E: beni@ishook.me | P: 212-380-1120 | W: www.ishook.com
Address: 1441 BroadwayNew York, NY 10018

WhitePaper

iShook, "Content Haven"

Beni E. Rachmanov

IMPORTANT DISCLAIMER

This whitepaper merely is for informational purposes and is not an offer to solicit securities, nor is there any sale of securities in iShook associated with the token generation event outlined in this white paper. Any offer of the sale or solicitation of the sale of securities would be facilitated through the proper legal proceedings and would be in accordance with applicable securities laws.

iShook Tokens are cryptographic utility tokens to be used on the iShook platform and within the iShook ecosystem. There are no known uses for iShook Tokens outside of the iShook platform. At the time of writing, iShook Tokens can't be traded on any known exchanges. iShook Tokens are not an investment nor are they a vehicle of investment. iShook Tokens do not grant any individual ownership or equity in iShook, nor will they have any influence on governance systems by which iShook operates.

iShook Tokens are not intended for speculation and offer no forms of profit sharing for individuals. This paper is meant to explain the future of the iShook platform moving forward and how it will incorporate blockchain technology to improve its infrastructure. Individuals acknowledge that iShook, as described, may never operate as intended, and that iShook Tokens may have no value. iShook Tokens are non-refundable, and all proceeds received by iShook may be spent at will by the governing party regardless of conditions.

iShook is not responsible for any loss of iShook Tokens both during the minting process, during the token generation event, and afterward. Blockchain technology is currently a sizeable regulatory topic, and if governing bodies impose regulation, iShook's progress could be impeded, limited, or ended by said regulation. iShook will operate entirely in accordance with any law imposed by any governing body.

"

"You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality."

Walt Disney

WHITE PAPER

TABLE OF CONTENT

WHITE PAPER

INTRODUCTION

"Books are the carriers of civilization. Without books, history is silent, literature dumb, science crippled, thought and speculation at a standstill."

-Barbara Tuchman

iShook Content Ecosystem

The exponential frequency at which newly generated content is on the internet is astounding and serves as a reminder of how intricate and delicate the relationship between content developers and their audience is. Every second, millions of pieces of content are both created and consumed across various networks with limited amounts of interoperability. There's both a lack of an epicenter and connectivity among platforms and audiences.

As time goes on and as more individuals adopt emerging technologies, the ecosystem is expected to continue to expand and experience a form of scattering. Publishing content online grants content creators access to a broad and distributed international audience. The problem is, how can the success of a content creator be accurately measured against the masterful content they create while buried amongst the clamor?

Blockchain technology has become a popular commodity in the attention economy due to its ability to remove a growing inequality between

hosting services and content providers. Curators and artists are left fending for themselves while larger corporations bury them under the noise and benefit from their backbreaking. As a videographer or a writer pours their soul into their masterpiece, the vessels in which their content is delivered are plagued with gatekeepers that wish to strip them of what they're rightfully owed.

At iShook, our goal is to connect content creators and audiences while leveraging the blockchain technology and of course to ensure rich content is delivered to end users. What began as a vision and successful platform that enables publishers and booksellers to distribute their works to millions of users are seeking to break those limits and move to all forms of content.

iShook will be a refuge for all inspired content creators seeking a platform, a community - a home. This is the revitalized content economy - this is iShook.

MISSION STATEMENT

Collaboration is a key part of the success of any organization, executed through a clearly defined vision and mission and based on transparency and constant communication.

Dinesh Paliwal

iShook + Discoverability

iShook is a company developed solely to provide the best reach of content to the end-user. Discoverability of content has become more difficult, especially in today's time in the outright censorship by mainstream media and social media platforms. Dispersion of content is key to providing truthful and accurate information to all end users. Today's end-users in social media have difficulty genuinely understanding this world's reality, primarily because of the lack of content associated with current social media postings and comments. Not only is it the end-user that suffers from this difficulty to properly digest the content, but we also have an issue that many content makers are not qualified to create certain types of content. And furthermore, are not capable of expressing all types content in a proper fashion that lets the end user to full comprehend its intention and the meaning of the content. For example, a no fault attorney should not create content or provide statements that

can seem factual outside his current profession.

