



HONESTIS.NETWORK

Honest

Reputation

Privacy

Assist

HONESTIS.Network is Decentralized Business and Social Media controlled by users decisions. Secured and easy monetization of data.

Keep your data for yourself.

Keep your friends close to you.

Establish trust network to bust your business credibility.

9th June 2017

1. Introduction

Social media it is a new technology, but will grow, expand and penetrate deeper the market, as poor countries will develop.

Right now the overdose of information which flow through social media is overwhelming.

Social Media exists and grows.

It is an interesting market with the great potential.

Currently, data science is being used to reduce the cost of advertising, but unfortunately also at the expense of privacy, creating dangerous predictive capabilities and controlling the behaviour of the entire group, and above all the user in front of the computer, taking his time to activities he had not previously planned to do. Our data is a property owned by us, and our contacts and business connections are at our disposal, but we are giving them away for free, very often even paying for it. True social media such as viral marketing are limited by artificial technological processes and filters, so that the customer must advertise the idea or product through their information system. In turn their template way of transmitting information is extremely ineffective and even partially blocked in turn by private user software. This lack of idea to monetize user activity, rather than encouraging this activity (advertising), is an antisocial element and problem in the business model. A solution to this is Honestis network, restoring the social aspect of social media, giving users privacy and full freedom of mind, that kind of social media functionality will be used. Facilitated and fully accessible natural virals and social activity, building business relationships in a more professional and balanced acceptable way.

At the same time having 1 account you can have totally different professional, social and political activity and be perceived as we want by the relevant audience. The intuitive, fast operation and activation of filters, encrusted and personalized business cards offer a number of new possibilities - they are more natural to people and, thanks to their multidimensional nature, they will make contacts easier for users with multidimensional relationships. Trust, respect and transparency with increased security of ourselves and our transactions.

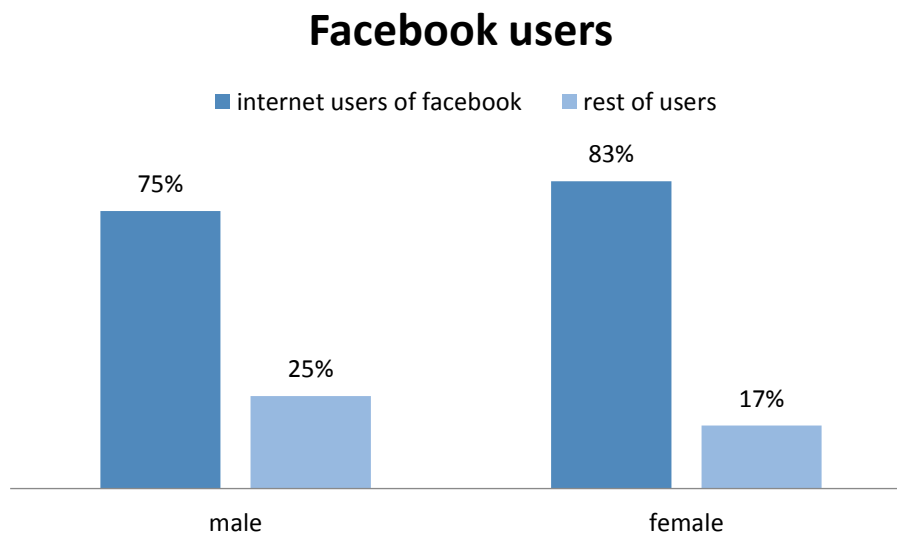
Honestis.Network is also to provide you with individual artificial assistant to help you through day, what is your design, to feel accomplished at every step of your day to day journey. Assistant, which is heavily secure so may kept your most precious data, learns from you. Learns how to help you most effective to keep balance in your way of living and to cheer you and keep you always on track.

Honestis.Network is your personal path, where you define how it crosses other people's paths in society, providing you with a safe journey around it and your individuality at a pace that suits you and your needs.

2. Current situation on market:

Social media become huge part of most of people life.

