



B I R D L A N C E

Freedom and protection for freelance photographers

A next level online marketplace for pictures,
illustrations and artwork while providing
proof of authorship

Whitepaper



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INTRODUCTION

Stock images and digital images, in general, are an essential subset of the internet ecosystem. Companies use them, as well as individuals who develop websites, bloggers, graphic designers, advertising agencies, news agencies, and so much more.

Birdlance has the ambition to become one of the best online marketplaces for imagery content while also protecting the intellectual property of Photographers and Graphic Designers by being able to prove authorship and report copyright infringement of any kind. Unsolicited usage of a photograph in either its original as in its edited form can be detected by Birdlance and will be reported to the original author of the content.

Often, the use of highly specialized language further complicates things, rather than deciphering and analyzing them, we have refrained from using them where we can. For the purposes of clarity, here we present some terms used, and their meanings:



An Artist or creator means any individual who is a stakeholder in a piece of media material which can be a photographer, editor, graphic designer or anyone else who is due to be paid a percentage of the profits of that piece of art.

Cryptocurrency

Cryptocurrency in this context refers to decentralized digital assets such as Bitcoin, Ethereum, BLNC, etc.

FIAT Currency

Fiat Currency refers to traditional, government-backed money, such as dollars, pounds and euros.

Royalties

Royalties mean any profits due to a creator from the commercial exploitation of a piece or unit of image art.



The artists and creators who sell their creative works on the platform will be properly compensated, and all content featured on the platform is sold with the permission of the copyright holders.

Birdlance, is planning to issue and sell cryptographic utility tokens to be used on the platform.

The concept which is to be taken into account is all about infusing the model of the blockchain technology within the media industry. In easier terms, it is all about reconfiguring how creators will receive funds and adding a new dimension to rights management.

As well as some of the finest blockchain concepts on the planet, we have a varied selection of founders and advisors already working at the highest levels of different media industries. This means we actually understand the technologies we wish to disrupt and the problems we wish to displace.



PROBLEMS

Currently there aren't many options available to the modern-day artists (e.g. photographers or graphic designers) looking to monetize their digital work. This current structure is even more worrisome for underground and upcoming artists who are yet to attain a certain level of fame and notoriety that would help self-sell their works at a fair market price.

The structure in place, such as Stock Photography platforms like Shutterstock and Adobe Stock available has gone a long way to help in monetization. Artists and Photographers can showcase their digital works on these platforms and earn a percentage of the sale. However, there are still a lot of loopholes, redundancies, and challenges that limit the overarching objective of protecting and empowering the artist and his/her works. These problems include:

Stringent Requirements

The platforms are characterized by stringent requirements concerning the conditions of participation for sellers. Due to these challenging conditions, the artist is obliged to publish a substantial number of images in the hope of being able to compete against the immensely high levels of competition.

Payment System

There is a strong dependency on certain digital payment platforms like PayPal, which has provided fluidity for some but have grown redundant over the years. PayPal is not accepted in all countries, which means photographers and artists in certain countries are limited by a payment system which should not be a problem in today's financial age. This also limits the creator in setting his own pricing and terms.

Content verification

Long waiting times for verification of the content and a large number of rejections of the work by the photo stocks platforms are some of the factors that frustrate the artist.



SOLUTION

Birdlance comes to the market with distinct advantages over conventional platform to both customers and artists. Contributors at Birdlance benefit from a low fee in selling price, while creators take up to 90% of the earnings. A structure that allows creators to keep over 90% of the final sale price allows them to offer their work cheaper and offer more purchase value for the customers.

Our solutions to the problems highlighted in the previous chapters are:

Price Control and Autonomy

It is very important to us that only the artists themselves can determine the value of their work and that they are given the opportunity to offer their work to lots of potential buyers. Our platform provides this opportunity which is realized by using synergies from Blockchain technology and the creative industry.

Crypto Economy

Birdlance appeals to a broad audience that is currently still far from the Blockchain and cryptocurrency technologies.

