



CMN
CRYPTO MEDIA NETWORK

WHITEPAPER - 2021

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Abstract

The web is a risky place. Amidst large volumes of content being updated every day, it is difficult to decipher the authenticity of all the facts. So be it an enterprise's financial performance or other quantifiable metrics such as the leadership backing the project, the technology expertise and the scope of the product in focus, everything is at the risk of falling prey to misinformation. And who else but the highly debatable media industry is under scrutiny for alleged corruption.

The industry is losing credibility at the individual, institutional and social level. It is largely due to the pressures of attracting consistent consumption or simply lack of wit to research and report accurately. Since they are the epicenter of setting the narrative for a society's outlook towards a trend, the authenticity of media reporting is one of the biggest challenges in the 21st century.

As per Statista, more than 20% of the surveyed individuals don't trust online news. These stats haunt because our future not just as a society but as a nation depend upon spreading of correct information.

Not to miss, the sentiment towards the industry is still largely confusing because there's no dedicated media publication to report the facts and the trends appropriately.

Given the rise in misinformation about blockchain finance markets, Crypto Media Network (CMN) will be instrumental in covering the facts so that the unbiased sentiment could be contained and the masses are educated about the true potential of crypto. This will also help to demarcate between legit ICO projects and fraudulent plans.

In the following whitepaper, we walk you through the CMN project and its ardent need in today's crypt reporting facet.

Gaps in Existing Crypto Media Publications

Crypto markets are complicated and require expert advisory for the common user to decode the trends behind. Add to it the rising cases of fraud ICOs that have maligned the reputation of the industry. Amidst all this, it is unfair to believe that all crypto projects are unethical. The media has a greater role to adorn and educate the world about the truth.

The infamous Ethereum crash in June 2020 subtracted the coin value by USD 4 bn. That's the adversity of fake news. A hoax floated across the web that Vitalik Buterin (ETH co-founder) passed away in a car crash.

A larger part of the crypto news that we consume today is not legit. Arising in an environment of fear, uncertainty & doubt, fake crypto news has had an adverse impact on the lifecycle of tokens on the exchanges. Many times these news features that lack originality have spread as facts thereby causing a severe damage to the overall reputation of the crypto finance industry.

Despite hundreds of media publications reporting crypto trends tirelessly, the trust in the parallel economy hasn't really matured the way it should have. This is because media houses either don't employ qualified professionals or their reporting is biased due to different reasons.

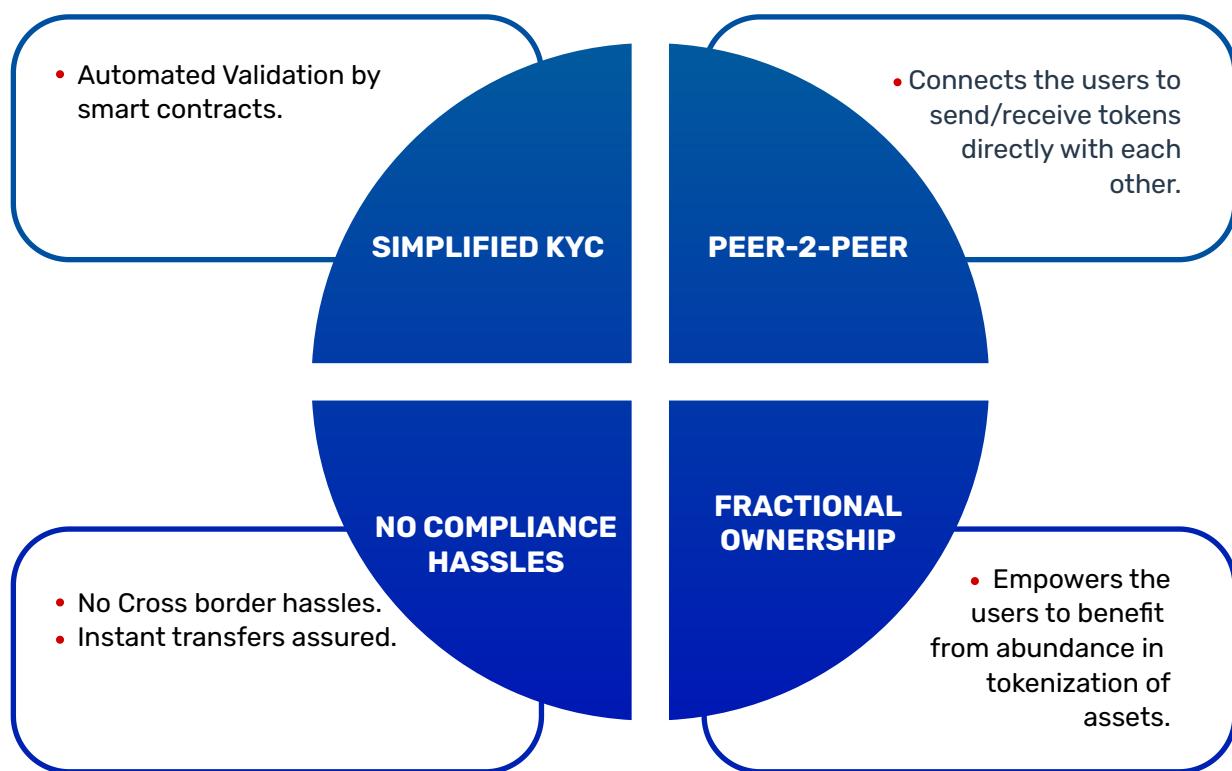
Key Drawback in Existing Crypto Media Publications

