The Social Economy

Be genuine, be generous.

W H I T E P A P E R

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Preface

It was once said that digital currencies could never replace fiat currencies because of the many technical limitations **[1]**. Indeed, digital currencies were only possible in theory and in toy forms until the advent of Bitcoin, which proved to the world that it was not only possible, but that the results could be incredible **[2]**.

As Bitcoin began to spread in popularity, it was assumed that digital currencies would scale to facilitate current levels of commerce and would usher in a new era of digital commerce, which would be facilitated by digital microtransactions. However, almost a decade since the advent of Bitcoin, this problem is still unsolved, proving to be the biggest barrier to blockchain currencies becoming widely used as everyday currencies of commerce **[1]**.

Current blockchain protocols are not scalable to current world commerce needs, as they **do not possess the magnitude-increase in performance needed to usher in the new paradigm of micropayments,** which would allow for micro allocation of resources.

Furthermore, the Bitcoin and Ethereum networks operate at rates less than 10 Transaction/s in their present implementations **[1]** – this is less than 1% of the VISA Payment network's transaction volume of 2,000 Transaction/s **[3]**. It is clear that in order to transition towards mainstream adoption in a large economy where there would be high volume usage by millions of people, the performance of the networks would have to greatly increase.

Just to support **regular** economic activity, a much higher performance blockchain is required than what is available today. However, in order to support the next level of applications (decentralized video, micropayments, tipping etc.) – which require an even higher performance (orders of magnitude greater) than even VISA, a new high-volume blockchain protocol is required.

The fact is**, the future of digital currency now lies in widespread adoption**, and the fundamental requirement for widespread adoption is high-volume scalability. This is the only way cryptocurrencies can transition from stored value to being able to truly facilitate real-world commerce, and become a permanent part of the mainstream world.

The *Tipper Blockchain Protocol* will turn that dream into a reality.

Tipper has created technological innovations in current blockchain protocols that will enable true micropayments and thus open the door to massive scalability, creating the world's **first true blockchain currency of commerce.**

The Tipper Blockchain Protocol features are as follows:

250,000+ Microtransactions/s (*For YouTube-scale video (data) decentralization****)***
50,000+ Transactions/s (*For Tipping (payments) on the blockchain****)***
Transaction Level Mining (*Breaking the mining pools****)***
Multi-chain Mining (*scalability****)***
Host Mining
Quality of Service
Privacy

With this giant leap in performance, the Tipper Blockchain Protocol has the potential to break centralization and produce a better system, through which true crypto commerce can be realized.

The Tipper Blockchain Protocol is the technological engine which will facilitate the Tipper platform (*Tipper Social Economy*). The Tipper platform is a **revolutionary two-way peer-to-peer support platform that incentivizes every user to monetize** as part of a new social media experience. The Tipper Social Economy is a game-changing platform that will transform the world and lead it to the next paradigm in online culture.

The ingenuity of the Tipper Social Economy lies in the four carefully constructed economic incentive structures that it sets up for every participant in the virtual economy. These features will resonate with the mainstream because of the monetization opportunity they offer every user.

The four core user-incentivizing features are the four foundational pillars of the Tipper Social Economy. These pillars are not only incentives for users but are also designed to continuously draw money in from the physical world, into the new Tipper Social Economy **(a money-in system based on user input).** As hording and monopolization of wealth only benefit the few and stagnate economic prosperity for the people, healthy economies actually circulate wealth, which creates opportunity and prosperity. Therefore, Tipper is designed to keep the wealth circulating for the benefit of everyone (the everyman), creating an ecosystem of abundance and opportunity.

Ultimately, digital currencies are only the first step, because ultimately, **every currency needs an economy**.

This paper has two parts. Firstly, we will describe the four groundbreaking economic incentive structures that make up the four pillars of the Tipper Social Economy platform: Tipping, content investing, “momentization”, and a radically new ad-model called “branded tips”. Secondly, we will outline the Tipper Blockchain Protocol.

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1 Tipper Platform Introduction

1.1 Current Situation

For the vast majority of people, the internet consists of surfing the World Wide Web, and engaging with the handful of dominant social networking platforms that they use to interact with the world.

In the current situation, our social media platforms – through which we experience our interconnected world – have been centralized, and are controlled by a few powerful platform owners. This centralization has led to massive infrastructures, which has created such high maintenance costs, that these social media platforms have to be sustained by corporate advertisers. While this paradigm has benefited some and has allowed for the growth and adoption of the internet up to this point, it has also greatly limited the internet's true potential.

We are now at a turning point in history. The internet today is rife with many various problems that are plaguing us all now: fake news, fake views **[4]**, click baiting, ad-space inflation, ad fraud **[4]**, and arbitrary demonetization of content **[5]**. As a result of these problems, we are all losing out in the current paradigm.

Most of all, it is the common user, who – while contributing the most to today's social media ecosystem – ironically receives the least**.** Currently, the user is used but he is not compensated. In fact, the user is not in the monetary equation at all. Popular content creators are also very minimally compensated, relatively speaking. The advertisers suffer also, as they are forced to go to the watering hole that is controlled by the mega platform owners who willfully either ignore the rampant ad-fraud or simply cannot control it.

This fraud results in blowback and hypersensitivity on the part of advertisers **[6, 35, 38]**, which results in videos being summarily demonetized, leaving content creators at the whims of this system, randomly facing demonetization and constant view price drops. As a result of this breakdown in the current model, stop-gap measures have started to emerge in the form of **patronage platforms [7]**. Amidst this backdrop, it could be argued that the collapse of the old internet seems only inevitable.

The birth of a new internet is needed today; an internet that fundamentally changes the way we interact online with each other and with content; an internet that will enable us to overcome the tunnel vision that has emerged from the old model, which threatens its future.

In the beginning, social media gave everyone a voice and connected everyone together. This was a *revolution* that changed the world. Only a short while after, social media made another major leap, by evolving from a means of communication, to a source of content. Since then, **social media has become an endless stream of content and entertainment** – a paradigm shift that again changed the world in a whole new way. In the intervening years since then however, there hasn't been another real revolutionary leap for social media, in terms of changing the game for everyone. If we don't look to a new way, we will continue to hope that fun filters are the next revolution that will change the world. It goes without saying that this change must come from outside the incumbents, who are too entrenched in the old system, and too reluctant to cut the hand that feeds them. In reality, the next revolution will come only through fundamentally changing the current paradigm.

With that, the question now becomes, what exactly is the next step in the evolution of social media?

1.2 A Decentralized Peer-to-Peer Revolution

The solution is a peer-to-peer system that will empower users to directly support each other; a decentralized platform which will free us from the grip of the dominant corporations who need massive advertising dollars to support the high infrastructure costs of centralized platforms.

The future of social media is about **peer-to-peer monetization**, an econosystem of peer-to-peer support that offers a radically new value proposition to those participants; a proposition that recognizes that **people's time, energy and creativity spent online are not less than economic activity in the physical economy.**

The reality is that the future of peer-to-peer support has already begun, as the current broken revenue model of YouTube has driven popular content creators to patronage platforms, with droves of people passionately joining to support their favorite content makers. In other words, in the absence of an equitable economic model, users have recognized that tip-culture is the way that social media has to work moving forward.

As the new patronage model emerges, it has started to create hope for content creators, yet it still has not included common users, and is thus missing the true potential that lies ahead for all.

Tipper is the ultimate evolution of the patronage model that sets up the right incentives for all the participants and lets them all benefit monetarily in a game-changing way.

Tipper is the first decentralized social media platform to be founded on **two-way monetization.**

Tipper is creating a new world of unlimited monetization opportunity through direct monetization for all social media activity – not just video content, but rather **all posts**, by **everyone**; a two-way econosystem of abundance and circulation of wealth for the growing patron generation.

2 Tipper – The Social Economy

With *Tipper*, we usher in the next paradigm of social media. We spent the last decade mastering the **circulation of digital content, now it's time to master the art of circulating digital wealth.** In the beginning, there was the birth of the social network, now **evolution gives rise to the Social Economy of Tipper.**

2.1 Our Mission

Time spent online is more than just a past time now; it's a fundamental way of life that occupies a significant portion of people's lives. The massive amount of human energy and resources that go into social media – time, creativity, energy and money – is vastly underutilized and can be used for something much greater. **This immense energy put into social media, needs to be converted into economic opportunity**, especially as we move further into the age of automation**.**

Tipper's primary aim is to utilize this vast amount of human energy, time and resources to create an economic ecosystem where everyone has a monetization opportunity on every level all in one place.

Tipper is the first decentralized social media platform to be founded on **two-way monetization.** This next generation platform will balance the monetization equation and benefits for all users by incentivizing tip culture; a platform that empowers and benefits popular content creators, common users, and advertisers all alike; a **platform that harnesses the combined power of the people to bring revolutionary change for the individual and the collective.**

Companies like *Uber* and *Airbnb,* have recognized the power of utilizing the people and their resources (cars, rooms), have embraced the future, by bringing a **monetization opportunity to the masses.** These companies changed the world because they created a way for average people to make more income.

Thus, Tipper will become for Social Media what *Uber* and *Airbnb* became for drivers and people with spare rooms, but with **content** as the **commodity** that users will monetize from. The Tipper platform will enable everyone to monetize from their online activity and get a whole lot more out of life.

2.2 The New Arrangement

The new arrangement being ushered in by Tipper, lets users decide directly what content is good with their own support, and lets advertisers connect to users directly. The platform does its part by getting out of the middle, and for the first time ever, **gives 100% of the ad revenues directly to the users.**

Because of this revolutionary new decentralized arrangement, the advertisers will no longer have any say on what content can monetize because they no longer sustain the platform, the people do. Content creators will no longer have a conflict of interest with the advertisers, and **advertisers will no longer be defrauded because content creators will no longer monetize based on views but rather through direct merit-based peer-to-peer support.** This new dynamic will spread out the power of the platform and restore it to the users.

2.3 Four Pillars

Tipper is **creating an economy where previously there was just activity** through the new paradigm of peer-to-peer tip culture. **The Tipper Social Economy rests on four foundational pillars.** The four pillars have been designed to fuel the new paradigm of peer-to-peer monetization. **The four pillars act as economic engines of stimulation** and create the **incentive structures** that establish the new value proposition between the users, content creators and advertisers.

The Four Pillars are: ***Tipping***, ***Content Investing***, ***Momentization*** and ***Branded Tips.***

3 Pillar #1: Tipping

3.1 Why Tip Culture is the Future

Over 15 years ago, we had Napster and other torrent sites that gave access to illegal downloading of music and films. This practice was largely the cultural norm online at that time. If, in those days, someone was to say that there would be a day when the mainstream would happily pay for their music and films online,

they would have probably been laughed at. Nevertheless, here we are in the age of streaming music and movies (Spotify and Netflix), where people happily pay for this enhanced experience and services, all starting with the advent of Apple iTunes.

Today, we once again find ourselves in a similar situation with social media, where it is culturally known to be a free engagement due to the current paradigm. However, we are realizing that this **"free"** setup has a **big cost** (fake views, ad fraud, demonetization etc.), and those ailments are now severely impacting the whole world of social media.

So now in the current state of things, Tipper makes a similar statement like the one made about paying for music in the days of Napster. For the evolution of social media, Tipper introduces the paradigm shift of having all users participate in social media, by voluntarily inputting their own money into a peer-to-peer tipping ecosystem - the Tipper Social Economy. For the price of a coffee, a user can now enter the Social Economy where so many avenues to earn open up for them, all the while enjoying a greatly enhanced collective online experience.

Thus far, no social media platform has been able to successfully achieve this. Aside from cultural timing and technological evolution, the main reason why the incumbents can't do this is because their current business model and prime directive is to make profits from advertisement and appease shareholders, which makes them unable to truly provide the next generation value proposition to the people; a value proposition for the users which makes them **voluntarily and happily engage social media in this fundamentally new way.**

The Tipper Social Economy is a platform that does not require advertiser revenue to uphold a large unsustainable centralized infrastructure because of its decentralized content distribution network. This allows Tipper to direct advertisement revenue to the users, where it rightfully belongs, as just one of the powerful monetary incentives for users to participate in the Tipper Social Economy.

In exchange for getting a much greater value proposition, both in terms of content consumption and monetization opportunity on this new platform, the users will gladly come together and play their individual role by tipping (stimulating) in the economy as well.

The need for user economic input can be gauged by the increasing number of pay-walled content sources and forced subscription models **[8]**. **The world is telling us that it needs user monetary input to balance the equation.** The result will be a much better and optimal arrangement for all. In other words, we are seeing the emergence of forced payment models that try to mitigate the problems of the internet, as mentioned above.

Whereas users have taken a dislike to this pay-walled approach, they have rushed towards the **patronage model**, which is fundamentally different because it is completely voluntary. However, as we noted earlier, this approach too is limited because it is one sided. Similarly, efforts at volunteer support through tip buttons and donate buttons scattered about, or browser extensions do not achieve the same effect because they do not exist within a unique ecosystem of its own, one where all users are tippers.

Tipper is changing that by providing an ecosystem (econosystem) for which the very premise **is two-way monetization where the tipper gets something from tipping** (incentivized support), on an exciting new platform where **tipping pays**.

3.2 Turning Likes into Tips

The first foundational pillar of the Tipper platform is **Tipping**, the core feature by which users will support and appreciate each other's content and posts. Through tipping, all content will now be directly supported by peers voluntarily on a merit-based system. Tipper is creating a world where **likes are now tips**. With this new social media reality, Tipper is giving viral a whole new meaning. Now users are incentivized to tip more because there is an immediate benefit for them to tip any piece of content or user. Every single post now will operate as a micro tip back entity, with a smart contract running on every post which will tip back selected users a percentage of the total tips earned by the given post. This will fuel more content to go viral as users will want to be in on the tip action for every post, because there is a potential there to earn for them on every post. The larger the amounts a post earns the higher the tip back potentials for users. This mechanism now will turn every single post by every single user into a monetization opportunity for everyone on the platform. So now users will be tipping content out of appreciation but also self-interest, a win-win dynamic for all involved. This dynamic will truly fuel the tip culture and stimulate the Social Economy immensely and actualize the hyper tip culture of this new econosystem. By the same mark, on Tipper, users don't have to get millions or thousands of views to monetize on their content anymore because they are now being supported by users directly in the form of monetary tipping. Every user will have a unique Tipper handle, the format of which would consist of a "$" symbol pre-fixed to their specific user name. For example, $Joe would be a valid Tipper handle. The Tipper handle of a user is linked to their digital Tipper wallet, and all tips are directed to this handle.

3.3 Every User is a Content Creator on Tipper

Tipper is not just about *popular* content creators. **Tipper is actually a revolution for the everyman**, because it's the first social media platform where every single user can monetize on any level. **There is no barrier to direct monetization, as every single post is potentially now a valuable commodity**. In addition to being *content consumers*, all users are now – at varying degrees – content creators, because posting a comment or a photo is also content creation. Tipper is going to revolutionize the way we appreciate content (videos, photos, words) by all users, and for the first time ever, every single piece of content that is posted, potentially receives tips and actually earns money, whether it's a photo, video, comment, blog or status. Now, everyone will actually earn from the ingenuity of their posts on Tipper, which will turn social media activity **(human energy)** into actual **economic activity, like a real economy.**

3.4 Vastly Varying Appreciation Means Millions of Views Not Needed

The Tipper Social Economy of voluntary tipping will open up a **Pandora's Box of spontaneity** for earning, because user **appreciation is vastly varying**. Endless access to monetization opportunity at any given moment in real-time is the next big paradigm. It is not only a greater outlet now on social media for appreciation and support but rather a radically new and magical world where the surprises will be boundless for all.

Content creators no longer need to have millions of views to monetize, because each person who has liked their content is now empowered to tip them directly, which means that even if a handful of people

like a photo, comment or video etc., it will earn for the content creator. In fact, even if just one person views that content and wants to reward its creator, that content creator will earn from it. Out of a few thousand views, user support will certainly yield more gain than they would have made through the view system, which requires tens of thousands of views to start monetizing.

