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Abstract

Glimpse combines the excitement of NFTs with the fun of social networking to provide a new way for influencers and celebrities to monetize their content and for fans to own original Glimpses of their social feeds. Glimpse gives creators of social content a fair share of the value of what they produce. Unlike other types of social media platforms, which provide either no income or indirect income, Glimpse allows people to monetize every piece of content they provide instead of relying on advertisers and other sources of income that may or may not come over time.

On the Glimpse platform, celebrities and influencers post short videos in the form of NFTs (Glimpses) to the Glimpse marketplace. Fans purchase the exclusive rights to the Glimpses, either according to a set price or auction. Fans can collect, display, trade and resell their Glimpses.

The advantage of Glimpse is that celebrities and influencers don't need to do anything new. They are already creating videos and photographs of their lives, promoting their art and work on social media, etc.

The difference is that now with Glimpse, the creators can easily wrap the content as an NFT, place it on a marketplace and get the real value of that content. For the fans, they get access to collectible and exclusive content that they can really own.

Glimpse also aims to help rising talents such as athletes and new musicians to establish as ource of income as they are on the rise. Supporters

who collect these NFTs of people early in their career may end up with higher value content over time, as the talent succeeds and their early work becomes a memorabilia or valuable collectable.

Of course, anyone can use Glimpse to upload short videos of their life and monetize it on an open marketplace. For users without large followings, most of their Glimpses won't have much market value, but like any other social media platform, there will always be new content creators and artists who take care of the platform in new and unexpected ways that will provide both entertainment for others and income for the artists.

Glimpse users can:

- Upload Glimpses and tokenize them as NFTs.
- ♦ List Glimpses on the marketplace.
- ♦ Trade Individual Glimpses with other users.
- Participate in auctions for Glimpses.
- ♦ Create, buy, sell and trade collections.
- Resell and trade Glimpses that they own.
- ♦ View, display and share their collections.
- ♦ Follow celebrities, influencers, or other Inspirational individuals they love.
- Search and discover Glimpses they might want to own.

Through the power of NFTs, people can now own a unique moment of their favourite artists' and creators' content - increasing the direct connection between the artists and the fans.



Background

CHALLENGE AND OPPORTUNITY

Imagine having tens of thousands of followers — but no income. That's not a small number of followers for an individual. yet in today's media landscape, people can glean a fairly large fan base and still be too small to earn income by creating content. The market dynamics of advertising models on social media is heavily stacked against people creating valuable content. Instagram, YouTube, TikTok and other social media platforms give very little value back to creators with fewer than a million followers — yet these small influencers create the bulk of the content on the platforms. This disconnect leaves a value gap where content creators feel they are being exploited^[1]. Millions of people are creating valuable content and billions of people are consuming that content, yet there is no direct connection between them. The data brokers and middlemen make sure that most of the value is siphoned off and the creators are left with little or nothing.

Content marketing has become an essential part of almost every profession with an online presence — which means that valuable content that once had a price tag is now being provided for free. Celebrities are constantly putting out videos, interviews, photographs and information.

Businesses promote their brands with tons of beneficial free content and creative individuals spend countless hours curating prized entertainment in order to reach influencer status. All of this content takes up valuable time — but content creators are only compensated indirectly, for example, if someone buys one of their paid services after consuming the free content, or through inequitable advertising promotions. Whether scrolling through social media feeds or checking the latest releases - people consume content because of the value it provides. With traditional social media, this value Is not fully captured by either the creator or the follower.

The result can be exhausting. Celebrities find themselves needing to provide more and more details into their life to maintain their status in the industry. An expert consultant competes with other similar consultants to put out more and more of their valuable expertise for free. An influencer is constantly engaging with fans to ensure that they can get sponsors who want to reach that audience. It can feel like a race to the bottom where everyone is producing even more for even less return on their investment.