- ▶ Lack of subject matter expertise in crypto finance and the underlying blockchain technology.
- ▶ Applying fiat finance rules to decipher crypto market volatility.
- ▶ Inability to influence millions of people about the revolutionary benefits of crypto finance.
- ▶ Lack of cross-platform visibility.
- ▶ Inability to decode regulatory hassles in different countries.

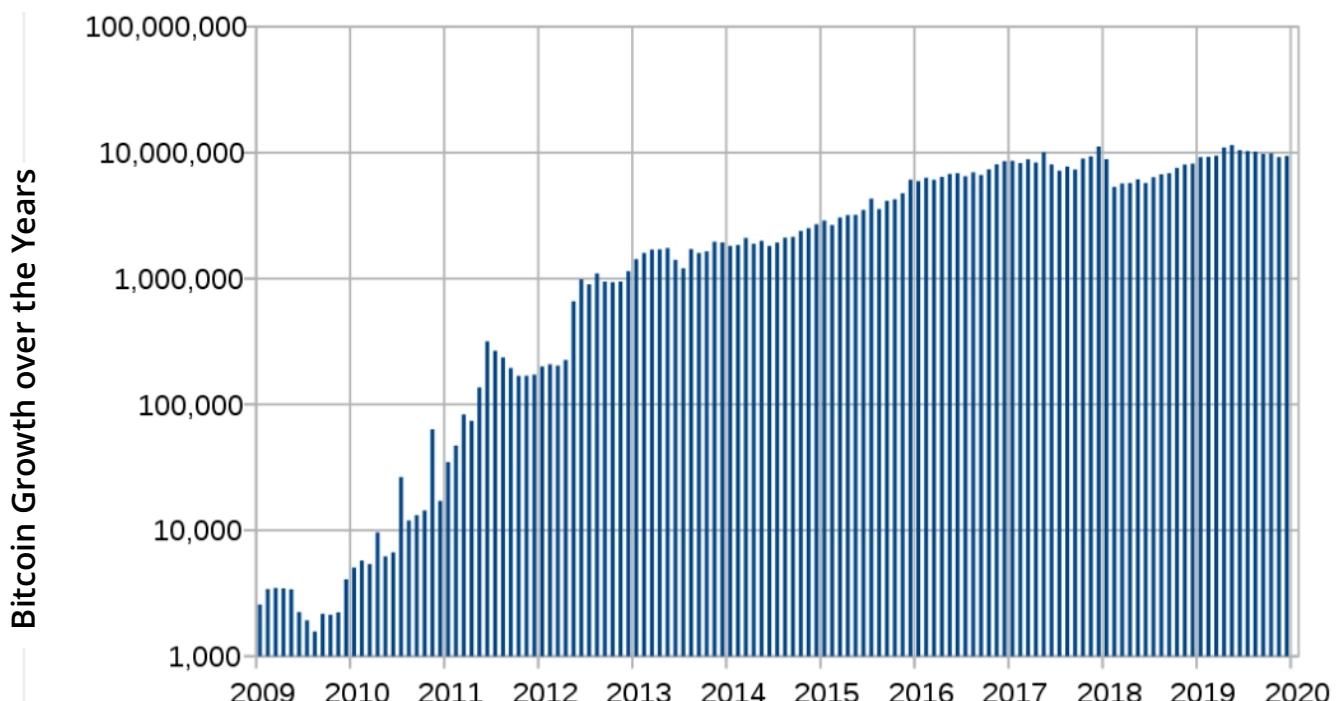
Moreover, existing crypto publications have not been able to cover the mammoth of tokens being launched into the markets every day.