On Tipper, even a video with a few dozen views can make money, because human appreciations are vastly varying. For some, the content might be worth zero, but conversely, to others, that video, photo or comment could be worth any large amount of money or anywhere in between. "likes" , "votes" "view counts" box everyone into the same level of expressing appreciation, but "tips" do not, tips are boundless and differ with each users subjective experience, opening a Pandora's box of spontaneous monetization opportunity to the likes of which the world has yet to experience. Tipper is creating a world where expression of the human heart can go beyond just a “like” but rather truly show an appreciation which a thumbs up or view cannot capture. Currently this type of user appreciation culture and access does not exist – a platform (econosystem) that opens the endless random possibilities of appreciation from a vast world of peers. This new paradigm will be the hallmark of the new world of social media; a world propelled by the prospect of prosperity, fueled by subjectivity.

The quantum leap enabled by a hyper peer-to-peer tipping ecosystem is the fact that **every user at every level gets to earn now**. For the first time ever, common users will be able to earn from their normal, everyday interactions with content. However, users will not need to produce any more content than they’re used to. Instead, whatever posts they put up, are now going to be able to earn monetary appreciation, instead of just empty likes. The like button is replaced with a tip button, so no more rejoicing over just likes. This will make Tipper the most exciting platform to post on, because appreciation equals economic benefit.

Fundamentally, Tipper is opening up a whole new spectrum of earning, as users can earn on every level. Even making a few hundred dollars or even tens of dollars for the average user is a revolution. **This broad spectrum of earning is possible due to hyper peer-to-peer tipping, which removes the cap on what you can earn, or when you can earn.**

3.5 Viral Has a Whole New Meaning Now

The hyper peer-to-peer tip culture of Tipper will produce far more millionaires in the coming generation than all past social media platforms combined, and then some. Tipper is creating a world where a video your post could pay for your morning coffee or could make you a millionaire because of the hyper peer-to-peer tip econosystem. User appreciation can kick in at any level. It could be that 10 million views could mean $1 million dollars or more – a much more exciting dynamic than the current system.

Currently, when content goes viral it brings fame to a user, which they can potentially monetize on by gaining a following or views. However, this dynamic is not a reliable source of monetization, as the payout is many degrees separated from the actual moment of going viral. On Tipper however, the post that goes viral is directly earning tips (revenue) in real time. Going viral is not an everyday thing, so when you do go viral, it should count big – and now it will, in an online world where there will be a “highest earning video commenter”, or “highest earning status” or “highest earning photo of the day” etc.

The objective is to create a social media platform where droves of people are becoming millionaires every day. This might seem fantastical initially, but we are certain that this will be the norm in society, achievable only through a concentrated collective of tippers. Similarly, many mainstream people find the gains being made in the crypto space too good to be true also. However, the crypto gains are just the norm of a new world, a world that doesn't play by the same rules that we have been conditioned by our whole lives, to work for crumbs and be content with them. This is exactly what Tipper is aiming to do, to make people redefine the notion of entitlement and their worth, and create a new world of abundant monetization opportunity for all. We are in a time in history where this is now possible as we are now empowered to break away from the gate keepers, big brothers, centralization and break the monopolies that create manufactured scarcity and condition people to live is austerity. Tipper will be the banner of that bold and financially abundant generation.

3.6 Stimulating the Social Economy Pays

Having the opportunity to earn on simple posts such as comments, photos, videos, is only the 'tip' of the iceberg in terms of the monetization opportunity offered to users by the Tipper platform as part of the new value proposition. Unlike other patronage platforms, **on Tipper, your tipping activity isn't one way**, and your tips aren't just one-way support or appreciation for popular content creators. *On Tipper,* when you tip, it's a *two-way* benefit.

3.6.1 Stimulation Score

Every Tipper user plays a role in **stimulating the social economy**, by circulating the wealth through tipping each other. Each time a user tips other users or content that they like, they're raising their ***stimulation score***. This score rises based off of the frequency, amount and variety of the tips they give.

As a user's stimulation score rises, new levels of earning access open up for them, unlocking new ways for them to earn in the Tipper Social Economy, including the three new paradigm-shifting features of ***Content Investing***, ***Momentization***, and ***Branded Tips***, monetization opportunities that simply have never existed before. **That means, every time you tip, you're not only supporting your favorite content, you're actually investing in *your ability* to *earn* on this revolutionary new platform, tip by tip.** The stimulation score is designed to fuel the peer-to-peer support *econosystem* (economic ecosystem) and perpetuate tip culture.

Every dollar spent on Tipper, raises one's stimulation score, including money spent on services.

Stimulation scores will also rise for referring the platform to more people. All users, upon entry into the Social Economy, will be asked, if applicable, to tag an individual who referred them to the platform. This will be the first tip that the new user makes. This will effectively reward users for growing the Tipper Social Economy.

3.6.2 Stimulation Score Means it's Not about Views

The Tipper **stimulation score** is also a key component to solving the problem of **fake views**, because the **system will only recognize a user by their score**, which ultimately verifies that a specific user is active and

real, because they are regularly tipping out real money to other users. Even then, it would be a futile effort, because the ecosystem is driven by real tips from human appreciation, and not views.

3.7 The End of View Fraud, Click Baiting, and Random Demonetization

In the current system, everything depends on the advertisers paying the platform, and the platform then giving some revenues to the content creators, based on how many millions of views they get. The problem with this model is that views are being faked and as a result advertisers are now pulling out their revenues, which is demonetizing content creators. In the new model being ushered in by Tipper, content creators will no longer be getting paid by the platform owners or advertisers but rather directly by other users via support. This means that view counts are not what matter anymore for monetization. This means that advertising dollars are an added bonus to users now, and that advertisers no longer dictate the lifeline of the platform.

With this fundamental change in the dynamic, the impetus to fake the number of views a piece of content gets, is utterly gone. This single shift signals the death knell to the increasingly serious issue of view fraud, click fraud, **[9, 13]** and click baiting that has plagued both advertisers – who lose countless dollars **[10]** to fake views – and content creators, who live in fear of random demonetization by advertisers (due to paranoia of fake views or censorship of free speech) **[5]**. It's a seismic shift that will bring balance and fairness back to the internet, empowering everybody all at once, including users, content creators, and advertisers all alike.

3.8 Basic Income

Ultimately, a user's stimulation score is building toward the ultimate incentive for tipping, which is to become part of the *basic income* group. The **basic income** group consists of users who have developed their score high enough to the point where they will receive a monthly income from Tipper. As more revenues are brought into the Tipper economy through acquiring cash flow from revenue-generating assets (momentization), the higher the incomes will be, and larger the group will become. This is the ultimate incentive for users to strive after, and it is an important goal for the Tipper Social Economy.

The Tipper Social Economy basic income model is an incredible fusion of the digital and physical world, giving a real monetary value to human time and energy spent online. This means that all that Tipping and time spent on the platform are adding up to something more than just momentary gains.

For the majority of people, starting a business is risky, costly and uncertain, therefore the majority of people are living paycheck to paycheck. Furthermore, savings are harder to accumulate due to increasing inflation and rising living costs. The next generation has a choice now: they can either keep spending time on online platforms that don't pay, while waiting for a pension from the government in their old age, or they can invest their time and disposable income into the Tipper Social Economy.

In the Tipper Social Economy, they can enjoy content, support content, and potentially earn big in many ways, all while building towards a regular basic income within a few years. The basic income will consist of many different tiers that comprise income packages of different lengths of duration and amounts, such as one month to a year, or several years etc.

In summary, the massive amount of human energy and time spent online globally, will now be building up to something – financial rewards and security for those who put their efforts and resources into the Social Economy.

3.9 A Revolution in Creative Control

Because the platform is fundamentally driven by peer-to-peer tipping, advertisers will no longer have any say on what content can monetize. This also means that content creators will not have a conflict of interest with the advertisers any longer. **Advertisers will now be guests and contributors to the social economy** as their money goes to users via **branded tips** (directly) and no longer dictate the lifeline of the platform itself. This will allow content creators complete freedom with their content, as they are no longer limited by the worry of being demonetized or censored by advertisers.

3.9.1 Conclusion

In the past decade, we have come a long way in social media, but have hit a climax now in terms of the value that social media brings to everyone's lives. Unlike the current paradigm of social media, Tipper is able to incentivize the users with a two-way monetization opportunity; a radically new ecosystem where all the participants have embraced the incentives of the platform, and are now voluntarily participating in the Social Economy for an individual and shared benefit.

At the crux of all of it, is the act of tipping – hyper peer-to-peer support. The more a user tips and thus stimulates the Social Economy, the more earning opportunity they achieve. It is a merit-based reward system for actively participating in and perpetuating the growth of the Tipper Social Economy.

4 Pillar #2: Content Investing

The second pillar of the Tipper Social Economy, is the **epoch-making feature** of **Content Investing,** a game-changing idea through which all users will be able to earn from the Tipper Platform**.** Essentially, all content is valuable on Tipper because it is a potential income-earning asset. In the previous era of social media, popular people were able to earn from producing content. Now on Tipper, for the first time ever, all people will be able to earn from ***investing*** **in content**. It's an incredible opportunity that will empower **every user** to be able to make money from a social media platform, in a potentially massive market.

4.1 The Ultimate Patronage Model

The current generation of social media platforms created a monetization model in which advertisers paid the content creators through advertising revenue, leaving users out of the monetization equation altogether. Now, however, due to the demonetization problems that have arisen from this system, a patronage model has emerged in which content creators are supported by users.

This current patronage model consists of common users paying large amounts to popular content creators in support of them, while the users themselves are still getting virtually no monetary return. This current patronage model is still limited because it is a **one-way monetary gain** that only benefits the content creators and not the supporters. However, because users are now the source of monetization for content creators, it is only fair that the users, in turn, have an opportunity to earn from those content creators as well.

Tipper not only creates an even further lucrative dynamic for content creators, it also brings the users onto a powerful footing through **Content Investing.** Hence, users should be able to invest in content and content creators and earn alongside them symbiotically. **The realization that this relationship should be two-way, is the next step in creating a true peer-to-peer econosystem.** This is a fundamental part of the new arrangement, and a better value proposition for the user, which both supports content creators and balances the monetary equation as well.

4.2 The Content Marketplace

Were you in on ***Vsauce*** from the beginning? Were you one of the first to spot that ***Pewdiepie*** would be huge? Imagine if you could have bought shares into their channels in the beginning and gone along with them for the ride! On Tipper, you can now monetize from spotting bright content makers who will go big, and join them for the ride by investing in them.

Tipper is creating the world's first true *content marketplace,* creating a whole new world of opportunity where **content is the commodity**. Ultimately, content investing will drastically boost the economics of the online world, because **content is an endless commodity with endless demand –** from entertainment to education – that we seek daily, hourly, all around the world.

Furthermore, content investing is going to make an environment where the next generation will thrive. While millennials might not be inclined to enter the traditional stock market due to complexity and cost barriers, they won't face the same barriers for content investing**.** Because millennials have grown up in an age of content, they are experts at content, and they will be able to capitalize on this opportunity that is tailored to their world. It will be the first time that an entire generation will be able to bridge their disposable income from the physical economy with their online worlds, to create wealth and income streams**,** building wealth from a content investing portfolio.

The content marketplace, where content investing will take place, is an arena where all content will be on display for various levels of investments, posted by content creators who wish to put their channel or individual content up for investment.

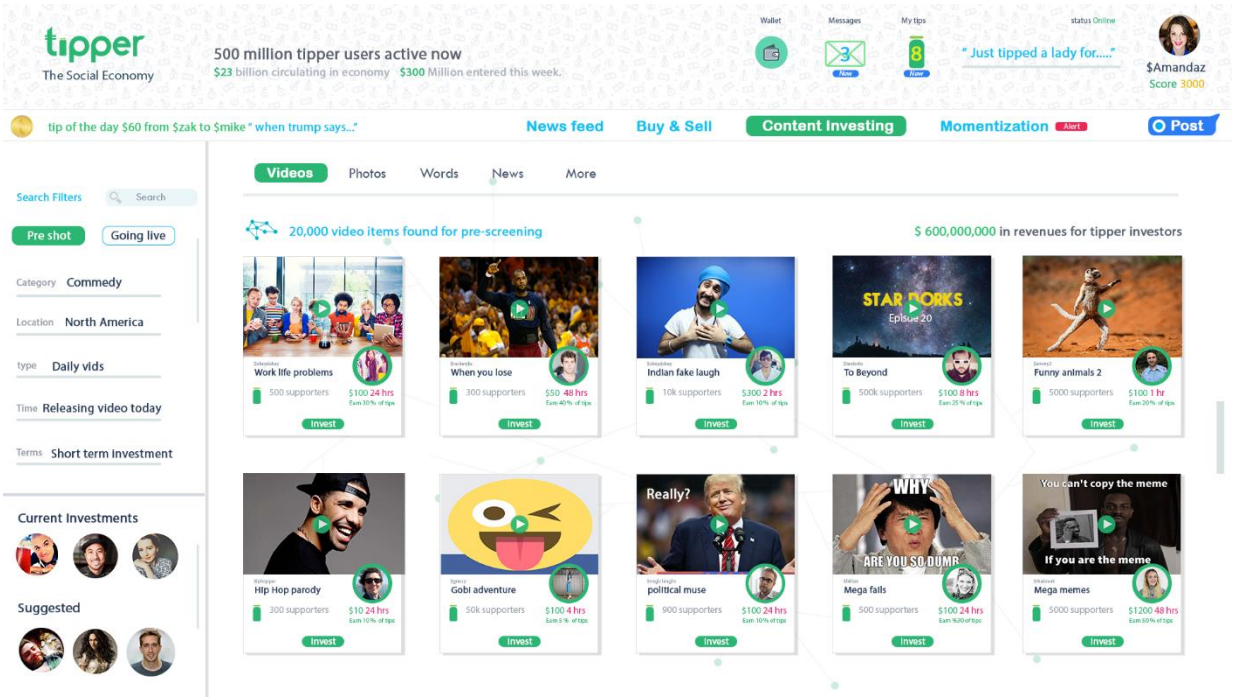


Figure 1 - Content Marketplace

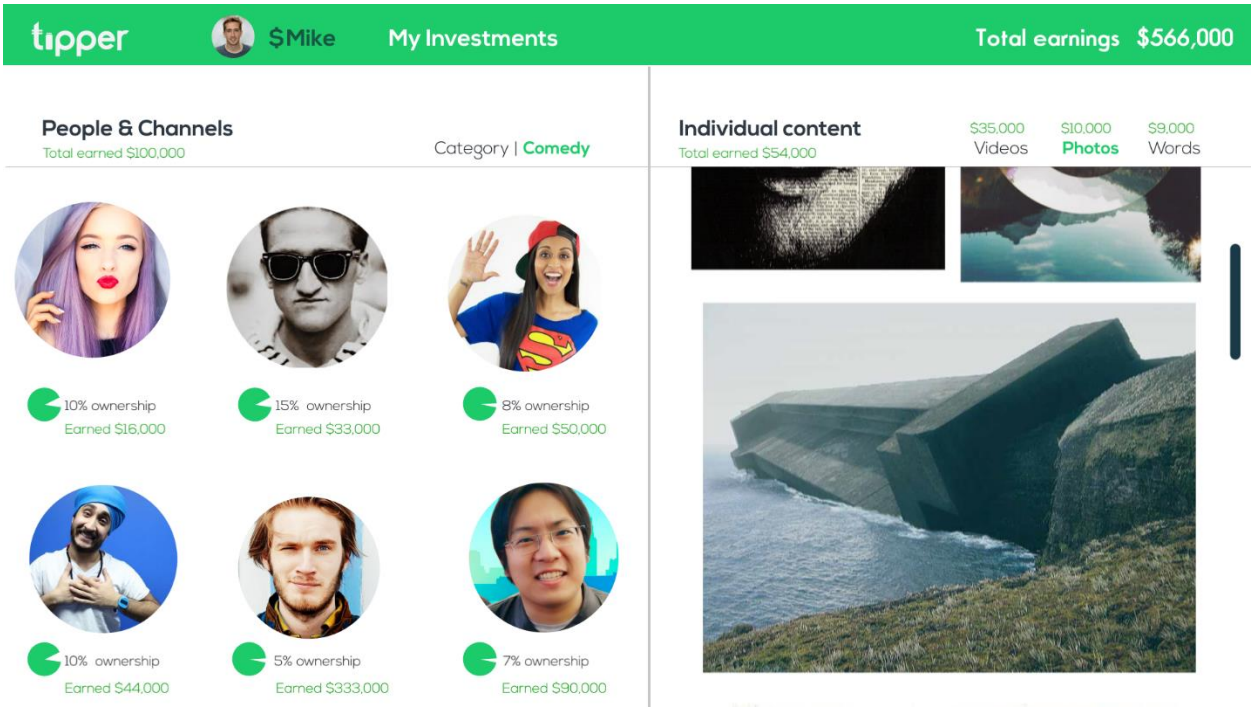


Figure 2 - Content Marketplace, My Investments

In the content marketplace, users will be able to invest in content creators and their channels, videos, and photos by paying the content producer an agreed amount for a share of their tip earnings on their content.

