

**NOCTA**  
JUL 2017

## INTRODUCTION

The annual turnover of the entertainment market for adults exceeds \$200 billion. There has always been demand on this market and whatever are exchange rates, oil prices or geopolitical problems, the demand on the market is stable and constantly growing. The main consumer on this market is the most active and at the same time one of the most payable part of the world's population.

Adult entertainment industry and modern technologies have had stronger connections day by day, and with spreading of blockchain technology together with p2p web, it's obvious, that the birth of the global platform, which can unite sex offerers and clients from all over the world is predetermined.

## SPECIFICITY AND PROBLEMS

The closeness of the market and high risk to get low-quality service are the main problems. Due to specifics, neither offerers nor consumers can fully enjoy benefits of the Internet and social networks.

When we need to visit another city or country, there are aggregators, such as booking.com, which contain lots of real people reviews and ratings. In case of adult entertainment, there is nothing like that. Some cities have local websites, some of them even have ratings and reviews system. But you cannot always trust to every website because of unpredicted service level. That's why the selection process is very confusing and difficult. If you are inexperienced consumer and if you go to another city / country, you cannot trust to local services for sure. Where should you look for good service? How to choose between them? Currently, there are no answers. That's where our service can solve these and other serious problems.

**Anonymity.** The vast majority of consumers and the most of offerers prefer to keep their identity incognito. Moreover, consumers generally want to keep their transactions related to this market in secret, and cash for some reasons is not always convenient.

**Security.** This is the problem that touches offerers mainly. There is always an opportunity to meet an inadequate consumer.

**Quality.** Consumers that want to get service from new offerers can not be completely sure about the quality of the service provided until they try it.

## SOLUTION

The solution to problems which are described above is the creation of specialized, global, decentralized website with advanced rating system.

## HOW IT WORKS

**Nocta** is the marketplace, where users and offerers have their own personal cabinets. Filters allow you to select a location, type of service, budget, etc. In other words, **Nocta** allows you accurately adjust your plan for leisure in any city in the world. You can always find what you need, read about services you want, leave feedback, use anonymous payment system. All attributes of the platform are aimed at convenient and long-term use. Payment for the service will be provided using **Nocta** tokens. There is extra set of services and opportunities for offerers as well.

The user's personal cabinet contains information about his balance that can be easily replenished; there are bookmarks (favourites) for preferred offerers, presets of filters for different geolocations. The client can create his own request for the service or the number of services, noting the desired area on the map.

The offerer's personal cabinet has the same attribute series like consumer's personal cabinet, but there is personal settings page as well, such as list of services provided, prices, service options, media-content (photo, video and audio). Offerers can request for the information about consumer's balance and ratings anytime.

## QUALITY & SAFETY

Consumers that have reached positive balance and minimum order history can leave their feedback and rate offerers right after service is provided. It increases the involvement of suppliers and improves quality service. It will also protect other consumers from low-quality services.

On the other hand, offerers will be able to leave comments about consumers, these comments will be visible only for other suppliers together with consumer's requests. Based on the rating and feedback, offerers can easily decide if they want to provide the service. In order to accept the prepayment, the supplier must have minimum orders history and positive balance. During the prepayment, the customer's funds will be held off, the amount will be realised only after service is provided. **Nocta** will provide intelligent system of pre-moderation and ratings to exclude the possibility of fraud.

## STRUCTURE & ONLINE SECURITY

**Nocta** will use IPFS ([https://en.wikipedia.org/wiki/InterPlanetary\\_File\\_System](https://en.wikipedia.org/wiki/InterPlanetary_File_System)) for decentralized storage of static media content (photo, video and sound files), own developed platform for decentralized hosting of dynamic content and core of system itself. The encrypted content will be stored on thousands of users machines all over the world. Nodes will be the part of giant storage cloud of encrypted content, and supernodes will be as proxies with the function of controlling checksums, encryption\decryption of content and coordination of nodes in decentralized web.

There is no need in additional software to use **Nocta** services. Almost every browser can properly run **Nocta** website. Nevertheless, we strongly recommend to use open-source browsers like Chromium or Firefox.

