



White paper

Platform:
Ethereum

Name:
Epocum

Website:
<https://www.epocum.com>

Version: 0.9

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Introduction

Epocum is a decentralized application that provides transparent and decentralized services over connectivity.

In a world dominated by digital finance we think at connectivity as a good. And every good has value. The vision at the base of Epocum's platform is that there is a direct proportionality between the connectivity of a web service and its economic value, where if connectivity increases, its economic value also increases. This vision gives life to smart sharing contracts, a typology of service integrated in the platform that combines the transparency of the smart contract with the media power of social networks to derive the best advertising service to offer without any intermediary and on their own

The transparency outside the smart contract is derived by a decentralized link shared over social networks or any other place on the internet. The smart sharing contracts change the way sharing advertising worked before. Until now, a web service could be advertised only on the assumption that it wanted to be, now with Epocum everything is reversed: a billion of websites are going to be advertised.

Web services owners can pay anyone to advertise their website by setting a minimum amount of people they want to visit it. If promoters meet their goal, the smart contract pays them accordingly! Web-owners

benefit immediately of an almost free advertising. The platform incentivise users to share your service on their social networks. As your connectivity increases, their income increases. If you are an influencer, promoter or simple user you can increment others web services connectivity by sponsoring them on your favorite social network. The more visibility you bring them the more you earn.

In order to earn from their connectivity web services must meet three criteria, one of those is that they must hold a percentage of EPM in their wallet according to their connectivity. This way every website creates its own economy.

With Epocum, for the first time, anyone can monetize their web service with no need for ads, intermediaries or marketing affiliation.

Chapter 1

State of arts

The growing social economic complexity has generated an increase in stakeholder interactions to generate profits. This has made it indispensable for the creation of subjects, roles and figures created with the aim of guaranteeing the validity of the services rendered. On the Internet this trend is even more amplified.

Nowadays there are countless programs and applications capable of performing all sorts of digital services but all directed by central authorities who then outsource services and so on, while also limiting the goodness of the service to be rendered.

With the advent of the blockchain and its subsequent evolution with Ethereum, Dapps (Decentralized applications) would like to exclude these intermediary services by giving greater confidence among to the parties. All this revolves around smart contracts implemented as their own life regime in the same platform (Fig 1.1).

These smart contract, with it's own transparency, can work in any field of work from simple web pages to complex bureaucratic entities and even on real hardware.

Such applications are eternal, and base their activity by achieving a smart contract on the blockchain and generate services for end users.



Figure 1.1:

Past: Intermediary are owner of your data;

Future: The cryptography and software legislate your data around the network.

1.1 Blockchain technology

The blockchain is a distributed and decentralized database discovered and adopted for the first time by Bitcoin to record users transactions by taking advantage of the peer-to-peer technology. Anybody can download it from the web and became a node of the network itself.

By extrapolating the blockchain definition from Bitcoin context you can apply it in every scope where you need a relation between group of persons. It can guarantee the correct exchange of equities and stocks, or it can replace a deed and can certificate the goodness of an election, by completely reinvent the concept of a polling station, because each transaction is monitored by a network of nodes that guarantee its fairness and can maintain its anonymity.

Many have come to believe that an open, trustless blockchain platform

like Ethereum is perfectly suited to serve as the shared “back end” to a decentralized, secure internet - Web 3.0. An internet where core services like DNS and digital identity are decentralized, and where individuals can engage in economic interactions with each other. As intended by the Ethereum developers, Ethereum is a blank canvas and you have the freedom to build whatever you want with it. The Ethereum protocol is meant to be generalized so that the core features can be combined in arbitrary ways. Ideally, dapp projects on Ethereum will leverage the Ethereum blockchain to build solutions that rely on decentralized consensus to provide new products and services that were not previously possible.

Like Bitcoin, no one controls or owns Ethereum – it is an open-source project built by many people around the world. But unlike the Bitcoin protocol, Ethereum was designed to be adaptable and flexible.

1.2 Smartcontract technology

A more sophisticated concept from the same root of blockchain is the smart contract, introduced by Ethereum Foundation in 2013. Smart Contracts are software protocols that combine cryptographic faculties that facilitate, test, or enforce, negotiate or execute a contract, or avoiding the need for a contractual clause. Many types of contractual clauses can therefore be made partially or fully automated, self-fulfilling, or both. Smart Contracts aspire to ensure superior security to existing contract and reduce transaction costs associated with bargaining. Like any transaction previously described in the blockchain concept, any smart contract can also be managed and programmed within

the same blockchain and executed and verified from any point in it. Ethereum Foundation has created Solidity, an advanced programming language specifically created for the creation, execution and control of the same through EVM (ethereum virtual machine).

1.3 Web 3.0

Web 3.0 is a simple term with a much more complicated meaning, which is why the simple question of "**What is Web 3.0**" may get you dozens of different answers. One of the biggest difficulties in nailing down a definition or metric for evaluating Web 3.0 is the lack of a clear, distinct definition of it, especially compared to what we already know about Web 2.0.

