ONZ

Blockchain for Social Networks

WHITEPAPER

version 1.0

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Table Of Contents

Abstract

ONZ team believes in the power of social media and the effort and the time that people spending on social media and community network can actually become a real asset to power the world and society. ONZ team believes in the technology of DPOS based cryptocurrency framework, the Blockchain architecture and functionality and the community of ICO are capable of bringing about the transformation. ONZ team understands that even if the project may not fully cover the mission goal, it could be a stepping stone for the next stage of cross social media based token.

ONZ team would elaborate more in details the ICO project – ONZ in the following aspects including background, mission, business model, product lifecycle, marketing roadmap, team and advisor, community, risk, budget and ICO announcement.

Background

We believe in the power of social media. The effort people give and the time they spend on social media, as well as other community networks, can become a resource with which we can better the world. ONZ team believes in the technology of a DPOS based cryptocurrency framework, the Blockchain architecture, functionality, and the community of our ICO are capable of bringing about this transformation. ONZ team understands that even if the project may not fully cover the mission goal, it could be a stepping stone for the next stage of a, all-encompassing social media based token.

ONZ team will elaborate on the details of the ICO project through this whitepaper including our background, mission, business model, product lifecycle, marketing roadmap, team and advisors, community, risk, budget and ICO announcement.

In 2016, ONZ team was formed to study how cryptocurrency technology and Blockchain networks could integrate with social media. ONZ team launched a few internal proof of concept projects on a POW/POS ALT coin platform with social media smart contracts. The outcome of those projects proved the feasibility of the concept. In 2017 summer, ONZ team decided to integrate the concept with a better (the latest) DPOS [1] consensus algorithm cryptocurrency technology and confirmed the roadmap to kick off the social media based coin aka ONZ coin.

Why DPOS?

Choosing DPOS over POW can result in more decentralization at less than 5% of the cost. This means fewer running costs and the amount of money saved could roll back to the coin capital. DPOS is also capable of reliably confirming transactions in 15 seconds which beats the 10 mins per transaction by Bitcoin, or

40 times faster on average. There are also a number of well implemented DPOS frameworks available which ONZ coin could build upon to shorten development time, allowing ONZ team to focus on the core business of integration and development.

What is DPOS?

It is a very interesting concept but DPOS works essentially as a reputation system and is a frictionless, real-time voting platform to create a panel of limited trusted parties. These trusted parties have the right to create blocks to add to the Blockchain and at the same time keep un-trusted parties from participating. The panel of trusted parties takes turns for block creation in a randomly assigned order that changes in each iteration. Because the block creators (aka delegates) can only create blocks or not, or include a transaction or not. They cannot change transaction details or do anything harmful to the Blockchain, the trust required is minimal. In DPOS network, each owner of a token can vote to create a panel of 101 delegates who take the turns creating blocks just like a voting system. The number of 101 is arbitrary, more delegates mean more decentralization and lower running costs for the network.

What implementation ONZ based on?

ONZ is a fork of LISK, which is a public Blockchain platform that provides decentralized Blockchain apps. LISK as a fork of Crypti, which is considered as the second most successful cryptocurrency crowdfund. LISK correspondingly is most popular cryptocurrency traded second to Bitcoin. LISK has also partnered with Microsoft to integrate LISK into its Azure Blockchain as a service (BaaS) program, which proves LISK and DPOS technology are well adopted in the industry. ONZ is forked from LISK and runs independently as an individual Blockchain network.

Mission

ONZ team strongly believes that the sense of true belonging is a fundamental human need, our need to connect and interact with each other to live. But nowadays, we face a crisis of separation arising from a split of lotus in politics and ideology. ONZ team believes that with technology, the team may be able to do something about it.

"True belonging" vs "Fitting in"

The ONZ project is based on the belief that the sense of true belonging (which is different from simply fitting in) could help restore the disconnect in the society. The following passage quoted from an interview of Brene Brown [3] explains the difference.

