

Technical Workshop

October 8, 2018

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Agenda

1. *Introduction - KK Jain*
2. *Applications - Dr. Raj Surati*
3. *Design overview - Mike Barile*
4. *What we're building- Arya Soltanieh*
5. *End-to-end demo - Adam Foosaner*
6. *Q&A*



Introduction

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Background: DARPA Red Balloon Challenge

2009: DARPA challenged teams to find 10 red balloons
across the U.S.

Crowds were incentivized through rewards to the finders
and their referral chains

In 9 hrs, MIT created a 5,000-person **flash network** to solve
the problem



Red Balloons are **Everywhere**

Find **great employees**, acquire **new customers**,
design **new products**

Find **volunteers**, **donations**, take **collective action**

Build **on demand teams** of specialists to replace key
firm functions

Problem: Broken Tools, Broken Markets

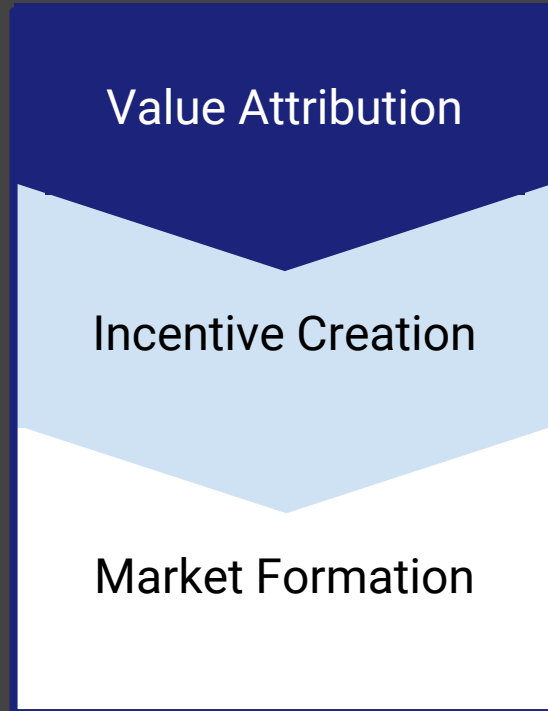
Recruiting is inefficient

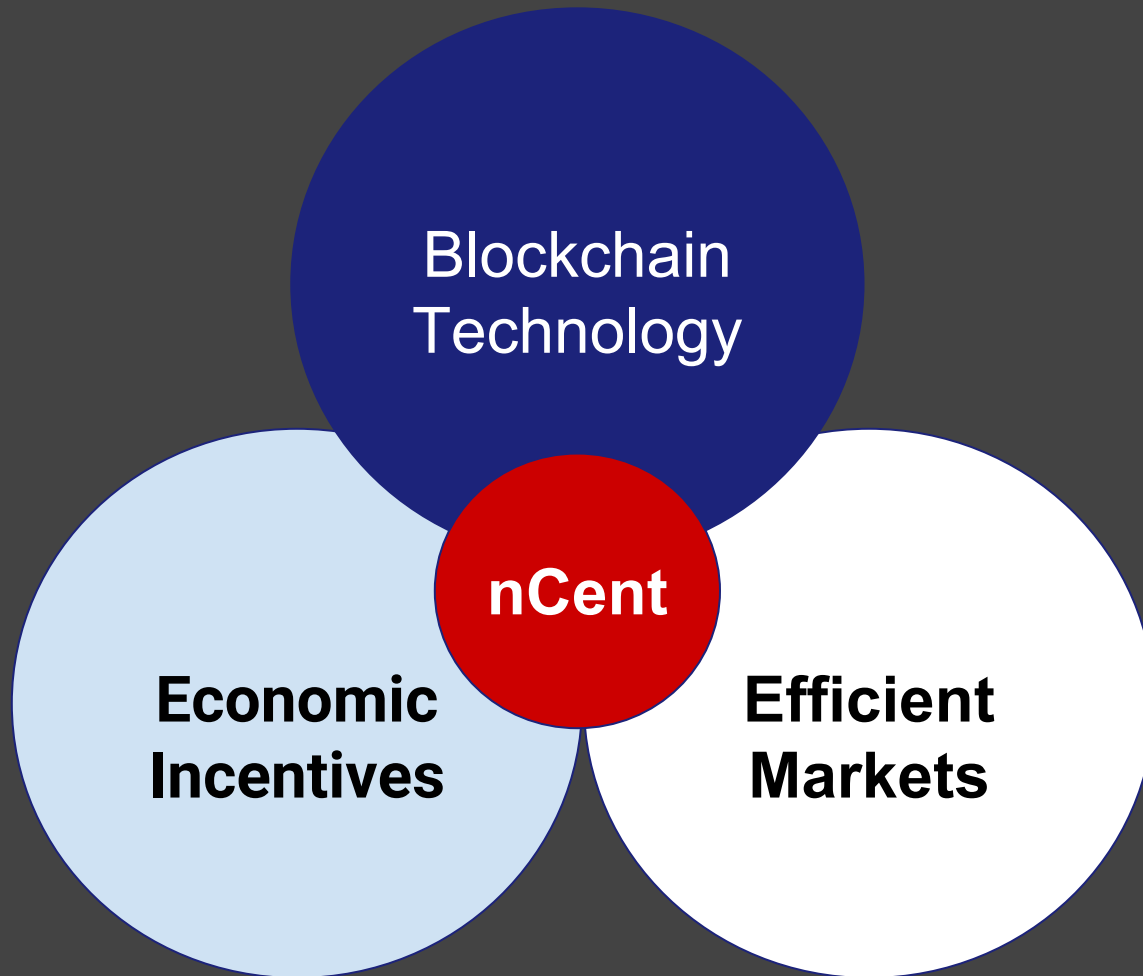
Advertising is costly and noisy

Best product ideas don't rise to top



Solution: Incentive Markets on a Blockchain





Build With Us

Trustless Decentralized Markets

Sybil-resistant Worldwide Public Distribution

Virality vs Identity

Incentive Compatible Design

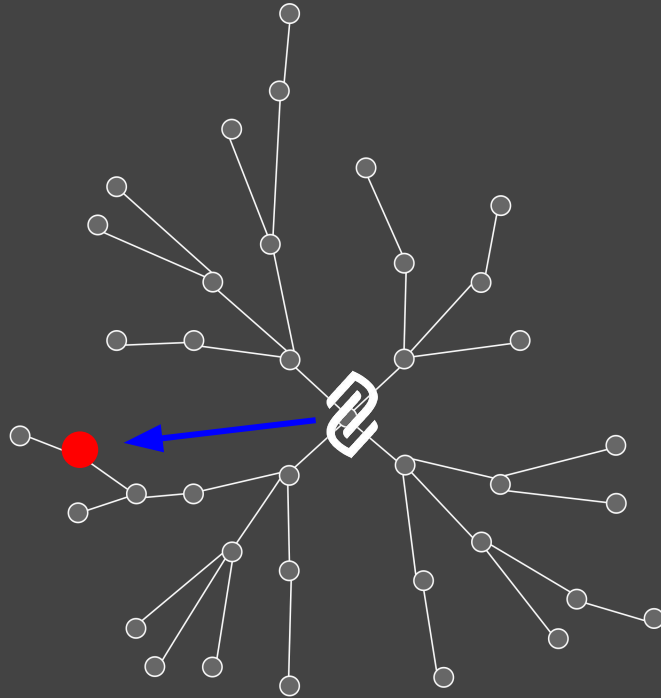
On/Off Chain Scalability

Applications and Pilots

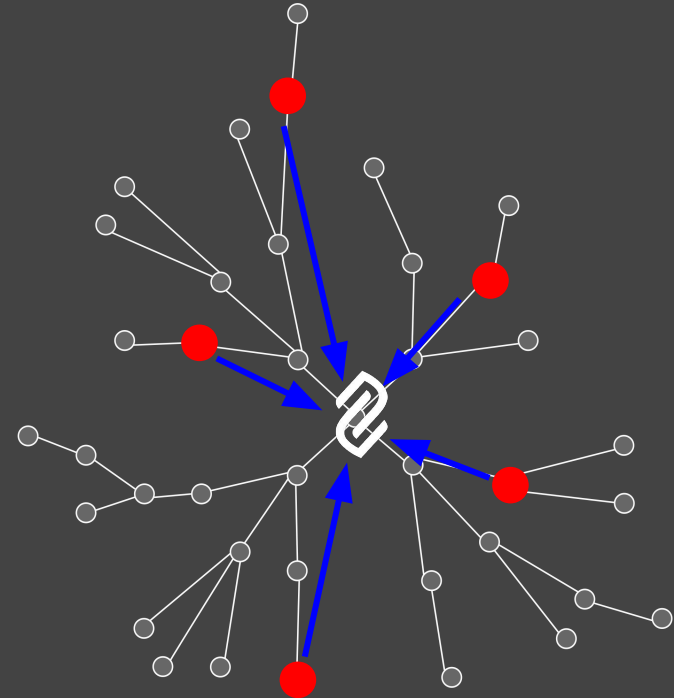
Raj Surati
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We Offer Solutions to Two Kinds of Problems