Most people generally have some idea that Web 2.0 is an interactive and social web facilitating collaboration between people. This is distinct from the early original state of the web (Web 1.0) which was a static information dump where people read websites but rarely interacted with them. If we distill the essence of change between Web 1.0 and Web 2.0, we can derive an answer. **Web 3.0 is the next fundamental changing both in how websites as all the services on a network are created and more importantly, how people interact with them.**

Many have come to believe that an open, trustless blockchain platform like Ethereum is perfectly suited to serve as the shared "back end" to a decentralized, secure internet - Web 3.0. An internet where core services like DNS and digital identity are decentralized, and where indi-

viduals can engage in economic interactions with each other. Therefore Epocum is a decentralized application built on Ethereum.

1.4 The problems

Every Web service is born by incorporating a certain economy from the moment it begins its business in the web. Until now, this economy could be monetized through third-party companies, but it has turned out to be very poor and sometimes not so useful because advertising **is getting more and more pervasive, obnoxious, and intrusive**: Pop-ups, for example, interrupt the browsing experience at every turn, creepy remarketing stalks users with the same display ad everywhere they go, you can hardly read a news article nowadays without having to scroll a dozen ads and accidentally clicking on one of these; when your web's service reputation and income is on stake it's not quite a good thing.

Furthermore, in response to this pervasive and intrusive advertising action, the number of users that use ad block software is increasing year by year: **in 2017 the devices that used adblock were 615 million**, that is the 11% of the global internet population, becoming mainstream across all ages ¹. Even if adblock software started out with an utopian idea to make the internet faster, less cluttered and safer from malware it threatens the sustainability of many small or medium sized web services.

Besides all this we see a growing lowering of remuneration for those

¹PageFair, 2017 AdBlock report: www.pagefair.com/blog/2017/adblockreport/

who generate (developer) and maintain (web-owner) web services **and this only accelerates the process of decay of the current advertisement system.**

Beyond that once online the service requires to be incentivized again at the marketing level otherwise it remains static. **The problems with the traditional marketing, advertising and insertion system** are that they are not fully transparent for web owners, have poor economic and image return compared to investments made, they make use of less and less clear and effective promotion methods and you still need to trust an intermediary that do it for you. Furthermore insertions marketing system have other two problems: does not put everyone on the same level and, knowing that the efficient sharing is the one made by real users, it should be noted that the sharing by users on social media is drastically decreasing ².

²Facebook Users Are Sharing Fewer Personal Updates and It's a Big Problem, <http://fortune.com/2016/04/07/facebook-sharing-decline/>

Chapter 2

Epocum

To address the problems of advertising and remuneration through classical advertisement systems listed in the introduction and to give transparent and real connectivity data the solution was to develop a new economic system, not controlled by a third party company through which web services could self-finance themselves and use the platform as a service in order to increment their web traffic (Fig 2.1).

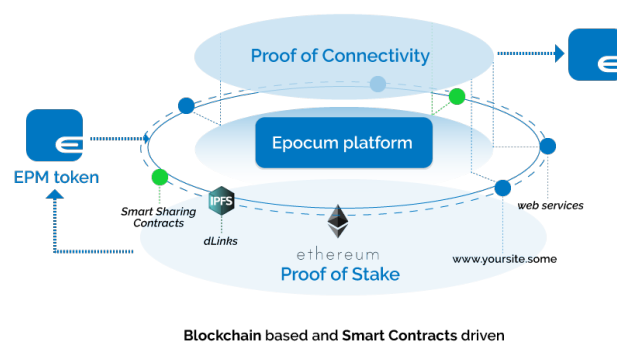


Figure 2.1: Epocum schema

2.1 Introducing Epocum

Our vision elevates the web service to a real entity having connectivity as a reference economic base. **There is a direct proportionality between the connectivity of a web service and its economic value**, where if connectivity increases, its economic value also increases.

In order to earn from their connectivity web services must hold a percentage of EPM in their wallet according to their connectivity. This way every website creates their own economy. All these millions of individual micro-economies create the entire economy of Epocum.

Epocum is a decentralized application based on Ethereum's blockchain platform that provides transparent and decentralized services over connectivity and is equipped with its own economic system. The platform has been designed and developed in order to **allow anyone to invest in their web service and make it remunerable** based on its reputation, which for the first time it's represented by the external connectivity. Any web service who meet the necessary requirements can join the Epocum network and take part to the proportional reward distribution of EPM tokens derived from their monthly connectivity.

The algorithm intends connectivity as the **different monthly IP connections** to your web service. So is not the total traffic or visits of your website but the total amount of people. The EPM token is a connection derived token and is the fuel of the system.

Epocum provides a platform where **web services owners, webmasters, developers, influencers (youtubers, twitter stars, facebook pages, etc.) or simple users** can make their potential available to evolve it's own or others web service's economy and make a profit from the connectivity imported.

The platform incentivise users to share your service on their social networks, so as to discourage the staticity towards which a web service could be brought if there was no availability or the possibility to start a marketing campaign. All the structure behind the platform is going to affect your connectivity and it's affected by it.