True belonging is not passive. It's not the belonging that comes with just joining a group. It's not fitting in or pretending or selling out because it's safer. It's a practice that requires us to be vulnerable, get uncomfortable, and learn how to be present with people without sacrificing who we are. If we are going to change what is happening in a meaningful way we're going to need to intentionally be with people who are different from us. We're going to have to sign up and join, and take a seat at the table. We're going to have to learn how to listen, have hard conversations, look for joy, share pain, and be more curious than defensive, all while seeking moments of togetherness. Its counterintuitive, but our belief in the inextricable human connection is one of our most renewable sources of courage in the wilderness. I can stand up for what I believe is right when I know that regardless of the pushback and criticism, I'm connected to myself and others in a way that can't be severed. When we don't believe in an unbreakable connection, the isolation of the wilderness is too daunting so we stay in our factions and echo chambers...

Social Media has made us feel more isolated?

Social media aims to connect people but there a number of reports suggesting that the more time you spend on social media, your chances of feeling socially isolated can double. ONZ team believes that it is not a yes or no question but rather it depends on how we use the social media network. Social media technology is not a replacement for real connection and face-to-face contact. Instead, it is another channel for people to interact with each other in a more effective way in some circumstances. Here is another passage quoted from Brene Brown [3] which shares our belief.

As I started digging into this question with research participants there was very little ambiguity. It became clear that face-to-face connection is imperative in our "true belonging" practice. Not only did face-to-face contact emerge as essential from the participant data in my research, but studies across the world confirm those findings. Social media is helpful in cultivating connection only to the extent that they're used to create real community where there is structure, purpose and meaning, and some face-to-face contact. Social media is great for developing community, but for true belonging, real connection and real empathy, meeting real people in a real space in real time is required.

Where does ONZ come in?

ONZ team sees a gap between social media and people interacting in the cyber world and real face-to-face interaction. We aim to build a real-time realspace token based social media community to bridge the gap, holding onto the belief that with ONZ, the team can do something to restore the connectivity breakdown in our society and also raise awareness on the problem. ONZ actually is a succinct term used in certain south-east Asian countries to represent a positive and definitive acknowledgement of a task, appreciation or an appointment [6]. This is why the project is named as such, to recognize the value of each other and to acknowledge what others do in real life. The most common action of this appreciation in social media is liking someone's post of a beautiful picture, which can cause appreciation to spread across various social media platforms. Here is how we plan to transform a simple "like" into an action and from an action to a value.

Technology Model

The main idea of ONZ is to integrate social media platforms with DPOS blockchain technology to transform appreciation on social media platforms into ONZ cryptocurrency network as a transferable token. The value of the ONZ token will depend on how the community recognizes it in terms of real value. ONZ is transferable if someone wanted to send ONZ to others as appreciation in real life. The value of ONZ token will be primarily based on the trust in the community and the system will consist of the following components:

ONZNet - DPOS crypto backbone

The backbone of the platform which takes care of all of the transactions with DPOS blockchain technology, which is the fastest, most efficient, most decentralized and flexible model. The fee, schedules of blocking forging, and transaction size could be tuned via elected delegates. The top 101 delegates determined by the voting weight of voters are actively forging and securing the network. The DPOS network can average forges blocks at around 10s intervals which is much faster than POW/POS based blockchain and DPOS network also is very hard to be dominated by CPU power. The forging party will be rewarded by a certain amount of ONZCoin which comes from the transaction fee of the platform user. The ONZNet consists of TESTNET and MAINNET, please refer to the ICO arrangement section for the details on how to become a participant of ONZNet.

ONZCoin - Social Value Unit

The value carrier throughout the platform. The value of ONZCoin varies with the recognition and level of trust of the whole community. It is not in a physical form but it exhibits properties similar to physical currencies and allows instantaneous transaction and borderless transfer of ownership. Potentially, depending on how

the community receives the platform, ONZ team hopes to see an ONZ social value coin would be used to buy physical goods and services one day. ONZCoin owner can use the coin to register a delegate and vote other delegates in DPOS blockchain. ONZCoin aims to model the weighting of an individual in social media, which is primarily based on the following four measures:

Active

How active the individual on a particular social media platform. **E.g.** no. of post, time spent on, countable work done.

Recognition

How much recognition an individual has on a particular social media platform. **E.g.** How many repost of an owned post, What is the feedback and comment* on the owned post.
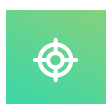

Influence

How much influence an individual has on a particular social media, **E.g.** the no. of followers an individual had.

Asset

How many social asset* owned by an individual on a particular social media platform. **E.g.** original post not repost from someone else.

