



## Problem: Our Networks are Valuable but Underutilized

"All in all, you're just another brick in the wall." -Roger Waters

The Internet connected us, but it hasn't yet unlocked our common potential. Our networks contain valuable knowledge about our capabilities, skills, interests and desires. Only a tiny fraction of this knowledge is online, and an even smaller fraction is being organized and directed to do useful work. If we can just organize this potential, we can unlock a vast untapped crowd work resource.

We are left with broken opportunities and markets that improperly allocate labor, capital and resources. Ads are still the online profit engine, and are still an inefficient and expensive way to acquire customers. Jobs and recruiting are fraught with friction and wasted talent. The gig economy is still in its infancy and already dominated by closed platforms that limit innovation.

Value  
Attribution

Incentive  
Creation

Market  
Formation

## Solution: Attribute Value Correctly to Incentivize Markets to Form

"Boost how we harness our collective talent, and you will boost every problem solving effort on the planet." -Douglas Engelbart

A protocol for value attribution creates the proper incentives for markets to form. People are motivated when they know their contributions are valued correctly. Markets can form when the correct incentive conditions are put into place, resulting in previously unrealized opportunity for users and improved overall efficiency.

Incentive network markets are a natural blockchain application. Users can benefit from many crowd markets, and get value from distributed exchange among them, without sponsoring actors having to trust each other. The inherent auditability and transparency allows users to trust they will get the rewards they are due, and permit incentive networks to achieve Internet scale.

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US: (712) 770-4140  
UK: +44 330 998 1261  
Switzerland: +41 44 595 90 43  
Singapore: +65 3138 9212

Access Code: 846248



KK Jain  
Founder &  
Lead Developer



Michael Barile  
Partnerships  
& Applications

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For more information contact our Founder: [kk@ncnt.io](mailto:kk@ncnt.io)

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