- ▶ Too many exchanges and trading platforms.
- ▶ Complicated analytics UI board.
- ▶ Disparity across crypto platforms.
- ▶ High execution fees.
- ▶ Inefficient pricing points.

The Growing Trust in Crypto finance



Cryptocurrencies provide ample opportunities to earn long term investment returns. The fact that Bitcoin and other cryptocurrencies have grown by leaps and bounds in a controversial environment, it is attested that the crypto finance is bigger than human predictions. Here's a quick run through Bitcoin's explosive growth over the years.



Number of Bitcoin Transactions per Month



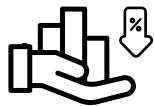
Interest generated on lending



Yield Farming



Enhanced returns on staked crypto tokens



Raise Funds at lower interests



Equal investment Opportunities for all users



Crypto Swapping

The Need of a Reliable Crypto Media News Network

Given the continuous growth of crypto markets and products across sectors and nations, it's high time that a dedicated media publication arrives. Just like there are qualitative analytics and news reporting journals for fiat finance, cryptocurrencies do deserve an exclusive space.

A dedicated media house could help bridge the gaps, eliminate rumours of all kinds and spread awareness about the revolutionary potential of decentralized finance.

Introducing Crypto Media Network (CMN)

Crypto Media Network (CMN) will be an unbiased media entity that aims to provide an alternative to the existing corrupt practices. Through a team of professional finance writers and researchers, we are committed to produce credible and accurate facts about latest cryptocurrencies and the projects backing them.

Unlike conventional practices wherein those who splurge on paid promotions sweep all the attention, CMN will push for a more organic approach at promotions. That is, we won't promote a crypto token unless we have validated the intent authenticity of the teams backing it. The CMN media ecosystem is raising funds to build the first ethical news channel.

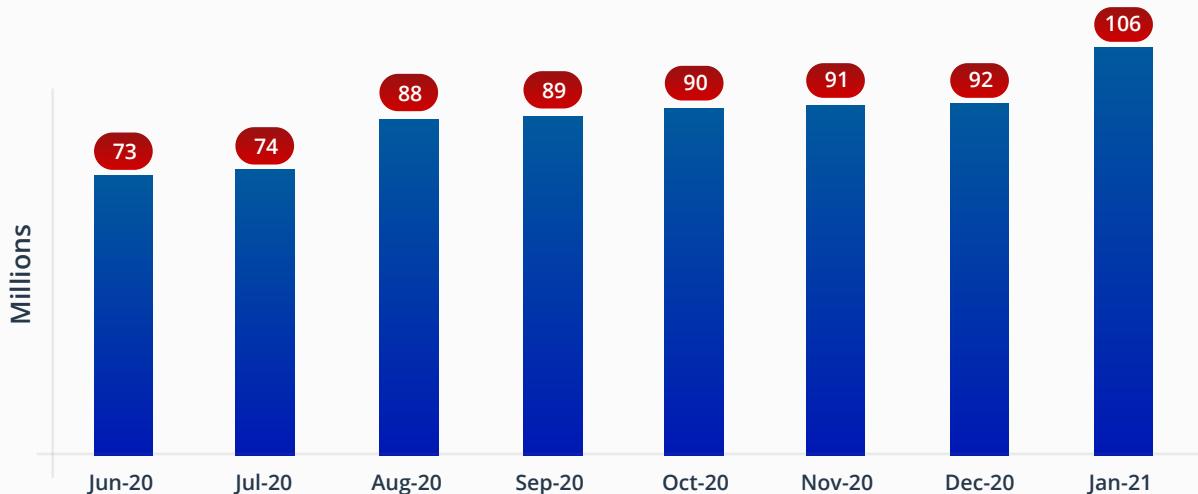
Targeting a 100 Million crypto users in the world