⊕ *ONZProbe* - Social Media Adaptor

ONZProbe is the key component that ONZ team will be focused on because it will be the only channel to integrate with social media platforms. ONZProbe is not only a software development sub-project but also a key part the team needs

to bear with in aiming to obtain social media buy-in for the integration. The ONZProbe technically will be built for each social media platform, and the component will normalize the data and feedback to ONZScale, the Social Media Weighting Bot for evaluation of individual social value. The primary use case is a user to grant permission to ONZProbe to access their social media data and for historical posts.

ONZScale - Social Media Weighting Bot

ONZScale is the second most important subproject which ONZ team will be focusing on. The algorithm needs to be developed to evaluate the data feed from ONZProbe on an individual. In order to quantify the social media weight of the individual which is very important because that weighing will be transformed into a certain amount of ONZCoin. The algorithm could be based on the normalized social data, the current value of ONZCoin, the ONZNet's performance and the recognition of service partners*.

ONZStamp - Social Asset Stamping Bot

ONZStamp is a component ONZ team would like to have in order to digitize social media assets and to verify whether a post is original or not. ONZ team is promoting social media copyrights but technically the team need a way to distinguish original and reposted content in order to evaluate it with different weighting. It is still a very abstract idea from the implementation but it will be factored into ONZ development roadmap.

### *ONZWallet* - Digital Wallet

The wallet is how everyone in the community keeps their own ONZCoin. Each wallet has a unique address which basically is the identifier in the network. It is

just like a bank account number, all transactions are from/to an individual's ONZWallet address. ONZ team already has ONZWallet ready and is actively testing it in ONZNet TESTNET. Currently, there are a number of ONZWallet versions which can be run on different mobile and computer platforms. ONZWallet is a software wallet which is very secure but it also has the same disadvantages as a digital wallet, the loss of credential and amount transferred to wrong address is unrecoverable. ONZ team has also planned a hardware wallet in the development roadmap, subject to the overall project outcome and success.

Lifecycle

The ONZ team has laid out the following project timeline. The team is aiming to strictly follow it and it has been broken into 4 stages with 6 phases. Each stage and corresponding activities are illustrated in the diagram below.

Estimated Project Timeline
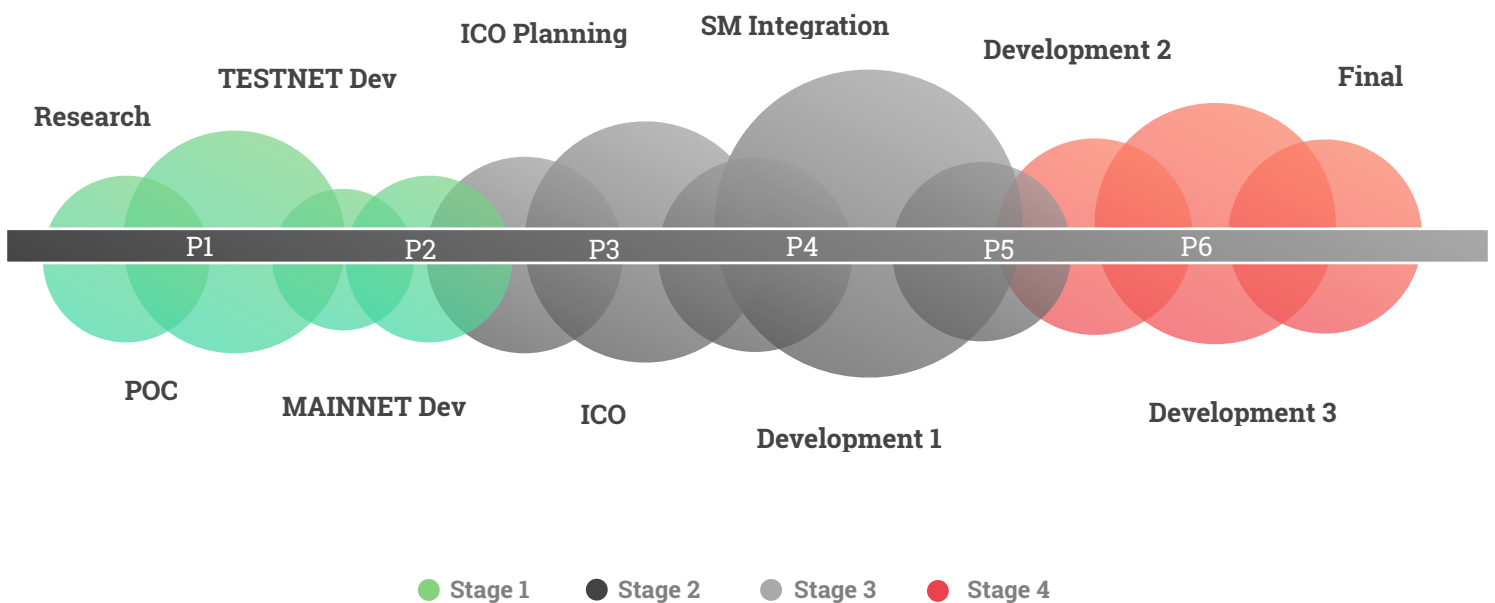
Research - The studying phase that ONZ team has put a lot of effort into searching for the best blockchain solution, from the architecture of each blockchain down to coding level details. The best solution should have suitable functionalities to meet the platform requirements. ONZ team believes our research is completed and the outcome is positive - the DPOS based blockchain is the solution.