Social Media Demographic Statistics



Facebook

1. 75% of male as well as 83 % of female internet users are on Facebook.
2. 22% of the world's total population uses Facebook.
3. Facebook continues to be the most widely used social media platform, with 79% of American internet users. Based on total population, (not just internet users) 68% of U.S. adults are on Facebook.
4. Over 50 million businesses use Facebook Business Pages.
5. Facebook's total revenue grew 56% in 2016, and advertising revenue grew 59%
6. More than 56% of online adults use more than one social media platform.
7. Out of online Americans, 79% use Facebook (75% of men and 83% of women), 32% use Instagram, 31% use Pinterest, 29% use LinkedIn and 24% use Twitter. (Pew Research Center)

LinkedIn

1. LinkedIn has 400 million users with two new members signing up every second
2. The average number of LinkedIn mobile profile views is 15 million

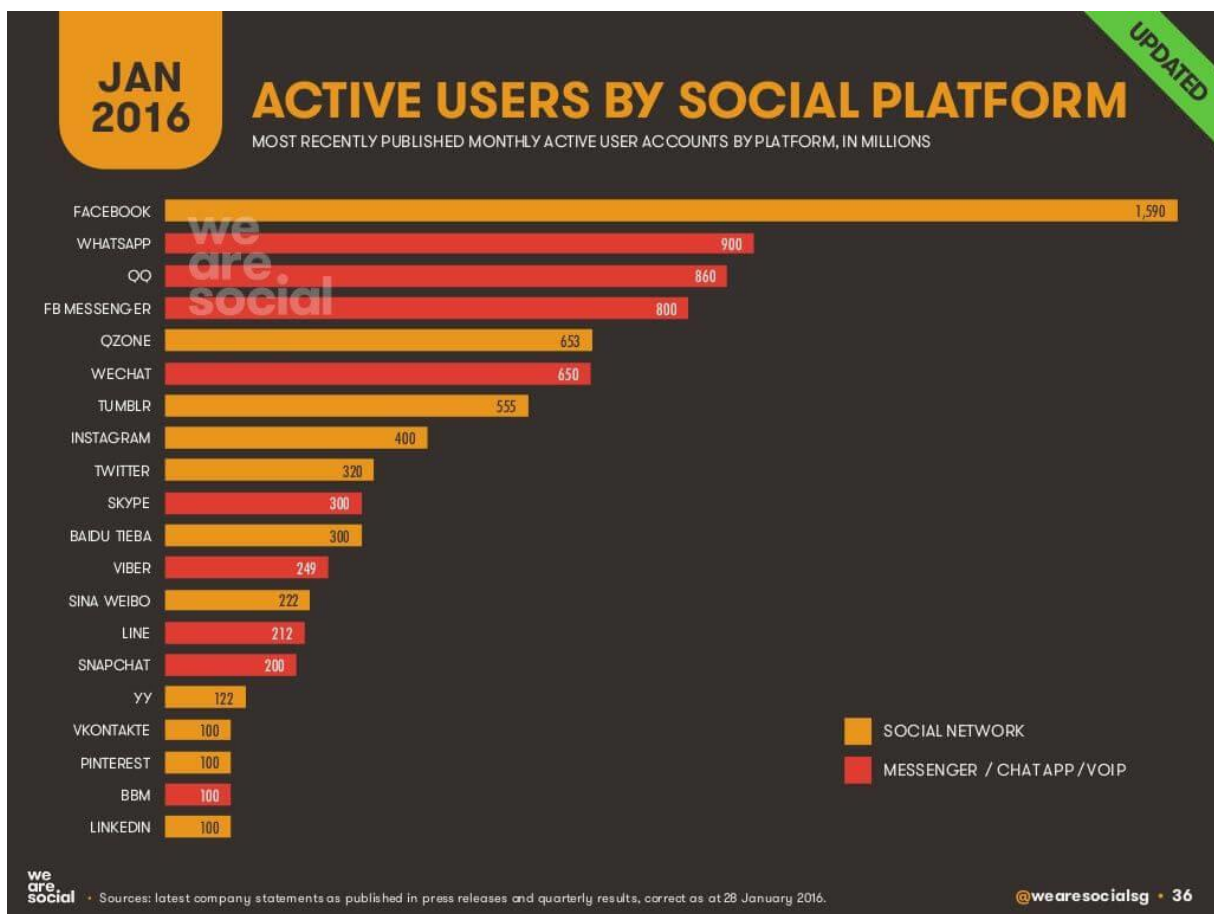
- 80% of LinkedIn members want to connect to companies because those connections provide them with opportunities to enhance their professional decision making.