In our mission to hone the quality of crypto journalism, we aim to reach this humongous pool of users spread all over the map. Through a strategically written product development roadmap, we are committed to reach global users through different mediums.



Global Crypto Market Size Over Time

Global Crypto Users Surpassed 100 Million for the First Time in January



Crypto Media Network will be a full time news services channel featuring cryptocurrency trends, widgets and charts. As a part of the CMN publication, CMN will be accompanied by a newspaper journal, shows on OTT, token reviews, market analysis and a range of other services. Additionally, CMN will comprehensively cover blockchain technology and other trends in the fintech domain. The full-fledged media service will begin operations in India, U.K, USA and Australia followed by more countries in the future.

Driven By Principles

As a team of professional finance journalists, we are committed to reporting stories that are backed by verifiable facts. Every element of news feature on our platform will be screened by a stringent protocol before making it to publication. Based on metrics of reliability, accuracy and social & cultural impact on the masses, we will take total responsibility for our opinions. And ultimately, our agenda will not deviate from making crypto finance a more trustworthy ecosystem to trade and earn. The same can only be achieved if credible ICOs and blockchain projects are promoted while those with sceptical motives are reported immediately.

Original, Ethical and Accurate News Reporting

- ▶ Our mission is to keep the investor informed and progressive.
- ▶ All news stories will be produced through research & analysis by subject matter experts.
- ▶ All news stories will be fact-checked from reported sources by our dedicated team.
- ▶ Complete intolerance towards corrupt practices such as bribing, misleading paid engagements and favours in any capacity.

The CMN Landscape

The CMN landscape will be started as a satellite channel and further will be expanded to other mediums such as OTT, digital publication, newspapers and others.

**CMN
New Channel**

**CMN
OTT Shows**

**CMN
Digital Publication**

**CMN
Newspaper**

Starting with the news channel the service will be -

- ▶ Available 24x7 for all targeted geographies.
- ▶ Hosted by industry experts from different countries.
- ▶ Featuring all major coins, crypto products and market trends.
- ▶ Producing text, videos, analytical charts, interviews, podcasts, reviews and many more different forms of content.

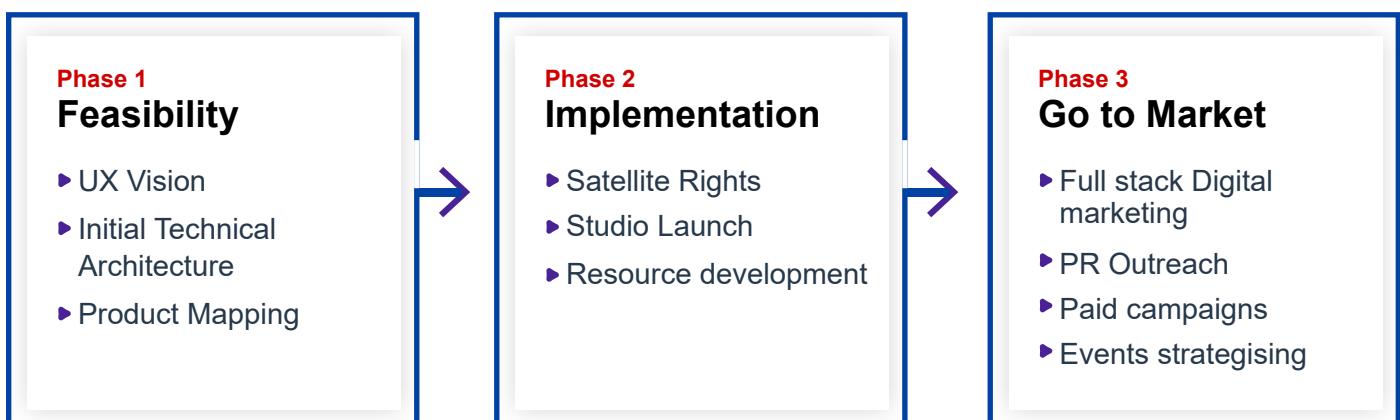
How Can CMN Help?