POC - ONZ team has been focusing on how to utilize DPOS blockchain and how much the software could be customized to fit ONZ platform. ONZ team has spent a lot of time on POC coding to make sure the DPOS fork is capable. ONZ

team has set up a private TESTNET to test the customized blockchain. The test result is promising and the team believes the POC phase is a success and confirmed ONZ project could proceed with the technology.

TESTNET Dev - ONZ team is now working on to take the private TESTNET to the next level by opening it to the public, please refer to ICO arrangement section for the details on how to join the TESTNET. ONZ team believes that it is essential to allow an individuals who have the same view with ONZ team to participate.

MAINNET Dev - That development phase will undergo in parallel with the ICO Planning phase as they are dependable. The MAINNET go-live will be determined by the outcome of ICO result.

ICO Planning - Current stage of ONZ team mainly focusing on announcing this project to the public for ICO.

ICO - Initial coin offering phase, please refer to the ICO arrangement section for more details.

SM Integration - Social media integration phase is the next big step ONZ team would like to make after the success of ICO. The integration includes both software development (ONZProbe/ONZScale etc) and building up the partnership with the individual social media platform.

Development 1 - This phase comes after SM Integration to push MAINNET into the full end to end functional stage. It is to make sure the SM integration functionalities work on MAINNET, and launch the functionalities to selected pilot users.

Development 2 - The contingency development phase picks up outstanding / bugs / missing pieces from the pilot testing phase, which aims to reserve resource on development to round up stage 3 system functionalities.

Development 3 - At this stage of development before the final stage, optional software component (e.g. ONZScale comment based weighting algorithm, digital asset stamping algorithm) and value added functionalities could be included in this phase to put ONZ platform into the final stage.

ICO Arrangement

In order to make this project happen and give it the best chance of success, input from the community is essential in order to improve the idea and let the platform grow. Opinions and collaboration from all parties sharing the same belief with ONZ is the key to success. The ONZ team needs support from the public culminating in an ICO which will be divided into 2 phases. It will begin with the early supporter phase and the public offering will take place immediately afterwards. Details of the phases can be seen below.

EARLY SUPPORTER PHASE

The Early Supporter Phase is to offer individuals who would like to join the ONZ team as a supporter the chance to earn extra ONZCoin. Please refer to ICO distribution calculation for details. With the extra amount, ONZ team would like to leverage the risk of a possible downward trend in the alternative currency markets during ESP/ ICO period to provide the maximum chance to get into a win-win situation. Also, the early supporters will also have the privilege to become part of the ONZ steering community for latest News, TESTNET access, become TESTNET delegates, obtain voting rights and MAINNET early access.

The contribution of ESP will receive a bonus of 25% or more ONZCoin in the ICO calculation. By saying that, the same weight will also be used in the voting-taking process, thus supporters with larger amounts of ONZCoin will have more voting weight. ONZ team will be accepting the following cryptocurrencies: Bitcoin (BTC) , Bitcoin Cash (BCH), Litecoin (LTC), Ether (ETH), LISK (LSK), Ark (ARK), Shift (SHIFT), Rise (RISE) and OXYCoin (OXY). The details for our ICO distribution calculations will primarily base on BTC.