Twitter

- Twitter has 320 million monthly active users
- 80% of users access Twitter via mobile devices

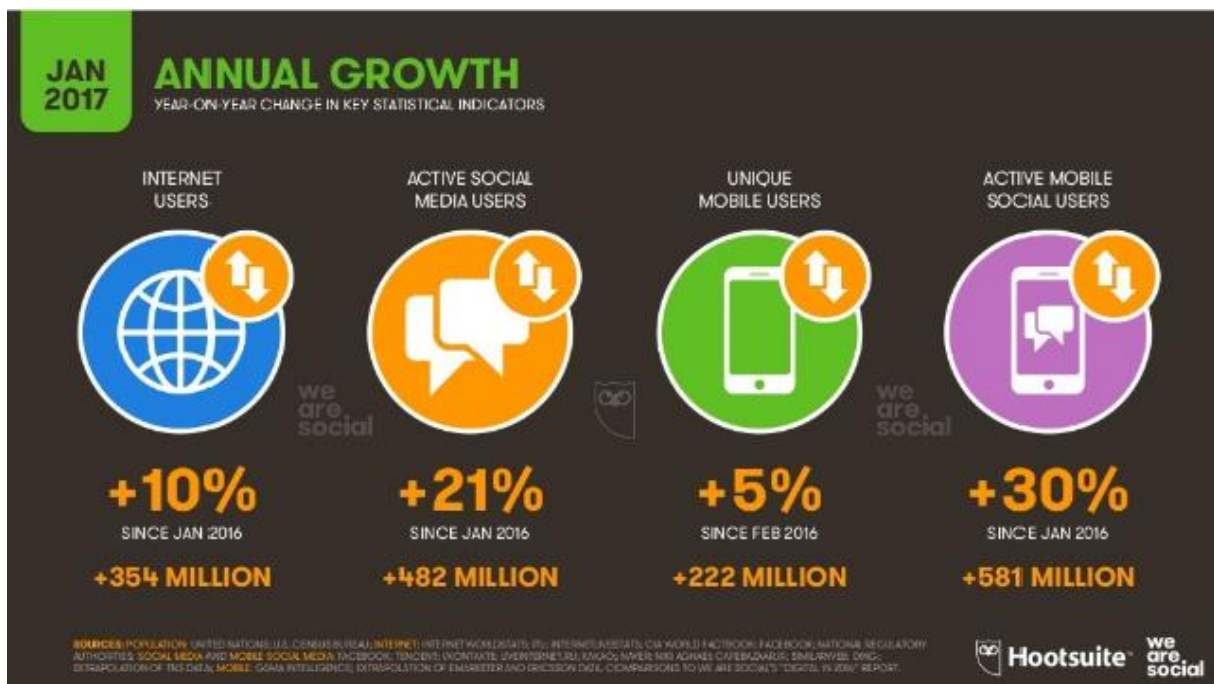
Pinterest

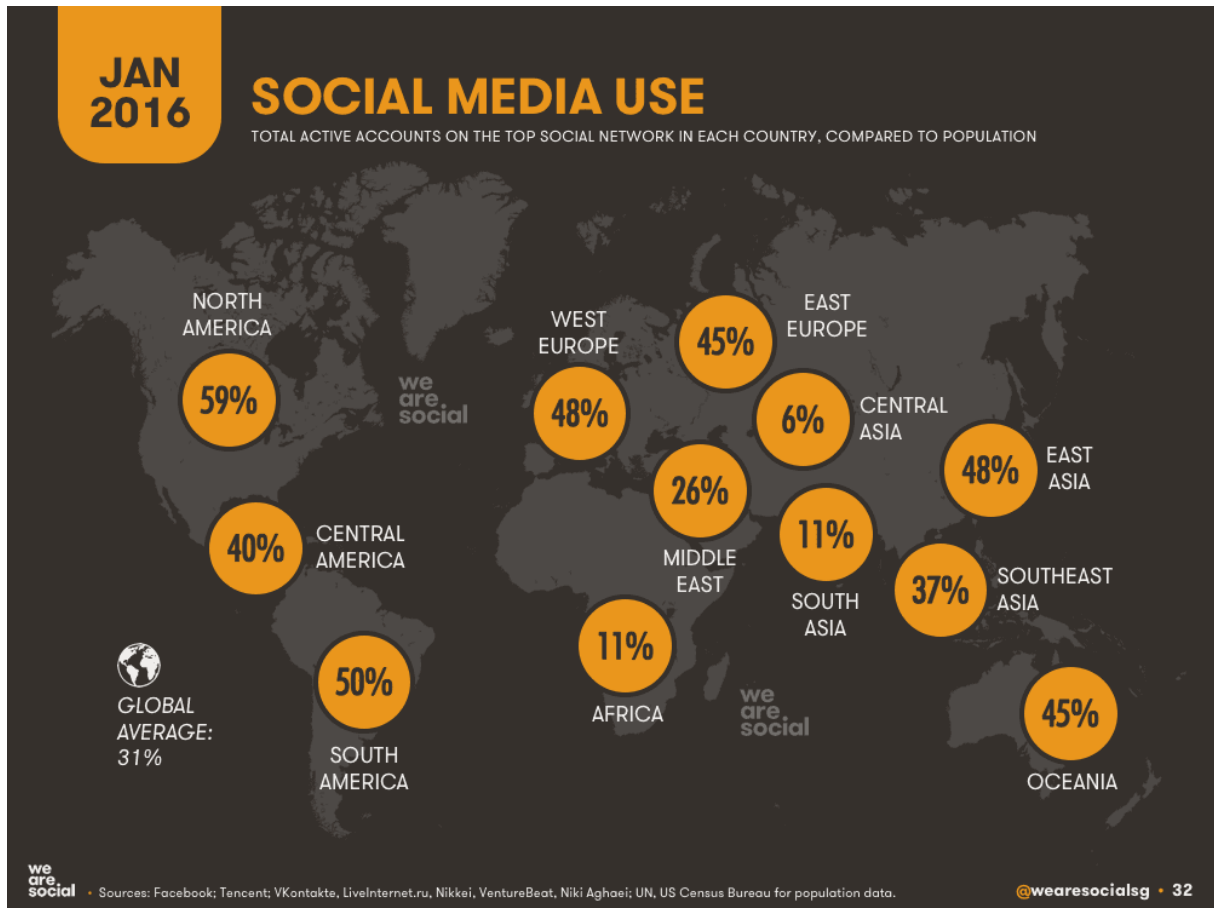
- 80% of users access Twitter via mobile devices
- 75% of Pinterest traffic comes from mobile apps



Company	Facebook	Amazon	E-Bay
Total revenue (31/12/2016)	\$27,638,000	\$135,987,000	\$8,979,000
Net income	\$10,188,000	\$2,371,000	\$7,266,000

Total revenue	2017 (Fiscal year estimated)	2016	2015	2014	2013	2012
Facebook	\$32,128(m)	\$27,638(m)	\$17,928(m)	\$12,466(m)	\$7,872(m)	\$5,089(m)
Amazon	\$142,856(m)	\$135,987(m)	\$107,006(m)	\$88,988(m)	\$74,452(m)	\$61,093(m)
E-Bay	\$8,868(m)	\$8,979(m)	\$8,592(m)	\$10,423(m)	\$11,517(m)	\$14,072(m)