The rise and fall of crypto token and allied assets is largely determined by the sentiment created around the project. And the sentiments are greatly influenced by news features. CMN vows to report only the correct facts about crypto finance projects. The CMN network without any biased approach at reporting will make sure that intentional negative sentiment targeted towards a particular project is contained.

At the same time, it is essential that the crypto projects with ill intentions are reported immediately so that they don't end up looting millions of investors. To ensure both, CMN will limit its revenue generation dependency on paid engagements.

CMN Ecosystem Development Roadmap

To ensure qualitative development of the CMN infrastructure including the satellite news channel launch, OTT shows production, app development and the online publication, we'll be engaging into multiple strategic partnerships with vendors from different disciplines. The CMN infrastructure development process can be broadly divided into the following 3 phases.



Brand Vision

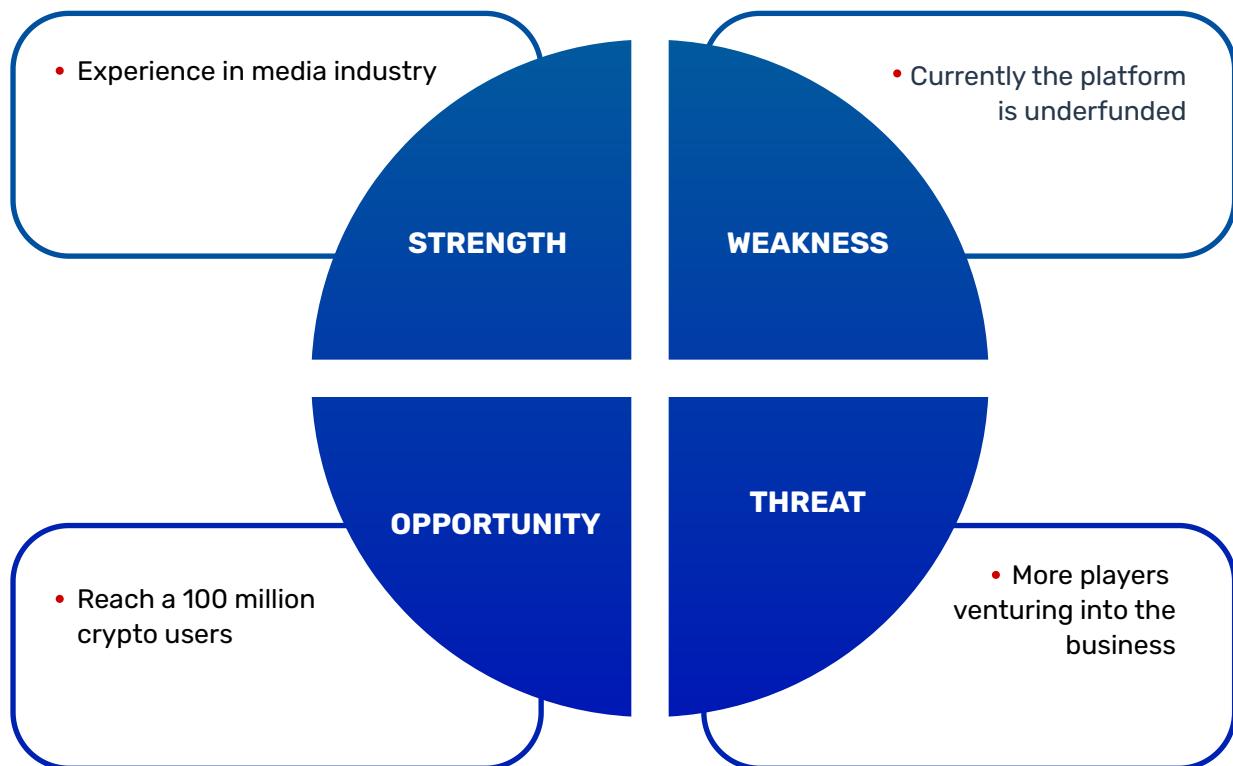
- ▶ Outline product goals for 1 year after the launch.
- ▶ User identification as per target audience needs.
- ▶ SWOT analysis – complete market analysis, best practices. potential industries, competitors.
- ▶ Key dependencies – Legal, Geographic, Operational, Financial.

