



# ROVI

## Decentralized Commerce Protocol

bringing Crypto to daily lives of  
Billions of Users & Millions of SMBs

### **White Paper**

Rovi Innovations Ltd

# Acknowledgements

This document was last updated on 30<sup>th</sup> November 2021.

The White Paper is a product of Rovi Innovations Ltd (thereby referred to as Rovi) and commissioned by Nitin Gupta and Anshul Verma (Rovi Co-Founders) for the purpose of public dissemination.

Rovi would like to thank the user's community, investors, advisors and team members for their valuable contributions.

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This document would also be available in Chinese and Spanish versions before 31st Dec 2021.

Rovi Whitepaper - Chinese (to be released)  
Rovi Whitepaper - Spanish (to be released)

For up-to-date information, please visit  
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# White Paper Disclaimer

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Rovi white paper ("white paper") is meant to provide the reader with information regarding how the Rovi ("Rovi") token and network operates. It is meant to inform the current design of the Rovi token and network as well as its future design.

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If you purchase the tokens, you are inherently assuming the risk of its loss of value from the time of the purchase, and you are agreeing that the tokens' present functionality might be all they are ever capable of doing. If you purchase any of the tokens you agree that you have no recourse and you will not assert any claim, action, judgement or remedy against Rovi or its sponsors if the token loses value, the Rovi protocol or network ceases to function, or if the protocol or network does not ultimately meet expectations.

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Rovi tokens are not shares or securities of any type. They do not grant you to any kind of ownership or other interest in the company. The Rovi tokens exist to facilitate your use of the Rovi network. They are not investments; there is no promise that they will increase in value; they are valuable only in so far as they are designed to work within the Rovi network. For more information regarding legal notices, please see the [legal notices](#) section in this white paper.

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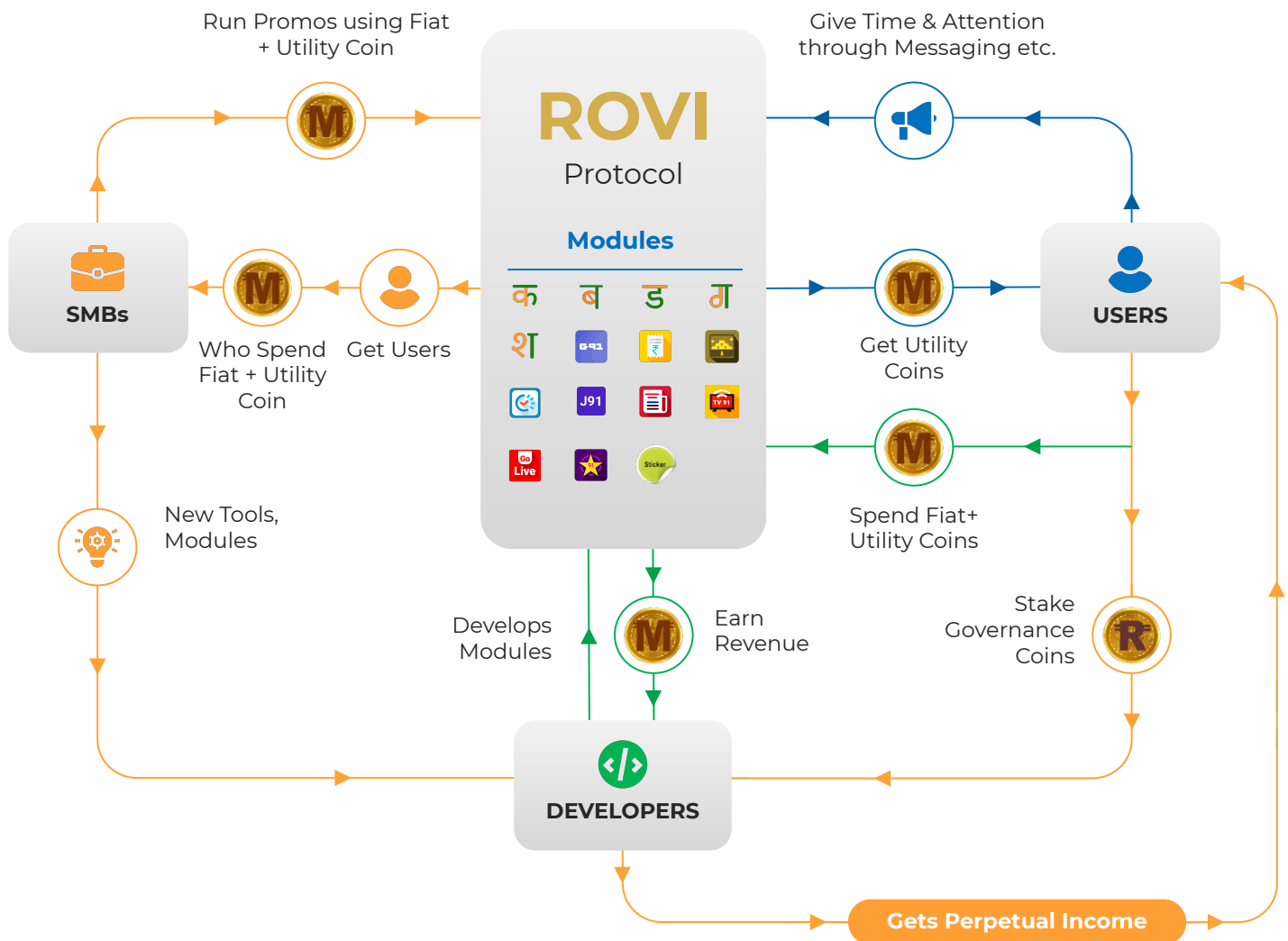
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# Introduction

## The Protocol - What are we building?

ROVI is building a **decentralized commerce protocol** to create and share immense economic value among **billions of users, millions of SMBs, and developers**, while democratizing Crypto usage among masses.



Our protocol is already live and have witnessed the following key **Traction** :-

- **23M+** digital transactions a month (using an in-app currency)
- **1.5M+** commerce orders a month (using in-app currency)
- **46M+** USD Annualized GMV commerce orders (using in-app currency)
- **677M+** SMB ad impressions served across network
- **2.5 Million** user visits sent to SMBs digital destinations
- **120K+** Daily Active Users, 300K+ Monthly Active Users
- **2000+** SMBs (from saloons to grocery stores to online sellers) already running campaigns, **34+** Average user opens a day

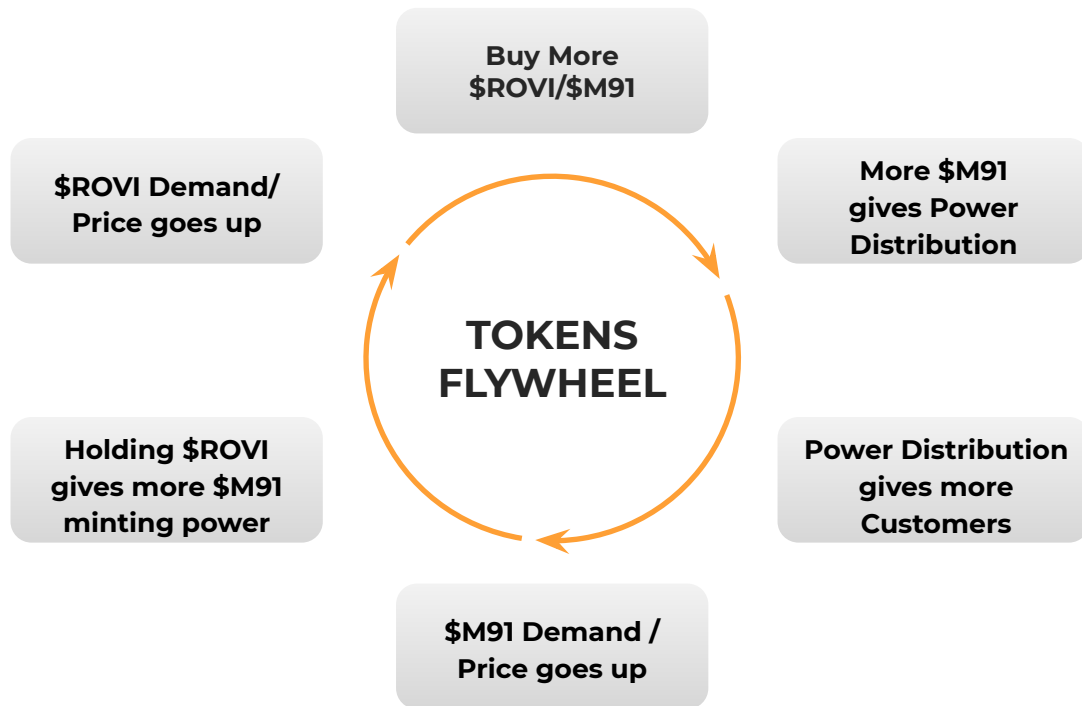
**ROVI Protocol consists of reusable, Lego style Blocks/Modules which power commerce between Users and Businesses in multiple ways. Developers can reuse or create new Modules/Blocks and earn revenues!**

- Through Messaging Module ([Keyboard](#)), Information Module ([Browser](#)) & Communication Module ([Dialer](#)), the protocol gets into the daily life of users who **earn our utility Crypto tokens** for their time, attention and social capital! Users who hold **our Governance Crypto tokens** are able to earn more utility Crypto.
- Through multiple high-engagement, high-utility daily life usage Modules across **shopping, entertainment, gaming, videos/content, utilities** etc, users **spend utility Crypto tokens (directly or indirectly via fiat conversion depending on geo jurisdiction) or sell excess ones**. We have [15+ Modules](#) live already, which are embedded/available on top of Messaging, Browsing, Calling use-cases.
- Through NFT Modules, users **collect various NFTs offline (via local store visit/shopping) or online (via user generated)** and use them to access exclusive privileges, rewards, discounts or trade them!
- Through smart AI driven Ad Manager Module ([Grahak91](#)), SMBs **create their promotions, advertisements, online presence** in a few minutes and start getting customers/leads/orders on their own **auto-created Mobile Commerce Site, Lead Page, WhatsApp or Phone! SMBs require Crypto tokens** to get access to Power Distribution tools (outbid, featured spots etc) and get more customers!
- Through reusable Modules and APIs, Developers **create new modules and tools**, which are made available to all the users who spend and **create revenues for the Developer**. Developers also get funded by the users staking in and **share revenues in return! Developers require Crypto tokens** to get access to Power Distribution tools and get more users!
- Through **Governance/Value Token (\$ROVI)** and **Utility Token (\$M91)**, all the components of the protocol get glued together to operate seamlessly in a truly decentralized fashion. Our crypto tokens allow various stakeholders - Users, SMBs, Developers, Content Creators, Community Leaders, Investors, Advisors and Founding Team Members - to accumulate and realize value depending on their participation in the protocol.

Think of us as a **Real-World Economy Game**. **“Hunters” (SMBs/Devs)** use their **“Weapons” (\$M91 Token)** sharpened by **“Knives” (\$ROVI Token)** to win more **“Battles” (Customers/Revenue)!**

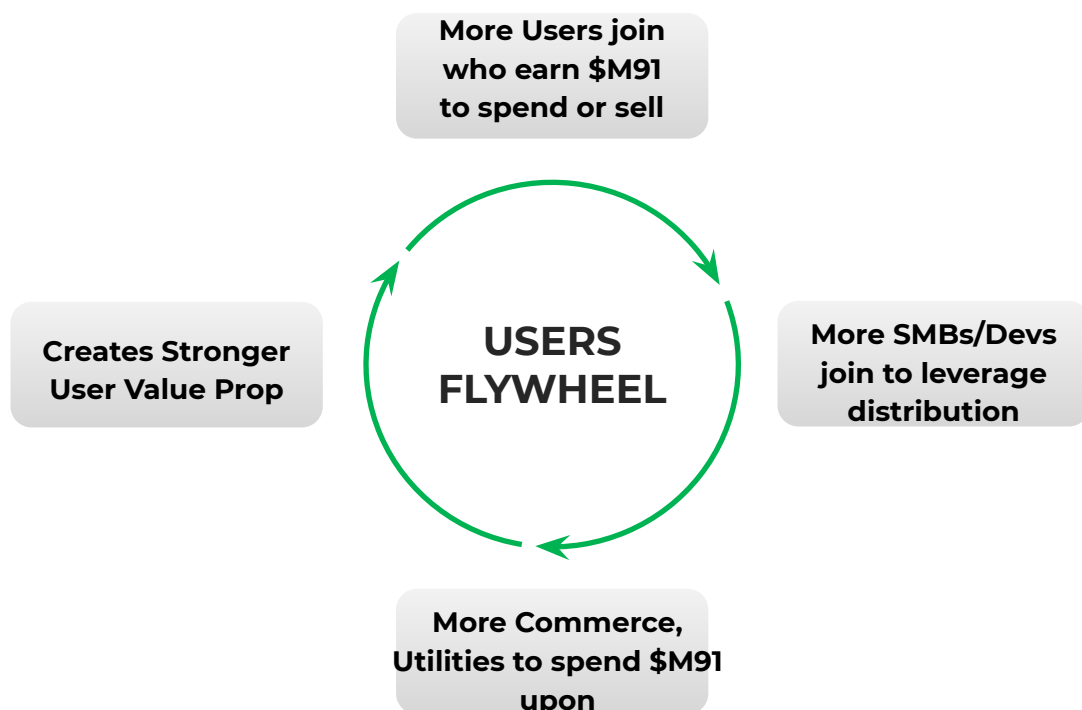
## Our protocol creates a strong Tokens flywheel

Users earn \$M91, use it on utilities and sell excess in the market; SMBs/ Developers need \$M91 to upgrade distribution and get more customers; Demand for \$M91 goes up and price goes up; In order to mint more \$M91, Users need \$ROVI pushing demand for \$ROVI!



## Our protocol creates a strong Users flywheel

More Users earn \$M91 and use it on utilities or sell excess in market for hard cash; More SMBs/Devs join in to access distribution; Resulting in more commerce options, more utilities to spend \$M91 upon; resulting in even better value proposition for users; resulting in more users coming in to earn \$M91!



ROVI protocol is already showing the characteristics of a social network and an employment platform due to its strong community and earning opportunities that have come from its early success. **ROVI protocol has attracted 100s of thousands of users** in the pursuit of a new income stream during the Covid pandemic. A large portion of these users belong to **Tier 3/4/5 cities and towns, are small-business-owners, fathers, house-wives, small town GenX/Y users** who have never used Blockchain or Crypto technology before! Through our protocol, we would **take Blockchain and Crypto to the masses in the most easy-to-use manner.**

# Mission and Vision - Why are we building it?

## Why Now?

Today the world's largest lifeline services are built largely around an attention-based economy and monetized through advertising, which is a USD 647 Billion<sup>1</sup> industry and has proven to be a reliable business model. Big tech corporations enjoy the power of compounding interest of network effects, economies of scale and incumbency thereby concentrating wealth in the hands of a few. This is largely at the expense of user privacy and choices. At the same time, millions of small businesses/developers across the world have been largely underserved and cannot distribute their products/services to their target audience effectively due to either lack of simple tools, or super expensive platform choices by big-tech companies when it comes to distribution.

As we move towards a Web3.0 future and decentralized technologies become mainstream, we believe that now is the time to build a new ecosystem for digital commerce/services which fundamentally changes the way business happens on the internet, by delivering more power to its users, businesses and developers. We are building that future!

We asked ourselves - What if? **What if users are able to create economic value** through their time, attention, social capital spent on Messaging, Information, Communication use-cases and get rewards for their efforts? **What if users can also use rewards for products/services** provided by small businesses and developers? **What if the economic value can get distributed** among all the stakeholders of the ecosystem - users most importantly, small business customers, developers, investors, supporters and founding team members?

## Mission

To build the World's Largest Decentralized Commerce Economy for billions of users, millions of small businesses and developers.