In order to guarantee publicity, social channels are the first choice since they have become commonplace in people's lives. To advertise a web service you have to be visible on the internet, on social networks in particular. Sharing and insertions are the most effective strategies. These services are centralized, but at the same time decentralized channels are being created that guarantee more transparency and reliability, as well as security. **In order to take advantage of the maximum media power and resonance** for the development of our ecosystem, it was necessary to make use of both supports: the first for the great ability to spread news, the second to ensure transparency and security in the exchange of transactions. We therefore made the choice to generate something intermediate that had the greatest impact on both fronts. So we created **Smart sharing contracts**.

2.2 Smart sharing contracts

Smart sharing contracts are not smart contracts, because they can not directly influence the world outside the blockchain, but are a typology of service that allows to create smart contracts through which users can generate **decentralized links distributed over IPFS and shared over social networks** in order to maximize the media power of the sponsorship that we provide.

Decentralized links (dLink) hash are associated at the memory level to an interface of the smart contract at the time of their creation, in order to give to the network the possibility to trace back it's creator from the smart contract and certifying the approved connectivity level associated with the ipfs hash without any error margin.

So **the smart sharing contract is made up of 2 phases:** the creation of the smart contract, where the creator set a connectivity target requested for it's own or other service to advertise, and the subsequent acceptance of that smart contract by someone else. Acceptance is the last phase of the smart sharing contract, and is when a user through his wallet confirm that he can bring the connectivity target requested to the creator generating it's own dLink to spread over social, on this way the Epocum network can start register all the connections entry from that post, and at the moment of the achievement of the target specified, the smart contract through the validation of our network guarantees you the token payment.

So the output of a smart sharing contract is a dLink like this one::
QmT1X7ceQ2ZqFLnUeGAfuK6cBZBaB18DoHGFgmGkM7LAru.
But once you share it on social networks such as Facebook or Twitter it will appear like the original link of the website you are sponsoring, like a normal post.

The redirect process of the dLink works the same way as other advertisement companies links with the difference that this link is uneditable. Nowadays advertising links to share are centralized services that you buy from companies, so the analytics of how much people

clicked that link is first seen by a central authority and then is communicated to you, without any transparency. dLinks instead are decentralized and the connectivity it's seen at the same time both from you and all others nodes of the network. This way there is a double relationship with the network that guarantee you the correctness and security of data.

In Figure 2.2 there is a visual overview of smart sharing contracts behavior.

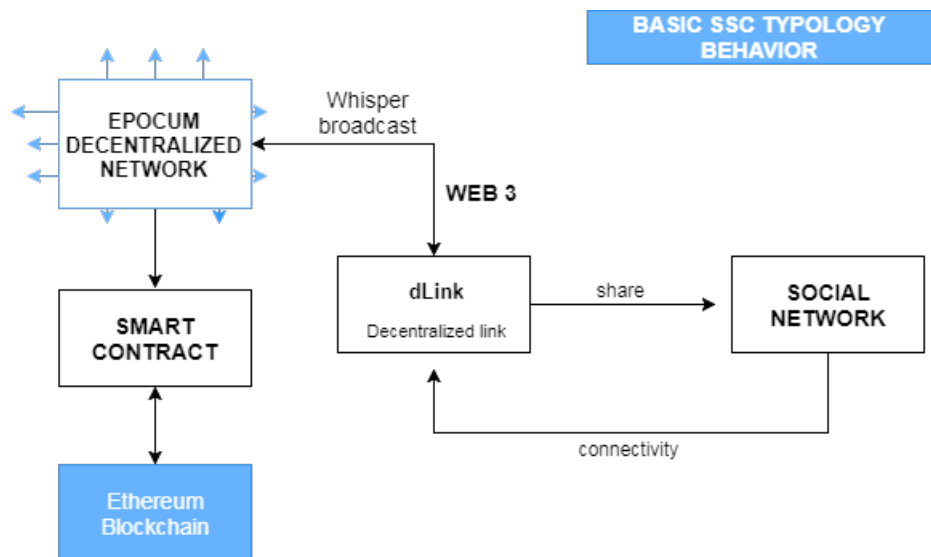


Figure 2.2: Schema of basic smart sharing contracts typology behavior

There are three types of smart sharing contracts: **pay for share contract**, **pay for connectivity contract** and **earn for share contract**.

Let's analyze more in detail the smart sharing contracts:

- **Pay for connectivity:** The owner of a web service can create a smart contract where he sets a goal of connectivity that he wants to reach and a total reward for the users that will accept that contract and sponsor his web service. When promoters reach the goal set by the owner the smart contract ends and pays them accordingly based on the connectivity that each promoter brought.
- **Pay for share:** The owner of the web service can create a smart contract where he sets a per user reward for the social sharing. When a user accepts that contract it first has to be approved by the smart contract owner, which will verify his social pages to know better which type of promoter he is in business with. This way the owner can choose the promoter himself and decline the acceptance of the ones that are not suited for his business.
- **Earn for share:** This type of contract is intended to be used not by web owners but users. Any user of Epocum can select a web service, not necessarily linked to the platform, and share it through our platform. The connectivity that the user brings to the web service will be counted in the monthly reward distribution and the user will take his share of EPM from that distribution. This way the website increases his connectivity, without even doing anything, and the promoter/influencer earns generated EPMs reward from the connectivity they brought.

