



SAVAGE

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## WHY BLOCKCHAIN IS ESSENTIAL FOR THE SAVAGE PROJECT

This is often the first question asked for any blockchain project. For the Savage Project, the ecosystem we are creating is not only reliant on blockchain, it couldn't exist without it.

The main goal of our project is to create platforms for creators to sell their content on. Generally, with stock video platforms, 50% of the income generated from a sale goes to the creators of the platform. The Savage Project will free up this income by creating an ownerless platform (think Reddit on steroids). The question then obviously becomes, what do you do with that freed up income? THIS is where blockchain enters the discussion.

40% of the extra income will go straight to the individual creator that makes the sale. The other 10% will be evenly distributed among all accepted creators. This ensures a guaranteed minimum wage.

The benefits of using an ERC-20 token vs. traditional currencies is speed and smaller fees. It's simply the most practical. Breaking up payments into small chunks and sending out to people daily would simply cost more in fees. That defeats the entire purpose of the platform.

The Savage Token is not going to revolutionize blockchain, in fact, from a coding level, we aren't doing anything new. We are simply utilizing the benefits of the current standard to disrupt a specific industry in favor of the individual. Our current goal for the token is not to create or manage royalties at this time. However, down the road, we may incorporate this into the Savage Token."

This market is near and dear to us, so creating a platform that provides reliable income to creatives is a step in the right direction. Because platforms are just platforms. Middle men don't ever deserve 50%.

# GLOSSARY

## ERC20

A universal list of all the rules that Ethereum tokens follow allowing all types of developers to accurately predict how tokens will work in the larger Ethereum ecosystem.

## Savage Platform

The Savage platform is a decentralized stock media platform that intends to provide consistent and accelerated payouts.

## Savage Network

The Savage network is driven by SAVG tokens, including the Savage platform, the decentralized market, integrated third-party applications, digital content creators and media publications.

## SAVG

SAVG is a cryptographic currency used by Savage to reward users for their contributions. SAVGs are freely exchangeable among Savage users and traded on exchanges. SAVG can be used for social events (posting, commenting, voting, etc.), buying physical or virtual goods in the Savage market, and buying premium content. SAVG will be awarded to high-quality content creators within Savage and track the user's reputation in assessing its contribution.

## Staked SAVG

To qualify for Savage's contribution, users must have staked SAVG. Undetermined SAVGs can be placed by locking them in a separate smart contract for a fixed period of one year. After the lock contract is completed, the SAVG will return to the unstaked form. Users may choose to focus on SAVG tokens again to enhance their ability to socialize, prompt users, and participate in platform and community initiatives. Staked SAVG is used within the Savage ecosystem and will not be listed on exchanges.

## Unstaked SAVG

To ensure liquidity, unstaked SAVGs will be listed on multiple exchanges. Users can manage a combination of their staked and unstaked tokens in their digital wallet.

# OVERVIEW

- **Vision:** Savage is a democratized, tokenized, reputation-based stock media platform that rewards millions of digital content creators without the need for any central middlemen. Savage will be supported by our utility token SAVG and will provide a smooth user experience that takes advantage of the blockchain to the public. Distributions to the creatives and the community will be immediate after purchases.
- **Official Website:** <https://www.Savagetoken.com>
- **SAVG Decimals:** 18
- **Initial Token Supply:** 40,000,000,000
- **Token Sales:** Users can acquire SAVG tokens for use on Savage platforms immediately.

## SAVG Utility

- **Token Allocation:**
  - Tokens will be in a staked and unstaked form. Staked Tokens will provide users with platform features. The unstaked tokens will be listed on the exchange.
  - The token tracks the reputation of each community to which the user belongs, accumulating points that reflect their expertise and rankings in the community.
  - Promote democratization of the SAVG platform so that users can participate in organizational decision-making, and through the proposal system to develop product roadmap.
  - Allow holders to buy physical and virtual goods, content and services in a decentralized market.
  - Reward digital content creators who produce measurable value, identified by the consensus of the community.
  - Share ad revenue with users who opt in to the ad. By staking more tokens, users can earn more SAVG revenue.

## What is Savage?

Savage is a highly customizable, democratized stock media platform that rewards millions of content creators and curators without any middlemen. Savage uses an ERC20 compliant crypto currency called SAVG. The Savage network will rapidly evolve to include markets, various integrations and third-party applications.

## Core Values

- **Democracy:** Users should have the final say on their community and should be encouraged to contribute to make the site their own.
- **Privacy:** Targeted advertising is profitable, but inherently flawed because it exploits user data and infringement User privacy. Therefore, we will not be sharing private user information with any advertiser.
- **Freedom of expression:** A basic principle that should be protected online with disruptive tools.
- **Customizable:** Every user should be able to tailor their experience and pricing to their own liking.

# OBJECTIVES

## **Proof of Establishing a Value Consensus Agreement**

Gaining value is at the core of SAVG which comes from the ability to collaborate on high-quality content throughout the Savage network. The proof of value mechanism will promote quality contributions and reward users accordingly. Within Savage, credit can reduce phishing behavior and reduce the spread of inappropriate content. The reputation system is inherent to SAVG tokens and is therefore not limited to the Savage platform.