Secondly, it is a known fact that a person's recognition can only come through their peers or the students of such a profession. For example, scientists can get their accreditation for their research and theories by other scientists and not by laymen. End-users today receive information potentially from content creators who are not professional in the field in the content that they are distributing. iShook goal is to resolve these issues at a micro and macro level by crating a system of social media that helps the user deliver content media and all types of content to the end user at a rich and formal and comprehensive matter.

ISHOOK'S TIME OF INCEPTION

The Foundation

The year 2013 founder Beni Rachmanov met with cofounder Michael Yusupov. In finding a solution to better help readers discover new book reads and further connect writers with their readers. From mock development to presentation DBW (digital book world) in 2014 provided a gleaming interaction by the publisher with iShook ebook idea of discoverability of ebooks at the start of the dying age of major book retail stores. The founders in their prediction of the decline of retail book stores providing a new scheme of retail store and discoverability hence the iShook app was born. Where ebooks begin to form connectivity through social media. In 2015, the iShook ebook app has begun its evolution by understanding the need for connectivity between writer and reader. The hurtles were strongly in front of use but the pursuit was needed. The current big tech companies did not provide a solution of integration between writer and reader. (Where big tech will sell people's privacy but never let the content makers I.E. writers engaged directly with their followers I.E. readers.) and certainty iShook was in a dilemma of being fully able to integrate its ebook app with the big social media players. Hence, iShook evolves into a social media platform with goals of discoverability and true connectivity. Discoverability of content, Discoverability of new users, discoverability of followers a rich and comprehensive digest delivered by end-user.

conference.digitalbookworld.

HOME ABOUT SPONSORSHIP OPPORTUNITIES TRAVEL PRICING REGISTER
PRESS ROOM

DIGITAL BOOK WORLD

JANUARY 13-15, 2015 IN NEW YORK CITY

#DBW15

All Photos © A.E. Fletcher Photography, 2014

THANK YOU FOR A SUCCESSFUL DIGITAL BOOK WORLD 2014

This year's Digital Book World Conference & Expo is one for the history books. With a record-breaking number of sessions, instructors, sponsors and attendees, Digital Book World 2014 was the largest to date.

Mark your calendar and save the date for the 6th Annual Digital Book World Conference & Expo, January 13-15, 2015 at the New York Hilton Midtown, in New York City. It will bring together 1500 professionals focused on developing, building and transforming their organizations to compete in the new digital publishing environment. Or better yet,

WHITE PAPER

ISHOOK'S ACCOMPLISHMENT TIMELINE (GENERAL OVERVIEW)

2013- Company founded

2014- Company ebook app iShook mock presentation DBW

2014- Completion of ebook app

2015- Acceleration of iShook.com social media platform

2016- Creation of chat mobile version of iShook.com social media platform

2016- User acquisition 30K base users

2016- Creation of iShook store e-commerce solution

2017- Pursuit of iShook to block chain tech

2017- Creation of SHK ERC2012 utility token

2018- Pursuit of ICO (Initial Coin Offering) and creation of white paper and project of sociability

2019- Creation of SHARK Rewards and integration of an internal Blockchain ledger based on Ark.io BlockChain

2020- Enchantment to iShook and all products

2021- Continued enhancement and product development.

WHITE PAPER

SITUATION OVERVIEW GROWING ECOSYSTEM

Though the 21st century has seen technological innovation at exponential rates unseen by any prior generation, it has brought with it a breakdown of brand communications and authorial reach. General information has become ubiquitous, but how it is accessed have become overbearing, overwhelming, and more often than not end up diluting messages.

Almost every second, millions of likes occur on Facebook, thousands of tweets occur on Twitter, millions of likes occur on Instagram, and hundreds of hours of videos regularly uploaded to YouTube. With billions of users spread across dozens of social networks, these types of numbers don't come as a surprise. Content consumers have a tough time connecting with content creators due to a lack of proper targeting, especially concerning authors and readers.

Further, in 2020 social media has reached a decay of presenting information with only minor seconds allotted for digestion, creating a new word snippet. If a snippet is the new age of dissemination, then we indeed have a problem. Because true content can only be delivered on its whole entirely and not fragmented, this ultimately creates the decay of pure and complete uncensored content. With this said iShook ecosystem is geared for growth and not decay by creating data previews, IE snippets in association with a whole data and encompass by orbital data associated with the core present with information.

