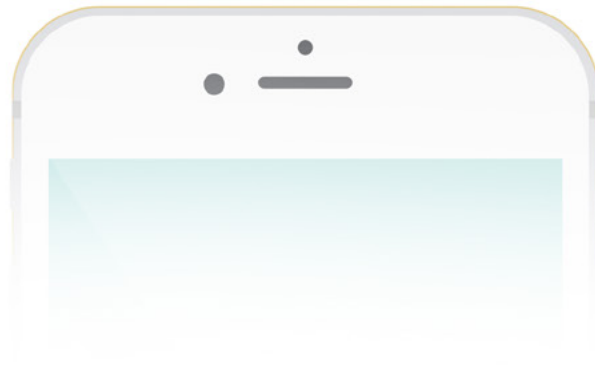


Whitepaper



Go ManeStream

BEAUTY ON-DEMAND

On-Location Beauty &
Wellness at the **Tap of an App**



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1. ABSTRACT

Manestream is a decentralized e-commerce platform that leverages the blockchain technology to provide consumers with on-demand wellness solutions. The platform inculcates numerous aspects of the technology, which include smart contracts and atomic swap techniques in order to extend a seamless experience to its end users. The key to the power of the decentralized Manestream platform, as it is called, is its fuel, 'Mane'.

Mane also draws its power from advanced engine mechanisms that are all woven into a unified, integrated architecture: Revenue Optimization Engine (RoE), Price Optimization Engine (PoE), the Ethereum Blockchain, Catapult, Inventory Management System (IVS), Order Management System (OMS), Customer Relations Management System (CRM) and, Marketing and Analytics System (MAS), in addition to the Software Development Kit (SDK), so as to result in an powerful decentralized application that is secure, end to end, thanks to the might of the blockchain.

On-demand beauty and wellness services is an industry ripe for disruption and Manestream focuses on bringing the power of the blockchain into this sector. Traditional brick and mortar salons offering beauty services are on a decline considering how overbooked people are, having little time for placing another booking for have themselves groomed. The situation is further complicated by the increased travel time and costs as well as the booking times, which make these services a task rather than a means to pamper oneself with beauty treatments. This is exactly the area Manestream is targeting to expand its reach and territory locally as well as globally in. By bringing revolutionary technology at people's fingertips, Manstream aims to make beauty and wellness services more affordable. The result is a unified on-demand platform of the future.

2. EXECUTIVE SUMMARY

Manestream provides on-demand beauty and wellness products and services on a decentralized platform built upon the blockchain. At the core of the design is an integrated e-commerce framework that serves media devices such as tablets, mobiles, and the web, forming a robust backbone behind the services provided.

2.1 Powered by 'Mane'

The blockchain powers the platform, facilitating transactions with the aid of the fuel called 'Mane'- the prime mover behind all services and products offered on the Manestream platform.

2.2 Seamless user experience with Blockchain unified mechanisms

Manestream goes beyond conventional technological frameworks, integrating Analytics and Reporting, Customer Support, Order and Inventory Management, Procurement, Content Management, Marketing, as well as Pricing and Promotions mechanisms into the blockchain. This results in a powerful, unified, and coherent platform that seamlessly delivers products and services to users, who can place orders across all their devices.

2.3 Driven by the blockchain

While all operational e-commerce platforms would facilitate online shopping for products and services on their web stores, what differentiates them is the way they unify and anchor upon front and back-end applications in order to handle shared data in a seamless manner.

Manestream sets itself apart from the competition by using the blockchain as a way to enforce consistency across the design, throughout the platform. From such decentralization emanates the quality users have come to expect of this platform.

2.4 Objectives

The following are the primary goals of the decentralized e-commerce platform that shape its technological architecture and roadmap. Manestream aims to:

Unified Platform Execution: Manestream integrates e-commerce, accounting, POS, inventory and order management, marketing, merchandizing, customer service and financials natively through the blockchain, thus eliminating cross communication between individual functional blocks.

Enhanced 360° Customer Experiences: Manestream aims to build personalized and consistently harmonious customer experiences across all channels. The platform will use targeted marketing and seek to es-



establish an exemplary customer service constructed atop a unified view of all cross-channel customer interactions and transactions.

Intelligent Order Management: The platform will set new standards for customer expectations when it comes to placing, fulfilling, and returning orders at a two-fold level: in the stores as well as on the online platform. Decentralization of the various facets of order management will help maximize profits, as would an integrated cross-channel view inventory across all supply chain business units.

Scalable Architecture for Expansion: The fact that the blockchain is an integral part of the whole technological framework would imply that the infrastructure would be highly scalable, so, for instance, sites could be quickly deployed on the same platform for varying business models, brands, countries, channels, currencies, and languages.

3. INTRODUCTION

On-demand services comprise of online platforms where professional sellers offer their services to customers. The services form a \$57 billion market, which is continuously growing at a rapid pace and offers interesting possibilities with a plethora of services on offer.

The beauty space, on the other hand, is worth \$445 billion and comprises of the main players in the wellness and beauty industry. Manestream harnesses the intersection of the on-demand services and beauty space, which forms a \$46 billion dollar market, providing on-demand beauty services to its users.

The traditional beauty salons are on a decline due to the scarcity of time, for, people have little time to opt for beauty treatments with the added travel and booking time constraints. Manestream the tackles the problem by providing on-demand luxury wellness and beauty services within the reach of the users of the platform, which leverages the power of the blockchain technology to carve a niche for itself in the beauty and wellness on-demand services space with a technological edge.

4. BUSINESS CASE PLAN

The Manestream platform harnesses the void in on-demand beauty services that leverage disruptive modern technologies such as the blockchain for ensuring complete transparency and rapid execution. The financial implications of the project are determined by its subscription models, product sales, and hotel partnerships.

4.1 Finance

Manestream uses a unique finance model to generate revenue on the platform. Manestream raises profits through product sales on the platform itself along with its partnerships with the urban hotels.

For this purpose, the platform inculcates 2000 service providers per market. Of the total service providers registered on the platform, at least 25% buy products through the Manestream portal. On an average, a service provider purchases 5 products in a week, each of which as a mean price of \$7 with Manestream receiving a 50% margin from the sales. On the whole, the platform receives \$455,000 as the commission annually for every market.

From hotel partnerships, the platform generated \$20,160 in a year per hotel. The revenues from hotel services have been on a constant rise, increasing from \$1,512,000 in the year 2016 through \$2,016,000 in 2017 and \$2,520,000 in 2018 and unto \$3,024,000 in the year 2019.

The total revenue from all channels combined came up to \$134,240 in 2016, which increased to \$1,494,000 in 2017. The figure is expected to rise to \$46,410,000 in the year 2019.

4.1.1 Subscription Models

Three on-platform subscription programs have been designed for the purpose of customer engagement on Manestream.

4.1.1.1 Stroom Plus

The Stroom Plus program is a premium-tier offering, which includes higher quality services provided at an extra cost. This is a monthly subscription scheme, which consumers can take advantage of. Monthly subscriptions entitle users to premium quality services.

4.1.1.2 Stroom X

The Stroom X program is for casual users who wish to benefit from the platform once in a while. The sub-



scription rates are affordable and like Stream Plus, the service is based on a monthly subscription payment.

4.1.1.3 Group/Corporate Packages

Enterprises and corporations can take up a corporate package with the platform with the payment of a monthly fee. The package is characterised by large transaction volumes owing to the larger constitution of the subscribing parties.

4.1.2 Use of Proceeds

The proceeds generated through various channels will be diverted to various areas in order to increase user adoption and engagement on the platform. The major portion (approximately 64%) of the proceeds will go towards Marketing & Sales, which will include celebrity endorsements. The marketing strategies will involve the generation of social media campaigns to engage users and online. User referrals programmes would be introduced whereas existing users will be rewarded upon each referral. Partnerships with corporate organizations, hotels, apartment concierges, celebrities, as well as other related businesses such as bridal, photography, and entertainment firms would be explored.

19% of the proceeds will be utilized as the working capital for the organization while 9% would be utilized in empowering technology and product support. Technology development would consume 6% of the revenue generated in order to develop new features including the Quick Book function, FaceTime feature, and the User experience algorithm. The remaining 1% would go to pilot provider programs, which would include Beauty MBAs and product promotions.

4.2 Project Definition

Manestream is an on-demand beauty and wellness services platform, which leverages the might of decentralization including the blockchain and smart contracts to create a powerful platform that brings service providers and consumers together.

4.2.1 Background Information

The sole reason behind the creation of the platform is to provide consumers with a respite from long booking times and travel costs when they already are overworked in the modern era. The platform seeks to bring them the joy of having themselves groomed at their own places with a time preference of their own. The application is engineered to be user-friendly and enables end users to book the services of a beauty professional with a simple tap on their smartphones.

With regard to the service providers, the platform helps professionals increase their revenues by reaching out to more clients and eliminating revenue losses due to infrastructure establishment costs or revenue sharing with established salons. The platform also disrupts the wellness and beauty freelancing model and brings modern technology in the stride of wellness professionals.

4.2.2 Benefits

The Manestream platform, particularly the user application has several important features that benefit both the consumer and the service provider.

4.2.2.1 Benefits for Consumers

The application is designed to be user-friendly and enables consumers to book a beauty treatment via the Manestream platform with a simple tap on their smartphone, for instance. The following are the main advantages of the platform for end users.

4.2.2.1.1 GPS Driven Platform

The Manestream platform is integrated with GPS technology, which enables consumers to find and book beauty professionals by their current location in real-time. This helps save time for both the service provider and the end user while also saving the consumer high transport costs and booking time.

4.2.2.1.2 Quick Search

The platform provides consumers with the functionality to filter and sort service providers based on their ratings, price, proximity, and service. The feature helps consumers quickly find the most suitable beauty and wellness professionals at an affordable cost, comparing various service providers against each other.



4.2.2.1.3 Simplicity

Manestreem works with a simple 3-step process where consumers can search the service providers, review them, and finally, book the professionals of their choice. The convenience comes from the application design, which is user-friendly and easy to use.

4.2.2.1.4 Fast Response

Delays are a major reason users shy away from traditional salons; Manestreem works around this situation by minimizing the response time. The service provider arrives at the location specified by the user within 45 minutes, saving time and money for the end user.

