amical properties

WHITE PAPER
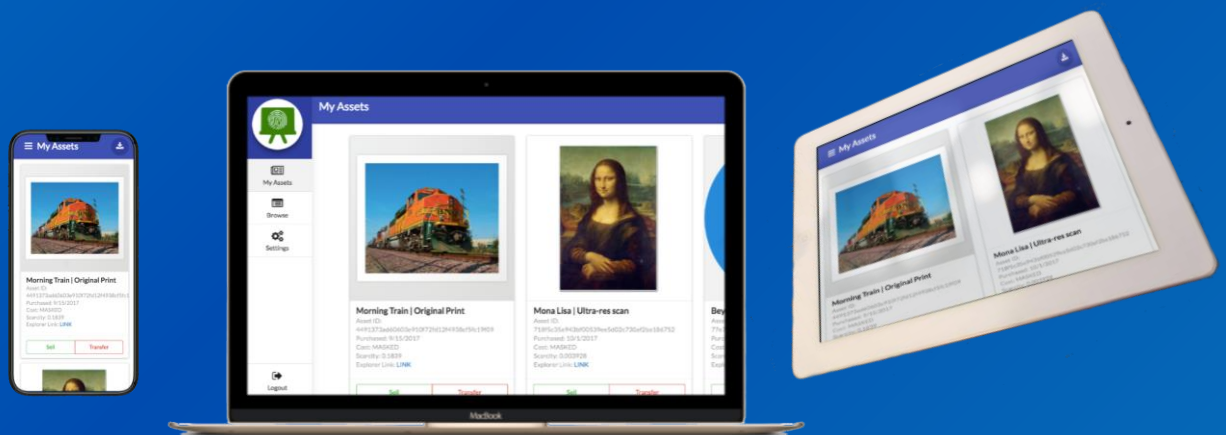
Digital Assets, Blockchain Secured.

Contents

Abstract

The digital asset market is projected to reach $132 billion by 2021. The digital asset management landscape is currently fragmented with assets isolated to individual proprietary ecosystems with almost no liquidity or long-term security.

Digital assets held by private companies are intrinsically insecure. The owner of the asset must trust that the company will remain solvent, the asset will always be available, and the company will not be hacked and assets stolen. Once an asset is stored with an organization, all transactions related to that asset must occur through that company and cannot be easily audited.

Amical is building a custom blockchain distributed ledger that will keep an immutable record of all asset registrations and transfers. Digital assets can either be held on the blockchain itself or the blockchain record can be a proxy to another location (such as encrypted cloud storage). Smart contracts will be constructed on the chain that enforce rules around the transfer of assets such as limiting the number of copies of the asset that are available, setting an expiration on the asset's distribution, or distribution payment rules.

The Amical ecosystem will allow asset creators, holders, and buyers to all have confidence that the asset is authentic and the provenance (the history of ownership) of the asset is clear and unambiguous. Amical creates a new, centralized marketplace for digital assets.

Background

The world is shifting to a paradigm where many of the important aspects of life are connected to the digital world. For decades, financial instruments have been almost exclusively digital, with many investors never having seen an actual share certificate. Non-financial assets have likewise been shifting to digital-only ownership -- whether it is a movie purchased on iTunes, a Kindle eBook bought for beach reading, a game downloaded from Steam, or a licensed copy of Microsoft Office bought online.
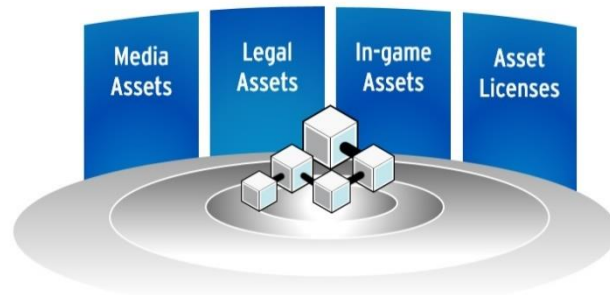
These example assets are the ones we already own in a digital-only form. Up until now, this ownership has been primarily limited to small ticket items because the technical infrastructure hasn't existed to allow organizations and individuals to confidently own more valuable assets in purely digital form. Amical seeks to change that.