## Vision

To democratize Crypto among masses and build a commerce ecosystem which empowers, creates and shares immense economic value and employment opportunities among 100s of millions of small businesses, millions of developers and billions of users.

# Welcome to the ROVI revolution!

[1] <https://www.imarcgroup.com/global-advertising-market>

## Background

We started our journey in 2019 as a Group Buying Social Commerce platform to enable users to buy from local small businesses at large discounts by buying with friends. Our 1st social shopping platform by the name [Mall91](#) became the fastest growing app in the category in India with maximum number of downloads **(18.7 million downloads as of Oct 2021)** with no marketing spend whatsoever!

During the journey of building this business and with Covid19 pandemic hitting the world in 2020, we realized the huge global opportunity to transform into a distributed commerce protocol powered by Crypto and pivoted in June 2021. Social Shopping is now one of the Modules/Blocks of the protocol.

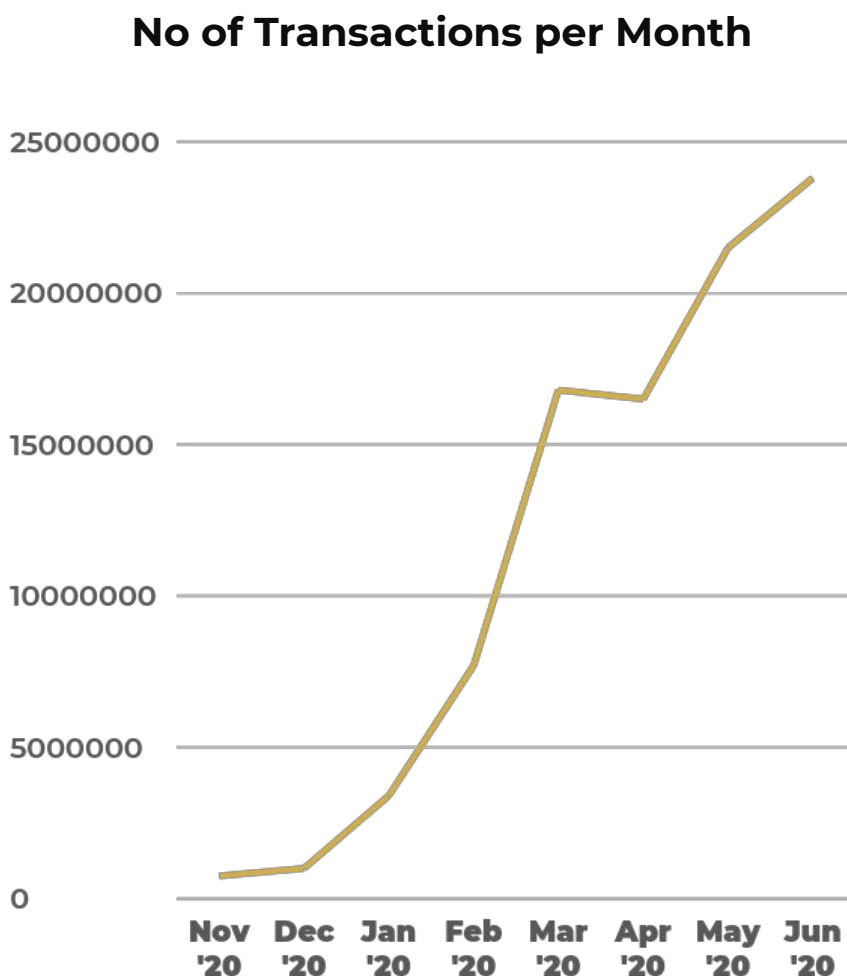
# Traction

We started our journey in 2019 as a Social Commerce platform built upon group buying over messaging. We introduced an in-app currency as an experiment to be used across social shopping along with multiple other engagement use-cases.

This experiment with in-app currency earned us super valuable insights around user behaviour i.e. new users retention, incentives induced behavior, users perception around utility currency and established the fact that there is a significant opportunity to build a global decentralized protocol over lifeline use cases such as messaging, tied with crypto usable across daily life utility use-cases.

The in-app currency was withdrawn in June 2021 and the new ROVI protocol was launched in its current form in July 2021.

## # of Transactions per month (using in-app currency)



**23M+ Transactions a month**

Across gaming, shopping, bills and other modules



**1.5M+ Orders a month**

Across social shopping modules from local stores

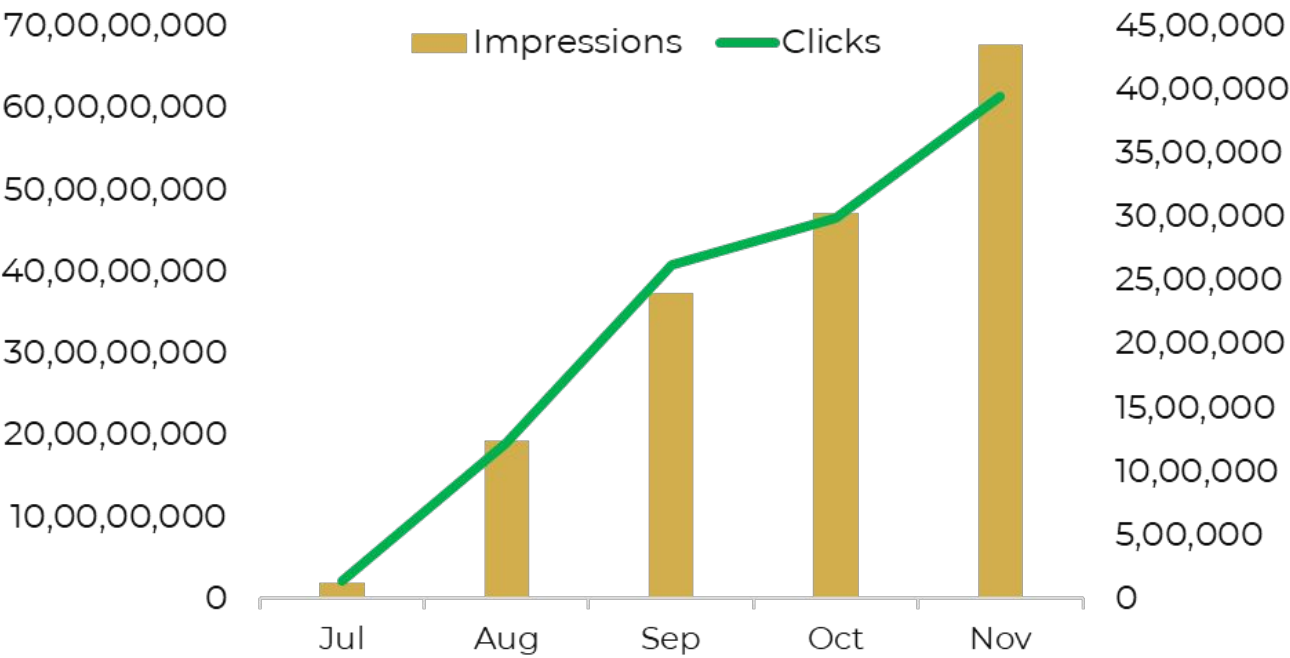


**46M+ USD Annualized GMV**

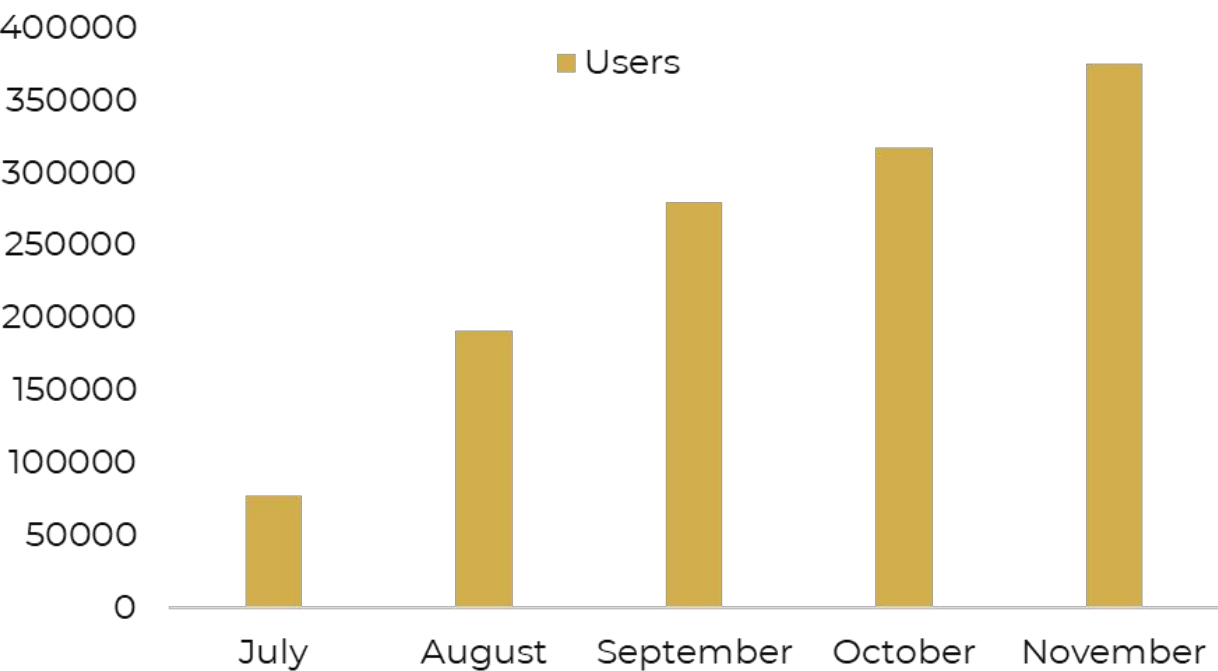
Worth orders across social shopping modules



# # of SMB Ad Impressions and Clicks



# # of Users



**677M+ impressions  
a month**

Business promos



**3.9M+ Users Visits**

Sent To Business Destinations

**375K+  
Monthly Active Users**

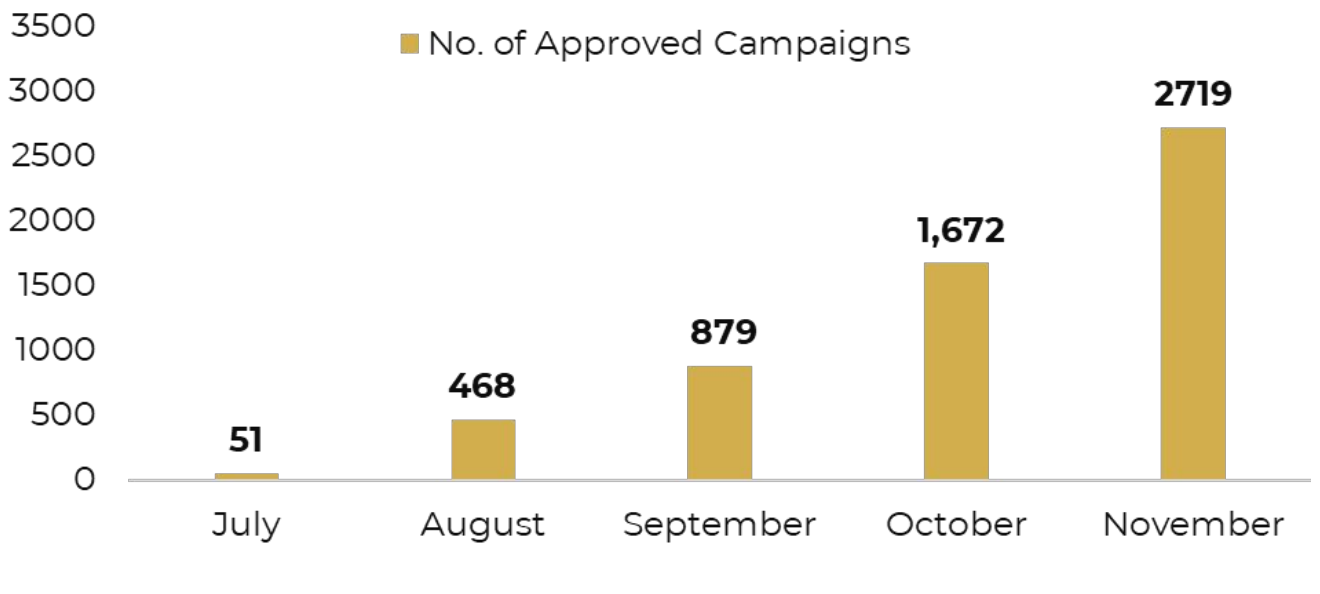
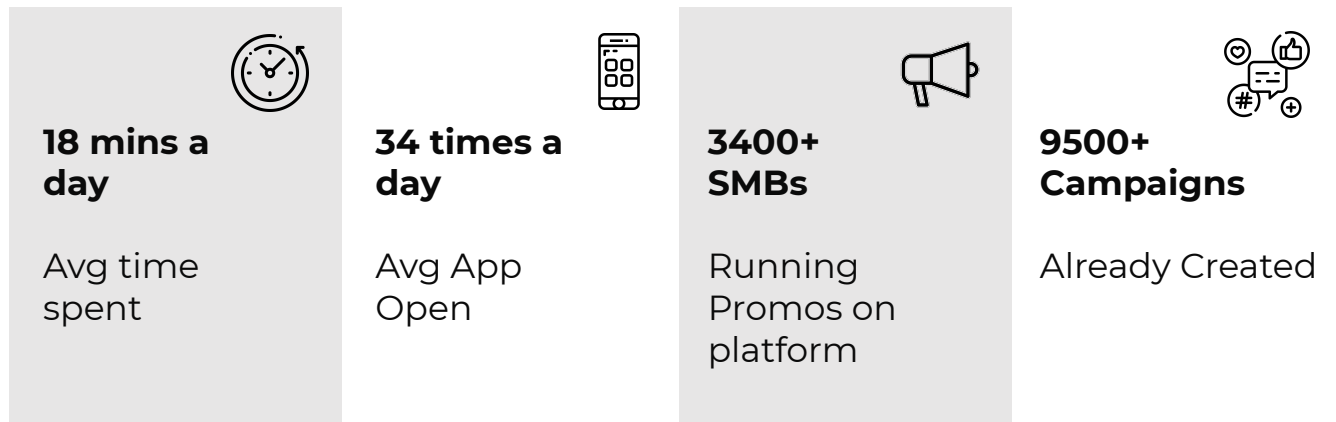


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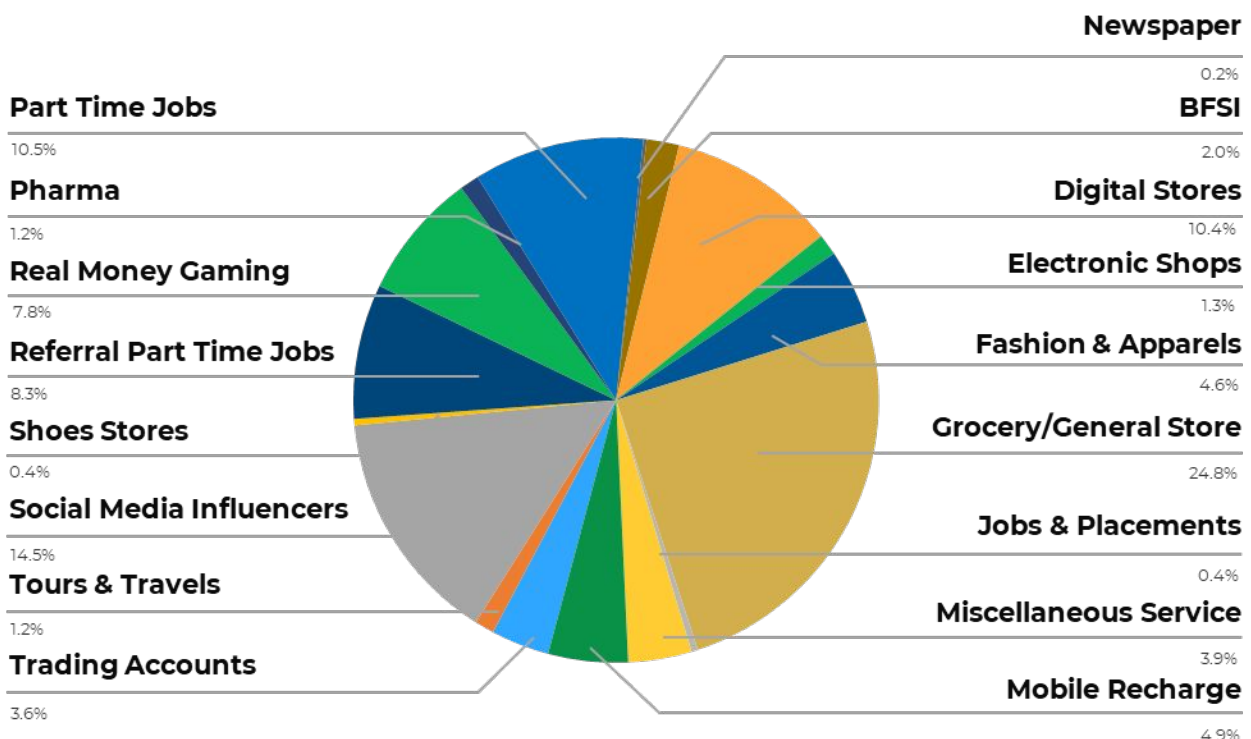
Spent on Marketing



