



Aktie Social

WHITEPAPER



Aktie
Social



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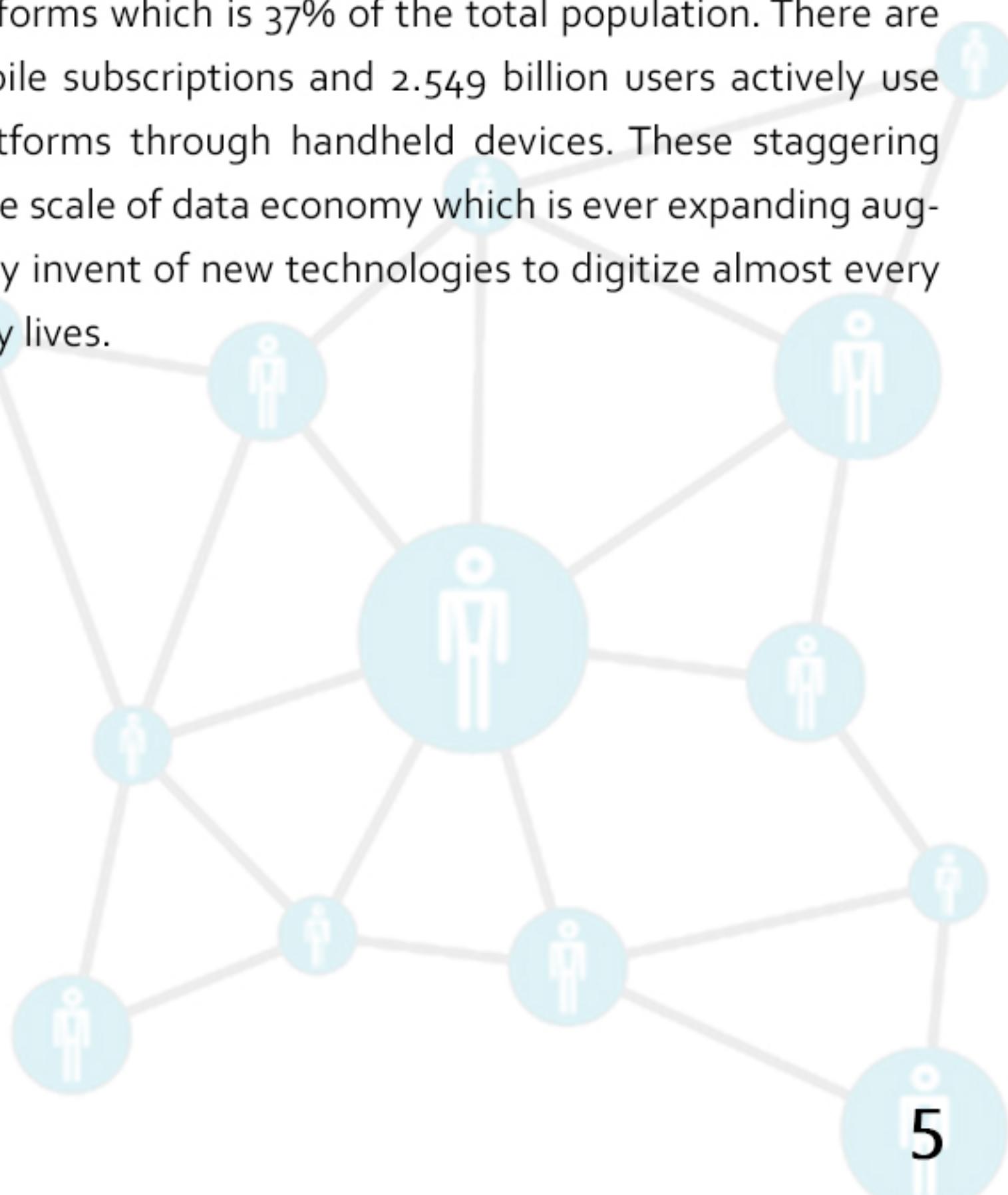
Abstract