Patchwork of Vendor Solutions

Interacting with digital assets currently requires relying on a patchwork of proprietary vendor solutions. If Amazon blocked your account, you would essentially no longer own your eBooks. Can you resell a movie you purchase on iTunes like you would a DVD copy? If resale or trade options exist, they are limited to the vendor platform where the asset was purchased.

In 2017, consumers purchased almost $37 billion in-game digital assets

As people's digital lives have grown, their ownership of digital assets have expanded to include photographs, movies, purchased music, art (both directly digital and physical artwork bonded by a digital license), in-game assets, online courses, licenses, and more. Legal documents including contracts, real estate agreements, wills, living trusts, working agreements, etc. are submitted electronically for digital signature. These are all stored digitally across a large spectrum of individual vendors with their own proprietary asset management system.

With Amical, assets will be managed on the public blockchain, which makes possible a significant decrease in transaction costs, increase in reliability, and increase in asset control. Amical intends to introduce a token, the AMI, that participants in the ecosystem will use to interact with digital assets. This ecosystem will increase the legitimacy of ownership, remove inefficiencies, and enhance security and privacy.

The non-game market for digital assets in 2017 is around $2.4 billion and this market is projected to increase to $5.66 billion by 2022[i]. The highest growth sector is expected to be cloud-based asset management.

Not included in this figure of more traditional digital assets is the market for in-game assets such as game skins, mods, badges, etc. In 2017, this market was estimated at $37 billion and growing[ii]. The increasing adoption of VR and AR markets promises acceleration in the digital assets that people will want to create, purchase, and resell.

According to Wikipedia, the primary issue with digital assets is the "limited control over them, [with] most of the control surrounding access and transferability of digital assets being maintained by individual companies."[1]

Many sectors are replacing their non-digital assets with digital ones. This is occurring prominently in both the legal and medical professions. The digital asset market, already growing at a fever pace, will likely explode in the next decade as these sectors convert to digital-only copies for efficiency and security.

What all of these markets have in common is the lack of a standard way to interact, hold, and transfer assets. Each platform has different interfaces, rules of transaction, ownership agreements, and APIs (if at all). Very few are interoperable, leaving the asset creators and asset holders at the mercy of a wide variety of vendors and conditions.

Furthermore, the first allegiance of the companies that hold these assets is typically not to the owner of the asset, but other agencies. When someone places a digital asset such as a document on a Google Drive, they are explicitly granting the right to read, index, and exploit the contents of that document for data mining.

Not only are the digital assets of organizations and individuals sprinkled across a vast range of private vendors with varying degrees of trustworthiness and reputation, but the security of these assets is an open question with a new, well publicized hack occurring month after month. Whether it is the theft of new episodes of Game of Thrones[iii], Sony's loss of thousands of asset documents that included personal information[iv], or the Equifaxes' loss of 144 million credit reports, **"digital asset security" has nearly become an oxymoron**.

Decentralized Digital Asset Ecosystem

There are many reasons a centralized asset system has not arisen, but dominant among them is the problem of trust. Vendors must trust a third party to provide a reliable and accessible platform where assets can be maintained. Vendors large enough to provide such an ecosystem (such as Apple, Google, or Amazon) have a conflict of interest in that they want full control of the assets that purchasers keep in their platform.

Blockchain technology provides the key that unlocks the possibility of universal, trusted digital asset platform. A blockchain solution has built into its very DNA all of the benefits needed to make such a digital asset system possible:

- Secure, reliable underlying technology
- Decentralized, publicly available, vendor-neutral ledger where all assets can be tracked, verified, and exchanged
- Low cost, efficient system for transactions involving assets on the system

Ownership on a public, decentralized blockchain system would greatly improve the fluidity of digital assets. By creating a system where reliability and transparency are the watchwords, trusted digital asset verification will flourish.

Amical is creating a blockchain-based digital asset management system that allows traceable history of "smart assets" that include codified functions that execute during a transaction to, for example, limit the number of copies of an asset that can be issued or expire a license for an asset

Amical seeks to add both privacy and security to digital assets. Strong encryption will help render digital assets essentially worthless to the thieves who will not have the proper credentials to decrypt them. Through the use of smart contracts, digital assets will only be available explicitly on the terms that the asset owner seeks to make them available.