OPPORTUNITIES

Blockchain is providing opportunities for content creators through a variety of new business models, reduction in the need for middlemen, and in the ability to create new forms of value exchange and storage. New kinds of cryptocurrencies allow for rewards and incentives for different types of behavior on the platform. Smart contracts allow direct, transparent and immediate distribution of payments, royalties and service fees. Non-Fungible Tokens are able to create verifiable scarcity of any type of digital asset[2]. The combination provides an opportunity for a new type of social media and content creation that establishes a direct connection between content creators and their audiences, as well as preservation of value and rewards for that content.

The rising NFT market is demonstrating that people will pay for unique content if they can guarantee it is unique. In this environment, it's possible to create on-chain content-based tokens that represent the unique value of content that creators are already making. Buyers of NFT content can rest assured that their item is unique or part of a limited issuance of the digital content. They can trade that content with others as a collectible. If the value of today's free content is captured and brought back to the content producer, it can create a fair market where creatives, celebrities, influencers, and domain experts can make money directly from the value that they produce, regaining control of their livelihoods and their content.



The NFT's promise of control, Art in America, Anuradha Vikram, May 2021.



Solution

The Glimpse social network provides direct benefit to celebrities, influencers, athletes, creators and businesses with fan bases. By leveraging the power of NFTs on the blockchain, Glimpse provides a straightforward way for content creators to get paid for that content, providing an assured income model. Influencers on the Glimpse network garner 95% of the income from the content they put out in social media. Rising talent can benefit from the "rookie effect" and their early fans can directly benefit from having been faithful followers from the start, acquiring collectible Glimpses that later can be shown and traded as collectors items.

Today's celebrities and influencers are constantly creating content for social media feeds — Glimpse turns that content into unique NFTs and allows the users to sell individual and limited release NFTs on the platform. Rather than relying on or hoping for advertising or indirect income, anyone with an audience can provide unique content that can be purchased directly from the creator.

The key benefit of our social platform is that

creators are already making this content — so Glimpse does not require any more work than peoplearealreadydoingtopromotethemselves. The only difference is that now people can directly receive income from those who enjoy the content. Fans and followers get to enjoy the ownership of unique materials created by their favorite celebrities, athletes and influencers — collecting their own personal albums and memories of the shared materials they love the most.

SLEEK, MODERN APP WITH BLOCKCHAIN BACKEND

Any user on the platform can create, display, market, buy and sell Glimpses: photographs and short personal videos. The application itself makes it as simple as any other type of social media — the connection to the blockchain is seamlessly integrated behind a friendly user interface. People simply upload their videos, attach a price or setup an auction, and allow others to browse through their listings. Not only that, but the social activity will allow people to pre-order specifically requested videos. For example, someone might want a Glimpse of a celebrity athlete playing ball with his dog. That



Glimpse aims to provide users with an easy way to tokenize and monetize short glimpses of their life. Features of the app include:

- ♦ Uploading a Glimpse as an NFT.
- Setting terms of sale and trade of the Glimpse
- Marketplace listings and selling of their original content.
- Setting the terms of pricing, royalties, and distribution of the NFTs.

Purchase of original content from others.

 Listing and selling content purchased from others.

 Swapping of Glimpses with other participants.

 Following other participants to get updates of new Glimpses that are released.

 Tagged following by topic, activity or other types of filters.

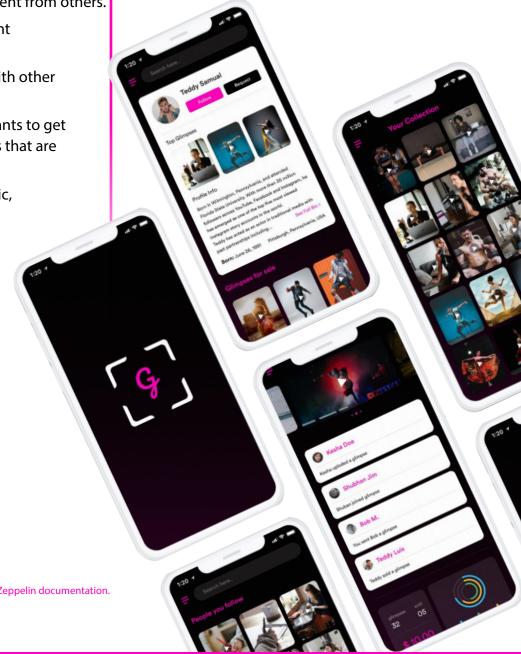
 Management of the user's portfolio of

Glimpses.

