//WHITEPAPER

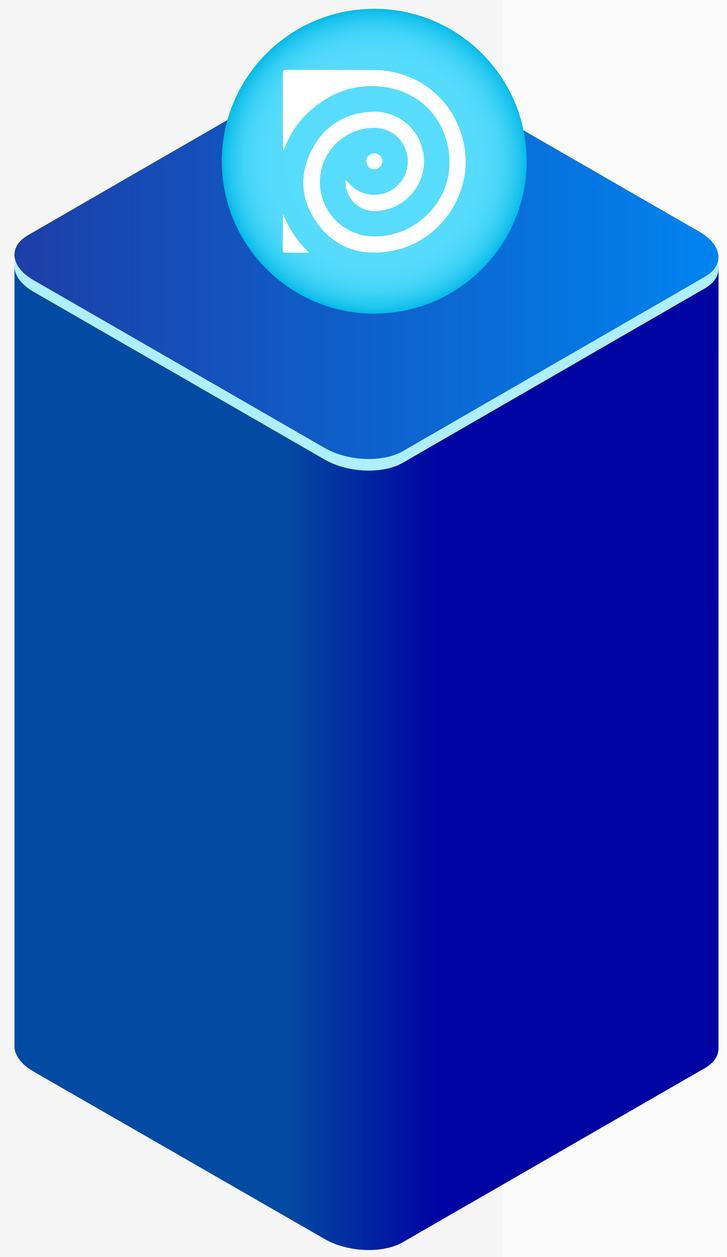
WHITE PAPER

Persystic

Persystic

PERSYSTIC

The world's first decentralized social network with the primary goal of helping its community members generate income. The ideas of Swiss democracy are the foundation for the system of governance at Persystic.



EXECUTIVE SUMMARY

Over the past decade, popular social media platforms like Facebook, Instagram, and Twitter have transformed from merely entertainment venues to becoming an integral part of the daily routines of the communities they serve.

At the moment, these websites are owned by a small number of extremely powerful platforms that control the entirety of the internet world.

Even if there is no question that these platforms give respectable services to customers, the advantages they offer come with incredibly large charges, which the vast majority of users are not even aware of in the correct manner.

This is due to the fact that the overwhelming majority of users do not read all of the terms and conditions that they are required to automatically accept when they sign up for a social network account.

The most prominent social networking platforms have entered into a dynamic that poses a threat to our right to freedom of speech. This is because, in addition to neglecting the users' right to privacy, their algorithms and political orientation are skewed when rating content materials.

We also shouldn't forget that an increasing number of platforms are being threatened with penalties from a variety of regimes. At Persystic, we believe that the best way to address the issues now faced by traditional social networks is to utilize a model that leverages the distributed ledger technology- Blockchain technology.