Additional Bonus Structure (ESP)

From 22nd Jan, 2018 until 28th Jan, 2018 01:00:00 UTC - ESP participant will be offered additional 10% bonus:

- Send 1 BTC or more: receive 25% + 10% = 35% bonus
- Send 5 BTC or more: receive 35% + 10% = 45% bonus

Bonus Structure (ESP)

From 29th Jan, 2018 until 4th Feb, 2018 01:00:00 UTC - ESP participant will be offered the following bonuses:

- Send 1 BTC or more: receive 25% bonus
- Send 5 BTC or more: receive 35% bonus
- Send 10 BTC or more: receive 40% bonus

ICO PHASE

The phase comes right after ESP phase, the detail and calculation of it will be detailed as below.

Minimum contribution - 0.01 BTC or equivalent value of alt coins.

Minimum Threshold - The minimum amount of value ONZ team needs to have to take this ONZ project forward and consider the ICO to be succeeded. The minimum threshold is 100 BTC, the amount that will cover the costs from P1 to P3. Still, the minimum threshold will be subject to change with the value of the underlying cryptocurrencies before ICO.

Target - The target amount of the ICO is **500 BTC,** which enable ONZ team to take the project forward from **P3** to **P4** for launching MAINNET and further from

P4 to P5 for initial SM Integration works. This consideration is based on the current estimation and is subject to be changed.

Hard Cap - The ICO with the ceiling of **1200BTC** is confirmed. This is to ensure that those who sent BTC receive a certain amount of ONZCoin after the end of the ICO. The ICO will be closed as long as the ceiling has been reached and no more participant will be taken from that point.

Underlying Coin supported - ONZ team will accept BTC, BCH, LTC, ETH, SHIFT, LISK, RISE and ARK. And the value of the tokens used will be averaged across the period of ICO period. The average value will be calculated by picking the value of each multiple times a day using Coinmarketcap API.
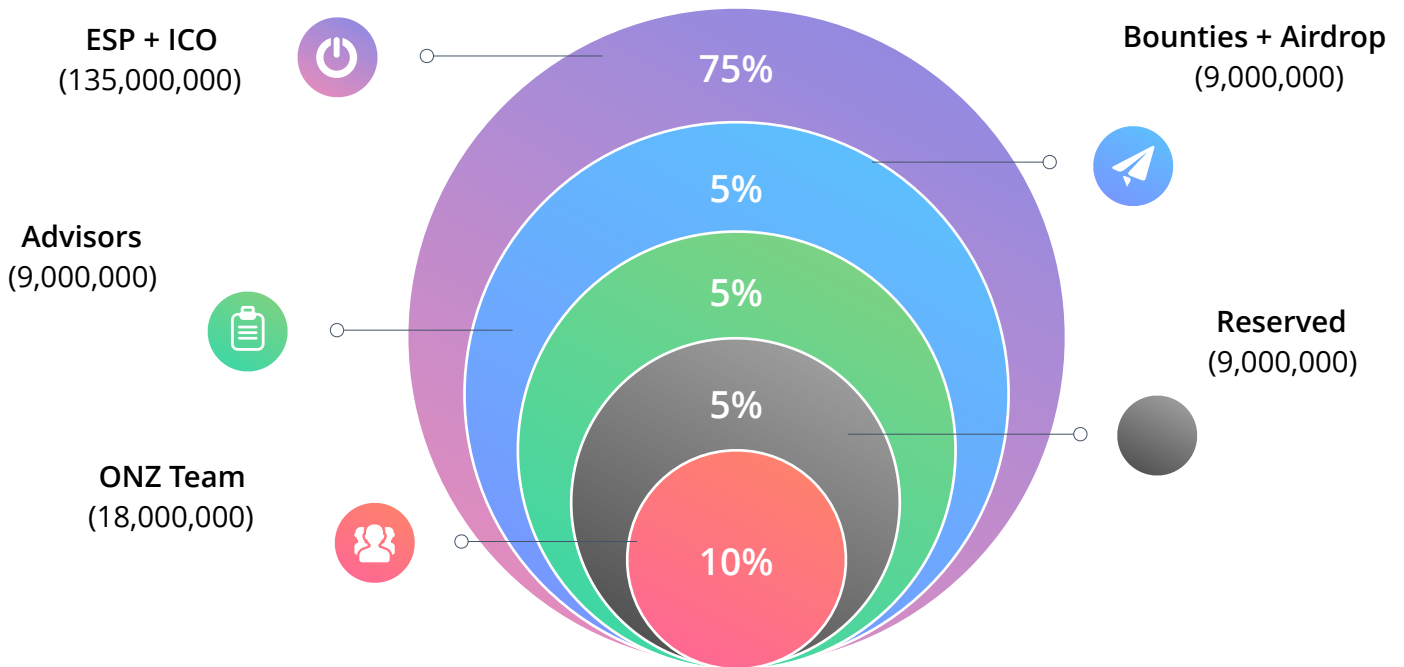
Price per ONZCoin - The price of ONZCoin will depend upon the amount raised during the ICO as long as minimum threshold has been reached. For the details of the calculation and examples please refer to the distribution calculation section.

