SilverCoin: Universal Web Monetization Platform Powered By The Proof-Of-Change Protocol

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Abstract

The purpose of this whitepaper is to solve the main problem facing independent website owners while solving the main problem facing the planet at the same time. Those problems are **Lack Of Website Monetization** and **Centralized Information**. The solution is SilverCoin, the universal web monetization and community engagement platform that rewards you for sharing information and enabling others to do the same. Its based on the Proof-of-Change (POC) protocol, where the more information you share and the more people you reach... the more you earn, and the more you change the world. With the result being an exponentially growing global peer-to-peer decentralized web information network. This Proof-of-Change crypto-affiliate protocol is incentivized by a blockchain-secured deflationary rewards structure, which offers a truly equal opportunity to all people. The key to SilverCoin is that this viral, barrier-less, incentivized, people powered platform is a plug and pay technology that is as easy to use as posting a link.

1 Introduction

1.1 Lack Of Web Monetization

When online, we prefer to give and receive information freely (zero price and with no restrictions) and that's great, but how is one fairly compensated in this transaction?

Perhaps the most common and urgent problem facing independent website owners today is a lack of project funding or more precisely, the lack of a continuous income stream that doesn't necessarily require a product or service to be sold or any extra work to be done.

To address this issue many websites ask for donations, sell ad space, sell their own products/services, or use affiliate programs to sell someone else's products, but these methods often times do not even cover operational costs.

Donations are far from reliable, ppc ads generate minimal payouts, and products or services are often priced out of many peoples reach. Even using conventional affiliate programs requires a product or service to be purchased before a payout is made thus limiting its long-term viability.

Another common problem for website owners is getting merchant account approval so they can process credit cards. This is often beyond the reach of most small independent web projects.

What's needed is a secure universal permission-less web monetization platform that can perpetually monetize any website freely, easily and seamlessly.

1.2 Centralized Information

What is the bigger problem, the centralization of money or the centralization of information?

When it is understood that the problem of centralized money is effectively the control it exerts over the world, we understand that this "control" is the core obstacle we are trying to overcome. In that context, it's not about money at all… it's about information. If you control what people think, you can control how they act. At that point decentralized money is just another tool, and on it's own does not lead to ultimate freedom for the world.

Today it's known that just a few corporate entities control the vast majority of information distribution - the ideal situation to be in if you wanted to control public perception. We essentially have to trust these media conglomerates to be honest and forthright when it is clearly in their power to curate information, limit discourse, silence opposing views and limit free speech if they choose.

Social media platforms have the same inherit flaw, in that they are centralized information hubs where increasingly it is someone else who is making the decision as to what is valid information and what is fake thus limiting discussion to topics someone else deems acceptable.

In addition, a social media platform can easily suspend or delete an account and remove content and followers that took someone years to develop if they wish. The truth is if you don't own the platform, you don't own your work on that platform.

What's needed is a viral explosion of independent websites all sharing information freely, on websites they own, using social media as an extension and all with a built-in educational component that freely teaches others how to do the same.

2 Proof-Of-Change

Proof-of-Change (POC) is a cryptocurrency rewards-based web monetization protocol designed to pay you for sharing information and enabling others to do the same.

The free, barrier-less, peer-to-peer, affiliate powered platform built upon a secure, global, real-time, permission-less blockchain is analogous to a Human-Proof-of-Work protocol, where value provided and effort given matters more and earns you more than how much money you own.

And while most projects typically focus almost exclusively on the digital tech component with people as end users, proof-of-change is a human centric protocol, meaning people and not computers are the primary hubs and drivers of the system.

Ultimately, POC powers a universal web monetization, marketing and community engagement platform, which reward you in proportion to your contribution to the world. Where the more people you reach and the more information you share… the more you earn, and the more you change the world.

POC is the powerful union of a viral marketing platform with a time-independent deflationary payout protocol that is designed to reward those who focus on contribution over profits, thus encouraging cooperative win-win relationships vs. competitive win-lose relationships.

