

# From Initial Idea to Initial Coin Offering



## About Flixxo:

Community-Based Video Distribution

Flixxo is a decentralized social video distribution network using BitTorrent protocols and blockchain to allow users to upload and share video content. Creators, viewers, and advertisers engage with each other directly using a cryptocurrency to monetize their work and incentivize the social network.

In 2017, Flixxo set out to become the first social video network to champion its users as the owners and beneficiaries of the content that they share or create. Flixxo asked Edrans to build a seamless and secure web platform to grow their community around a token-based economy.

### Technologies Used

AWS ECS, AWS ECR, AWS RDS, AWS ElasticCache, AWS EFS, AWS CloudWatch, AWS EC2, AWS KMS, AWS Route53, AWS SNS, AWS CloudFront, AWS S3, AWS Lambda, AWS CloudTrail, Jenkins, Prometheus, HashiCorp Consul, HashiCorp Terraform, Microservices, Docker

## The Challenge

### Rapidly Build and Deploy a Scalable Platform for 400,000 Initial Users

Shortly after Flixxo's successful Kickstarter campaign in 2017, Edrans was brought in to take Flixxo's social video platform and cryptocurrency from proof of concept to fully featured web application.

With over 400,000 users and content creators ready to start producing and sharing content, the pressure was on. Flixxo needed a stable and secure social video platform built on a highly rewarding token-based sharing economy that could scale exponentially.

“Edrans was able to deliver on time at each stage of development so that we could keep the momentum with our users and investors.”

Adrian Garelik,  
CEO and Co-Founder of Flixxo

## Our Approach

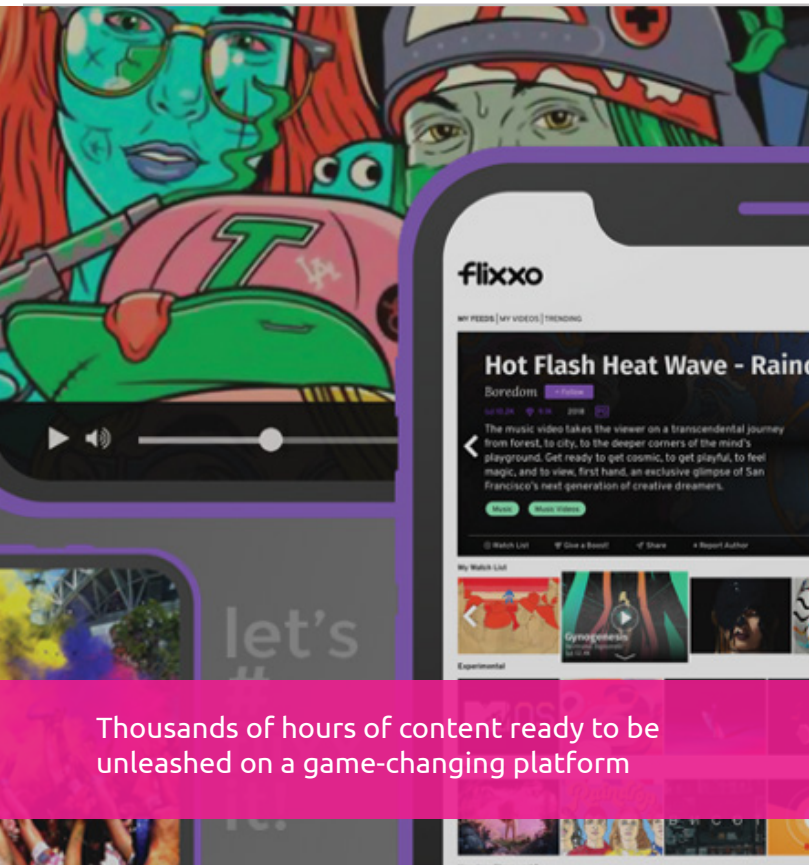
### Building a Unique Digital Journey

We began by dissecting the user journey and creating a comprehensive, intuitive user experience to draw consumers to Flixxo content. The goal was to anticipate user behavior in the face of unpredictable elements like cryptocurrency volatility and massive exponential growth.

We considered how every component would grow and scale with user behavior. Along with experience, security and stability are paramount when you have monetary incentives based on a complex social environment. It goes without saying that the platform had to be fast and user-friendly.

## The Technical Story

We developed an immersive user interface backed by a microservice-centric application running on Docker and AWS ECS, using BitTorrent to securely and efficiently deliver large digital assets. This included an ERC-20-compliant smart contract deployed on the Ethereum blockchain. Using Hashicorp Terraform to model configuration, we maximized security and reduced manual configuration.



Thousands of hours of content ready to be unleashed on a game-changing platform

## The Results

### Rewarding the Creator Community

In late 2017, in just one month, Edrans built a successful minimum viable product for Flixxo, enabling the company to raise an impressive 11500 ETH (approximately 4,238,555 USD) in its initial coin offering (ICO) that year.

With a beta release of the Flixxo platform just around the corner, an estimated 400,000 users are ready to pay a fair price to watch licensed content in a friendly and safe environment that puts the power back into the hands of creators everywhere.