## # of SMBs, Campaigns



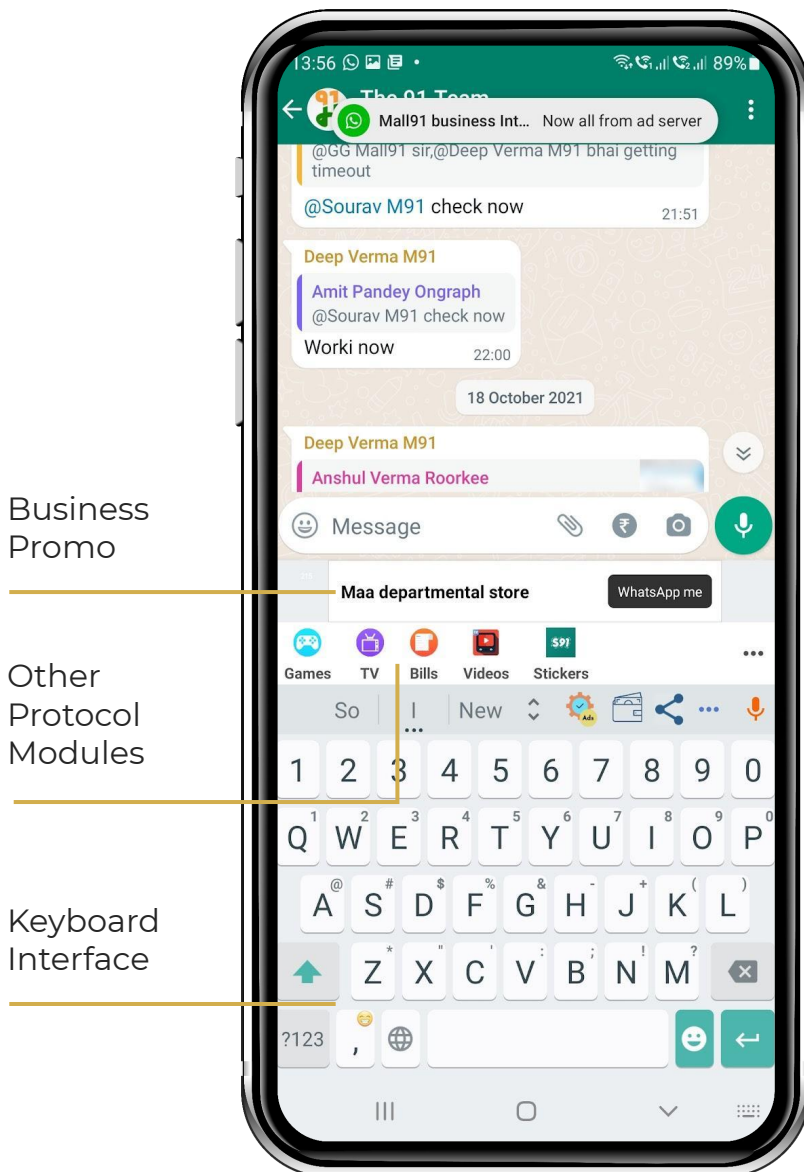
## SMBs Categories



# ROVI Protocol

ROVI Protocol consists of **reusable, Lego style Blocks/Modules** which power **commerce between Users and Businesses** in multiple ways. Developers can **reuse or create new Blocks** and **earn revenues!** Below are the details for various LIVE modules :-

## KeyBoard91 - Messaging Module

[Download](#)
[See Video Demo](#)


Business Promo

Other Protocol Modules

Keyboard Interface

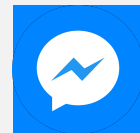
Business Promos

50% off on all medicines  
<WhatsApp me>

Buy 1 Get 1 Free on Groceries  
<Go to Store>



Appear Wherever  
Keyboard is used



**Highly Targeted, Contextual,** Just-in-time Products/Services from Small Businesses displayed over Messaging/Social through Keyboard! Users get \$M91 Crypto for their attention.

# Browser91 - Browsing Module

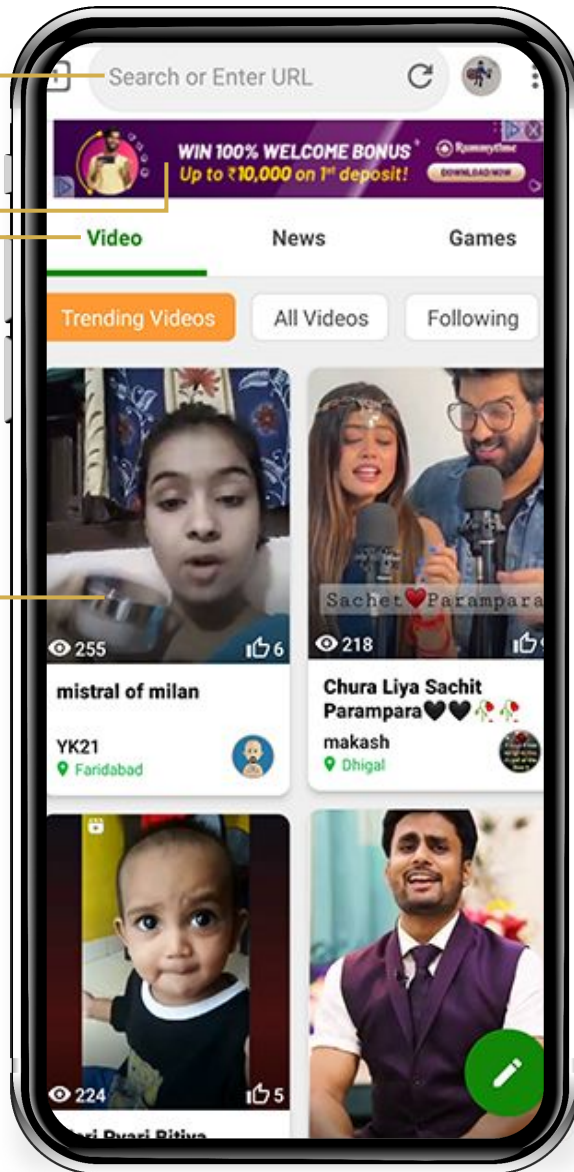
[Download](#)

Browsing

Business  
Promo

Other  
Protocol  
Modules

Browser  
Display



Business Promos

50% off on all medicines  
<WhatsApp me>

Buy 1 Get 1 Free on Groceries  
<Go to Store>



Appear Wherever  
Browser is used

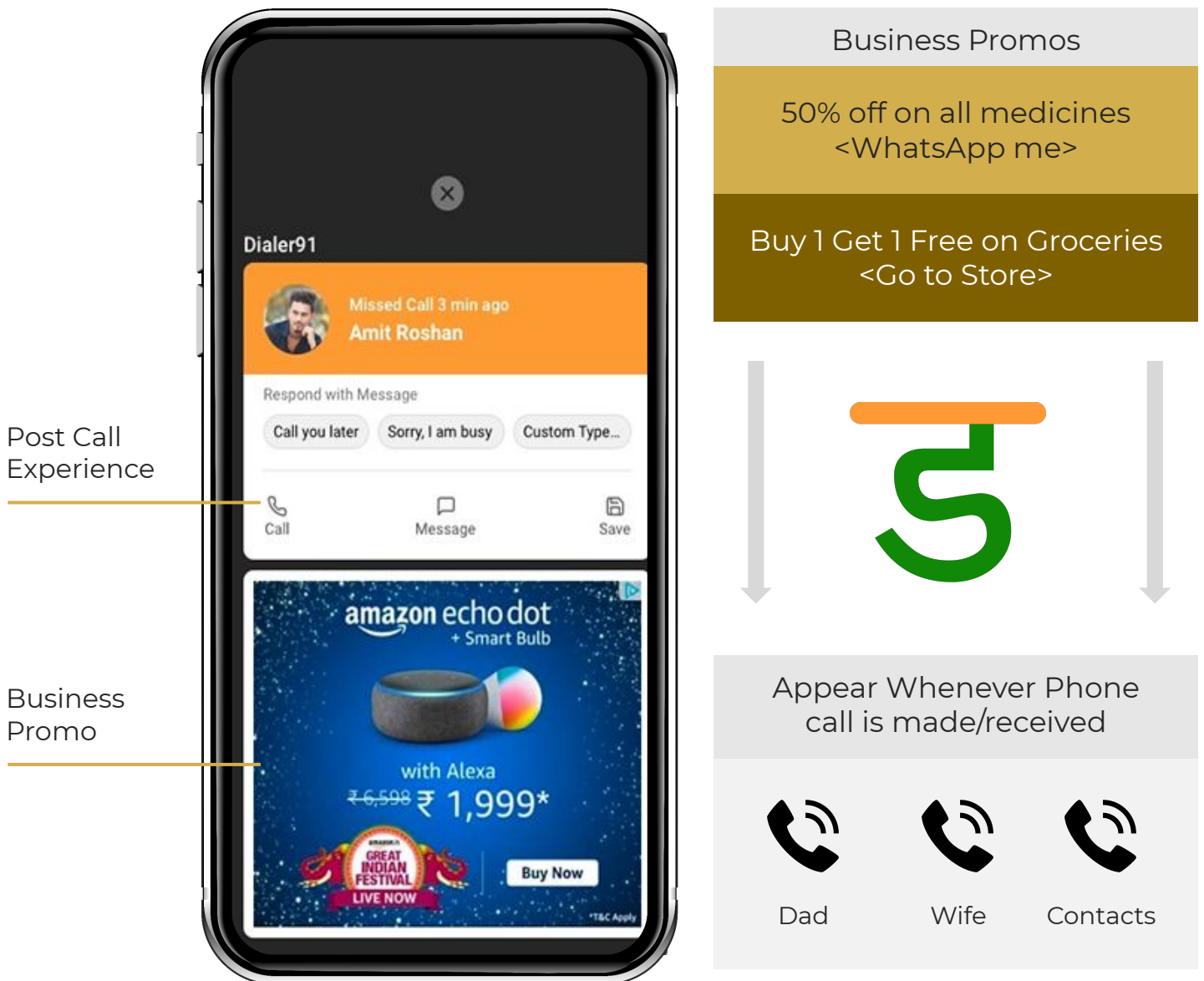


amazon



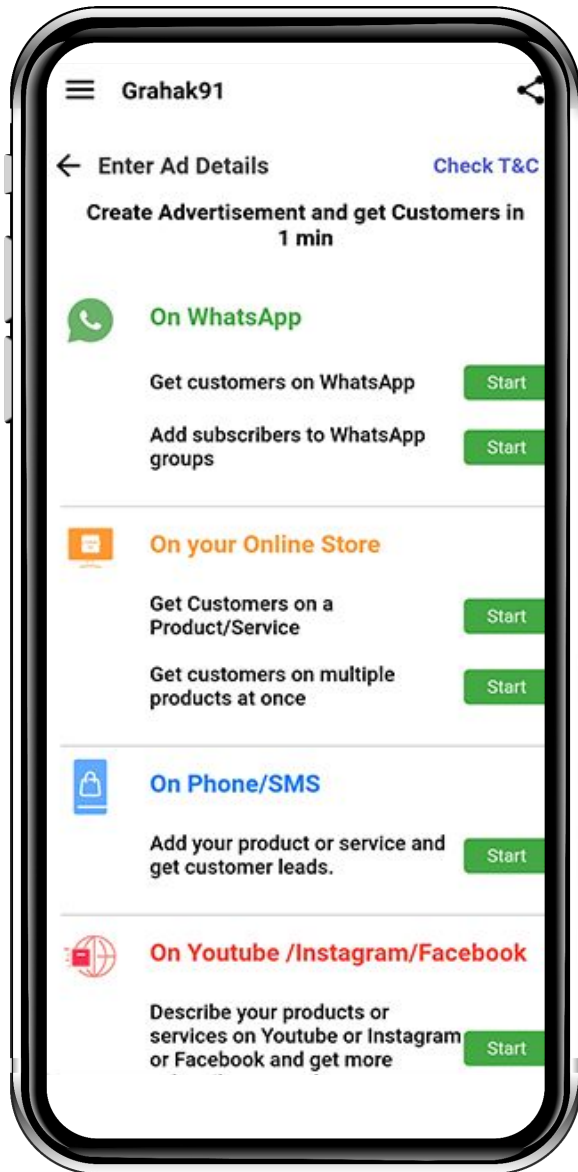
**Highly Targeted, Contextual,** Just-in-time Products/Services from Small Businesses displayed over all websites through Browser! Users get \$M91 Crypto for their attention.

# Dialer91 - Communication Module

[Download](#)


**Highly Targeted, Contextual,** Just-in-time Products/Services from Small Businesses displayed post phone calls through Phone Dialer! Users get \$M91 Crypto for their attention.

