

Affilio

Intro :

The cost of marketing is very high while the influencer market which grows exponentially still has a low price.

Marketing is a pain for a project to run, we propose a decentralized and automatic marketing system, where anyone can earn from selling your product/token/service and earn based on results.

Goal :

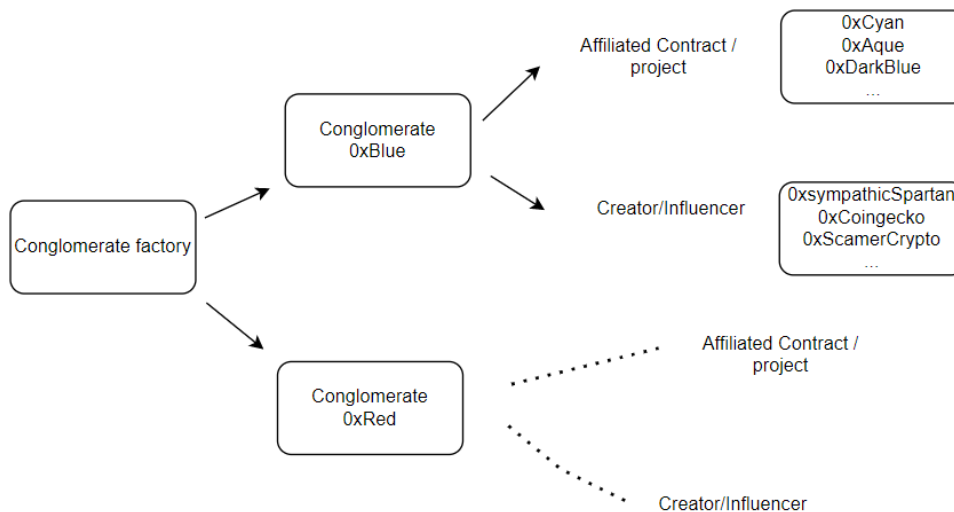
Making a web3 affiliation product that can onboard easily influencers.

The product need to integrate with the current common usage of influencers through a variety of social media.

Influencers dont want to be linked to shady products, everything needs to be super transparent and non scammy.

This need to be 1 click for user and few click for an influencer to work, **Every elements for a standart user more than 1-2 clic need to be discuss and are critical.**

Global architecture



Conglomerate is a centralized entity that manage project and influencers linked to it, this allow to set rules, like not working for competition, having a minimum of follower to be accepted etc, and allows to create rarity by limiting the number of contract/code given by the conglomerat.

Anyone can deploy a conglomerate.

The conglomerate can accept a project can accept a user.

When a user wants to join a conglomerate he submits a demand onchain and the conglomerate sign it. This allows checking if the influencer is not using a competitor or else.

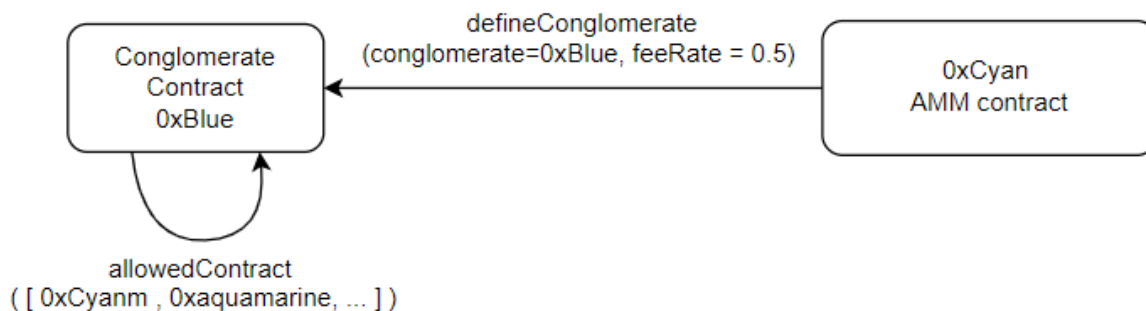
1 Code can be used for the same partners contract, Creator only have to share 1 code and cannot work for competition.

In this document we will code influencers, CTs, youtubers, tik tokers **creators**, and followers, spectators, users, subs will be called **supporters**.

Having a code system allow to work on any social media, and is a dynamic used by 75% of brand that work with influencers + fortnite.