Through this manner of content investment, a symbiotic relationship is formed where the content producer is empowered and funded to make the content they need to gain an audience, while the content investor helps to promote that content producer and their posts.

The various types of investment opportunities include – but are not limited to – monthly subscription-based investments, channel investments for long-term investments, **and short-term investments such as daily and weekly pre-released content for short term gains.** The content marketplace will consist of many investing opportunities for all users at various levels, depending on their **stimulation score**.

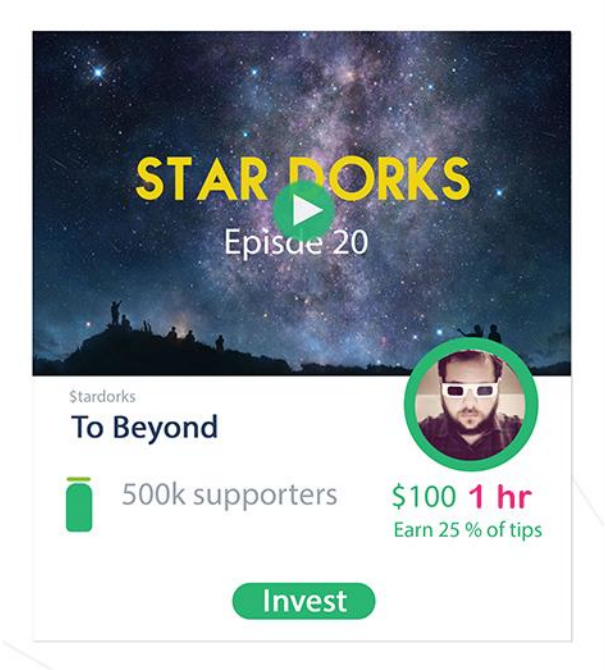


Figure 3 - Content Investing Example

The more active a user is, in the Tipper Economy, naturally the more seniority and access to opportunities they will get **(e.g. pre-release viral content bidding, and so on).** However, the objective of the Tipper Economy is to create access – not barriers – to monetization. Therefore, beginner Tipper users with low scores will also be given exclusive rights to make small investments into general as well as prerelease content on the highest earning channels in the Tipper economy. These kind of incentives will help to constantly motivate new participants in the Social Economy.

As people experience success in this new marketplace, it is conceivable that the money invested could become sizable. This investment pool creates an incentive for more and more content creators to come online with their content to reap the personal benefits, thus further fueling the Tipper Social Economy at the same time. Similarly, since any content can receive tips at any time and anybody can post content, there will be a vast amount of investment opportunities, which, combined with a low barrier to investment, will create a robust investment marketplace.

Tipper will produce more independent people that will have real income and assets in this new economy and become safeguarded from the future onslaught of widespread automation. Content

investing will work as a fundamental engine of bringing wealth into the Tipper economy; a real money-in system that gives immense value to the Tipper tipcoin (also known as tippers or tips), the Tipper Social Economy's currency of commerce.

4.3 Investing Contracts

All content investing agreements will be enabled through smart contracts, and all the pay-outs will happen automatically, so there will be no issues of one party not keeping their end of the terms.

For example, if Mike buys the rights to 10% percent of Joe's channel earnings, then Mike will automatically receive 10% of all revenues earned from Joe's channel moving forward. The investments will have limits and various levels of investment amounts will be possible, depending on the users' stimulation score and Tipper balance. Structures and screening will be in place such as vetting of content creators who are offering investment opportunities in order to protect content investors from nefarious deals. Again, the s**timulation score** will determine if the user is real and a worthwhile investment, as that will be required to be a real registered user with real content for sale, along with a good history of tipping.

4.4 Conclusion

With the revolutionary content investing model – using smart-contract technology – Tipper users will now be able to buy and invest in non-transferable shares of all content on the platform and receive profits from the tip earnings of that content, i.e. videos, photos, words, channels etc. Now on Tipper, all content is a potential investment and everyone is a potential investor in each other in this incentivized peer-to-peer Tipper Social Economy.

Since content is the main commodity of social media, content is the main commodity of the Tipper Social Economy and content investing is the ultimate evolution of the patronage model **(two-way benefit)**. It is yet another important part of the incentive structure that make up the new arrangement and create a value proposition for users like never before.

The implications of content investing lead to a far greater and widespread impact on the world – a symbiotic relationship between all participants that empowers an entire generation, giving them a source of income online at a time when the physical economy may not be providing the opportunities they need.

5 Pillar #3: Branded Tips

Social Media is driven by the users. They make the content, they interact with it, they spread it across the world and make it go viral; and it is they, who interact with one another to create waves of ideas and thoughts that captivate the world. Similarly, it is the attention of users that makes anything valuable, and that in turn, is why users are the ones whom all advertisers seek out. This shows how critical users are to the social media ecosystem, because ultimately, the advertising dollars spent on reaching them, are what these centralized platforms depend upon.

Essentially, it's the users that everything is driven by, and they are the ones whom everything revolves around, and yet in a system where billions of dollars are being passed between advertisers, platform owners and a relative handful of content creators, the users get no monetary reward at all.

However, since Tipper is a decentralized social media platform, it is going to be free of the massive infrastructure costs of the many centralized platforms that exist today, and so it will not require such high funds for upkeep.

Therefore, as the first true people's platform, the Tipper platform **will not take any advertising dollars** and instead, **users will now get all advertisement revenues**. It's a revolutionary leap forward in which the users – who are the sole focus of advertisement dollars – are now actually going to be the sole recipients of those funds.

This quantum leap will give birth to a platform which users flock to, because just by simply being on the platform, they have the chance to earn advertisement revenue as part of the platform's fundamental offering. It's an incredible new element to the online experience which could truly mark a turning point in history and begin a paradigm shift in the world.

Now for the first time, billions of dollars will be up for grabs amongst the people on the platform, fairly and abundantly – how it should be. With this truly revolutionary ad-model, Tipper can forever change the way advertisers and users engage online.

5.1 Branded Tip Token Model

A **branded tip** is a smart contract token which predominantly only advertisers can create on the Tipper platform. These tokens contain the advertiser's insignia and their digital message, which is viewed in the user's tip inbox.

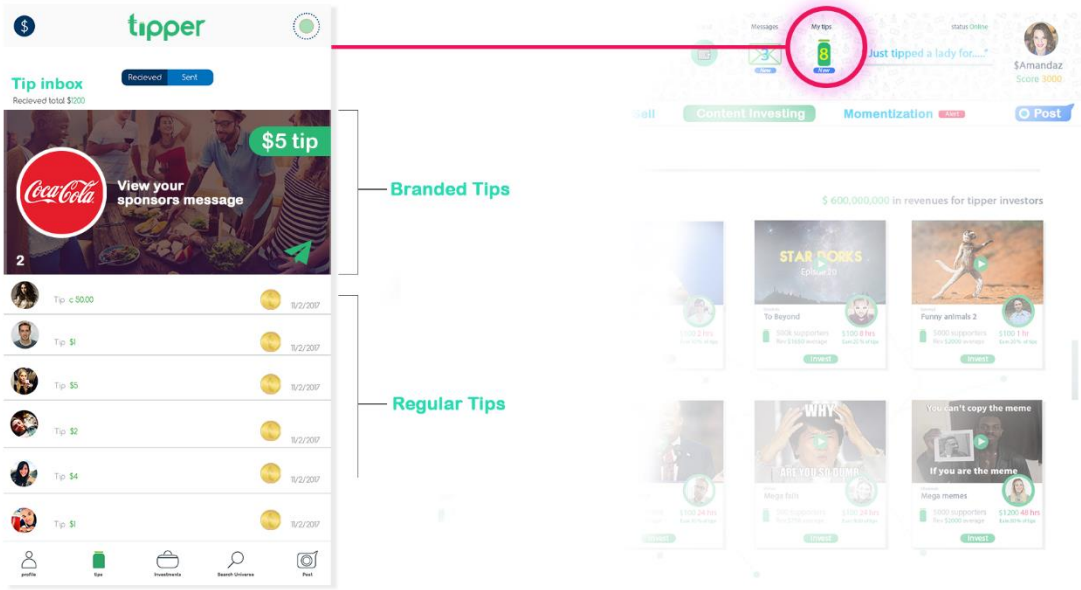
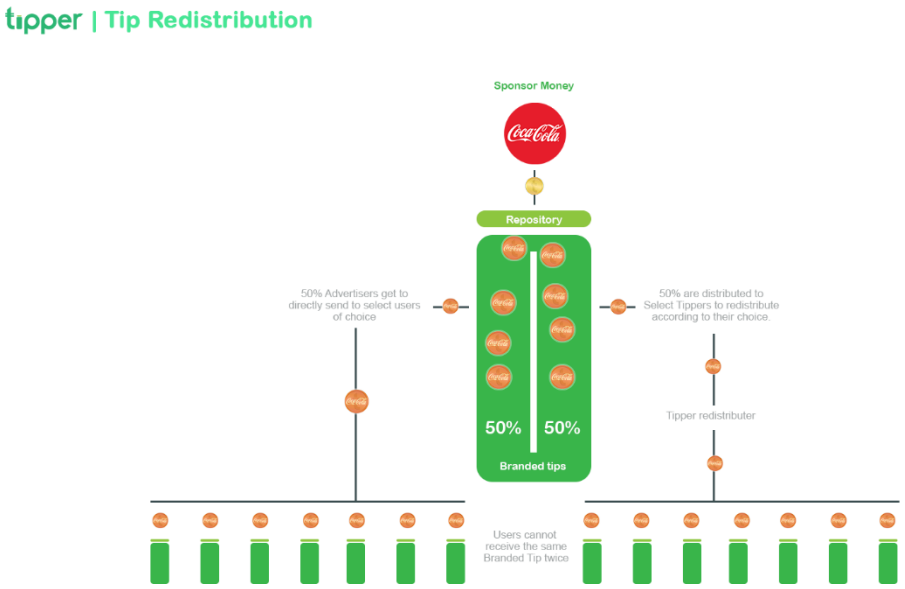


Figure 4 - Branded Tips Example

All advertising revenues brought into the Tipper Social Economy are collected into the platform's collective tip jar (repository), and are converted to branded tips (branded smart tokens). From there, **50%** of the branded tips will be reserved for **tip redistribution by users to other users**, while advertisers will decide which users to send the **other 50%** of the branded tokens to.



5.2 The Age of Sponsorship through Branded Tips

The branded tip digital message remains in the user's tip jar inbox and also appears as the selected user's current sponsor, providing a longer lasting and far more effective way of advertising online. This is a tremendous new value to advertisers as they will now be integrated with users and have further exposure to anyone who comes across their profile or content.

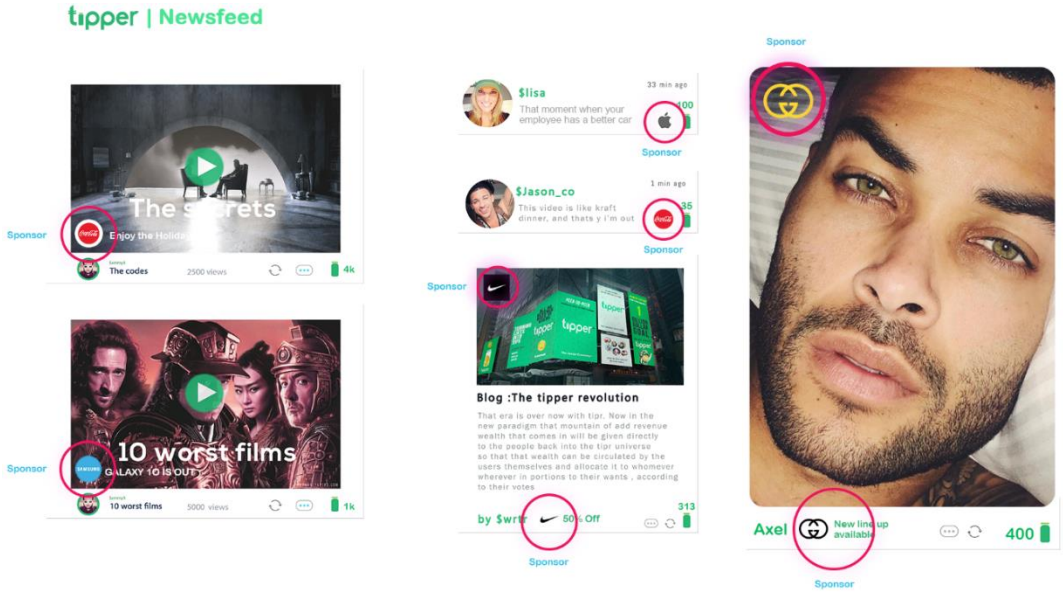


Figure 5 - Branded Tips Example

Users will now be essentially sponsored by the brand that tipped them last. This means that brands will now effectively be buying lasting real-estate on a user's profile and content. This real-estate will be occupied by the branded tip for a certain period of time, or until the tips of another brand bumps them out of their spot.

Users with higher stimulation scores belong to higher branded tip receiving tiers. The higher tier a user belongs to, the more they receive per branded tip. For example, if a user's score is 1000, they are in tier 1 and will receive a minimum of 10 cents per each branded tip they receive. If their score is 5,000 then they are in tier 5, and will receive 50 cents for every branded tip they receive and so on, going into the dollar amounts and beyond.

Conversely, when an advertiser buys ad space for $1,000, they will receive x amount of branded tips depending on what tiers they select to target. If they pick tier 1 users to target, then they will receive 10,000 branded tips, each one equal to 10 cents. If they pick tier 5, then they will receive 500 branded tips, each one equal to 50 cents per target. Or they can pick multiple tiers and allocate percentages for each, and their total number of branded tips will be determined according to these selections. The tier minimum values are set by Tipper to avoid spamming.

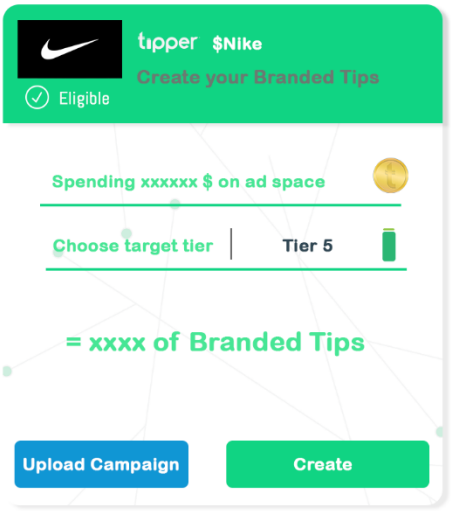


Figure 6 – Creating Branded Tips

Advertisers will also have a stimulation score. The more money they tip to Tipper users via branded tips, the better rates they will get on ad real estate (duration). Therefore, becoming a regular fixture on the platform and an early adopter of this model as a merchant, is also incentivized.

5.3 Branded Tips for Users

Although branded tips are a function for the advertisers, users can also make their own branded tips to promote their content or channels. For example, content creators who want to promote their channel can advertise the same way, by creating branded tips, which they can tip out to their supporters and all

users on the platform together, receiving all the same benefits that corporate advertisers get, and more. Users will get a better price per branded tip, as the minimum value can be lower for each branded tip. For example, 1 cent per BT as opposed to the corporate minimum rate of 10 cents. To be eligible for branded tips as a regular user will depend again on your Tipper **stimulation score**, which of course is determined by your activity on the platform – another level of benefits that are achievable for regular users, and a game-changing way to promote their content and earning capacity in the Social Economy. Branded tips are backed by real money, and not just created out of thin air with no value.