 Tracking of the collectible value of the

♦ Glimpse collection.

To mitigate the complexity of using a cryptocurrency, Glimpse utilizes the Gasless Network (GSN) through a third-party relayer so that the user doesn't need to have to hold Ethereum^[3]. Anyone can simply use their regular fiat payment methods, preferred cryptocurrency, or the GLMS token and Glimpse handles the transfers of Ethereum on the back. The transaction fee to Glimpse covers the gas fees on the network.



The Gas Station Network, OpenZeppelin documentation.



UNIQUE NFT CREATION

NFT technology allows creation of scarce digital items and certification of original digital assets. In the same way that today an original painting can be owned by someone who might choose to display it in an art gallery, NFTs allow people to own digital art and the ability to display it in their collection. Until now, celebrities simply put out their content with no option for unique digital ownership - creating a missed revenue opportunity for the creator and a missed personal connection for the fan.

With the Glimpse NFT creation tool, a non-technical person can take any content and convert it into one or more NFTs on the Ethereum blockchain. A creator can make one original NFT or choose other options, such as a limited edition. Options for NFT creation include:

- 1. Display content Content that can be displayed anywhere at the discretion of the user.
- 2. Free trade or royalty content An NFT can include a rule that gives royalties to the original content creator when ownership is transferred, or the content is viewed.
- 3. Different options of how to construct the NFT are easy for non-technical users to implement - Depending on the level of fame of any given celebrity or influencer, they can choose the options that make the most sense for each NFT they mint.

MARKETPLACE

Glimpse allows anyone to upload short videos of their life and monetize it on an open marketplace. The marketplace provides a display of all the NFTs for sale, with search functions, discovery modules, and data driven content streams. Content creators can upload their NFTs individually, as collections, or in categories. Buyers can view current offerings using search by category, keywords, or by individuals they follow. As with other NFT marketplaces, the Glimpse Marketplace allows people to know exactly what they are purchasing, along with the history and the verifiable proof that the NFT is an original or limited edition. The marketplace provides fixed pricing from the content creator, as well as buyer offers and competitive auctions.

FANBASE COLLECTIBLES

Fans can collect sets of NFTs. The creator may define the collections either on their own or in collaboration with other creators, and fans can make up their own collections. For example, someone might want a collection showing different celebs with their pets. A recording artist might create a collection of themselves in the recording studio. These sets of collectibles can have sentimental value to the collector, as well as a higher market value as a collection compared to individual NFT's.



USE CASES

The key feature of Glimpse is that it does not require users to do any extra activity.

With Glimpse:

- Celebrities can showcase exclusive moments such as when they first thought of a new song, trying on different dresses for the Grammy awards, working on their favorite charity, etc.
- Rising talent in high school and college sportscanposttraining videos, clips of them scoring a last-minute goal, etc.
- Professional athletes, coaches and performers can create Glimpses of tips, how-to videos and share insights into their personal life.
- Non-competitive performers can show exclusive content, such as a parkour stunt, an unreleased magic trick, etc.
- Up-and-coming athletes can sell Glimpses oftheirworkoutsandgames, which may one day have value as a "rookie card" when the athlete does become a star.
 - Fans can support new artists and athletes by purchasing their Glimpses, providing income to these talents before they are established enough to make a full living from their work.
 - Social media influencers can monetize their content without depending on

- traditional advertisers. Even with a few thousand followers, social media influencerscanleverageGlimpseasaform of income.
- Followers can establish a closer relationship with those influencers and talents that they admire through expressing their preferences and asking for specific Glimpses.
- Content creators directly connect with their fans and can issue bonus Glimpses to their most avid followers.
- Friend groups can create and share Glimpses with their close network. Although these Glimpses may not have much monetary value, it's a great way to showcasethespecialanduniquemoments of friendship.
- If people later become famous, their
 Glimpses may rapidly Increase In value.