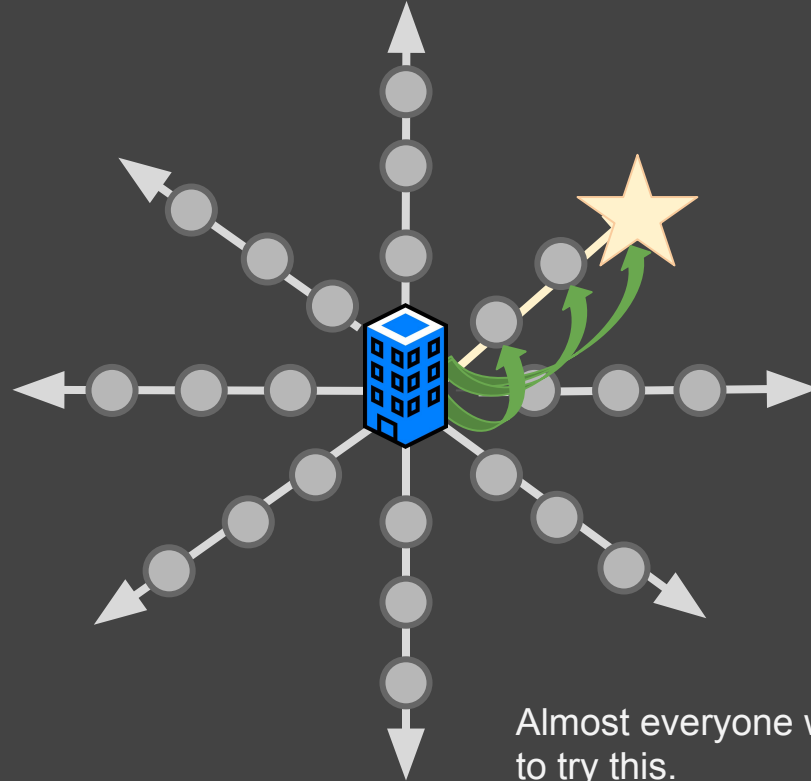
Search
jobCent



Crowd/Coordinate
logoCent

jobCent: Hire *Better* and *Faster* with the *Widest* Net

Utilize
incentives to
reach the
broadest
possible
candidate
pool

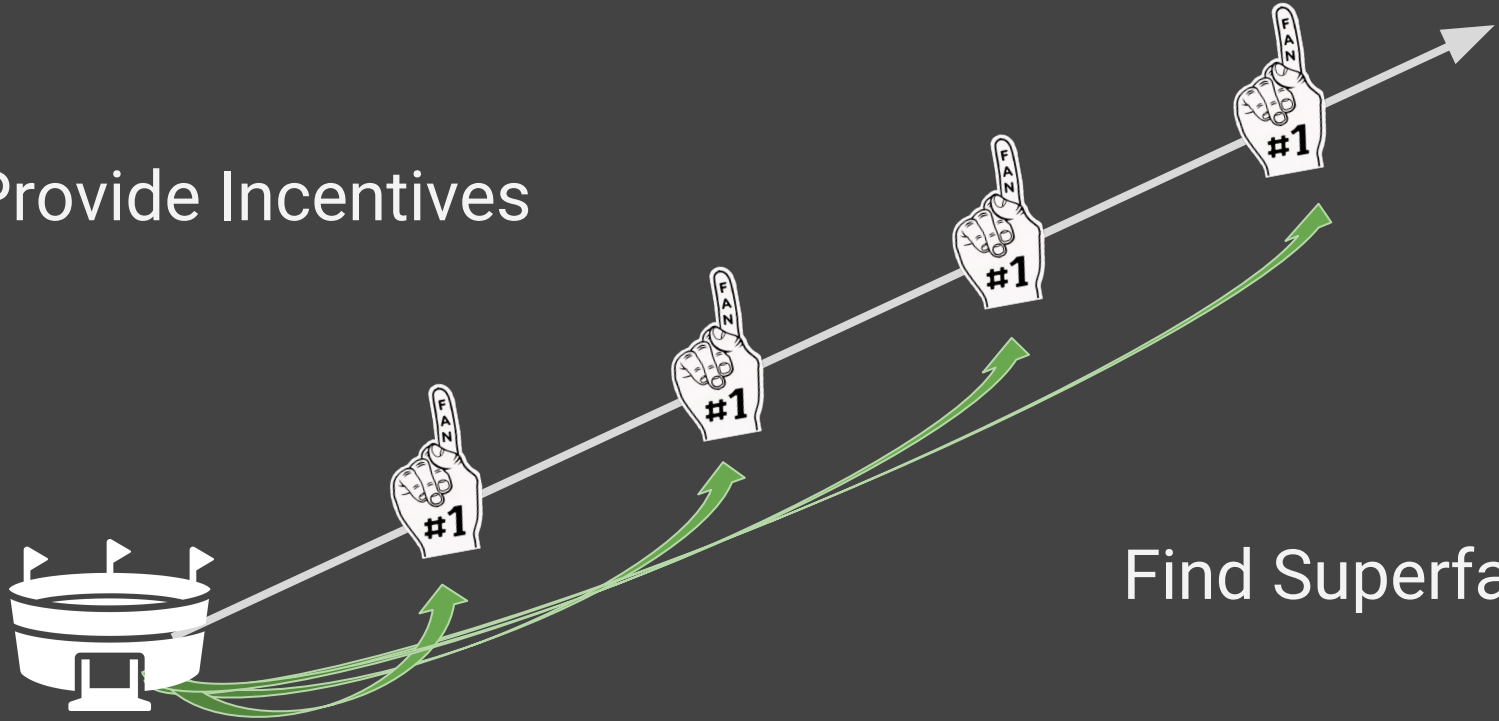


Incentives
structured to
draw out the
best
candidates
(and referrers)

Almost everyone we speak to wants
to try this.

sportCent: Find *All* Your Fans and *Activate* Your Superfans

Provide Incentives



Find Superfans

Retail: Drive Purchases, Create Awareness

Incentive Markets:

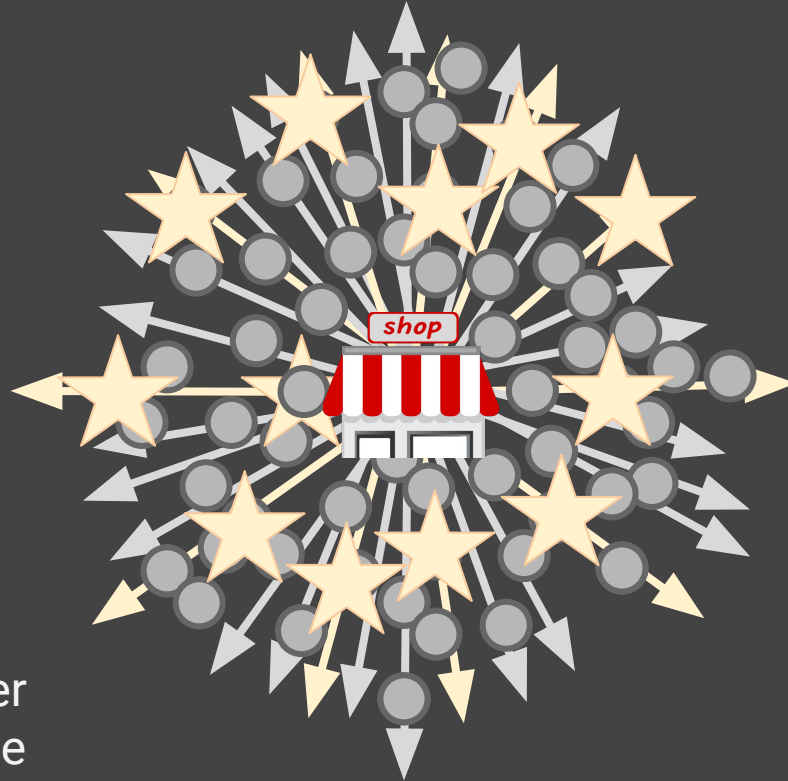
Share a promotion

Go viral

Share with your
friends

Niche loyal brands
can compete

New consumer
Brand Example



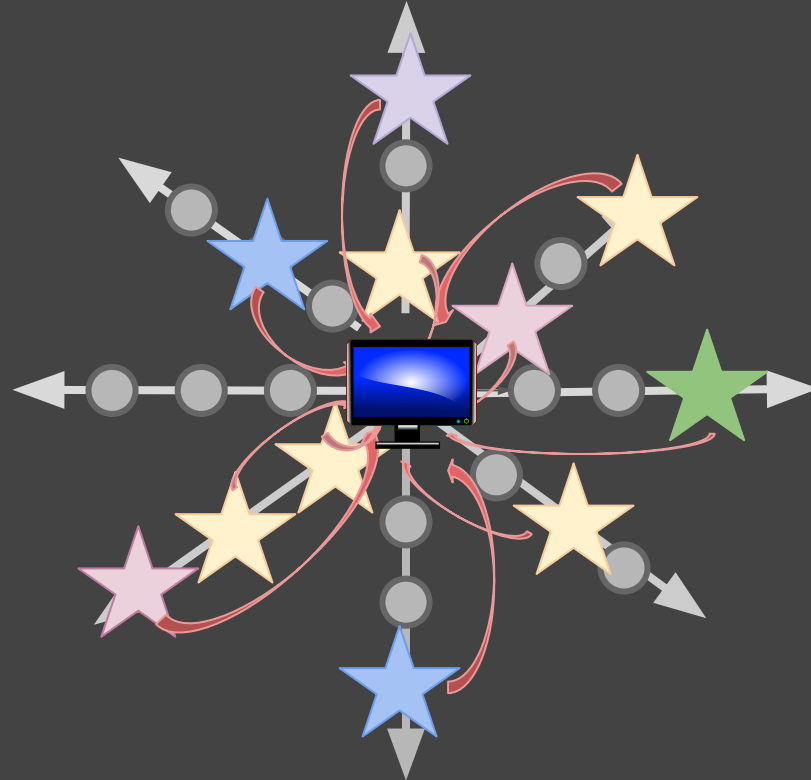
Effective Results:

Purchases =
primary goal

store or **brand
awareness**, =
secondary goal

Development: Build Projects/Products, Find Bugs

Target
specific skills
to finish
required
tasks

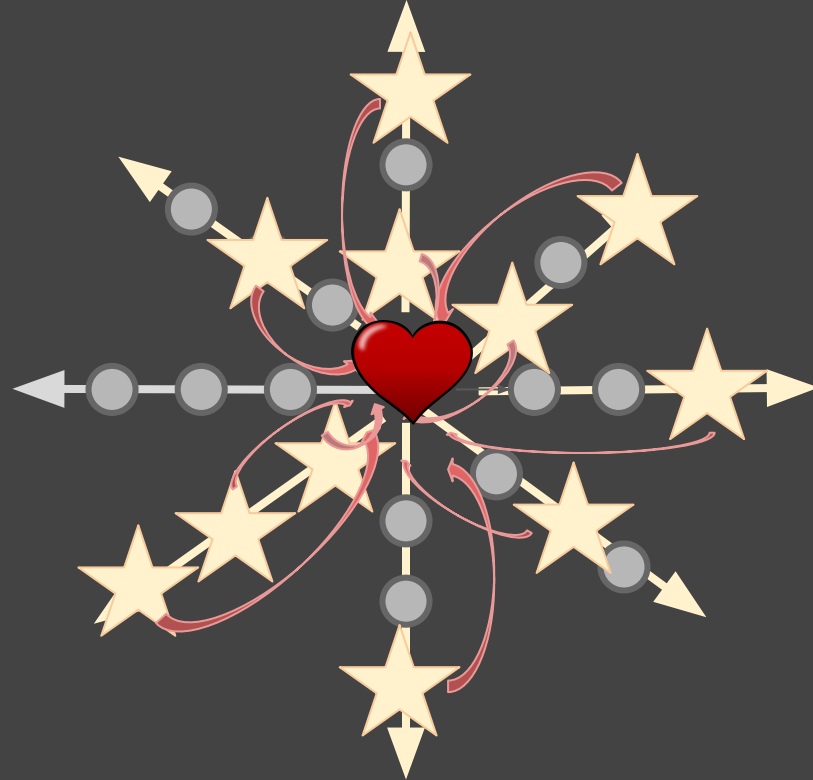


Get Best
Quality
Assured
Contributions

DIYRockets,
LogoCent

Philanthropy: Activate Network of Donors and Doers

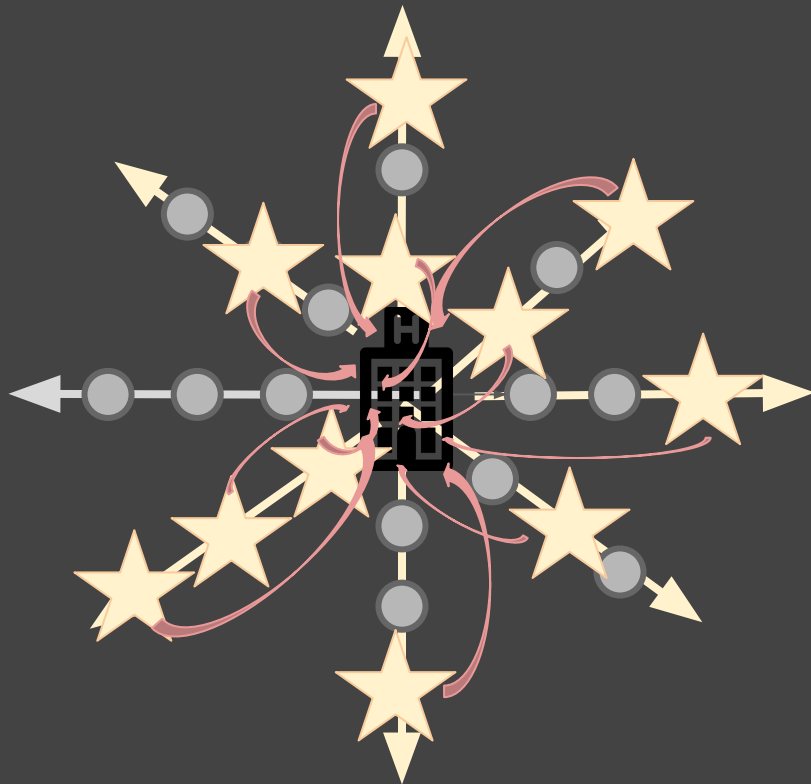
Breadth,
Depth, &
Quality of
Participants



Raise
Awareness
AND Drive
Donations or
Actions

Medical: Find organs and Help People Get Better.

- Find Hard to get organs or blood.
- Reward Healthy behaviors.
- Create Big Medical Datasets¹



Effective results:
Incentives can be structured to drive a **high response rate** that will save a life

¹ https://medium.com/@k_nkcnt/saving-ourselves-with-data-6bd5bffcc4cf

Pilot Program

Design (6 months) + Pilot Test

Launch (12+ months)

Details

- Work together to understand your challenges, design and iterate solutions
- Informs our broader product design

- Work together to test & tweak solution

Benefits

- Your valuable feedback will optimize MVP for you.
- Invitation to conferences involving other pilot users with similar issues

- High touch support
- Discounts for being a Launch Partner

Progress

Pilots Signed 12

Adding Resources to Increase outside my Network:

Discussions progressing with “Pilot” Partner Channels Maritz, NGO/Non Profit
Crypto Consultants etc.

Ongoing Use Case Bible Development

Ask: Warm Introductions to partners.

Design Overview

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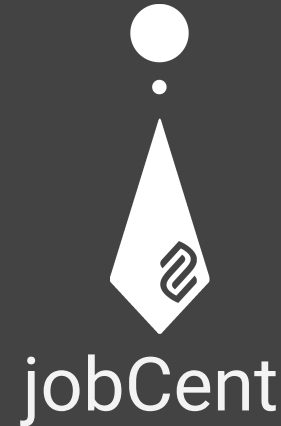
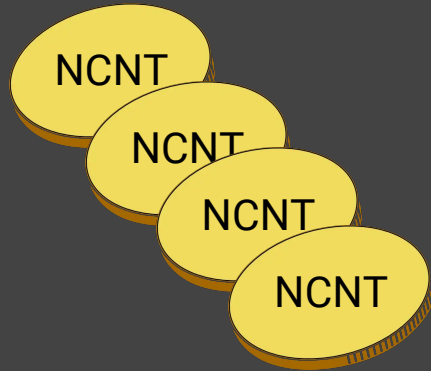
Core: Overview

- SCP: Scalable, fast transactions
- Secure, canned smart contracts
- Lightweight scripting language
- Contract customizability



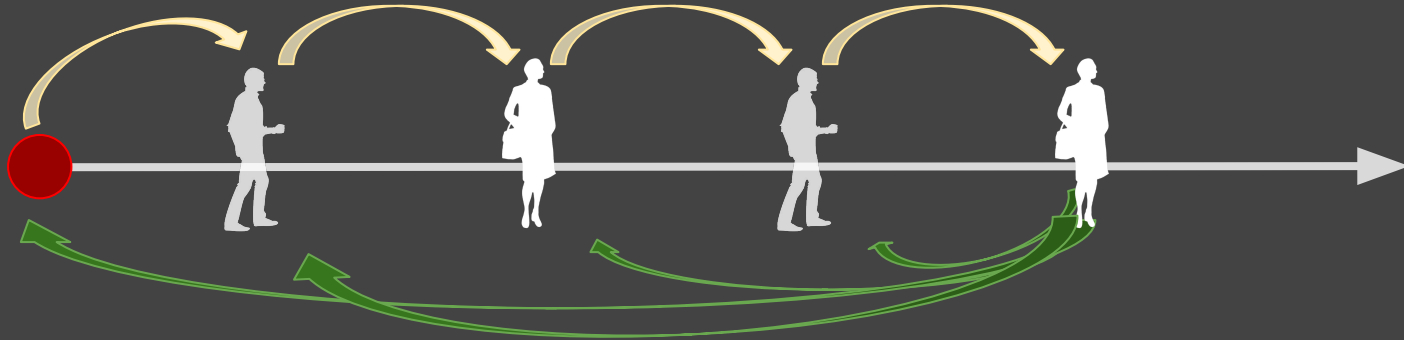
What is NCNT?