2.1 Specifications

- 88 million silvercoin (SVC) will be paid out to affiliates via the POC protocol.
- Affiliates will earn 16 silvercoin for every verified referral.
- Number of coins paid out drops 50% for every 10% drop in total supply.
- Coin levels: 16, 8, 4, 2, 1, 0.5, 0.25, 0.125, 0.0625, and 0.03125.
- The final 10% of the coins are subdivided 5 times starting at 0.03125.
- For every 20% drop in supply, the coins paid out halve until it reaches zero.
- Final 5 levels: 0.03125, 0.015625, 0.0078125, 0.00390625, and 0.001953125.
- 1% of payout (880,000 coins) will go to the Tech Fund and SMS cost.
- Every transaction where 16 coins go to the affiliate, 0.16 coins go to the fund.
- Total silvercoin supply is 100 million.
- After all POC coins are paid out, affiliates can still earn coins via SilverPlan.
- 500,000 SVC will be added as bonus level 11/emergency reserve pool.

POC Payout Structure

# Coins/Referral	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8	Level 9
88,000,000 SVC	88,000,000	79,200,000	70,400,000	61,600,000	52,800,000	44,000,000	35,200,000	26,400,000	17,600,000
16	550,000								
8		1,100,000							
4			2,200,000						
2				4,400,000					
1					8,800,000				
0.5						17,600,000			
0.25							35,200,000		
0.125								70,400,000	
0.0625									140,800,000
								Total payouts	281,050,000

Level 10 Sublevels

Level 10 Sublevels	Level 1	Level 2	Level 3	Level 4	Level 5
8,800,000 SVC	8,800,000	7,040,000	5,280,000	3,520,000	1,760,000
0.03125	56,320,000				
0.015625		112,640,000			
0.0078125			225,280,000		
0.00390625				450,560,000	
0.001953125					901,120,000
				Total payouts	1,745,820,000

1% Tech Fund Payout

1% Payout	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8	Level 9	Level 10
880,000 SVC	88,000	88,000	88,000	88,000	88,000	88,000	88,000	88,000	88,000	88,000

2.2 Equal Opportunity And Fair Distribution

As it stands, only a select few people can really take full advantage of the cryptocurrency opportunity while the vast majority has essentially no option other than being buyers, and most can't even do that.

Existing Proof-of-Work (POW) protocols highly favor the few individuals who possess the necessary technical knowledge and equipment to earn coins from mining.

Proof-of-Stake (POS) favors those with preexisting wealth. That is, someone with one million dollars to invest is going to earn much more than someone who has one hundred dollars. As with POW, wealth becomes more concentrated and the disadvantaged get essentially locked out.

The ideal situation would be one where everyone, from the rich to the poor had the exact same opportunity, where lack of money and technical knowledge are no longer barriers.

Proof-of-Change (POC) is that system as it's free to join, free to learn, free to do and free to earn. Because there are no barriers of entry like money or advanced technical knowledge now anyone can participate if they wish.

Combine that with a crypto-affiliate marketing platform and the result is deep mainstream market penetration that takes the crypto opportunity to multitudes of people who would otherwise not have the chance.

POC also provides an equal playing field where strength of character is worth more than money. With POC, a determined individual living in poverty can outperform a millionaire living in luxury.

In addition, if someone already has an existing audience then they've already done most of the work. With SilverCoin they can now get paid for that work.

2.3 Valued Transactions

A typical transaction is two-way with both parties exchanging an item to obtain an item. For example, in crypto someone exchanges Bitcoin to buy an altcoin, and while both parties get what they want, they both have to give up something of equal value to get it.

But because of the synergistic relationship between the blockchain and the affiliate program, SilverCoin is able to offer three-way, no-cost, no-risk transactions where all participants receive maximum value for their involvement.

The user (referral) receives free complete access to 32 TrueFreedom videos and they can also now freely earn coins if they wish.