4.2.2.2 Benefits for Service Providers

Service providers need not share their revenues with the brick and mortar salons with the business model that Manestreem provides them. No infrastructure development expenses need to be incurred to set up a permanent establishment since service providers can visit consumers and offer their services without the need for a physical place. This reduces costs and facilitates greater profits. The following sections list the major benefits of the Manestreem application platform for service providers.

4.2.2.2.1 Convenient and Easy Scheduling

Service providers can benefit from flexible scheduling options when they use the Manestreem mobile application. Professionals are free to fix their working hours according to their lifestyle and personal preferences.

4.2.2.2.2 Greater Profits

Since there's no revenue split with the salons, service providers are rewarded with as much as a two-fold increase in their earnings, which makes their endeavours much more profitable.

4.2.2.2.3 Growth on the Manestreem platform

Service providers obtain word of mouth publicity by enrolling themselves and offering their services on the Manestreem platform. They can obtain new clients, benefit from the extensive marketing efforts by the organization, and also receive reviews and feedback from their clients, which in turn increases their revenues and future employability.

4.2.2.2.4 Passive Income

Even post-retirement, service providers can earn passive income through the Ambassador program of the Manestreem platform. In this program, the service provider is not required to actively work and provide services to the clients.

4.2.3 Option Identification & Selection

The Manestreem platform cuts intermediary parties between the consumer and the service provider, thereby increasing the profits for the providers and also reducing costs incurred by the consumers. The key to the power of the platform is the blockchain technology, which saves all transactions on a public ledger, thereby ensuring complete transparency in all operations. The 'Mane' fuel helps drive the platform, keeping it functional.

Apart from the blockchain, the e-commerce platform also uses smart contract technology and atomic swaps for a hassle-free user experience. By unifying order placement, inventory management, customer service, marketing initiatives, financials, merchandising, and POS under one integrated application platform, Manestreem attempts to remove the bottlenecks in the realization of a unified on-demand beauty and wellness services platform.

4.2.4 Outline Plan

Launched in the year 2014 by the founder Santos Gonzalez, Manestreem evolved into a full-fledged e-commerce platform, coming a long way in a short span of time. The project owes its success largely to its initiation at a time when the market was latent to emerging technologies and their use in defining a paradigm shift in the area. Just two years down the line, Manestreem bagged the Best of Philly Awards and in 2017, three years post-launch, saw its expansion to 22 cities in the US where it offered its professional services and



formed vital partnerships. In March 2018, the private sale would go live from 19th to the 26th of the month, which would be followed by the presale in April, wherein investors, participants, and partners would be able to benefit from the pre-sale rate on offer. The crowdsale would go live in May 2018; during this period participants could purchase tokens from Manestream directly. The Advertising Marketplace Beta Release is planned in the second quarter of 2018.

The organization tapped into the technological edge it gained through the use of the blockchain and other decentralization technologies. It was launched at a time when brick and mortar salons were losing their stance owing to the fact that people could not find time to book grooming appointments. The platform offered users a respite from travel and booking costs and built a space where consumers could schedule times at their own convenience. The platform offers services and products at affordable prices, which is also a deciding factor responsible for its success. Leveraging the power of decentralization and an integrated technological framework, the platform built an application, which offered a win-win situation for both providers and the users.

5. MARKET & MARKET RESEARCH

Market research and analysis has yielded valuable data, which helps understand the constitution of the target markets of the Manestream platform. Market research studies revealed various facets of the target groups and competitors.

5.1 User Demographics

As far as the user demographics are concerned, women in the age group of 18-45 years are the main target users of the Manestream platform. The target audience belong to diverse fields and include business professionals, stay at home mothers, and young adults. While 50% of the target users belong to the stay at home group, 20% are users from urban hotels. Bridal beauty services make up 20% of the market while the remaining 10% are users from corporate groups.

5.2 Psychographic Analysis

A psychographic analysis of the target groups reveals that the platform services are most used by tech-savvy individuals, which is understandable considering the fact that the platform is built upon an e-commerce framework utilizing decentralized technologies. Early adopters of such technologies are amongst potential target groups too, as are individuals belonging to the disposable income groups.

5.3 Competitor Monitoring Analysis

Market research also led to a competitor monitoring analysis, which revealed how Manestream compares with its competitors and peers in the market. Amongst the listed competitors, three were identified as the major ones and three as minor competitors. However, considering the feature set, Manestream stood ahead of all contenders in the market, owing its success to the adaptation of the decentralized blockchain technology and the integrated e-commerce technological framework together with the in-app built-in features.

6. PLATFORM ARCHITECTURE

6.1 Architecture Goals

Manestream integrates various modules with the blockchain network with the aim of catalyzing customer satisfaction. At the core of the design is the blockchain and smart contract technology, which is the key to the power of the platform and the major force behind its efficiency, scalability, and superior user experience.

6.2 The System Constitution

The platform owes its strengths, in large part, to the system architecture. The Manestream system utilizes the following components for an integrated and unified e-commerce framework that helps align the platform's objectives with its functioning.

6.2.1 Blockchain and Smart Contracts

Manestream builds upon the smart contract mechanism and the blockchain technology, leveraging these for managing transactions in products and services across two individual parties.



6.2.2 Rewards Engine Mechanism

The core application platform also inculcates a rewards engine mechanism, which incentivizes developers, marketers, and vendors to utilize the on-platform marketing and development activities.

6.2.3 Support Systems

The platform also comprises of the support systems, which it is built upon. These support systems help manage and monitor the different aspects of the e-commerce framework.

6.2.3.1 Order and Inventory Management Systems (OMS)

The Order and Inventory Management Systems (OMS) is tasked with handling the order checkout and cart facilities provided on the Manestream platform.

6.2.3.2 Pricing and Promotions

The Pricing and Promotions system component handles on-platform promotions and schemes, which draw from customized pricing models that are derived from promotion rates and discounts, events, and other factors.

6.2.3.3 Content Management

Content management entails the interactive and experience user interface.

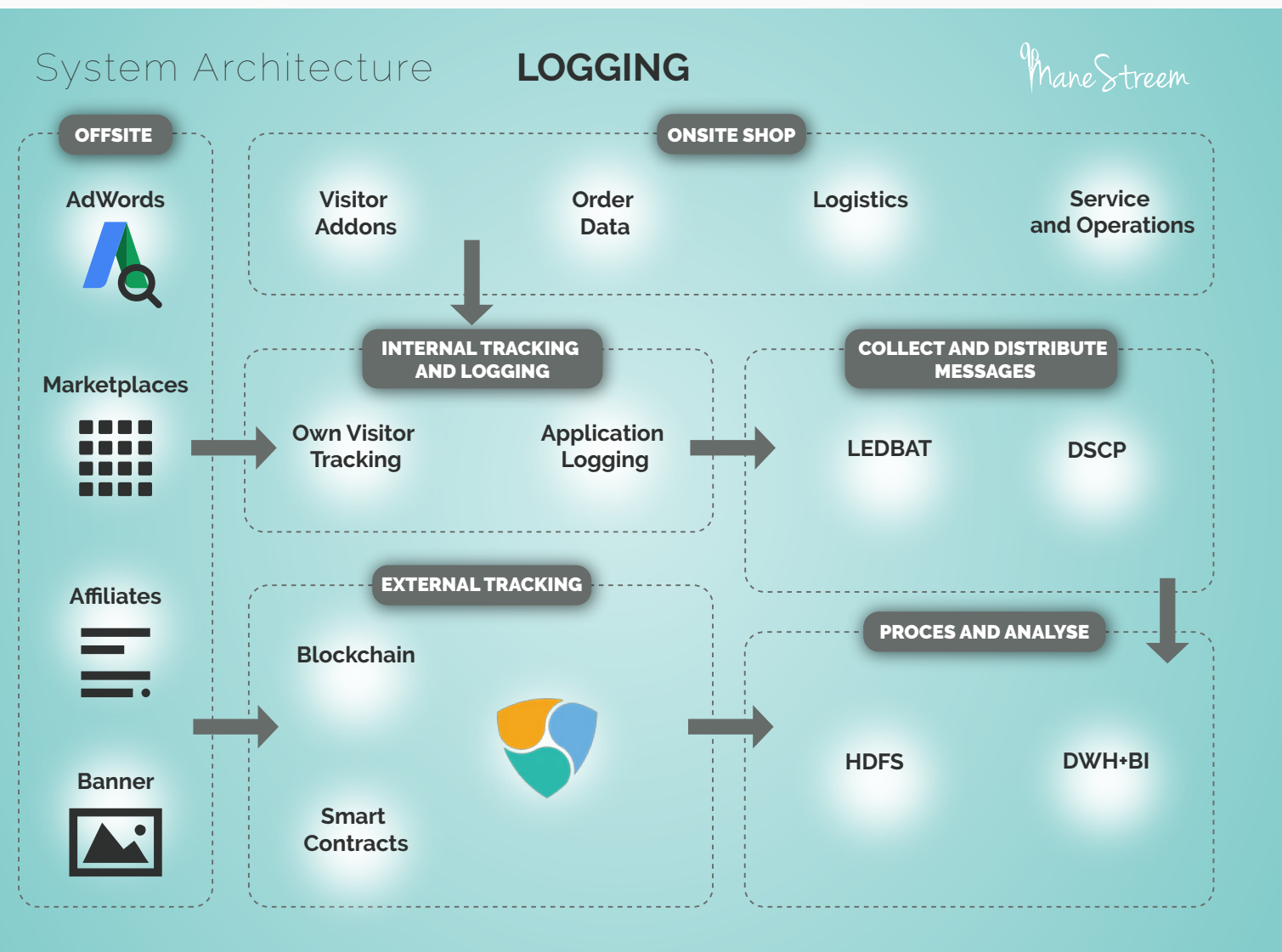


Figure 1: ManeStream System Architecture

6.2.3.4 Procurement

The procurement component is responsible for enabling merchants to plan and schedule their inventory purchases.

6.2.3.5 Customer Support

The customer support module facilitates customer satisfaction by integrating informed decision making for platform users, grievance redressal, analytics, and reporting, which is vital for targeted marketing and the display of customized ads for specific products and services for each user.

6.3 System Scalability

Manestream builds a highly scalable platform by leveraging on the blockchain and smart contracts technology. The scale sets the platform apart from other e-commerce sites, as is evident from the model defined in Figure 2.