Users that will use this type of contract must comply to the same rules for web-owners. You will need to hold on your wallet a percentage of EPM based on how much connectivity you bring to web services.

Of course each different contract will bring you different type of audience and customers, which could differ from your real target. For this reason the most secure way to arrive to your desired target is to use a pay for share contract, where you can check by yourself what type of audience the promoter could bring to you. If you use a pay for connectivity contract instead you will get random audience that could or could not include your target. In case of the earn for share contract, which is a reverse advertising mode, it's the user that sets the connectivity he can bring to you, even if the web service is not present in the Epocum's network.

The smart sharing contracts changes the way sharing advertising worked before: it changes the investments, the trust between parties and that from now on anyone can become an advertiser or promoter and share web services on their social networks in exchange of **ETH, EPM or other ERC-20 tokens.**

Furthermore the best sharing is the one that is made by real people, and not bots or fake accounts. This is very important because advertisers should understand that it is not the smart contract itself that brings visits. **The smart contract is just the fuse,** it's the next series of events that counts. It can have unpredictable results, the complexity of the network can be calculated up to a certain point.

Smart sharing contracts also **creates new job opportunities:** if you are an influencer you can now decide what to sponsor just by selecting a web service that suits you the most. You can share links on Facebook, Twitter, Youtube and so on. The same goes for simple users that want to become promoters and start sponsoring websites with their friends on social networks.

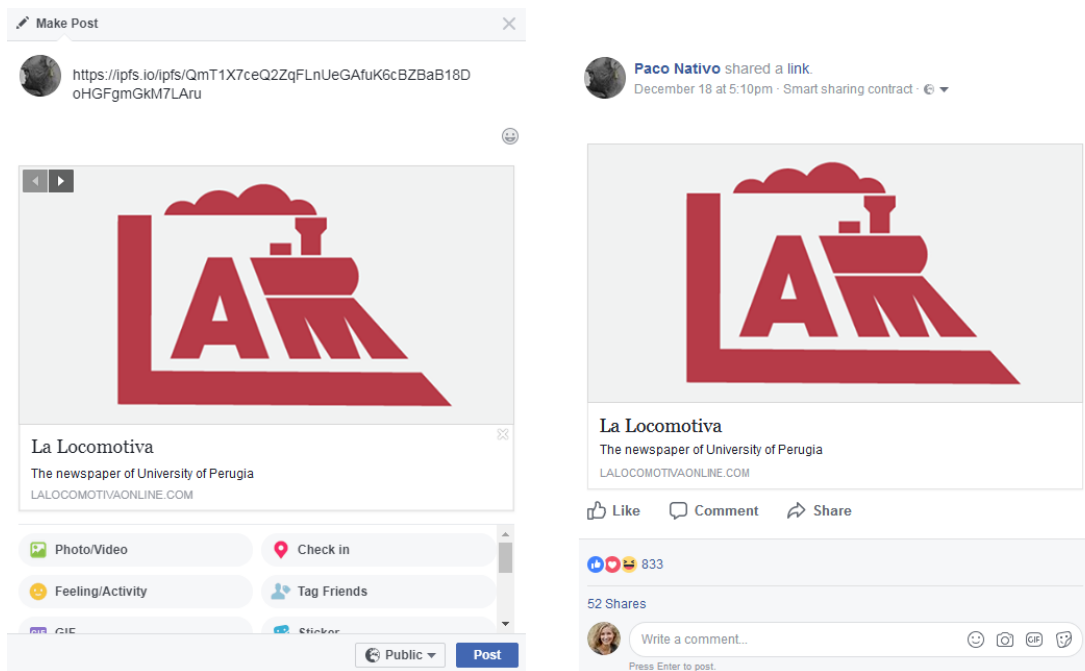


Figure 2.3: Example of a dLink shared on Facebook

2.3 Ownership, connectivity count and verifiability

At the time of initial configuration of your web service, the platform provides for a copy process of a script in your webservice. It is equivalent to a digital ownership certificate of your service that is associated with an instance of the epocum smart contract. This is both to physically declare your ownership of your service to the entire p2p network, and to activate incoming connectivity counting.

```
<script src='https://www.epocum.com/epocum.js'></script>  
<script> epocum('ETH_ADDRESS') </script>
```

Figure 2.4: Example of a ownership script

2.4 EPM as connectivity based token

EPM is the currency generated by the platform and is the economic and digital representation of connectivity itself and is transferable between any service or simple wallet existing in ethereum.

Every specific number of blocks (that will be setted in the beta and can vary from 1 month to three moths) occurs a reward distribution of newly created EPM based on the overall monthly connectivity of the network. The quantity of EPM generated as reward will be defined in the beta version of Epocum because it will depend on the registered connectivity and general usage of the platform and number of nodes. As a matter of fact the alpha version will be used as an incubator of services that will help us to delineate an accurate connections derived reward.

