

D'va Community AMA log

STARTING MESSAGE: <https://t.me/roomdvacommunity/346698>

Sky Kanekii, [21.03.21 12:01]

Let's Dva x MILC AMA get started !

⚠ Don't Panic! You are not in Ban. CHAT is muted for AMA ⚠

🎤 We will host AMA With : Kartik Arora & **Eugen Nussbaum**

✨ During the AMA, we will often close the chat feature to smooth the question and answer session.

Sky Kanekii, [21.03.21 12:01]

we glad to meet here :

@KartikArora99 Kartik Arora Project Lead

@WDWofficial_WillNotDMfirst **Eugen Nussbaum**

Senior Producer & Corporate Development

Kartik Arora | Will never DM first, [21.03.21 12:02]

Hey guys,

Pleasure to be here! 🙌

Eugen Nussbaum, [21.03.21 12:02]

Hi all! Pleasure meeting you! 🙌

Sky Kanekii, [21.03.21 12:02]

Hii welcome

Sky Kanekii, [21.03.21 12:03]

How are you feel today @WDWofficial_WillNotDMfirst @KartikArora99

Kartik Arora | Will never DM first, [21.03.21 12:03]

[Antwort auf Sky Kanekii]

Feeling great!

Looking forward to a great AMA today with D'va community. 😊

Eugen Nussbaum, [21.03.21 12:04]

[Antwort auf Sky Kanekii]

Thank you! I feel great and really excited! 😊

Sky Kanekii, [21.03.21 12:05]

Great!

Sky Kanekii, [21.03.21 12:05]

our community hope to talk and learn more MILC 🙏

So let's move to segment 1

Could you please introduce yourself and (MILC) to us at the first sesion.

Kartik Arora | Will never DM first, [21.03.21 12:05]

Sure

Kartik Arora | Will never DM first, [21.03.21 12:06]

So I am Kartik Arora. I have been working in this industry for more than 4 years now, and I have grown quite a good network since.

I have worked for quite a few projects while being in the background, and recently got a chance to be a contributor in MILC project. I will be leading the marketing front for MILC, and will use my well-established network to create most awareness about it.

Eugen Nussbaum, [21.03.21 12:06]

Thank you very much, i really appreciate your interest in the project!

So I'm **Eugen Nussbaum**, based in Munich, Germany and i have been with Welt der Wunder, the brand and company behind the MILC project, since 2013. During this time i have seen pretty much all facets of the media and broadcast industry, from production, to buying/selling and broadcasting especially video content.

Since 2017, we have been working intensively on the opportunities that blockchain and crypto offer in our industry and are convinced that this technology is a game changer in this sector and for this reason we have opened up the project to the crypto world.

Kartik Arora | Will never DM first, [21.03.21 12:06]

Quickly About MILC:

MILC platform aims to provide the industry with an open new marketplace for every professional and non-professional content provider and buyer that incorporates cutting-edge broadcast, blockchain and AI-technology which can become a game-changer for the entire media content industry.

It solves four fundamentally important challenges of the global media industry: Global availability, Discovery process for Buyers, Complex licensing and Early feedback from viewers

Sky Kanekii, [21.03.21 12:08]

It was a great experience. 🙌

Sky Kanekii, [21.03.21 12:08]

Can you briefly describe what is (MILC)?

Kartik Arora | Will never DM first, [21.03.21 12:12]

Sure, as said above, MILC will act as a marketplace for content licensing and distribution.

A place where anyone can create and upload content, get it easily licensed and then distributed globally through the MILC Platform.

MILC will be first of its kind product providing such standardisation of license and distribution of content at one place, and we will be taking help of blockchain technology to achieve this.

Eugen Nussbaum, [21.03.21 12:13]

Very well summarized Kartik! I just want to add, that we are talking about video content, as this is our main field 😊

Kartik Arora | Will never DM first, [21.03.21 12:14]

MILC - Media Industry Licensing Content

Kartik Arora | Will never DM first, [21.03.21 12:14]

Done!

Sky Kanekii, [21.03.21 12:15]

Cool!

Sky Kanekii, [21.03.21 12:15]

Can you provide us with information about your Roadmap; the product development stage, achievements and plans for the near future??