- Utility token
- Create contracts, prepay transaction fees / cashout escrow
- Contract complexity \propto NCNT required
- Users never need to hold a balance, just sponsors



Protocol Incentives

Progress Incentives



Validator incentives



What is a Challenge?

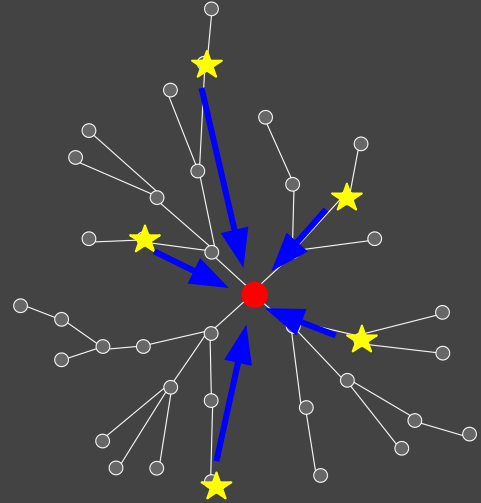
A campaign to:



Find the perfect
employee



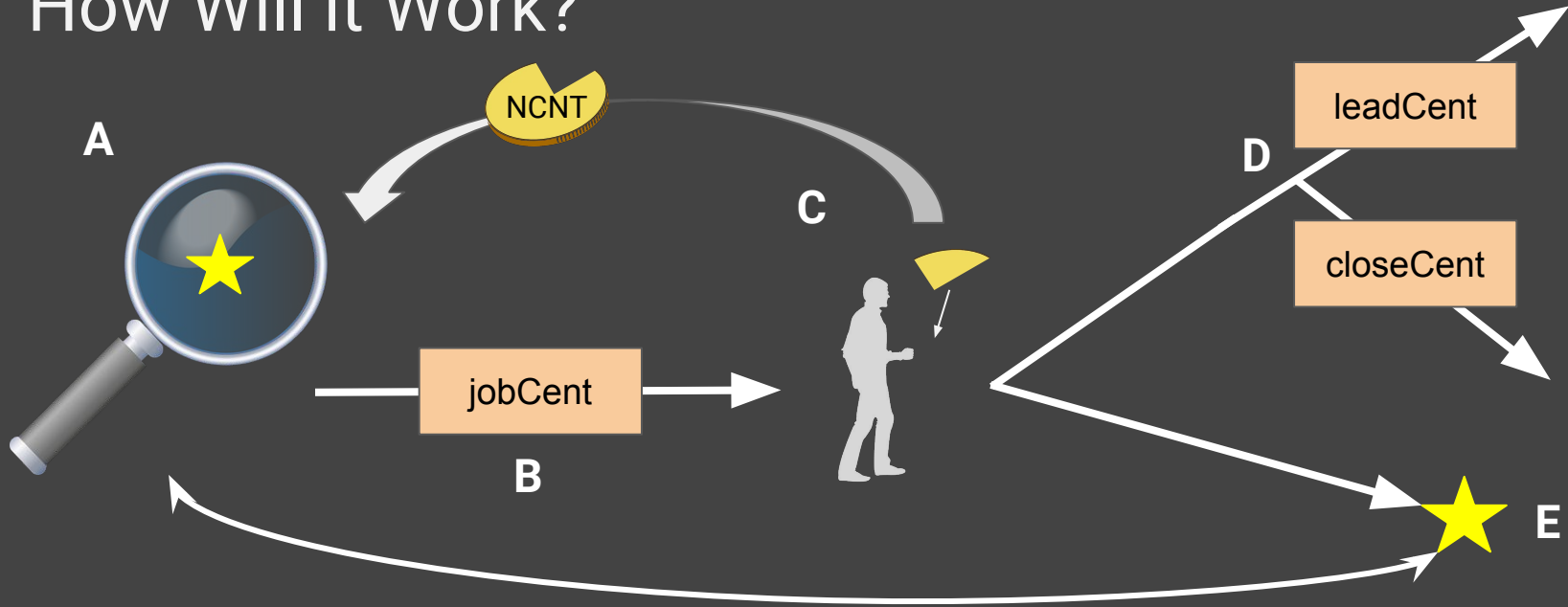
Engage fans



Crowdsource
construction

via incentive markets

How Will it Work?



- A. **Create** a challenge
- B. **Transfer** a challenge invite
- C. **Opt out** using “cash out”

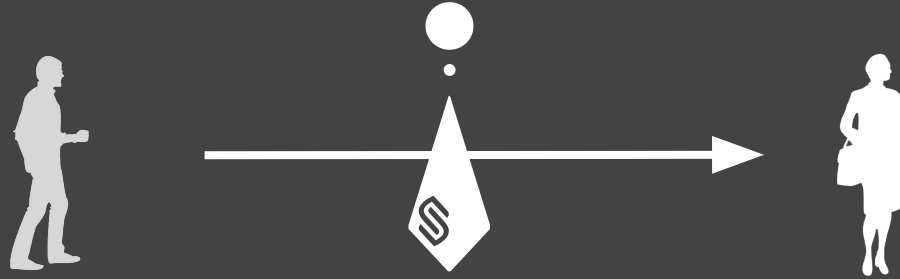
- D. Create **sub challenges**
- E. **Complete** the challenge

A) Create a Challenge

- Expiration
- Number of invitations
- Transfer cap
- Reward(s)
- Network fees (DOS protection)
- Distribution fees (spam protection)
- On chain vs off chain distribution
- Completion criteria
- ...