# Grahak91 - SMB Ad Manager Module

[Download](#)
[See Video Demo](#)


Business Promos

**Rex Medical Store**

50% off on all medicines

**Chen's Fashion**

Buy 1 Get 1 Free on Groceries



Landing Destinations  
auto created



Business  
WhatsApp



MCommerce  
Website



Lead  
Capture Page

Distributed to Users  
across Lifeline Apps



KeyBoard91



Dialer91

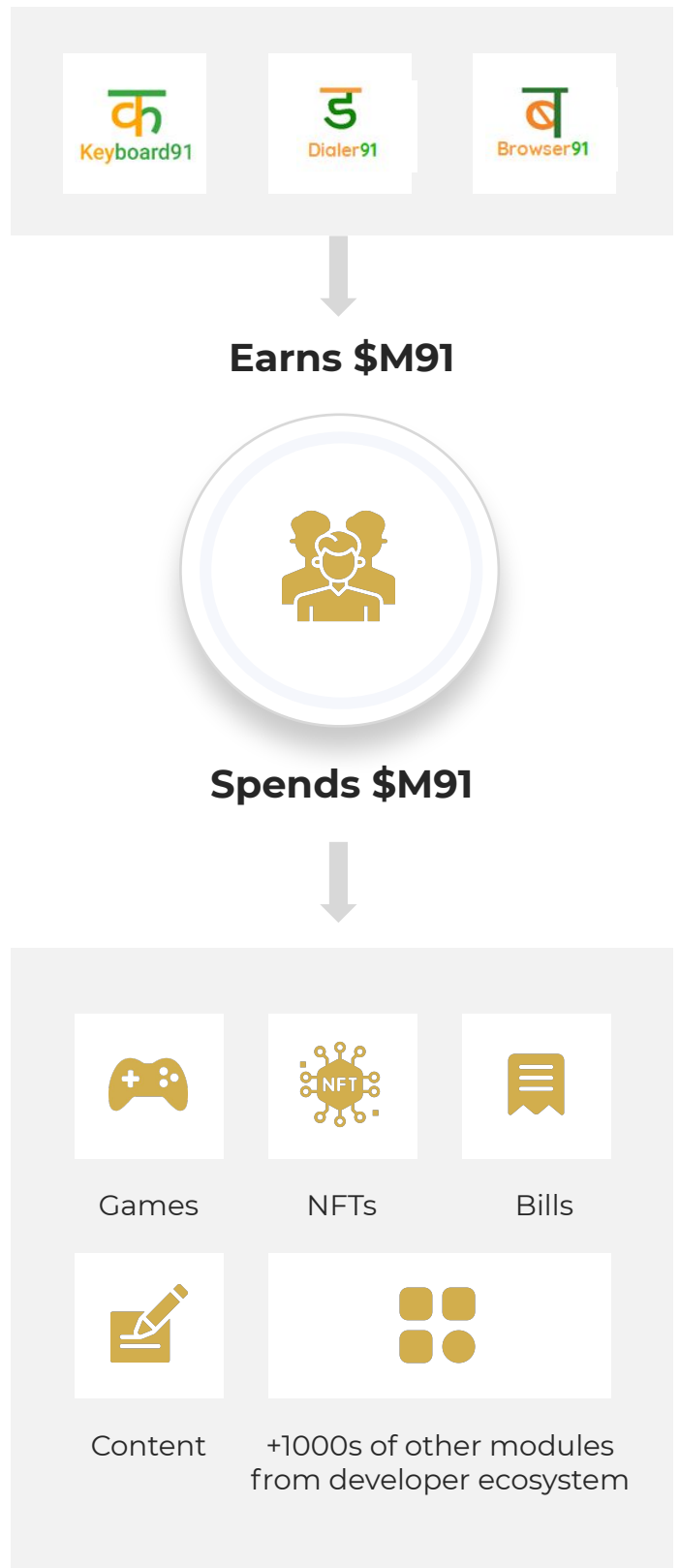
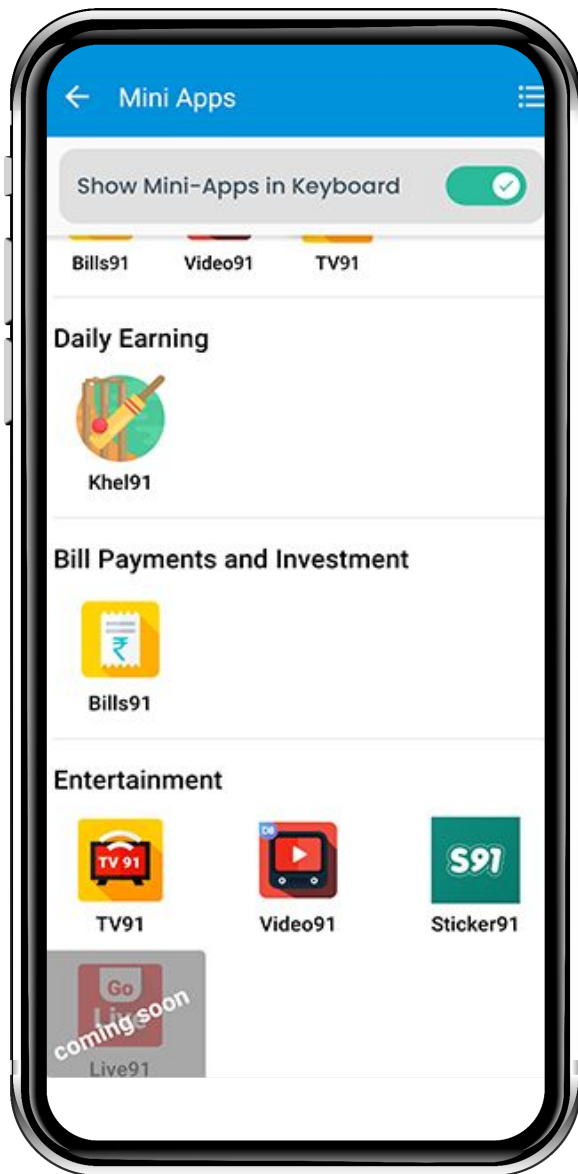


Browser91

**Small Businesses create promotions for their products/services in under 1 minute**, get their own landing destinations auto-created (mobile commerce webstore, mobile commerce product page, lead capture page, WhatsApp Business, Business Phone) and **start getting customers/leads/orders!**

## Other Developer Modules

[See 15+ Live Modules Details](#)



**Progressive Web Modules** on top of messaging, browsing, calling to **let users consume \$M91 Crypto** easily across use-cases. Developers are able to register/create/distribute their Modules at <http://developer.rovi.network/>



## \$ROVI (Value) Token & \$M91 (Utility) Token

ROVI Protocol has multiple stakeholders - Users, SMBs, Developers, Content Creators, Community Leaders, Investors, Advisors and Founding Team Members. Our crypto tokens allow various stakeholders to accumulate and realize value depending on their participation in the protocol.

### \$ROVI Token

**\$ROVI (Value/Governance Token)** is **Polygon based, fractionally divisible, fungible and transferable**. It will also trade on cryptocurrency exchanges. \$ROVI token holders earn a share of protocol revenue based on holding pro-rata, earn perpetual revenue share by funding developer modules through staking tokens, earn yields and rewards from protocol by staking tokens, increase minting power for \$M91 utility tokens, participate in DAO decisions.

### \$M91 Token

**\$M91 (Utility Token)** is **Polygon based, fractionally divisible, fungible and transferable**. It will also trade on cryptocurrency exchanges. \$M91 token holders use tokens directly or convert to Fiat in a closed wallet (depending on user's geo jurisdiction) to spend across 100s of daily life high-utility high-engagement modules, get access to power distribution capability to users to get customers/revenues, burn tokens to get \$ROVI tokens in exchange in gamified manner by unlocking levels.

Please refer to the [Token Utility](#) section to see who can hold the token, supply constraints and token utility.

Please refer to Detailed [Token Use-Cases](#) to see where/how the various tokens can be used currently.

# Token Utility - \$ROVI & \$M91 Token



**Limited Supply. 400M in total.**

Who holds \$ROVI?



Investors



Team, Advisors, Governance Council



Community Leaders, Top Users

Holding \$ROVI Enables

## **Perpetual Earnings, Rewards**

Stake \$ROVI to fund modules and earn perpetual revenue share, stake \$ROVI to get yields and rewards.

## **Access to Power Minting/Earning**

Hold \$ROVI to increase minting/earning power for \$M91 in network for same time/attention.

## **Revenue Share & Governance**

Earn pro-rata share of protocol revenue, Participate in DAO decisions.





## Unlimited Supply. 1T at the start.

Who holds \$M91?



Users and Community

Holding \$M91 Enables

### Spending on Daily Life Utilities

Use \$M91 directly or convert to Fiat in a closed wallet (as per user's geo jurisdiction) to spend across daily life utility modules available on protocol

### Gated Access to Power Distribution

Get access to power distribution to users via outbidding, boosting impressions, access premium placements etc.

### Exchanging for \$ROVI

Burn \$M91 to get \$ROVI governance token in exchange in a gamified manner after unlocking levels

# Business Model

## Market Size and Opportunity

We are sitting at an intersection of **3 very large markets with huge growth potential:**

### Crypto/NFTs

- Estimates say that there have been more than **70M** crypto wallet users in the world by 2020<sup>2</sup>. In 2021, the market witnessed a massive growth, and some reports estimate that in India alone, there are more than **100M** crypto wallet users now<sup>3</sup>
- DeFi Tokens have hit a total of **\$50B**<sup>4</sup> value locked
- At the end of Q1 of 2021, NFT sales crossed **\$2B**<sup>5</sup> in value and growing

### SMB Distribution/Promotions/Advertising

- There are an estimated **200M+**<sup>6</sup> formal SMBs. They are underserved and have no simple digital tools to distribute their products and services to consumers. Big-tech companies' distribution platforms are too centralized, too complex and too expensive
- Formal SMBs contribute more than **40%**<sup>7</sup> of national income in emerging economies. At an average spend of \$1 per day by a SMB; this market is worth **\$72B** in a year!

[2] <https://www.statista.com/statistics/647374/worldwide-blockchain-wallet-users/>

[3] <https://www.businessinsider.in/>

[4] <https://www.newsbtc.com/>

[5] <https://www.cnbc.com/>

[6] Statistica

[7] <https://www.worldbank.org/>

## Interactive Commerce and Entertainment Use-Cases

- WhatsApp has approximately **2B** monthly active users<sup>8</sup>, outranking Facebook Messenger at **1.3B** and WeChat at **1.2B** users. Transactional use-cases over messaging is a mammoth opportunity
- It is estimated that the global gaming market crossed **\$160B** in value in 2020<sup>9</sup>. Social Shopping is a new phenomenon accelerated by sharing use-cases over messaging and is pegged to be a **\$100B+** market by 2025



### Crypto/NFTs

**100M+** Wallets  
**\$50B DeFi** Tokens  
**\$2B NFT** Sales

### Interactive Commerce

**160B+** Gaming  
**\$100B+** Social Shopping

### SMB Distribution

**300M+** SMBs  
**40%+ GDP** Contributions

## Revenue Model

### Token Revenue

- % Token Processing Charges per transaction** - from users availing services and businesses providing services
- % Token Commision per transaction** - from businesses/developers providing services through Modules distribution
- NFT Sales Revenue** - from Gaming, Videos, Stickers, Content Modules

### Fiat Revenue

- Prepaid fiat or subscription package fees** - from businesses running promotions and distribution of their products/services on the protocol
- % Commission per transaction** - from businesses/developers providing services through Modules distribution
- Future Revenue sources** - Listing Fees, Module promotion on the protocol

[8] Statistica

[9] <https://www.globenewswire.com/news-release/2021/03/01/2184028/0/en/Global-Gaming-Market-2021-to-2026-Industry-Trends-Sh>

# Technology - Tokens & Blockchain

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## Token Characteristics

- \$ROVI token is a governance/value cryptocurrency which would govern future protocol development and deployment of the DAO treasury towards building a vast developer ecosystem
- \$M91 Token is a high utility cryptocurrency for the masses which would democratize the use of crypto and blockchain in the easiest possible manner
- With our previous experiments on the platform using in-app currency, we saw the volumes going as high as 1M transactions a day. With a limited launch with 370K monthly active users, we already serve 670M+ impressions on the platform. Within 1 year we expect to have a couple of millions of daily active users and a large number of transactions per second volumes
- In order to support our unique needs, the underlying blockchain needs to be scalable, stable, having high throughput today as well as future-ready, affordable in terms of fees with proven track record

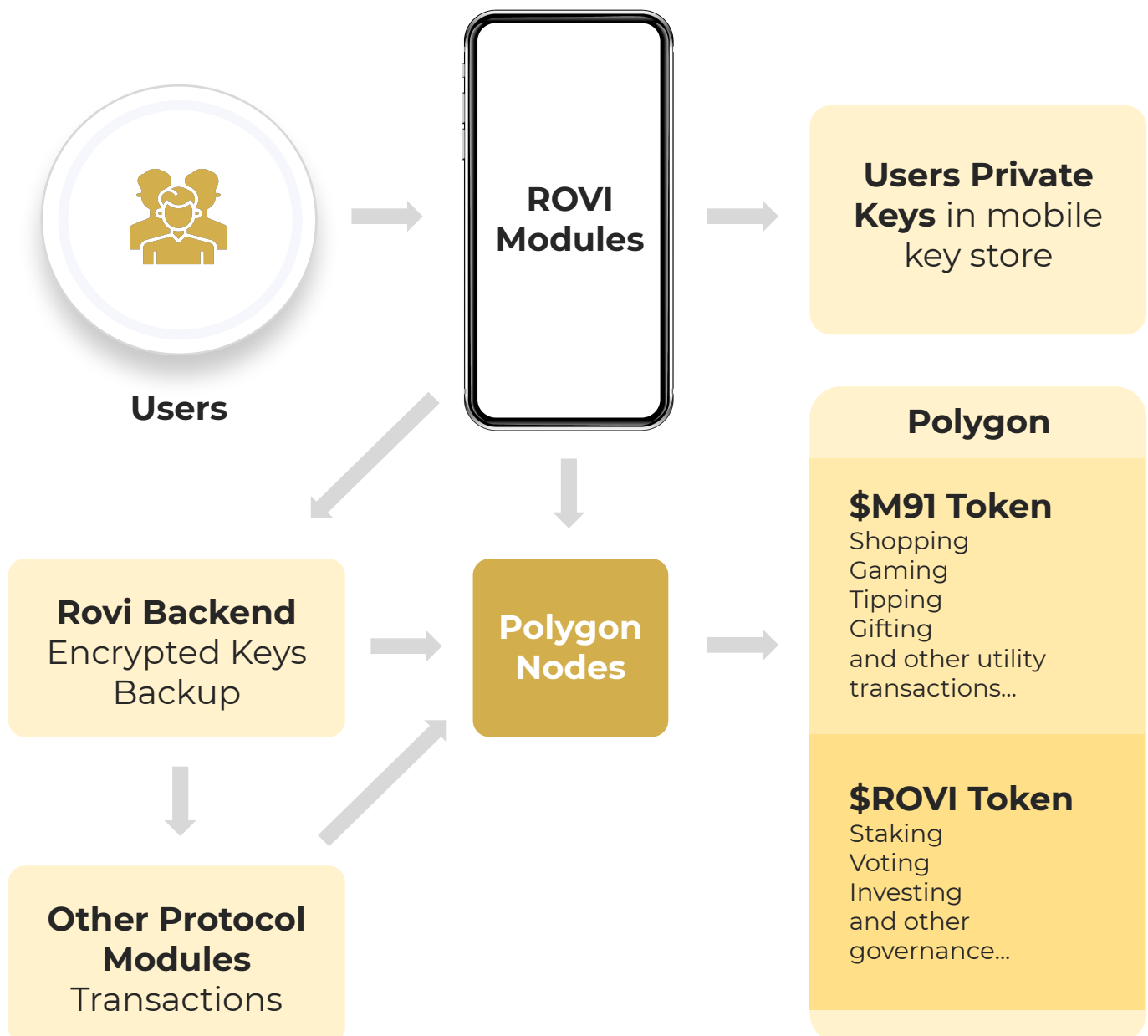
## Why Polygon?

**Considering the above, Polygon is the choice for creating the protocol crypto tokens and fulfill our vision:**

- Polygon is currently one of the fastest programmable blockchains in the cryptocurrency space
- Polygon is built over Ethereum, which is one of the most trusted, secure and proven blockchain platforms which has passed through the test of time
- Polygon L2 implementation can process a very large number of transactions per second and is becoming future ready to be able to scale further as the network grows
- Polygon offers a very low transaction fee, making it an affordable blockchain platform

## Tech Highlights

- \$ROVI and \$M91 Crypto tokens are fungible, transferable tokens of the protocol compliant with ERC20 standard. ERC is the primary Ethereum standard for fungible tokens, widely supported by every protocol that has fungible token interactions
- Polygon blockchain hosts \$ROVI and \$M91 Crypto Tokens and its smart contract components
- Users interact with various ROVI protocol modules powered by the ROVI backend which interacts with the Polygon blockchain
- Users connect to the Polygon blockchain in a non-custodial way, where all user keys are generated and owned by the user. Users hold keys in their mobile keystore and encrypted keys with password protection are also stored in ROVI backend as backup



# Tokenomics

ROVI Tokenomics has been designed keeping in mind multiple stakeholders of the protocol - Users, Developers, Content Creators, SMBs, Community Leaders, Investors, Advisors and Founding Team Members. Our token economics allows various stakeholders to accumulate and realize value depending on participation in the protocol.

