

WHITE PAPER



THE HORROR FILM SLATE FUND AND BLOCKCHAIN STREAMING PLATFORM

SHIVERS

an ERC20 Token

Sold by

SHIVERS MEDIA, LLC
A Delaware Limited Liability Company

December 25, 2017

SHIVERS MEDIA, LLC

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WHITE PAPER

1. OVERVIEW

Crowdsale Details

The crowdsale of Shivers Tokens will consist of five (5) different prices based on time and date. The Following is a chart depicting the pricing. Refer to section Seven (7) of this document for more information on how to purchase Shivers Tokens. We may change the prices based on demand.

Date	Price	Buyer Receives
January 2018	1 Ethereum	10000
February 2018 (week 1)	1 Ethereum	5000
February 2018 (week 2)	1 Ethereum	4500
February 2018 (week 3)	1 Ethereum	4000
February 2018 (week 4)	1 Ethereum	3500

Hardcap & Allocation
200 Million Shivers. Total Hardcap ~ 47.5K ETH

Private and Presale (40%)
80,000,000 SHIVER
1 ETH = ~10,000 SHIVER

Public (40%)
80,000,000 SHIVER

Start Date February 2018	End Date: February 2018
Week 1: 1 ETH = 5000 SHIVER	Week 3: 1 ETH = 4000 SHIVER
Week 2: 1 ETH = 4500 SHIVER	Week 3: 1 ETH = 3500 SHIVER

Reserved (20%)

15% Founders 5% Partners

Any unsold tokens in the presale will be available in the public sale. Founder tokens are distributed over a period of 24 months. Founding members will be given 10% of their tokens after 3 months, 10% after 6 months, and 2.25% each month thereafter.

Partner Tokens are paid out 50% in the first month and 50% in the second month.

Unsold tokens are placed in a pool to be used by the platform for future purposes, including attracting talent or partnerships with individuals and companies which may assist the company reach its goals.

Elevator Pitch

Shivers Media, LLC was created for the purpose of developing software which uses the internet and blockchain technology to deliver horror films. Along with our distribution platform, we are also using our token sale to create a fund for creating a slate of unique and exclusive horror films as a way to attract users to our platform.

The main selling points which we would like to convey include:

Our partnership with Infamous Horror.

Infamous Horror is a Facebook page with 1.7 Million Followers. The page is dedicated to horror films.

Team and partner experience

Our team has produced over 50 films, including films which have starred celebrities such as Val Kilmer, Rose McGowan, Steven Seagal, Danny Trejo, David Hassellhoff and others. We are avid cryptocurrency enthusiasts who have been involved in all levels of the cryptocurrency world, including mining, token development, trading, and networking with like-minded individuals and communities.

Purpose of the token

Many cryptocurrency projects provide a token which can be used for trading on exchanges, and not much more. We designed our token as a pass-key to our products, providing a utility. Think of Shivers as Movie Tickets to watch our future films.

Long term effects of our token

Due to the nature of our token, as a pass-key, over time the supply of the token shall decrease as they are used by consumers of our products. This provides our long term holders with exclusive access to long-term content.

The Product

Shivers Media LLC, a private Delaware limited liability company, is selling ERC20 compatible tokens in exchange for Ethereum. The ERC20 compatible tokens are named “Shivers” and are to be used on a digital media platform developed by the company.

The Shivers Token is to be used as a key to unlock products developed by the company. These products include Horror Films, Digital Media, and Software. More detailed information about the products we will create is discussed below in Section Two (2).

Due to the use of Shivers Tokens as passkeys to our products, the supply of Shivers Tokens shall decrease over time as their use on our products increases. We will provide a built-in method for measuring the price variants for the Shivers Token to accommodate for changes in prices as a way to assure our products are sold at reasonable prices.

Upon completion of the crowdsale, the initial focus of Shivers Media will be to immediately begin development of a software distribution platform for our future products, and the production of a slate of horror films. To ensure the protection of our funds and to mitigate risk for the long-term life of the company, the company intends on creating as many products as possible. This will allow us to offset products which do not become popular with ones that do become popular.