Amical Ecosystem

Amical is developing technology that makes it easy to manage digital assets on all popular platforms including iOS, Android, and the desktop environment. This multi-platform smart asset management system will be pivotal in the creation of the new global digital asset market providing security, reliability, traceability, and accessibility.

For sellers, that means an easy market for their digital goods. For buyers, it will mean a ready market for shopping.

Amical is creating a digital asset ledger that will allow:

Amical Architecture
Users + Assets

- Client-side encryption so asset owners can maintain control of their assets even if the central company were to become unavailable or unreliable.
- Simple digital asset registration – Reliable, time-based registration of digital assets similar to the way a copyright can establish the creation or ownership of intellectual property at a given time. Unlike a copyright that merely asserts the rights to IP, the entire asset can be immutably registered.
- "Smart assets" can be constructed to codify distribution agreements including limiting threshold of distribution to enforce asset scarcity and exclusivity
- Provenance maintains the connection of authorized copies to the original asset

The decentralized distributed ledger is the ideal technology to create the trust and accountability that can make a digital asset management solution thrive. Amical seeks to provide a safe, encrypted location for digital assets where the owners and creators have control of the assets and potential purchasers and investors have an open, trusted market for the assets.

In the art world, an artwork's provenance (or history of ownership) is critical in ensuring that the artwork is in fact the genuine article. In the Amical ecosystem,
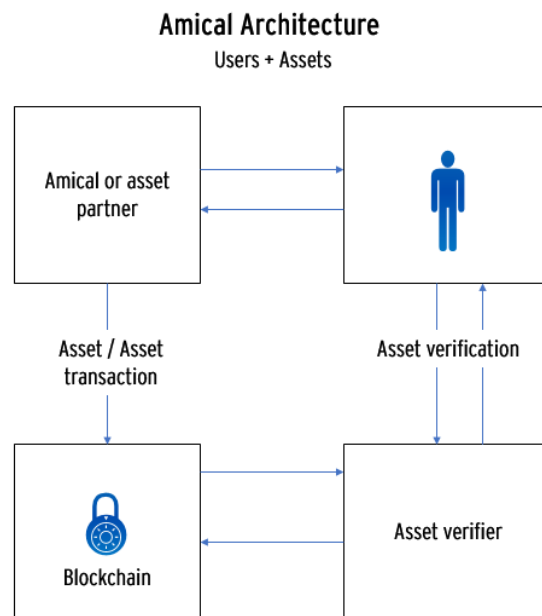
the origin and transaction history of an asset can be established with a nearly ironclad provenance, since the ledger of ownership and transaction of ownership can be traced easily through a publicity available and credible blockchain. Every time a transaction occurs, a partial token is paid to Amical as a registration fee. This fee will be kept low to encourage use of the network.

Amical will make the process of registering assets appealing to investors by:

The Amical asset system will radically decrease the cost to businesses and promote efficiency.

- As the network grows, the value of each token on the network will grow and the value of AMIs purchased by the investors will increase.

- The fee to register assets will vary depending on the size and scope of the registration. Within limits that will be decided as the system is built, entire assets may be encrypted and coded on the blockchain. These assets can only be unlocked with another transaction.

Other services that may increase the fee of registering on the Amical blockchain may include:

- Advanced parameters in the smart contract
- Managed oversight of the asset
- Provenance verification services
- For large asset storage, Amical will look to using special distributed storage solutions such as the one offered by the Storj blockchain.
- The Amical asset system will radically decrease the cost to businesses and promote efficiency.
- Game companies will no longer have to build their own ecommerce solution for digital asset selling and trading -- they can use the Amical infrastructure.
- Regional limitations on the transaction.
- Promote global digital asset transfer.

Once the Amical infrastructure is in place, we will focus on actively promoting the use of our tools by individuals and organizations looking for digital asset solutions.

Amical Competitive Advantages

In a market with revenue already in the billions of dollars, Amical will have a number of competitors – both new and those providing legacy solutions. The current fragmented landscape provides an opportunity for our company to address the core weaknesses of the market sector and gain a dominant position.

The Amical technology will radically change how individuals and organization organize and manage digital assets. The consistent, immutable, public blockchain ledger makes it possible for asset holders to trust in the platform rather than the opaque systems of current digital asset providers.

