



Coinjoker.com - Decentralized Content Creation Platform

Creating Better Content

White Paper v.1

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Solution

Based on our existing alpha product: <https://coinjoker.com>, we have observed serious issues in the existing quality of content on the market. Therefore, we have decided to bring a new platform on the market that will help users create better content.

We are introducing a new token called Media Network Token (MNT) that will enable writers to build content of superior quality and receive tokens for their contributions.

Alpha Product - Coinjoker.com

Our website aim is filling a gap in the cryptocurrency industry. Cryptocurrency is still a new idea on the market and has only been around for the last decade. As a result, there are millions of people who have never heard of this type of investment. Or people who might stumble upon it and are unsure of what exactly are they buying into? Coinjoker strives to help these individuals by providing key knowledge that is easy to understand, implemented in a tool that new investors can trust.

The website includes information on everything from ICOs to blockchain revolution. Featuring a news section in the portal, Coinjoker is also able to provide fresh updates on the cryptocurrency world including potential hacks and dangers to investors. The portal as such can be vital for anyone who has already invested in an ICO or bought bitcoin tokens.

For seasoned investors, Coinjoker is a key source of information ensuring that they make right decisions and providing key articles before anyone else. Since the site is regularly updated, the portal always offers a fresh insight on the state-of-the-art in the cryptocurrency market including the best ICOs to invest in at any given time.

At Coinjoker, we believe that cryptocurrencies are a fantastic opportunity for investors and allows new startups to escape rigorous financial regulations imposed by the banks. However, to new investors cryptocurrencies are still a subject surrounded in mystery. Is it safe? How does it work? How do I invest? Coinjoker uses the new portal to answer all these questions and more, pulling back the veil from an industry that still operates behind the scenes.

Coinjoker is a fresh business on the market and it has already provided a vast array of information on the cryptocurrency market. The website is regularly updated with fresh information on the most valuable cryptocurrencies at any given point. At this time, the website is still under construction with new areas of the portal being added to ensure additional aid to investors. In the future, Coinjoker will also provide useful tools for investors with links to key websites, conversion calculators, and investment opportunities all part of the new portal.

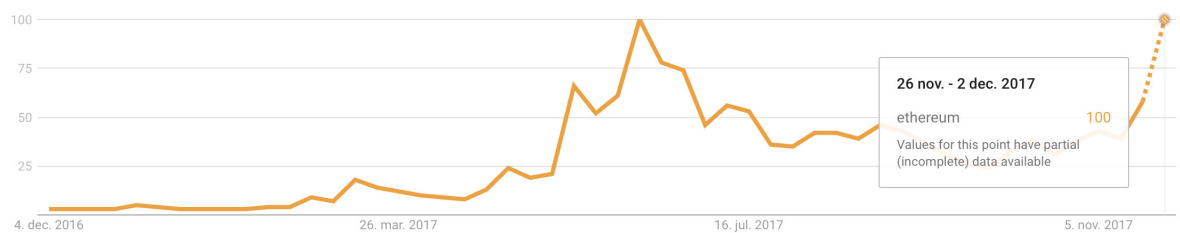
Anyone interested in learning more about cryptocurrencies will certainly benefit from visiting this new portal. We can help anyone discover the new world of cryptocurrencies.

Opportunity for MEDIA

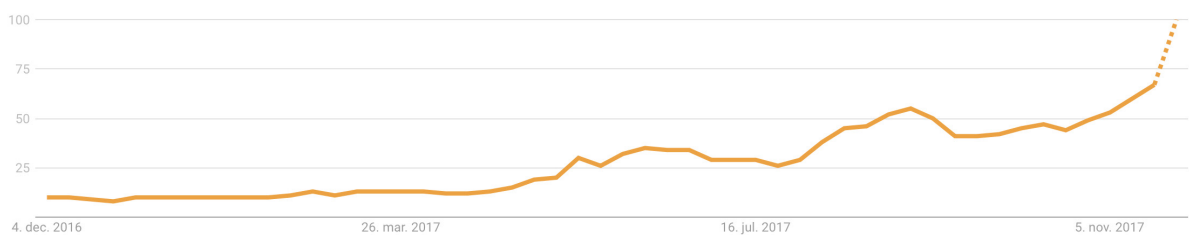
As you can see on the chart below, we are currently in the second wave of digital currencies and blockchain technologies.