The platform also uses the blockchain's hallmark characteristic of immutability, which forms the very basis of the decentralized architecture. Manestream also uses an exponential increase of data usage with the rising traffic, the magnitude of transactions, and product-range. What this means in terms of the operational productivity is that it significantly raises the overall system efficiency when scalability is seen as a bottleneck.

6.4 Service Oriented Architecture

The Service Oriented Architecture helps the ManeStream platform to manage increased demands while

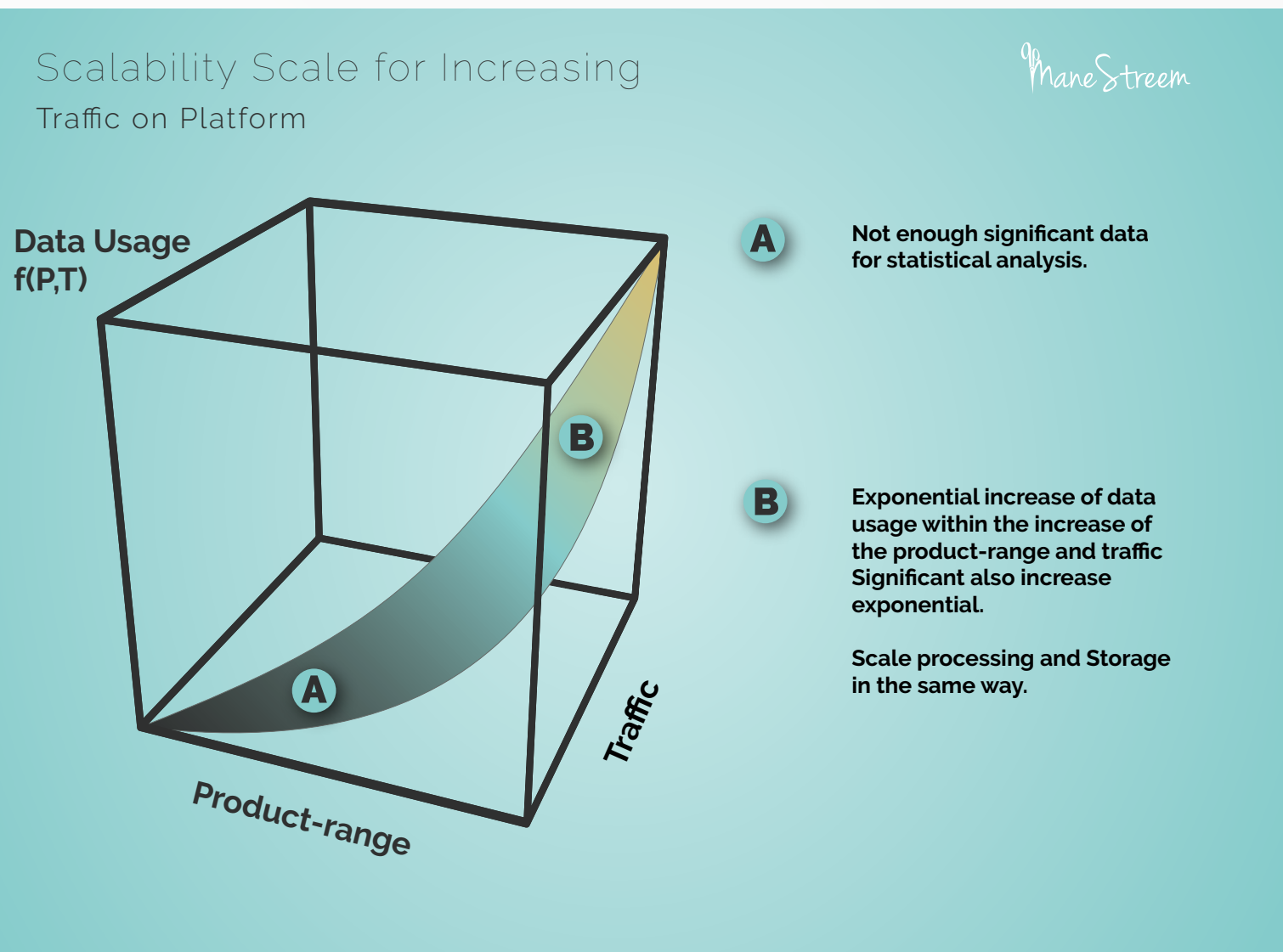


Figure 2: Scalability Scale for Increasing Traffic on Platform

Manestreem architecture is built to integrate existing e-commerce models with decentralized smart contracts to leverage on the usage of multiplatform contents and cross blockchain capabilities. This allows Manestreem to develop service-oriented architectural designs across multiple different blockchains without the need for more complex configurations or integrations. The architecture considers different verticals, data structures and blockchain technologies in its integration. Additional consideration of different systems and the order management system to integrate different network protocols, typically those associated with supply chain management allows the Manestreem platform to host various products and services related to beauty and wellness. A major consideration in the architectural design is the immutability of decentralization and the state changes that happen throughout the different protocols, which are oftentimes dependent upon external systems where varying network loads can affect performance on Manestreem's platform. In order to overcome these environmental limitations, Manestreem streamlines its systems to make asynchronous requests and network requests only where necessary while minimizing redundancies in basic system architectures or more archaic models of the e-commerce platform. An inherent advantage to the model is the 3rd party integration possible to the architecture without the need for complex integrations while at the same time maintaining consistency across the platform IT architecture in terms of data feed and providing more secure options in transactions and product offerings.

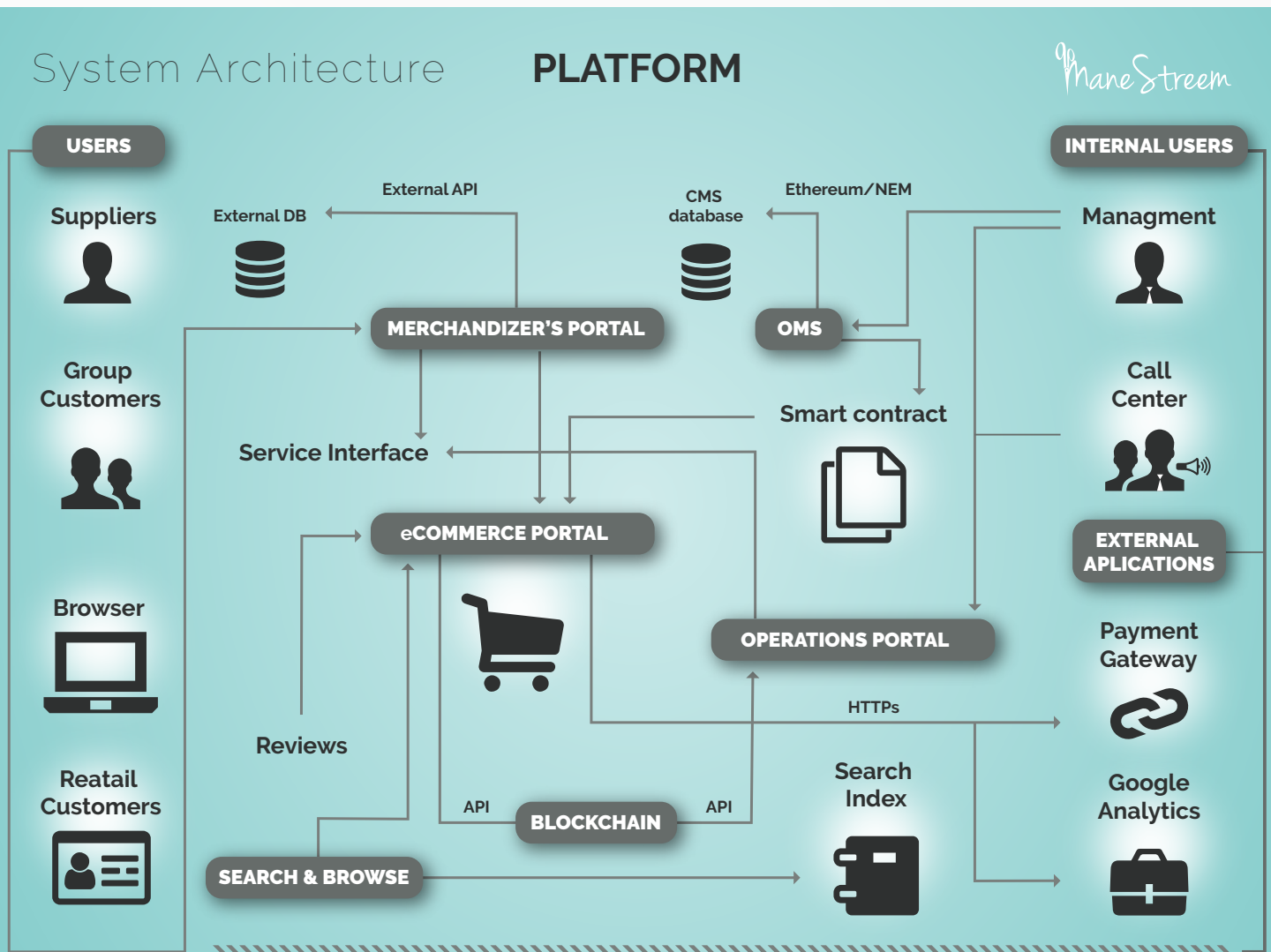


Figure 3: ManeStream System Architecture

6.5 System Complexity and and Algorithms

The extent and complexity of ManeStream's system architecture forms the ground from which the application derives its utility and efficiency. The profound architectural depth results in an optimum performance level for the end users of the platform.