REWARDS AND INCENTIVES

The Glimpse social network incorporates its own token, GLMS, which is used as the payment token inside the system. People can use regular fiat currency or their preferred cryptocurrency, but the wallets are designed to show pricing in GLMS and the users fiat currency. The GLMS token can be used for all transactions on the Glimpse platform. The use of a dedicated utility token allows Glimpse to provide a variety of rewards



to participants in order to increase user interaction with the platform.

Rewards inside Glimpse include:

- Bonus tokens for NFT creators for every new NFT they mint.
- Initial bonus for new users who are invited by early adopters.
- Airdrops for marketing purposes to bring people into the platform.
- ♦ Activity rewards for participation such as commenting, sharing, inviting friends and even for just spending time on the platform.
- Participation in monthly competitions to receive airdrops for limited NFT packs.

To initially seed the platform, early adopters will have their accounts funded with the USD equivalent in GLMS tokens to cover the costs of minting their first NFT. Users will maintain at least \$25 in GLMS tokens in their account from their first sale, can buy additional GLMS tokens, or use fiat to cover any additional minting and transaction fees. Allowing participants to use debit/credit cards and fiat money eliminates the barriers to entry that limit participation in other NFT marketplaces.

USES (UTILITY) OF THE GLMS TOKEN

The GLMS token has the following utility value:

- ♦ Payments on Glimpse
- ♦ Rewards and loyalty points
- ♦ Earning for content creation
- ♦ Staking and locking tokens to earn interest
- Rewards for purchase of GLMS tokens
- Discounts on in-app purchases when using GLMS as a means of payment
- Staking of GLMS to remove advertising in the app
- Pre-funding for early adopters. Early adopters will have their accounts funded with the USD equivalent in GLMS tokens to cover the costs of minting their first NFT.
- Maintaining a reserve of tokens to cover transaction fees.
- Payment of royalties through smart contract distribution.



SOCIAL INCENTIVES

The Glimpse network, as a social network itself, is built to encourage people to bring friends on board. In addition to the natural tendency for people to want to invite friends to social networking, participants know that friends they invite will get a bonus in GLMS tokens simply for joining the network.

Initially, the beta release will be by invitation only, so participants will invite only quality friends—as a kind of bonus, similar to the initiation of Clubhouse. Being able to issue invitations is a kind of exclusive right that the first users are able to exercise, adding to the prestige of being an early adopter. Token holders will get a certain number of invitations in proportion to the number of GLMS tokens they hold, further incentivizing the early adopters to purchase and hold tokens.

EXCLUSIVE EARLY ADOPTER BONUSES

In addition to inviting Individuals from their close network, early users of the platform will have access to "First Edition" original

NFT packs and NFT items that will never again be available. Such "first" items have been demonstrated to have special value, such as the legendary sale of Twitter founder Jack Dorsey's first tweet for \$2.9 million^[4]. NFTs by the founding team as well as special by-invitation NFTs will be available for the First Edition series, creating excitement around the launch of the system, and initial competition for these limited-edition and time-sensitive NFT works.

TECHNOLOGY

Glimpse's primary consideration in choosing the technology is robustness and proven capabilities. As a consumerfacing technology, the application has to work seamlessly, scale easily and provide a modern and sleek user experience.

- The GMLS token will be built on the ERC-20 standard and NFT's minted on the platform will utilize the ERC-721 standard.
- NFT's will be stored using IPFS due to its decentralization and security features. This reduces the users reliance on Glimpse as a



Business

REVENUE MODEL

Glimpse has a straightforward business model, taking a 5% seller fee on all transactions.

