the leading media company in Slovenia, starting out at the bottom and making his way up. He has extensive experience in floor management, the setup of shows, scenography, framing and graphics in both news and sport shows. He is also very experienced in crisis management - he has successfully managed tricky situations ranging from guest disappearances, guests who forget how to speak on camera, and anything in between.

He enjoys being part of the team that consistently creates new products and is very flexible. Thriving on stress, he is proud of his achievements, while keeping his cool and his charm. After a hard day of work, you can find him in the local gym. He will be the one smiling.

LN: <https://www.linkedin.com/in/aleksandar-ivi%C4%87-46449783/>



INDIRA ŠKORO

Indira is an economist with over 20 years of experience in financial analytics, ranging from financial markets analyses, analyses of business activities, controlling and company efficiency measurements and technologies. Always keeping a clear head and an eye to the detail, she is as cool as a cucumber under stress and does not let any influence get in the way of getting the objective... and measuring the effects of its activities.

Trustworthy and efficient, she is head of CEDGAR analytics and in charge of KYC procedures.

LN: <https://www.linkedin.com/in/indira-%C5%A1koro-b0691a153/>



BOŠTJAN ERŽEN

Boštjan started his career in 2006 as an actor, writer and producer of a weekly comedy show on a local alternative community radio. Shortly after that, he began working on different startup projects. Recently, he founded an incubator for freelance artists, producers and promoters, Youreup Radio, co-founded Transnational Guerilla art school GT22 and a company for improving indoor acoustics, RW acoustics. He has co-founded many electronic music events, such as Drum 'N' Bass event Magnetic Shift.

Boštjan has been involved in cryptocurrency projects since 2015 and is actively trading since 2016. In 2100NEWS, he is executive producer and anchor.



ŽIGA ŠTIFTER

Žiga has a Business Diploma from Brigde Business College in Sydney, Australia. He has already been deeply involved in financial analytics, financial consulting, management and trading in currencies when he has stumbled upon crypto and made his work crypto and journalism.

Žiga is not your typical journalist, economist or trader: besides knowing all there is to know about market analysis, financial projections, fundamental analysis, he is also a certified NLP practitioner, kick-box champion in Europe, and a Slovenian who speaks English without a trace of a Slavic accent.

His favourite pastime is talking - discussing any idea with his friends, colleagues and experts from the field. Everywhere he comes, he brings positive energy, enthusiasm and curiosity. In 2100NEWS, he is executive producer and anchor.

LN: <https://www.linkedin.com/in/ziga-stifter-49b62b100/>



GABRIJEL ŠERAK

Gabrijel brings deep crypto market knowledge to the project. Since 2012, he has actively participated in the crypto community and blockchain technologies and has clocked in over 10,000 hours of active research on the matter. He has vlogged and blogged on the topic. His skills include online marketing, social media expertise, management and communication.

As a person who appreciates hard work and financial freedom, he brings in-depth market knowledge to the project.

Gabrijel works at 2100NEWS as a marketing manager.

LN: <https://www.linkedin.com/in/gabrijel-%C5%A1erjak-002461156/>



ALEKSANDER VIDMAR

Aleksander has a degree in social informatics.

He is a veteran of ICOs, having participated in the first one back in 2014. He has been involved in blockchain for the past 6 years, because game-changing projects in their fields always interest him. This is also the reason he spent part of his life in Silicon Valley. As a rare gem, a talkative gamer who is keen on exchange of new ideas, he has also experience in financial journalism for the largest Slovene medium.

His knowledge ranges from statistics and data analysis to startup ventures. He has a keen interest in Internet of Things (IoT), Industry 4.0 and smart cities development. As an idea man, he believes that these are just the beginnings of the Internet and that we are yet to see some new, amazing discoveries.

He is a member of numerous national and international organizations and initiatives - a longtime member of the team Bitnation, where he was, as part of the Ambassador network, actively working to see their e-governance solutions implemented on a local level. With his ICO experience, he has advised several ICOs who have collectively gathered over \$50,000,000. There is no person worth knowing in ICO and blockchain world that Aleksander does not know it. It is no surprise that he has already arranged for over 20 influencers to give interviews to 2100NEWS.

At 2100NEWS, he is responsible for digital communication and news writing.

LN: <https://www.linkedin.com/in/aleksander-vidmar-7b934618/>



NEJC PANTIĆ

After finishing his degree in Criminal justice and Security, Nejc has been a cyberdeviance consultant at European Behavioral Studies Institute, followed by a year working on SEO and SEM marketing for a private project. As an expert in Cyberbullying, he has also published scientific articles on the subject

Privately a sportsman and travelling enthusiast, his skills and knowledge extent to marketing, consulting on cyber-deviance and sales. Trustworthy and reliable, at 2100NEWS he is working as marketing manager for real time news.