Substantial 'reciprocity' across major social media platforms

% of users of each social media site who use another social media site

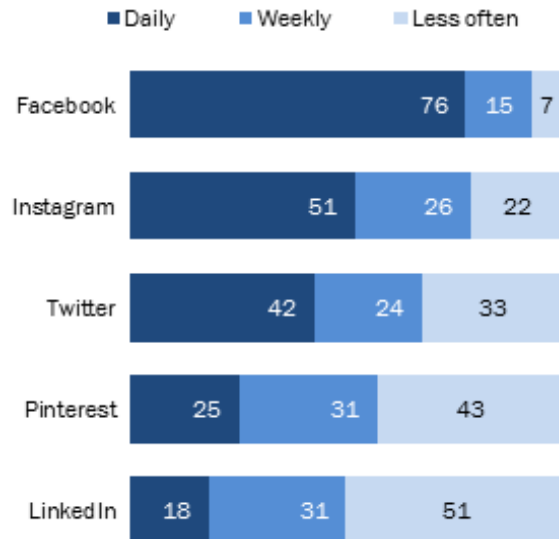
	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who ...	—	65%	48%	54%	93%
% of Instagram users who ...	49	—	54	48	95
% of Pinterest users who ...	38	57	—	41	92
% of LinkedIn users who ...	45	53	43	—	89
% of Facebook users who ...	29	39	36	33	—

Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...



Note: Do not know/refused responses not shown.

Source: Survey conducted March 7-April 4, 2016.

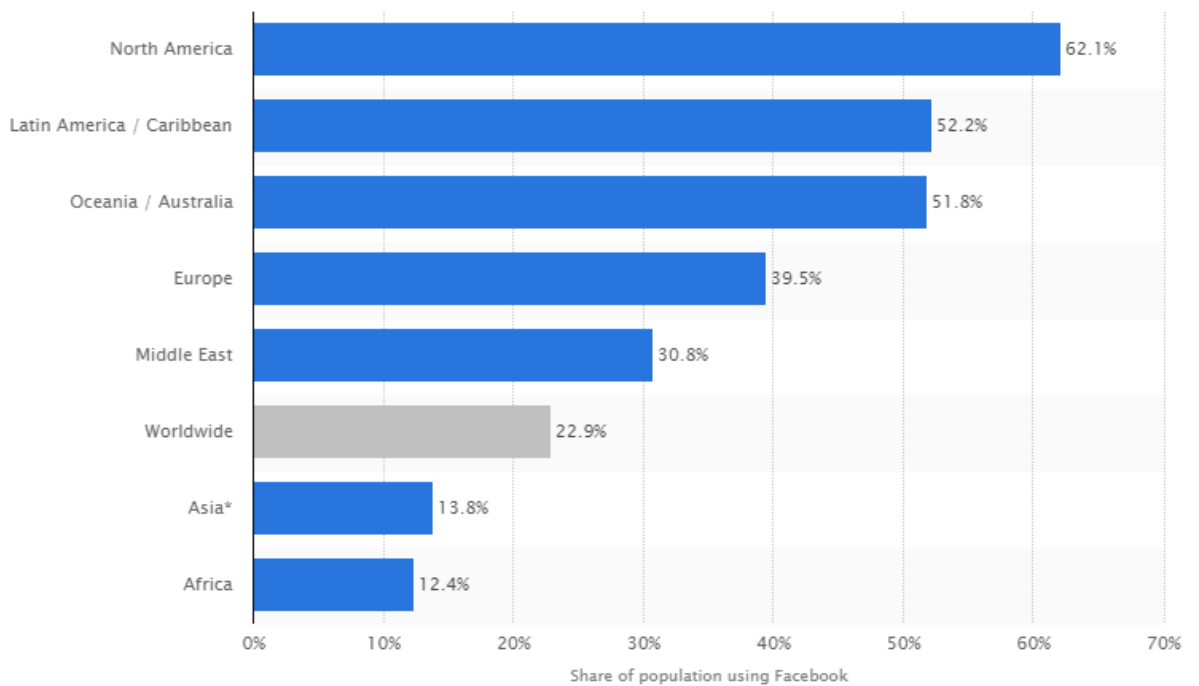
"Social Media Update 2016"

PEW RESEARCH CENTER

Many people use social media everyday, they use them as source of knowledge news and main channel for interaction with other people

Social media become every day activity, and are builder the way to consume your time to click as much ads as possible and to sell to you as much as possible. Conversions is all what matters for modern social media as without that they don't exist.

Decentralized applications based on blockchain and p2p technology fogs, clouds, and grids are in general stand alone. They will thrive without operators, community and users is that what matters for tokens economy model, not income made by single company, but its product and its popularity and usability. The costs of such application running is paid on the way so annual income is benefit for token holders but it is not essential to continue application development and operation.