ADVERTISEMENTS

In addition to the transaction fees, Glimpse will offer directed advertising on the platform based on user characteristics and habits. Similar to other social media, Glimpse will feed targeted advertising to users based on their interests.

TARGET MARKETS

Glimpse has identified the following target markets:

- ♦ Celebrities with more than a million followers. Musicians, artists, athletes, and public figures spend a tremendous amount of time creating content to promote their personal brand. Converting some of this exclusive content to Glimpse allows them to monetize their content without depending on advertisings and product promotions.
- Influencers with fewer than a million followers. Influencers today are dependent on promotional income from advertisers.
 Glimpse provides them a way to monetize

- their content and connect directly to their loyal fan base.
- Rising talent can include types such as athletes and artists who are not yet famous, but who are creating content on their way to the top. Buyers of NFTs are helping rising talent support themselves before they get lucrative contracts. If the talent becomes famous, the Glimpses from those talents become much more valuable. Fans can now be involved in the process of deciding who will become the next big thing.
- ⋄ Traditional users can create games with their friends around trading Glimpses, sharing with friends, and holding onto special moments together. While this isn't a highly lucrative market, it can create stronger relationships and provide lots of entertainment. Additionally, it is an interactive way to educate new users about the NFT market.

COMPETITIVE ADVANTAGES

Glimpse provides an advantage over social networks such as Instragram, Cameo, YouTube and TikTok by allowing every individual on the platform to monetize their talent and receive 95% of the income rather than a tiny fraction. Both the United States and the European Union have attempted to regulate this space for different reasons — but the regulations have been controversial and haven't changed anything about the

- 5 Online platforms should pay for content creation, Mint, October 2020
- 6 Google, Facebook to pay content creators as per new rules, Bloomberg, Financial Express, February 2019.



pay for specific actions — but for a celebrity or influencer this can feel forced. While people want a connection with their fans, they don't want to feel that they are being controlled by their fans' desires and whims, nor do specifically tailored videos capture truly unique and special moments. Glimpse allows celebrities and influencers to maintain total control of what they want to publish, and still benefit from the purchasing power of their fans. Additionally, the fans are guaranteed a unique piece of content by using NFTs instead of easily reproduced digital content.

In the NFT space, the current competitors such as OpenSea and Nifty offer auctions and sales, but none of them have the social element that combines people's desire to follow their favorite celebrities with the ability to purchase a part of the action. Creating collectibles from content people are already creating is a natural development in this market, and to date, nobody has managed to do this. NFT marketplaces such as Mintable and Rarible still have difficult user interfaces and require people to hold and understand cryptocurrency. Glimpse is offering a simplified way for people to get into the NFT market without the technical complication and without the transaction delays.

Non blockchain based competitors are Cameo, Instagram, and TikTok. While they don't have a native token or an NFT marketplace of course, they do have the content creators which is the crucial factor. With Instagram and TikTok, we're different because our content creators won't just be posting videos to their large followings, but instead listing NFT's to sell as a digitally unique item for one individual fan to own. This fan can collect NFT's, re-sell them, or trade them - creating monetization options for both the content creator and the follower where there previously was none.

For Cameo, users send video requests, such as a say Happy Birthday to my mom request, to their stars. Glimpse works in reverse (like traditional social media) and targets more organic content creation that is representative of their actual life - rather than a scripted video. Additionally, cameo also does not offer the monetization possibilities for the fans/followers that we will focus on building out following our initial release.