Kartik Arora | Will never DM first, [21.03.21 12:20]

[Antwort auf Sky Kanekii]

For sure.

So the team has worked on MILC for around 4 years now. We started in mid 2017 and worked on building the MILC platform.

We added many features as we went, for example AI translation, subtitling, blockchain implementation etc, and opened a completely new market (from being just B2B to also being B2C now) for MILC platform users.

Now we are approaching our TGE and Product launch, and we are excited to show to the world a product never seen before.

Kartik Arora | Will never DM first, [21.03.21 12:21]

We are expecting our TGE in Q2 only, and our product launch in around 3 months or so (not too far).

The upcoming few months are going to be very important for us!

Kartik Arora | Will never DM first, [21.03.21 12:22]

[Bild]

Eugen Nussbaum, [21.03.21 12:23]

Exactly. The platform is in use every day by our both networks and we aim to bring that on a global scale!

Kartik Arora | Will never DM first, [21.03.21 12:23]

[Antwort auf **Kartik Arora | Will never DM first**]

Our Roadmap which cover what we have achieved, and what is yet to come.

Do give a look. :)

Kartik Arora | Will never DM first, [21.03.21 12:23]

Done!!

Sky Kanekii, [21.03.21 12:25]

Great!

Sky Kanekii, [21.03.21 12:25]

Some introductory question have already been answered and we will enter segment 2.

5 best question comes from the twitter.

Kartik Arora | Will never DM first, [21.03.21 12:26]

Let's go!

Eugen Nussbaum, [21.03.21 12:26]

Happy to dive into further!

Sky Kanekii, [21.03.21 12:27]

Q1. In terms of content distribution, how does MILC ensure that each material created reaches the target audience? Do they use an algorithm that matches users with their needs and interests?

Kartik Arora | Will never DM first, [21.03.21 12:28]

[Antwort auf Sky Kanekii]

Good question.

So MILC Platform will support AI features.

AI Search algorithm will help users/viewers in quick access to their preferred content.

Not only that, AI will also be used for automatic translation of content and subtitling. This will make the content available to the viewers globally in their local language, thus increasing the potential market for the content available on the MILC Platform.

Content management will be easy, and the front-end will be super user-friendly for the users to watch and interact with.

Kartik Arora | Will never DM first, [21.03.21 12:31]

Done!

Sky Kanekii, [21.03.21 12:31]

Next questions

Sky Kanekii, [21.03.21 12:33]

Q2. About the token work flow of MILC, the Content Buyers pay with Fiat. Why Fiat? Why we can't pay in cryptocurrency?

Eugen Nussbaum, [21.03.21 12:33]

[Antwort auf Sky Kanekii]

Since we are targeting quite an old and traditional industry, we can't force the participants into that immediately. But we see this use case as a great opportunity to bring the benefits of cryptocurrencies and blockchain to a large industry and audience. But first the stone has to be set rolling.

Kartik Arora | Will never DM first, [21.03.21 12:34]

Thanks for the deep-dive!

The content buyer can pay for the content using FIAT such as EUR/USD/CHF, or through MLT token directly.

Whatever way they choose to pay, final payment is made in MLT token only.

MILC platform will have an integrated exchange API, which will convert all fiat payments into MLT automatically.

This way the end-user won't have to do a deep-dive into crypto and buy MLT tokens before doing a payment, instead just pay with fiat directly for a seamless user-experience.

MLT token is required to approve and sign the content contract license and act as a proof of payment.

It also greatly increases the utility of MLT tokens in the platform.

Kartik Arora | Will never DM first, [21.03.21 12:34]

Done!

Sky Kanekii, [21.03.21 12:35]

Great, next questions

Sky Kanekii, [21.03.21 12:35]

Q3. I read that Milk Blockchain focuses on the distribution of content on their platform, would I like to know what are the strategies they are using to reach the target community, and if you consider that through this, they will achieve the success of the project?

Kartik Arora | Will never DM first, [21.03.21 12:37]

[Antwort auf Sky Kanekii]

MILC Platform will have various use-cases.

Not only it will act as a place for licensing of content, it will act as a content management and distribution marketplace.

Through the MILC platform a creator can create and upload his content on blockchain. He can also create trailers or demos and get funded by producers for his content through MLT token (MILC platform acting as content launchpad here).