> **"Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.", Joel A. Barker**

CHAPTER 2:
EXISTING TECHNOLOGIES

Web Platform - iShook.com

iShook.com is the base aggregate web app for the iShook technological network. Its key features are and not limited to basic feeds as compared to LinkedIn, Twitter, and Facebook. Posting features which we call wires outgoing sharing feature of wires to other third party apps such a LinkedIn, Twitter, Facebook, WhatsApp, and Telegram.

Journalistic Platform iShookdaily.com/ iShookfinance.com

iShook is the first freelance independent publishing of journalistic publishing and free works iShook daily and finance web apps are build solely to enable journalist to independently publish their articles. iShook daily and finance pull feeds off all other journalistic platforms indoor to aggregate all types of articles from all spectrums. Creating a whole some aggregation of all journalist articles to better fact check and comment.

iShook.com goes mobile! "yChat"

yChat is an app the unifies both messaging technologies and social media feed technologies into one app. We are creating more seamless integrations of chats and social media shoutouts. Without having to open multiple apps and with the ability to instantly share posting via yChat messaging.

EXISTING TECHNOLOGIES

iShook
e-publishing
"iShook App"

The world has evolved or devolved from brick and mortar to e-publishing. We are completely changing how we discover books, magazines, art, and so on. iShook app was built from scratch in 2013 with over-a-dozen updates and over a dozen features to enable as close to brick and mortar experience as possible.

iShook
ecommerce
iShookstore.com
eShook.net

Our eCommerce solution begins with the first crypto auction site. Pay in SHK and Future Approved Tokens. Currently, the Auction site has Virtual Currency for video games such as Xbox, PS5, and Roblox.

iShookAudio.com

iShookaudio.com is a depository of over 14k free audiobooks from Librivox and is also a platform for audiobooks' self-publishing.

iShookMusic.com

Recently launched iShookmusic.com lets content makers and users import their created playlists or Podcasts from iShookmusic.com or upload their music for resale on iShookmusic.com. We are providing an alternative to the current way peoples create and share music.

iShookTV.com

Recently launched iShooktv.com lets content makers import their Youtube video or Vimeo videos into iShooktv.com or upload their video. iShooktv.com. We are providing an alternative to the current way peoples create and share a video.

iShook Tokens: A New Digital Economy

Cryptocurrency has been a unique and growing way to not only grow brand awareness, but a way to place power back in the hands of individuals who interact with systems by offering a specific form of valuable utility. iShook plans on harnessing blockchain technology to not only be on the cutting edge of recent innovations and breakthroughs but to incentivize our user base and decentralize a multitude of features already established on the platform. To introduce new and unique monetization models on iShook, we have leveraged the Ethereum blockchain in creating iShook Tokens.

iShook Tokens will first be introduced to our web   platform in the form of micro transactions and peer-to-peer payments for content and network exposure. The Tokens will then recirculate through various incentive models deployed by iShook, creating an ecosystem in which users and content creators can transact. iShook will build value for iShook Tokens through the multiple ways in which users can utilize them throughout a multitude of platform functions as outlined in the following sections.

WHITE PAPER

CONTENT MAKERS

Content makers are the core element of iShook. They are the developers of pure and rich content from ebooks, audiobooks, podcasts, music, and much more, all available in content maker subscriptions. iShook primary goal is to profit shares and advertise sales from the lowest tier influencer to the highest tier influencer at a better and higher rate.

Content Creator Benefits

In addition to a standard rate set by iShook in the royalties' process, content creators will also have the ability **to receive additional royalties for their content in the form of iShook Tokens.** Besides providing an open publishing platform, we wish to give authors a bonus to help leverage their materials. These can then be spent on advertising through the iShook network to boost a content creator's presence and assist them with visibility and sales.

To help authors gain access to a broader audience, **they will be able to exchange iShook Tokens for promoting their content to the entire iShook network**. Authors will not only be able to signal-boost their recent works to the whole iShook community but also grant it a paid placement on the iShook eCommerce store through its "New Releases" tab. This will ensure that an author has the maximum amount of exposure for their content and that it doesn't get lost in the rest of the noise. iShook will also feature dedicated advertising directly on the platform, which will give authors the opportunity to circumvent the tedious process of purchasing ad space and pay iShook Tokens directly for the possibilities.

One of the most significant hurdles as an avid reader is having access to the authors that genuinely make a difference in your life. To incentivize content creators to engage on the platform, **they will be granted the ability to facilitate private Q&A sessions right on the iShook platform with their audience, and charge an access fee in iShook Tokens.** Content creators will be able to charge both a spectator and engagement fee to be paid peer-to-peer in iShook Tokens. This feature will be hosted directly on the iShook platform, and grant content creators a plethora of multimedia options to utilize when hosting.