## **Launch the first Democratized Independent Platform**

In order to create a truly autonomous stock platform, users must have real power in the direction of the platform. One of the features of SAVG tokens is to provide users with a voice through our innovative proposal system. This will allow users to participate in organizational decision making, feature development and market rewards. SAVG stakeholders will establish a unique position on our project roadmap and set milestones for their priorities. Through our first self-serving social platform, we can foster a community that has the passion to change values over time. In addition, SAVG will enable users to vote on proposals in their affiliates and promote democratic decision-making at the community level. Ultimately, this will allow the branch office to self-regulate without the need for an authoritative moderator on similar platforms.

## **Build a robust market and motivate users to contribute**

Content creators should fairly reward their time and the original content they've added to the platform. Users will be able to submit each other's posts or comments, such as "Gold" on Reddit. These funds will be used to pay for on-site expenses. A decentralized market plan is the roadmap to enable SAV holders to purchase proprietary premium content, services, physical goods and virtual goods, including topics, integrations and functionality.

## **For the future application of power on the Savage Network**

As blockchain applications become the new standard, Savage will build a development platform backed by SAVG to provide users with a variety of application integrations and allow external applications to take full advantage of our user base. We intend to use SAVG as a unified currency for all application purchases on integrated applications. The new application will be easily integrated with SAVG through the Savage API, allowing users to exchange and buy with SAVGs. The unified market created by SAVG will link the virtual items purchased within integrated applications with the real-world value of SAVG, creating a new dimension for user interaction in applications integrated with SAVG. Finally, our goal is to create a website that will provide stable and predictable revenue to all those who join the site. This may result in a video-sharing site similar to YouTube, but focus more on small and medium-sized users than catering to large companies.

# WHY CONTRIBUTE?

Once implemented, we believe SAVG will be one of the most versatile tokens in the online space. SAVG tokens are not only very useful in the Savage ecosystem, but SAVG will also promote the creation and delivery of value both inside and outside the platform.

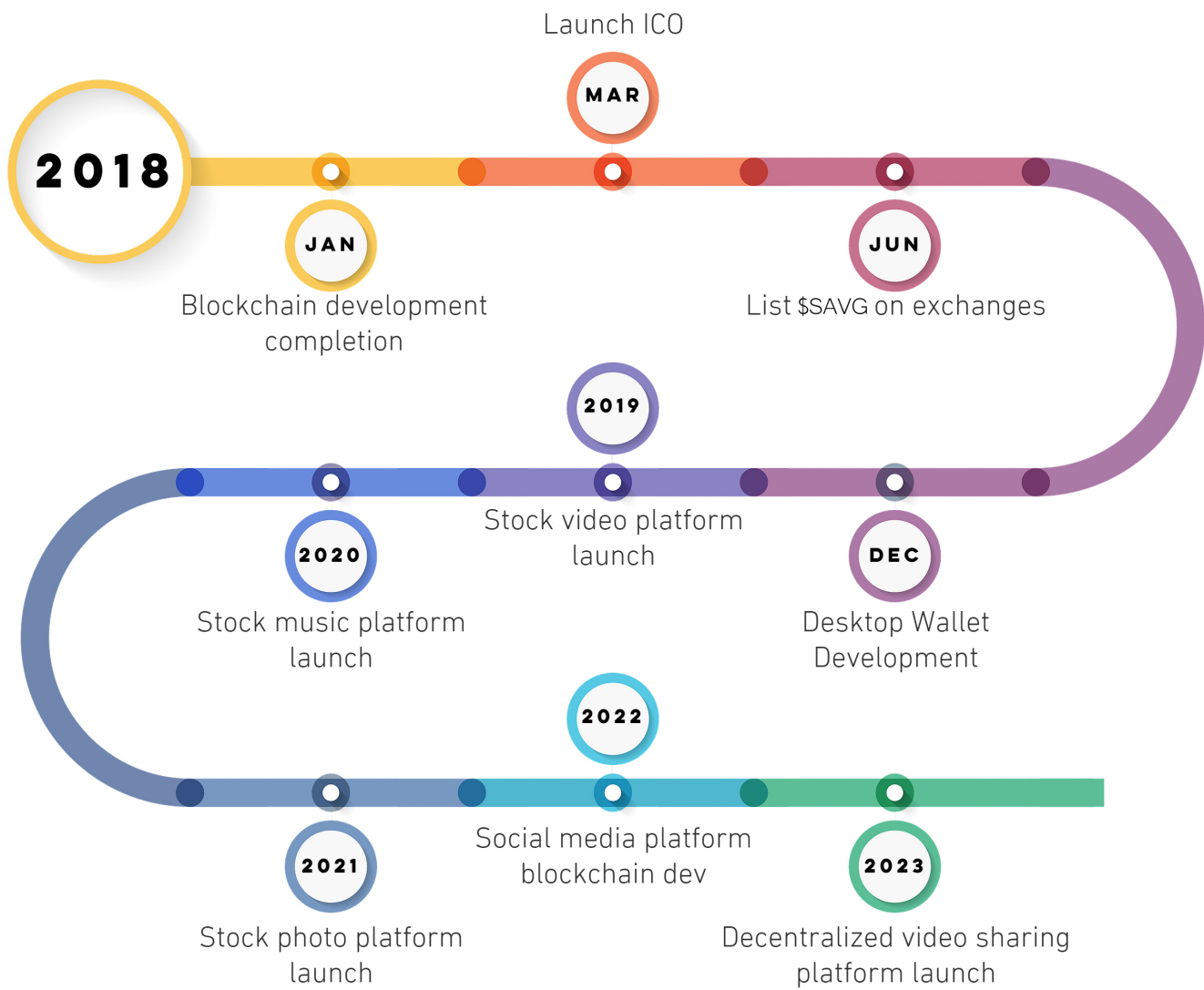
Content creators will have a viable way to get rewarded without being exploited by a central entity. Users will have a real voice in collaborating and shaping the communities in which they want to be involved with. By leveraging the latest blockchain technology, we can work together to create a platform that is untethered by censorship, protecting our freedom of expression, respecting our privacy and upholding human existence.