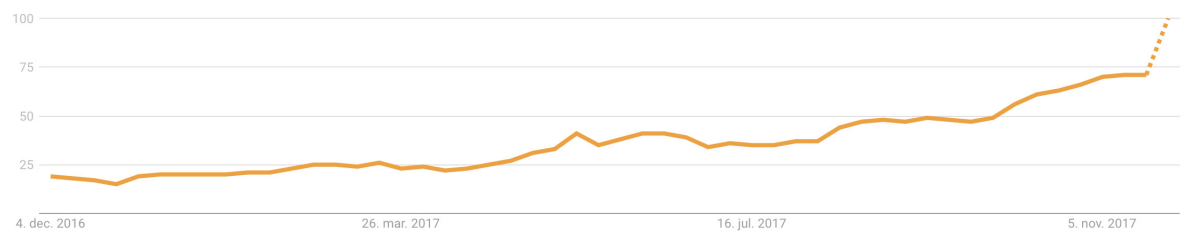
Google trends for word: **Bitcoin**



Google trends for word: **Ethereum**



Google trends for word: **Crypto**



Google trends for word: **Blockchain**

Decentralized Content Creation

While news portals and blogs have always been centralized in their nature, there have been many attempts to make content creation decentralized. Social media websites like Facebook, Twitter and Reddit rely on their users to create content, but using a centralized platform means that the respective company takes the ownership of the created data. Crowdsourced knowledge creation like Wikipedia faces the risks of a centralized service. It is a centralized organization currently relying on donations from their users. If the leadership of an organization changes, organizational changes also bring changes for their users. A company can go bankrupt and any knowledge, created by millions of users, is forever lost.

This is a harsh reality of a centralized world. Distributed ledger (blockchain) technologies are changing all that. Distributed “wikipedias”, social networks, and even blogs are emerging. Some rely on their users to voluntarily donate their time to create content while others use various ways to financially reward the content creators.

However, all of them are failing in one area: they look at the world from the perspective of content creators, not from the perspective of readers. Even the platforms that use the feedback of their readers (for example steem.io) to reward the authors are making the same mistake. By rewarding the content that has already been created they are disregarding the gap between the authors and the readers. They are overlooking the difference between the author’s perspective (“this is what I want to write about”) and the reader’s perspective (“this is what I want to read about”).

Authors are essentially writing about the things they know about and are inclined to write about. A lot of the times, by using the readers’ feedback to reward the authors, the authors try to fill this gap – by being rewarded by the readers, they try to guess what content will bring them the most reward. At Coinjoker, we have observed this gap from time to time. While at times some articles we were excited about did not bring us the numbers of readers we have expected, some other articles that we were not so sure about had amazing feedback.

We are looking to turn this concept around. By taking the same approach that crowdfund-

ing sites (a.k.a. Kickstarter) use for product creation and expanding it to content creation, we give the readers a voice about what content they want to read, and the authors an input about what content will bring them the most financial reward even before they start writing.

Concept

We will give both readers and authors the option to suggest new content: for example, suggesting the title of an article, some information about the article content, and the desired length of the article. The article proposer will have an option to choose the length of the funding period. Articles about some current event, for instance, might not be interesting anymore after a relatively short period, while some more general content might still draw interest for years and can afford a longer funding period.

After the suggestion is created, a funding period will start. In this period, the readers will have an option to fund the content they want to read about. The articles collecting sufficient funds during the designated period will be considered the ones that reader wants to read about.

By contributing a small amount, the readers will allocate their money to “vote” on the content that interests them. By distributing the desired amount between many interested readers, the amount contributed by a single person for a single article can be relatively small, but proportional to how much does the content interest them. If a suggested content does not raise the suggested amount of funds, all the funds collected are returned to the contributors.

By making the readers pay a small amount for the creation of content, we also ensure the highest possible amount of original content. Any content that can be easily found on other sites does not receive funding. A high amount of original content will bring new readers to the site, contributing to a network effect and spreading our site further.

The authors will then be able to start contributing to the content. An article will be written in a wiki style, making it possible for multiple authors to contribute. The percentage that each author has contributed will be visible and verifiable on the blockchain, making it possible to fairly distribute the allocated funds between the authors.

Readers/fund contributors will be able to vote on the written content.

The articles that have been successfully written and have received the sufficient number of votes, will be published on the platform. If a certain article was not written in the designated time, the original fund contributors will be able to vote on a deadline extension. There will be an option for unlimited number of deadline extensions. However, while the first deadline extension will only require the majority (over 50%) of fund contributors to vote in its favour, any subsequent extensions will require approval of all of the readers that contributed funds for the specific article.

If an article will not be finished or approved after the deadline or a deadline extension has expired, the funds will be returned to the contributors.

Some articles will become outdated over time. At the same time that new articles can be suggested, article improvement requests can be suggested and funded. It is important for the old version of the article to stay available to the readers. The original fund contributors might not want to see any changes in the content they have paid for.