## ROVI Tokenomics

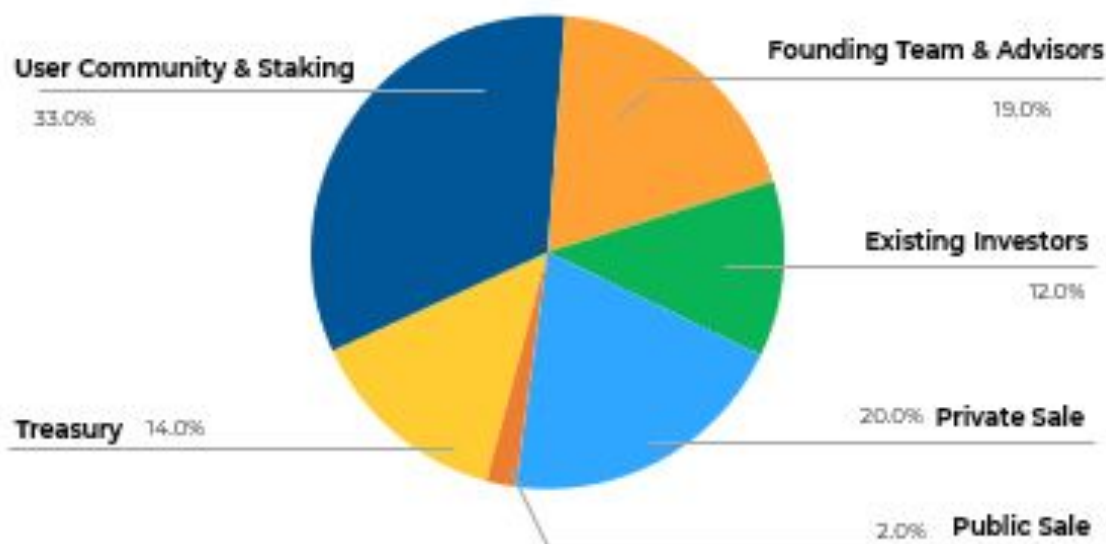
\$ROVI token is a governance/value cryptocurrency which would govern the protocol, deployment of DAO treasury towards building a vast developer ecosystem, investing in Developer pools to get perpetual income and staking in protocol to get yields/rewards . It is primarily meant for early investors, advisors, community leaders and other strategic stakeholders. Through \$ROVI token ownership, decision making happens from a prorated mechanism by assignment of voting rights, based on a participant's ownership.

### Total Supply

There will be a total of **400 Million** \$ROVI tokens in aggregate. Issuance of Tokens will occur in multiple phases scheduled at various dates linked with specific protocol goals.

### Token Allocation

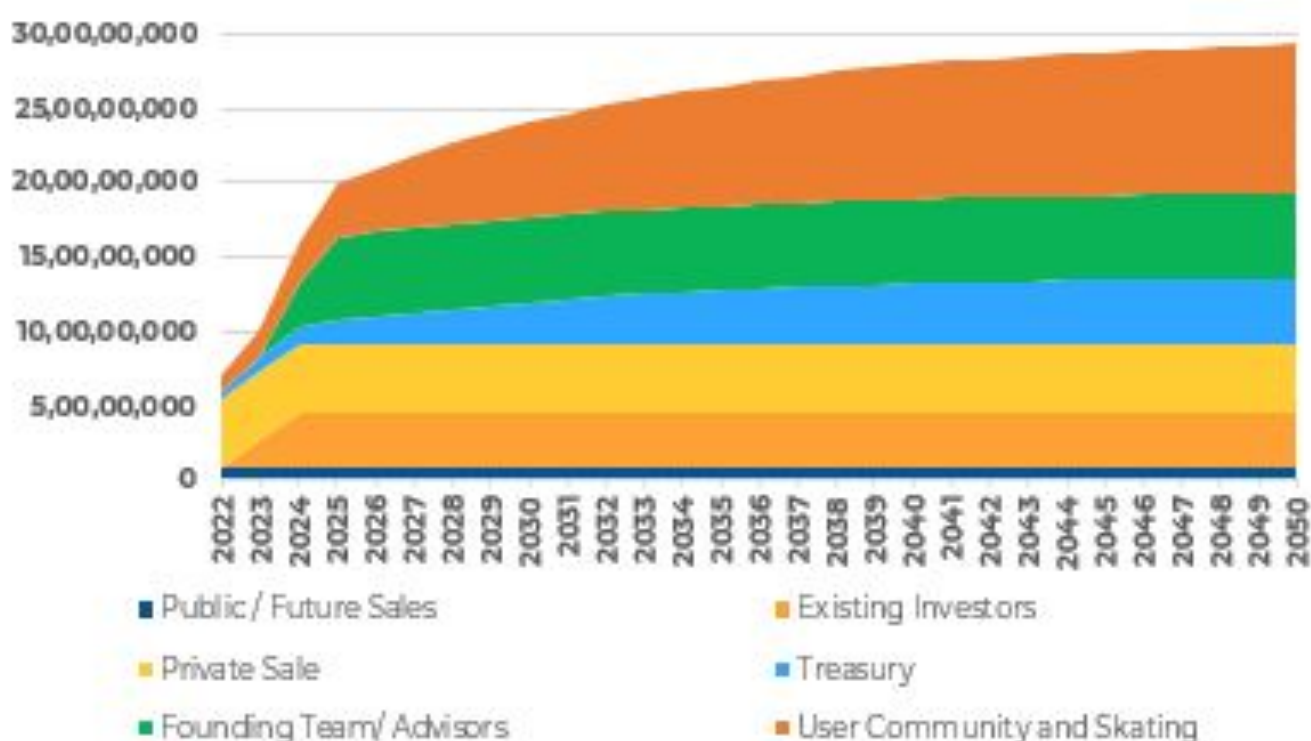
Below is a breakdown of allocation across various stakeholders with detailed terms/regulation



| Stakeholder              | %age Allocation | No of Tokens       | Issuance Schedule  |
|--------------------------|-----------------|--------------------|--|
| Founding Team & Advisors | 19%             | 76,000,000         | Two Years Lock In. Vesting linearly every quarter over a period of three years |
| Existing Investors       | 12%             | 48,000,000         | One Year Lock In. Vesting linearly every quarter over a period of two years    |
| Private Sale             | 20%             | 80,000,000         | Schedule from Dec 2021 Till Mar 2022. Some locked and some unlocked            |
| Public Sale              | 2%              | 8,000,000          | Starting from Apr 2022. Issuance in Phases                                     |
| User Community & Staking | 33%             | 132,000,000        | Starting from Jan'22. Issuance in Phases.                                      |
| Treasury                 | 14%             | 56,000,000         | Some locked and some unlocked  |
| <b>Total Supply</b>      | <b>100.0%</b>   | <b>400,000,000</b> |  |

The token release over a period of time is depicted below. The detailed release schedule for \$ROVI tokens can be referred through the following link :- <https://bit.ly/3CiqHa3>

## ROVI Token Unlock Schedule



# Token Releases - Initial Criteria

## Founding Team and Advisors (19% - 76 Million Tokens)

Founding team and Advisors will have a lock-in period of two years post which tokens vest linearly on a quarter basis over a period of two years. We expect to add multiple highly strategic advisors from various relevant fields to help us grow the protocol.

The actual number of tokens will be lesser as compared to the release schedule keeping in consideration future high-calibre employees / advisors.

## Existing Investors (12% - 48 Million Tokens)

Roviri International Pte holds the IP for all technology created for the platform and has raised below funds against equity from following investors :-

- **Series A+ Convertible – 1.1M USD in Mar'21.** Led by **GoJek Ventures**
- **Series A – 7.2M in Nov'19.** Led by **GoJek Ventures**
- **Seed – 1.2M in Nov'18.** Led by **Beenext**

In lieu of technology IP usage by ROVI DAO, Roviri International Pte will get 12% Tokens (12M Tokens) with a lock-in period of one year post which tokens vest linearly on a quarter basis over a period of two years.

## Private Sale (20% - 80 Million Tokens)

Exclusive private sale events for Investors will be conducted in multiple phases over a period of time. The tentative events schedule can be found in the Roadmap. Tokens issued in Private Sale events might have a certain lock-in period that will be decided at the time of private sale event.

## Public Sale (2% - 8 Million Tokens)

The first public sale event is planned in April 2022 and might happen in phases through listing on various relevant exchanges. There will be no lock-in period for Public Sale Tokens.

## User Community and Staking (33% - 132M Tokens)

User community and staking pool will be used in the following manner:

### A) High Engaged Community Users (15% - 60M Tokens)

\$ROVI tokens would be released only to highly valuable and engaged community users. The goal is to incentivize those users who are contributing to the growth of the protocol through various means. Below is an initial criteria :-



- Referring large number of users to the platform
- Completing large number of transactions across Modules using utility token
- Staking utility token to vote on new Modules to be built by Developers
- Spending large amount of time on protocol Modules
- Contributing valuable content to the protocol (NFTs, Videos etc.)

Tokens will be released over a period of time in the phased manner as depicted in the graph below. In the initial years, new users will be rewarded more for early contribution. In subsequent years, only 90% of the tokens awarded in last year will be released.

## **B) Staking (13% - 52M Tokens)**

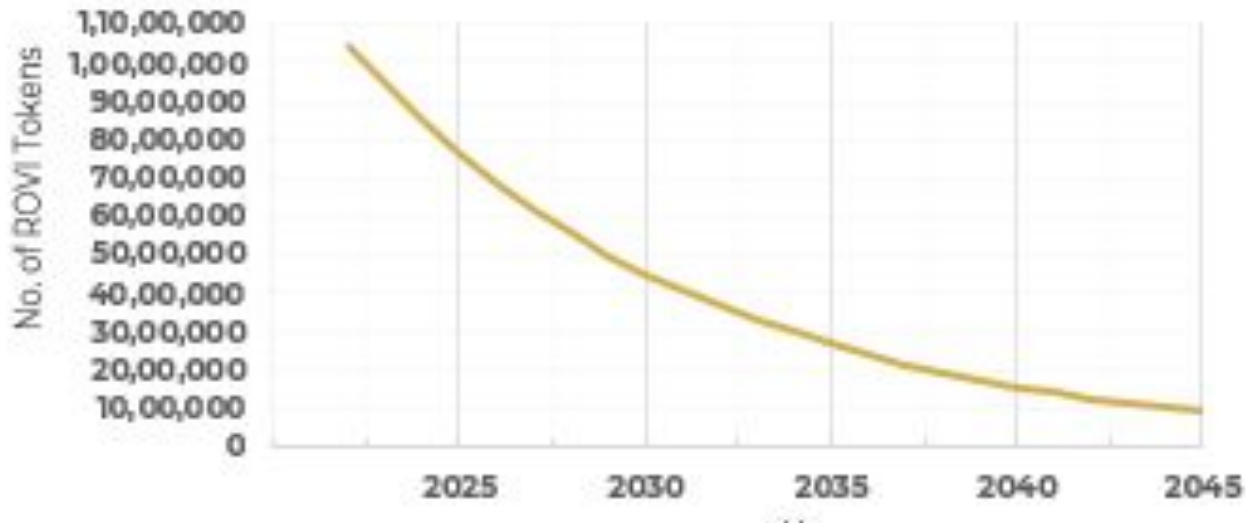
Staking allows token holders to become long term investors and build a source of perpetual income. Token holders can lock up their \$ROVI tokens against various projects (i.e. New Developer Modules and Content) or in a common pool. Token holders will be able to earn \$ROVI tokens as rewards on both the options.

- A. Staking in Developer Pool** - Token holders can build perpetual long term income sources from the specific projects they have staked in. Developers and Content Creators can present a proposal / project in which they can request to raise funds. Token Holders staking \$ROVI Tokens to fund those projects get income from the revenue generated from those projects. Tokens will continue to be staked till the time holders are earning the share of the revenue.
- B. Staking in Common Pool** - Staking in a common pool where DAO decides where to invest will lead to APY (Annual Percentage Yield) from the staking reward pool. APY will depend on multiple factors including planned staking rewards and staking contributions of other members.

## **C) Liquidity Pool (5% - 20M Tokens)**

Liquidity pool of 5% will be reserved to reduce slippage and manage bid-ask spread. This is to ensure that there is enough liquidity further. There might be an increase or decrease in the liquidity pool based on the number of liquidity pool providers over a period of time.

## ROVI Token Release in Community



### Treasury (14% - 52 Million Tokens)

Treasury funds will be used to grow the protocol, acquire new users, acquire new SMBs at scale, expand into new markets and geographies and create a large ecosystem through developers.

Treasury will also receive revenues through multiple ways i.e. transactions charges, NFT sales, Listing Fees etc. More revenue streams will be added as new opportunities unfold.

Funds will be managed by the Founders till the mid of 2023. Post that once there are enough stakeholders, fund management would be done through DAO voting mechanism.

A framework around fund utilization is currently being drafted and will be released by Mar'2022.

**If the tokens reserved for a specific category are not used for any reason, then those tokens will be allocated back to the treasury.**

## \$M91 Token Tokonomics

\$M91 token is a daily-life-use utility cryptocurrency which can be earned using Keyboard, Browser, Dialer Modules and utilized across 100s of other daily-life high-utility high-engagement use-cases like social gaming tournaments, social shopping, entertainment, content, peer-to-peer transactions etc.

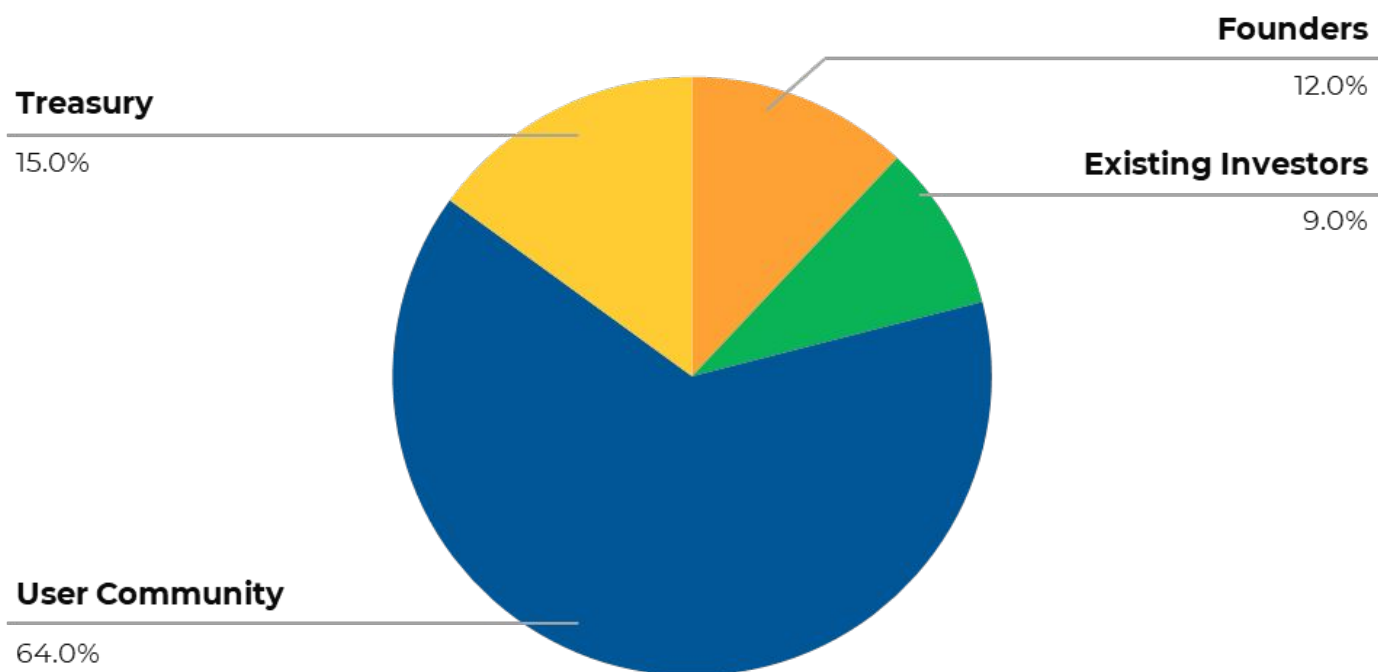
### Total Supply

There will be a total of **1 Trillion** \$M91 tokens in aggregate. Issuance of Tokens will occur in multiple phases scheduled at various dates linked with specific protocol goals.