The Blockchain Opportunity

“Blockchain” products have become popular over the past two years, creating a vast and large financial market. The majority of these financial instruments and products have two common attributes; anonymous transactions and an unregulated trading environment. Few blockchain companies create products tied to their cryptocurrency. We have set out to create a product, which utilizes the technology of “the blockchain” to support independent films. The use of blockchain allows us to create and foster a community, which is able to participate in the creation of high quality and niche films by filmmakers that have loyal followings, but may have struggled with the studio system.

Starting in January of this year (2017), Token Sales such as this one, have raised a total of \$3.7 Billion dollars. The market for cryptocurrency has never been better and this provides a unique opportunity for Shivers Media to capitalize and develop unique and interesting products.

Using Shivers Tokens as opposed to regular cash for our products also allows us to develop software and technology, which can support and enhance our consumers experience with our product.

Why Use the Blockchain?

There are a few perks that come with utilizing blockchain technology to develop the Shivers platform, including:

- **Content purchased automatically:** The use of smart contracts will guarantee that content is automatically paid for and distributed when a member decides to watch the content.
- **Resistant to hijacking:** The films will be distributed through blockchain nodes. These nodes will act as a network of replicated databases, thus providing an added layer of security.
- **Constant Availability:** Due to our films being distributed on a decentralized network, it will be impossible for the content to be blocked by other parties. This is especially important due to unforeseen regulatory forces which may alter the way people interact with the internet.

Why horror films?

The horror film market has generated \$983,726,018 for 2017 YTD in the Domestic Box Office Alone – a 9.39% market share. Horror films have consistently been the lowest cost of production by genre. DVD and VOD horror revenues alone have increased dramatically. The overall health of the film industry has never been better with the global box office is at an all time record of \$38.6 Billion for 2016 and 2017 looking to beat 2016.

We have also selected Horror Films due to the deep relationships we maintain with the horror film industry and our industry reach. Our partnership with Infamous Horror provides us with a direct outlet for marketing to a hungry audience of over 1.7 Million horror fans.

Why this Team?

The Shivers Media Team consists of an eclectic group of individuals which have excelled in their field and have shown consistent performance and success. Our team is experienced in software development, film production, cryptocurrency, and business administration.

The team includes but is not limited to the following individuals:

Dar Warison

With a background in entrepreneurship that stretches over a decade, Mr. Warison took the initiative to finance and develop a documentary on Hurricane Katrina. His first successful venture was developed as a non-profit corporation, for which he raised private funds. His role as producer and director, guided the project from production through distribution. Dar continued to raise equity for feature films and private business. Mr. Warison was the center of several business deals, including optioning a TV show to USA Network and purchasing a restaurant via leveraged buyout.

Benjamin Sacks

Benjamin is the President of Production and COO at Hollywood Media Bridge. While being charged with overseeing the operations at Hollywood Media Bridge, Benjamin has at times overseen as many as 5 concurrent productions. He has successfully brought in difficult projects with stars such as Val Kilmer, David Hasselhoff, and Steven Seagal. Benjamin has produced, managed and overseen over 50 feature films, scripted television, commercials and music videos. He has a complete understanding of the film making process with a master knowledge of how to deliver a project on time and on budget. This invaluable understanding of the balance between the creative and the financial was forged through many years of learning the business from the ground up; from a Production Assistant all the way to the President of Production. Benjamin was Born in Los Angeles, CA and graduated from Pepperdine University with a bachelor's degree in Political Science. He served in the United States Marine Corps and was honorably discharged in 1998. Afterwards began pursuing a career in the film industry where he is now a member of the Directors Guild of America. Benjamin lives in Dripping Springs, Texas with his wife Ellen and their two children Miranda and Joseph.

Samuel Gauvin

Samuel is a social media expert and has handled many high profile Horror Film-related campaigns. Most recently he was in charge of promoting the limited theatrical release of Jeepers Creepers 3, which was able to sell out all of the theaters which it played. He manages the Infamous Horror Facebook group which has over 1.7 million followers.