To recap, content creators will gain the following benefits (but aren't limited to these items) through the introduction of the iShook Coin on the platform:

1. The ability to also receive royalties in the form of iShook Tokens on the platform

content based on a variable rate of iShook Tokens that the author sets. A smart contract will be deployed to take care of any discounts established by an author and will facilitate the transfer of iShook Tokens. The same discounts apply to items that are to be listed on the iShook eCommerce store.

On the content side, iShook Tokens will give users the ability to **access an author's notes and annotations in their work that they release for a premium price**. One of the most coveted areas of knowledge for readers is the potential to achieve a fully fleshed out genetic criticism through a full form of authorial intent. Aside from content creators, **readers will also be able to release their notes on content for a fee to be paid in iShook Tokens**. If a reader begins to add copious amounts of thoughtful notes to a work and begins to amass a following on iShook, we wish for them to be rewarded accordingly through our cryptocurrency in peer-to-peer transactions that don't involve any intermediaries.

Following on a previously mentioned

2. Access to an extensive advertising network within iShook for content promotion and exposure

3. The ability to host paid Q&A sessions and set prices on entrance fees

3. User Benefits

One of the significant benefits that our iShook Tokens will offer users on the platform are **discounts on both contents released by authors and items listed in the eCommerce store**. If an author publishes content at a premium price, users will be able to subsidize or receive a discount on the

symbiotic relationship, users will have the ability to pay content creators in iShook Tokens **to access valuable private Q&A sessions** that they can either spectate or participate in. Authors will set entrance fees for both a spectator pass and an engagement pass.

We want to give content creators the ability to allow readers to determine the price of their works. This is why we are also opening up a **tipping feature on the platform** to let users name their price and have them determine what a piece of content is worth. Content creators will be able to establish a suggested amount for a bit of content, but the feature will enable users to name their desired price for the content and pay authors accordingly.

To recap, users will gain the following benefits (but aren't limited to these items) through the introduction of the iShook Coin on the platform:

1. Discounts on both content released by authors and eCommerce store products

2. Notes from both authors and readers to be paid with no intermediaries at a variable rate

3. Access private Q&A sessions hosted by the content creators of their choice

4. The ability to name their price on content when it's released for free by a content creator

4. REFERRALS, INCENTIVES, AND USER DRIVE

The majority of tokens minted outside of the crowdsale will be used to promote the growth of the iShook platform and to grant benefits for active users and content creators. In iShook's effort to kickstart its cryptocurrency based ecosystem, bonus incentives will be distributed to both content creators and users in a variety of different ways:
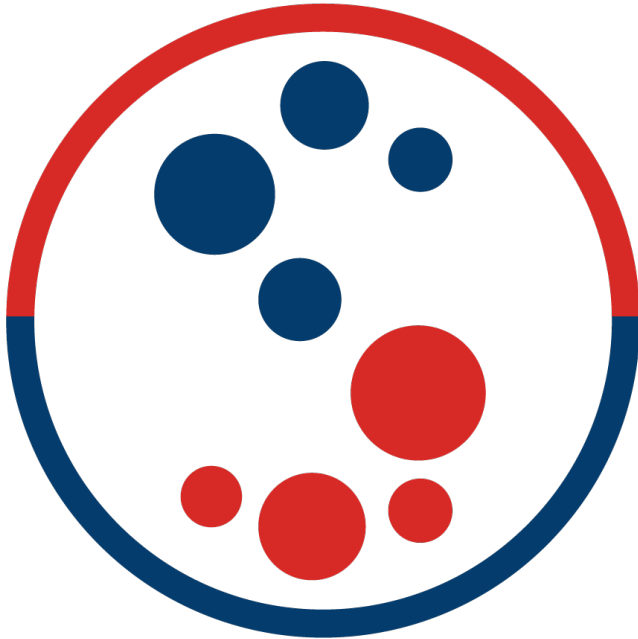
1. **Bonuses to content creators** will be granted once they sign up as iAuthors on the iShook platform. iAuthor's won't just have access to our advanced self-publishing and marketing tools, but will also be granted a significant amount of iShook Tokens which can then be spent on advertisements, promotions, and more.