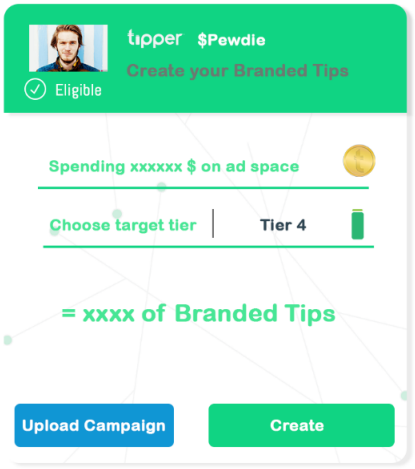
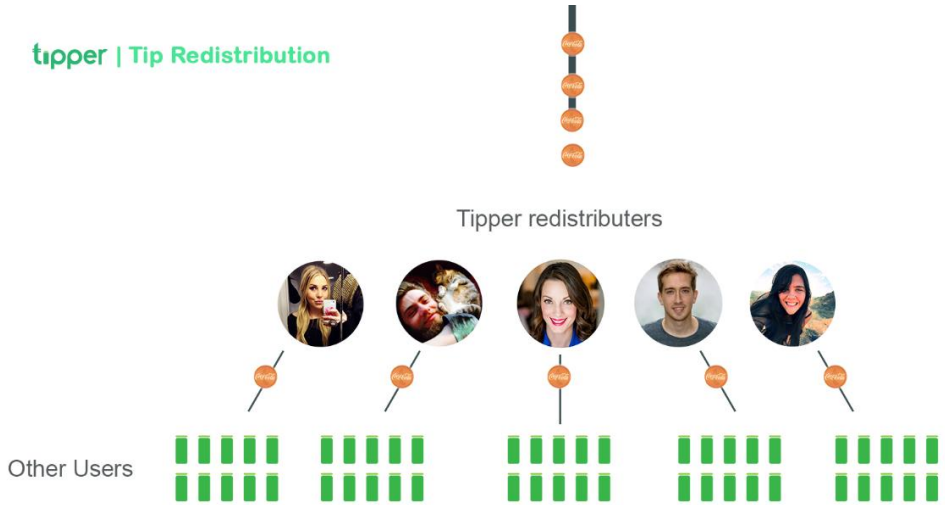


Figure 7- Creating Branded Tips

5.4 Branded Tip Redistribution

The distribution of the branded tips is such that 50% of tokens are redistributed randomly to users (**with high stimulation scores**) who have the task of tipping those branded tips back out to other users on the platform. Users who complete this task will receive a percentage of that amount as a reward for doing the **redistribution tipping**, which is yet another form of monetization for users.



For example, let's say Mike is selected and receives $100 worth of branded tips. Then, Mike browses content on the Tipper platform and generously tips $95 worth of those **branded tips** out to his favorite content for the day. Now, $95 has been distributed across the platform to users based on merit, and Mike just earned 5% ($5) for tipping out $95 to other users.

This way, the ad revenue is reserved for the people and is fairly distributed based off of merit and is driven by other users, who are encouraged to seek out different users from different worlds to support. The further a Tipper user diversifies their tipping activity, the more it will impact their Tipper **stimulation score positively.**

Users will receive these **branded tips** directly in their tip jar feed with the insignia of the company and their current ad campaign attached for viewing. The branded tip will be equal to a certain amount of money depending on the user's stimulation score.

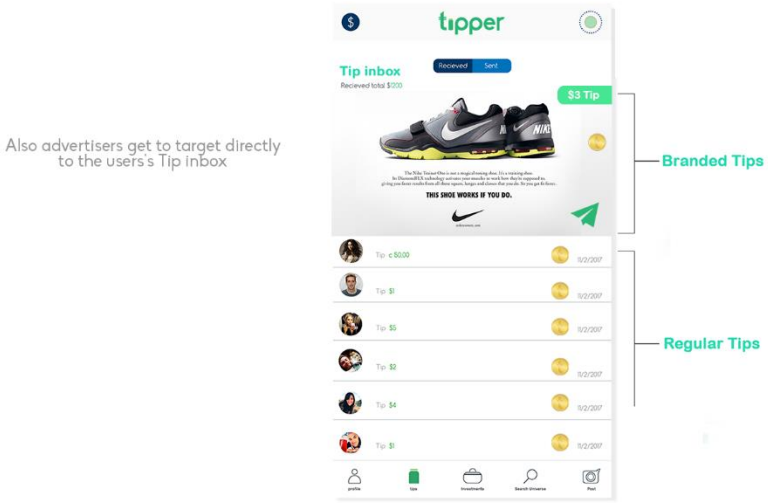


Figure 8 - Branded Tips in a User's Inbox

The user immediately earns 10% of the value of the **branded tip** that enters their tip jar, and if users view the ad then they receive the other 90% of that branded tip. Users may also forward the branded tip to another user as a tip and the two may split the percentage earned for viewing. Forwarding branded tips will double the reach of the advertisers and provide an opportunity for more users to earn.

However, if users decline the **branded tip** message, then the other 90% of the **branded tip** will go back into redistribution. This way ads will be welcomed and engaged by users by choice and no longer seen as a nuisance.

This dynamic will serve to further fuel the culture of circulating the wealth through a hyper peer-to-peer tip culture. Now users will randomly be receiving tips (ad revenue) from the collective tip jar, from brands that are participating in this new way of getting their message out to potential customers – Tipper users.

5.5 Branded Tips Create a Double Value for Advertisers

It's the flyer and billboard model gone digital, with a double benefit to advertisers. The following example will demonstrate the concepts. Imagine you're driving by a Nike billboard ad in your area on your way home, then as you arrive home you find a flyer also with the same Nike campaign in your mailbox with $1 in the envelope. What happened here, is that the billboard company charged Nike $1,000 for the billboard, but then took that $1,000 and attached $1 to every flyer sent out in the neighborhood. The billboard company (Tipper) made nothing from that advertising, and Nike got the street views (attention) and every dollar spent got further **sent to select** potential customers directly and personally. That's a double value never seen before in advertising.

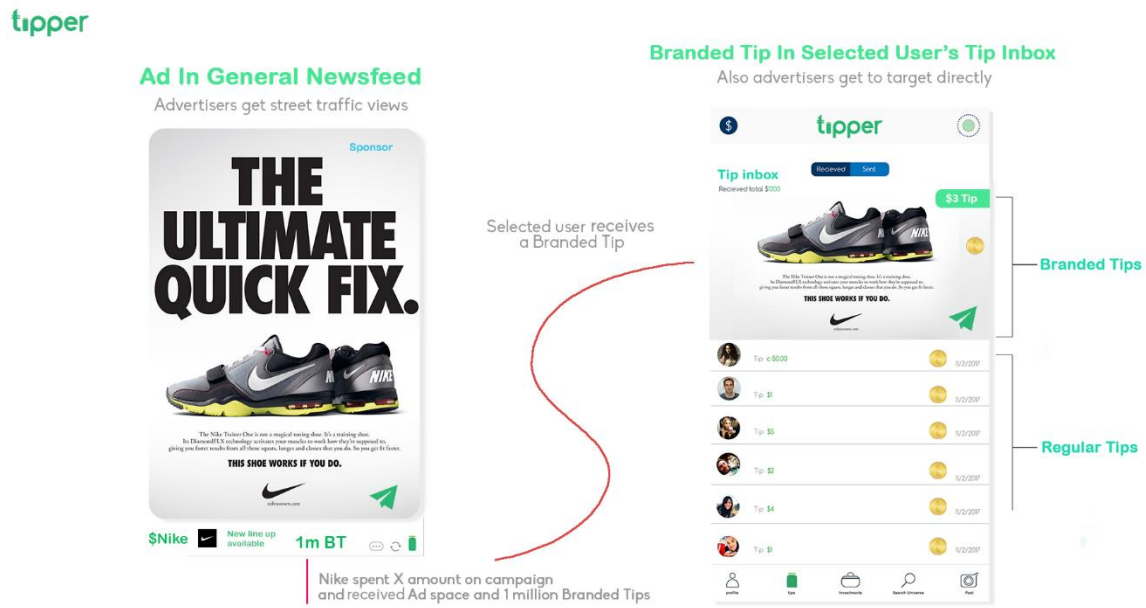


Figure 9 - Branded Tips in a User's Inbox and Feed

Specifically, on the Tipper platform, advertisers will buy ad space, and they will be able to place their ads in timelines, as they do currently, for a certain duration (billboards). Then, all the ad revenues brought in from the ad space purchase, become branded tips (flyers in mailbox). Advertisers will then tip fifty percent of these branded tips directly to the users they value and the other fifty percent will be redistributed by users to others whose content they like.

For example, if Nike spends 5 million dollars, they will receive a certain amount of ad space for their campaign and also 5 million dollars' worth of branded tips with their brand and campaign message attached, which will reach individual users in their tip jar inbox.

Advertisers not only get the benefit of having many eyeballs (attention) view their ads (billboard ad) but each dollar they put into the system will be received as a branded tip (flyer ad) by users, via redistribution and direct targeting. So this means that advertisers now get double for their money. They get the ad space, and they get to send a branded tip to their audience directly, further engaging them and leaving a lasting

impression, which will be received with open arms and can be cashed out by the recipients or shared with other users.

5.6 Attention vs. Quality – Tipping Tippers is a Better Value

The branded tips advertising model provides much more value to advertisers than any other model which seeks to pay users to view ads, since Tipper is an ecosystem of users who are generously, and continuously spending money. Therefore, the Tipper platform is a better place to spend advertising money, because these people are potentially more likely to spend money on products and services also. This distinction sets Tipper users apart from everyone else on the internet and makes the Tipper user demographic a more valuable target because of the increased distinction about them. That's why Tipper will be the best place for advertisers to spend money to attract new customers.

The goal is for brands to gain customers, not just throw money away. Branded Tips on the Tipper platform connect brands with users who actually spend money (a major new filter for quality). The problem with the attention model alone is that it seeks to pay everyone for viewing, not filtering between worthwhile attention (quality users) and simply anybody or any bot on the internet. The branded tip model serves users better as well because they receive bigger rewards per individual, due to the smaller high quality pool they belong to, compared to all on the internet.

5.7 Cryptocurrency of Commerce for Users and Advertisers

Since advertisers (merchants) will be using tippers for advertising and will buy tippers for this purpose, it opens the door to them accepting tippers for goods and services also, which could be a major break-through in terms of a cryptocurrency becoming widely used for commerce. This is how mainstream adoption of a crypto currency could begin, making tippers well poised to become one of the first true digital currencies of everyday commerce. The technical breakthrough of the Tipper Blockchain Protocol, which allows for an unprecedented 50,000+ transactions per second, will also help to facilitate the transition of this digital currency into a currency of commerce.

5.8 Conclusion

The users drive social media – they support content creators, and they are the reason advertisers pay billions to the platforms – and yet they receive nothing. Not anymore.

That model is dead, and the new revolutionary ad model of branded tips is born, which finally rewards the users; a model designed to bring in wealth to the people and to stimulate the circulation of this wealth within the economy for all participants to benefit from. The hyper peer-to-peer support culture being created on Tipper is reinforced by this decision to give all the ad revenue to the users – to seed them – to fuel the tip culture and the Social Economy. Tipper is leading the way by seeding the system with billions of dollars for the users. **On Tipper, the ad revenues are only a seed to the users**, to encourage them to do their part and put their own money into the econosystem. No longer are the ad revenues the be-all and end-all for online monetization. This is truly a revolutionary step for the world and for the future of social media.

6 Pillar #4: Momentization

Life is full of big moments. Moments larger than life itself even. Moments of indescribable joy. Moments of heroism. Breath-taking moments. Epic moments. Moments of greatness. Clutch moments. Unforgettable moments. Moments that touch millions, and bind us together in celebration.

These moments have always been priceless. But now it's time to give a whole new meaning to how much a moment really means, and how **much a moment does for the people** it binds together.

Introducing, for the first time ever, ***momentization***.

Momentization will allow the world to turn these moments of magic into unprecedented economic benefit for all those who share the joy and electricity of those moments. Now, these moments that touch millions, will *earn* millions. Through **momentization**, Tipper will enable the world to monetize on these big moments – which have thus far been so underutilized – by creating the phenomenon through which not only will the makers of these moments get rewarded for their brilliance, but all the people will get to share in that monetary benefit.

Momentization is a foundational pillar of the social economy of Tipper, because Tipper is all about enhancing everyone's lives through social monetization. For the first time ever, we are embarking on a whole new era and level of crowdfunding, beyond anything seen before, as momentization will raise large amounts of capital regularly, the allocation of which will then be collectively decided upon, for the benefit of the people.

Momentization on Tipper, will provide a means for people to tip the creators of these moments (stimulators) – athletes, performers, entertainers, characters etc. – and thus create a large pot of wealth, part of which goes to the stimulator, part of which goes to selected users who have tipped that moment, and part of which goes back into the Tipper Social Economy. These funds will then be used to purchase companies whose services Tipper users will get benefits from. In short, it's a whole new social dynamic and a new avenue of earning for users that has never existed before, with many incredible economic implications for the people.

6.1 Elements of Momentization

Momentization has a few different elements at play, which together, set the stage for the monetization of moments. The most significant of these elements are the **stimulators** of the moments, the **events** they participate in, and the special **moments** that occur within those events.

6.1.1 Stimulators

The first and fundamental element of momentization are the *stimulators*. In the broadest sense of the word, as it pertains to the Tipper Social Economy, every user is a stimulator, as the system is driven by user input, and all are given the capability on the platform to broadcast moments to generate economic gain. That said, in the context of momentization, the term stimulators specifically refers to those popular participants within the Tipper Social Economy who possess an extraordinary ability to create moments

that can generate significant economic response through a large number of users across the Tipper Social Economy. Thus, prime examples of these popular stimulators are athletes, entertainers, and public figures – all of whom are people with vast reach and play major roles in the events and occurrences that are central to popular culture and society at large.

6.1.2 Events

Stimulators partake in events, which are watched and followed by large amounts of users throughout the world. These events provide the basis for momentization, as moments occur within these events. For example, athletes partake in games, entertainers take part in performances, and fictional characters surprise us on screen. A game, a performance, a new movie, a new episode – these are all events.

6.1.3 Moments

Moments are those special instances within events which have the potential to elicit powerful emotional reactions from the followers of those stimulators, as well as the broader spectrum of users. A great shot. A great pass. A game-winning hit. An unforgettable performance. The heavy-weight knockout punch. The championship-winning goal. An epic scene. A stirring speech. These are the moments that fuel momentization throughout the world.

6.1.4 Momentization of Famous Real-life People

As mentioned earlier, there are two major types of stimulators of momentization: popular real-life people, and popular fictional characters. Momentization by real-life people is fueled by those popular participants within the Tipper Social Economy who possess an extraordinary ability to create moments that can generate significant economic response, including athletes, entertainers, and public figures – all of whom have vast reach and play major roles in the events that are central to popular culture and society at large.

6.1.5 Momentization of Fictional Characters

As mentioned earlier, adding yet another incredible dimension to the already epoch-making concept of momentization, is the final category of stimulators: **fictional characters**.

More specifically, this means famous fictional characters who are followed by large segments of people, such as, characters from television shows, movies, books, comic books and so on. For example, $johnsnow of “Game of Thrones” would be a fictional character who could fuel momentization. With the advent of momentization, for the first time ever, people will be able to celebrate and monetize on their favorite fictional characters, as their stories and moments unfold.

Fictional characters are recognized and celebrated just like everyone else on Tipper. The character’s unique handle “$johnsnow” will be linked to the handle of the actor portraying the character $Harrington, along with the handles of the companies that own the character.

The idea here, is that we love our shows and over the years we really get attached to them. We root for them, we applaud them, and for us they are as good as real, because their inspiration and impact in our lives is real. So with momentization and fictional character celebration, we now reward the studios and actors behind the character, for bringing us so many wonderful moments over the years, just like athletes and performers do for us.

