

An ICO for WhoLoMove

 **EDWIN MORLEY-FLETCHER,**
Lynkeus

An ambitious collective exploitation opportunity, inspired by the multi-sided platform (MSP) concept, as developed by the 2014 Nobel Laureate for Economics, Jean Tirole, is being examined on behalf of all its partners by Lynkeus, the coordinator of WhoLoDanceE.

Given its technological outcomes, moving from proof-of-concept system to becoming a tested operational reality for dance, the WhoLoDanceE exploitation idea entails that a similar approach can be applied to other types of dance genres (as well as social dances) and to adjacent areas, like wellness, sports, martial arts, crafts and work ergonomics, body movements for rehabilitation, and even robotics. WhoLoDanceE has demonstrated the capacity of recording, reconstructing, and preserving the representation and heritage of priceless movement skills, providing cutting edge digital technology by which a growing community of users will be able to acquire relevant in-depth knowledge and experiment with new ways of learning and teaching, as well as of designing new anatomically sound movements and choreographies.

WhoLoDanceE partners have converged on an integrated web-based and Unity-based platform, leveraging the technical developments already accomplished and having recourse to Unity as cross-platform engine of choice. Additionally, it was also agreed that enabling a wider use of less costly low-end devices would be useful, hence, deciding to go for a multi-layered software licensing approach. This now allows to implement a freemium general access policy, providing browsing

of and some limited access to the platform for free, in addition to a fee-based access to all WhoLoDanceE functionalities. These fees are expected to trigger a feedback mechanism to support further acquisition of motion captures, broadening the content database and ensuring its sustainability, while providing, through blockchain and smart contract applications, an economic return not only to the technology developers but also to the artists contributing to the motion capture sessions. On the premise that the internet has been forcing virtually all industries to upgrade their economic models

▼ Figure 1. Proposed WhoLoMove logo and original sculpture. Patrick Steen, "Dansende Golven" (2008), Oostende, Belgium. Photo credits: Reimund Schmidt-De Caluwe (sdc-photo) 2015.