Persystic is a tokenized mixed social network that enables people to communicate with one another and form communities based on democratic principles and the right to express themselves freely. Naturally, there are boundaries that should not be crossed, but Persystic would never demonetize or censor a user simply because they have a viewpoint that is contrary to ours. Sadly, the majority of the major platforms have settled on this course of action as their preferred option- demonetization.

EXECUTIVE SUMMARY

Our platform not only combines concepts from the most popular social networks, but it has also introduced a new business model and pioneering privacy policies in the realm of social networking. Furthermore, this is reinforced by Blockchain, which enables users to share and monetize their content in a way that is transparent, secure, and verifiable. The Persystic coin will serve as the primary driving force behind the Persystic ecosystem. Users are able to use these tokens to send and receive payments for the original content they have created.

We are confident that Persystic will pave the way not only in terms of a completely original business model in which the passive user can also make an economic profit, but also, and perhaps more importantly, in terms of privacy policies that are not oriented to target and steal the user's privacy. We are convinced that Persystic will lead the way in both of these areas.

1.0 INTRODUCTION 3

The act of content sharing or the expression of opinion is fundamental to the human experience, and the expansion of social networks has produced previously unimaginable opportunities to engage in this activity. Because social networks provide users with opportunities for more personalized experiences, membership in these platforms has exploded over the course of the previous 10 years. As of the year 2021, DataReporting estimates that there are 4.33 billion active users of social media platforms across the globe.

This equates to more than 55 percent of the world's population and more than 90 percent of the active internet users across the globe2. In addition, current figures indicate that the typical user would spend over two hours and 25 minutes on social networks in the year 2020, which is an increase over the average user's time spent on social networks in the previous year3, which was two hours and 22 minutes.

At the same time, there is around 67 percent of mobile phones in use across the world's population, with smartphones accounting for more than 75 percent of all mobile devices in circulation. Furthermore, the proliferation of mobile devices has further spurred the growth of social networking social networks, as the majority of mobile phone users use their phones to access these platforms. This is due to the fact that most mobile phone users access these platforms through their phones.

The ever-increasing amount of time spent on these networks has opened up new chances for marketers and other campaigns, in addition to supplying vital data about the behaviours of individual users. When social networks were first introduced, their business models were mostly based on advertising and product sales. To ensure their long-term viability, these platforms initially began collecting users' personal data in order to better understand the variety of preferences held by their patrons.

However, providing viewers with a platform on which they could watch content was not sufficient.

As a consequence of this, the social media platforms progressed by encouraging the production of an innovative material that marketers could utilize for advertising purposes. Their plan was deceptively straightforward:

1.1 CHALLENGES OF TRADITIONAL SOCIAL MEDIA PLATFORMS

Five primary hurdles are facing conventional social media networks including:

- Unequal monetization strategy
- Privacy concerns
- Government censorship
- Security
- Proliferation of fake content

direct the buyers of advertising to the channels that had the most views. Unfortunately, only a small percentage of people are able to create significant cash through the development of content. The great majority of platform users' expectations regarding their ability to amass riches are not being met by the business models of many of these platforms.

In the following section, we will investigate the difficulties that were presented by traditional social networking platforms.

LACK OF MONETIZATION

Entertainment platforms such as Netflix, YouTube, and Sound Cloud provided financial incentives to content creators while at the same time exerting control over the manner in which users consumed this content. Unfortunately, this was not the case for platforms such as Facebook, Instagram, or Twitter, which have achieved massive membership and content consumption despite the fact that users are unable to monetize their content. Despite this, Facebook, Instagram, and Twitter have all achieved tremendous success.

According to Social Media Examiner, around 3,500 advertising impressions (CPM) translate to a pitiful $8.75 in revenue for the content creator each and every month. In addition, some platforms do not compensate creators at all, or even worse, they stop monetizing them simply because the creators share opinions that are not in line with the political orientation held by the platforms.

LACK OF MONETIZATION

This is done for the simple reason that the creators disagree with the platforms' political orientation. In 2017, for instance, Barack Obama created the tweet with the most likes, which continued to trend for months despite the fact that he did not receive any incentive for doing so. In a similar manner, the renowned artist Helen Green created a GIF about David Bowie after he passed away, and it received millions of views online. Because of this unfortunate turn of events, Helen is no longer credited for creating this GIF after it was shared by several individuals on Instagram and Tumblr respectively.

They were demonetized or cancelled simply because their opinions do not fit with the monolithic vision of many of these companies; even though they did not actually violate any rules, they were punished by losing monetization or even having their account closed. Numerous content creators who lean conservative have been penalized in this manner, even though they did not actually break any rules.