The inclusion of fictional characters in momentization is a revolutionary leap that will, in yet another way, increase the momentization opportunity for the people and increase the growth of the social economy in a way that was simply never possible before.

In the future after momentization becomes a part of pop culture, Tipper will introduce the Tokenization of these popular figures, and these tokens will derive their value from the figures tip earnings, how much they stimulate and bring into the social economy will be their market-cap. So the value of these tokens is backed by an actual continuous flow of money into the system. For example if Christiano Ronaldo brings in $1 Billion through his moments, then his market-cap will be $1 Billion.

6.2 How it Works

This section outlines the details of how momentization works, with a step-by-step description of the entire process, including elaboration on each step, along with some examples.

6.2.1 When the Moment Occurs

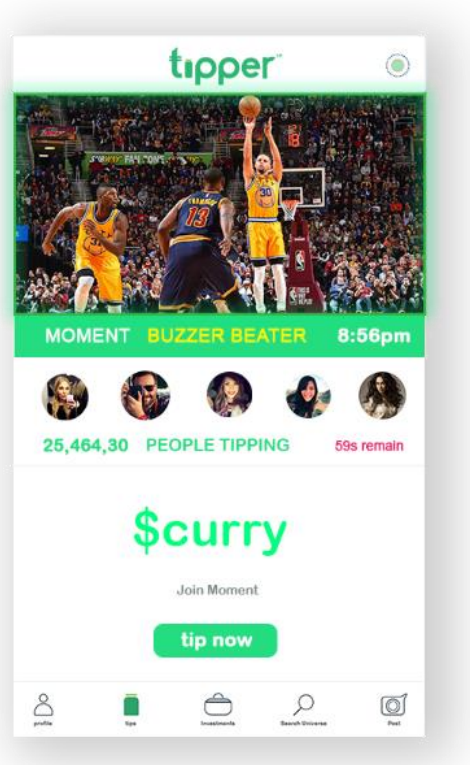


Figure 10 - Momentization: A Moment Occurs

The first step in momentization, is when the special moment occurs. As mentioned earlier, some examples of these moments would include, among others, big plays in sports matches, extraordinary performances, and a wide spectrum of other types of moments from every kind of domain. Teams of *moment curators,* will be watching for which moments are getting the most mentions and tips from users on the platform at any given time, and will select a sizeable collection of the most noteworthy moments to publish to the "moments" section of the Tipper app. These moments will have a certain time expiration, during which subscribers of the stimulators will be directly prompted about a moment that is occurring at that time, which involves one of the people they are following.

Whatever way the moment is being viewed by users, either through a directly prompted message for subscribers, or by selecting the moment from the moments tab, there will be a clear option to "join the moment" by tipping the creator of the moment. As the moment continues to be tipped by those celebrating the moment, the funds raised by the moment continue to increase until the moment expires.

This is how the moment is initiated, broadcast, and interacted with. The next section describes what occurs after the moment has expired and what exactly happens to the funds that any given moment has raised through momentization. Only tips given during the active period of the moment go toward the *moment fund* (the funds raised by momentization for any given moment), which has a special function beyond just tipping the stimulator.

6.2.2 After the Moment: Where the Money goes, and how it Benefits the People

After the moment is over (once the time window has expired), the moment fund is complete for that given moment. At this time, all the funds begin to flow to their allocations. Specifically, a certain portion of the moment fund goes toward the creator of the moment – the stimulator – a certain amount also goes back to the people, at a set percentage. A detailed breakdown of the allocation of the funds raised by any given moment, is below:

Moment Fund Allocation

1. 10% of total funds raised by the moment will go to the stimulator of the moment, i.e $ronaldo will receive 10% for the goal that created the moment.

2. 30% of total funds raised by the moment will be randomly tipped back to select participants of the moment. This money will be split 70/30 amongst two groups of the select participants. Participants who quickly tipped the moment in the first part of the time window will get 70%, while the rest will get 30%.

3. 20% of total funds raised by the moment will be redistributed out to all users through the tip redistribution process.

4. 40% of the funds raised by the moment will go towards Tipper **initiatives**, such as the purchase of such companies whose services or products can bring a value-add to the lives of Tipper users – for the people. The revenues from these assets will be brought back into the Social Economy, allocated between redistribution and increasing the basic income group.

These initiatives will be proposed and voted upon by the Tipper community. In this way, momentization truly allows everyone to get so much more out of these incredible moments that have always had the potential to inspire so much economic activity and input, yet never until now have been channeled for the economic benefit of the people.

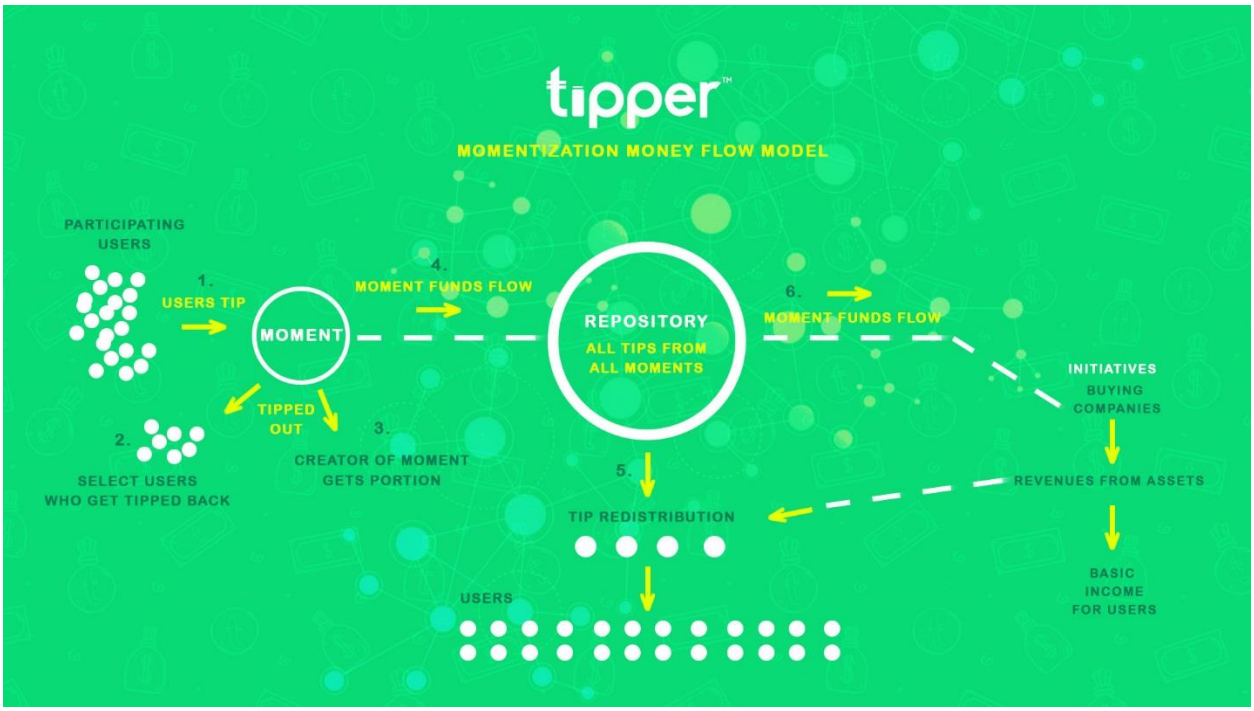


Figure 11 - Momentization: The Money Flow Model

6.2.3 Not Throwing Money Away

In momentization, users are not throwing money away by any means, nor is it about lavishing celebrities. In reality, momentization is all about the users. Through momentization, users are taking part in an activity that is a direct benefit to them, as it is essentially an exhilarating crowd-funding activity for the users themselves, fueled by emotion and inspiration, safeguarded by collective gains. It's a phenomenal way to get the most out of these moments for the people who celebrate and drive them.

When Amazon bought whole foods, it immediately dropped prices for Amazon users. This sentiment of giving back to users in the form of real-world benefits is what momentization will do, but to a far greater degree. For example, Tipper users may vote on buying an airline through the funds raised by momentization, and then reduce the fares for all Tipper users significantly. Furthermore, all of the revenues (profits) from that airline will be, in part, given to the people via redistribution, and also used to buy more assets in the physical economy, continuing this benefit cycle. The implications of momentization are life-changing for society in large, as basic income groups will be expanded by the revenues from these revenue-generating assets.

As Tipper begins to buy real-world assets and businesses, it also simultaneously creates more real world vendors that accept tippers as a currency, which further merges the Tipper digital currency into the mainstream. This momentum towards Tippers being used for commerce outside of Tipper, is even further added to by the fact that other mainstream merchants will be accepting tippers for the purpose of

purchasing branded tips. This two-pronged approach will accelerate the widespread adoption of the Tipper currency into mainstream as a currency of commerce.

6.2.4 Economic Initiatives

The funds that will be raised by momentization, will be governed through voting by the participants of the moment, subject to their respective stimulation scores in the Tipper Social Economy. There would first be a proposal selection process and then a voting on the short-list of proposals. This would allow the people who joined that moment to then decide where to spend that money.

It could be that $10 million was raised, and the members decide that the Tipper Social Economy should invest in a startup, or it could be that $1 billion is raised and the members decide that the Tipper Social Economy should buy an established business and make all its products and services available in TIPR (currency abbreviation for tippers/tips/tipcoins) and at a discounted rate in that currency for users. This type of action increases the TIPR denominated assets in the virtual Tipper Social Economy and consequently increases the demand for TIPR globally, due to its increased utility as a currency. With each such proposal, the Tipper Social Economy grows and increases its assets, and becomes a more powerful economy.

6.2.5 The Recap: Daily, Weekly, & Monthly Updates

Tipper will send out daily, weekly, and monthly highlights from momentization events. These highlights will include the top moments, stimulators and amounts raised, along with what initiatives have been achieved as a result. This will be a continuous bulletin board for users to view the results of their participation and follow all the momentizing action.

6.3 Momentization for Every User

Although sports and pop-culture entertainment will serve as the major driving force of this crowdfunding bonanza, momentization will be open to all users, and applied to every facet of the human experience where excitement and triumph are happening – any and all worlds where people are excited by what they feel are great moments.

We live in a totally different world since the beginning of social media – in a world of worlds. Today, there are so many different genres of content and entertainment, with massive cultures and followings, ranging from sports to education to politics. Each subculture has its heroes and they have their moments. Now they too will have their direct monetization opportunity.

Figure 12 - An Example of Momentization by Common Users

Anyone can create and initiate an event on Tipper, including popular content creators and common users even, thus opening the up the possibilities of momentization for them too. This will begin an era of monetization for amateur sports and performances, as well as anyone else who has moments that different subsets of people would be interested in.

6.4 Momentization: The Ultimate Crowdfunding

Tipper, at its core, is ultimately a crowdfunding platform for everything and anything. Crowdfunding broke the traditional barrier to financing for companies and projects, thus fostering a new era of innovation. However, this is just the beginning, and only a glimpse into the true power of crowdfunding. We, as a global society, have only experienced the 'tip' of the ice berg for crowdfunding. But with the Tipper platform, where every user (mainstream) is incentivized to fund each other on every level for anything, crowdfunding is about to become *hyper-crowdfunding* and the amount of people who participate in the tipping (hyper-crowdfunding culture) is about to go to a whole new level. This will create a much bigger collective buying power, much beyond any individual entity or any crowdfunding before. The people have more money combined – more than any organization even – and Tipper will be the platform where they will be able to unite and collectively use that power together, to support and enable who, and what they want.

The Billion Dollar Goal

Nearly 2 billion people watched the 2014 World Cup worldwide. With momentization, the next World Cup might be the one where we witness the **billion dollar goal** – the potential and possibilities truly are endless with momentization. As mentioned earlier, we have to go beyond just a social media platform with a

blockchain, but rather strive to create a better world, and momentization is doing that, by increasing the crowdfunding culture from millions to billions, in mere moments. Literally.

Through the collective econosystem created by the Tipper Social Economy, and the foundational pillar of momentization, the projects that momentization will crowdfund, will become more ambitious, and the objectives of the crowdfunding will break into new paradigms. Ultimately, **Tipper will take the world from funding startups, to collectively (the collective hand of the people) buying mega corporations and making them work for them.**

Momentization. Monetizing moments. Stimulating the Social Economy. On Tipper.

7 Tipper Blockchain Protocol

When considering the future of cryptocurrencies in relation to commerce, and the current existence of the Bitcoin and Ethereum blockchain payment networks, an important question arises: is there a need for another Tier-1 network?

The Bitcoin and Ethereum networks, operate at rates less than 10 Transaction/s in their current implementations – this is less than 1% of the VISA Payment network's transaction volume of 2,000 Transaction/s **[3]**. It is clear that in order to transition towards mainstream adoption in a large economy where there would be widespread daily usage by millions of people, the performance of the networks would have to increase.

Since there are legacy issues with Bitcoin and its entrenched early adopters, the Bitcoin network's ability to scale to the level required for economic activity is limited **[3]**. Even the Ethereum network will face a challenge to go to the next level of performance that is required to open up new applications that require true micropayments.

Just to support **regular** economic activity, a much higher performance blockchain is required today than what is available. However, in order to support the **next** level of applications (decentralized video, tipping etc.) – which require an even higher performance (orders of magnitude greater) than even Visa, a new blockchain protocol is required, because micropayments are – by definition – much smaller, and much higher in volume.

The blockchain community is currently in search for the solution to this vexing problem in digital currencies and commerce. Some have given up entirely and declared micropayments impossible, while some have given up and promised to adopt a "hybrid" model of centralization**.** This sets the stage for a rethink to find the new way forward. We are at a point analogous to situations in other fields, when fantastically successful breakthroughs from one era become a stumbling block for future progress.

To break ground on the difficult problem of micropayments, the new network requires a new incentive structure which provides more opportunity for people to uphold and expand the network. As with Bitcoin and Ethereum before us, we had to carefully consider the incentive structures to bootstrap and realize a network which can operate at a high level. Some of those incentives come from the interplay between the increased demands from the platform which will help fuel the network.

The next generation protocols designed to help decentralize the internet, must cope with the biggest component going forward, which will be video streaming data. Therefore this new network must be able to facilitate the orders of magnitude more transactions – in the form of micropayments – that would be required for that.

However, in the current paradigm, the only way this can be managed is through centralization, and this is precisely what gives the mega corporations so much leverage, resulting in the issues we are dealing with today **[12]**. **Video is the vast majority of internet traffic and it is anticipated to get larger and larger.** In order to decentralize this eventual reality and remove the power imbalance, we introduce the Tipper Blockchain Protocol which has the following features:

250, 000 Micropayments/s (*For YouTube Scale video decentralization****)***
50, 000 Transactions/s (*For tipping on the blockchain****)***
Transaction Level Mining (*Breaking the mining pools****)***
Multichain Mining (*scalability****)***
Host Mining
Quality of Service
Privacy

This protocol has the potential to break centralization and produce a better system and introduce another layer of monetization in the Tipper Social Economy. This will create the conditions to make the infrastructure scale better than any centralized system and totally remove their advantage. The Tipper Blockchain Protocol, along with the Tipper Social Economy, will solve these problems and lay the foundation for a new kind of social media and online experience.

7.1 Network Size

In a low transaction rate regime protocol such as Bitcoin, the amount of data that is exchanged between the nodes is small and therefore it is not overly significant how many peers each node connects to.

However, the number of outbound degree of connectivity (degree) on a network that is going to be handling hyper amounts of transaction data, has to fine-tune this parameter. This is because the degree acts as a direct multiplier to the incoming transaction bandwidth, resulting in degree-fold increase in outbound bandwidth.

The degree also determines how long it will take for a block to traverse the network and is known as its ***diameter***, which can be shown to be Hops(n) = ln N/ln<k> for random graphs such as for peer-to-peer networks **[13, 34]**. A long delay in block propagation times leads to an increased probability of undesired forks and thus it is important to keep this number down as much as possible **[14]**. Thus, both degree and diameter are important variables to the proper functioning of the network and must be simultaneously optimized.