Once the content is finalised and final touches are made on the platform, the content owner will then upload it and his/her content will have access to global users through the MILC platform and the advanced AI translation/subtitling features inbuilt in it.

The license agreement process and management rights for the content will be super simplified, and the user can do marketing of his content through campaigns or reward distribution (in form of tokens or NFTs) for engaging with his content.

MILC Platform will be first of its kind, and we are way ahead of any competition in this space.

Eugen Nussbaum, [21.03.21 12:39]

Great question! Reaching our audience and target group is our everyday business. And this experience and know how of course is transferred in the platform. First and foremost it is a marketplace for video content just as Amazon or Alibaba are for all possible stuff. But to avoid an unmanageable flood of offers, the platform will use different algorithms to offer the best suitable content for everybody. These are based on external factors, such as e.g.

seasonality and regionality or recent events. But also according to the registered profile and interests. And also not forgetting the budget.

What we see as one of the biggest advantages to activate the right target group is to involve the community into the projects!

Eugen Nussbaum, [21.03.21 12:40]

done!

Sky Kanekii, [21.03.21 12:40]

Q4. What is the mission and vision of MILC ? What kind of problems / use cases does MILC hope to solve?

Kartik Arora | Will never DM first, [21.03.21 12:43]

[Antwort auf Sky Kanekii]

We believe the world of content trading must become faster, more equitable, more accessible and more profitable for all participants, and above all, more transparent for professional and everyday users.

The MILC Project will solve four fundamentally important challenges of the global media industry:

1. Global availability of all Video Content
2. Discovery process for Buyers
3. Complex licensing for the entire industry
4. Early feedback from its audience

And for the first time, MILC will build a bridge between the audience and the content creators, buyers, and distributors.

MILC Platform will be the first one to provide a place for the standardisation of content licensing, and will act as a marketplace for every professional and non-professional content buyer and seller to interact with each other.

A place long wished for.

Eugen Nussbaum, [21.03.21 12:45]

That all comes from our own decades of experience as producers. Participating in this market eats a huge amount of manpower, time and money that is lost to intermediaries. That's why we see the project as liberalising and democratising this huge ecosystem.

Eugen Nussbaum, [21.03.21 12:46]

done :)

Sky Kanekii, [21.03.21 12:46]

Q5. Do we as investors of your tokens have the right to participate in the governance of the project? On what kind of decisions can they vote on about the project?

Kartik Arora | Will never DM first, [21.03.21 12:48]

[Antwort auf Sky Kanekii]

Yes, MILC holders will be able to propose and vote to make changes in the features of MILC platform, or in the token utility, and earn rewards in return.

MLT Token holders can propose new features, improvement of existing features, and then vote on the proposed development features and improvements. They can also participate and vote on the parameters for Staking rates, Token burns etc.

Another governance feature is voting on early script drafts, casting proposals, trailer sneak peaks from content producers, studios, marketeers etc. This will help the content producer in getting early feedback from its audience, and then publish a much better content for the wider audience to watch.

Eugen Nussbaum, [21.03.21 12:50]

Exactly, this is related a bit to question 3. The platform is not only a marketplace to buy/sell content, but also a pitch place for new ideas, concepts, etc.

Eugen Nussbaum, [21.03.21 12:51]

The platform itself is built so flexibly that it can always adapt to current trend, technologies and innovations.

Eugen Nussbaum, [21.03.21 12:51]

Done!

Sky Kanekii, [21.03.21 12:51]

Question on segment 2 have been answered, It's wonderful thank you

@WDWofficial_WillNotDMfirst & @KartikArora99

We will continue segment 3

Telegram Questions:

Q: What is the core reason and motivation for creating MILC project or which challenges or problems do you plan to solve?

A: Kartik Arora | Will never DM first, [21.03.21 12:55]

[Antwort auf Femi Oyinloye]

In few words, To standardize the licensing process and provide a platform for professional and non-professional content sellers and buyers to interact with each other.

Q: Is MILC a global project or a local project? Can anyone use your services from anywhere in the world?

A:Eugen Nussbaum, [21.03.21 12:56]

[Antwort auf Aston Rowi]

MILC was from the beginning on conceived as a global project! We want to create a place where creatives from all over the world come together!

