Introduction to Posh SPACE

Posh SPACE is a decentralized content platform for growing fashion tech industry. We're shifting physical fashion into the digital world in the form of images and animations, showing them on displays built-in into physical accessories and wear.

The platform enables fashion and jewelry brands, artists and technological companies interact together to bring the digital fashion to customers.

What problem do we solve?

There are a lot of digital artworks that talented people create every day. But their work doesn't reward. Digital art is hard to sell because it can't be placed like a fine art. And those lucky guys who sell their arts lose up to 80% of profit due to a marketplace fee. And be sure if the artwork growth in price and someone resell it with a profit… an author gets nothing.

Once and for all we want to change it:
· Give a real value to digital art and new opportunities for artists
· Spread a digital art to the world and create a new profitable market
· Make a fair and transparent payment system for artists

How does platform work and used?

Posh SPACE empowers digital artists to finally announce themselves to a wider audience and monetizes their work.

· Artists create digital artworks and sell them directly to consumers via Posh SPACE decentralized platform, without any fees
· Jewelry and fashion brands make accessories and wear with built-in displays and broadcast the artist's content on them
· Consumers buy digital fashion accessories and wear from beloved brands and then purchase different artworks straight from the authors

The copyrights and ownership history of artworks are recorded into the blockchain, so no one can fake an artwork. Each artwork can be released in limited copies or even in a single one exemplar. We create a value for digital content: exactly the same value as physical goods and pieces of art.

Every time a copy resold to a new owner, it's author gets a 5% of a new sell price, so when the price of the artwork is growth, an artist gets rewarded for his work.

The POSH token

We tokenize a digital content. POSH used to create a copy of a digital artwork. Each artist set the maximum numbers of copies of his artworks when he upload them to the marketplace. One POSH equal one copy.

POSH is also a platform currency, where its members can purchase the:
· digital artworks
· physical accessories and wear
· promotion and advertising

Token sale starts
February 2018

POSH token type: ERC20
Purchase method accepted: BTC & ETH

Goal: $ 9,000,000
1 POSH = $ 0.01
Maximum amount of POSH: 1,571,428,571

Token distribution:
70% — Community
20% — Founders, team & early backers
10% — Legal, marketing & bounty

Revenue allocation:
28% — Marketing
32% — R&D
40% — Manufacture

Executive team

Nikolay Ponomarenko
CEO & Founder
7+ years of entrepreneurship

Sergey Shevyakov
CCO & Founder
Raised over $20m of investments

Investors

CRYPTO BAZAR

SOKOLOV JEWELRY

Partners

ST life.augmented

RUSSIAN FASHION COUNCIL

360FASHION NETWORK

Ab[Screen-wear]

ZERION