## ROLES

- **Creatives:** Users who submit original digital content (stock video, pictures, audio and music) to the Savage platform.
- **Curators:** These are guidelines for quality assurance in different types of media within Savage. Curators discover and approve high quality content that is within their media type. For these users, we designed the SAVG token bonuses in recognition of their efforts to promote high quality community contributions.
- **Freelancers:** Savage user who is willing to provide content in exchange for SAVG token.
- **Developers:** Dispersed application developers who want to contribute to the platform or ecosystem. As the platform evolves, our team will open a developer platform that will enable engineers to build third-party applications, integrations and capabilities for Savage.
- **Media company:** Media publications can work with Savage to create independent publications, individual content, create sustainable business models and build reputation with users.



# ROADMAP





# MARKETPLACE

- **Users:** Users will be able to use SAVG tokens to buy and sell physical and virtual goods, services, and premium content in the Savage marketplace. Reputation scores will be integrated into the market, enabling users to be confident that the vendors they purchase from are reliable.
- **Ads:** Ads will be available on SAVAGE using the SAVG token and will be distributed to users who enable them. Advertisers will receive a significant discount on ads purchased with SAVG tokens. Advertisers will be able to place ads that match their target audience. Advertising experience will be similar to existing social platforms, but the bulk of advertising revenue will be distributed to users.
- **Splits:** When a client purchases media, 75% of the revenue goes to the creative and the remaining 25% is split proportionally to the rest of the community.
- **Verification:** To identify, Savage will store the identity on the blockchain. All market sellers will be required to verify their identity before selling content. Media distributors and reputable users will also be able to validate their identities on the blockchain.
- **Reputation:** A well-known supplier or content creator has earned SAVG through a consistent flow of contributions, quality customer service, or other recognition from other highly rated users. This allows for the creation of a reputation network that consciously helps our users to differentiate their sources of information so that they are less susceptible to inappropriate, unethical, or illegal content. Because this utility is inherent to SAVG tokens, it can be easily scaled to other applications and businesses beyond the Savage ecosystem.
- **Blockchain:** Machine learning is a powerful tool that can be used to combat transmission of misinformation. We will use state-of-the-art machine learning models for stance detection to determine if the content has already been posted on the Savage platform and the Internet. With these tools, we will be able to generate a probability that the content has been used elsewhere and verify its validity. There is no doubt that there will be users trying to manipulate the system for personal gain. In addition to freezing all funds and banning any users who try the "game" system, users can also flag inappropriate, illegal or stolen content. The Savage team will have a hands-off approach involved in determining which materials are protected by freedom of expression. Although illegal or stolen content will immediately result in a ban on Savage, the penalty for republishing or posting the wrong material will ultimately be vested in the Savage community

## LAYMAN'S TERMS

Customers will sign up for the monthly subscription to Savage Stock Video. This person can use USD or SAVG (at a small discount, 3%) to purchase the subscription. If the person uses USD, it is immediately converted to SAVG. From there, the revenue is distributed in the following way: **75%** is sent to the creatives proportionally to how many downloads they have, using a medium level of gas. The remaining **25%** is distributed evenly to the rest of the community, regardless of downloads, at a lower gas level. A medium gas rate means the creative will receive his or her revenue within 10 minutes, while a low gas level may take up to one hour. Essentially, we want to create an ecosystem where hard work is rewarded but all contributors receive a "minimum wage".

Each payment to the community will be delivered in SAVG. This SAVG can be taken to an exchange and traded for any other currency listed on that particular exchange. We are open to the idea of having an in house currency conversion back to USD. The main goal will be to get creatives back to USD as quickly and effortlessly as possible. Whether that is in house or on a custom exchange that will be easily accessed by contributors.