What are risks of using social media and e-commerce ?

Someone who is your best friend become your enemy or competition at work, who knows your pets names, your date of birth, phone numbers, best movies and actors. One day this friend tries hack your social media or e-commerce like Amazon account and do it very easy.

He can sent sex offers to your friends and clients, take some messages with most important people in your life or essential business partners download them, keep them analyse. That is good scenario. The bad is that he do more damage than you can imagine, criminal acts and spoil all your business contacts, make your friends go away or even damage family relationships, just with few messages and posts from your account, and at this point your whole history is wide open to the public, downloaded in package and posted everywhere or you are obligated to pay a ransom every month to someone and never know when you get hit.

You might also order 100 dresses for a cat, or cancel all orders made at your shop, or that could do someone who get to your account.

Making crimes from your account is hard to investigate if made in smart way. Jail for badly secured Facebook account is possibility not a fairy tale.

It is hard to prove that your account was compromised.

3. Our solution for future use of social media and e commerce.

HONESTISoNETWORK is to protect all your data and relations and you and your privacy.

If you care about your *relations*.

If you care about your *business*.

If you care about your *family*.

If you care about yourself your *finance, health, privacy, respect and security*.

HONESTISoNETWORK is to protect all your data and relations and you and your privacy.

HONESTISoNETWORK is new way of communication, trade and expose your identity in trust of chain based on you relations and credibility which they give to you.

HONESTISoNETWORK is based on:

Honest and **clear communication without algorithms** as middleman and hazards from machine.

Trade human to **human gaining reputation** for being theft or honest.

Signatures Chain of Trust to support your identity by worldwide community. **Creating new network of trust**. Become owner of portable Identity which is yours and should be guarded strongly.

Honest is Network, we co-create network of honest

to trust

to trade

to talk

with each other

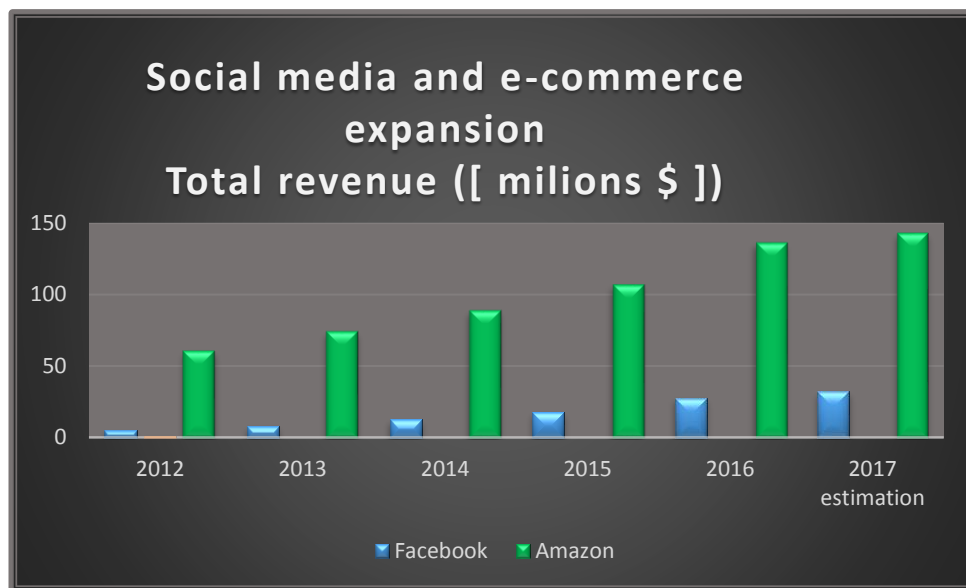
fearless and trustful

4. Business and investment overview

I. SOCIAL MEDIA and E-COMMERCE global growth and growth potential .

Growth in social media is very high, there is big trend of using big data in sales support. This trends growth as no alternative approach and solutions were available or they were crippled in design not giving enough technological space for complex interactions between people.

It is time to change and abandon this outdated system and approach to personal data and communication of common people. Opening letters of every people was domain of communistic regimes not a free democratic countries.