The affiliate earns silvercoin for advertising with the option of receiving long-term residual income from level II memberships. An added bonus is website owners can now exponentially increase their sphere of influence as their audience members begin to duplicate their efforts.

SilverCoin gets perpetual marketing and for every payout there is a newly joined verified member.

Valued Transactions

Stakeholder	Value Received	Cost to Aquire	Bonus
Referral	TrueFreedom	Free	Can now earn coins
Affiliate	Coins	Free	SilverPlan 2-tier residual rewards
SilverCoin	Advertising	Free	Every payout equals a new member

All three participants get what they want and none have to pay or risk anything to get it. It's also a win for the world because the entire thing is about sharing truth, giving value, enabling others and making the world a better place.

This is the exact opposite of a 'pyramid scheme' where people have to keep buying in for the people above them to profit and where no product of real value is exchanged.

The game-changer for SilverCoin is that all coins paid out in the POC protocol contribute directly toward perpetually and exponentially marketing the project.

2.4 TrueFreedom

TrueFreedom is a free 32-video training series designed to teach you step-by-step how to build "You Inc." - the full realization and monetization of your ideas and aspirations. The great thing about TrueFreedom is that you own what you build and no one can ever censor, suspend or delete your work.

The TrueFreedom course is universal is that it accommodates everyone regardless of experience, time or money. As well, you can use it to build whatever web project you want without ever needing to further use or promote SilverCoin, crypto or any other affiliate program, etc.

The free course is equivalent in content to programs that routinely cost $1000 - $3000 USD thus providing high-level life-changing information to people who would not normally be able to afford it.

TrueFreedom is integral to SilverCoin because it systematically and perpetually teaches everyone who joins how to successfully do the same thing, resulting in an exponentially increasing decentralized peer-to-peer web network that cannot be easily censored or stopped.

The course will include 8 levels consisting of 4 ten-minute videos each, all with associated assignments.

- Getting Started
- Branding
- Website
- Social Media
- Perpetual Traffic
- Paid Advertising
- Integration
- Monetization

2.5 Verified Integration

SilverCoin will initially be built using a modular integrative design that utilizes the best technologies currently available.

The advantages of this approach are…
1. Most of the required tech is available, proven, secure and low to no cost.
2. It allows SilverCoin to come to market years ahead of schedule and for a fraction of the cost.
3. It removes most technological hurdles that could interfere with project completion.
4. Each component is built, maintained and updated by the top developers who specialize in each field.
5. Components can be swapped in or out as new tech/features become available.
6. SilverCoin can launch while still developing the platform.

The three major technologies to be integrated into SilverCoin's POC protocol (NXT, PAP, SMS) are all real world tested, arguably the best in their field and all are built around API's and Plugins and are specifically designed for integration.

2.5.1 NXT

NXT is a proven, secure blockchain technology with extremely fast transaction times and with maybe the #1 wallet UI in crypto.

NXT was selected as the core blockchain tech for SilverCoin because in addition to the secure blockchain it provides many others features required by SilverCoin, including a decentralized asset exchange, marketplace, voting and cloud storage.

By using NXT/Ardor, our blockchain is maintained, secured and upgraded by some of the most-qualified blockchain devs on the planet, the NXT team.

2.5.2 PAP

Post Affiliate Pro (PAP) is the top affiliate tracking software available today. It contains multiple levels of tracking such as Browser cookies, HTML5 cookies, Flash cookies and IP address tracking.

It provides lifetime and multi-level commissions, as well as multilingual support, banner ads, a secure dashboard, encrypted commission tracking and detailed reporting.

It's also a one-time cost for a lifetime license with continual updates and it comes with full dev. support, pay as you go and is designed for platform integration.

2.5.3 SMS

SMS verification provides an effective and low cost method to authenticate users at signup by having them verify that they are a real person, which is an essential internet-independent component in negating sign-up fraud.

Twilio SMS accepts device-only delivery, works with both mobile devices and landlines and blocks premium and toll-free numbers. It's global with 205 countries, multilingual, and scalable.