In addition to a strong core, we have established an advisory board to assist with developing products. These advisers include:

John McAfee

John is a cryptocurrency enthusiast and known as the founder of McAfee anti-virus. He is one of the leading voices of cryptocurrency and brings with him invaluable insight into cryptocurrency, software development, and industry reach.

Sashwat Gupta

Shashwat is also the advisor for Safex, Safe Haven and Taskfair and the Head of Business Development and Content for YouTube channel Altcoin Buzz. Over 10 years of work experience with core strengths in Business Development and Marketing Strategy combined with a legal background.

Eduardo Sanchez (Adviser)

Eduardo is best known for co-creating the horror hit “The Blair Witch Project.” He acted as co-writer and co-director on the legendary film. Eduardo has numerous feature films and television shows under his belt and serves Shivers as an adviser.

Gregg Hale (Adviser)

Gregg is an accomplished film producer who is also known for his work on “The Blair Witch Project.” He has produced numerous feature films and works closely with Eduardo.

Amber Hartley (Adviser)

Amber currently serves as the Chief Corporate Development Officer for BurstIQ (a blockchain based healthcare company). Amber serves as an adviser on blockchain related issues.

2. THE FILMS

Filmmaker Qualifications

The main priority of Shivers Media is to create content that is appealing to our audience. This means working with filmmakers who have demonstrated the ability to create content which has generated a large following or has performed well in the Box Office.

An example of this would be a filmmaker who has directed a film that has grossed over \$50 Million dollars in the box office, many of whom we are in direct communication with to finance and distribute their films.

Another example would be a filmmaker or writer who created a film which has gone on to become a “cult classic.” While this filmmaker may not have generated a large box office draw, they have over time built a following that we would like to foster by developing products for them to enjoy.

We are currently in negotiations with filmmakers who have generated over \$1 Billion in total in their careers at the box office.

Management and Organizational Details

Shivers Media, LLC is a Delaware based LLC. The Managing member is Dar Warison, the founder.

All film-related products are overseen by Benjamin Sacks, an accomplished film producer with over 44 credits to his name and currently serves as the COO of Hollywood Media Bridge.

All non-film related projects, including the development of the software platform, as well as many of the business choices are overseen by Dar Warison.

In addition to the core team and our advisers, Shivers Media has retained outside legal counsel, which has a specialty in cryptocurrency and tax law.

3. DISTRIBUTION PLATFORM

The goal of the company is to develop a unique software application that utilizes blockchain technology as a way to distribute films. This comes with some challenges but also provides us with a great opportunity to use emerging technology to pioneer a new platform for our consumers.

Distribution Options

To effectively get our products into the hands of our customers, we will have to maintain a clear delivery channel that provides ease of access, ease of use, and awareness to our consumer.

Providing ease of access can be accomplished via allowing our products to be accessed via existing methods, such as Smart TV's, smart Phones, Tablets, PC's, and Game Consoles. Obtaining Shivers Tokens must also be easy to obtain, as our content requires tokens as keys. This can be accomplished in a number of ways, including allowing the purchase of our products on a subscription basis and providing content, which we previously unlocked via a company pool of Tokens.

To ensure the direct profitability of our content, it is the intention of Shivers Media to seek out and negotiate Theatrical Distribution for all of our content. This will allow us the ability to provide our content creators with a greater share of revenue than they would normally be accustomed to as well as providing the company with revenue to generate additional content.

All home-media distribution will go through the Shivers platform or shall require direct payment of Shivers Tokens from home-media distributors as a way to compensate for the potential loss of Shivers Tokens being burned by their use as keys.

MARKETING OPTIONS

Marketing of a motion picture is normally the sole responsibility of the distributor. We happily take on this responsibility and shall utilize our advertising partnership with Infamous Horror and other social media outlets. These outlets combined have close to Two Million people watching.

Our primary outlet for marketing is Infamous Horror, a Facebook page which focuses on the niche genre of Horror Films. Infamous Horror is managed by Samuel Gauvin and is based in Canada.

On top of marketing with Infamous Horror, we have several other methods of generating buzz for our projects. This includes and is not limited to advertising with horror-centric film websites, interactive websites that promote our films, and software such as games or video game DLC.