We will also support custom content creation, which will be performed in 4 major steps. This will enable freelancers from different subdomains to earn MNT tokens based on popularity of the articles. Each writer will be able to select his “help” and distribute a small percentage of his MNT earnings. Additionally, he will be able to include Artists for design and Proofreader for proofreading. Each article will be checked for plagiarism.



Step
01

JOIN

Join our next generation content creation service that will revolutionize content creation on the web.



Step
02

CONTRIBUTE

Writers
Proofreaders
Artists

You are the expert!

Now you have the chance to share your expertise with the world and earn money.



Step
03

PROCESS

With our revolutionary cognitive engine, you will be able to check for plagiarism, proofread your work, check your tone, translate, or update the content with rich graphics that match your work.



Step
04

EARN

You will be paid for every view that your article receives. The more articles you write, the more money you earn each month.

Writer will be able to earn MNT based on voting on his content creation. Writer will be able to earn MNT after article is published on coinjoker.com portal.

Payment Process

Each writer will receive his own unique Ethereum wallet address where he will receive MNT tokens from the readers. Writer will enter any desired ERC20 compatible wallet to which Coinjoker will send MNT tokens for his work.

Readers will be able to read content anonymously or by registering and receiving additional MNTs each month based on their activity on Coinjoker.com.

Our engine will process payments and send it out to contributors on a daily basis.

Example of a Paid Article



Severity: Critical

Product affected: Parity Wallet (multi-sig wallets)

Summary: A vulnerability in the Parity Wallet library contract of the standard multi-sig contract has been found.

Affected users: Users with assets in a multi-sig wallet created in Parity Wallet that was deployed after 20th July.

Following the fix for the [original multi-sig issue](#) that had been exploited on 19th of July

Article is only available for **Coin Joker** users.

To continue reading please:

BUY MNT

SUBSCRIBE

Registered user will be able to click on the “Read more” button on the selected article and information of current MNT tokens balance and article cost. He will receive a unique Ethereum address that is connected with the selected article and writer who authored it. When the system receives MNT tokens at this address, the user receives a unique KEY to his email address to unlock the selected article.

Payment Distribution:

- ◆ Coinjoker fee: 20% of MNT
- ◆ Writer: 80% of MNT
- ◆ (optional) - Artist: 15% of MNT
- ◆ (optional) - Proofreader: 15% of MNT

Writer can select his co-workers when writing his article. In this case, he gets 50% of all contributions in the MNT, whereas other contributions are shared among Artist or Proofreader.

Media Network Token - MNT

We will fund the development of the Coinjoker Media platform by selling vouchers for all our future trading fees to our MNT backers. Vouchers will be sold and will be represented by an ERC20 token created under the ticker “MNT”.

Token supply:	125,000,000
Distributed in the Crowdsale:	75,000,000
Symbol:	MNT
Initial Value:	1 ETH = 10000 MNT
Sale Period:	16.12.2017–15.2.2018
Token Distribution Date:	Instant
Accepted Currencies:	ETH

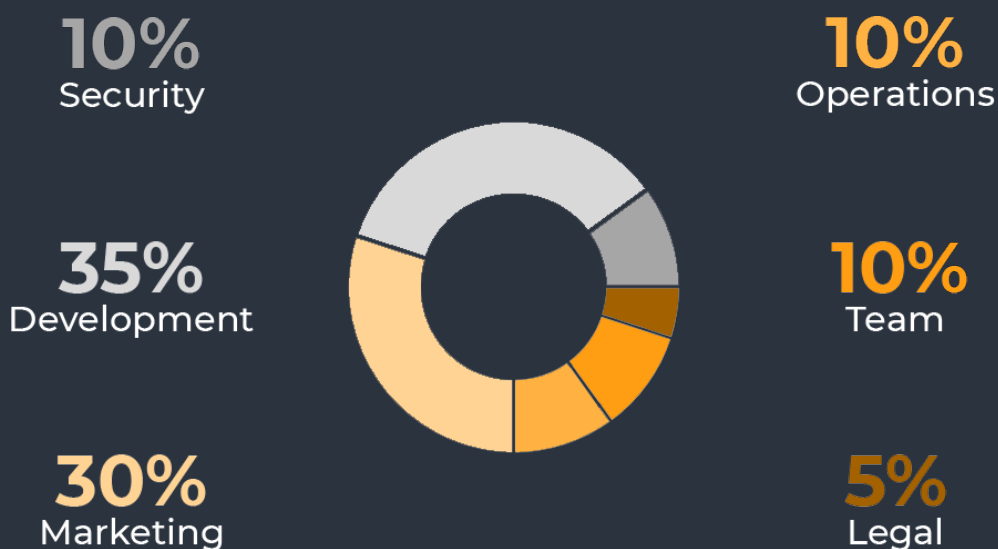
Token Distribution

There will be a total supply of 125,000,000 MNT for use in the network – no additional MNT will ever be generated.