ManeStream platform uses the EigenTrust algorithm for reputation management throughout its P2P network or where data is feed from or to external systems in the decentralized space. The design considerations taken by the platform include message, distribution, process, tracking and analytics protocols through the use of system models, which are self-policing, anonymous, non-profit, robust, and minimal overhead. It is important to understand that the EigenTrust algorithm uses eigenvectors as its core algorithm to assign a certain reward factor to determine reputation. This is key in a decentralized system as it allows the platform to consider various possible attack vectors including 51% majority, Sybil attacks or the hello flood attack. The EigenTrust mechanism, which ties messaging and broadcasting, analyses and processes allows for the ManeStream platform to guard against a typical attack associated with the blockchain technology. The EigenTrust algorithm typically assigns two different forms of reputation known as global and local, which are associated with the probabilistic interpretation vector used in determining normalized local trust value. The Normalized local trust value is typically defined as follows:

$$c_{ij} = \frac{\max(s_{ij}, 0)}{\sum_j \max(s_{ij}, 0)}$$

The aggregated local trust value is then fed into the EigenTrust algorithm:

Basic EigenTrust Algorithm



$$\begin{aligned} & \mathbf{t}^{(0)} = \vec{\mathbf{e}}; \\ & \textbf{repeat} \\ & \quad \left| \begin{aligned} & \mathbf{t}^{(k+1)} = \mathbf{C}^T \mathbf{t}^{(k)}; \\ & \delta = \|\mathbf{t}^{(k+1)} - \mathbf{t}^{(k)}\|; \end{aligned} \right. \\ & \textbf{until } \delta < \varepsilon \end{aligned}$$

$$\begin{aligned} & \mathbf{t}^{(0)} = \vec{\mathbf{p}}; \\ & \textbf{repeat} \\ & \quad \left| \begin{aligned} & \mathbf{t}^{(k+1)} = \mathbf{C}^T \mathbf{t}^{(k)}; \\ & \mathbf{t}^{(k+1)} = (1-\alpha)\mathbf{t}^{(k+1)} + \alpha\mathbf{p}; \\ & \delta = \|\mathbf{t}^{(k+1)} - \mathbf{t}^{(k)}\|; \end{aligned} \right. \\ & \textbf{until } \delta < \varepsilon \end{aligned}$$

Figure 4: Basic EigenTrust Algorithm



In a distributed EigenTrust system, all peers in the network cooperate to perform computations and the storage of global trust vectors is decentralized to individual nodes connected to the platform. In this case, each user on the Manestream platform will perform computation, storage, and message overhead functionalities to verify that a node is a trusted party in a particular scenario. EigenTrust utilizes an advanced model when dealing with the differential nodes within the systems as defined in Figure 5:

Advanced Distributed EigenTrust Algorithm



Algorithm:

```

Each peer i do {
Query all peers j ∈ Ai for t(0) = Pj;
repeat
| Compute t(k+1) = (1 - α)( c1i t1(k) + c2i t2(k) + ... +
| cni tn(k) ) + αpi;
| Send cijti(k+1) to all peers j ∈ Bi ;
| Compute δ = |ti(k+1) - ti(k)|;
| Wait for all peers j ∈ Ai to return cijti(k+1);
until δ < ε.;
}
    
```

Figure 5: Advanced Distributed EigenTrust Algorithm

The complexity of the algorithm is due to the two-way binding where convergence for a query of n number of cycles can typically occur over n number of iterations. In most cases, EigenTrust is suitable for high-density platforms due to the fact that the algorithm is optimized to converge in less than 10 iterations regardless of the number of peers or nodes connected to the network. This is crucial for a typical large E-Commerce platform since the volume, veracity, and velocity of data being transacted on the platform can increase or decrease exponentially depending on the time when heavy usage exists.

The LEDBAT protocol is introduced into the Manestream platform to protect against network bottlenecks and is especially suitable for WebRTC frameworks and data-intensive peer-to-peer platforms. The term LEDBAT stands for 'Low Extra Delay Background Transport' Protocol and it was developed to handle peer-to-peer sharing at an increased speed with creating network bottlenecks through a node or a section of nodes. LEDBAT is an IEEE protocol for a peer-to-peer network, which Manestream's platform complies with in order to perform an optimal delivery of its IT infrastructure. LEDBAT protocol typically uses Pareto efficiency, optimistic unchoking, and anti-snubbing algorithms to give strict priority to certain nodes within the network. The fluidity of LEDBAT against the conventional network protocol interfaces used in other decentralized applications, allows Manestream's platform to synchronize large quantity of nodes, improve and optimize relay channels, and generate large swarms of traces, and validation required for dependent algorithms to function throughout the network.

Manestream harnesses the revolutionary technologies of its various modules and integrates them all in a unified whole. The platform that emerges is seamless in its function, outperforming competitors with its technological edge.



7. SMART CONTRACTS

Smart Contracts are an essential component of the ManeStream system. The Smart Contract also called a crypto-contract, is code that will directly monitor transactions in virtual currencies and assets between the parties involved, executing their function under certain specifically defined conditions.

7.1 Smart Contracts vs Traditional Contracts

In much the same way as a traditional contract, a smart contract defines the terms of the agreement and the penalties for the defaulters. However, going a step further, a smart contract will automatically execute and enforce these binding obligations on the parties.

7.2 Smart Contract Technology

Smart Contracts obtain as input, the information provided, and impart values to the information with the aid of the terms defined in the contract between the parties. The contract will then execute the actions as stated in the clauses of the agreement. For instance, a smart contract, upon execution, will decide and deliberate upon the transfer of assets from one party to another or it might return them to the original owner. The blockchain technology, with its decentralized ledgers, serves as the technological storehouse for the smart contracts. The same ledgers that power Bitcoin and the other digital currencies. What makes the blockchain ideal for accumulating smart contracts in its ledgers is its transparency, immutability, and security.

Smart Contracts for Supply Chain

ManeStream

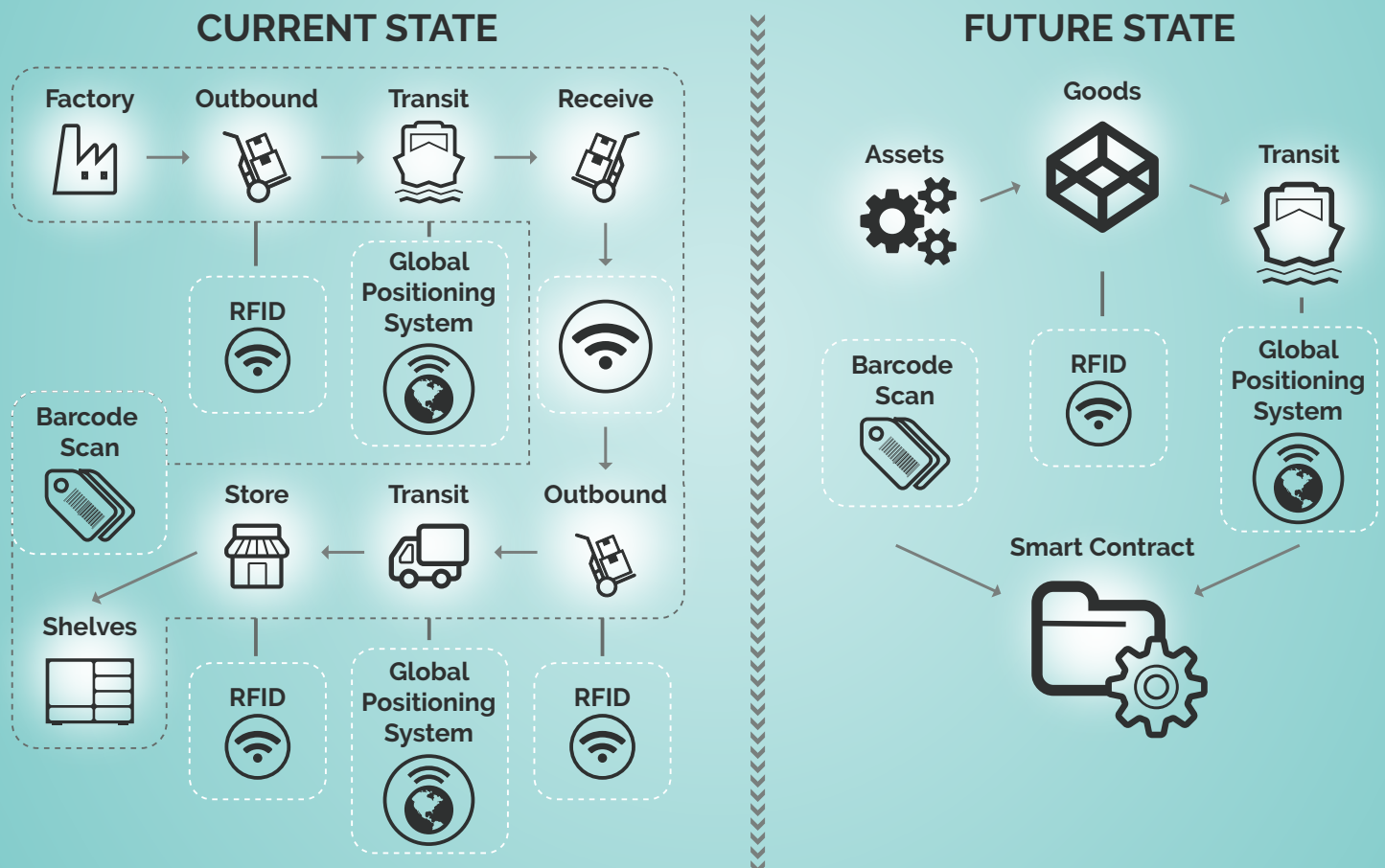


Figure 6: Smart Contracts for Supply Chain

7.3 Smart Contracts Use Cases

Contrary to conventional real-world contracts, Smart contracts are far more complex as they have the capability to enforce not only simple asset ownership transfer but are also able to administer transactions in varied fields: from legal processes to crowdfunding contracts and insurance premiums to financial derivatives, smart contracts have multiple uses cases and fulfill, transparently and efficiently, a variety of roles.

Smart Contracts can also potentially disintermediate legal activities and financial transactions, automating procedural and repetitive tasks, which currently warrant the services of banks and lawyers, leading to incurring additional expenses. The ongoing technological advances could mean that lawyers might see a role-shift as smart contracts gain more traction in the legal framework. They might design for their clients, tailor-made templates for smart contracts instead of adjudicating traditional contracts.

Smart Contracts can also be of immense value in controlling behavior and compliance, owing to their real-time auditing and risk assessment abilities.

7.4 Manestream and Smart Contracts

The platform uses Smart Contracts to facilitate transaction processing transparently in the public ledgers of the blockchain.

Smart Contracts can be initiated via three different mechanisms.

7.4.1 Permissioned Mechanism

In the Permissioned mechanism for Smart Contract initiation, as the name suggests, the participants are selected beforehand or are subject to a controlled entry fulfilling the required necessities or being approved by the system administrator. In order to determine the current state of the ledger, a permissioned blockchain might use a consensus protocol. It might also seek the services of an administrator or a group of participants.