More than 2.5 billion people use social media on daily basis. Data economy is considered the most profitable business in future. Even social media giants like Facebook, LinkedIn and other companies like Google are using data of their users and earning whopping revenue of billions of dollars every year. "Aktie" is a blockchain based social media platform. It is also an enabler which helps you get your share of revenue on your data. Whenever you use Aktie platform or any other platform which is integrated with Aktie platform, you earn Aktie gas which is trade-able with Aktie coins. Aktie brings in all features of familiar and omnipresent social media outlets. Aktie coin serves as digital currency which can be utilized for purchasing at the platform as well as a tradable coin. Aktie came into being with an idea of giving hold of revenue to the users, which is being earned on their data. The advertisers purchase the advertisement gas at platform exchange from users as well as the platform itself. The platform supports the technology of peer-to-peer shopping, transfers, smart contracts, and trade. Welcome to the newest technology which is valuing your time, creativity, and resource you spend while staying on social media platforms!



Introduction

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. As of January 2017, world population is around 7.476 billion people. 3.773 billion off these have access to internet of which 2.789 billion are active users of social media platforms which is 37% of the total population. There are 8.047 billion mobile subscriptions and 2.549 billion users actively use social media platforms through handheld devices. These staggering numbers show the scale of data economy which is ever expanding augmented further by invent of new technologies to digitize almost every aspect of our daily lives.





Market Analysis

Breakdown of the above-mentioned numbers for specific platforms tells us that the Facebook comprises the largest portion of it. It has 2.07 billion active monthly users as of Quarter 3 (Q3) of 2017. 1.15 billion users accessed the platform through mobile phones. Mobile advertising revenue is reported in an increasing trend and according to the Facebook, it represented approximately 88 percent of advertising revenue for Q3 2017 up from 84 percent in Q3 2016. And Twitter had 328 million users in the first quarter of 2017.

Similarly, Snapchat has around 350 million monthly active users of which 185 million users are active on daily basis. The consumption of data can be gauged with the viewership of videos which is 14 billion daily video views. The Instagram has 700 million monthly active users in the early quarters of 2017. 400 million users access the platform on daily basis and 250 million update daily stories actively.

All the social media platforms consume the large budget of marketing which is above US \$50 Billion for 2017 and it is increasing due to its effectiveness and burgeoning reach.



Current Business Models

Major chunk of this revenue goes to big pockets of shareholders of these companies. Take the example of Facebook Q3 of 2017. It bagged US \$10.328 million with around 50% in net income. Its expense breaks down into US\$1,400 million as a cost of revenue, US\$2,000 million on Research & Development, US\$1,200 million on Marketing & Sales and a small amount of US \$536 million as general and administrative costs.

Aktie Business Model

Aktie introduces a novel way of utilizing social media. The users earn real money now for their time they spend on social media platforms. It promises to share the revenue with the users according to their share to keep the platform active. The smart algorithms compute the cost of an ad. for every view/click and the same algorithms share the amount of that computed revenue with the user who earned the platform that specific amount on the ad. by watching, liking, sharing or commenting on the content.

Now imagine the amount of resources you spent on social media. You might have earned more than your earning from the job if you're a social media-holic.