### Token Allocation

Below is a breakdown of allocation across various stake-holders with detailed terms/regulation :-

## M91 Token Distribution



| Stakeholder         | %age Allocation | No of Tokens             | Issuance Schedule  |
|---------------------|-----------------|--------------------------|--|
| Founding Team       | 12%             | 120,000,000,000          | Two Years Lock In. Vesting linearly every quarter over a period of two years |
| Existing Investors  | 9%              | 90,000,000,000           | One Year Lock In. Vesting linearly every quarter over a period of two years  |
| User Community      | 64%             | 640,000,000,000          | Starting from Jan'22. Minting in Phases.                                     |
| Treasury            | 15%             | 150,000,000,000          | Some locked and some unlocked  |
| <b>Total Supply</b> | <b>100.0%</b>   | <b>1,000,000,000,000</b> |  |

We plan to airdrop 1 Billion tokens to existing users (in multiple stages) from the user community pool and kickstart the economy. The token release over a period of time is depicted below. The detailed release schedule for \$M91 tokens can be referred through the following link - <https://bit.ly/3CiqHa3>

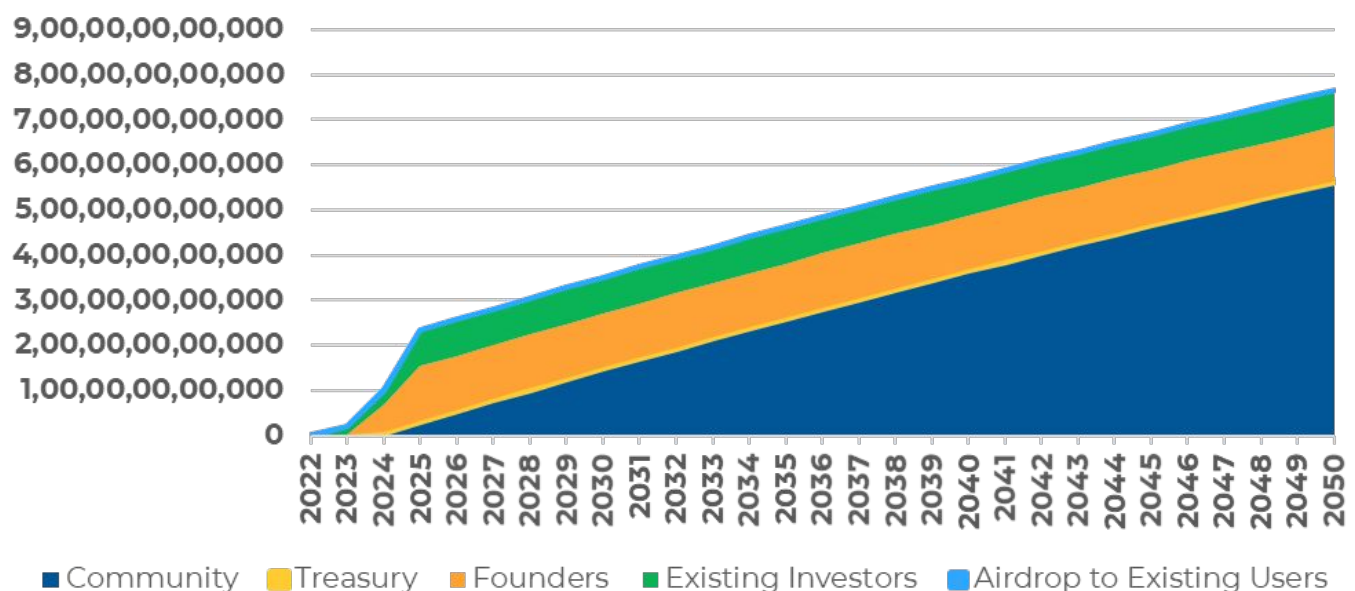
# Token Releases - Initial Criteria

## User Rewards (64% - 640 Billion Tokens)

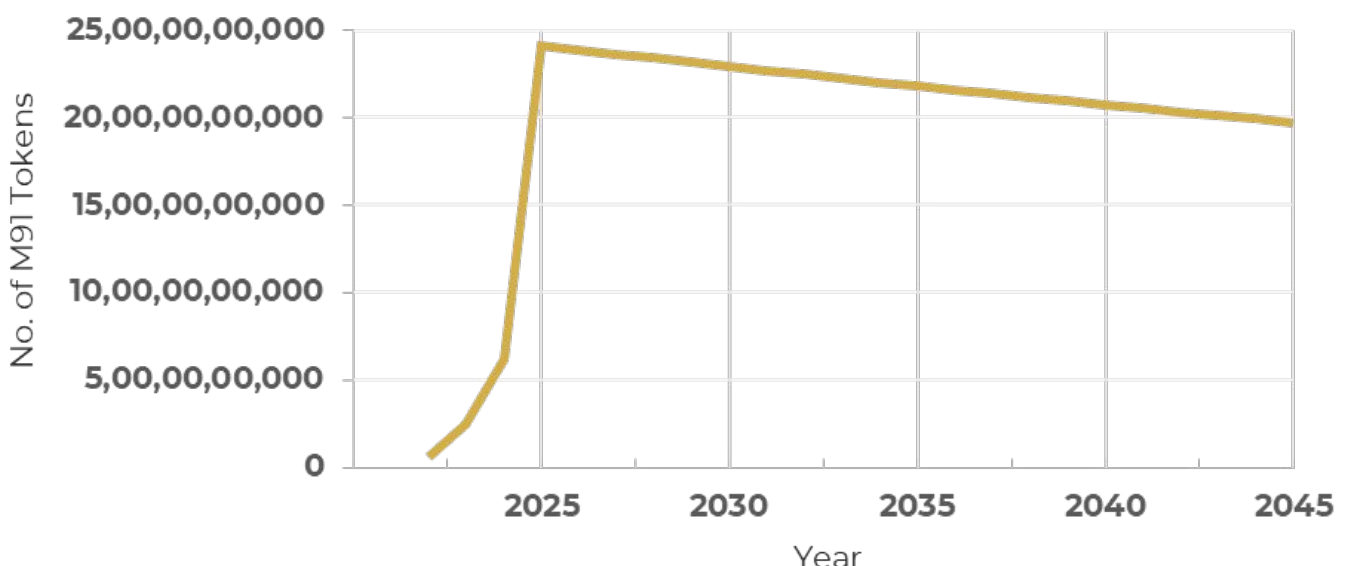
64% of the \$M91 Tokens will be released over a period of time in the phased manner as depicted below. In the initial years, new users will be rewarded more for early adoption. Post 2025; every year we will be rewarding 99% of the Tokens rewarded in the last year.

Token rewards primarily happen through Keyboard, Browser, Dialer modules for time, attention by users given to SMB promotions/products/services over daily messaging, browsing, and calling. Reward algorithms also give high weight to usage/spending of \$M91 tokens by users in its ecosystem across various Modules. Users holding \$ROVI Value tokens give them power to mint more for same amount of time/attention given.

We plan to airdrop 1 Billion tokens in a time period of three months (Jan'22 to Mar'22) to existing users and kickstart the economy.



## M91 Token Release Schedule (in Community)



## **Treasury (15% - 150 Billion Tokens)**

Treasury funds will be used to grow the protocol, acquire new users, acquire new SMBs at scale, expand into new geographies and create a large ecosystem through developers.

Treasury will also receive revenues through multiple ways i.e. transactions charges, NFT sales, Listing Fees etc. More revenue streams will be added as new opportunities unfold.

Funds will be managed by the Founders till the mid of 2023. Post that once there are enough stakeholders, fund management would be done through DAO voting mechanism.

## **Founding Team (12% - 120 Billion Tokens)**

Founding Team will have 2 years lock-in period post which tokens vest linearly on quarterly basis over a period of two years.

## **Investors (9% - 90 Billion Tokens)**

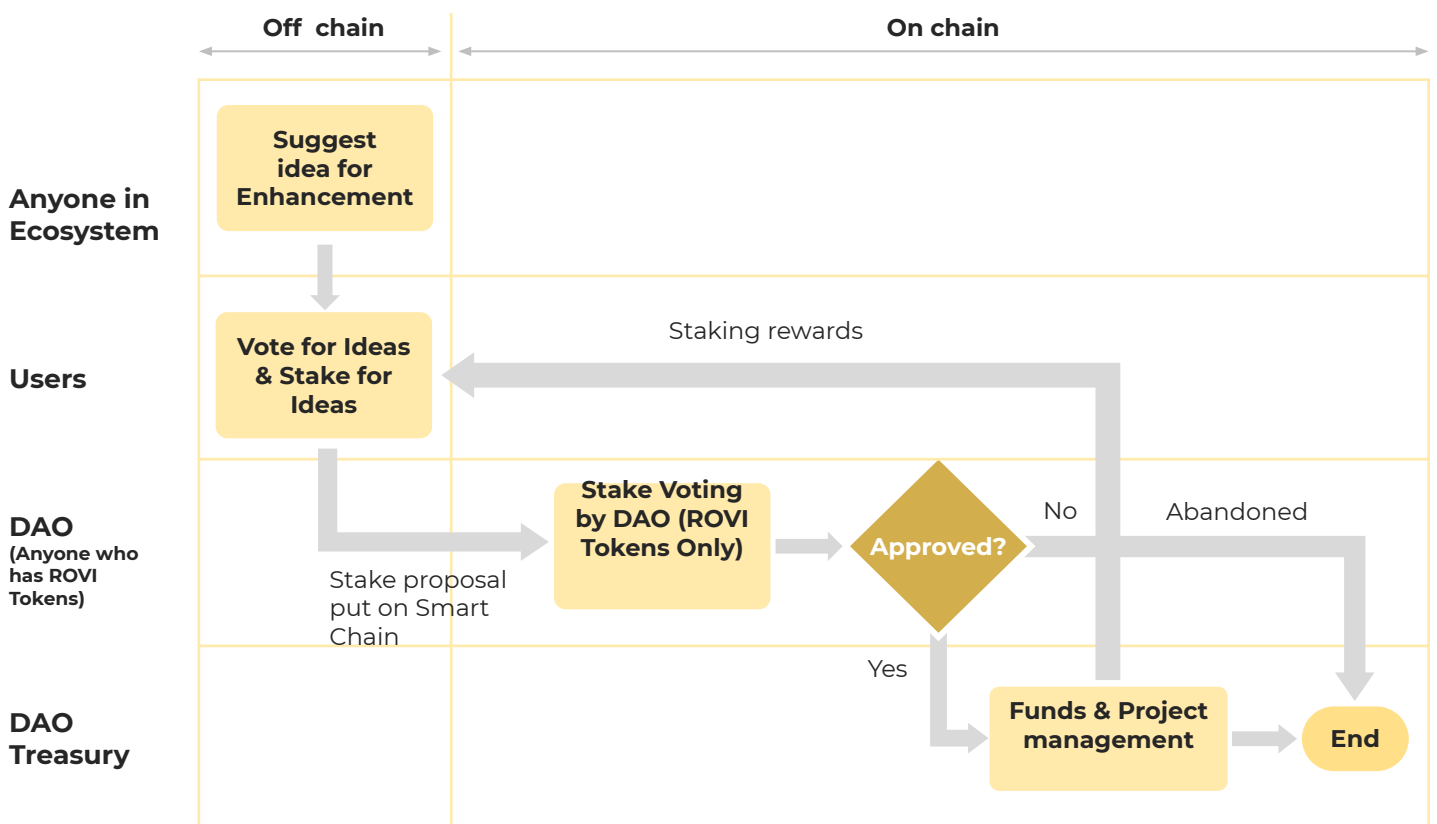
Investors will have a lock-in period of one year post which tokens vest linearly on quarterly basis over a period of two years.

# Governance

## ROVI DAO (Decentralized Autonomous Organization)

ROVI DAO will decide and prioritize the decisions specific to funds utilization available with the treasury. \$ROVI token holders can stake tokens, receive DAO shares and participate in the decision making.

ROVI DAO will make decisions through its weighted voting system. The process flow below indicates how the decision making for a new enhancement on the protocol will be done through a voting system.



An in-app and web voting dashboard would allow users to vote and stake for protocol matters/ideas/suggestions/features. Until a matter is staked by a minimum number of votes as decided by DAO, the matter will not move to “on-chain”. Once a matter is moved to “on-chain”, the decision is taken through voting by \$ROVI token holders.

## Information Access

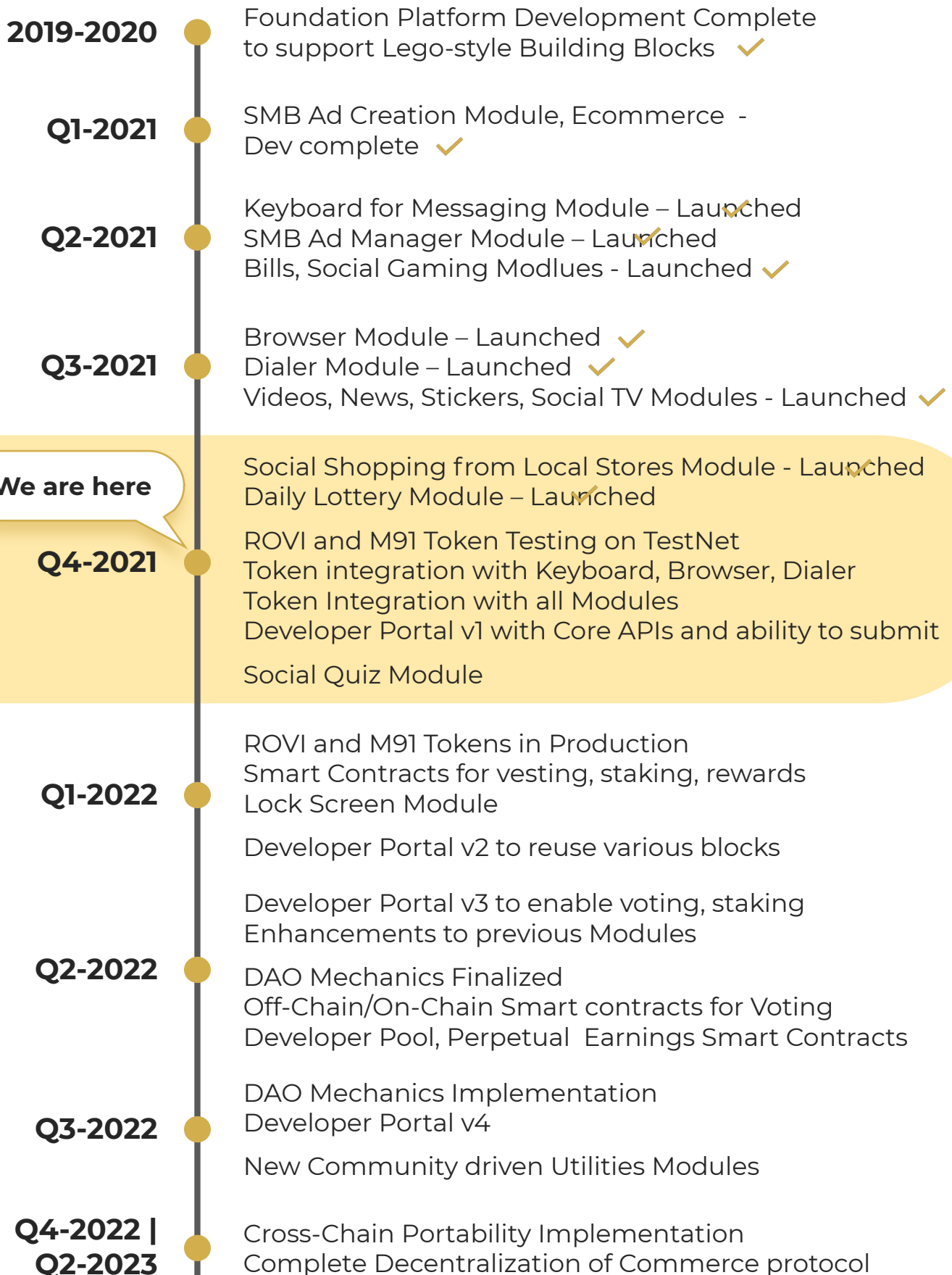
\$ROVI tokens are backed by a very strong and sound business model capturing a very large market opportunity. All key metrics associated with the business will be published every quarter on the website (<http://rovi.network> launching on 7th Dec, 2021)

Key metrics will include token distribution month on month, fiat/token revenues from different streams, various costs, users, business customers, advertisers, unit economics, roadmap development progress and various projections/priorities for the future.