LN: <https://www.linkedin.com/in/nejc-pantic-065022120/>



TIMOTEJ PIRC

Timotej is our resident expert for the Russian market. He has had several years of experience dealing with the Russian market, running teams and companies and making international communications a success. His original field of expertise is trade in raw materials, but Timotej is now happily and efficiently transferring his knowledge to the crypto market. He is the quietly efficient

Timotej is fluent in several languages, including English, Croatian, Serbian and Russian, in charge of communication with general public therefore is our Communication Manager.

LN: <https://www.linkedin.com/in/timotej-pirc-3a454715b/>



ANEJ KORŠIČ

Anej brings his knowledge of economics, psychology and experience in working in functions as diverse as soldier, accountant, telemarketer and poker dealer to the project. He is 2100NEWS marketing manager of real time news, who takes a through-out and analytical approach to the new economy. In his attitude, you can see knowledge of both micro- and macro aspects of economy, business and financial analysis and entrepreneurship.

Anej does not take no for an answer and always gets to the bottom of any topic in which he sinks his teeth in. His motto is "There is a time and place for every move" - and he makes every move work.

LN: <https://www.linkedin.com/in/anej-korsic/>



TOMAŽ PIRC

Tomaž has a degree in computing and informatics and over a decade of experience in banking IT technology. So far, he has been a system analytic for back end applications for purchase and valuation of securities. He has experience with back end applications and data feed for Bloomberg. For the past three years, he has been actively involved in crypto programming. He has developed an app enabling booking of accommodation. He is our blockchain expert, deeply understanding both logic and purpose of this technology. This is not enough for him: he is a keen IT organiser and supports introduction of agile technology and process thinking in companies.

When he is not actively spending time with his young family, he is a dedicated drummer and blockchain evangelist. It is no surprise, then, that he is less than conventional in his thinking and doing (his friends might even say that this is THE euphemism of the year).

LN: <https://www.linkedin.com/in/toma%C5%BE-pirc-3b7510128/>



MOJCA ZAJC

Mojca is company's embedded sociologist and social and behavioural expert. With a PhD in sociology and (apparently) a way with words, she helps with the human and non-expert aspect of the project and all things written - preferably for a conventional audience.

She is a marketing manager and works on communication with conventional media, making coffee for the team, and generally making things happen.

LN: www.linkedin.com/in/mojca-dusica-zajc



ADVISORS: KNOWING IT ALL



Ethereum Accelerator Nika

Supporting the team in economic, financial and other practical aspects, experts of Ethereum Accelerator Nika are responsible for coaching the whole team.



Spartan Solutions

Spartan Solutions is a company, specialized in developing partial or full ecosystem for supporting blockchain based Cryptocurrencies.



Lemur Legal

Lemur Legal actively supports companies implementing blockchain technologies in all legal matters : ICO / token crowdsale projects, assistance in business development, corporation structure, legal aspects of token model, white papers, drafting terms & conditions and conducting legally compliant token crowdsales.



Franci Zavrl

Business and communication wizard. A trained psychologist, he looked at the media business in advertising, clippings & media analysis, corporate publishing, events & sponsorship, media-buying, newsroom, corporate & strategic communication, and web & social media. Vice President of Slovenian football federation.



Dejan Verčič, PhD

Media Advisor, 30 Years of experience as a business and political advisor. In 1991 Dejan was the founding director of Slovenian national news agency (STA).