User Experience (UX)

- ▶ Create end-to-end user journey mapping.
- ▶ Core strategic experience principles to underpin and guide creation of every part of the user experience.
- ▶ The scalability of product features in compliance with user needs and operational ease.
- ▶ Product branding focal points – the language, visual tone, and colour codes etc. Principles, visual communication, colour ways, image use, TOV.

Initial operational analysis

- ▶ Management structure across product development, sales, marketing and support.
- ▶ Recruitment and team growth plan.
- ▶ Tools and licenses required.
- ▶ Initial operational process and product delivery process, considering:
 - Initial set up
 - Approach for scaling (outsourcing / freelance etc)
 - 1 year plan
 - 3 year vision



CMN Marketing Approach

With a focus on embracing digital transformation, marketing forms an important part of our product lifecycle. The core objectives of the product marketing strategies include –

- ▶ Establishing the Issam Wallet for enhanced user engagement
- ▶ Build thought leadership around the members and representatives
- ▶ Sustain the visibility in mainstream media
- ▶ Initial operational process and product delivery process, considering:

Building awareness around the project

Create mission-driven strategies to educate the target group about CMN through avidly produced and marketed content.

- ▶ Press releases
- ▶ Video content marketing
- ▶ Content marketing
- ▶ Social media marketing
- ▶ Community building and engagement

Promotion through Announcement Sites and Press Release Distribution

- ▶ High Quality Press Release Writing
- ▶ Identifying Relevant Platforms to Announce Product Launch
- ▶ Press Release Distribution to relevant Websites
- ▶ Targeting the right Audience and Publications

Building Buzz with Social Media Platforms

There are various cryptocurrency communities, groups, pages and networks on social media. These communities will provide us with the opportunities to meet many likeminded stakeholders and investors.



[Telegram](#)

Telegram is an excellent platform for Marketing. It is a major network for blockchain and cryptocurrency.



[Quora](#)

Quora is an amazing discussion platform filled with very rational people. Topics on Initial Coin Offerings are great for posting questions and getting a good exposure for your Exchange Platform.



[Reddit](#)

Reddit has many popular crypto channels. Join them and start discussion threads.



[Relevant LinkedIn Groups](#)

LinkedIn is filled with the professional populace and these members will be a great asset in promoting the wallet.



Email Marketing

We'll design and implement a strong email marketing strategy to reach potential users and educate them about the client's business/services in order to improve engagement.

- ▶ Triggering the curiosity with teaser Email – 10 days before the launch
- ▶ Announcing new release with a product email – Send it 5 days before the product launch
- ▶ Launch the product – Announcing via email on the product launch date
- ▶ Launch Email Sequence, Drip Marketing (Database to be provided by client initially)

CMN Token Distribution

Token Name: CRYPTO MEDIA NETWORK

Ticker Symbol: CMN

Total Token Supply: 30 M

Token Distribution		Standard Price of Token Bonus	
ICO	3M	ICO	\$0.80
IEO	4M	IEO	\$0.90
Founder and Community	4.1M	Referral Bonus	5%
Reserve and Exchange	3.4M		
Ecosystem & Marketing	2M		
Misc and Operation	2.5M		
Product and Innovation	1M		
Staking	5M		
Farming	5M		