To deliver on this promise, Amical will leverage the following advantages:

> **Amical's opportunity is not unlike that of Uber when it entered the market of personal transportation in a completely new way.**

- Our platform – The advanced platform we're building brings together blockchain and machine learning/AI technology for one of the most compelling, cutting edge solutions to digital asset management and asset commerce. Our experience with building scalable, production-grade, cutting edge systems makes our technology substantially more powerful than what others have been delivering or are proposing.

- Our team – The Amical team of industry veterans have worked for marketplace leaders including Sony, Intuit, PriceGrabber, Hartford Insurance, Arthur Andersen, and Citi Group. Our background gives us both the experience and the industry connections to secure the market penetration necessary for widespread adoption.

When these advantages are combined with the natural advantages provided by blockchain technology itself, the Amical ecosystem is poised to make a tremendous impact.
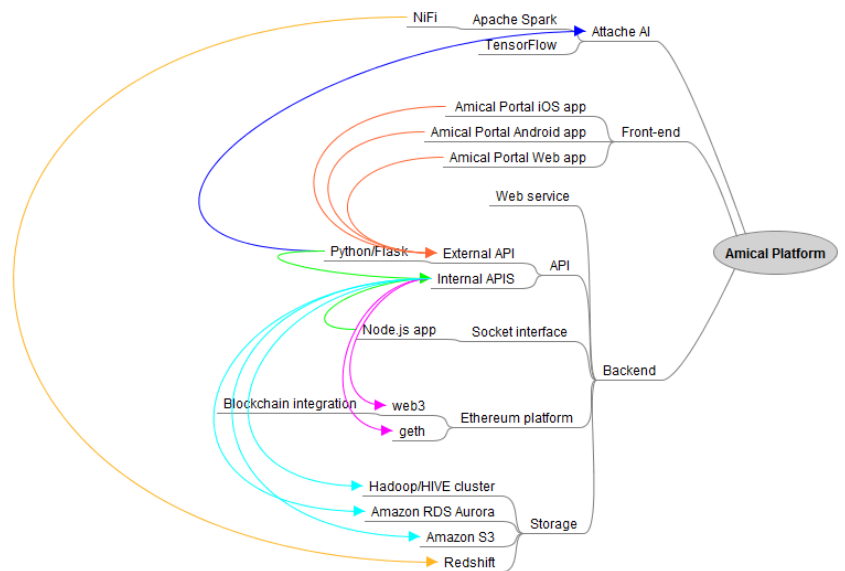
Our Platform and AI

With the technology moving so quickly and many of the blockchain best practices only having been refined in the last year, older technology will require expensive rewrites if not ground-up reconstruction to stay competitive.

The Amical Platform is being built with the latest technology and techniques. We are building a universal solution that can be used by asset generation software, other web sites, and individual asset vendors. Our specific focus on digital assets provides advantages in trading because transactions can be instantaneous and public, mitigating the risk of unreliable sellers and disreputable purchasers.

Our Platform

The user will experience the Amical platform through a variety of methods including the Amical Portal (available through the web app, iOS app, and Android app), through 3rd party application integrations (such as Photoshop, Blender, Microsoft Word, etc.), and through web site integrations via a widget or the Amical API.

To make this user experience possible, the Amical backend uses a variety of technology including React, Amazon AWS, Apache Spark, Python, and Node.js.

Our platform is built from the ground up to scale to handle the millions of transactions per year that will be required of it. The more the ecosystem grows, the greater the value of the assets on the Amical platform. **The more assets managed within the ecosystem, the greater the token value becomes for investors.** Since the digital asset embedding options can occur either through the platform integrations or through the client applications we're building, our coverage of the market will be much greater than our competitors.

The speed of the system and focus on developer-centric solutions and APIs will make adoption easy. Amical technology will come to the various technology platforms instead of making them come to Amical.

Our AI: Attaché

Our AI platform, known as Attaché, is currently being used in production systems on several social websites to detect fraud and spam. This machine

learning technology will be augmented and expanded to work on the digital assets blockchain. The neural network portion of Attaché, built atop Google's TensorFlow Machine Intelligence platform, will allow predictive analysis of assets that can increase their worth over time. Building with TensorFlow provides an industry adopted standard at production scale.