Aktie as Social Media Platform

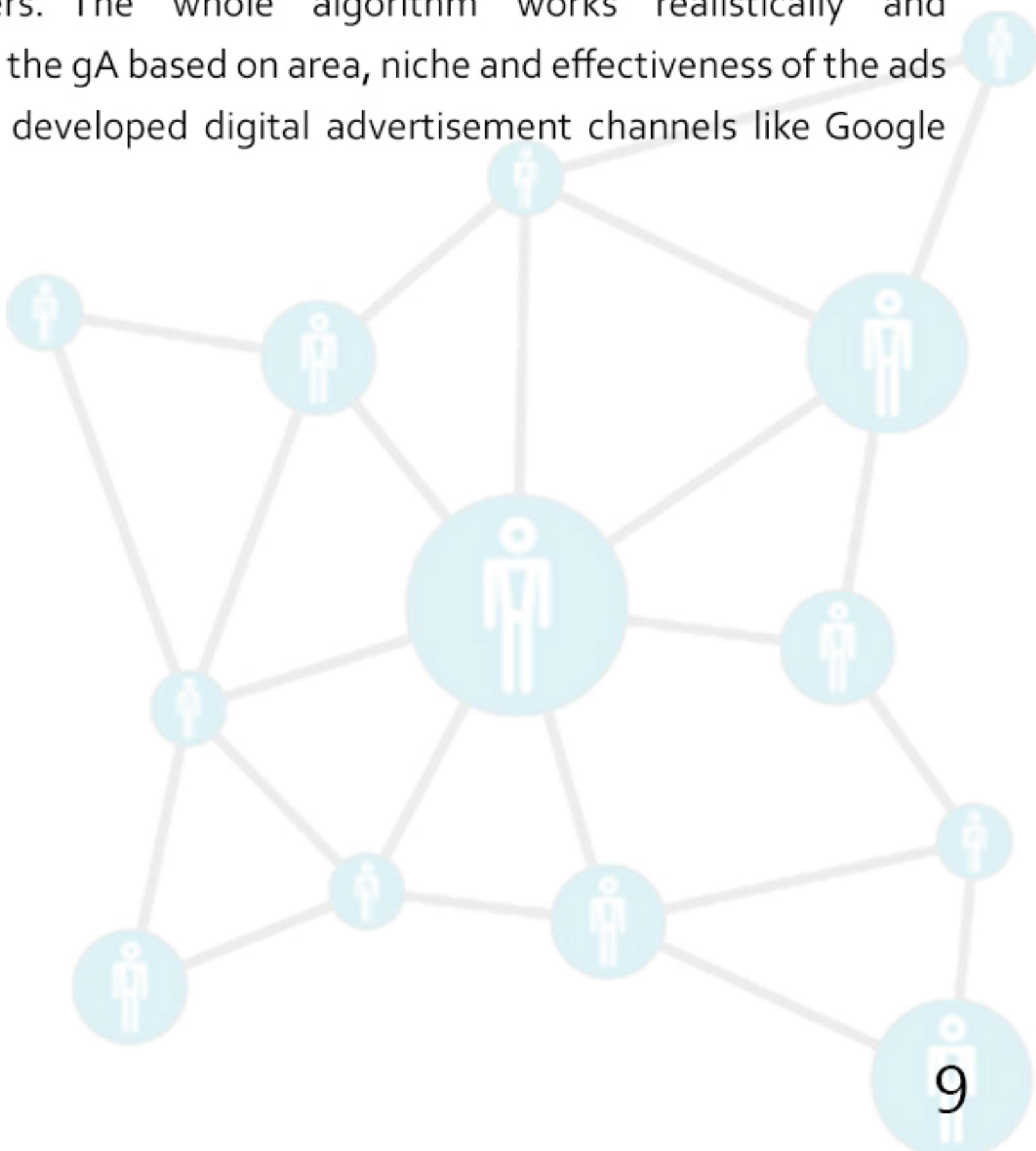
Aktie is a social media platform which has all the features of content creation, and curation which includes post, like, share, comment etc. It's also an enabler that helps you earn revenue from the other platforms which integrates the Aktie enabler. In addition to the new features, it supports all the features of social media platforms including but not limited to business & community pages, groups, stores, chatrooms etc.

It incorporates the features like peer-to-peer transfers, shopping, trade, chat, and smart contracts. It transfers ownership of assets and the digital asset itself to users through smart contracts. The platform helps the users write smart contracts through a graphical user interface with specific features and options. The platform also integrates an exchange for coin trade as well as purchase/sale of the gas required to run ads. on the platform. The Aktie aims to develop peer-to-peer shopping as core functional part of the platform when the threshold of minimum users is reached.