1 / A user deploys a conglomerate (with a factory contract) that allows :

Linking a contract to a conglomerate:

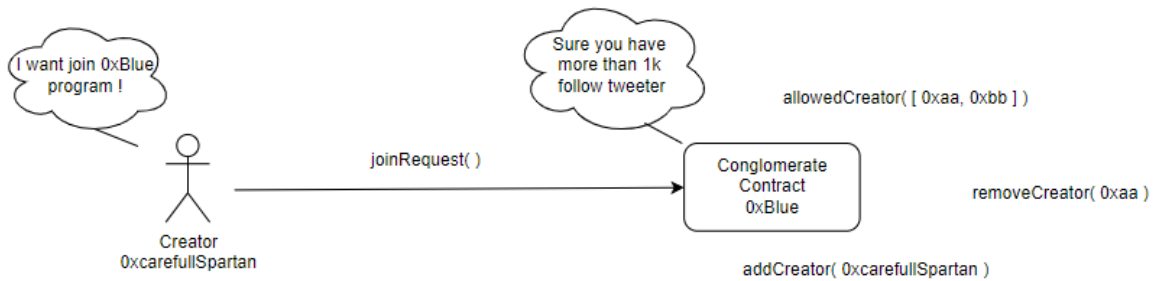


0xCyan deploy contract with revoke(conglomerate=0xBlue)

0xBlue can revoke(conglomerate=0xCyan)

This allows each party to change its mind later.

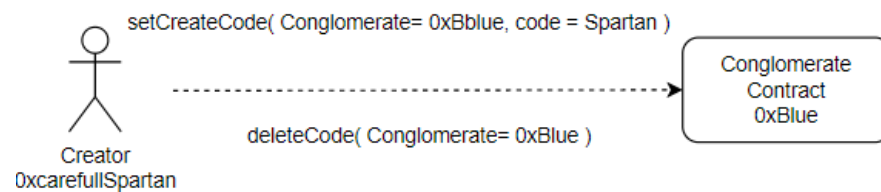
Adding a creator to a conglomerate :



`removeCreator()` can be triggered by the conglomerate or by the creator itself.
When that event occurs, we need to manage that people can claim their part of the pool.

Conglomerates can revoke an influencer or not allow anyone to apply.

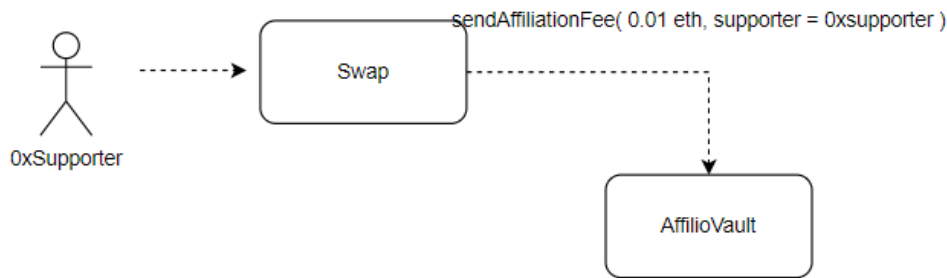
3/ Creator Code management (Creator Side)



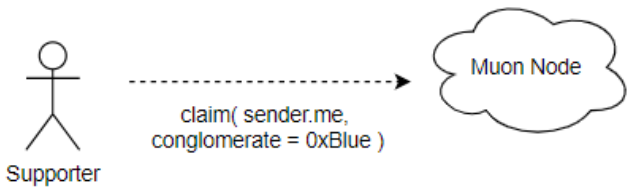
Once in conglomerate, creator can generate a creator code and delete it.

3/ Using a creator code (Supporter side)

Use product on the website



Use product on the website



Order of transaction in time of 0xsupporter

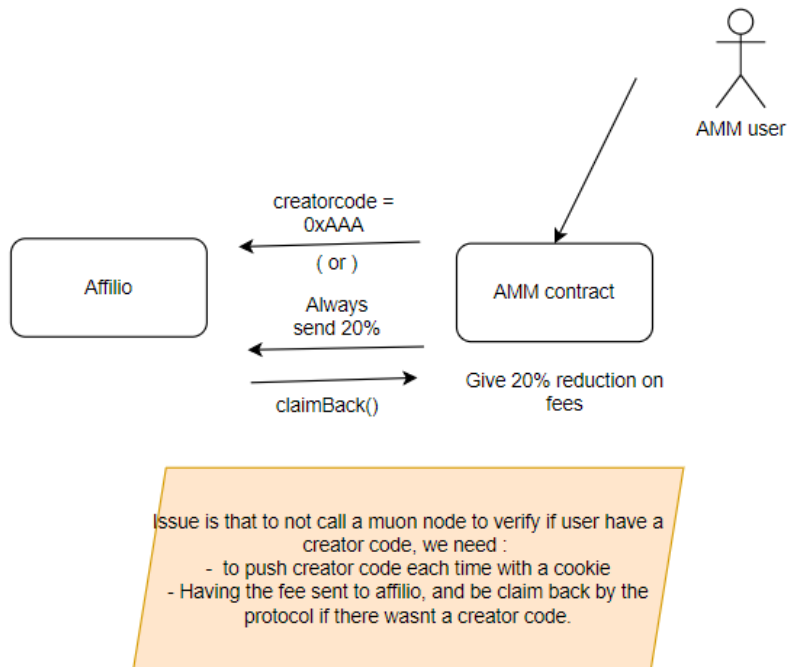
	0xBlue, 0xSpartan	
	0.1 eth, 0xBlue	
	0.01 eth, 0xBlue	
	0.2 eth, 0xRed	
	0xBlue, 0xCat	
	0.1 eth, 0xBlue	