Hops (N,k)								
N	**4**	**6**	**8**	**12**	**16**	**24**	**32**	**k**
100	3.3	2.6	2.2	1.9	1.7	1.4	1.3	
200	3.8	3.0	2.5	2.1	1.9	1.7	1.5	

300	4.1	3.2	2.7	2.3	2.1	1.8	1.6
400	4.3	3.3	2.9	2.4	2.2	1.9	1.7
500	4.5	3.5	3.0	2.5	2.2	2.0	1.8
600	4.6	3.6	3.1	2.6	2.3	2.0	1.8
700	4.7	3.7	3.2	2.6	2.4	2.1	1.9
800	4.8	3.7	3.2	2.7	2.4	2.1	1.9
1000	5.0	3.9	3.3	2.8	2.5	2.2	2.0
3000	5.8	4.5	3.9	3.2	2.9	2.5	2.3
5000	6.1	4.8	4.1	3.4	3.1	2.7	2.5
10000	6.6	5.1	4.4	3.7	3.3	2.9	2.7
20000	7.1	5.5	4.8	4.0	3.6	3.1	2.9
25000	7.3	5.7	4.9	4.1	3.7	3.2	2.9
30000	7.4	5.8	5.0	4.1	3.7	3.2	3.0
40000	7.6	5.9	5.1	4.3	3.8	3.3	3.1
50000	7.8	6.0	5.2	4.4	3.9	3.4	3.1

As can be seen in the table above, as the number of nodes in the network grows (**N**), the number of hops increases. This can be mitigated through a higher degree of connectivity (**k**), but as mentioned above, this higher degree in connectivity comes with a **k-fold** increase in outward bandwidth, which can become a limiting factor.

A further consideration is the security of the network, and the incentive structures that will sustain it. It has been seen that the hash power growth on the Bitcoin network (>10 exahashes/s) **[15]** has led to centralization pressures and the formation of mining pools, as it is no longer viable to mine as a small independent node (solo-mining) **[16]**. To undo this undesired centralization effect, the Tipper Blockchain Protocol builds in incentives to remove the debasing of the individual node hash power by the collective and allow it to mine independently, and introduces innovation that powerfully decentralizes mining.

This new and improved arrangement will rapidly expand the network beyond the Bitcoin levels, and will create a much fairer, more lucrative and decentralized mining opportunity. As a result, it can be expected that a much larger number of nodes will want to participate – far more than the ~10,000+ public nodes on Bitcoin today **[17]**.

As explained above, the Tipper Blockchain Protocol will facilitate the decentralization of massive internet infrastructure, and it will facilitate the value transactions that make this possible and thus will operate at the highest level of transaction rates. This **High-Transaction Rate Regime** (**HTRR**), will put enormous pressure on the nodes in the network. To accommodate for the expected adoption and performance requirements, along with the considerations of optimal impact of the degree and network diameter, we have proposed another innovation known as **sibling blockchains**.

7.2 Sibling Blockchains

Most blockchain networks contain the “real” network and a test network. The NEM Network uses the concept of a bit flag on a transaction, to indicate which network this is meant for **[18]**.

It is widely accepted, that the ledger entries, or the tokens, or the coins on the real network have value, and the test network do not have value. However, if we reconsider this assumption, we could come to the conclusion that they both have value, and that the asymmetry in value is governed by the size of the support for the given network and their lack of interoperability.

In an effort to solve the blockchain performance problems (BTC < 10 Tps) **[3]** and improve it to the level that could outperform current fiat payment networks (VISA > 2000 Tps) **[3]** and go beyond, we had to reconsider all assumptions, and see what opportunities lay hidden.

In that vein, we present the concept of **sibling blockchains (multi-chains)**. We introduce the concept of starting out a "blockchain" in a forked state, as opposed to fearing or dreading a fork as a breakdown of consensus. We convert the assumption that forks are bad by adding the missing ingredient, which is interoperability under the same protocol. So the forks are not on different protocols, but working on the same protocol.

All sibling chains are aware of the other chains, however, they each have their own independent blocks, accounts and transactions and nodes.

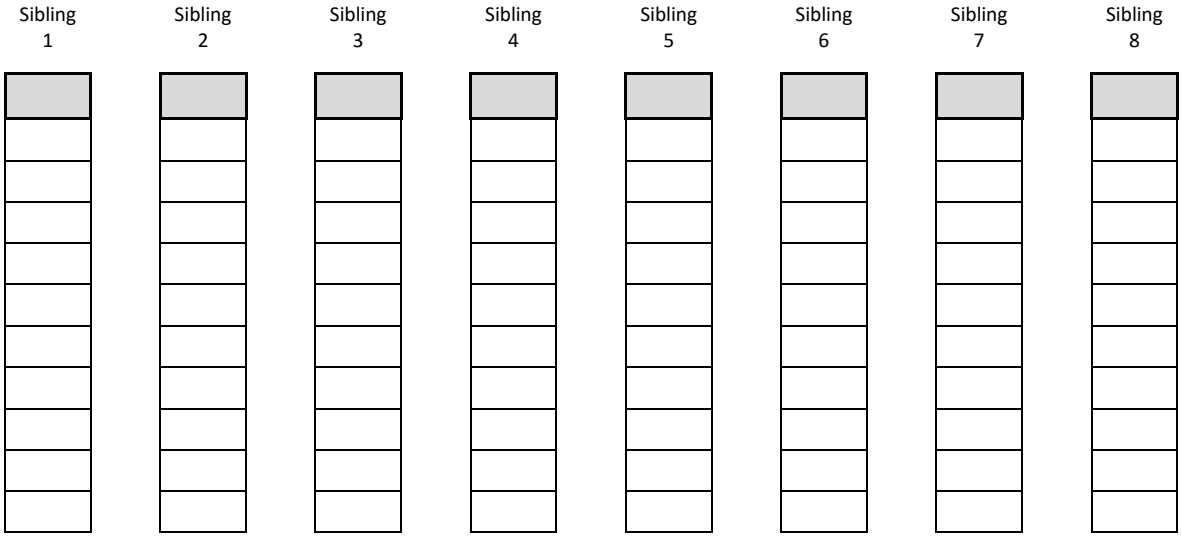


Figure 13: Sibling Blockchains

The benefits of sibling chains are:

a) They provide an opportunity to endlessly scale the transaction rate (micropayments).
b) They limit the size of any one chain to be at the optimal level for degree and node count, keeping the hops and outbound bandwidth at optimal levels.
c) They provide the opportunity for nodes to select their mining exposure level according to their resource capacity and lower the barrier to participation.
d) They provide greater network security by decentralizing mining and removing the necessity to join mining pools.
e) They allow for the protocol to grow organically in response to the increase in the economic activity in the upper layers (the Tipper Social Economy).

Sibling blockchains provide all of the above benefits while remaining free of the problems associated with bad forks. A hard fork is the result of a fundamental disagreement in the values of the network operators and thus the different chains represent different protocols and different value units. On the Tipper Blockchain Protocol however, all sibling chains represent the same unit of value because of their interoperation under the same protocol, addressable by the same node software. The sibling chains on The Tipper Blockchain Protocol are indistinguishable in that they behave identically and no sibling has a preferential position. Since the sibling chains represent the same unit of value, the total value owned by any individual will be the sum of their holdings on all chains. This is analogous to the situation where your wealth can be counted as the sum of your bank accounts, where each account is separate but holds the same unit of value.

7.2.1 Unit Value, Fungibility

The sibling chains that operate under the Tipper Blockchain Protocol represent the same unit of value because of their interoperability within the protocol, which ensures the fungibility of the value through four main mechanisms:

1. Tipper Merchant Convention
2. Merge Mining across sibling chains
3. Block reward distribution across sibling chains
4. The node software awareness of and interoperability between sibling chains

The software of the Tipper Blockchain Protocol will be aware of all the sibling chains, and is able to monitor the transactions of any or all of them as desired by the node operator. Similarly, a miner can mine a block on any one of the sibling chains, and then be able to present that as proof-of-work on any of the other sibling chains it is connected to. The decision to connect to one or more, or all of the chains, will be dictated by the relative pursuit of mining profit with respect to its available resources.

Mining profit can be maximized by connecting to all the chains simultaneously, and mining the chain that has the lowest amount of hash power, and then use that proof-of-work to get rewards on the other chains. Because of this attractive force pulling hashing power to the less serviced chains, it will quickly create an equalization of hash power amongst all the chains. This leads to another reason for making the chains, and consequently their unit value, equal to each other.

7.2.2 Tipper Merchant Convention

Adopters of the Tipper Blockchain Protocol will take on the convention of accepting payment on any of the sibling chains, as determined by the sender. This causes the value contained in each chain to be the same unit value with respect to the other chains.

A corollary to this, is that a sender can chose to pay on a set of chains of his choosing. This is analogous to the situation in the fiat economy, in which a consumer can pay for an item at a retail location partially with a debit card and partially with cash. The price is covered by the two different payment methods – one results in a balance increase in a bank account on a remote centralized server, the other provides fiat cash that is stored at the point of sale. These two physically different items both represent the same unit and thus can be added to create the desired total.

Similarly, the Tipper coin holder can use any of the chains to pay the merchant who accepts the Tipper coin. For instance, a consumer may choose to pay a portion from Chain 1 and then Chain 2, and Chain 3. It is important to note that the receiving address will be identical on each chain, since the same private key that unlocks the value on a Chain 1, will unlock the transferred balance on Chain N.

7.2.3 Block Mining & Merge Mining on Sibling Chains

The group of sibling chains under the Tipper Blockchain Protocol will respect the proof-of-work completed on any of the sibling's latest blocks. For instance, if at some point in time there are 8 sibling chains, then the proof-of-work done on the top block, on Chain 1, would be a valid proof-of-work on Chain 2, which could be used to mint the latest block on Chain 2.

This arrangement creates a demand for the proof-of-work on all of the chains equally.

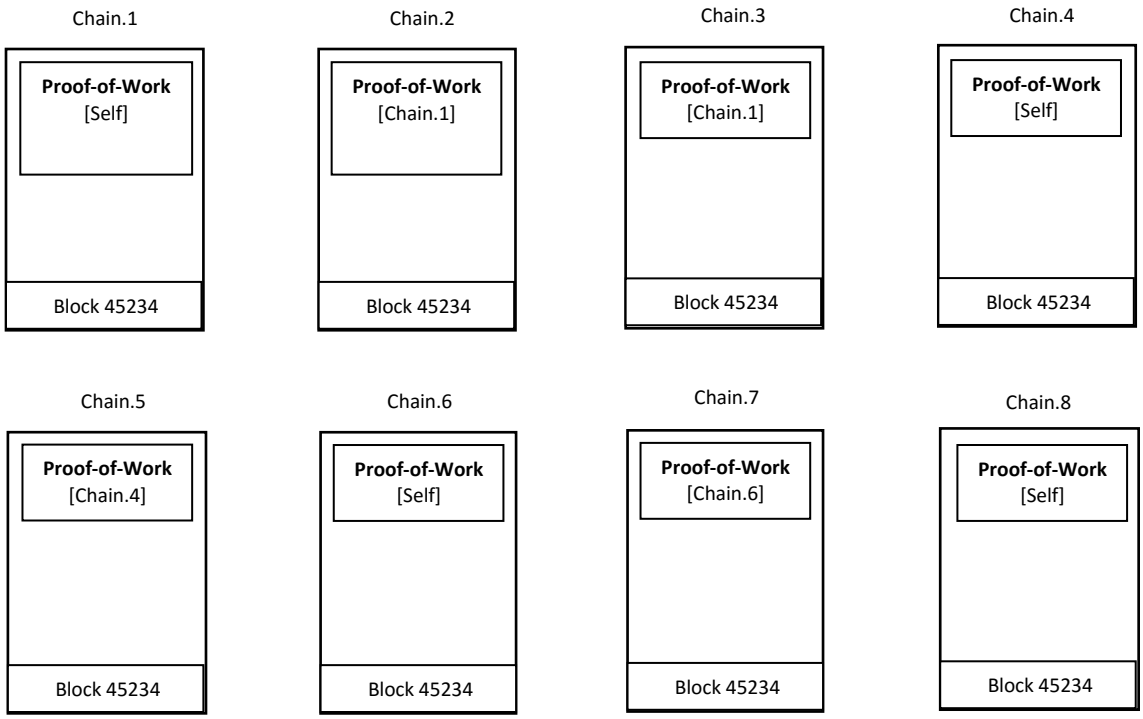


Figure 14: Depiction of the top blocks of the sibling chain group at block # 45234

What we gain from this arrangement is that the miners now have an incentive to work on multiple chains and be aware of the state of the different sibling chains in the network. The block reward that the node would receive on Chain P as a result of his "work" would normally be all that he could get. However, in the Tipper Blockchain Protocol, that proof-of-work now has value on each of the chains and will be accepted and allow the node to mint the block on Chain M as well, with the same proof-of-work.

This incentive structure creates proof-of-work mobility, which will rapidly work to equalize the hash power operating on each of the chains. This gives the network maximum efficiency and removes any arbitrage that remains. This also helps to create a stickiness to the hash power once the equilibrium is reached due

to the economic disincentive of leaving an “easy” chain and joining a “difficult” chain. This would result in a loss of revenue and thus an efficient node will not exhibit this behavior.

The proof-of-work mobility comes from the fact that the single proof-of-work, mined on any of the sibling chains, offers the bonus opportunity to cash in the effort on another chain. This attempt to mint the block on another chain would be successful if no other node on that chain had solved the block up to that point. One factor preventing perfect proof-of-work mobility is the network capacity required to keep up with the transaction volume on the other chains. This would ensure an advantage to the local miner over the cross-chain miner and helps to balance the incentives and ROI for all miners. It can be seen that there is a probability of success, yet there is also a low probability of succeeding in minting the block on all other chains as the node would be competing with the rest of the network.

Another aspect of block mining on the sibling chains is that, due to the network hash power distribution, each chain provides a better return on investment in hash power for the solo miner, as opposed to all of that hash power competing on the same chain.

In addition, due to transaction mining on the Tipper blockchain, the number of nodes and hash power that will be attracted to the network will be orders of magnitude higher than any other blockchain network, and thus making each sibling more secure than any other chain, due to the powerful incentive for miners.

7.2.4 Block Reward

The block reward on the sibling chain group is divided evenly. For example, if there are **20** chains in the group at a given point in time, $\frac{\mathbf{1}}{\mathbf{20}^{th}}$ of the reward will be available in each block of each respective chain. This is a second mechanism that binds the sibling chains into a monolith, representing equal unit value, indistinguishable from each other. This ultimately helps to decentralize the mining and the reward.

7.2.5 Merge-Fork Event

Orderly forks, known as *merge-fork events*, are a fundamental part of the Tipper Blockchain Protocol. The fork creates a new member of the sibling chain set which constitutes the Tipper Blockchain Protocol monolith, with each sibling being indistinguishable from each other due to the mining incentives, merchant conventions, block reward distribution, and node software awareness of all sibling chains in the set. Whenever it is determined that the transaction capacity of the entire network is stalling and further scaling is required, the nodes will signal and coordinate a barrier on the chains, in preparation for adding a new chain to the sibling set.

The new chain would merge the accounts from all the existing siblings and multiply the balance by the growth factor to arrive at the new balances for each account and initiate the new chain with those. The merger of all account values on all chains will be followed by a genesis block which gives an X % scaled value initialized blockchain as the N+1 chain in the set. The X % will represent the growth factor of the entire economy. The growth factor can be judged by the increase in the number of transactions and their total value transacted, as well as monitoring of a smart contract feed which tracks inflation of a fiat currency priced basket.

For example, if the protocol determines that the economic growth has occurred on the order of 5%, the protocol would call for a new sibling, with 5% of existing balances used to initiate the new chain. All nodes in the network would be made aware that they have a new sibling and moving forward would become indistinguishable from the other siblings. At the merge-fork event, all sibling chains also adjust their block reward to coincide with the addition of the new chain. For example, if there were 8 sibling chains, creating a block reward of 12.5 each, resulting in 100 units being created per block, then after the merge-fork event there would be 10 chains, each creating a block reward of 10 on each chain, keeping the total reward per block to 100.

7.3 Consensus Mechanism

When deciding upon the Tipper Blockchain Protocol consensus mechanism, many relevant options were considered, along with their pros and cons: proof-of-importance, proof-of-stake, delegated proof-of-stake, and of course, proof-of-work.