Features of Aktie

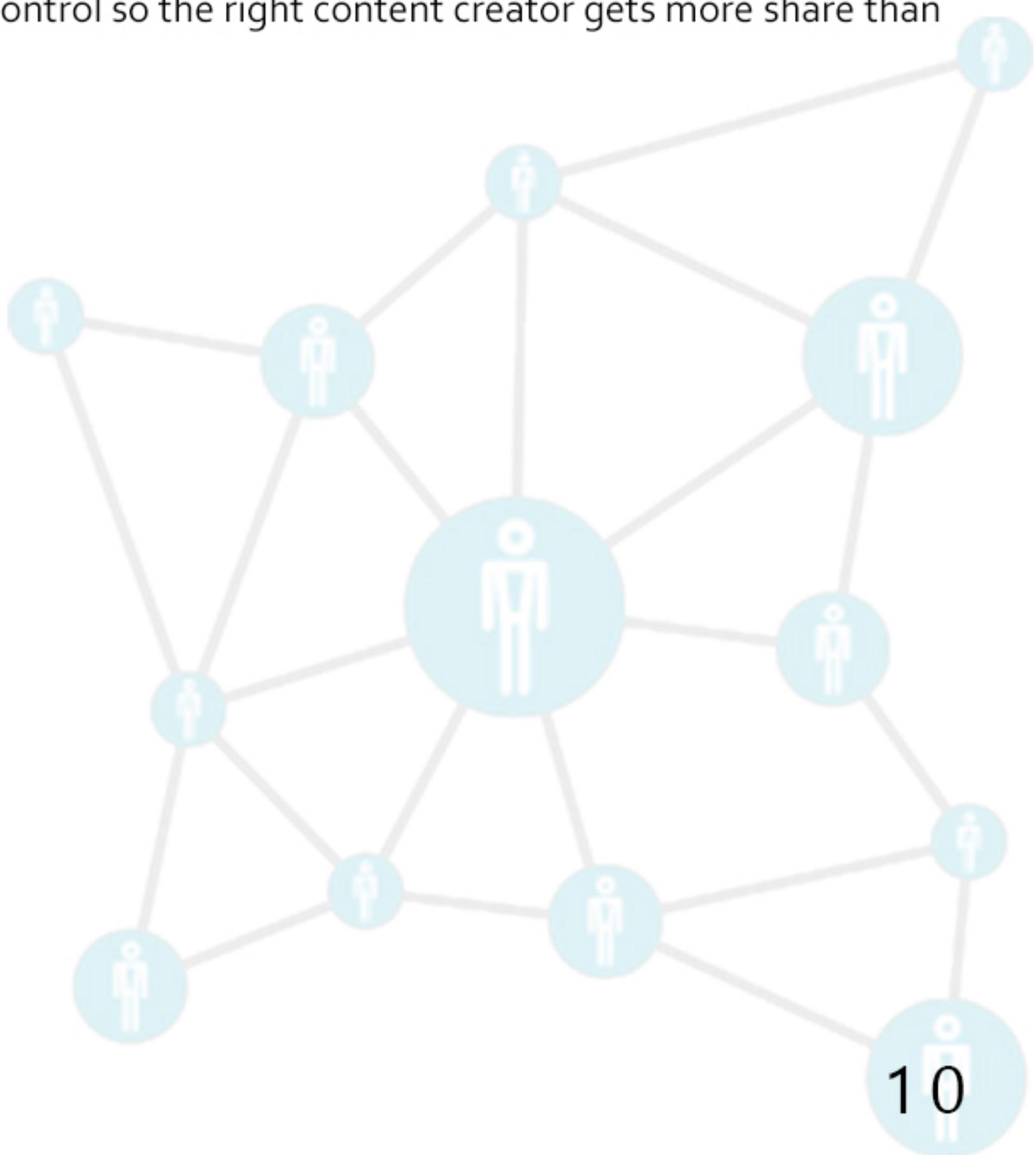
The Aktie platform runs with Aktie coin and Aktie gas denoted by cA and gA respectively. The users get gA when they sign up, refer the platform to new users, interact with friends in a way that it brings new ads to the platform. In a way, they get a portion from the gA which the platform consumes from advertisers account as payment for ads display to the particular users. The whole algorithm works realistically and shares/charges the gA based on area, niche and effectiveness of the ads like other well developed digital advertisement channels like Google and Facebook.