4. THE INDUSTRY

Movie Industry Overview

In 2016, global box office reached new highs. Worldwide admissions surpassed 2015's then unprecedented \$38.4 billion dollars at the box office. The domestic box office reached \$11.4 billion.

Motion pictures are generally divided into two categories: studio productions and independents. There are many forms of film financing, studios have traditionally financed films either in-house, with revolving lines of credit from banks, through co-financing deals with other production companies, or more recently, slate deals with private equity firms. Independent productions typically look to equity partners to finance their films.

The studios are generally known as the 'Majors' or the 'Big Six'. They include Columbia Pictures (Sony), 20th Century Fox (News Corporation), Walt Disney Pictures/Touchstone (Walt Disney Company), Warner Bros. Pictures (Time Warner), Paramount Pictures (Viacom), and Universal Studios (General Electric). Lionsgate and The Weinstein Company are considered 'mini-majors'. Typically, a studio owns its own production facilities including soundstages and offices, which creates a sizable overhead. Normally, a studio will release one or two 'tent pole' films a year – these large-budgeted blockbusters appeal to the widest audience and normally make up for any losses in their yearly slate of films.

Traditionally, an independent film is defined as a film that finds its production financing outside of the studios and is free of studio creative control. In recent years, the line has been blurred between independent and studio films as all of the majors have established 'independent' or specialty film divisions such as Universal Studio's subsidiary Focus Features or Walt Disney's Miramax Films. Regardless of how films are financed and made, the studios still largely control the theatrical distribution of films.

Independently produced films are able to avoid the high overhead costs of the studios by putting together the personnel and other required elements of production on a film-by-film basis. Their budgets can range from the hundreds of thousands of dollars to a hundred million dollars. Independent films normally offer more creative freedom than studio controlled films, often leading to more intelligent and original films than the standard Hollywood fare.

The basic stages of making motion pictures are: development, pre-production, production, and post-production. Development consists of the writing or acquiring of a script, preliminary casting considerations, and the acquisition of financial backing for the film. Pre-production involves the budgeting and scheduling of production, location scouting, set construction, the hiring of various creative and technical personnel, as well as the finalization of casting. Production begins when principal photography commences, and generally lasts between four and twelve weeks. During the post-production phase, the film is assembled and edited.

Once the picture is "locked", the audio goes through a sound mix where the dialog is "sweetened" and music and sound effects are added. The final film is then digitally color corrected and makes its way to a finished medium that you see projected in theaters.

The entire post-production phase typically requires six to eight months. The costs up to this point are referred to as the film's production or "negative costs".

Home Video

In 2016, U.S. consumers spent \$18.3 billion dollars renting and buying BLU-RAYS, DVDs and VOD (online revenues) according to a report by Digital Entertainment Group, a trade association.

In 2016 an unprecedented trend occurred, according to the Digital Entertainment Group. This was the first year that disc sales were eclipsed by subscription streaming services, a trend which is expected to continue. Overall home media spending is at an all-time high, and leading the charge is streaming media services such as Netflix.

Shivers Media looks to capitalize on the growth of this trend with our unique content.

5. MILESTONE PROJECTIONS (ROADMAP)

Background and development

The Milestone projections for SHIVERS assume a conservative level of success for the crowdsale as well as deals negotiated shortly thereafter the crowdsale end with talent. Many factors affect the success of any business, including the following:

- Innate commercial appeal
- Funding
- Negotiations
- Timing of release
- Cohesive workforce

Maintaining a cohesive and focused workforce is the single most significant factor in determining the success of a business's ability to create proposed products. This is closely followed by the agreement that the company has with its talent. However, all these factors affect the eventual bottom line. For the purposes of this document, we are displaying a timeline of eight months for the initial release of our products.

Projections

This section contains the SHIVERS ROADMAP beginning with the initial Token Sale. The projections are based on estimates provided by independent contractors and software development companies which we may enter into negotiations, as well as current trends in the industry. Dates may be changed to accommodate financial need and any unforeseen events which may occur.

Initial Legal Formation (November 2017)

This stage includes incorporation and the initial agreements between founders. Business structure is decided and the business plan is created.