7.4.2 Permissionless Mechanism

A permissionless blockchain, in stark contrast to the permissioned blockchain, allows anyone to submit their messages for processing. Participants are free to reach consensus, such as in the Bitcoin blockchain. The difference between the blockchains is clearly evident; the permissionless blockchain allows a consensus protocol to control the current blockchain status and could use other processes such as the services of a participants' sub-group or an administrator, like its counterpart.

7.4.3 Consensus Protocol

A consensus protocol is a computer protocol engineered in the form of an algorithm, which constitutes a set of rules to be followed in determining how a participant in the blockchain should undertake message processing, for example, a transaction. The terms also determine how the participants need to accept the processing, which has been executed by their peers. The Consensus Protocol aims to achieve a consensus between all parties, ultimately determining the constitution of the blockchain at any given point in time. The terms 'proof of work', 'proof of stake', etc are used to describe the various consensus protocols in use in blockchain technologies.

7.5 Smart Contract Execution

Manestream creates a new smart contract upon each purchase order and Mane is the fuel that pays the network to support the creation of the smart contract. A typical user enters into a SMART-PO with the merchant when a user checks out a product or service. The execution of the order takes place behind the scenes on the platform without any additional input from the user.

The smart contract is backward compatible, wherein, in the event the user does not have sufficient Mane to support the transaction, the smart contract is reversed. In the event the user decides to cancel the smart contract, the fuel is considered burnt but the value of the product or service is refunded to the original contract creator.

In the event of a refund, the merchant is required to open a similar contract but with a different type of mechanism which utilizes details of the refund and the type is classified as a refund. A merchant providing refund must still pay Mane to the network in order to execute the network transaction.



A typical representation of a user's interaction once a purchase order has been made on the platform

ManeStream



Figure 7: A typical representation of a user's interaction once a purchase order has been made on the platform.

Representation of the refund algorithm for smart contracts

ManeStream



Figure 8: Representation of the refund algorithm for smart contracts.

The function to execute the smart contract utilizes the transfer functions, which is dependent upon a user input. But in order to execute any function on a smart contract, it must first determine the conditions with which dependent callback functions and storage sessions can be initiated and invoke from within the platform from an associated user. This model helps the smart contract to be signed digitally on the platform to avoid either double spending or in worst case scenarios, attacks on the contract itself.

Codeblock for dependent stored data for the smart contract

ManeStream

```

contract SimpleStorage {
    uint storedData;

    function set(uint x) public {
        storedData = x;
    }

    function get() public constant returns (uint) {
        return storedData;
    }
}
    
```

Figure 9: Codeblock for dependent stored data for the smart contract

Code block for invocation of transfer function



```
function _transferi(address _from, address _to, uint _value) internal {
    // Prevent transferi to 0x0 address. Use burn() instead
    require(_to != 0x0);
    // Check if the sender has enough
    require(balanceOf[_from] >= _value);
    // Check for overflows
    require(balanceOf[_to] + _value > balanceOf[_to]);
    // Save this for an assertion in the future
    uint previousBalances = balanceOf[_from] + balanceOf[_to];
    // Subtract from the sender
    balanceOf[_from] -= _value;
    // Add the same to the recipient
    balanceOf[_to] += _value;
    Transfer(_from, _to, _value);
    // Asserts are used to use static analysis to find bugs in your code. They should never fail
    assert(balanceOf[_from] + balanceOf[_to] == previousBalances);
}
```

Figure 10: Code block for invocation of the transfer function.

To initiate the transfer the front end system responds to a user's input to invoke a callback function which draws upon the `simplestorage` function and initiates the contract.

The transfer function plays multiple roles in the system and is used to determine different factors related to the smart contract. The function looks at the balance and value while asserting if the invocation of the smart contract has sufficient Mane to perform a transaction.

8. ATOMIC SWAP

Atomic Swaps are used ingeniously in the Manestreem platform, along with the built-in integration techniques to manage the exchange between the platform ERC20 token and the other cryptocurrencies in question. The technology uses asynchronous, Hash Time Locked Contracts (HTLC) to execute a transaction between currencies.

8.1 Atomic Swap Technology

Atomic cross-chain trading, also called Atomic swap, is the process of cryptocurrency exchange without the need of a trusted third-party facilitator. The Atomic Swap technology is a revolution in the technological sphere and aims to change the way parties carry out transactions with each other.

To understand the functioning of the atomic swap technology, consider an example of two individuals trading with each other. Alice owns 5 Bitcoins and Bob 100 Litecoins. Now, if Alice wishes to purchase 100 Litecoins, she'll need to use the services of an exchange. However, with the atomic swap technology, Alice and Bob could interchange their cryptocurrencies without the involvement of the third party, i.e. an exchange. It is important to note that the Atomic Swap inculcates Hash Time Locked Contracts (HTLCs) in order to maintain transparency, preventing Alice accepting the Litecoins and not granting her Bitcoins.

In order for the Manestreem platform to utilize different decentralized platform architectures from different cryptocurrencies, it is vital for Manestreem to accept only Mane on its platform as a fuel or network fee and perform a swap contract to support the use of alternative currencies. This is done using various methods but the key generation required to perform the transaction requires the generation of keys, which wallets that support both multisig and non multisig wallets, and various forms of encryption algorithms optimized with



Atomic swap cross chain address execution algorithm



Input: A target ScriptPubKey SPK which will receive the coins in the other chain
Input: A list $\{P_i\}_{i=1}^n$ of the functionaries' public points
Input: A redeemScript template describing the functionary requirements
Output: A P2SH address
Output: Nonce used for this instance

```

1: nonce <- random_128bit()
2: for i <- [1,n] do
3:   Tweaki <- HMAC-SHA256(key=Pi, data = nonce || SPK)
4:   if Tweaki >= secp256k1_order then
5:     Go back to start.
6:   end if
7:   PCCi = Pi + G x Tweaki
8: end for
9: address <- P2SH_Multisig(template, keys = PCC)
```

Figure 11: Atomic swap cross chain address execution algorithm

different forms of swap technology either using Lightning Network or HTLCs.

The importance of having a supportive algorithm with functionary requirements as its variable input allows for the platform architecture to accept different forms of cryptocurrency oftentimes built on different architectures and algorithmic keys to sign transactions. ScriptPubKey or SPK for short, performs the cross chain validation and also the invocation of the target function where varying degrees of input and network load might cause slow speeds for validating a transaction.

8.2 Hash Time Locked Contracts (HTLCs)

Atomic Swap relies on HTLCs smart technology in order to fulfil the trade requirements transparently without the need for trust in exchange. As long as both trading parties fulfil their requirements, the HTLC functions normally, facilitating the Atomic Swap.

The HTLC needs the recipient to acknowledge the receipt of the payment before a certain deadline. This is done by a cryptographically generated proof of payment. Failing the requirement, funds are returned to the sending party.

Returning to the trade example, both Alice and Bob are required to submit their transactions to the respective blockchains: Bitcoin blockchain for the former and the Litecoin blockchain for the latter. Alice can then claim the Litecoins from Bob after she produces a special number only she knows, which is then used to create a cryptographic hash, that serves as the payment proof. Bob too needs to provide the same number for the transaction to be validated.

8.3 Lightning Network

Atomic Swaps are an exciting technology but there are some constraints when it comes to using them. The cryptocurrency seeking atomic swap support must implement, first, the Lightning Network.

In a similar manner to the hash time-locked contract, which links together the two blockchains, the lightning network effectively links payment channels together. It is essential for Alice and Bob to be linked via their payment channels to carry out their transactions, a functionality provided by the lightning network.

The two different blockchains must share the same cryptographic hash function (for instance, SHA-256) to facilitate a transaction between them. With the user providing the number generated via the hash function, the HTLC executes properly.



Atomic Cross Chain Swap (ACCS)

ManeStream

Alice (Chain A) swaps coins with Bob (Chain B) relatively quickly and without requiring trust. Simplified.

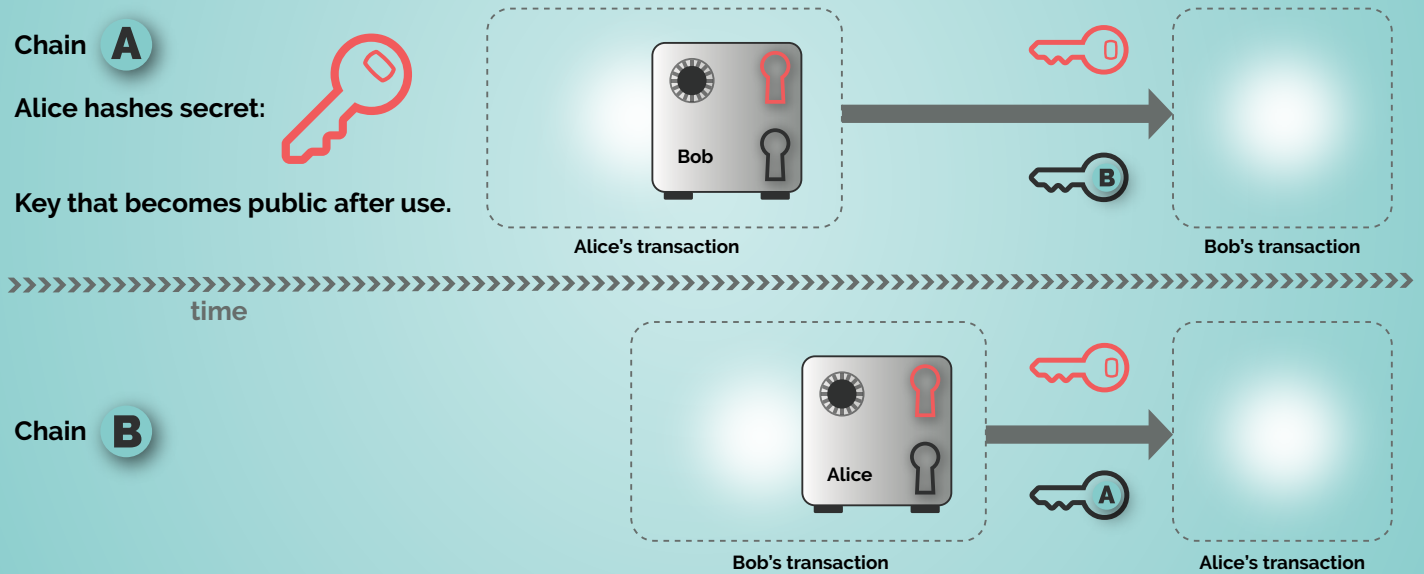


Figure 12: Atomic Cross Chain Swap (ACCS)

9. E-COMMERCE

E-commerce is the technology of buying or selling goods and services on an online platform. Electronic commerce or e-commerce is based on technological innovations including m-commerce (mobile commerce), electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. The modern electronic commerce functions using the World Wide Web for a part of the transaction life cycle, though it might also use e-mail and other technologies.