How Aktie Works

The users can exchange the gA against tradeable/expendable cAs with the platform or directly with advertisers on exchange within the platform. The Aktie is not differentiating between content creation and content curation due to limited prowess in distinguishing the content creator from the curator. We are working on collaboration mechanism to ensure piracy control so the right content creator gets more share than the curator.





Revenue Distribution

Based on the study of business models of many social media platforms, team Aktie proposes the following business model for the platform. Major chunk is shared with content curators and development support teams and both share 25% share of the revenue each. 20% of the revenue is shared as a reward to the miners who support the distributed system. This share depends on the technicality involved based on which proof system is being used for what parts of the platform functionality. It also includes the hardware expense as well as bandwidth and other infrastructure costs. Aktie plans to spend 30% of the revenue on marketing and sales for the next five years.

The revenue share plan is fixed for the first five years. Any future change in any functionality and plan is completely dependent upon approval of stakeholders of the platform which includes the development team, coin holders and the core of the platform: the users through voting.



Technical Features

Since Aktie proposes the blockchain based approach, it has planned to utilize different blockchain based services to support other such services as well. Its media storage and database systems are decentralized and distributed and hosted at StorJ and BlockchainDB. But the team Aktie is exploring other options as well as working on a plan to build such platforms.

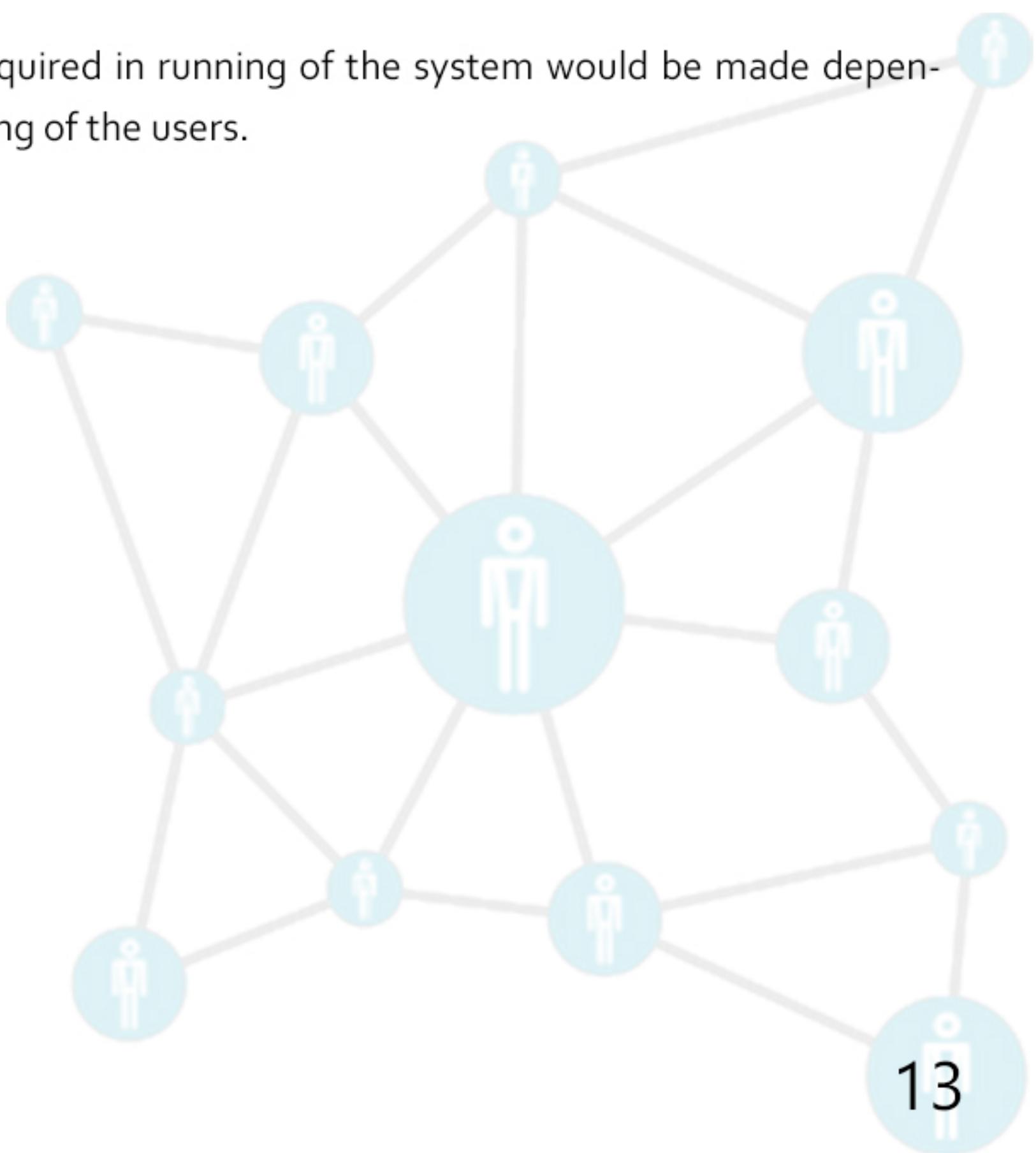
The Raiden promises, “Blockchains do not scale well. Current public, permissionless blockchains are unable to achieve more than a low, fixed number of transactions per second. Ethereum has been shown to reach its cap at about 10 transactions per second. Short-term scaling solutions, like raising maximum computation performed per block by a constant factor, will not be able to support continued mainstream adoption.”