Industry Partnerships (November 2017)

Partnership deals, both public and private, are created. Including our agreement with Infamous Horror and others.

Private Sale (December 2017)

Tokens are sold to the earliest of adopters with deals negotiated individually.

Pre-Sale (January 2018)

The selling of our token. The price lasts for one month and allows us to prepare our promotional reach in anticipation for the Public Token Sale.

Token Sale (February 2018)

Sales of Shivers Tokens are offered at four different price ranges depending on the week of the month.

Software Development (March 2018 – Continuous)

A portion of the proceeds is converted into USD and used to hire a development team to begin the initial steps towards creating the software proposed in this document.

Initial Film Production (March 2018)

The production of our selected horror films begins at this time. This includes breaking down the script, scheduling, budgeting, and setting in motion the production of our films.

Beta Release (Software) (July 2018)

The initial Shivers distribution platform should exist in a basic form and released to the public as a way to test it's functionality and to provide feedback to the development team for desired changes and features.

Initial Film Releases (July 2018)

The earliest possible releases of our films shall occur in July. This is strongly dependent on the software functionality and our ability to maintain our production schedule.

Public Release (Software/Film) (August 2018)

The public release of a first version of the software along side the release of our first major film.

6. LEGAL IMPLICATIONS AND PRECAUTIONS

Regulatory Uncertainty

Shivers Media, LLC has consulted with legal advisers about the potential implications of Shivers Tokens being considered as Securities and have taken extra steps to distance our product from being considered a security. No part of our White Paper or any company-created material should confuse the product that we are offering as a security as we are not offering equity ownership, a right to profit, no payment (direct or indirect), or facilitating a “reasonable expectation of profits” from Shivers Media, LLC.

No part of this document describes the speculative nature of cryptocurrency or reinforces a speculative approach to Shivers Tokens. Buyers of this token are expected to purchase the Token for the purpose of use on the platform which we are developing and receive future products which we create, such as horror films.

While we have designed our product to comply with the SEC rules via the Howey Test, there is no guarantee the SEC or any unforeseen entity or regulatory body will change regulations regarding cryptocurrency.

We are also working with a tax attorney to ensure our tax liability is satisfied and meets existing laws.

Please consult with a tax attorney regarding the implications related to purchases of cryptocurrency and the trading thereof.

Cryptocurrency Laws

Amongst world economies and governments, cryptocurrency has been a topic of continual debate. Many governments feel that allowing cryptocurrency for legal transactions and use would ultimately result in loss of economic power and a shift towards decentralized economies globally.

Even though many countries across the world permit cryptocurrencies, they have been under scrutiny and seen with skeptical eyes in many others. Certain countries have gone to the extent of banning the currency, making its use, possession, and trade illegal.

According to The Columbia Science and Technology Law Review, the regulatory responses to emerging technologies, and to blockchain in particular, range from excitement to suspicion to indifference.

The law review states that the U.S. federal government has not exercised its constitutional preemptive power to regulate blockchain to the exclusion of states (as it generally does with financial regulation) or even expressed intention to do so, regardless of the interest of federal agencies. And so the states remain free to introduce their own rules and regulations. As an example, although New York did not enact state-wide legislation recognizing blockchain for record-keeping purposes, in June 2015 it became the first state in the U.S. to regulate virtual currency companies through state agency rulemaking.

In 2017, at least eight U.S. States have worked on bills accepting or promoting the use of Bitcoin and blockchain technology, while a couple of them have already passed them into law.

7. HOW TO PURCHASE

You must agree to the following:

You are aware and understand this is not an equity stake in any company and the Shivers Tokens are not sold for any type of cash, equity, or government issued currency. Our tokens are meant to comply with all laws surrounding securities and do not provide you a right to any profits or a reasonable expectation of profits through company efforts.

You have read and agree to the disclaimer.

We reserve the right to refuse your purchase.

Use the following information to view the tokens in your wallet
Contract address: 0xd5f788ca0de8f17cbde1d1e35aa8f005a87fa00b

Name: Shivers
Symbol: SHVR
Decimal: 8

Allow up to 24 hours for your tokens to appear in your wallet.

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