9.1 Revenue Optimization Engine (RoE)

Manestreem has designed a revenue optimization engine (RoE), which is an integrated marketing and sales system that drives the opportunity funnel. The optimization engine synchronizes strategy, processes, content, technology, and analytics modules in order to deliver the right content at the right time to the right person at each individual stage in the ordering process. The RoE helps gather leads on the platform, empowering growth.

9.2 Price Optimization Engine (PoE)

This engine sets and controls the demand prices of the products and services available on the Manestreem platform. The PoE relies on mathematical algorithms that can help predict the price behavioral model, using demand as a parameter and also helps digitally visualize the variations in demand with the differing price points, combining logistics, cost, and inventory.



Price Optimization Process Flow

ManeStream

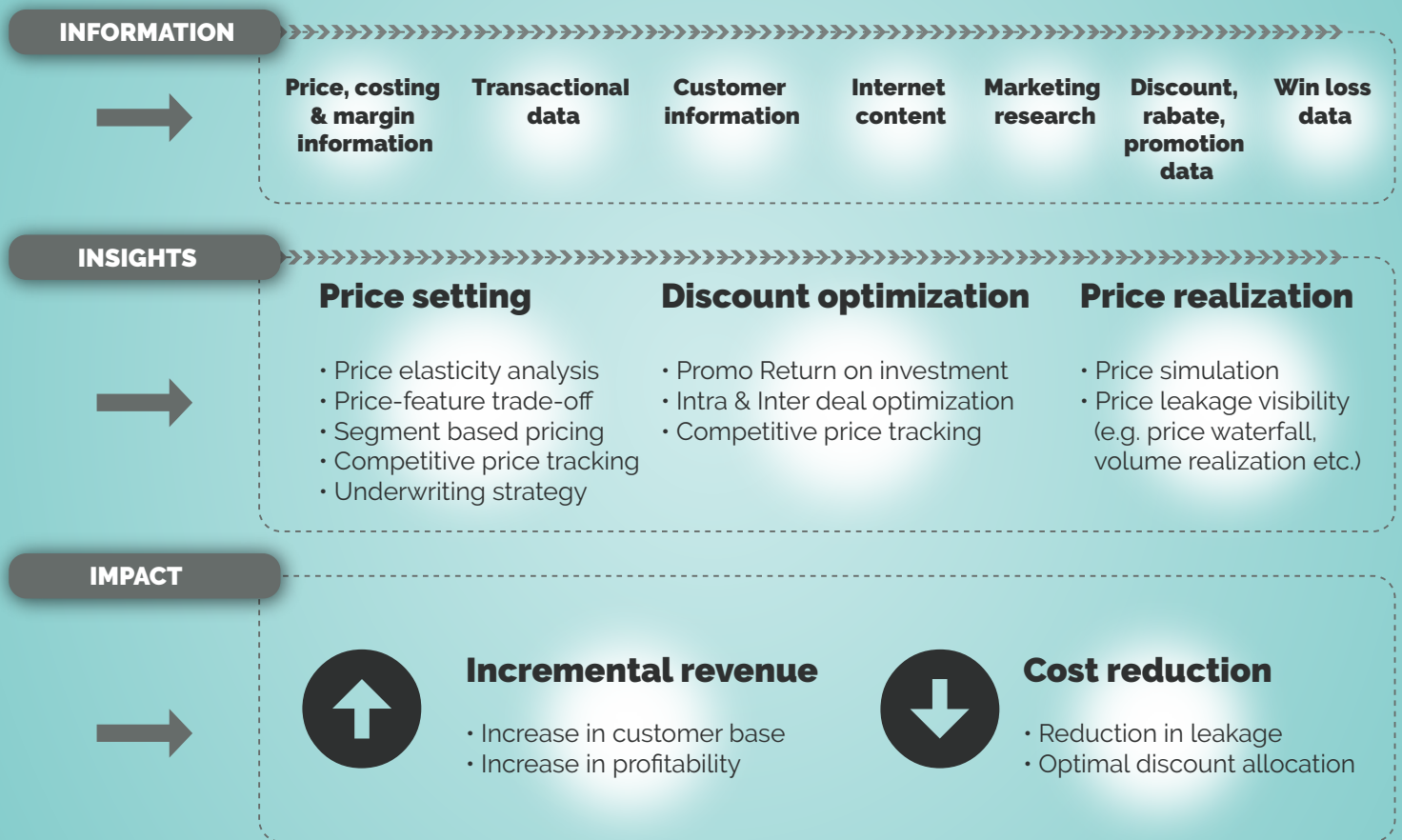


Figure 13: Price Optimization Process Flow

9.3 Order Management System (OMS)

The order management system used by Manestream serves an important purpose by tying the blockchain model with the entire system architecture with the aid of numerous asynchronous algorithms. Integrated OMS comprises of multiple models that are automated via codes and include product information, inventory, vendors, purchasing and receiving, customers and prospects, marketing, order entry and customer service, financial processing and last but not the least, key order processing and logistics.

Manestream's OMS is based on advanced configurations that include sequential processes like Capture, Validation, Fraud Check, Payment Authorization, Sourcing, Backorder management, and shipping in a single communication line throughout the workflow. The blockchain helps enforce security, which enhances the workflow management capabilities that supervise the entire process.

Accurate and timely reporting is ensured by the OMS, which successfully communicates with the asset manager's systems. The data can be interpreted and analyzed in an efficient manner so as to facilitate the creation of valuable information insights into the portfolio's performance and composition, together with investment activities, fees and cash flows to a granular level.

Investors today seek detailed and timely reporting. In the wake of this scenario, an asset manager can leverage a correctly set up OMS, which would help him deliver information while also focusing on the core activities.

With increased Financial regulations, managers are allocating more resources to ensure that they are able to gather the right data on their trade and also ensuring its compliance with the new metrics. In the case of a predetermined percent of the portfolio holding a certain asset class or risk exposure to the asset class or market, the investment manager needs to report how the constraints were met during the reporting period.



Manestreem Single Utility OMS Algorithm

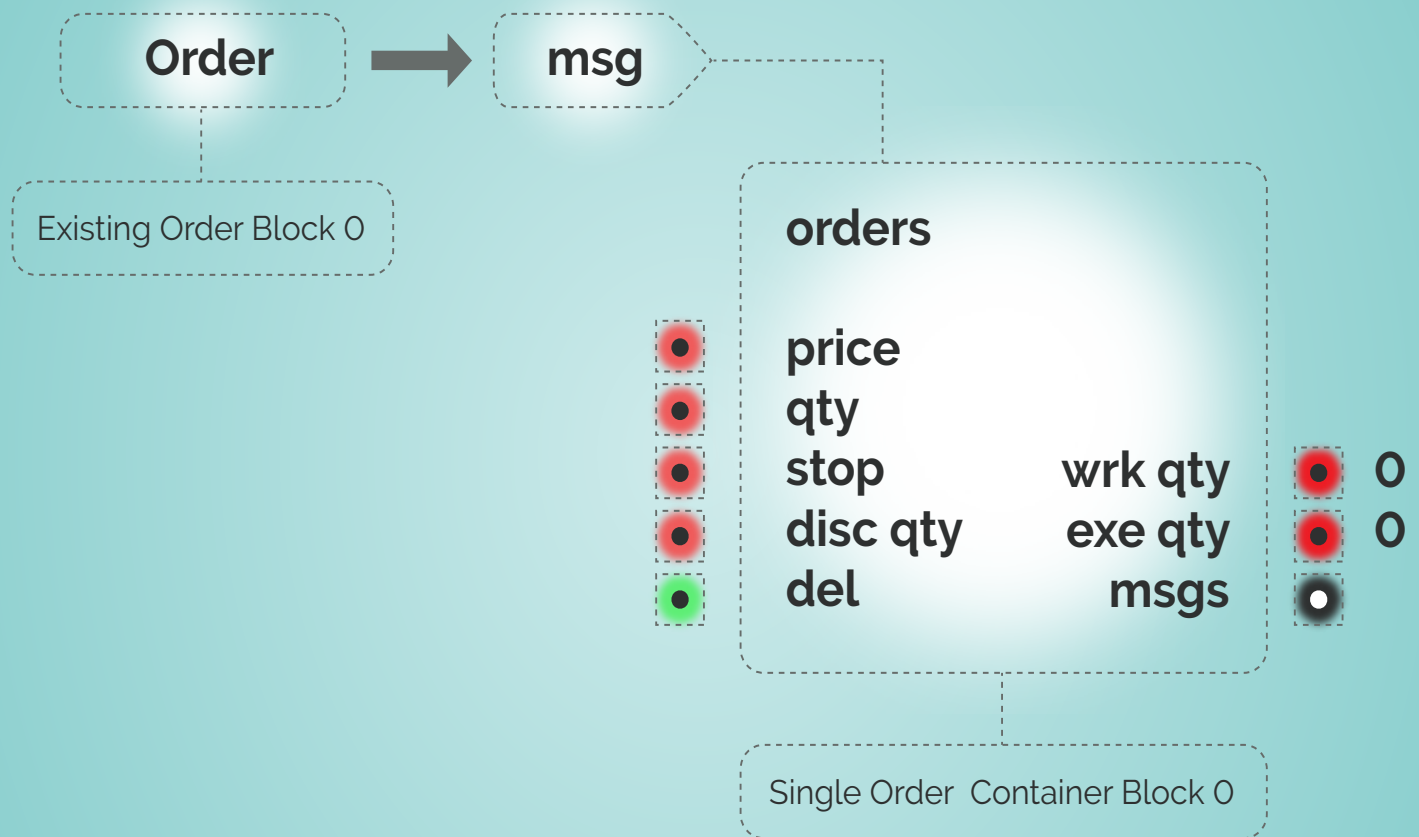


Figure 14: Manestreem Single Utility OMS Algorithm

The order management system on the Manestreem platform is optimized to utilize decentralized and blockchain technology while handling various environments. It uses algorithms designed to work with multiple facets of different decentralized technologies to facilitate the transaction when a purchase order is made. The nature of smart contract transactions performed over the Manestreem platform makes it ideal to have optimized single nature algorithms as defined in Figure14. This allows for simple forms of transactions to take place and also guards against man-in-the-middle attacks, which might occur onto smart contracts created on the platform. Orders are inventoried and the storage function optimizes and stores all the necessary data provided by the OMS into the smart contract, which is then stored onto the blockchain. This immutability allows for READ/WRITE/APPEND operations to take place on the platform to fix any Change Orders, which might take place after the transaction has been executed.