The Raiden Network will provide a payment system based on payment channel technology that scales with the number of its users. This means that the bigger the Raiden Network becomes, the higher its maximum throughput will be, with practically no upper limit in sight.”



The team Aktie also proposes to execute many of the low-value (financially) and low-risk transactions off-chain in order to deal with scalability and latency issues. Similarly, smart contracts are based on well tested and proven Ethereum based blockchain systems. Low-value smart contracts are also designed to be executed off-chain.

Any change required in running of the system would be made dependent upon voting of the users.





Timeline

2017

Q1 2017

Research on business models of social media platforms to benefit users

Q2 2017

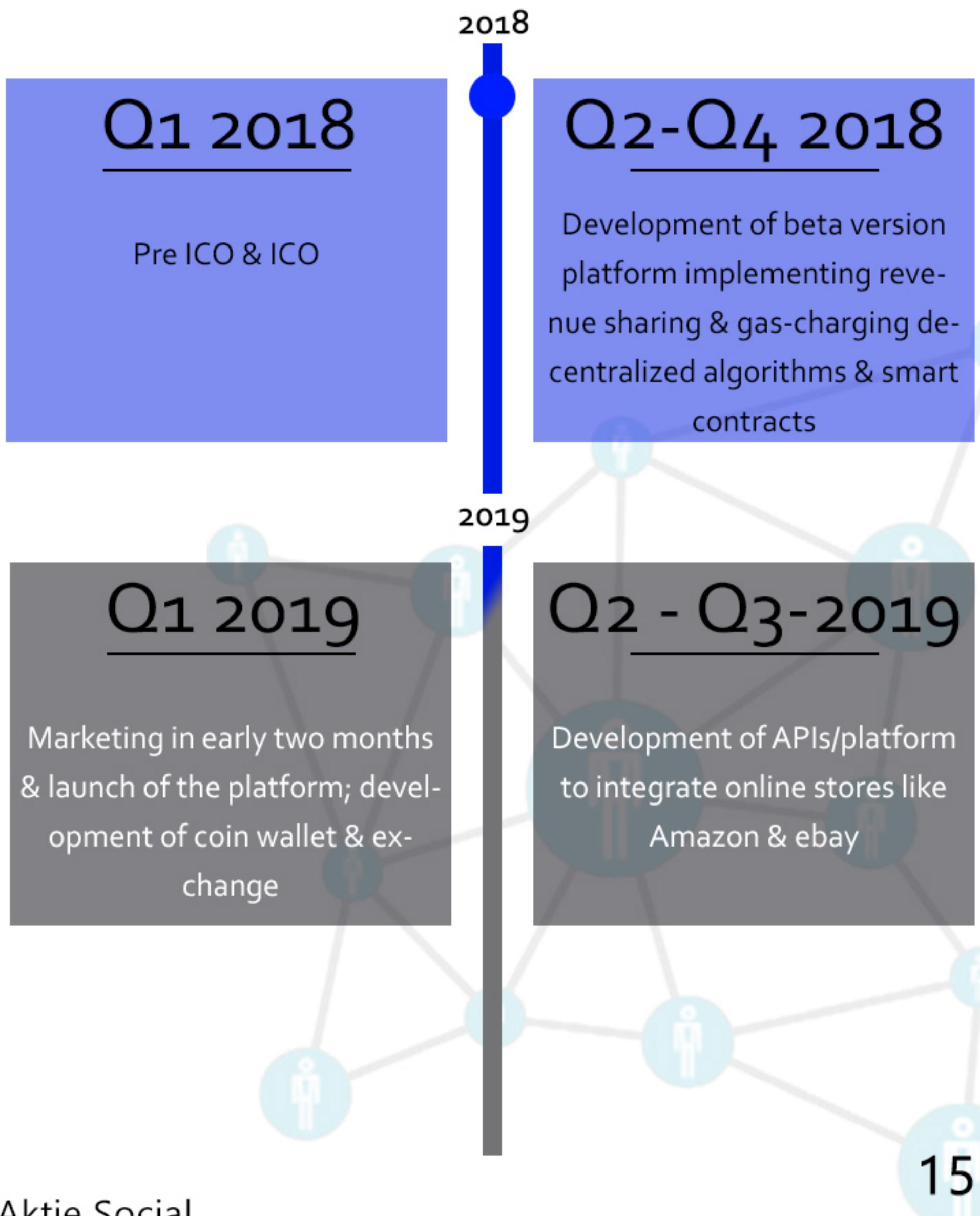
Development & testing of algorithms implementing findings of the research

Q3 2017

Research on blockchain-based solutions to implement the algorithms

Q4 2017

Development of business model & ICO preparation



Q4-2019

Development of content creation platform to integrate with Aktie-to identify the right owner/creator