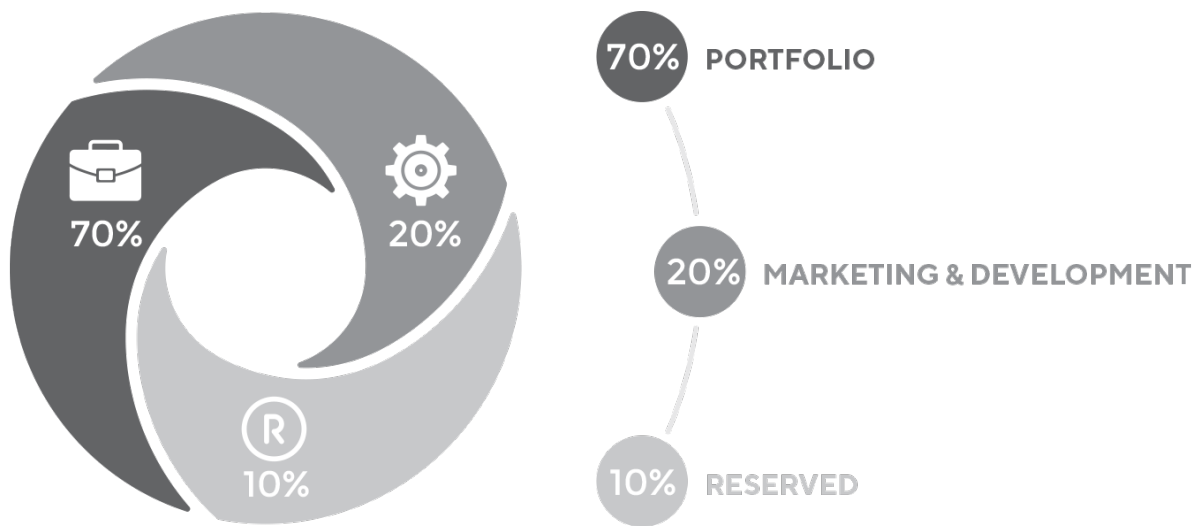
Users that want to earn with **Nocta** and become the part of decentralized hosting platform will only to log in, click «became a node» and remain online. System will automatically download node part of the system on user's machine and start working right after it gets standard user permission. **Nocta** token will be transferred to specified wallet, the amount of tokens depends on user's machine working time, available hard drive space, bandwidth speed, etc.

No servers - no datacentres, that can be stolen, turned off or destroyed by unfriendly organizations. There are no servers - nothing can be hacked and DDOS will not have any effect on the system due to dynamic nodes caching. Unstoppable growth of the system in every country and every city with Internet access and active users. No admins, only users with different roles. Nodes are self setting up. Privacy and anonymity granted by thousands machines online, where system decides on-the-go where content is stored and encrypted.

Registration is free and main functions are available right after registration is complete, no consumer's personal data will be required. System will provide unique id, pin and password, encryption key will be generated right after registration is finished. Every user will have unique pin-code and guarantee that nobody else can get access to the system without simultaneously key, pin and password. Every account will have «self-destruction» option, that can be activated by owner anytime.

## TOKEN & PAYMENT

**Nocta** is the global platform for making deals in adult entertainment industry. **Nocta Token** is the important part of ecosystem as it will be used to employ main and additional services like getting special statuses for offerers in **Nocta** charts, purchasing premium consumer accounts that will grant bonus features, adding extra information about service provider (additional media content), paying commission fees for performing internal transactions for services provided by the platform.



Total token supply is 485 714 285 NOCTA. 340 000 000 tokens will constitute a portfolio, about 20 percent of total supply will be used to supply platform development and marketing, 10 percent will be reserved.

The internal service will exchange the ERC20 token to NOCTA coin at 1 to 1 rate after the development of its own blockchain. Received tokens will be burnt after full exchange. Thus, the platform will receive necessary funding using the most convenient tool and after some time will move to fully autonomous financial operations through its own blockchain.

## PRESALE & INITIAL COIN OFFERING

Presale and Initial Coin Offering (ICO) will be conducted using the Ethereum platform.<sup>1</sup>

Presale campaign starts on September 16th, 2017 at 4 P.M. (UTC) and will end on October 7th, 2017 at 11:59 P.M. (UTC). The rate on presale will be 10000 NOCTA per 1 ETH with hard cap of 1000 ETH.

ICO will start in the first quarter of 2018. Actual date will be announced later. Rate will be 3000 NOCTA per 1 ETH. Hard cap for ICO will be 110 000 ETH. All unused tokens will be destroyed after the end of ICO.

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<sup>1</sup> To participate in presale & ICO minimum of 0.1 Ether is needed.

## LEGITIMACY & MINORS

We are against the violation of international and national laws that regulate age of consent and find it unacceptable and disgusting to populate child prostitution, so the service will have intelligent automatic pre-moderation for offerer registration. Pre-moderation is offerer verification using the provision of a photograph with easy recognisable face and ID where offerer's photo and date of birth are clearly visible as well, other personal data should be closed. The application form is the list of information with name, parameters, types of services etc., and photographs, which authenticity is checked at pre-moderation stage.

## SUMMARY

**Nocta** solves main problems of entertainment industry for adults. It allows consumer to make convenient choice anywhere in the world, to get quality assurance and anonymity in simple form. Moreover, consumer can be sure in the services that he is going to use. **Nocta** allows offerer to promote services all over the world using secure and confident platform.

## TEAM

We clearly understand our ultimate goals to successfully launch the project. To be long-term oriented, we clearly realise the need to preserve the incognito of the team.

All of us well remember inglorious story of Backpage and MyRedBook. We are not going to put false names here and upload photos of random people from the Internet, because it's just ridiculous.

We are like-minded specialists. Our team well balanced with web and crypto developers, PR specialists and entertainment industry experts.

We came to change the industry forever, to create decentralized, safe and most convenient service for everyone.

We are Nocta.