B) Share a Challenge Invitation



On Chain:

JobCent

- Finite number of job openings
- Quality referrals only

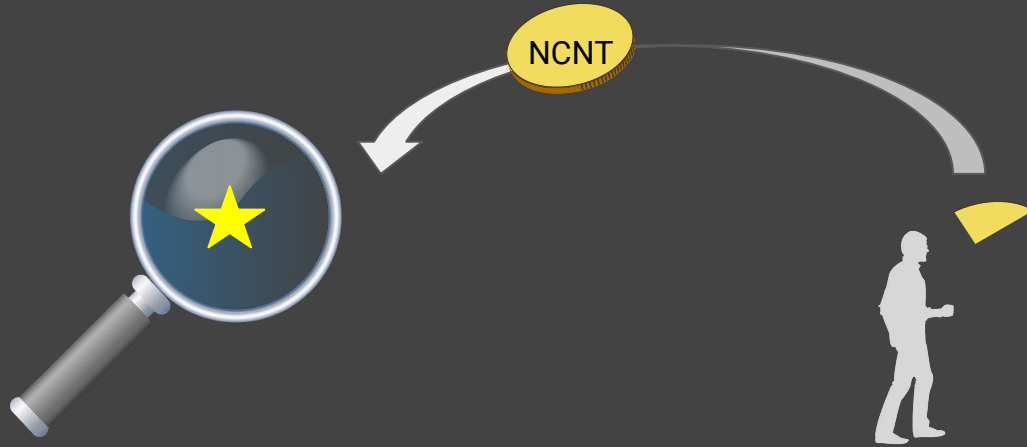
Off Chain:

**Advertisement,
Voter Registration**

- Red Balloon
- Broad reach

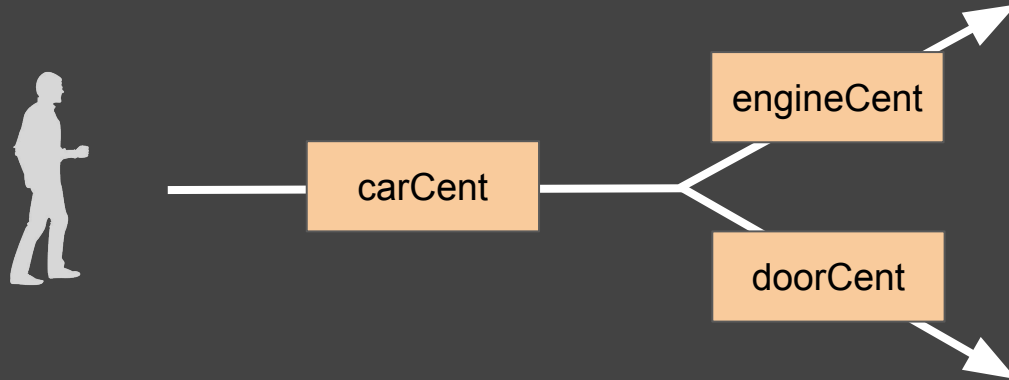
C) Opt Out of Invitation Using “Cash Out”

- Escrow prepaid by contract creator
- Spam protection for all future invitations



D) Create Sub Challenges

- Break down a challenge into multiple pieces
- n% of payments flow from parent contract



E) Complete a Challenge

- “Redeem” - escrow vs off chain
- Oracle-ization
- Value attribution

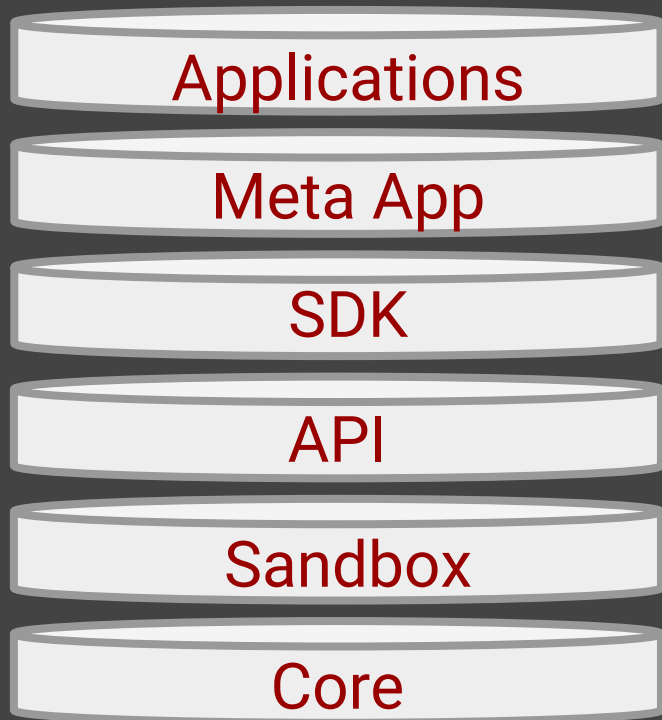


*What we're
building*

Arya Soltanieh



Current Stack



- jobCent, bugCent, etc.
- node, postgres
- js, go & java
- Kotlin, Serverless, AWS Lambda & Aurora
- node, postgres
- SCP