Q1-Q2 2020

Integration of all modules and launch of full-fledged Aktie.social

2019

2020



ICO Features

Total Coins:	100,000,000
Core Team Share:	12,000,000
Initial team, bounties, bonus for new users, content producers:	6,500,000
Bonus to random 100 backers who purchase 100,000 or above coins:	1,500,000
Available coins:	80,000,00

Pre ICO Sale · 2 weeks

Pre-ICO sale:	10,000,000 AKT
1st week (63% Profit)	1 ETH = 900 Coins
2nd week (45% Profit)	1 ETH = 800 Coins

Main ICO · 6 weeks

ICO Coins :	70,000,000 AKT
1st week (28% Profit)	1 ETH = 700
2nd week (23% Profit)	1 ETH = 675
3rd week (18% Profit)	1 ETH = 650
4th week (13% Profit)	1 ETH = 625
5th week (9% Profit)	1 ETH = 600
6th week (0% Profit)	1 ETH = 550



Benefits of Aktie coins

The coin is expected to be appreciated for the following reasons:

- ◆ In demand by advertisers to buy gas for advertisement
- ◆ Coin is in demand for its wide acceptance and utilization

Allocation of Funds

35%	Development
30%	Marketing
15%	Research & Development
10%	legal & collaboration
7%	Admin/operations team
3%	Buyback Programs



Contact Us



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