Token Sale Information

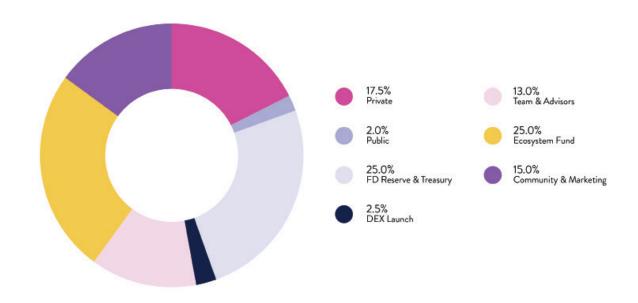
SUMMARY

Hard Cap (USD)	\$1,440,000
Total Token Supply	360,000,000
Tokens for Public Sale	2.00%
Initial Circulating Supply	23,760,000
Initial Circulating Supply %	6.60%
Public Sale Token Price	0.0250
Initial Market Cap (USD)	\$594,000

% Supply	19.50%
Initial Market Cap (USD)	\$594,000
Fully Diluted Market Cap (USD	\$9,000,000



TOKEN ALLOCATION



Token Allocation	Token Amount	USD Value	Lockups
Private	63,000,000	1,260,000	80%
Public	7,200,000	180,000	70%
Reserve & Treasury	90,000,000	2,250,000	100%
DEX Launch	9,000,000	225,000	0%
Team & Advisors	46,800,000	1,170,000	100%
Ecosystem Fund	90,000,000	2,250,000	100%
Community & Marketing	54,000,000	1,350,000	100%

Token Allocation	Total Tokens (%)	Token Amount	USD Value
Non-Sale Tokens	80.50%	289,800,000	4,995,000
All Tokens	100.00%	360,000,000	9,000,000



Core Team



THEODORE KOZLOWSKI, FOUNDER & CTO

Teddy is a successful crypto investor with over four years of experience managing a multi-million-dollar hedge fund-which has been valued at more than \$40 million USD. As a strong blockchain and DeFi advocate - he enjoys building applications that harness the power of the decentralized web to expandand improve upon existing usecases and infrastructure. While pursuing his Master's Degree in Computer Science from the University of Pennsylvania - a prestigious lyy League Institution in the United States - Teddy founded Glimpse, a next generation social media platform.



CHRISTOPHER LEE, CMO

Chris is a growth hacker and crypto enthusiast with a penchant for customer acquisition and behavioral psychology. He's started and sold 2 successful e-commerce stores before moving into the New York Startup Scene as a highly sought after digital marketeting lead. Chris' interest in fintech started in 2016 and he transitioned full-time into crypto at the end of 2017. He's led several teams covering a diverse set of projects from DeFi, NFTs, DAOs, tokenized data, and token-based social with growth, marketing, and PR.



KYLE BARNETT, BUSINESS DEVELOPMENT MANAGER

Kyle is a CPA by education and has worked for various NYC based accounting firm - including PWC - a Big 4. Today, Kyle is involved in managing social media influencers, primarily found on TikTok, who have ammassed followings greater than 5M. In his time managing high profile influencers, Kyle identified several drawbacks of traditional social platforms that fail to properly provide content creators with a fair and transparent revenue stream. At Glimpse, he is tasked with advising our product development team and expanding our content creator network.



Partners and Backers

Backed by a global syndicate of leading VC firms in the DeFi and NFT space





















China Polka



Roadmap



25MM payments volume in the app

Launchpad for aspiring content creators activated

Test Release of Lending/Borrowing Program to select users

2022



Disclaimers

In consideration of Glimpse (the "Company") providing this Whitepaper to the recipient, the recipient acknowledges that the contents of this Whitepaper are confidential to the Company and the recipient agrees not to disclose, distribute or permit to be communicated verbally, directly or indirectly or otherwise, or to otherwise publish the contents of this Whitepaper except with the prior written consent of the Company. For the purposes of this acknowledgement "recipient" includes, without limitation, any principal, employee or agent of the recipient.

This Whitepaper, and any offers made within it, is solely for Participants. This Whitepaper provides a summary of the main features of the Company. It contains general advice only and has been prepared without taking into account any participant's objectives, financial situation or needs. Participants should read the Whitepaper carefully and assess whether the information is appropriate for them in respect of their objectives, financial situation and needs.