Define 0xSpartan as creator when 0xsupporter use a 0xBlue contract
0.1 claimable to 0xSpartan
0.11 claimable to 0xSpartan
0.2 that goes to affilio holders since there is no creator
Update 0xCat as creator when 0xsupporter use a 0xBlue contract
0.11 claimable to 0xSpartan and 0.1 to 0xCat

The last entered creator code replaces the last one without being able to claim previous gains. If no creator code is entered, the contract deployer (0xCyan in our example should get back the fees).

To incentivize creators to share their code with their supporters more often, after 14 days, the creator code has expired and has to be re-entered.

Issue with this system

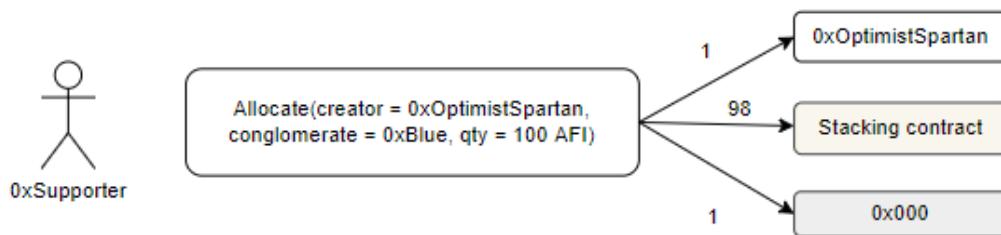
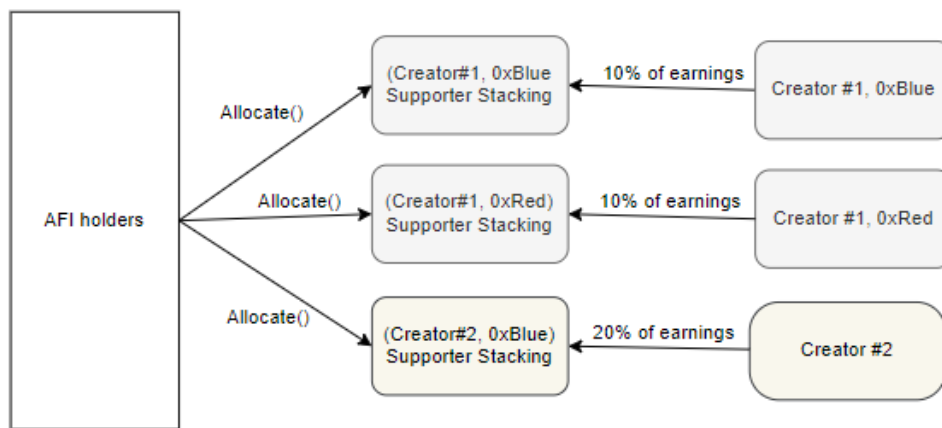


AFI token use case :

Users can stake there token to a couple of (Creator, Conglomerate)

10% Minimum is given to the stackers of a couple and a fee can be defined on `Allocate()` event by the influencer.

This allow speculate on creators and create a community of money invested peoples added to the rarity of code allowing supporter being incentivized to share creator code.



When a supporter allocate() some AFL, he will pay a fee that will go to the Creator.

Usecases

Affiliation programs in general

NFT marketplace(Make Creator become listing agent), NFT seller can define fees that go to Creator.

AMM contract deployer can choose fees that go to creators

Deus Finance, Broker Define fees that go to the creator.

GameFi (example of map creators on fortnite that when the user use the map it set automatically the map creator code in the database).

Lending