***Building an
nCent
Application***

Adam
Foosaner



End-to-End Demo

Q&A

 **nCent**

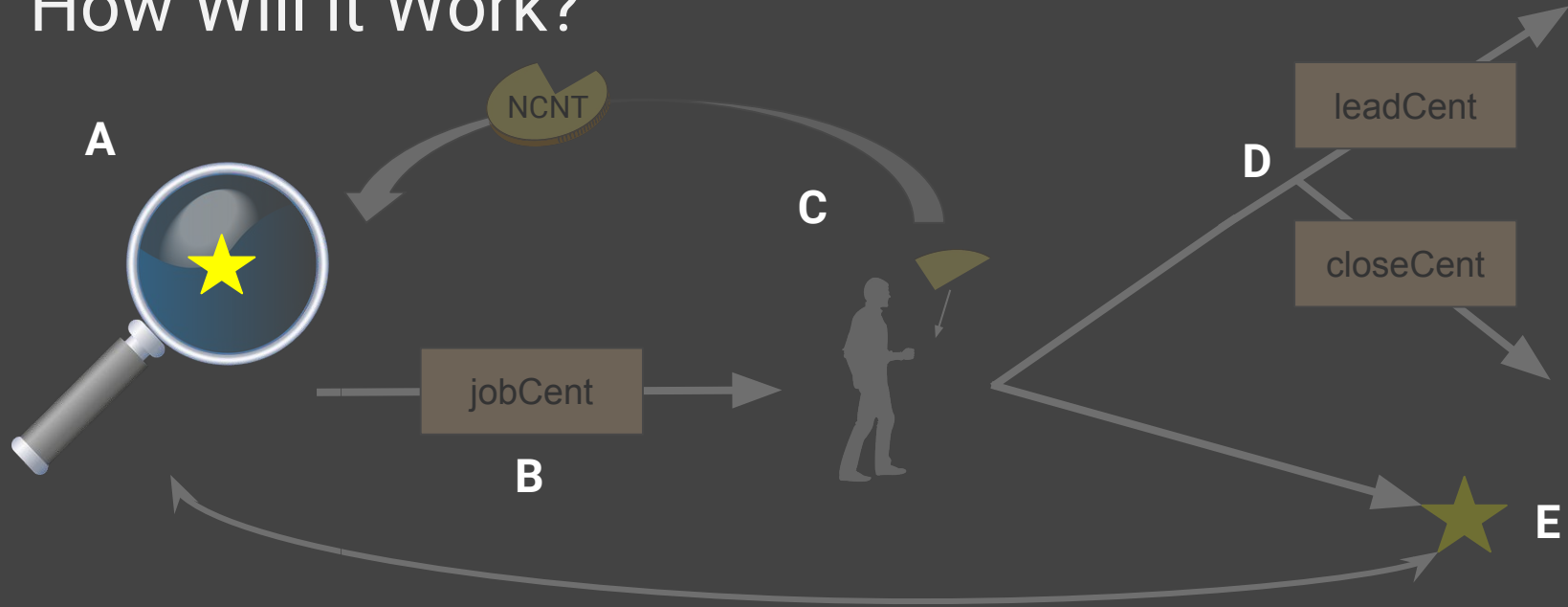


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How Will it Work?

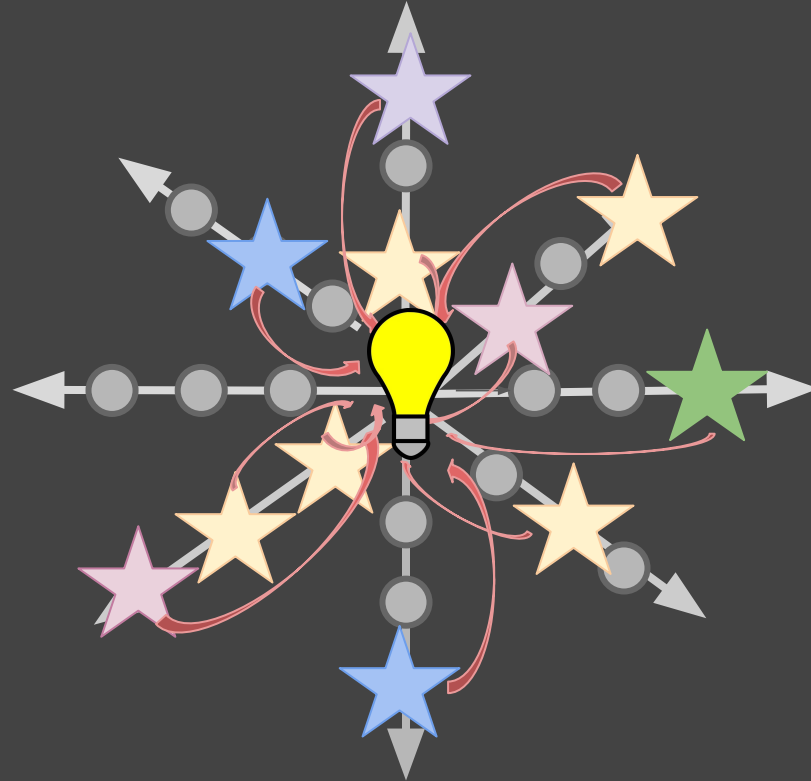


- A. **Create** a challenge
- B. **Transfer** a challenge invite
- C. **Opt out** using “cash out”

- D. Create **sub challenges**
- E. **Complete** the challenge

Development: Build Projects/Products, Find Bugs

Target
specific skills
to finish
required
tasks



Get Best
Quality
Assured
Contributions