Penetration of market:

Active social media users 2, 789 000 000 around (37% population)

Annual growth: 21 %

Both will be rising along with rise of population, urbanization and spread of access to internet in general. The market is naturally expanding.

II. Need to be more secure as internet is more popular and individual computing power is rising hackers activity

Source: <https://wikileaks.org/clinton-emails/>

„On March 16, 2016 WikiLeaks launched a searchable archive for over 30 thousand emails & email attachments sent to and from Hillary Clinton's private email server while she was Secretary of State. The 50,547 pages of documents span from 30 June 2010 to 12 August 2014.”

What hides your social media archive ? Dialog box ? Chat ? Photos ?

a) Power of encryption

It might serve good or bad:

<http://money.cnn.com/2017/05/12/technology/ransomware-attack-nsa-microsoft/>

or might prevent some vicious people to steal your work from email box, even hacked email box if it is encrypted it reveals almost no content of emails to hacker except message title and recipient.

b) cryptocurrencies is an unstoppable economy trend with unbelievable return rates

<https://icostats.com/>

AS you can see return rates at level of few thousands % a year that is achievable for tokens.

Your data is your value

Machine learning and data science use your data for many things including stock market changes and prediction. Many data might be anonymized and sold and not company like Facebook can be benefiter of it, but you.

You know what you sell and to whom and volume of samples to be aware how anonymized and Fuzzy data is transferred to buyer.

Your personal data is your asset.

5. General overview

HONESTISoNETWORK

This is a platform, which will brand the portal and the community-business platform being hub software for their decentralized versions and in the form of mobile applications.

Honestis.network is oriented on the networking community business leaning on 3 pillars and chains: the public reputation, the privacy and the honesty.

The giving possibility of the realization of the typical functions as social and the communication, forming groups or sharing know and also agreements in business in trade and negotiations.

In order to authenticate like the most of every user and in order to hamper the identity theft digital the centre of the cooperation will be using new technologies of the encryption of data, as well as the technology blockchain in order to form the open web of connections authenticated by each Party.

The reputation has also visual representatives through the ranking resulting from evaluations of the transaction as well as their volume on the platform. Contents of the transaction can usually be kept

to the message of contracting parties, apart from the form of public tenders, however and in such a situation it on the side of users is the duty and the right to choose the technical appropriate form for the setting of their transaction.

Aspiration to the maximum decentralization, of application as well as content entrusted the platform by the user, is aimed at enabling the identity to save not only very visiting card but also all data and reserves produced by oneself for own use. The mobility of these stores and the fact that they are being stored in the form of decentralized blockchain systems, whether p2p, they are allowing a great deal of freedom in determining who is having access to this data, that is not everything what will be let into the network is tied together to its profile open only for the circle appointed by us, and a platform isn't it.

Some features and user cases:

Along with the decentralization and using the blockchain technology, Honestis is also reaching tokenization of stores, and what is being combined with it, giving back the control over the form and the evolution of the platform to her micro shareholders, users and founders.

Honestis network tokens they are giving also a possibility, using them in the new ecosystem of the trade exchange as well as the propagation of advertisements, or consumer questionnaire forms in order to enable communication inside the community straighter faster and profitable for each party. Questionnaire forms can have an encouraging paid part and be directed to local or of global community.

Control over the evolution of the platform and the application are giving unique on the market social media possibility of the stabilization of the form as well as the way of interaction of the user with the entire world social-media and internet.

HONESTIS.NETWORK is more than just a platform . It is a internet ecosystem for community.

Create your individual image for chains which you trust.

Create business identity and keep it safe.

Create connections and transfer them with you when technology migration occur.

Store your personal data in secured way.

Give access to everyone to content which you want them see, monetize it if you wish.

After each transaction be honest with your partner to get your reputation ratings high

Trust, Reputation, Communication those are 3 pillars of Honestis Network.

You want to chat with or without any history. Encrypted or not.

Make polls to know your customer.

Pay for viewing your ads.

Give discount coupons instead of sending ads with nothing to users.

Make shop or service provider template. Direct pay u2u or with escrows.

Sell your data with others, or participate voluntary or being paid in special projects for data science analyze.