Computer Vision

An 85% of the images uploaded to the internet are used without permission. Our reverse image search and AI monitor your pictures and can trace even derived works back to its original. Send legal takedown notices for images that were not duly purchased via the platform and used or re-purposed in any form.





BIRDLANCE PLATFORM FEATURES

The Birdlance platform is a platform on which artists have the opportunity to sell their work to a broad audience at a price they set themselves, and where sellers are also fully and solely liable for the works they sell themselves. Features of the platform include.

Market Place

Birdlance will have its market place which will serve as a real-time market place for pictures, illustrations and artwork.

Buy and Sell

Buy and sell your BLNC for a small fee, real-time prices and fast transactions.

Proof of Authorship

Protect your pictures, illustrations or artwork with a unique hash that will be stored on the Birdlance blockchain.

Monitor

Our AI searches for matches online and notifies you when a new match is found.

Proof of Stake

Stake coins and earn extra coins while helping to secure the network.

Advertisement

Birdlance will support paid advertising spots for products.



Birdlance PoS Blockchain

doesn't require any mining but rewards are gained by staking. Moreover, it is a lot more energy efficient and green than any other Proof of Work (PoW) Blockchain.



BIRDLANCE BLOCKCHAIN IN-DEPTH

Birdlance runs its own Proof of Stake Blockchain (based on NXT). Our utility coin (BLNC) can be used for buying and selling photographs on the platform and buying various Birdlance services. Since the Birdlance Blockchain doesn't require any mining but rewards are gained by staking, it is a lot more energy efficient and green than any other Proof of Work (PoW) Blockchain.

Birdlance's BLNC is a 100% Proof of Stake (PoS) cryptocurrency. The Proof of Work algorithm does not depend on an implementation of the coin age concept and is resistant to so-called nothing at stake attacks. In the genesis block a total of 1 billion coins were distributed, divisible to eight decimal places.

As the genesis block has an initial negative balance of 1 billion BLNC, any coins sent to the genesis account are effectively destroyed, since that account's negative balance will cancel them out.

Along with SHA256 hashing algorithms, curve25519 cryptography is used to provide a balance of security and required processing power. BLNC is redistributed through the inclusion of transaction fees which are awarded to an account when it successfully creates a block. On average blocks are generated every 60 seconds by unlocked accounts. This process is called forging. After 10 block confirmations transactions are deemed safe.



COIN DISTRIBUTION DETAILS

Birdlance will start doing airdrops to the community in the third quarter of 2019. To attract users to the platform every new user that signs up will receive a welcome bonus of coins to kick-start their Birdlance experience.

Birdlance aims to reach the one million images mark one year after launch. To achieve this, a bonus tier system will be implemented to reward photographers with extra BLNC. The system will be evaluated by Birdlance with the utmost care and will be re-adjusted when needed to best achieve the goal of one million images in one year.

Birdlance is planning to do an ICO/IEO in the forth quarter of 2019. All unsold coins will be burned and to rebalance the team's coin allocation, a part of these will be burned too in relation to the burned unsold coins.



:

- a. Rejuvenate the stock photography and visual creative media industry with our range of solutions.
- b. Establish Value for Birdlance.
- c. Establish true use of utility coin on the platform.

Allocation:

- ☑ 10% for NXT holders
- ☑ 40% for BLNC holders team
- ☑ 1% for airdrop community members
- ☑ 40% IEO/ICO stage
- ☑ 9% reward system





TEAM

Mathias Van Heule - Co-founder

After several years of experience with resource management and planning in the manufacturing industry, Mathias van Heule started working as an ERP software consultant and ERP software developer. Next to that, he is also the co-founder of a nonprofit web application used by hundreds of real estate agents in Belgium.

Glenn Boudaer - Co-founder

After his Computer Science studies, Glenn Boudaer started working as an ERP and WMS software developer. In his spare time he develops software applications using Artificial Intelligence, Machine Learning, Computer Vision or Augmented Reality.



LEGAL DISCLAIMER

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