## Controls

Treasury assets are managed by the two co-founders via a multisignature Gnosis wallet.

# Solid Roadmap built on a strong foundation





# World Class Team with Pedigree and Experience



**Nitin Raj Gupta**  
**CEO/CTO**

Computer Science - IIT Roorkee.

Previous Businesses: Zyk (SME SaaS over Messaging), Vee (Mobile Dating app which raised MM\$ venture capital), AirGo (Live Video Streaming), CoinJoos (Used books eCommerce business sold to Network18 group), OnGraph (MM\$ revenues global software services business). Ex-Leadership at Trilogy India and China. Worked in US, UK, China

<https://www.linkedin.com/in/nitingcs/>



**Anshul Verma**  
**CBO**

IIT Roorkee, MBA from National University of Singapore (NUS)

Previous Businesses: Founder at StompMarket (Online Retail ERP SaaS) acquired by Mall91, CBO at global Mobile Consulting Services Company

Ex-Business Head at HCL Technologies, a software outsourcing conglomerate

<https://www.linkedin.com/in/vermaanshul/>



**SP**  
**Blockchain Expert**

Computer Science - Jaypee Institute

Previous Experience: Blockchain Expert, CTO at Mobile Dating App, Head of Technology at Voice AI startup, Bootstrapped AI driven short news App, Lead at global software services business



**GG**  
**Blockchain Expert**

13+ Years of experience in Backend Design, Development and Architecture. Built numerous projects over various Blockchain platforms like Ethereum, Polygon, Solana. Previously worked as Technical Lead in global software services business



**PD**  
**Engineering Lead - Backend**

13+ years of experience in Software Systems Development using a wide variety of technologies and frameworks like Java/J2EE, Spring, RDBMS/NoSql/AWS, Caching, Solr. Previous Experience: Technical Lead in HomeShop18, a TV shopping company. Technical Lead in global software services business



**RRS**  
**Lead - Design and Experience**

14+ years of experience in UI and UX Design. Coding in web programming since school days as a young student. Expert in all modern design tools, frameworks and platforms. Previous Experience: Head of Design at Monster.com



**RK**  
**Project Manager**

14+ years of experience in project management. Proficiency in building and leading large teams, driving team efficiency and end-to-end deliveries. Previous Experience: Project Manager at global software services business. Mobile Development Lead at software services business



**DV**  
**Engineering Lead - Mobile Apps**

10+ years of vast experience in Mobile Apps development specializing in Android. Worked extensively with Java, OOPS, Data Structures and Android SDK. Previous Experience: Tech Lead at global software services business. Tech Lead at a global ad network business



**CB**  
**Engineering Lead - Commerce and Front end**

8+ Years of experience as Senior developer with extensive experience on developing e-commerce platforms. Worked with technologies like Spring 4, Hibernate, Spring-Data, AWS RDS, SQS, S3, Solr, MongoDB, Redis, Payment systems. Previous Experience: Tech Lead at global software services business



**AA**  
**Head - Partnerships and Strategic Alliances**

10+ years of strong experience in supply chain, alliances and business development. Previous Experience: Head of Sales and Partnerships at large lifestyle brand



**MK**  
**(Head - Community Development)**

14+ years of product management, strategy, operations and communities development

Previous Experience: Head of Product at an online retail SaaS business, Head of community at Social Commerce business



**PM**  
**Head - Customer Service**

10+ years of strong customer service management experience with extensive focus on process improvements. Consistently achieve record-high customer satisfaction rankings, improvements to the bottom line and turnaround of underperforming operations.

Previous Experience: Head of Customer Service at Social Commerce business, Process Lead at a large KPO business



**SS**  
**(Lead - Creative Content)**

3+ years of strong experience at producing creative media content (video/audio), story-writing, scripting and direction.



**PS**  
**(Lead -Content)**

3+ years of strong experience in writing technical blogs, ebooks, press releases and video scripting. Voice-over artist and experienced with copywriting for social media posts and online advertisements.

## Stellar Investors & Advisors

Our investors and advisors are some of the most respected domestic & global venture capital firms, venture capitalists and successful Blockchain founders/operators/investors who understand the immense potential of Web3.0 paradigm and decentralized distribution networks.



# Stellar Investors & Advisors



## Rahul Garg

### Principal, Iron Pillar Fund

Rahul brings over 15 years of global experience as a venture capitalist, an entrepreneur and a sell side equity research analyst for top global banks. He also advises select few high-impact Blockchain startups. Rahul worked as a Principal at Kalaari Capital, founder at vertical ecommerce businesses in arts/gifting and analyst at Lehman Brothers

<https://www.linkedin.com/in/grahul/>



## Saurabh Shankar

### Founder at RefreshMint

Saurabh brings in 15+ Years of experience as an Entrepreneur, a blockchain enthusiast and an Angel Investor. Saurabh is an Angel Investor/Advisor in Polygon Network and advises select few high profile blockchain startups. Saurabh is running Refreshmint - a middleware API stack platform which allows any intermediary to offer hyper-personalized loans, insurance, investment, tax filing and much more to the clients

<https://www.linkedin.com/in/saushank/>



## Piyush Gupta

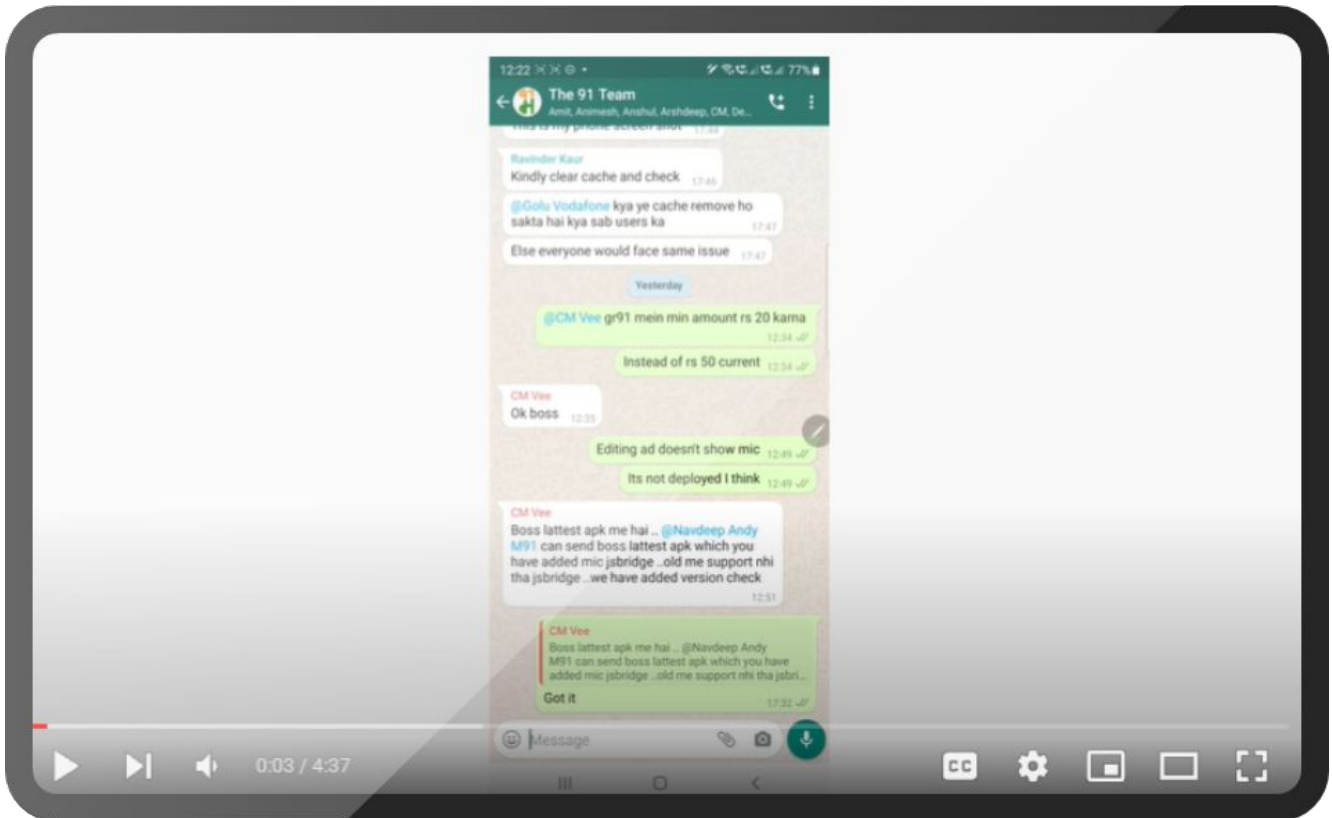
### MD & Founder – PolyTrade

Piyush brings in 15+ years of experience as an Entrepreneur, a trade finance expert, and an Angel Investor. Piyush is running Polytrade - a trade finance protocol on blockchain to tap into the crypto liquidity pool to fill the large trade finance gap. The protocol caters to SMEs with quick, low-cost trade finance by removing intermediaries from the equation.

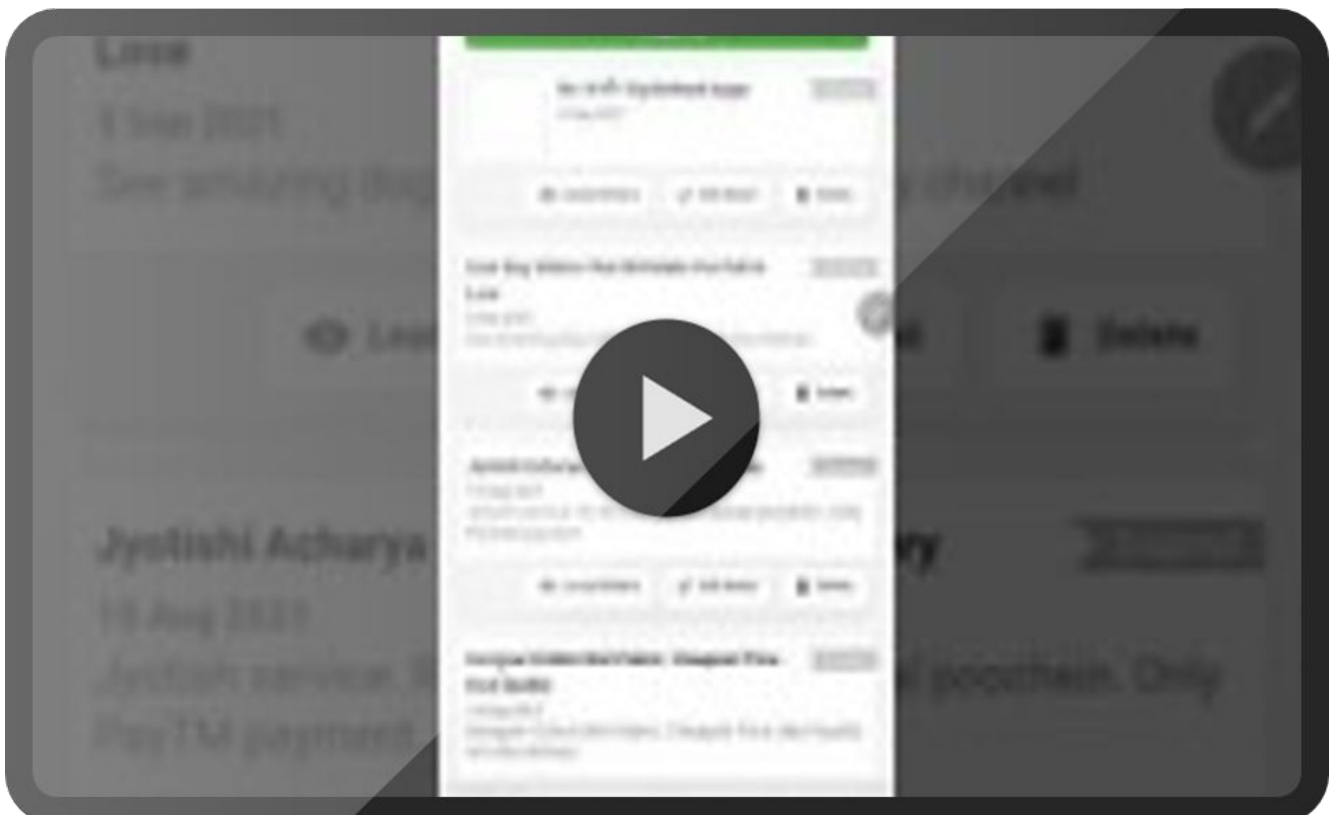
<https://www.linkedin.com/in/piyush-gupta-27982713/>

# Appendix

## KeyBoard91 Demo

[Go Back](#)


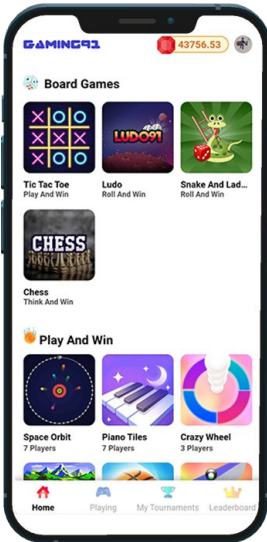
## Grahak91 Demo

[Go Back](#)


# Modules List

[Go Back](#)

## GAMING

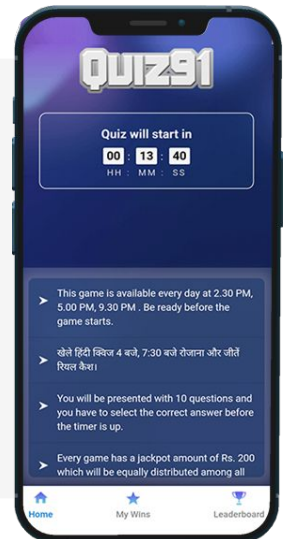


### Games91 - Play to Earn Social Gaming Tournaments

- Hourly Tournaments, Pay Tokens to enter
- Multiply Tokens on winning
- 20+ multiplayer and 1:1 HTML5 games
- Social audio chat with players

### Quiz91 - Play to Earn Daily Live Quiz Show

- Multi times a Day Live Quiz Show
- 10 Multi-Choice Questions
- Pay Tokens to enter, Multiply on win



## CONTENT & ENTERTAINMENT



### Video91 - Light-weight Short form UGC Videos

- Create Short form videos and earn
- Turn videos in NFTs
- Watch viral videos, tip Tokens, buy NFTs using Tokens