2100NEWS



Peter Merc, Legal advisor

CEO at Lemurlegal.com



Nina Kranjec, PhD

Legal Advisor Chief Lawyer at Lemrulegal.com



Milica Krković, Financial Analyst

Senior Data Analyst at Deloitte

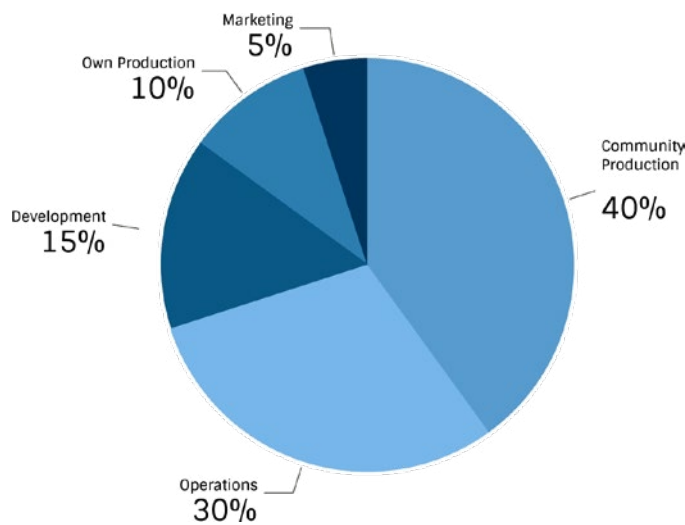
Plan for
the use of funds



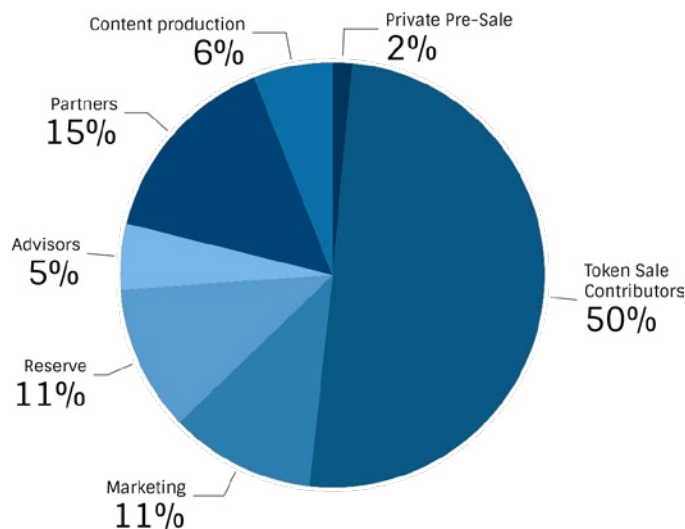
Fund Distribution

Production will be mostly acquired through news sharing economy.

The largest proportion of our funds will be used to pay our Media Hub publishers for producing content, which will be made available to 2100NEWS via IRIS protocol. Content will then be distributed through our online channels (TV, radio and others). 20% of the content will be our own production.



NWS Token Distribution



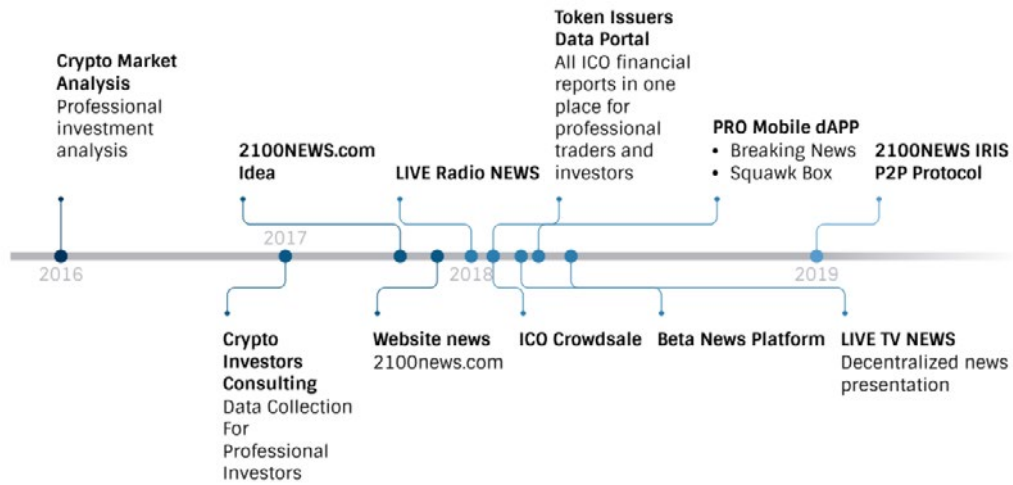
Development roadmap



Key milestones

Production will be mostly acquired through news sharing economy.

The largest proportion of our funds will be used to pay our Media Hub publishers for producing content. which will be made available to 2100NEWS via IRIS protocol. Content will be then presented through our channels (TV, radio and others). 20% of the content will be our own production.



Legal and advisory
incorporation



2100NEWS

The purpose of this whitepaper is to present 2100NEWS and NWS token to potential token holders in connection with the proposed crowdsale.

This whitepaper is for information purposes only and it does not create any contractual relationship between 2100NEWS and you as the recipient of this whitepaper.

The sole purpose of this whitepaper is to provide relevant and reasonable information to potential token holders in order for potential token holders to determine whether to undertake a thorough analysis of 2100NEWS with the intent of acquiring NWS token. An updated version of the whitepaper may be published on a date yet to be determined and announced by 2100NEWS. 2100NEWS makes no warranties or representation as to the successful development or implementation of the project, or achievement of any activities noted in the whitepaper, and disclaims any warranties implied by law or otherwise.