9.4 Customer Relationship Management (CRM)

Customer Relationship Management Systems aim to unify and automate sales, marketing, and customer support processes. These systems usually have a dashboard, which provides a holistic view of all three functions on a single customer view, a single unified page for every customer that a company maintains. This dashboard provides valuable client information, past sales reports, previous marketing efforts, and other such details, focussing on customer-firm relationships. Operational CRM comprises of 3 main components:

- Salesforce automation
- Marketing automation
- Service automation



CRM algorithm for ManeStream Platform

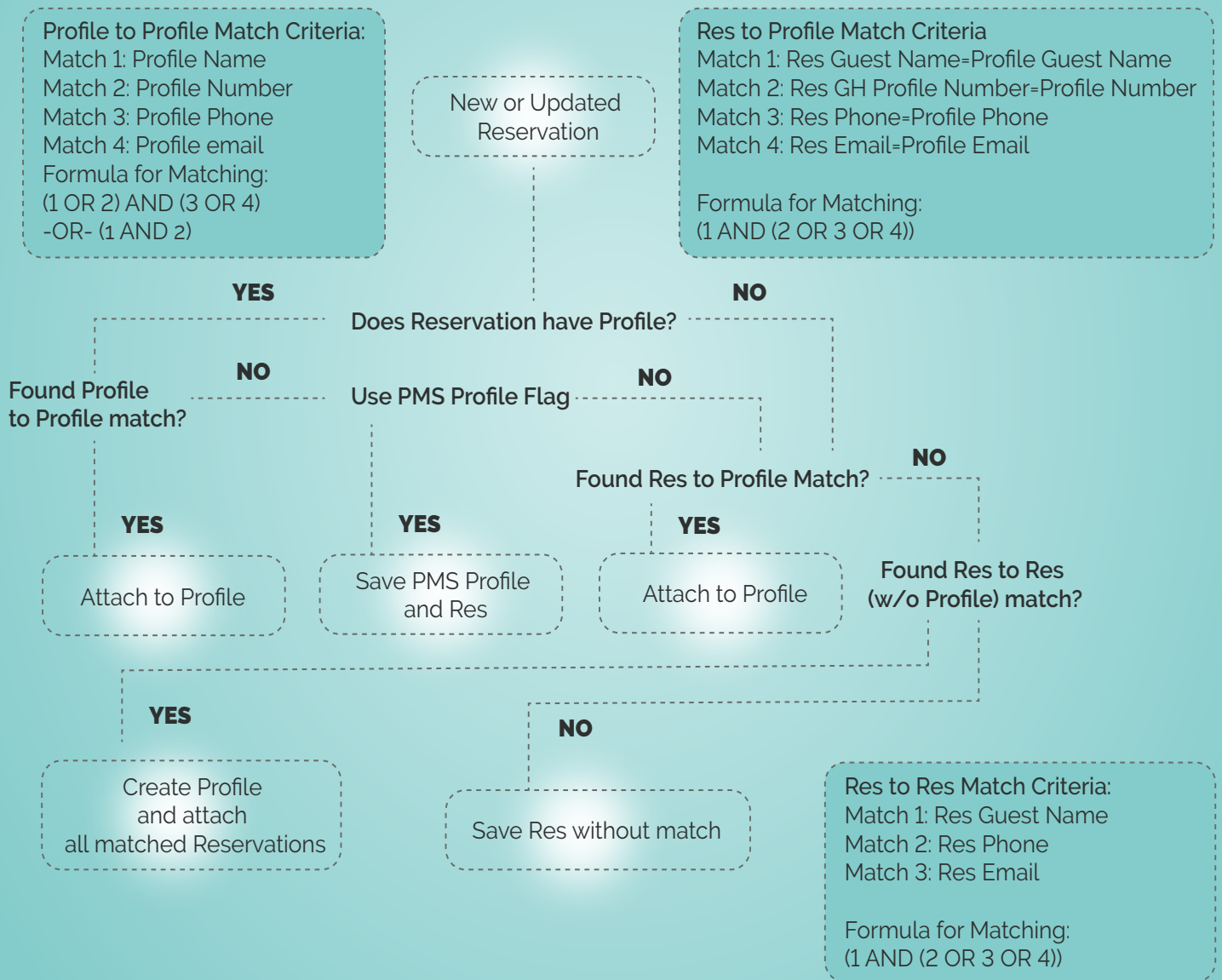


Figure 15: CRM algorithm for Manestream Platform

Manestream CRM algorithm is built to optimize varying data structures through cross relational modeling. This allows Manestream to optimize its customer experience. When certain promotion or ticket handling issues arise, the structure used by Manestream's platform allows for more optimal outreach to the customer especially in terms of Conflict Resolution and a more personalized approach in terms of creating trust and brand relationship. Merchants are also able to leverage on the CRM platform for brand building activities, which enhances the model further.



9.5 Marketing and Analytics System (MAS)

The marketing and analytics system (MAS) helps stakeholders with a complete decision support mechanism via data warehousing, prediction/data mining, and advanced analysis. Manestream platform organizes its marketing and analytics system into 3 main parts:

- **Data Warehouse.** This is a potent conglomerate of a blockchain, OLAP database, and a set of processes, which are used by a system administrator to import large amounts of operational data about site activity. The Commerce Server Data Warehouse is tasked with storing and managing data in the database for the purpose of being utilized in business analytics: prediction and data mining as well as analysis reporting.
- **Predictor.** This is a powerful data-mining tool that offers predictive capabilities for the Manestream platform. Product recommendations are one of the use cases. The Predictor can also be used to analyze the behavior of the users, which visit the site, and observe links and relationships between the behavioral characteristics. This information can then be used for targeted content delivery.
- **Analysis Reporting.** This component provides numerous reports, which help analyze product sales, Web usage, and Web site diagnostics, amongst other data. Analysis Reporting comprises features, which help facilitate fast and easy reporting. Some use cases:
 - The drillthrough feature allows the exposure of underlying data through the pivot controls
 - The remote access feature helps business managers access the OLAP database through firewalls/proxy servers and run reports.

10. REWARDS MECHANISM

Manestream platform uses different forms of reward mechanisms to distribute Mane. The rewards mechanism built in Manestream is created to incentivize usage on the platform by merchants, users, vendors, and developers.

Rewards algorithm utilized in Manestream platform

ManeStream

$$Q(s_t, a_t) \leftarrow Q(s_t, a_t) + \alpha [r_{t+1} + \max_a Q(s_{t+1}, a) - Q(s_t, a_t)]$$

Figure 16: Rewards algorithm utilized in Manestream platform

The rewards algorithm equation takes in a set variable input where Q represents the model state, s is the current state of the system, and a is the action factor of the algorithm. The r factor utilizes the rewards factors set by the varying system to identify the total circulation and limitation of the Mane reward offered based on where max action reward is set by the difference between previous state and current state before the reward is distributed to the node. The functionality of the rewards mechanism is dependent upon the factors set by r, based upon the type of users, be it developers, vendors, merchants or end users and the reward mechanism takes into account performance on the platform including varying degrees of review and status, including peer dependencies. Often times the reward mechanism is determined by reinforced machine learning algorithms, which maximizes the reward based upon the desired factor set either by the network or the platform.



Reinforced machine learning algorithm used in reward mechanism calculation



$$\theta^* = \arg \max_{\theta} E_{T \sim p_{\theta}}(T) \left[\sum r(st, at) \right]$$

Figure 17: Reinforced machine learning algorithm used in reward mechanism calculation.

The reinforced machine learning algorithm takes an input argument from a set number of arrays, and sums the factor over a range of states and actions throughout history before deciding upon the reward that should be distributed to an associated type of user. The policy gradient directly differentiates different objectives that the reward mechanism is set based on the type of user-defined in r . The estimated value based function or Q-function is an optimal policy based function used to estimate actors within the platform and system where actor-critic estimates the value function of the current policy with the improved policy. If no explicit policy is set by the system developers, the default uses historical data obtained across the blockchain and network nodes to make a decision.

Typically an agent's action is defined by different non-omniscient modeling, which assumes various computational time and resources that can be either distributed across different nodes through a decentralized model, or on backup utilizes existing support systems to power the computational capacity. The success of the rewards mechanism is defined by the accuracy and precision of the distribution while at the same time taking into account existing and potential anomalies that might cause the model to deviate or fail in making a determining criteria. The blockchain plays a key role by providing historical immutability data throughout its history and different state changes, which allows the algorithms incorporated in the Manestream platform to make decisions since the blockchain data structure can only be Read, Write or Appended and historical block data is immutable and unchangeable.

11. SOFTWARE DEVELOPMENT KIT (SDK)

SDK (Software Development Kit), or devkit, as it is commonly called, is a set of software development tools that help create and shape applications pertaining to a particular software package, software framework, hardware platform, computer system, video game console, operating system, or a similar tool development platform. In order to enhance applications with advanced features, functionalities, advertisements, push notifications and the like, app developers usually implement specific software development kits (SDKs).

SDKs can be crucial for the development of a platform-specific app. Consider the development of an Android app on the Java platform, which requires a Java Development Kit, for iOS apps the iOS SDK, and for Universal Windows Platform the .NET Framework SDK. SDKs are also installed in apps to extend useful analytics and data about platform activity. Some of the best-known examples include Google, InMobi, and Facebook.