Funding Details

Hard cap for the Token sale is 7,500 ETH.
If the hard cap is reached, the funds will be distributed as follows:



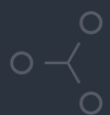
Token Trading

Market Distribution

Our goal is to distribute MNT token to various markets. We will invest our collected funds in ETH to distribute the MNT token to the following markets:

- ◆ HitBTC
- ◆ Binance
- ◆ Bittrex
- ◆ GateHub
- ◆ LiveCoin
- ◆ YObit
- ◆ EtherDelta
- ◆ and others. (we will create voting pools on Coinjoker portal for new exchanges).

Our progress with the markets will be reported quarterly.



GATEHUB

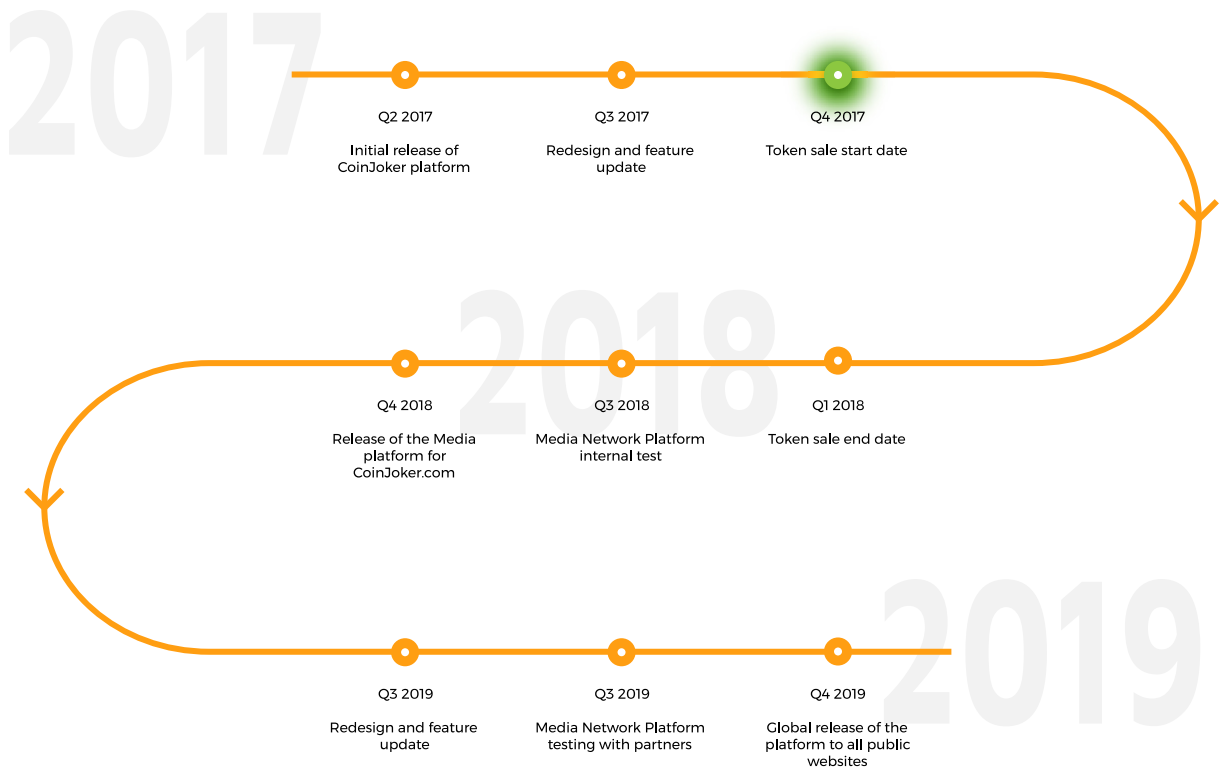


LIVECOIN.NET



YObit

Usage of Tokens in Project



Roadmap:

- ◆ Publish MNT token on exchanges
- ◆ Website redesign
- ◆ Beta platform Coinjoker.com
- ◆ Writers Payment interface
- ◆ Native mobile application for Android/iOS
- ◆ Production platform
- ◆ API access to content (widgets)
- ◆ Implementation of Cognitive content creation suggestion