To access the reward a web service must follow those three rules:

- 1. Have a status of activity longer than 4 weeks**

This time span is used by the platform to define a general average connection for service, this is essential to redistribute reward from the most active web service to the least active web service, thus creating a Web hierarchy.

2. Reach the minimum percentage of required connectivity

The minimum connectivity required to take part of the reward distribution is 100 connections/month. Also there is a maximum connectivity that can be counted in the reward distribution and that connectivity is 1 million connections/month.

So in Epocum a web service with 100 conn/month is considered a sufficient service and one with 1 000 000 conn/month is considered an excellent service.

Setting up a maximum of 1.000.000 monthly connections serves to prevent the exclusion of very large services and consequently a large amount of capital.

3. Hold a percentage of EPM in the platform according to this formula:

$$Y = -0.85 * 10^{-5}X + 0.95$$

Where X is the personal monthly connectivity and Y is the minimum percentage of EPM to hold. (Fig. 2.4)

Example: If a web service has a connectivity of 500 000 conn/month the web owner has to hold in his wallet at least the 52,5% of detained connectivity in EPM.

The set of these points just enunciated authorize the web service to enter into a scalable digital financial system defined and immutable in the smart reference contract on the Ethereum platform.

The capital has to be hold on the owner's own wallet and serves to avoid speculation as it happens in a normal market economy. Then this capital may grow or decrease based on external interests and factors.

This rule is also needed to motivate users to retain the largest number

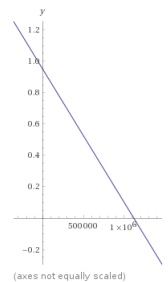


Figure 2.5: X is the personal monthly connectivity and Y is the minimum percentage of EPM to hold

of EPMs in their wallet, allowing the same currency to influence its own market value.

How we announced in the smart sharing contracts chapter users that use earn for share contracts must hold on their wallet a percentage of EPM based on the connectivity they brought. The same formula above applies both to users and owners' detention percentage. The token distribution instead will be known with the beta version because it will vary from promoter to promoter because it will depend on many factors, like for example how many smart contracts that web service created, if that web service is inscribed on the platform and, if the answer of the last question is yes, how many connectivity that service has. The alpha version will be important for us also for defining those distributions.

2.5 Reward distribution

In order to take part of the reward distribution besides respect the three basic rules you will also need to become a node of the network,

this means that you will always need to have a computer turned on. By being a node your pc will do a simple proof of stake, that won't consume much computational power, but just to stay always updated with the network: nodes will communicate with each other and will check to have same information. This will increase the security and will be mandatory, at least at the beginning.

Every month, relative to a single user, the system will run the proof of connectivity on that node and will calculate the reward that node deserves based on its connectivity.

2.6 Usage scenarios

Most of the usage scenarios described below are true scenarios derived from our alpha tester web services.

La Locomotiva

La Locomotiva is the university online and printed newspaper of Perugia. They have an average of 100 monthly connectivity from the people that read their articles. They are using facebook as their channel of distribution of articles.

The redaction of "La Locomotiva" can now use Epocum to self-finance without using advertising and banners, earn at least the minimum necessary to pay the domain and hosting at the end of the year and also use smart sharing contracts to reach more people. With 100 connections they have to hold 95 EPM.

www.lalocomotivaonline.com

Tingoshop

Tingoshop it's a newly-created e-commerce that sell's high quality t-shirt printings. It has 60 monthly connectivities.

Thingoshop's owner can use Epocum to spread the brand internationally through the smart sharing contracts and in the mid time monetize his e-commerce without marketing affiliation and advertising.

With 60 connections/month Tingo should hold 55 EPM in his wallet.

www.tingoshop.com

Ecobike

Ecobike is a start-up born with the aim of carrying out eco-sustainable tourism events aimed at promoting the artistic, landscape and cultural excellence of Umbrian territory by using zero impact mobility, in particular the assisted pedaling bicycle.

Epocum could be a possibility of income by monetizing their website through it. They can allways improve and add contents to their blog so that people can contribute them just by reading their stuff and supporting their service.

www.ecobikeitalia.it

Cannula

Cannula is a mix of blog and social network for students of Medicine and Nursing where they can share clinical cases and discuss about medicine in general.

Cannula could use the connectivity generated to earn EPM tokens and pay webmasters, authors, editor chief , seo manager and other collaborators.

www.cannula.it

Gian marco Silieri

Gianmarco is a web developer freelancer. He usually creates around 1 website per month, all types of sites: restauration, e-commerces, blogs, personal websites, web applications, etc.

What happens is that every time he finishes a website he knows that he'll be asked to manage their website several times in the future. Now he can ask to any singular website to use their connectivity in exchange of those services and sum all his websites connectivity and earn from that.

Promoter

Anyone can be a promoter, even you and me, you just need to be inside the Epocum's network and accept smart contracts created by web owners. A promoter can decide to share other's web services and earn ETH, EPM or whatever ERC-20 token that the web owner setted in the contract.