Threshold not reached? - If the minimum target cannot be reached by the end of the ICO:

- Supporters will be given a chance to request a full refund of their support amount by 3rd Apr, 2018 01:00:00 UTC.
- ONZ team will keep the TESTNET/MAINNET running for certain amount of time depend on the funding and resource.
- ONZCoin will be fixed at price at 0.0000037 BTC per ONZCoin.
- The unsold ONZCoin will be preserved in the main account in offline wallet for a year or until running out of funding to maintenance the MAINNET, or to be used for second ICO.
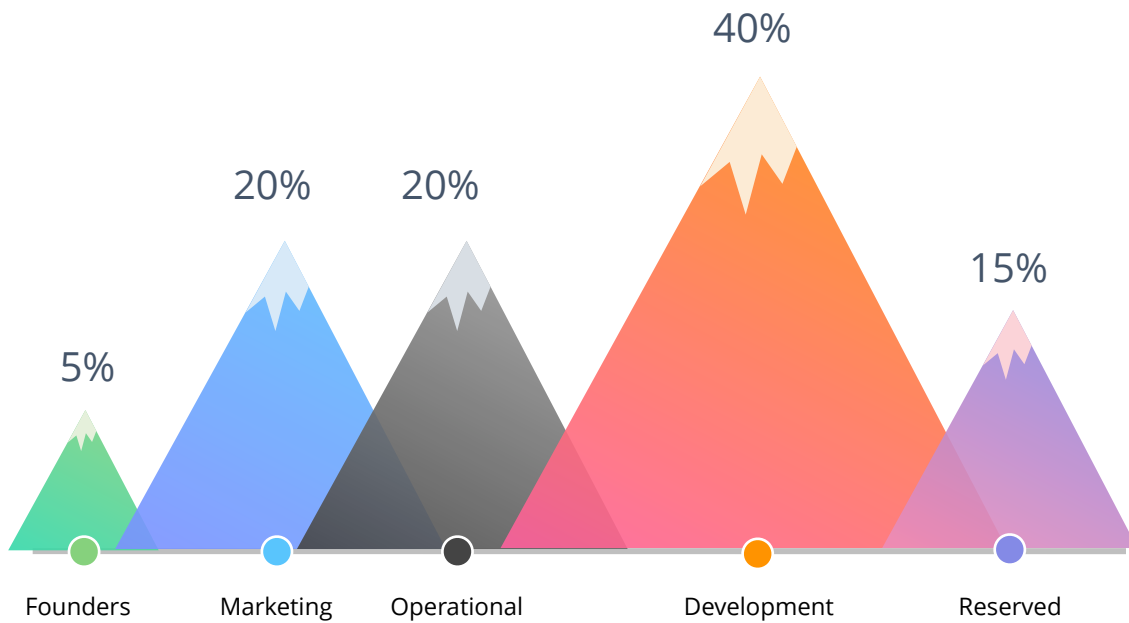
ONZ Distribution

The total population of ONZ at the pre-mined stage is 180,000,000 ONZ. As one of the purposes of ICO, ONZ team would like to get extra support to fund the project. So the only portion of the total population 135,000,000 ONZ (75%) will be offered in ESP and ICO. The rest of it will be reserved for the project. The distribution is shown as below.

ESP + ICO
(135,000,000)

Bounties + Airdrop
(9,000,000)

Advisors
(9,000,000)

Reserved
(9,000,000)

ONZ Team
(18,000,000)

75%

5%

5%

5%

10%

Outcome Distribution

With the ICO outcome, ONZ team will be able to take the project forward and the outcome breakdown will be as follows to support the project including marketing, operational cost, support for the development, reserved for contingency and founders.