Not only does this advanced technology provide us with an advantage in terms of growing the platform, several of the innovations in our machine learning platform may be patentable. In 2018**, we will investigate patenting some of the more groundbreaking features of Attaché** that will make additional licensing revenue a possibility.

Our Team

Our team of industry veterans have worked for marketplace leaders including **Sony**, **Intuit**, **PriceGrabber**, **Hartford Insurance**, **Arthur Andersen**, and **Citi Group**. Amical's deep ties with many of the industry leaders makes it possible to create strategic partnerships that can promote the Amical ecosystem.

In addition to connections with these top tier companies, the Amical team has a track record of founding or playing key roles in a number of successful startups. Their years of experience in cryptocurrency, business management, eCommerce, and financial accounting give the company the practical hands-on experience to make Amical the dominant company in this space.

We have extensive experience in the data science and machine learning space. Amical will leverage this experience to enhance the Attaché AI system to optimize the digital asset market.

Our Team

Our team has combined decades of experience in management, product, and technology. We have the experience needed to disrupt the digital asset marketplace and make the Amical ecosystem the global standard for digital asset management.

Jeff Porter (co-founder)

Two parts entrepreneur, one part executive, Jeff has succeed in the rough and tumble world of internet startups as well as the board room of larger companies. After graduating with a Masters from Stanford and an MBA from the Anderson School of Management at UCLA, he managed the Search Engine Marketing (SEM) business at PriceGrabber, where a co-worker described him as a "superstar."

He learned the large scale web business at Leaf Group, becoming GM of one of the core businesses before deciding to branch out on his own. He co-founded Lyfe Mobile and grew the business until it was acquired by Blinkx (now RhythmOne). After overseeing the integration of Lyfe into the core business of Blinkx, Jeff co-founded vLoop, B2B social video editing and annotation business. After vLoop was acquired, he began focusing on the world of blockchain and the mission of bringing secure digital asset management to the world through Amical Properties.

https://www.linkedin.com/in/jeffporter/

David Kerr (co-founder)

Having earned his BBA in Accounting from James Madison University, David honed his skills in public accounting in the audit practice for Arthur Andersen LLP, helping companies large and small. He then spent the better part of a decade with Sony Pictures Entertainment becoming an Executive Director focusing on financial reporting, budgeting, and forecasting.

He left Sony to become a Controller at Brash Entertainment and Wall Street Games, the startup videogame publisher of a variety of titles including Alvin and the Chipmunks, Space Chimps, and others. When the company ran out of runway, David he started work as a successful independent consultant where he retains Sony Pictures Entertainment as an important client. His interest in distributed ledgers and blockchain technology led him to turn his energy to Amical Properties.

https://www.linkedin.com/in/david-kerr-56aa81a/

Keith Watanabe (co-founder)

After studying Computer Science at University of California, Irvine, Keith provided his substantial engineering talents to large banking and eCommerce organizations including Nikko Citigroup, Hartford Life Insurance, Ticketmaster, and Nielson Netratings. Given his passion for growing products and engineering teams, his choice to move his focus to startups was a natural next step.

Playing key roles at startups such as Appetize, FreshDish, Leaf Group, Hyfn/Freya Digital, and Steelhouse, he has shown he can excel at leadership and individual contribution. He has brought his substantial expertise in eCommerce to the world of blockchain technology and the Amical Ecosystem.

https://www.linkedin.com/in/keithyw/
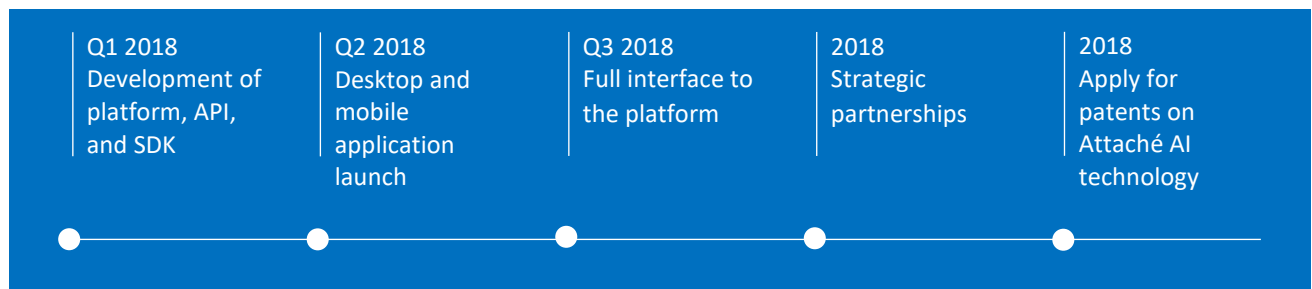
Dan Rahmel (co-founder)