Despite the current community leanings away from proof-of-work and a move to proof-of-stake, proof-of-stake is not an appropriate consensus mechanism, because it only rewards the wealthy and acts to concentrate the wealth within a few hands. Furthermore, proof-of-stake creates a situation in which wealth is artificially given to someone without them having to earn it, while removing an economic input into the value of the network.

So although proof-of-work has its limitations – namely the fact that it uses more electricity and computing power – if it is managed properly, the harms can be mitigated and the advantages harnessed. One of these advantages is the assistance in bootstrapping a network by giving an economic pegging to a currency. Proof-of-work also helps create a more democratic selection mechanism. Furthermore, in addition to the aforementioned points, proof-of-work is also a key ingredient to the new transaction mining mechanism of the Tipper Blockchain Protocol. Therefore, in view of this, we have decided that proof-of-work – working within the incentive structure of the protocol – is the best choice for our consensus mechanism.

7.3.1 Mining Algorithm

The hashing algorithm will be the same as is used in Bitcoin. This will create an opportunity for the excess hashing power on the Bitcoin network to find a more economically attractive place to allocate their hash power, where there is a built in safeguard for arms races which dilute the benefits of their hashing power.

Since Bitcoin only employs a single chain as well as only having block mining (and not transaction mining), the entire hash power of the network is competing with itself to find the required proof-of-work. This leads to cooperative mining (pooling) and centralization. The perpetual arms race of hash power and new ASICs with greater performance leads to an obsolescence of everyone's investment like clockwork, benefitting mostly the ASIC manufacturers.

Because of transaction mining in the Tipper Blockchain Protocol, an individual miner can bring his ASIC hash power to the Tipper Blockchain Protocol, start mining, without the need for a pool, and have much greater probability of earning from that hash power on the sibling chain setup. Furthermore, due to transaction mining, increased hash power actually provides positive economic benefit and helps increase

the transaction rate of the network. This arrangement, along with mechanisms coordinating the influx of hash power, will allow the Tipper blockchain to bootstrap itself into the ASIC regime almost immediately.

7.4 Centralization Pressure

It is well known that one of the protocol enhancements required for a high throughput of transactions on a blockchain network is a larger block size **[19]**, however, this is just one small part. There are other innovations required to facilitate low latency and hyper-scale economic activity.

The block sizes required to achieve the desired transactions per second (Tps) on a single chain is on the order of **100 MB,** whereas it is only on the order of **10 MB** on a sibling chain (N=8) . This may seem large, when coming from the vantage point of Bitcoin, where it is assumed that every node that wants to participate in the network must be able to participate and that if larger block sizes are allowed, then this will not be possible.

Their reasoning is that it would lead to a handicap of the weaker nodes and cause them to ultimately be removed from the network. They argue that this centralization pressure to move towards fewer stronger nodes would have the ultimate result of weakening the security of the network.

However, this is only one consideration. As can be seen in Bitcoin itself, where a small block size (order of **1 MB**) approach is adopted, yet simultaneously there is no safeguard in place to prevent any single node from amassing disproportionate amounts of hashing power **[16]**, which effectively sidelines the participation of the weaker nodes in the mining process.

This means that as the asymmetry of hashing power between the strongest node and the median size node gets large, it creates a strong disincentive for participation in the network for the weak nodes, as they all stand very little chance – economically unviable **[16]** – of actually getting any profit from their efforts.

This disenfranchising of weaker nodes results in a second wave of centralization pressure, where the weaker nodes agree to pool their resources with bigger nodes. This results in a few large entities controlling the vast amount of hash power in the network, effectively bringing the security of the network way down from within. The pooling centralizes the control of hashing power in large buckets, which can be vulnerable to outside commandeering, and therefore poses a large threat to the network itself **[16]**.

7.5 Micropayments

Decentralizing cloud infrastructure such as video distribution on the scale of YouTube will require many small payments to be exchanged that represent the value of bandwidth on the order of 1 Megabytes ($\$1.00 \times 10^{-5}$). At YouTube scale, the total data transferred on a weekly basis, is on the order of an **exabyte** (10^{18} bytes) **[20]**.

The Tipper Blockchain Protocol has been designed for YouTube-scale operations, with additional headroom for more applications. This means that the protocol has accounted for the equivalent of **millions of simultaneous streams 24/7, and also means millions and millions of transactions.**

Done in a traditional way, this would currently not be possible or economically viable. This is why we looked at the problem with fresh assumptions and the specifics of the application in mind when designing the blockchain protocol. Not only is a solution possible, but a nice bonus that comes out of it, is that we get a lot of regular payment network capacity for free when we build the network to handle micropayments for a particular use case.

7.5.1 The Epi-Transaction

The Tipper protocol provides this enhancement by introducing the concept of *epi-transactions*, a new specialized type of transaction being introduced for the first time.

Analogous to the vital data that is recorded in human DNA – which is a chain of genetic material – the blockchain is the stored record of vital data that ensures the consistency of digital assets. Similar to biological systems, where not all information is contained within the chain but rather within the genetic environment known as epigenetics, the Tipper protocol introduces the high-speed memory pool environment as the digital equivalent of epi-genetics, by creating *epi-transactions* in the blockchain network memory pool **[21].**

Up till now, the convention is to only consider a transaction as being confirmed, if it is already recorded in a block in the chain, if not many blocks deep. This makes sense for the standard transaction regime where the value of the transaction might range from a dollar to millions of dollars. Even in this regime, you can see that it is natural to want a higher level of confirmation for higher value transactions. For example, someone might be okay with a one block level confirmation for a $1 transaction, whereas they would perhaps want a 100 block (or higher) confirmation for a $1,000,000 transaction.

Similarly, the smaller the transaction value, the lower the confirmation level needed, as the risk involved – the value of the transaction – is low. In other words, the risk of the confirmation of the transaction is commensurate with its value.

Since micropayments, by definition, are transferring very small values – orders of magnitude less than the current standard transaction values – there can be an even lower level of confirmation for such microtransactions than the block, which would be the memory pool. This would still be fully decentralized in the same blockchain network, but the confirmation record would reside higher up in the confirmation hierarchy.

7.5.2 The Hold Transaction

The *hold transaction (epi-hold transaction)* is an epi-transaction that is designed to operate in the micropayment regime and is designed with the cloud infrastructure decentralized use case in mind – specifically YouTube-scale video decentralization.

In the video use case, you can imagine that it would require millions of simultaneous users creating transactions on the blockchain to pay for the video data that is being transferred. If this is done naively, it would create an overwhelming bandwidth requirement for any peer-to-peer network.

Consider the use case where the average YouTube video is about 5 minutes in length **[22]** and is streamed at 720p. This would equate to approximately 50 MB of data. Now, the economics and the logistics demand

that this amount of data cannot be efficiently transferred in one chunk and requires that it be split into smaller chunks. The smaller chunks allow for a safer and more reliable economic transaction to take place at the higher level of the Tipper economy where the consumer can pay for a small chunk of a video at a time. Once the data is received, the user can initiate the next transaction for the next chunk. This scheme is natural and protects the consumer, and is more in line with the natural data chunk size to be transferred over the network, on the order of 1 MB **[23]**.

However, to accommodate these natural transactions for one 5-minute video, it could be divided up over, say, 16 transactions for the **50 MB** of video data. For an average of **5 million** simultaneous continuous streams on YouTube, that would require **80 million transactions** over a period of 5 minutes. This transaction demand equates to **260,000** transactions per second. At a small transaction size of **500 bytes**, this would give a node bandwidth requirement of **266,000 x 500 x 8 x 4** (degee-4 connectivity) which would equal to **4.2 Gbps** and a block size of **80 million x 500 bytes** = a block size of approximately **40 GB**. These numbers could be prohibitive. However, fortunately there is a better way.

In comparison to this, the technical improvements in the Tipper Blockchain Protocol (epi-hold transactions, sibling chains, transaction mining, and mining addresses) are able to bring this down to a manageable size. This would require a block size of only 120 MB for a block time of 5 minutes and a node bandwidth of 240 Mbit/s if operating on a single chain. However, due to sibling chains (if N=8), this is reduced to **30 Mbps** and **15 MB**, which in comparison is a breakthrough in blockchain technology (**2000x** more efficient block size per chain). If N is further increased to 16, this can be reduced by half and this can continue to accommodate more and more volume, potentially supporting many YouTube scale applications (e.g. something like *Filecoin* can be immediately built on top of this).

The epi-hold transaction provides a solution to this by recognizing specific patterns in the transaction data, namely that there are a group of transactions taking place between the same sender and receiver. Therefore, it can optimize the data required to achieve the same effect by compressing the subsequent information that needs to be exchanged to effect the rest of the transactions in the transaction group. The details of this compression effect are achieved by something that opens up new avenues, such as transaction mining, that help to decentralize mining on the network.

The epi-hold transaction works at the memory pool level in the confirmation hierarchy. Now, a sender and receiver can agree to exchange data for value by setting up the appropriate hold transaction that serves the whole group of transactions that would be required.

Below, is a multi-part epi-transaction that consists of a to-address and from-address, hold time, expiry, a unique identifier, the total value on hold, and the signature of the sender.

Last Block Hash	**Unique Id**				
<From Address>	**<To Address>**	**Coupon Count**	**Expiry**	**Timestamp**	**Signature**

The broadcast of this transaction in the Tipper protocol will prompt the network nodes to put on hold the above amount for the above time, from being spent in any other transaction. For example, if the address above had 10 TIPR in it, and the epi-hold transaction came in with a hold value of **0.2 mTIPR**, the network would ensure that no other set of transactions could be executed that would allow the spending of more than **9.9998 TIPR** for the duration of the hold transaction.

Upon expiry of the hold transaction, the network commits to the block, the percentage of the hold value consumed, in accordance with the percentage of the coupons that were mined by the miners.

The hold transaction is verified by the receiver by polling the appropriate chain. Once verified, he can agree to send over the asset being exchanged (data chunk). The presence of the hold transaction on the network allows the miners to begin mining the coupons of this transaction. If the transaction is not honored by the receiver, the sender can send a cancellation transaction which would expedite the settling operation onto the blockchain, only committing that percentage of the hold which corresponds to the duration, as a percentage of the expiry duration that the transaction was valid for.

7.5.3 Transaction Mining

The Tipper Blockchain Protocol introduces *transaction mining*, a new process unique to the Tipper Blockchain Protocol. Transaction mining allows miners to receive benefit from confirming transactions not just at the block level, but right at the transaction level. This has a profound effect on the incentive structures that prevent mining centralization. This means that a miner can now bring hash power and focus it on an individual transaction, which increases his probability of gaining a reward by orders of magnitude, whereas before his lone hash power compared to the entire network would be negligible, and mining blocks would be futile. The realization of this futility is what creates the strong centralization pressure in prior blockchains such as Bitcoin.

Transaction mining works in conjunction with the epi-hold transaction. In order to affect the transfer of the face value of the transaction from the sender to the receiver, transaction miners are needed to calculate the proof-of-work that will satisfy the lower difficulty parameter specific to transactions.

Once the miner finds the proof-of-work for a transaction, he simply broadcasts the claim, containing the epi-transaction id within the current block regime, the coupon number or the coupon value (depending on transaction type), the nonce, and the index to his *miner address* (the concept of a miner address is detailed in a later section).

This proof is transmitted and checked across the network, and when the next block is minted, this *transaction claim* gives the miner who minted it **(1/*coupon count*)** x **(epi-transaction miner share)** of the transaction hold value to the address that is looked up at the miner address index that was provided, and (**1**/***coupon count***) x (**1** - **epi-transaction miner share***)* is awarded to the original receiver.

Additional types of epi-hold transactions are also possible. The one just described, has implicit coupon values (***coupon list****)* that range from 1...***coupon count***. A second type, specifies the list of small opaque coupon strings that are used in the hash of the transaction to make the claims. This allows for the bulk tipping use case, where the values in the *coupon list* represent cookies for a platform to use and users to be able to verify the delivery of funds to the intended recipient, as well as use the alternate transaction fee regime.

Along with the introduction of the epi-hold transaction concept and the concept of sibling chains, transaction mining is one of the key new concepts introduced by the Tipper Blockchain Protocol, that allow for true microtransactions on a decentralized blockchain.

7.5.4 **Transaction Mining Difficulty**

The transaction difficulty is set lower than the block difficulty. The difficulty will also depend on the transaction face value.

The transaction difficulty is set sufficiently low such that the mean-time to solve the transaction is less than a **target M milliseconds** for a given average **node hashing power of (h)**. The miners that have local hashing power (***h***) will be able to solve the transaction during the time it would take to distribute the transaction for pool mining. The goal here, is to make it infeasible to pool resources over a network to attack the transactions. This arrangement will leave the transaction mining to be claimed by individual miners. This gives an optimization problem, where, for a good estimate of ***h***, ***n***, $R_{EpiClaim}$, R_{reg} and constraint that ***M*** << 1000, try to balance the difficulty such that the equation below can balance:

$$R_{tx} = \frac{R_{AvgNodeSolve}(h,\ R_{EpiClaim},\ R_{reg}) * n * M}{1000}$$

$$R_{tx} = R_{EpiClaim} + R_{reg}$$

7.5.5 **Transaction Fees**

The transaction fees on the Tipper Blockchain are divided into different **regimes**, to allow for regular commerce, tipping and micropayment commerce.

The micropayment transaction regime has been designed with video data transmission in mind. For example, the epi-hold transaction will have a face value in proportion to the cost of data needed to service a 5 minute video at 720p. This threshold will be adjustable in the protocol over time, based on a built-in smart contract that monitors a decentralized feed of bandwidth prices.

If we assume that the user will pay **$1.50** in a **month** for data equivalent to **3,000** videos averaging 5 minutes in duration, each at 720p, then the price of bandwidth per megabyte would equate to **$1.00x10^{-5}**. This equates to **$5.0x10^{-4}** for a 5 minute video, and would represent the minimum face value on the epi-hold transaction, denominated in **TIPR.**

The above price of data on the decentralized data market would be low enough for users to pay, but still allow the *content stakers (fully detailed in a later section)* to earn a healthy profit, as they could acquire the bandwidth at **$1.2x10^{-6} [26, 36]**, almost **8x** cheaper than their price.

The transaction miner share (**epi-transaction miner share**)*,* takes on a different value for each regime. At the micropayment regime between 10^{-6} and 10^{-4}, the **epi-transaction miner share** is 0.333. In the tipping regime between 10^{-2} to 10^{0}, the **epi-transaction miner share** *is 0.1.*

Note:

If, in the micropayment regime, **epi-transaction miner share** is 0.**333** (33.3%) and the platform has 200 million users, the transaction miners will earn **0.33 x $1.5 x 200 million** = **$100 million** worth of circulating **TIPR** in a month. At 500 million users on the platform (Facebook > 1.5 billion users **[25]**), this climbs to

$250 million and exceeds the value of the total mining output of Bitcoin **($237 million/month @ $4,400 USD/BTC**). This miner income comes entirely from fees through transaction mining. Block mining reward income is separate from this.

Similarly, the bulk tipping done through the platform will use epi-hold transactions and would give another opportunity for earnings to the miners. If we assume an average of $0.33 a day spent on tipping, or $10/month, you would get (**epi-transaction miner share)** x **$10** x **200 million** = **$200 million/month** and at 500 million users, you get **$500 million/month** of extra income for the miners.

See Section **8.3** on **Dual Nodes** for a further discussion on the economics of mining.

7.5.6 Miner Addresses

A *miner address* is a short address to be used with a special pre-defined smart contract which is used to look up the full address for a miner. A mining address can almost be considered a license or medallion, and any miner wishing to do transaction mining needs to have one of these mining addresses. The mining address will have a 32-bit non-zero portion to begin with, to accommodate a good number of miners (**2^{32}**-1). This use of mining addresses allows for reduction in the size of the epi-transaction claim address portion from 256 bits to 32 bits. This is one of the optimizations used in the epi-hold transaction scheme to compress the data needed for a coupon claim for an epi-hold transaction. The address stored at a particular index can be transferred to another person by the current owner.

