# current

**Available on the App Store**  **COMING SOON TO Google Play**

# An Incentivized, Blockchain Based Multimedia Ecosystem.

**Current gives you more ways to stream and pay for your favorite music and video.**

## What is Current?

Current is creating a digital token and protocol that is a method of exchange for time, attention and data in the digital landscape. It's starting with media, creating an all-in-one personalized experience that rewards users for streaming from the networks they love, like Spotify, YouTube, SoundCloud and more.

Users require no prior knowledge of blockchain technology, no cryptocurrency holdings, and no change in behavior as they are rewarded by consuming the networks they already use.

## How is Current Being Built?

Current already provides more than 200,000 users with a more convenient search and discovery experience. The platform combines behavioral data points surrounding the types, times, and topics played by each person across multiple networks to serve up better recommendations than any single network alone. The Current protocol aligns the interests of all stakeholders in the media consumption cycle to create network effects that drive adoption. Consumers get more choice in how they pay for media, Creators and Curators get a new form of compensation, and Advertisers get more transparent accounting and audience information.

## The Current Ecosystem

### Platform

The Current media platform consolidates the best content and features from the most popular media networks into an all-in-one, personalized media experience.

### Protocol

The protocol interacts within the Current platform in addition to any other host media network. It is designed to incentivize consumers to play media and rewards them based on their consumption time, data shared, and contributions within the ecosystem.

### Token

The Current utility token, CRNC (pronounced "currency"), will be used to reduce or eliminate premium subscriptions to popular content providers. This allows consumers to pay less for the media they love. Current empowers a new generation to earn a useful cryptocurrency that will be used for a broad list of products, services, and in-platform advertising.

## Traction

| | |
|---|---|
| **Users:** | 200,000+ |
| **Day 30 Retention:** | 35% |
| **Avg. Session:** | 18 min |

## Timeline

| | |
|---|---|
| **Public Presale:** | Feb 7th - Feb 21st |
| **Main Sale:** | Mar 14th - Apr 4th |

## Target

Accepting ETH, BTC, NEO

**Presale Cap:**

- 35% ■ Mining Rewards
- 35% ■ Token Sale Backers
- 17% ■ Team, Contributors & Advisors
- 10% ■ Community Growth & Strategic Partners
- 3% ■ Current Foundation
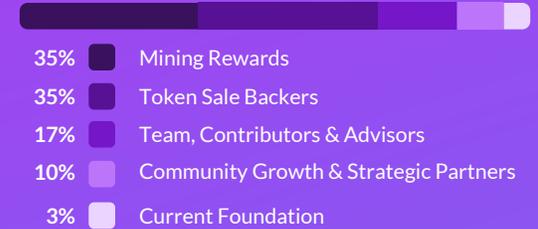
## Founding Team

Four years of experience building consumer and media products. Generated tens of millions of app downloads & tens of millions in revenue. Recent website (acquired) was ranked amongst Alexa's Global Top 500 most trafficked websites.

**Dan Novaes** CEO
/in/danielnovaes

**Kiran Panesar** CTO
in/kiranpanesar

**Nick McEvily** CPO
/in/nickmcevily

## Investors & Advisors

Experts in blockchain, media, & capital markets

**Mark Cuban**
Owner, Dallas Mavericks
Chairman, Axs TV

**Galia Benartzi**
Co-Founder, Bancor Foundation

**Eyal Hertzog**
Chief Architect, Head of Product Development, Bancor Foundation

**Danny Johnson**
Founder, PinkCoin

**Dave Hoover**
Founder, Dev Bootcamp
Engineer, Augur, ConsenSys, Raise

**tokensale.current.us**