Honestis Network will create a place where you can buy a social media data for data science analyze and more, as users can deploy or plugin to their profile some unique data like measurements of wind or temperature or other environmental or measurable thing in easy to parse and analyze data stream. End points of data stream next to countless social media interaction data stream, for better more sustainable development and better understating of the market and global situation.

5.1 Finance structure

We plan to use big amount collected to spread and sell the product.

Marketing will be big part vary from 30% to 65% depends which cap will be reached.

5.2 ICO structure and deployment, listed features per cap.

Minimal CAP HONESTISoNETWORK	X BTC/ ETH	Basic 3 rings for communication, confirmation of identity and trading.
HONESTISoNETWORK data market	X	Data platform to sell and anonymize if needed or requested data
HONESTISoNETWORK data science plugins	X	Plugin manager for microservices to calculate some data analyze inside Honestis Network
HONESTISoNETWORK Software addons for payment everywhere Assistant Optimizer knowing your input data and biorhythm	X	User friendly addons: Task and time manager and optimizer using DS and ML and basic AI. integration of fast FIAT any debitcard and all TOKENS payment with limits for KIDs mode or Tourist/Party mode. + payment terminal application for shops , restaurants and all entrepreneurs Geolocation of ADDs

		Your biorhythm analyze and optimization micro services (anonymous data, or stored on you device)
Assistant Optimizer knowing your input data and biorhythm with basic forecast and priority manager	X	Intelligent personal AI assistant to help you with your tasks, goals and stamina and time management
Assistant understand what you are talking to him in 25+ European languages	X	Language analyze AI assistant
Assistant analyze your mood and help you be in good mood	X	Mood analyze assistant to cheer you, motivate you, focus you, calm you down, or help resolve issue
Assistant start to be a good planer	X	AI assistant to optimize your time, energy, task, goals and spending to reach point which you want to reach in set time perspective
Assistant become visible	X	Augmented Reality to make presence of your personal assistant.
Trading place for trained AI assistants AVATARS to include in your Assistants team	X	Trading place for passing encrypted Assistants avatars [avatar is backup at any stage of your Assistant or assistant from someone else wallet]
Maximum CAP Assistant become also Consultant knowing your all data to be better planer for you and advisor	TBA +	Omnipresent AI assistant just for you. Your Guard Angel with semi personality. Singularity try to reach. NOTE: All assistants are portable they are not owned or triggered by Honestis.Network, all data stored is yours.

Usage of applications will require Honestis Network Tokens also access to some features of Assistant will require some PoS – decided initially by HN and then by H.N DAO.

6. Team

Coders and hackers community to users.

7. Trading place for data

That mean that users can give up some part of their data voluntary or being paid. Level of anonymization of data depends on each user cases.

Data for aps sentinels or personal data, demographic data, tracking of activity, tracking of geolocation and groups activity.

8. Trading A.I. AVATARS

If you trained your AI avatar then he can do something – you can backup your assistant at every stage. You might also buy personal assistants from professional trainers, it is something more than DVD or handbook how to do stuff it is artificially recreated partial but real personality to assist you in some tasks or goal or train programs.

Assistant will evolve from some backup point, to which you can always come back.

You might want have few assistants and use team separately or in team.

Trading place for trained AI assistants AVATARS to include in your Assistants team.

9. Additional p2p systems and blockchains

Honestis.Network need to use many p2p and blockchain to be effective, even if Ethereum main chain is most stable transactions are not cheap, so using Ethereum Classic is more logical, and new blockchain adaptation to store data easier if they fit frameworks and p2p technologies which are in development phase right now like LISK or in other approach of using them like byteball or IPFS.

10. ICO structure

100% 97% tokens goes to contributors of project

?? 3% goes to bounty hunters and early adopters

11. Ads system

Ads system will have geolocation triggered by user or chosen by user from map of ads.

Viewing ads might be also rewarding.

All token holders will benefit from ad system inside honestis.network

12. Honestis.Network control and development

Honestis.Network regulations will be controled by holders of honestis dao tokens -> generated during crowdfunding , and minted randomly during making connections or other activity on Honestis.Network.

Honestis.Network HUB will contain 10-20% of resources gathered during ICO. Those resources will be dedicated to develop some extra features proposed and voted by users.

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