This Whitepaper does not purport to contain all the information that a prospective participant may require. In all cases, interested parties should conduct their own investigation and analysis of the Company and the data contained in this Whitepaper.

The Company does not make any

representation or warranty as to the accuracy or completeness of the information contained in this Whitepaper. Furthermore, the Company shall not have any liability to the recipient or any person resulting from the reliance upon this Whitepaper in determining to make an application to apply for shares in the Company.

The Company considers that the financial and non-financial information contained in this Whitepaper has been prepared to the best of its reasonable knowledge and ability. However, recipients must rely on their own investigation of all financial information and no representations or warranties are or will be made by the Company as to the accuracy or completeness of such information.

The Company makes no representation about the underlying value of the tokens on offer. Prospective participants must make their own assessment about whether the price of the tokens being offered represents fair value.

PARTICIPANT WARNING

Participation in a token sale carries high risks. It is highly speculative and before participating in any project about which information is given, prospective participants are strongly advised to seek appropriate professional advice;



The information contained in this Whitepaper has been prepared by or on behalf of the Company. Glimpse has not undertaken an independent review of the information contained in this Whitepaper.

PROMINENT STATEMENTS

The information contained in this Whitepaper about the proposed business opportunity is not intended to be the only information on which a decision is to be made and is not a substitute for a disclosure document, or any other notice that may be required under law. Detailed information may be needed to make a token participation decision;

Prospective participants should be aware that no established market exists for the trading of any tokens that may be offered.

FUTURE STATEMENTS

Except for historical information, there may be matters in this Whitepaper that are forward-looking statements. Such statements are only predictions and are subject to inherent risks and uncertainty. Forward-looking statements, which are based on assumptions and estimates and describe the Company's future plans, strategies, and expectations are generally identifiable by the use of the words 'anticipate', 'will', 'believe', 'estimate', 'plan', 'expect', 'intend', 'seek', or similar expressions. Participants are cautioned not to place undue reliance on forward-looking statements. By its nature, forward-looking

information involves numerous assumptions, inherent risks and uncertainties both general and specific that contribute to the possibility those predictions, forecasts, projections and other forward-looking statements will not occur. Those risks and uncertainties include factors and risks specific to the industry in which the Company operates as well as general economic conditions. Actual performance or events may be materially different from those expressed or implied in those statements.

All forward-looking statements attributable to the Company or persons acting on behalf of the Company are expressly qualified in their entirety by the cautionary statements in this section. Except as expressly required by law, the Company undertakes no obligation to publicly update or revise any forward-looking statements provided in this Whitepaper whether as a result of new information, future events or otherwise, or the risks affecting this information.

None of the Company, its officers or any person named in this Whitepaper with their consent, or any person involved in the preparation of this Whitepaper, makes any representation or warranty (express or implied) as to the accuracy or likelihood of fulfilment of any forward-looking statement except to the extent required by law. The forward-looking statements reflect the views held only as at the date of this Whitepaper.

VALUE RISKS

Tokens issued by Glimpse may drop



substantially in value, or may remain illiquid for long periods of time or indefinitely. Glimpse cannot guarantee an active secondary market for the exchange of tokens purchased in the token sale. Not all disclosures or statements are being made in this disclaimer section. Participants should review the token sale agreement in its entirety and seek the professional advice of legal counsel and investment professionals. GLMS tokens may change in value based on a number of factors that are outside our control. There is no quarantee or

expectation that GLMS tokens will increase in value, provide a return, or have sufficient adoption and liquidity on exchanges.

Owning these tokens does not constitute a share of equity or ownership in the company. The token economy is new and exciting.

Regulatory circumstances may require that token mechanics be changed or altered.

GLMS tokens do not have any rights, uses, purpose, attributes, functionalities or features, expressorimplied, including, without limitation, any uses, purpose, attributes, functionalities or