2. **Bonuses for submission milestones** will be granted to iAuthors after a certain amount of content submissions are made to the platform. The more active an author is with content submissions, the more they'll be rewarded by the platform.

3. **Bonuses for engagement milestones** will be granted to iAuthors that facilitate an extremely active audience. The more that readers engage and critique an author's submission equates to rewards being issued to those content creators.

4. **Bonuses for longevity milestones** will be granted to users for being active participants on the iShook platform for set periods of time. Milestones will be reached upon set thresholds by iShook, and rewards will increase over more extended periods of time spent on the platform.

5. **Bonuses for signups** will be granted to users after fully establishing their profile and meeting a strict set of criteria to verify their identity.

6. **Bonuses for referrals** will be granted to users who actively seek to expand the iShook ecosystem by referring their friends, loved ones, and communities to join iShook.

CHAPTER 3: SHK ERC20 TOKEN

Blockchain and iShook

Cryptocurrency has been a unique and growing way to not only grow brand awareness, but a way to place power back in the hands of individuals who interact with systems by offering a specific form of valuable utility. iShook plans on harnessing blockchain technology to not only be on the cutting edge of recent innovations and breakthroughs but to incentivize our user base and decentralize a multitude of features already established on the platform. To introduce new and unique monetization models on iShook, we will be leveraging the Ethereum blockchain to create iShook Tokens.

iShook Tokens will first be introduced to our web platform in the form of micro-transactions and peer-to-peer payments for content and network exposure. The tokens will then recirculate through various incentive models deployed by iShook, creating an ecosystem in which users and content creators can transact. iShook will build value for iShook Tokens through the multiple ways in which users can utilize them throughout a multitude of platform functions as outlined in the following sections.

Content Creators will be able to manage their own accounts. In effect they will be in their own silos, with the success of each content creator depending on his own efforts, and not those of other Content Creators. In addition to a standard rate set by iShook in the royalties' process, content creators will also have

the ability to receive additional royalties for their content in the form of iShook Tokens. Besides providing an open publishing platform, we wish to give authors a bonus to help leverage their materials. These can then be spent on advertising through the iShook network to boost a content creator's presence and assist them with visibility and sales.

To help authors gain access to a broader audience, they will be able to exchange iShook Tokens for promoting their content to the entire iShook network. Authors will not only be able to signal-boost their recent works to the whole iShook community but also grant it a paid placement on the iShook eCommerce store through its "New Releases" tab. This will ensure that an author has the maximum amount of exposure for their content and that it doesn't get lost in the rest of the noise. iShook will also feature dedicated advertising directly on the platform, which will give authors the opportunity to circumvent the tedious process of purchasing ad space and pay iShook Tokens directly for the possibilities.

Current SHK Etherscan.io data as of May 25,2021

Max Total Supply:

1,000,000,000 SHK

Holders:

14,279

Transfers:

21,292

https://etherscan.io/token/0xebe4a49df7885d015329c919bf43e6460a858f1e

ARK BLOCKCHAIN MEETS - ISHOOK
Block Chain and Privacy

SHARK REWARDS

QUESTION: Today's big tech social media and content media sell data mining information which ultimately means people's privacy. iShook, based on its founders, firmly believes in fully protecting its user's privacy. And let's be frank, iShook still needs to make the buck. So how does one sell data mining information and yet keep the privacy of people private?

ANSWER: The solution, although it may seem impossible, is reachable with the new conceptional idea of blockchain technology pioneered by the creators of Bitcoin and Ethereum. So ultimately, the use of the Ark Blockchain and Ethereum ERC20 token leverages iShooks ability to safeguard people's privacy. By removing the sale of people's privacy such as demographics, race interest, zip code, name, etc., and integrating full protection of people's privacy and selling the action people take.

For example, Taylor Swift, an artist, and a writer, accomplished and won multiple grammy awards and played on the iShook music app for over one million hours in January. She also has shares of her song within the iShook social media platform exceeding over three million shares. iShook blockchain integration will now register the action of listening over one million hours and three million shares. Which becomes a value to any advertising network, a value data mine for companies to advertise their products and ideas. Ultimately, it protects the users' identity by converting and masking the user with a blockchain address never disclosing but rather masking the users identity with the blockchain ID.

Keeping the user data base in cold storage and seeing the blockchain data base in a private open ledger. Only showing actions of user associated to content media.

WHITE PAPER

iShook