5%
Founders

20%
Marketing

20%
Operational

40%
Development

15%
Reserved

Distribution Calculation

The following section will explain more on the calculation of ICO and the value of ONZCoin. The following equations and terminology will be used in this section.

BTC value sent by an account - This is the amount of BTC "value" sent by an account during ESP and/or ICO period. The calculation will be based on the actual amount of BTC sent and the average BTC value of sent, and also the corresponding LSK value in BTC, the average of the certain period of time.

Total BTC value received - This is the total amount of BTC "value" received by ONZ team during the ESP and/or ICO period. This figure considers both actual amount of BTC received and the average BTC value of LSK received. Please note it does not factor in bonuses.

Weighted BTC value sent by an account - This is the total weighted BTC value sent by an account which factors in the bonuses.

Total weighted BTC value received - This is the total weighted BTC value received by ONZ team which factors in the bonuses.

Percentage of ICO distribution - This is the percentage that an account will receive from **135,000,000** ONZCoin that will be distributed at the end of the ICO.

ONZCoin final distribution - This is the amount of ONZCoin the account will receive at the end of the ICO period.

In order to further elaborate on how that model will work, ONZ team have set up 3 scenarios to assist understanding of the calculation.

Scenario 1

ONZ team received 500 BTC and the calculated average BTC value of alternative currencies is 250 BTC at the end of the ICO.

- On January 30th John sent 4 BTC

- John qualifies as an Early Supporter so will also receive the 25% bonus ONZCoin.

- John's "weighted BTC value" to factor in his 25% bonus is going to be calculated as 4 BTC + 1 BTC.

- His total weighted BTC value is 5 BTC.

- For ONZ Team, Total BTC value received = 500 BTC + 250 BTC = 750 BTC.

- If the Total weighted BTC received by ONZCoin was 1000 (Please note that this figure can only really be determined at the end of the ICO when all the bonus calculations are done).

- John's Percentage of ICO distribution is:

[5 BTC / 1000 BTC] = 0.005

- John's final distribution is:

0.005 * 135,000,000 ONZ = 675,000 ONZ

Notes:

- Without Early Supporter Bonus, John's final distribution would have been 900,000 ONZ.

[4 BTC / 999 BTC] * 135,000,000 = 540,540 ONZ.

- If John was an Early Supporter of Early Bird Bonus of +10%, John's final distribution would have been 727,980 ONZ.

[5.4 BTC / 1001.4 BTC] * 135,000,000 = 727,980 ONZ

* In these calculations, the weighted BTC value received by ONZ Team must change due to the changes in John's bonus.

Scenario 2

ONZ team received 500 BTC and the calculated average BTC value of alternative currencies is 250 BTC at the end of the ICO. In this scenario, the average BTC value of LSK is half value at the end of the ICO.

- On January 30th John sent 2 BTC + 2 BTC worth of LISK.

- On January 30th, the BTC value sent by John was 4 BTC.

- John qualifies as an Early Supporter will also receive 25% bonus ONZ.

- If at the end of the ICO the average BTC value for LISK is half compared to the day he sent it, thus the BTC value sent from John's account will now be 3 BTC as per:

John sent 2 BTC + the average BTC value of his LISK 1 BTC, totally 3 BTC.

John does not lose his Early Supporter Status or Bonus.

- John's "weighted BTC value" to factor in his 25% bonus is 3 BTC + 0.75 BTC.

- His total weighted BTC value is 3.75 BTC.

- For ONZ Team, Total BTC value received = 500 BTC + 250 BTC = 750 BTC.

- If the Total weighted BTC received by ONZ Team was 1000 (Please note that this figure can only really

be determined at the end of the ICO when all the bonus calculations can be done)

- John's Percentage of ICO distribution is:

[3.75 BTC / 1000 BTC] = 0.00375

- John's final distribution is:

0.00375 * 135,000,000 ONZ = 506,250 ONZ

* In these calculations, the weighted BTC value received by ONZ Team must change due to the changes in John's bonus.

Thank You

ONZ team would like to take this chance to thank you for your interest in ONZ project and reading this white paper. If any question or doubt, feel free to reach out to ONZ website and FAQ section. ONZ team believes in blockchain and social media, and hoping that was also your belief.

Reference

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