CMN ICO Funds Utility

Legal & Compliance

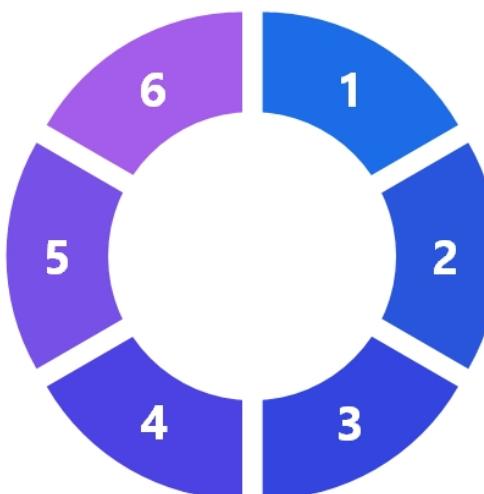
Reserved for regulatory compliance assurance of different countries

Public Sale

Reserved for token presale before ICO

Presale

Reserved for token presale before ICO Launch



Marketing

Focus on educating about ICO through enhanced digital footprint

Core Teams

Team recruitment, training, development and management

Rewards

Reserved for distributing rewards against token purchase

Roadmap



CMN Staking & Farming

CMN wants to provide an ecosystem that does more than just exchanging tokens. Cryptos worth millions are lying idle and can be put to productive use across various investment schemes of farming, swapping etc.

Given the explosive rise of decentralized finance, CMN will introduce a full-fledged service for crypto users. With CMN DeFi, the platform will roll out a line-up of services for investment opportunities for individual and institutional investors alike.

In the pursuit of the same, CMN will offer the following suite of services:

- CMN Staking
- CMN Yield Farming

Staking

The rise in cryptocurrencies also raised environmental concerns due to excessive mining. The consensus mechanism (Proof-of-Work) leads to millions of computer systems generating heat and thus causing environmental damage. Moreover, the process is lengthy and restricted to those equipped with necessary infrastructure only. As an alternative, staking (Proof-of-Stake) is gaining acceptance and has turned out to be more productive, accessible, and democratic. Here, users those who stake their crypto assets beyond a pre-defined limit gain the governance rights.

At CMN, we aim to provide staking as an investment opportunity to the common user. Initially, we will be collaborating with other staking pools to provide on-demand benefits to the investors.

The more you stake, the more you grow

CMN Staking is purposefully designed to incentivize long-term investments and thus assuring persistent liquidity for the overall network. Users will be able to stake their cryptocurrencies and participate in trading activities across foreign DeFi platforms. Users will be able to stake their CMN tokens to retrieve an equivalent reward token. Furthermore, they would be able to stake these reward tokens to in a farm (pool) and earn more benefits.

With CMN DeFi, we look forward to create a democratic marketplace for all wherein financial services such as loans, yields etc. are rendered instantaneously.

Yield Farming

Yield Farming is the most successful investment instrument for DeFi protocols. It enables the crypto investors to incentivize their staked assets that are further invested in various schemes. Being a pooled investment, the risk of loss per head is minimized. CMN DeFi will create a Yield Farming protocol that invests the user's assets in the most profitable protocols.

The users lock their assets in a farm pool. The pool that holds collective investments from all users invests the holdings in different DeFi schemes. Subsequently, it generates and rewards timely returns (Yield) in appropriate proportion to all participants. Not to miss, the investors gain rewards and other additional benefits for their contribution. Therefore, more the volume of the funds collected in the pool, more are the rewards. CMN Yield Farming aims to provide consistent ROI to the users and assure platform liquidity at the same time.

Disclaimer

- Information presented to you through this whitepaper should not be treated as an investment, tax or legal advice under any circumstances.
- You must seek the most valuable advice from some experienced financial, legal, or tax professionals for taking the right decision as per your individual situation or interests.
- CMN TOKEN GROUP incorporated some blocks of information in this Whitepaper to equip you with key knowledge related to a concept that may be of interest.
- The opinions and materials included in this whitepaper are not to be deemed a solicitation for the sale or purchase of any securities.
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