Influencer

In marketing a person is called influencer if that person has the ability to influence the behaviour or opinions of others: The influencer is the individual whose effect on the purchase decision is in some way significant or authoritative.

For example a youtuber with 40k subscribers or an instagram star are considered influencers.

Influencer now have the power to choose a particular web service, let's

say www.tingoshop.com for example, and sponsor it on their social platform. At the end of the month they will be rewarded by the platform in EPM for the percentage of connectivity that they brought to that service.

As you can see the usage scenarios are many and the ones above are just a few that we have listed.

2.7 Fees

During the usage of Epocum's services users will need to pay a fee to Ethereum's miners in order to insert informations into the blockchain. This fee is important for the network protection against DDoS attacks and fake advertisers, and also to stipulate contracts through which single individuals communicates their intentions on global scale around the network.

More ever **none of those fees goes to Epocum or in any way is a form of revenue for Epocum.** Those are just regular fees that you need to pay in order to keep decentralized services up.

Above all, the fees are calculated based on the amount of bit data that is being inserted in the blockchain: so more information you want to include more fees are high. Epocum's programming team wrote the code as little as possible in order to cut costs to the indispensable minimum. We have adopted the parallel use of ethereum and ipfs to pay less fee because the information can be registered in ipfs and linked to the smart contract.

Those are the services where you will need to pay fees:

1. Account:
 - Account activation
 - Insert a website
2. Smart Social Contracts:
 - S.S.C. generation
 - Contract acceptance

2.8 Alpha v0.8: learning version

The alpha version, also called learning version, is ready to download and runs on the Ropsten test network. With the alpha you can test and familiarize with the platform and its basic features. Understand how to activate your account, link your website and start the connectivity count, create and accept smart sharing contracts and see some analytic data about your connectivity. During the alpha you will see the connectivity brought by websites and dLinks.

In this release there will be no monetary distribution as it can be defined in the white paper. The first reward distribution will start with the beta release.

The alpha release will begin an incubation period of real web services in the testnet mode, allowing them a relevant position in the next version.

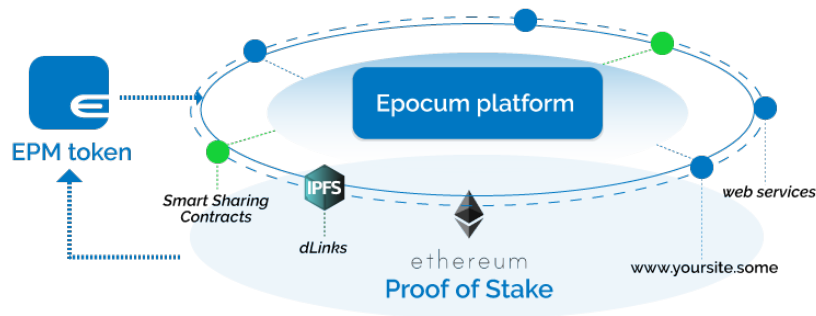


Figure 2.6: Alpha release schema

2.8.1 Getting ready: Install Metamask extension

MetaMask is a bridge that allows you to run Ethereum dApps right in your browser without running a full Ethereum node. MetaMask includes a secure identity vault, providing a user interface to manage your identities on different sites and sign blockchain transactions. Metamask is one of the easiest and well developed browser client around and using Epocum with it will become really easy. It is not mandatory to use Metamask, in fact you have the possibility to generate your wallet by our service and store it offline, but it's not the safest way until the beta goes out. Please switch to the Ropsten test network to try Epocum services in this alpha version.

2.8.2 Create your account

Firstly you have to understand that since Epocum is a decentralized application you don't need any mail authentication or to set any password. The platform automatically check if you have metamask, or any