We only pay for complete verifications and it's private in that numbers are not kept after verification as well as it's carrier proof to ensure verification messages are not filtered out.

2.5.4 Fraud prevention

Post Affiliate Pro (PAP) is the highest-level affiliate software available but it does have vulnerabilities that can be exploited resulting in someone being able to create multiple signups from a single computer.

Integrating PAP with the NXT blockchain solves this problem by allowing only 1 wallet to be installed per device, so as to restrict the maximum number of signups per device to 1.

However it will still be possible to create as many new accounts as devices to be had. With most people having easy access to a smart phone, home computer and work computer this still allows for significant user signup fraud.

The critical component to system viability is offline user verification because no matter the level of online fraud prevention, there is nothing to stop someone from signing up multiple times using different computers on different IP addresses, and from different email addresses with different wallet installs.

By adding a mobile device-only SMS verification step to the signup process we remove the possibility of fraudulent signups because now every new affiliate is connected to a verified mobile phone number and therefore to a real person.

Since cell phones typically have a verification step included in setting up the phone plan, this is the best offline verification procedure where the number is not kept and thus privacy retained.

3 SilverPlan

SilverPlan is a **Crowd-Sourced Contest Generator,** an optional monthly membership level built around 'Community Contests' and 'Residual Rewards'.

The contest generator pays out contribution prizes like a real-world Scavenger Hunt Game where the mission is to find and assemble the best facts on a particular community selected topic.

Prizes are awarded based on content value, contribution and for the best overall presentation of facts as voted by community members. All members can then take the award winning content, copy it to their websites and use it to help build their own projects.

The cost to join SilverPlan is 1/10 the POC rewards for that month. So if you earn 16 SVC for a referral then the cost to join SilverPlan is 1.6 SVC.

If you are not active in any given month (i.e. you did not auto pay the 1.6 SVC) then you are not entered into the following reward pool for that month.
All monthly fees are pooled together and at the end of every month the total amount collected gets divided into 4 categories.
   • 25% for the contest prizes.
   • 25% to members in proportion to coin totals.
   • 25% for level II project development.
   • 25% for the SilverPlan 2-tier affiliate plan.
      ○ 15% pays out proportionally to all first level affiliate relations.
      ○ 10% pays out proportionally to all second level affiliate relations.

The 2-tier affiliate plan is one of the most significant features of the project because now all affiliates can earn coins based on their affiliates referrals since it goes 2 levels deep. This is critical because it creates a situation where everyone has the highest incentive to see his or her referrals succeed, as they will now earn a small residual income from their efforts. (Equivalent to 1.0% of POC/month)

In addition, this affiliate plan adds an incentivized residual income stream, which could ultimately be worth far more than the original POC payout thus multiplying the potential value of a referral.

Another major aspect of SilverPlan is the Marketplace where you will be able to exchange your silvercoin for products and services. The 2 products planned to roll out first will be silver bullion coins and affordable website design packages.

SilverPlan will also include advanced video series on marketing, trading and wellness. In addition, it will act as a bridge connecting the Internet to Maidsafe's Safenet. SilverPlan will require it's own whitepaper before development begins.

4 Conclusion

10 problems. 10 solutions. 1 platform.

Lack Of Website Funding or **Universal Web Monetization**
Centralized Information or **Peer-to-Peer Decentralized Web Network**
Unfair Wealth Distribution or **Proof-of-Change Equal Opportunity**
Lack Of Market Penetration or **Perpetual Crypto-Affiliate Marketing**
Low Product Usability or **Plug And Pay Any Website With Ease**
Slow Mass Adoption or **Viral, Barrier-less, Incentivized Adoption**
Minimal Human Participation or **People Powered Platform**
Lack Of Life-Changing Education or **TrueFreedom Series**
Lack of Truth Discernment or **SilverPlan Contests**
Lack Of Higher Purpose or **How You Change The World**