Q: Will you also focus more on Asian market as it arbors a very strong based for crypto currency projects ?

A: Kartik Arora | Will never DM first, [21.03.21 12:59]

[Antwort auf Hate Hariken Hugai Bash]

Content is created and watched all over the world. Anyone from anywhere in the globe (including Asia) will be able to create or buy content from MILC Platform easily.

Q: How do you plan to spread awareness about your project in countries/regions where English is not spoken well like Indonesia, Vietnam, India, Bangladesh and Iran, do you have local communities for them to make them better understand about your project?

A: Kartik Arora | Will never DM first, [21.03.21 13:01]

[Antwort auf Hate Hariken Hugai Bash]

We will soon launch our ambassador program through which true suppoeters will be able to interact directly with the core team and suggest ideas/give feedbacks.

If required (and if there is demand for it), local communities will also be created.

Q: What do you think about the boom of the NFT + DeFi association that is causing so much interest in the world ? How does your project take advantage of and exploit this reality ?

A: Eugen Nussbaum, [21.03.21 13:03]

[Antwort auf Reinhard Van Astrea]

We absolutely have a watchful eye on that topic! in our opinion, content lends itself excellently for this purpose! But we have to think further ahead than we see the currently use and trend!

Q: So will MLT continue to run on the Ethereum blockchain?

When the Mainchain 2.0 comes, maybe. In the course of this, direct to Cardano would perhaps make more sense?

Especially with a complete new coin, wouldn't the change be better right now?

A: Kartik Arora | Will never DM first, [21.03.21 13:05]

[Antwort auf 류 탁 디 | !!!!!]

MLT token will be on ethereum and will be an ERC-20 token, yes.

In time we can surely look into other options (or layer-2) and will do what fits best for our product and product users.

For the time-being Ethereum chain is the most used one and surpasses any other smart contract chain out there in terms of adoption and functionalities.

Q: Charles Jordan, [21.03.21 12:53]

Where do I get information about your team? Why do you prefer to be anonymous? Do you have a plan to identify your team later?

A: Eugen Nussbaum, [21.03.21 13:06]

[Antwort auf Charles Jordan]

You can check the whitepaper, linkedin or wikipedia. We are not really anonymous 😊

Q: Competition in the Marketplace space is starting to get fierce. What do you guys have in the pipeline, especially in terms of partnerships/marketing lined up? How do you plan to compete in such a crowded space?

A: Kartik Arora | Will never DM first, [21.03.21 13:08]

[Antwort auf kuluk and uhuk]

As of now we are way ahead of any competition in this segment.

Content licensing is a huge issue and we will be the first one to be focusing on easing-up this complex process.

About the partnerships, yes many will be done as we go. We have just started working on the marketing front and you will soon see many good announcements coming from our side.

Don't forget to follow our socials! :)

Q: Do you have such programs?

Are you planning to burn or buy back any tokens from the market in the future?

A: Kartik Arora | Will never DM first, [21.03.21 13:10]

[Antwort auf Charles Jordan]

Yes a certain percentage of every purchase made on MILC platform will be burned, in form of MILC tokens.

This will be charged as platform fees, and rate can be changed through governance voting.

Exact details on this will soon be out!

Q: Hate Hariken Hugai Bash, [21.03.21 12:53]

I really want to farm but I don't want to take any risk. Are there any other options available for me so that I won't lose my assets?

A: Kartik Arora | Will never DM first, [21.03.21 13:11]

[Antwort auf Hate Hariken Hugai Bash]

MILC platform will support staking features, which won't have any such risks.

Q: What are the killer features of Your Project ? ? What is the vision and goals Your project wants to achieve in 2021 ? 👉

A: Kartik Arora | Will never DM first

MILC Platform Features



Do give this a look.

This sums it up pretty good. :)

Q: Is MILC project affiliated with Welt Der Wunder TV ?

How will Welt Der Wunder affect to the demand of MILC ecosystem?

A: Eugen Nussbaum, [21.03.21 13:14]

[Antwort auf 🌸💖 NDee 💖🌸]

Absolutely. Welt der Wunder on the one hand will provide content, on the other we of course will act as buyers as well. It's one of our driving thoughts to find never seen before content and ideas and have them on our networks. You don't find this ideas on traditional fairs.