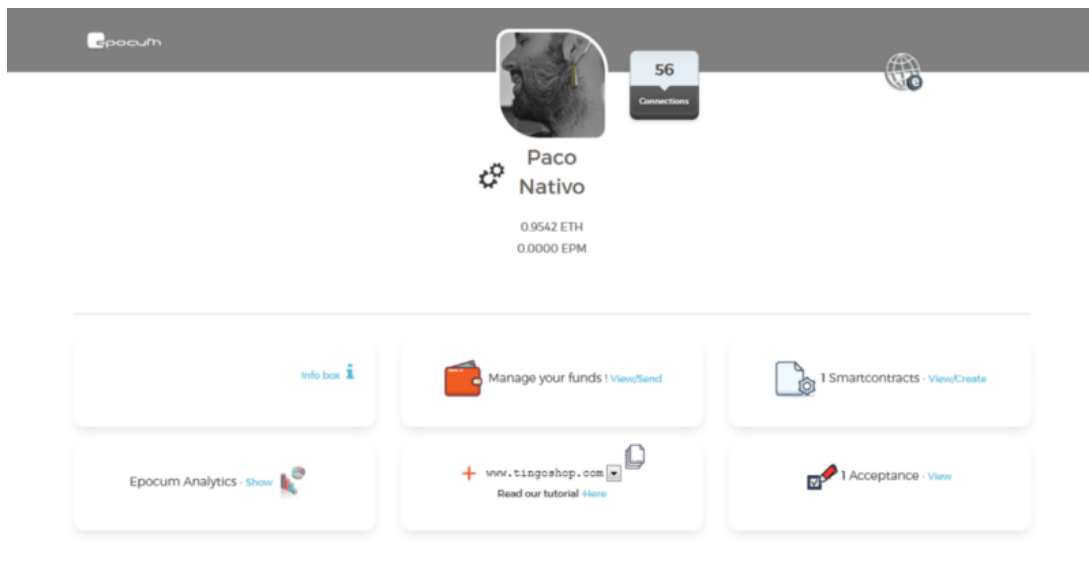


Figure 2.7: Screenshot of the platform's homepage

other type of client wallets, or not. If you have metamask we link your public address with your account and save it on the blockchain, so to login we just need to check if you logged in Metamask with that public address. If you are not using any client instead Epocum creates an offline wallet for you, the login mechanism is the same as before but this time we just check your cookies. So pay attention: if you erase your cookies and you didn't created the account with metamask or saved your offline wallet after creation you could loose the access to your account. Please remeber to always write down your seeds or private keys, they are the only way to access your wallet.

2.8.3 Charge your account

Since we are running on a test net if have metamask you can charge your wallet by going to this address and click on "Request 1 ether from

faucet". If you are using an offline wallet instead you'll need to send ETH to that wallet, a way could be create another wallet with meta-mask, request 1 ether the way we saw before and send that ether to your Epocum account address.

2.8.4 Activate your account

In order to communicate to the network your existence you will be asked to make a transaction. To do so you need to have some credit on the wallet associated with your profile.

Once you activated your account you can use the following Epocum services:

- Pay for share
- Generate revenue from your monthly connectivity *
- Generate Smart sharing contracts *
- Manage your funds

* You can use those services only if you linked a website to your profile.

2.8.5 Link a website to your profile

Link a website to your profile it's really easy: click the red plus button, insert the address of your website and make the transaction to insert it the blockchain. Then copy your ownership script by clicking on the right icon, by clicking it the script will be automatically copied, and paste it into the pages of your website before the end of the body tag. We recommend adding it to your website template so that it auto-

matically goes into each page of your site.

2.8.6 Create a Smart Sharing Contract

Click the "Create" button in the Smartcontracts box; insert the target of how many people you want promoters to bring to you. Then make the transaction to convalidate the contract and make it official.

By clicking on the "View" button you will find all of your created smart contracts.

2.8.7 Accept a Smart Sharing Contract

Click on the globe and go to the Discover section. Here you can find all the available smart sharing contracts. You can see near every contract the reward, the connectivity to obtain and the number of users that accepted that contract.

Choose the contract you want to accept and click on it, a window will appear asking for your confirmation and Metamask will ask you to accept the transaction in order to make it official. Once you accepted the contract use the redirect link that is given to you and share it on facebook.

2.8.8 Manage your funds

Epocum offers you the possibility to manage your funds through our wallet. You can see your current balance, the history of your transactions and send ETH and ERC20 tokens.

Furthermore transactions never been easier. Connect your Facebook account and send money to your friends that use Epocum simply by

writing their names.

2.9 Beta: minting version

The beta version of our platform will be launched on Q2 2018 and it will run on Ethereum main network.

In addition to the basic introductory features of Alfa v0.8, will have decentralized reward distribution to wallets attached to the services that will become part of our network and will be implemented the pay for share, pay for connectivity and earn for share contracts.

In addition will be the complete implementation of the entire decentralized network protocol, guaranteeing more security.

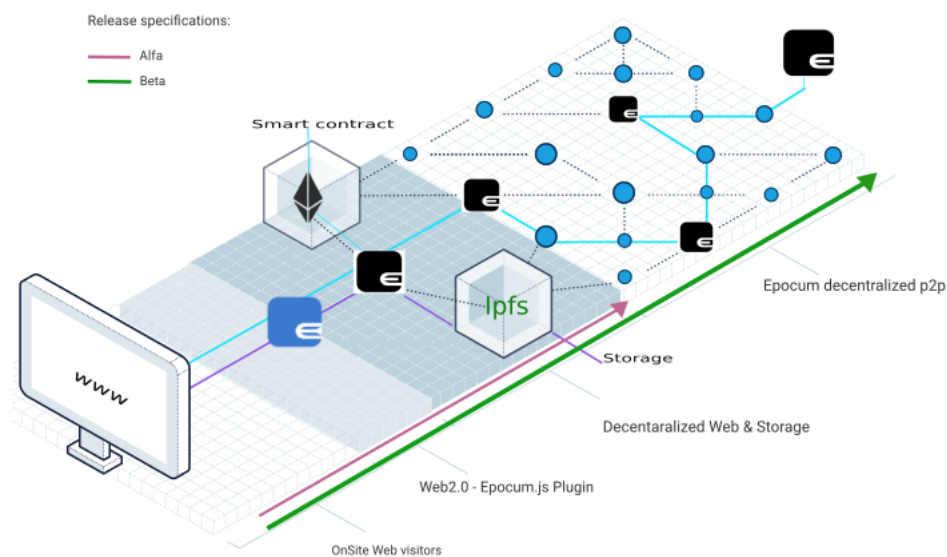


Figure 2.8: Alpha vs Beta version

Chapter 3

Token sale and distribution

The total supply of EPM token is **103,123,724.00 EPM** distributed as follows:

Token sale distribution: 3,123,724.00 EPM.