The platforms conceal themselves under the justification that they are private businesses, and that their users have agreed to abide by their terms and conditions.

Persystic is of the opinion that this argument is very weak due to the fact that the existence of all of these platforms is essentially dependent on the expression of users, and we believe that this is a fundamental right that should not be violated. As a result, we believe that this argument should be rejected.

To put it another way, social platforms would not be able to function without the contributions made by their users.

To want to take advantage of them without giving them the right to financial compensation is already unethical in and of itself;

however, on top of that some content creators will be punished or demonetized, just because Mr Zuckerberg or whatever the head of the platform is called does not like to hear opinions that he does not share, then we are entering a spiral of censorship that is not in accordance with one of the fundamental pillars of freedom, and this is none other than the right to freely express.

Persystic does not advocate for or represent any particular political ideology; rather, we work to advocate for and protect something that we believe to be a fundamental right of every person on the planet:
Expression is not stifled in any way.

PRIVACY

Concerns over users' privacy on social media sites have steadily increased over the past few years. Users are being forced to re-evaluate their relationships with the various platforms as well as the safety of their data as the number of instances of data breaches continues to rise.

Even if the majority of networks allow users to manage how their information is shared with third parties through the use of settings, this alone is not adequate to guarantee users' privacy.

Weak passwords used by users make this problem much more difficult to solve because hackers and businesses can readily exploit them.

According to research conducted by Pew Research, nearly four in ten users of social networking platforms use the same password for more than one account.

The Cambridge Analytica incident, in which the personal data of more than 50 million Facebook users was used to try to sway the outcome of the presidential election in the United States in 2016, is a textbook illustration of how social media organizations can interfere with the privacy of their users.

GOVERNMENT CENSORSHIPS 6

In the majority of countries, public squares have formed in the form of social networks, and governments are experimenting with a variety of methods to manage these networks. Some countries have chosen to pursue this method, and one example of this is censorship.

Even while users can get around restrictions by using virtual private networks (VPNs), certain governments are cracking down on VPN providers, which makes it impossible to access content on social networking platforms. Users in these nations are unable to communicate with their peers since social media platforms do not exist. This renders them powerless.

Because social media platforms represent important points of vulnerability for many firms, cybercriminals frequently focus their attention on them. Denial of service (DOS) assaults, malware, phishing, and ransomware are some of the most prevalent types of attacks that can undermine the security of traditional social media platforms. Other types of attacks include ransomware.

Leaked data from these platforms have recently been found on the dark web, which has led to an increase in crimes such as credential stuffing and other similar offences.

LACK OF THE RIGHT TO ERASURE MECHANISMS

The majority of popular social networking sites acquire data in two different ways: directly from users (about themselves), and indirectly when other users publish data regarding their friends on the network. As a consequence of this, the users of these networks wind up disclosing information about themselves that they would never voluntarily want to disclose.

After it has been disseminated, this knowledge will almost immediately become available to millions of consumers.

The problem has been addressed by a number of regulatory bodies, such as the General Data Protection Regulations (GDPR) of the European Union (EU), which have established laws for the "right to be forgotten." Nevertheless, difficulties in interpreting its intent have hampered its implementation, leaving users at the mercy of the largest social media platforms.

THE PROLIFERATION OF FAKE CONTENT

Users face a significant obstacle when they attempt to share accurate information on social media sites without first assessing the content's reliability. For instance, in January 2020, numerous medications began to circulate on Facebook and WhatsApp regarding the purported remedy for the coronavirus pandemic; these medications were, however, proven to be false later on.

In addition to having a negative impact on public discourse, the dissemination of false information can result in users making decisions that are not based on accurate information. The fact that most platforms offer fact-checking alternatives to verify the authenticity of the content that is published on their sites is not sufficient to stop the spread of false news since there is simply too much information.

PROBLEM STATEMENT

Mainstream social networks provide decent services at extremely high costs to users and creators. Unequal monetization strategies, privacy concerns, government censorship, security concerns, and proliferation of fake content are some of the problems bedevilling these networks. This is possible because social networks are centralized and have monopolies. For example, because Facebook has a monopoly over a friend's network, a user cannot leave it because everyone is on the platform. Similarly, switching to a different platform is costly because it involves creating a new account and rebuilding the new network, which is problematic. At Persystic, we believe the solution to these problems lies in a decentralized social network that is encrypted at rest. When social media users have the keys to encrypt and decrypt their own data, they have complete control and can grant and revoke access to third parties. Blockchain can create such an environment that monetizes content creation and use and safeguards against government censorship. Such an environment would also ensure users' data remain secure and private and content shared is authentic.