A writer on technology as well as a practitioner, Dan has authored over a dozen popular books with enough impact that a Wikipedia was created about him. After focusing on technology at the University of California, San Diego, Dan started building client-server solutions for corporations and government organizations. He later specializing in the field of high reliability, high traffic web sites and was a key contributor and team leader for such popular web sites as eHow, GolfLink, and Trails.

As Lead Engineer on the popular art-on-demand web site, Society6, Dan understood the direction of digital assets in the cloud and the need for proper identification and authentication of digital assets. Realizing the potential of Bitcoin and blockchain technology in 2014, Dan has gained a thorough understanding of the technology as well as the hands-on experience necessary for building a sustainable blockchain ecosystem.

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Amical Roadmap

1. Initial fundraising will begin on November 1st. The ICO will last 30 days or until all available tokens are sold.

2. Development of the platform, API, and an Amical SDK for developers.

3. Desktop and mobile Application launch in Q2 2018.

4. Cement strategic partnerships for integration with asset creation and asset marketplace applications in Q3 2018

5. Full interface to the platform in Q3 2018

6. Growing the ecosystem, submit Attaché patent technology applications

Q1 2018 Development of platform, API, and SDK	Q2 2018 Desktop and mobile application launch	Q3 2018 Full interface to the platform	2018 Strategic partnerships	2018 Apply for patents on Attaché AI technology

Amical Technology

Amical's asset encoding system includes deployment options for mobile as well as desktop implementations. Amical uses advanced machine learning technology to monitor the blockchain for fraud and other illegal activities. This will aid in ensuring the integrity of the Amical ecosystem.

Amical provides the open source of the initial crowdsale smart contract on Github. Future technology not related to the specific implementation code for platform deployment (such as iOS app source code) will likewise be available through open source venues. Additionally, Amical will provide an API that will allow 3rd party companies to submit transactions to the AMI blockchain. This will allow apps on every platform to interact with the blockchain for registration and asset verification.
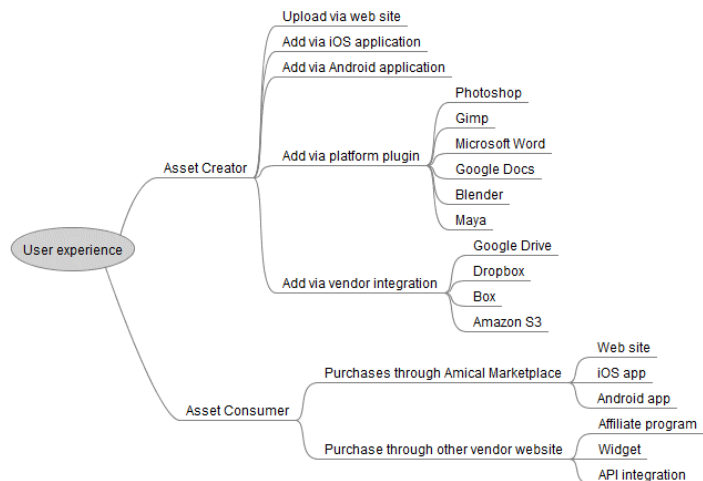
We intend to produce developer SDKs that allow the technology to be embedded in applications such as Gimp, Adobe Photoshop, Unity, and React for instantaneous publishing of assets into the platform.

Blockchain represents an advanced ledger technology that contains a secure, immutable list of transactions. Blockchains use cryptography technology to process and verify transactions on the ledger.