Team: will be allocated 25,000,000.00 EPM.

Marketing: will be allocated 15,000,000.00 EPM.

Advisors: will be allocated 10,000,000.00 EPM.

Bounty campaign: will be allocated 500,000.00 EPM.

Airdrop: will be allocated 1,000,000.00 EPM.

Smart contract locked for future distribution: 40,000,000.00 EPM.

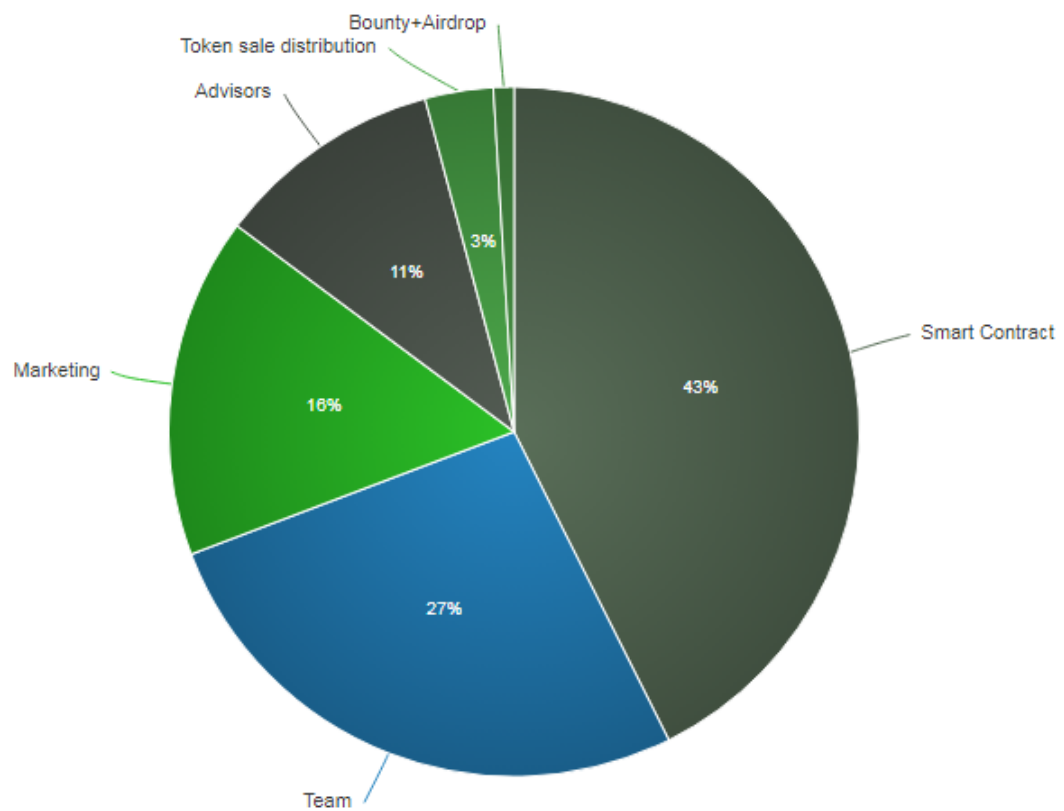


Figure 3.1: Pie chart with the percentage of token distribution

Conclusions

The alpha version, also called learning version, is downloadable now for Windows and Ubuntu and runs on the Ropsten test network. With the alpha you can familiarize with the platform and understand how to activate your account, link a website and start the connectivity count, create and accept smart sharing contracts and see some analytics about your connectivity.

In this release there will be no monetary distribution as it can be defined in the white paper. The first reward distribution will start with the beta release.

The alpha release will begin an incubation period of real web services in the testnet mode, allowing them a relevant position in the next version.

The beta version of our platform will be launched on Q2 2018 and it will run on Ethereum main network.

In addition to the basic introductory features of Alfa v0.8, will have decentralized reward distribution to wallets attached to the services that will become part of our network and will be implemented the pay for share, pay for connectivity and earn for share contracts.

In addition to this the beta will be downloadable, guarantying maximum security, and there will be the complete implementation of the

entire decentralized network protocol.

In the beta will also be present a rank of websites, promoters and influencers with they relative connectivity.

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This protocol introduces a new standard for Blockchain connectivity blocking, we reserve the power to update and revise this text in compliance with demanding or future-proof logical improvements that can be found in the future since the alpha edition for the evolution of the same platform in the interest of all developers, lenders and the official community.

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