WHITEPAPER

Etherup is a long and distinct period of crypto currency which is designed for the users of b2c, ecommerce and online shopping platforms with a particular features and characteristics. To virtually unharness the transformative capacity of the b2c version, we should go beyond the bounds of any platform, together with our personal. We understand the huge blessings of allowing the target market to praise manufacturers at once, without intermediaries including the platform or advertisers dictating how manufacturers should be paid. Therefore, we were working on expanding the deployment of one of these model to any content material manufacturer around the world, irrespective of which platform they select to post on. Our goal is to increase our monetization system for the benefit Of the thousands and thousands of content material creators worldwide, while allowing meaningful relationships to be constructed at once among the content creators and their fans. up live has already confirmed that this sales model is feasible. NOW, we need to deliver this immensely rewarding and powerful gadget to the complete international. We do, however, comprehend that there are more than one demanding situations in bringing our imaginative and prescient to reality.

These consist of the following:

There may be no universally immutable and depended on ledger recording values, transactions and traits of digital shopping which can be belongings with widespread financial fee; ecommerce sites are susceptible to sabotage, consisting of duplication of a constrained version gift, falsifying transactions, unauthorized converting values of their homes, amongst other

Vulnerabilities:

there is no organised framework to manage the excessive wide variety of members required to create, categorise, manage and run a complicated digital gifting machine; without the sort of cohesive framework, it's miles hard to attract and preserve the wide variety of participants required to provider content material creators and their fans on a international scale.

Consequently, we've got recognized the need to build a greater decentralized environment, that involves the web community in all elements of creating and maintaining the device. We want to implement clear regulations and an incentive gadget that consequences self-governance, with minimal centralized control. Our version should also inspire its participants to create excessive-cost virtual items for content creators in sufficient quantity to satisfy the present call for. Present creators, as crucial components Of the atmosphere, Will in the end produce a wholly new content material interaction experience for content manufacturers and audiences alike. As illustrated within the above diagram, each birthday celebration in the ecosystem will be incentivized to participate and contribute inside the workflow. for example, the gift author, Reviewer, and content material writer will each acquire a proportion of the fee of the virtual items which have been bought by the Fan. This way, this atmosphere is able to scale extra organically, without being difficulty to the monopolization or dictation of sales drift with the aid of any centralized entity.

Blockchain permits regulations to be constructed right into a decentralized system with defined roles that can be used by community individuals to force a workflow. Their movements can be incentivized and enforced by way of the blockchain, creating a self governing surroundings. particularly, sales proportion of the virtual present's fee to unique individuals may be written immediately into the gift.

Etherup Protocol • The common Gifting Protocol objectives to utilize the above two skills Of blockchain era to create a decentralized atmosphere wherein a community of members can come collectively to create, curate, and customize a wealthy form of exceptional virtual items for worldwide content material creators. In in search of to make a digital present immutable and independent of any content platform, we plan to implement it as a smart agreement asset.

Etherup protocol may also build a chain Of guidelines and incentives to force the workflow Of virtual gifting, which includes the system of creation, curation, selection, and shopping. these regulations and incentives will also be implemented the usage of blockchain, so everyone can take part inside the workflow and be rewarded for it.

Implementation and adoption:
we've got already all started implementation of Etherup Protocol, leveraging our significant experience in building virtual gift structures and mass marketplace consumer products.spotting that excessive transaction throughput charge on blockchain is a key impediment to mass adoption, we're actively evaluating several main technology tasks. we will leverage our current user base of 20 millions users and 60,000 creators to check, iterate, and leap begin mass adoption. they will be the primary adopters and testers of the Alpha model.

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