The Amical blockchain will be built using the Ethereum technology. Blockchain offers a compelling solution to the problems of provenance and reliable control of digital assets. Security can be assured using end-to-end encryption, yet the public nature of the transactions themselves makes it possible to audit and control the journey of assets between owners. This can provide the privacy and confidentiality that is desired between parties in a transaction while maintaining the security and authenticity required by all parties.

Intellectual property often derives its value from the scarcity of availability. In the physical world, that means the rarity of a fashionable new dress design or a diamond consortium that keeps supply artificially constrained. In the digital world where exact copies can be made or stolen, scarcity becomes much harder to enforce. Through the use of smart contracts, the scarcity of a digital asset may be maintained in a way previously impossible.

Token Sale

Tokens are generated in the AMI blockchain for this token sale. We will be
generating 80,000,000 tokens for sale.

	PERCENTAGE
TOKEN SALE	70%
NETWORK GROWTH	20%
MARKETING & LEGAL	3%
FOUNDERS	7%

Token Allocation

- Token Sale ■ Network Growth ■ Lawyer ■ Founders
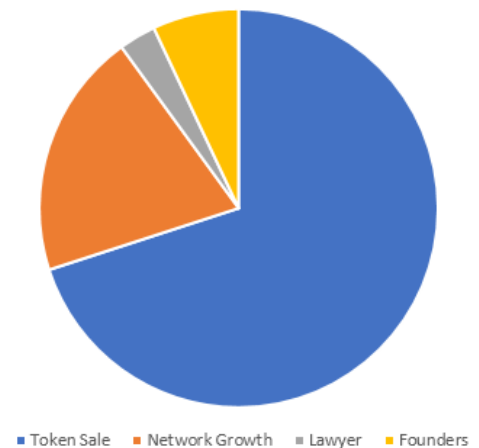
Details

Start date: November 1, 2017 (12:00PM PDT, UTC-7)

Close date: December 1, 2017 (12:00PM PDT, UTC-7)

Amical tokens distribution cap: 80,000,000 AMI tokens

Minimal token threshold: 200,000

Currency accepted: ETH, BTC

Token exchange rate: 1 ETH = 1,000 AMI tokens

Amount of tokens per person: unlimited

Minimum transfer amount in Ethereum: 0.1 ETH

Minimum transfer amount in Bitcoin: 100 AMI tokens (The transaction rate is
dependent on BTC rate fluctuations)

Maximum transaction amount: unlimited

ERC20 Token symbol: AMI

Early Investment Bonuses

Bonuses:

Day 1: +10% bonus
Day 2: +5% bonus
Day 3: +3% bonus
Day 4: no bonuses

After the token sale is closed, 7% of the token amount sold are issued and reserved for Amical's core team, and 3% are reserved for the AMI legal advisory board and partners. The AMI tokens will be sent to the User's personal respective cryptocurrency wallet by the end of the Amical Token Sale.

Conclusion

The digital asset management sector is predicted to double in global revenue in the next five years. For us at Amical, this seems a very conservative estimate based on the current explosion of technology in the fields of machine learning, VR, AR, and global business. Amical seeks to provide the blockchain-based technical solution, to the problems that threaten to stifle this tremendous growth. Trusted, inexpensive transactions must be the cornerstone for this Cambrian explosion in digital asset management to occur.

Amical intends to be at the center of this digital asset world with reliable, inexpensive, and historical visibility for the entire lifecycle of digital assets. Using the blockchain technology of smart contracts, cryptocurrency, and solid encryption, Amical intends to be at the center of the digital asset revolution.

Please note that first access to this white paper was granted to select individuals in the digital asset marketplace and blockchain community. We would like to thank the comments and the criticisms that helped shape the design of the Amical ecosystem and improved the description of that system in this white paper.

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[i] "Digital Asset Management (DAM) Market worth $5.66 Billion USD by 2022," Markets and Markets, http://www.marketsandmarkets.com/PressReleases/digital -asset-management.asp

[ii] "30 ESSENTIAL STATS ON IN-APP PURCHASES AND MONETIZATION," https://www.appboy.com/blog/in-app-purchase-stats/

[iii] " HBO Endures Yet Another Hack, but Refuses to Bend the Knee," https://www.vanityfair.com/hollywood/2017/08/hbo-social-media-hack

[iv] "Sony Pictures Hack," https://en.wikipedia.org/wiki/Sony_Pictures_hack