11.1 Manestream SDK

Manestream SDK is designed to help implement one or more application programming interfaces (APIs) that take the form of on-device libraries to interface to a particular programming language, or include advanced embedded hardware that has the potential to communicate with a specific embedded system. The common tools include debugging facilities and other utilities, which are often displayed in an integrated development environment (IDE). SDKs also typically comprise of sample code and the supporting technical notes or other supporting documentation, which helps in clarifying the points established by the primary reference material.

Manestream's SDK is built in the form of a hybrid between a proprietary SDK and a GPL-licensed SDK. The SDK is generally compatible with free software development and also works with proprietary software development. LGPL SDKs are considered secure for proprietary development.



On an average, an Android mobile app implements 15.6 different SDKs, the gaming apps implementing 17.5 different SDKs on an average.[1] The popular SDK categories for Android mobile apps are analytics and advertising.[1]

SDKs can be potentially unsafe, since they are actually implemented within the apps, running their individual code. Malicious SDKs, whether with an honest intention or otherwise, can violate users' data privacy, affect app performance, and even cause apps to get banned from Google Play or iTunes.[2] Newly emerging technologies now allow app developers to manage, control and monitor client SDKs in real time for the maximum flexibility.

ManeStream developers can obtain the SDK from the target system developer. This SDK can be directly downloaded via the Internet or via SDK marketplaces as per developers' convenience. These SDKs are offered free of charge to the developers to encourage them to use the system or language. This is also used, at times, as a marketing tool. These free SDKs have the ability to monetize, based on the user data, which is obtained from the apps. This benefits the big players in the industry.

An SDK that's used for an operating system add-on, such as QuickTime for the classic Mac OS, might comprise of the add-on software itself to be utilized for development purposes. However, it is not necessarily included for redistribution along with the developed product. Between the platforms where there is a possibility of developing applications that can, at least start up on a system configuration that does not have the add-on installed, and that use a Gestalt-style run-time environment query to determine whether the add-on is present on the system, and the ones on which the application will fail to start, there's a possibility to build a single binary that would execute on system configurations with or without the aid of the add-on, although, it must be considered, they will operate with a reduced functionality in the event that there's no add-on.

SDK providers for specific systems or subsystems will use a more specific term instead of software, at times. Consider, for instance, how both Microsoft and Apple offer driver development kits (DDK) for developing device drivers.

12. TOKENOMICS

12.1 Token Distribution Model

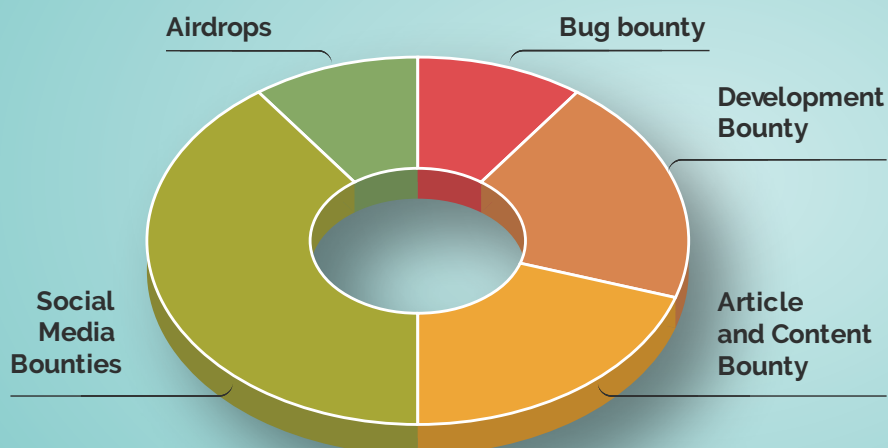
Token Private-Sale	140 000 000	16,000 ETH	8750/ETH
Token Pre-Sale	140 000 000	18,000 ETH	7777/ETH
ICO Round 1	140 000 000	20,000 ETH	7000/ETH
ICO Round 2	140 000 000	22,000 ETH	6364/ETH
ICO Round 3	140 000 000	24,000 ETH	5833/ETH
Team	150 000 000		
Advisors and Partners	90 000 000		
Airdrops	22 451 653		
Bounties	20 000 000		
Total Token supply	982 451 653		

12.2 Budget

Year Expenses in \$k	2018	2019	2020	2021	2022	2023	Total
IT team	281	936	1076	1238	1423	1637	6591
Data Science & analytical team	126	317	365	420	483	555	2266
AI team & Machine learning	133	443	509	586	674	775	3120
Legal Team	99	329	378	434	500	575	2315
Business Development team	133	443	509	586	674	775	3120
Other employees	70	234	269	309	356	409	1647
Licensing and regulatory Compliance	450	620	360	414	476	548	2868
Office Expenses	55	184	212	243	280	322	1296
PR and Marketing	140	525	604	694	798	918	3679
Equipment and other Capital costs	73	242	278	320	368	423	1704
Business Trips	31	104	120	138	158	182	733
IT infrastructure	64	212	244	280	322	371	1493
Conferences and Events	21	70	81	93	106	122	493
Corporate Secretary services	19	64	74	85	97	112	451
Subcontractors	18	60	69	79	91	105	422
Accounting and Audit	11	36	41	48	55	63	254
Banking	8	28	32	37	43	49	197
New Market expansions	7351	12000	12000	12000	12000	12000	67351
Totals							100000

12.3 Bounty Allocation

Bounty Allocation



Bug bounty	2 000 000
Development Bounty	4 000 000
Article and Content Bounty	4 000 000
Social Media Bounties	8 000 000
Airdrops	2 000 000
Total	20 000 000

13. TEAM

The Manestreem platform is led by a team of recognized experts and professionals who hail from diverse fields and backgrounds, all working together for bringing affordable on-demand beauty services to users through the platform powered by the decentralized blockchain technology.

13.1 Santos Gonzalez (Co-Founder, CEO)

With 15+ years experience in the technology sector, Santos leads the Manestreem team as the Co-Founder and CEO. A graduate of the Rider University, Santos led Digital First Media, a Google Partner organization, where he supervised the functioning of 8 offices and 100 employees. He's also known for his pivotal leadership at TechMedia Network, where, under his leadership, the annual revenue grew by \$40 MM in a period of less than a year, which led to the company's acquisition by Purch, Inc. At Philly.com, Santos served as a senior leader and helped accomplish a record revenue growth in excess of \$100 MM.

13.2 Isaac Nakash (President)

The President of Manestreem, Isaac Nakash is a social media sensation and a Tech strategist recognized globally. He has a huge following online with millions of subscribers and led the largest beauty content generator in the world on YouTube in the year 2016. With over a billion views on his videos, Issac is also an app development guru and a professional coder who has actively designed several commercial, cross-platform apps.

13.3 Florian Erlemann (Chief Technical Officer)

With a 5+ years experience in both back and front-end development as well as team management, Florian supervises the technology development team. Erlemann was a BlackBerry Elite developer who later spent 2 years in the music industry, creating a Ben Horowitz backed technology at Disruptive Multimedia. Florian joined DJ Skee at Dash Radio in 2014 and built the technology for a rapidly scaling company, which announced 3 million users in late 2015. Ever since, he's created over 600 published apps and has been working across Europe and the U.S., building partnerships with major brands including Apple, Google, Amazon, Verizon and AT&T.

13.4 Advisory Board

13.4.1 Martino Cartier

A recognized Celebrity Stylist, Salon Owner, Industry Educator, Philanthropist, and ManeStream Brand Evangelist, Martino has been working with the design and marketing of user-friendly styling tools and accessories. He has made numerous TV appearances and has quite a following as a reality show star.

13.4.2 Aaron Krause

With a 20+ years experience in patenting innovative products, Aaron is an accomplished entrepreneur and inventor. Krause prides himself on hard work, dedication and imagination. Known most for his "smiling sponges", he gained national attention when he appeared on the ABC show Shark Tank with his invention Scrub Daddy, which received a capital infusion from Lori Greiner.

13.4.3 Ryan Leslie

A singer, songwriter, and entrepreneur from Washington D.C., Ryan graduated from Harvard and began his career in the music industry where he founded the NextSelection Lifestyle Group, his music-media company. Ryan founded Disruptive Multimedia, whose product, the Super Phone earned the support of Ben Horowitz, Kanye West, and 50-Cent.

13.4.4 Gary Murray

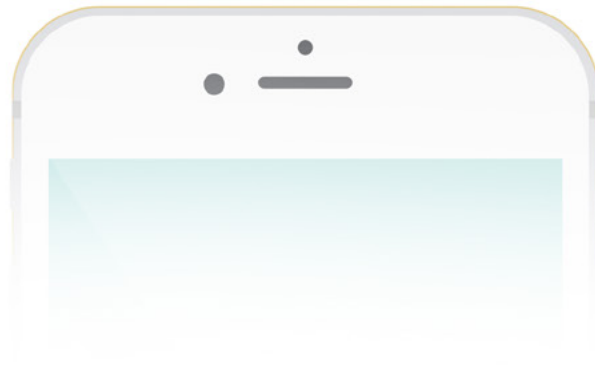
With nearly two decades of experience in customer acquisition and loyalty goals, Murray is a technology entrepreneur and brand acceleration specialist. Murray designs and executes innovative strategic plans with his deep understanding of corporate culture, project management, guerrilla tactics, brand alliances, digital marketing, special events, and multi-channel branding campaigns. Murray has managed event production and marketing for VIBE Magazine, Toyota, VIACOM, Warner Records, and The Professional Sports Wives Association in the past.



14. CONCLUSION

Manestreem is revolutionizing the on-demand beauty and wellness services space with its decentralized architecture leveraging the might of the blockchain technology, smart contracts, and Atomic Swaps, which together ensure complete transparency and efficiency, giving the platform a technological edge and the users greater cost savings and a better overall experience.

The platform marked its presence in the market at a time when traditional salons were on a decline with regards to beauty treatments owing to the travel times and booking costs. The providers too suffered revenue losses and had no means of stabilizing a client base. Manestreem disrupted the sector by introducing a unified technological framework integrating all aspects of e-commerce. The user-friendly application has ushered in an era of greater cost savings for consumers, faster responses, and higher revenues for service providers who now have a steady client base on the application platform.



Go *ManeStream*

BEAUTY ON-DEMAND

On-Location Beauty &
Wellness at the **Tap of an App**

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