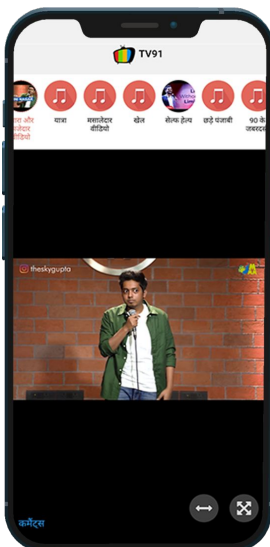
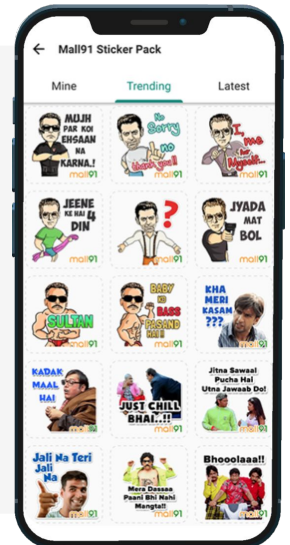


## News91 - Vernacular Local Syndicated+UGC News

- Hyper-Local, National short form News
- Create Local News and earn Tokens
- Watch Audio and Video News, Tip Creators

## Sticker91 - Create/Buy/Sell your own Stickers

- Create Selfie Stickers or from own images
- Turn stickers into NFTs
- Buy/Sell using Tokens, Add to Whatsapp Stickers



## TV91 - Non-Stop Social Music TV

- Watch non-stop TV style channels with others
- Curated Youtube playlists across genres
- Pay or Tip Tokens to unlock exclusive channels

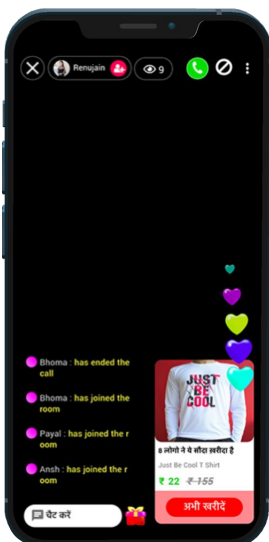
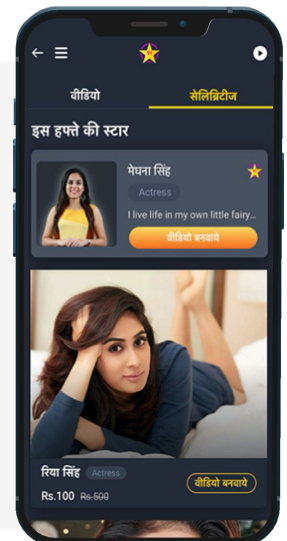


## Baatein91 - 1:1 Audio Chat with Channels

- Real time 1:1 chat over audio
- Make friends from around world
- Pay Tokens to Chat with Service Providers

## Star91 - Personalized Video Wishes from Influencers

- Get personalized video wishes for friends and family
- Choose influencer, pay Tokens and place request
- Get video wish delivered

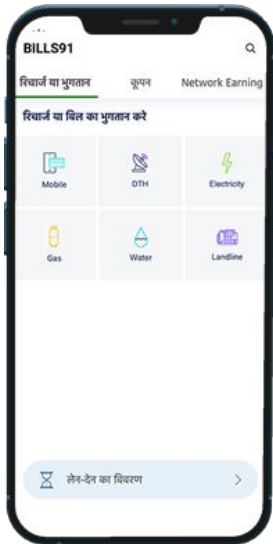


## Live91 - Live Broadcasting to Fans/Followers

- Go Live in a click
- Watch your favourite influencers
- Tip/Gift Tokens



## BILLS & PAYMENTS



### Bills91 - Pay mobile and utility bills

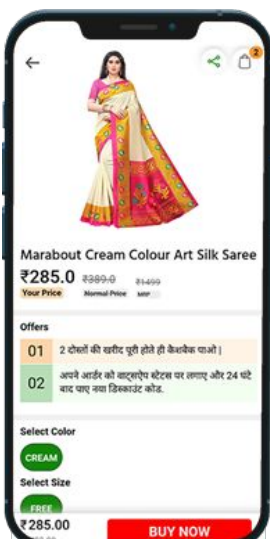
- Pay discounted mobile bills using Tokens
- Pay discounted Utility bills using Tokens

### Gold91 - Buy/Sell Digital Gold

- Buy/Sell Digital Gold using Tokens
- Check real time rates

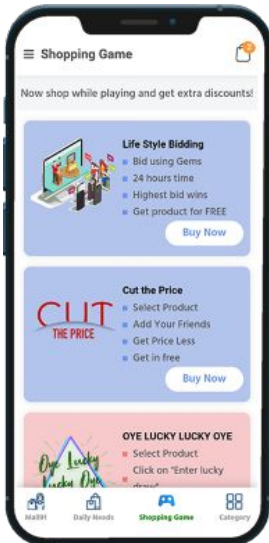


## SOCIAL SHOPPING



### Shopping91 - Buy from Local Businesses at discounts

- Buy from Local Businesses
- Get discounts using Tokens
- Get Sponsored Cashbacks as Tokens



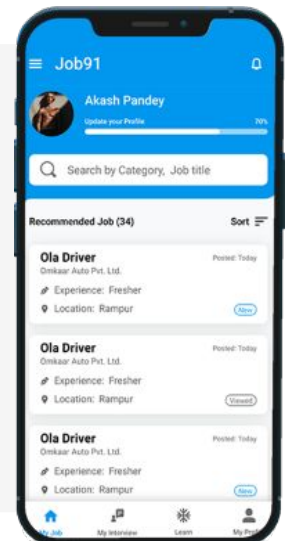
## Shopping Games - Win Products from Games

- Bid on Products using Tokens
- Cut price with Friends and Win
- Enter Lucky Draws with Friends

## JOBS/EDUCATION

### Jobs91 - Jobs Listing Marketplace

- Apply for local jobs using Tokens
- List jobs using Tokens
- Directly contact employers



### PartTime91 - Gigs Marketplace

- Pickup Gigs and earn Tokens
- List Gigs & Tasks to complete



## English91 - Learn Languages in Flash Card format

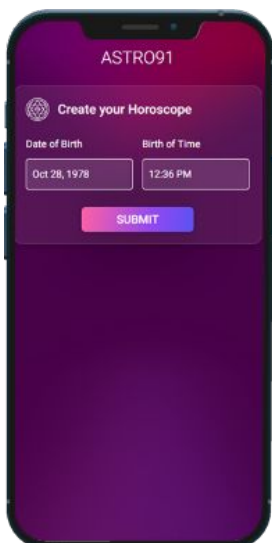
- Learn words and meanings by speaking
- Complete Levels and earn Tokens

## Learn91 - Courses Marketplace

- List courses and earn Tokens
- Spend Tokens and take courses

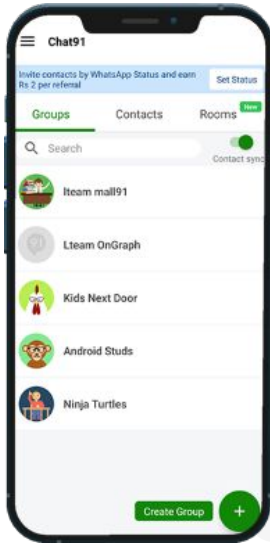


## OTHER UTILITIES



## Astro91 - Astrology/Mental Wellness

- Get Astrology services using Tokens



## Chat91 - Drop-in, Drop-out Audio

- Public/Private Audio Chat Rooms

# Tokens Use-Cases

[Go Back](#)

## USERS

| Token Action | \$M91 Tokens (Utility Token)   | \$ROVI Tokens ( Governance Token)  |
|--------------|--|--|
| Earn         | Earn by giving time and attention over Messaging, Browsing, Calling etc                                      | Earn by contributing to platform growth like referring max users, spending utility Tokens in ecosystem |
| Earn         | Earn by playing social gaming tournaments, quizzes   | Earn by burning \$M91 utility tokens and earning \$ROVI in exchange                                    |
| Earn         | Earn by collecting NFTs in real world at local stores  | Earn by staking tokens and getting rewards/yield   |
| Earn         | Earn by completing gigs/tasks from SMBs  | Earn by funding developer modules and get a revenue share  |
| Earn         | Earn by providing feedback on miniapps post consumption of services / products                               | Earn by getting a pro-rata revenue share of the protocol awarded to token holders                      |
| Spend        | Spend across various Modules like gaming, shopping, bills payments   | Trade on exchanges   |
| Spend        | Spend on gifting, tipping Creators   |  |
| Spend        | Spend on burning to get \$ROVI tokens in exchange  |  |
| Spend        | Spend on accessing gated content, buying NFTs etc  |  |
| Spend        | Spend on running promotions, ads for products.services across user distribution over Messaging, Browsing etc |  |
| Spend        | Spend on getting discounts from local stores   |  |
| Invest       |  | Invest by staking in Developer Pools for new Modules and earn perpetual income from revenue share      |
| Invest       |  | Invest by staking in common Pool to earn rewards/yields  |

## DEVELOPERS / CONTENT CREATORS

| Token Action | \$M91 Tokens (Utility Token)  | \$ROVI Tokens (Governance Token)  |
|--------------|---|---|
| Earn         | Earn from developed Modules when users spend tokens   | Earn from Treasury through Module performance Metrics based awards i.e. maximum transactions in a month etc |
| Earn         | Earn by providing exclusive access to users in developed Modules for gated content/features | Earn from Developer Pools created by users staking tokens to fund Modules and perpetual revenue share       |
| Earn         | By trading NFTs   |   |
| Spend        | Spend on running Module promotions or listing   | Trade on Exchanges  |
| Spend        | By converting content / code to NFTs  | Spend on Revenue share to users who staked in Developer Pools   |

## BUSINESSES

| Token Action | \$M91 Tokens (Utility Token)   | \$ROVI Tokens (Governance Token)   |
|--------------|--|--|
| Earn         | Earn from users spending on products/services                                      | By earning special reward points for businesses i.e. spent max on Ads, Max tasks for users / content creators / developers |
| Spend        | Spend on running promotions/ads for products/services across large user network    | Trade on exchanges   |
| Spend        | Spend on creating Gigs/Jobs on platform to get business tasks/objectives completed | Spend on staking tokens to fund Developer Pools to create new tools, utilities   |
| Invest       | Invest in NFTs to run offline campaigns  | Invest in NFTs to run offline campaigns  |

# Legal Notice

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The information set forth in the White Paper or these Legal Notices (“Legal Notices”) may not be exhaustive and neither create a contract between you and ROVI. While we make every reasonable effort to ensure that all information: (i) in the White Paper; (ii) available on the ROVI websites <https://rovi.network/>, <https://www.keyboard91.com>, <https://www.browser91.com>, <https://www.dialer91.com> (iii) available on its Facebook page, (iv) its Discord Channel, or (v) any other available information moderated by ROVI (collectively, the “Sites”) (all the information in the White Paper and all information available on the Sites hereinafter referred to as the (“Current Information”) is accurate and up to date, such material in no way constitutes professional advice. Individuals intending to purchase the ROVI token (referred to as “Token Purchase”) should seek independent professional advice prior to acting on any of the Current Information.

## NO REPRESENTATION & WARRANTIES

Notwithstanding any other provision of these Legal Notices or any statement made expressly or impliedly in the Current Information, ROVI does not make or purport to make, and hereby disclaims, any representation warranty undertaking or covenant in any form whatsoever to any entity or person, including any representation warranty undertaking or covenant in relation to the truth, accuracy and completeness of any of the information set out in the Current Information.

## REPRESENTATION & WARRANTIES BY YOU

**By accessing the Current Information or engaging in a Token Purchase, you represent and warrant to ROVI:**

- You are over 18 (eighteen) years of age;
- You agree, accept, and acknowledge that the tokens do not constitute shares or equities or securities or financial instruments or investments in any form in any jurisdiction for any purpose;
- You agree and acknowledge that the current information does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities;
- You agree and acknowledge that no regulatory authority has examined or approved of the Current Information, and presently there is no plan for the Current Information to be so reviewed
- the distribution or dissemination of the Current Information any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to ROVI;

- You will not make any representation to any person regarding the tokens that conflict with these legal notices;
- You agree and acknowledge that in the case where you wish to purchase any tokens, the tokens are not to be construed, interpreted, classified or treated as:
  - Debentures, stocks or shares issued by any person or entity (whether ROVI or otherwise);
  - Rights, options or derivatives in respect of such debentures, stocks or shares;
  - Rights under a contract for differences or under any other contract the purpose or
  - Pretended purpose of which is to secure a profit or avoid a loss;
  - Units in a collective investment scheme;
  - Units in a business trust;
  - Derivatives of units in a business trust;
  - Any other security or class of securities; or
  - Any type of investment
- You are fully aware of and understand that you are not eligible to purchase any Tokens or access the Current Information if you are a citizen, national, resident (tax or otherwise) of an internationally sanctioned country
- You have a basic degree of understanding of the operation, functionality, usage, storage,
- Transmission mechanisms and other material characteristics of cryptocurrencies,
- Blockchain-based software systems, cryptocurrency wallets or other related token storage
- Mechanisms, blockchain technology and smart contract technology;
- You are fully aware and understand, there are risks associated with: (A) ROVI and its business and operations; (B) the tokens; (C) the token purchase; (D) storage of the tokens, and (E) relying or acting on all or any part of the current information;
- You agree and acknowledge that ROVI is not liable for any direct, indirect, special, incidental, consequential, or other losses of any kind in tort contract or otherwise (including but not limited to loss of revenue income or profits or loss of use or data or loss of reputation or loss of any economic or other opportunity of whatsoever nature or howsoever arising) arising out of or in connection with any acceptance of or reliance on the current information, token purchase, or any part thereof by you; and
- All of the above representations and warranties are true, complete, accurate and not misleading from the time of your last access to and/or possession of (as the case may be) the current information



## CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in the Current Information, statements made in any press releases or in any place accessible by the public and oral statements that may be made by ROVI or ROVI representatives (as the case may be), that are not statements of historical fact, constitute “forward looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “possible”, “probable”, “project”, “should”, “would”, “will” or other similar terms.

However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding ROVI’s financial position, business strategies, plans and prospects and the future prospects of the industry which ROVI is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to ROVI’s revenue profitability and growth, expected revenue profitability and growth, prospects, future plans, network plans, other expected industry trends and other matters discussed in the Current Information regarding ROVI are matters that are not historic facts, but only estimations and predictions.

ROVI makes no representation or warranty on having made any predictions or estimates or expectations on the basis of any formula, any mathematical or scientific modelling or forecast, or having made any due and proper enquiries or having undertaken any independent research or studies or otherwise. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of ROVI to be materially different from any

future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

changes in legal, political, social, economic, and stock or cryptocurrency market conditions and the regulatory environment in the countries in which ROVI conducts its business and/or its operations or where you engage in a Token Purchase;

- The risk that ROVI may be unable or execute or implement its business strategies and future plans;
- Changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- Changes in the anticipated growth strategies and expected internal growth of ROVI;
- Changes in the availability and fees payable to ROVI in connection with its business and operations;

- Changes in the availability and salaries of employees who are required by ROVI to operate its business and operations;
- Changes in preferences of customers of ROVI;
- Changes in competitive conditions under which ROVI operates, and the ability of ROVI to compete under such conditions;
- Changes in the future capital needs of ROVI and the availability of financing and capital to fund such needs;
- War or acts of international or domestic terrorism;
- Occurrences of catastrophic events, natural disasters and acts of god that affect the businesses and/or operations of ROVI;
- Other factors beyond the control of ROVI; and
- Any risk and uncertainties associated with ROVI and its business and operations, the tokens, the token purchase and reliance on all or any part of the current information

All forward-looking statements made by or attributable to ROVI or ROVI representatives are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of ROVI to be materially different from that expected, expressed or implied by the forward-looking statements in the Current Information, undue reliance must not be placed on these statements.

These forward-looking statements are applicable only as of the later of the date of publication of the White Paper and the latest date that the Sites have been updated. Neither ROVI nor ROVI representatives nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of ROVI will be as discussed in those forward-looking statements. The actual results, performance or achievements of ROVI may differ materially from those anticipated in these forward-looking statements. Nothing contained in the Current Information is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of ROVI. Further, ROVI disclaims any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.