2.0 MISSION AND VISION

Our mission is to expand access to social media networks so that consumers and content providers can benefit from increased business opportunities and wealth generation. By carrying out the following activities, we will move this vision closer to the realization:

- Providing creators with the right to ownership of their work.
- Incentivizing creators to generate authentic content.
- The elimination of false news through the implementation of a content production and consumption system that is both verified and open to public scrutiny.
- Enacting a policy known as the "right to be forgotten," which gives users the option of choosing whether or not they want their content to be stored on Persystic.

Through the use of a social network that is both open and decentralized, we hope to unite the many interests of individuals and facilitate business interactions. In addition, we aim to give value to any content that was created creatively, enabling users to develop their skills while simultaneously establishing a direct connection between the general public and those who produce content in a manner that is wholly decentralized.

Persystic also has the intention of establishing a common thread and communication route between celebrities and influencers and their network in order to facilitate the growth and empowerment of their own enterprises.

To put it another way, we are the go-to platform where all of your wants and goals, from becoming a musician to starting your own business, may come true.

One minute is enough, and Persystic makes it possible to do anything you can imagine. This is our mantra.

3.0 BENEFITS OF BLOCKCHAIN USE IN SOCIAL MEDIA NETWORKS

There are many advantages to using a social media network that is powered by blockchain. Here are some examples of them:

• An increase in discretion. Because the platforms are unified and managed from a single location, protecting users' privacy on the vast majority of popular social networking sites is difficult. Because of this, they are susceptible to intrusions into their privacy and controls by the government.

On the other hand, a peer-to-peer (P2P) sharing of information is made possible by a social media network that is enabled by Blockchain technology. In this scenario, only two participants are aware of the transaction.

• Tents belonging to users can be stored in an indefinite manner. The majority of social media platforms are centralized, which means that the content posted by users can be modified or removed even without their permission. Users of a social network that is powered by Blockchain have the opportunity to retain their content indefinitely thanks to the immutability aspect of the technology.

• Content creators get compensated for their work.

On a platform that makes use of blockchain technology, users are granted unrestricted authority over the dissemination of their own material. Because they have the power to distribute it, they are able to make money off of their effort. In addition, consumers receive rewards for simply sharing the content with their friends.

• Content of a high standard is available to users. In order to guarantee the integrity of the content shared on social media platforms, it is possible to use blockchain-based verification and authentication services such as personal verification and content authentication. In addition to confirming identities and posts, Blockchain technology can also facilitate the collecting of data on these platforms more easily.

4.0 PERSYSTIC ECOSYSTEM

The Internet of Things (IoT) and the Internet of People (IoP) are both applicable classifications to describe Persystic.

We are developing this platform to provide a means for content creators to earn a living in a moral and ethical manner by adding value to the numerous social interactions they participate in as well as their talents.

IOT AND IOP

The current generation of social media networks is infrastructure-focused, and as a result, they are unable to keep up with the ever-growing needs of modern society.

We are completely rethinking the idea of cyber-physical convergence in order to facilitate more intimate social connections by means of a system that is accessible to everybody, transparent in its workings, independently verifiable, and safe.

Persystic represents a fundamental transformation in the way humans and the technologies they use to connect to one another in order to derive value from their data. By showcasing abilities from both an artistic and entrepreneurial point of view, we are establishing a new idea that we term the "value of people," or simply VoP for short.

A tokenization system will be used on the site to determine how individuals are ranked once their reputations have been measured by decentralized entities. We believe that a decentralized reputational mechanism, as opposed to the currently prevalent centralized social networks that are opaque and monolithic, is more likely to be able to support the expansion of the social network.

In this sense, decentralization can give artists and business people the opportunity to test the viability of their artistic endeavours or business plans before releasing them to the public. This provides a high degree of assurance that the content they produce is valuable and has the potential to be successful.

4.0 BINANCE SMART CHAIN

Implementation of Persystic will take place atop the Binance Smart Chain (BSC), which will serve as the underlying Blockchain. The functionality of smart contracts is built into both Ethereum and BSC. Additionally, it is interoperable with the Ethereum Virtual Machine (EVM), which indicates that the BEP-20 standard expands the functionality of Ethereum's ERC-2016.