7.5.7 Confirmation Assurance

When an epi-hold transaction is introduced to the network, the nodes immediately apply it to the in-memory next state of the blockchain. This is different from waiting to do this only at the time of block verification. Subsequent transactions that are introduced are applied on top of this candidate next state.

Any merchant can feel confident that a transaction has reached the network by connecting to the network and querying it. The merchant can increase his confidence level by connecting to a diverse set of nodes, giving a higher probability that the transaction is pervasive in the network.

7.6 Smart Contracts

As Ethereum so aptly made the case that Turing completeness has the same cost as not having it – and thus it is better to have it **[24]** – we too will adopt it in our current vision, for Tipper blockchain to have smart contracts. However, this will be with a focus towards simple, efficient economic transaction-based contracts and not a generalized compute environment – although it will be one. Consequently, the “gas” fees will be structured so as to allow for value transactions, and discourage general computations, but be optimized for use cases such as ***Branded Tips*** and ***Content Investing***.

The focus of the Tipper Blockchain Protocol is to facilitate commerce, as much as possible. We will be using the Ethereum virtual machine **[24]** as a base, and watching for progress on further enhancements, such as parallelizing processing, from projects like EOS and others **[27]**.

7.7 Privacy

The Tipper Blockchain Protocol also aids privacy in the decentralized data transfer use case, which is arguably a very important use case, where the content of the data is unknown to the blockchain or the miners. The knowledge of what data or what video was watched is between the content consumer and the content staker. The value of that data is transacted on the blockchain, without reference to what data it is for, which can go a long way in aiding privacy. No knowledge of the data or even its derivative information, can be found on the blockchain, preventing a permanent record that could potentially be back correlated with other side channel information to determine the "identity" of the data consumed. Another key aspect of privacy on the Tipper blockchain is the principle of least data stored.

7.7.1 Pruned Blockchain

The idea behind the *pruned blockchain* concept, is that we do not need to store the entire blockchain forever from the begging of time. The reason why this was traditionally done was to maintain transparency and work as a security measure against double spending. This protocol has served thus far as a good security measure, but it will also be responsible for holding back technological growth when it comes to the amount of commerce that can be transacted.

This is why Tipper proposes a new protocol, which defaults to pruning at a regular interval, and forgets the old data for good, as per the protocol. The only nodes that would retain all the data would be ones not following the protocol, or research nodes, or special *sentinel nodes* that would be hidden but recording everything. In this way, the Tipper protocol keeps proper security measures, but also frees us up from this large taxing blockchain history.

In a blockchain protocol in which transactions are updated regularly, and the consensus happens often, you do not have to go back all the way to the beginning, but rather just an ***X*** amount back, which is sufficient to prove that the accounting of all transactions are up-to-date.

Pruned blockchain would work by having an image of the blockchain from the very beginning. Then, every time you updated, you would create a new encrypted image, and the image just has to add up all the way to the beginning.

If there ever is a concern of any double spend, or a need to account for any old transactions, there would be a new element to the Tipper blockchain called *investigator miners*, which would serve the purpose of going through the entire previous history of the chains, which are stored separately in public archive.

7.8 Governance

In the next era of blockchain technology, when digital currencies truly gain mainstream adoption, it will be obvious that the people, the users that drive adoption, are the prime movers – not the currencies they use to transact between each other, even though it will take one combination of currency and ecosystem with enough capability and incentives to bootstrap to this reality. Nevertheless, the economies that sit on top of the next-era digital currencies will be the ones that drive the value of the respective currencies. That value would, needless to say, come from the utility of facilitating economic activity, and not just the utility of storage or a speculative opportunity.

In the next era of blockchain technology – the era of economies – the blockchain network will be subservient to the higher order entities in the ecosystem, which is the citizen-based economy that it is a part of. The economic platforms on top of the blockchain will take the prime role, and the blockchain networks will take on a more subterranean role and become more analogous to the plumbing layer which the average citizen will neither know about, nor care about.

In this next era of economies, too much will rest on top of the digital currencies to be left to the miners. The money supply control will not be left to the miners, but rather must be placed into the hands of the participants of the economy; the citizens of the economy.

The citizens of the Tipper Social Economy will number in the **100s of millions** and the miners will be in the **100s of thousands** – **0.1%** cannot be allowed to control the fate of **99.9%** of the people's wealth, currency and economy. Anyone who holds TIPR and anyone who transacts in TIPR, is effectively a citizen of this virtual economy – The Tipper Social Economy.

The people – the citizens of the Tipper Social Economy – are the real masters of the economy and everything in it. The monetary system of the Tipper Social Economy, which would be the Tipper blockchain network, would be a small part of this economy, much like the mint or the payment clearing house. We don't let the mint employees decide monetary policy do we? Instead, it is the people's representatives who decide the policy to be implemented.

7.8.1 Mining as a Service

The miners who run the network for the people are incentivized to participate and uphold the network. However, if you remove the incentives, the more likely they are to leave and stop upholding the network. A corollary to this, is that miners can be paid to uphold the network. The miners would be beneficiaries to this "contract", however, the overall beneficiaries are the citizens of the economy, who use their resultant solid monetary system to conduct commerce, and through productive economic activity, build digital and real-world wealth.

The miners provide a service, and they are paid handsomely for it. Thus, the citizens of the Tipper Social Economy will decide how they want their economy to develop, and consequently their currency. They can change the rules, they can do whatever is their will – and if they are in a position to fund the new incentive structures for their digital currency, then a new set of miners will be there to avail of this new "mining contract". In the case that no one is willing, the citizens can fund their own mining service.

7.8.2 Maintenance

The fractious governing problems that have been witnessed in Bitcoin, has led some to develop technological solutions to provide a way for a running blockchain network to upgrade its protocols. This is a good effort and tool, but it still suffers from the mindset that the currency network is the be-all.

Core teams can retain control by virtue of the first-mover advantage and market share – they can influence the network for several years at least, as witnessed by the over 5 years control of Bitcoin Core and the recent gas limit increase by the Ethereum team, 2 years after their launch. However, these have limits, as witnessed by the recent splitting of Bitcoin.

We too will be adopting the latest tools for managing the minting network, such as using downloadable protocols to provide rapid upgrades and agility to the network. Voting based on proof-of-stake will be used for protocol changes, instead of the hashing power of miners.

7.8.3 Disaster Management

It should be kept in mind that the vast majority of the value for the miners will come from transaction fees that they earn from the economic activity on top. If the current set of miners decide to mutiny against the citizens of the economy, the citizens can respond by removing their support from the old network, fork the current Tipper blockchain monolith, spin up a new network and move their economic activity to the new network, effectively shriveling the mutinous network. If the massive transaction volume is permanently cutoff, the network immediately becomes value-less in comparison to the new network, which receives the canonical support from the platforms, major economic participants and the resulting transaction volume, as well as real-world outlets (real-world vendor demand associated with the economy on top).

8 Decentralized Content Distribution Economics

The Tipper Social Economy will create a decentralized content distribution ecosystem composed of **content stakers**, the **platform**, **consumers** and **content-creators**. The Tipper Platform will decentralize the heaviest parts of the infrastructure, and since over 70 percent of internet traffic consists of video streaming **[28, 37]**, the "80-20" rule dictates the decentralized distribution of video.

At a reported **3.2 billion hours** of video watched per month, with an average length of **about 5 minutes**, this equates to **43 billion video views** per month **[29]**. Considering that over 40% **[30]** of the views are from mobile devices, it is safe to approximate the average video quality at **720p**. This equates to over **2 million terabytes** of data transfer, or approximately **2 exabytes per month**. To sustain this amount of video downloads, a centralized system would need a bandwidth capacity of **7,760 gigabit/s** or approximately **7.8 terabit/s.** The enormous bandwidth and storage costs of centralized distribution can be replaced with a decentralized distribution marketplace, facilitated by micropayments on the Tipper blockchain, which would result in no single large entity being required to create the necessary performance.

To achieve this and to make it possible, the Tipper platform will create a new marketplace for distributed content distribution, by making use of micropayments on the Tipper blockchain, and peer-to-peer distribution using a Tipper blockchain aware variant of Web Torrents technology **[31]**.

In this new marketplace, the participants will include the content creator, content consumer, content-staker, and the Tipper platform. Typically, prior to Tipper, video distribution has been a major barrier to entry, due to cost, allowing only large centralized corporations to offer this service on a global scale, as is seen in the case of YouTube – their cost is in excess of $6 billion while their revenues are only about $4 billion **[32]**. Clearly, there is quite a major barrier to entry in trying to establish the existence of a world-scale content distribution platform such as **YouTube**.

8.1 Content Staking

Prior to Tipper, there was only the **platform**, **consumer** and **content-creator**. In the Tipper Social Economy, a new role is created in the marketplace, called the *content staker (staker)*. This new role of **content staker** serves the purpose of deciding which content to stake and then proceed to replicate and serve, in return for micropayments, for providing that service.

The amount of replication resources (storage and bandwidth) required for the distribution of a given piece of content would be proportional to its demand. The demand in turn is proportional to the amount of economic or micropayment supply that is available to be earned by meeting that demand. These 1 to 1 correspondences gives an economic incentive for content stakers, individually, to employ their resources to maximize their profit, while simultaneously, in aggregate, solve the resource distribution problem for the entire network.

Incidentally, this also solves the problem of requiring any **on-chain** data-retention proofs (e.g. ***Filecoin***) and the associated congestion, because the proof is in the ability to serve the data, in order to receive the micropayment for that corresponding content chunk.

The income available to content stakers can be calculated based on a consumer monthly budget of **$1.50** for data equivalent to **3,000** videos, averaging 5 minutes in duration each, at 720p. This equates to **$1.00x10^{-5}** per megabyte, which equates to **$5.0x10^{-4}** for a 5 minute video. In other terms, this would represent an overall cost to a consumer on the order of 1 cent per 30 videos, or 1 cent per 2 hours of 720p video, which is highly affordable.

The technology of the Tipper blockchain, combined with the economic conditions created by the Tipper Social Economy platform, will incentivize users to spend this modest amount. This will be a revolutionary step in giving the people control of the internet, by not only allowing for decentralization of content, but also fuel a new high-performance blockchain that will open up even more doors for more applications.

8.2 Bandwidth Costs

Despite the low prices for consumers, content stakers would be able to scale their operations to make significant profit for their investment.

Both storage and bandwidth are economic inputs for content staking. Storage costs are relatively equivalent globally, but bandwidth costs vary based on geography and scale. However, since content stakers get paid for **serving** the content, and they can serve the same content many times, it is clear that they are bandwidth-limited and not storage-limited.

Hence, content stakers will seek out the most economical sources of bandwidth, including different geographical locations which can be more efficient cost inputs to support the network. In the case of Bitcoin mining, it is electricity cost, and in the case of the Tipper content decentralization layer, it is bandwidth.

Bandwidth pricing would provide an effective floor price to the data that they serve, which will be very low and still provide a healthy profit, as can be seen from the tables below.

Bandwidth	Bandwidth Cost	Revenue	BW Cost as % Revenue
100 Mbit/s	$100	$309	32%
1000 Mbit/s	$200	$3,090	6%

Figure 15: Chart of Domestic Bandwidth Costs

Bandwidth	Bandwidth Cost	Revenue	BW Cost as % Revenue
1 Gbit/s	$380	$3,090	12%
10 Gbit/s	$3,000	$30,900	10%
100 Gbit/s	$20,000	$309,000	6%

Figure 16: Chart of Commercial Bandwidth Costs

8.3 Dual Nodes

It is important to note that the low marginal prices of bandwidth provide a further opportunity for content stakers to take advantage of their economies of scale. A content staker running video nodes between **1Gbps** to **100Gbps** can be seeing a cost of **$0.30** to **$0.20** per megabit. A full node on a per chain basis (at YouTube scale) at an **N=8** level, only requires **30Mbps**, which equates to a maximum of **$9/month** – a paltry sum.

The potential benefits gained from simply mining on the epi-transactions that it sees first, due to its dealing with its *content consumers*, give a big opportunity to capitalize on the transactions fees available (***up to 33%)*** from the volume it is handling. A **1Gbps** node running full node on 1 of 8 chains will see a **3%** loss in bandwidth due to TIPR node traffic. A **100Gbp**s operation could run on all 8 of 8 sibling chains for *only* a **0.24%** loss of bandwidth, while potentially being able to increase his return by 33% on the video node revenue. This would create a very powerful incentive for operators to run TIPR nodes, and would give the network an easy bootstrapping into the **HTRR**.

8.4 Content Consuming

Content consumption takes place using the Tipper Social Economy wallets (e.g. Desktop, Mobile Apps), using a Tipper enhanced Web Torrent protocol, which includes knowledge of Tipper blockchain micropayments, for exchange of content chunks.

Peers might chose to exchange data at zero cost, while content stakers will also offer content to content consumers or connected peers, at a non-zero offer price. The overall price will be set based on a combination of a capacity available at zero cost and non-zero cost.

Since over 40% of content from YouTube is streamed on mobile devices **[28]** and mobile network data is a scarce resource, the cost of offering connected peers data chunks, would be high, and as a result, mobile users would not contribute a significant supply of zero-cost peers. Hence, that would create a demand for non-zero cost supply from content stakers to fill the gap and set an effective non-zero price in the market.

8.5 Micropayment Negotiation

The process of content consumption takes place by polling the connected peers for their “price sheet” for data. A content consumer will request a price sheet from a content staker, in which he will outline his chunk size, his price per chunk, his first payment amount, his promised bandwidth, and his receiving address, while the consumer will decide which sibling chain to send the transfer on, as per the *Tipper merchant convention.*

Once the price is negotiated, data consumption begins with the creation of an epi-hold transaction into the Tipper blockchain memory pool (epi-transaction pool) on an agreed upon sibling chain, putting a hold on a sufficient balance to cover the expected total data transfer. Once the staker can verify through his connection to the Tipper blockchain, that the requisite epi-transaction has been created, he commences sending the first chunk of data. Upon receipt of the data chunk, the content consumer will chose to continue to request the next data chunk. If at any point he is not satisfied with the service thus far, he can cancel the epi-hold transaction and only incur the proportion of cost proportional to the duration elapsed of expire duration in the hold transaction.

During the time that the data transfer is taking place, the transaction miners are working to transfer the hold value. Incidentally, the transaction initiator, has an advantage over the miners since he created the hold transaction and therefore has seen it before them. If he has adequate hashing power to complement that timing advantage, he can compete with the miners to submit a coupon claim himself, and get back the miner fee component of the transaction cost for himself.

9 Conclusion

The greater economic problem facing the people of the world today, isn't a lack of money – it's a lack of access to it; and a lack in the circulation of wealth. That's why Tipper is more than just a new platform; it's the game-changer in this space that the world needs, and it's an economic revolution. Tipper will be a quintessential part of the internet 3.0 revolution.

Tipper is aiming to change the world by giving everyone a new open-source platform where every user can earn money. This is the platform that is going to harness and utilize the immense amount of human energy that goes into social media activity every single day, and turn that into economic activity. Uber and Airbnb disrupted the service industry and changed things forever because they gave people a way to earn money. Now, Tipper is shifting the paradigm in the social media world, by allowing every single user to monetize from their time on social media, from any given post. In summary, Tipper is turning likes into dollars – an incredible opportunity where the possibilities are endless and where viral has a whole new meaning.

Right now, the mainstream social media platforms such as Facebook, Twitter, and YouTube hoard the wealth. The current model is to keep all the wealth while giving some to content creators. Until now, the model is that users use free services and the platform earns by showing ads to the users. With Tipper, that will change, and the new era will begin; of getting people access to that horde of money out there, and also circulating it; of making that money up for grabs for whoever earns it by being viewed and tipped. It's time for an evolution of what users get from their social media activity.

We spent the last decade becoming experts at consuming and circulating content – now it's time for the users to master circulating digital wealth.

In summary, the Tipper Social Economy provides the world's first hyper peer-to-peer tip-culture ecosystem (a true "*econosystem"*), that brings the world three revolutionary concepts that, while never seen before, will become staples of the future online world: **content investing**, **momentization**, and **branded tips**. Underlying all of this, the innovations in the Tipper blockchain protocol will bring this vision into a reality, while progressing cryptographic currencies into the mainstream like never before.

Tipper. The Social Economy. The true *"People's Platform*".

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