Due to the fact that BSC is compatible with EVM, it supports a vast universe of Ethereum's ERC-20 token standards, each of which can be used for a variety of decentralized applications (DApps). In theory, developers can move their applications based on the BEP-20 token from Ethereum to the BEP-20 token platform, and vice versa.

Users also have the option of configuring their BSC wallets using Ethereum programs like as MetaMask.

BSC is quickly becoming a formidable competitor to Ethereum as a result of its better throughput, which has contributed to its rise in popularity in recent years. For instance, it has the potential to achieve an average block time of three seconds, whereas Ethereum's current block time is 13.22 seconds17. The reason for this is that it uses a consensus process known as the proof-of-stake authority (PoSA), which is significantly quicker than both PoW and PoS.

PERSYSTIC TOKEN

A Persystic token, also known simply as a Persystic, serves as the primary unit of account on the Persystic network. It is a native BSC-compatible BEP-20 token that we have expressly built to facilitate transactions on the Persystic platform. Those transactions can be facilitated via the Persystic platform. Persystic, which functions as its own native token, can be bought or traded on the major cryptocurrency exchanges.

Persystic has the potential to become a standardized and decentralized social media platform. This is because the BEP-20 token standard is compatible with the ERC-20 token standard. As a consequence of this, users on other ERC-20 platforms are able to interact and transfer tokens without any hassle.

The following are some examples of activities that will be incentivized through the use of Persystic: • Sending Persystic to other users. Users on the platform have the ability to sell or trade their Persystic to other users.

• Acquiring permissions to use content. On the site, a user has the ability to purchase licenses for different types of content, such as films and images.

• Changing Persystic into Fiat currency. Through their respective wallets, users are able to directly trade Persystic for fiat currency or other cryptocurrencies.

• Accumulating prizes. When regular users share material on the Persystic platform, they are eligible to get rewards through the Persystic app.

TOKENOMICS

This section describes the Persystic tokenomics aspects, including the Persystic token, token allocation, and emission logic.

Persystic Token

The Persystic Token ($PSYS) is the main engine on the platform, powering various transactions such as:

• Transferring $PSYS to other users.

• Buying licenses for content.

• Exchanging $PSYS for fiat.

• Earning rewards

TOKEN SPECIFICATIONS

Token name
PERSYSTIC TOKEN ($PSYS)

Ticker:
$PSYS

Token supply:
3.000.000.000

Issuance price:
1 PERSYSTIC = US$0.0009

Decimal:
18

Burnable:
YES

Specification:
BSC

Burnable:
YES

TOKEN ALLOCATION

The IEO intends to raise 3,000,000,000 PERSYSTIC. Out of these, 20% (600,000,000 PERSYSTIC) will be reserved for the founders, 10% (300,000,000 PERSYSTIC) for early contributors, 5% (150,000,000 PERSYSTIC) for marketing and promotion, 5% (150,000,000 PERSYSTIC) for advisors and team, and 60% (1.800,000,000 PERSYSTIC) for liquidity and staking rewards. The table below summarizes the token allocation specifications:

TOKEN ALLOCATION

ITEM	ALLOCATION (%)
Founders	20
Early Contributors	10
Marketing Promotion	5
Advisors and Team	5
Liquidity and staking rewards	60

ROADMAP AND FUTURE TRAJECTORIES

The information captured in the roadmap is being shared in order to outline some of our current product plans. It is shared just for information purposes and it is not a binding commitment. Please do not rely on this information in making purchasing decisions because ultimately, the development, release, and timing of any functionality could be subject to change without notice.

Q1 2022:

- WHITEPAPER PROJECT KICKOFF
- MVP DEV START V1.0 CATALOG
- LAUNCH OF THE WEBSITE

Q2 2022

- LAUNCH OF THE WALLET
- DEVELOPMENT OF THE FIRST BUSINESS MODELS
- BM INTEGRATION IN THE PLATFORM
- CLOSE BETA

Q3 2022

- PUBLIC BETA
- POC
- GO LIVE MVP
- GO LIVE 1.0
- TOKEN INTEGRATION

Q4

- GO-LIVE 1.0
- TOKEN INTEGRATION
- RELEASE 1.5

Persystic