



# White Paper

July 2017

Social is a cryptocurrency that will be used within Nexus, a secure and private decentralized social network with integrated marketplace and ad platform

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# ABSTRACT

Almost 2.5 billion people on Earth use some form of social networking. Account data is harvested, and accessed by large corporations every day.

Nexus is a new generation of social network. All data and uploads will exist on the blockchain instead of centralized servers. Nexus is a feature rich platform that allows you to communicate with friends and family in multiple different and unique ways, while providing state-of-the-art security and privacy.

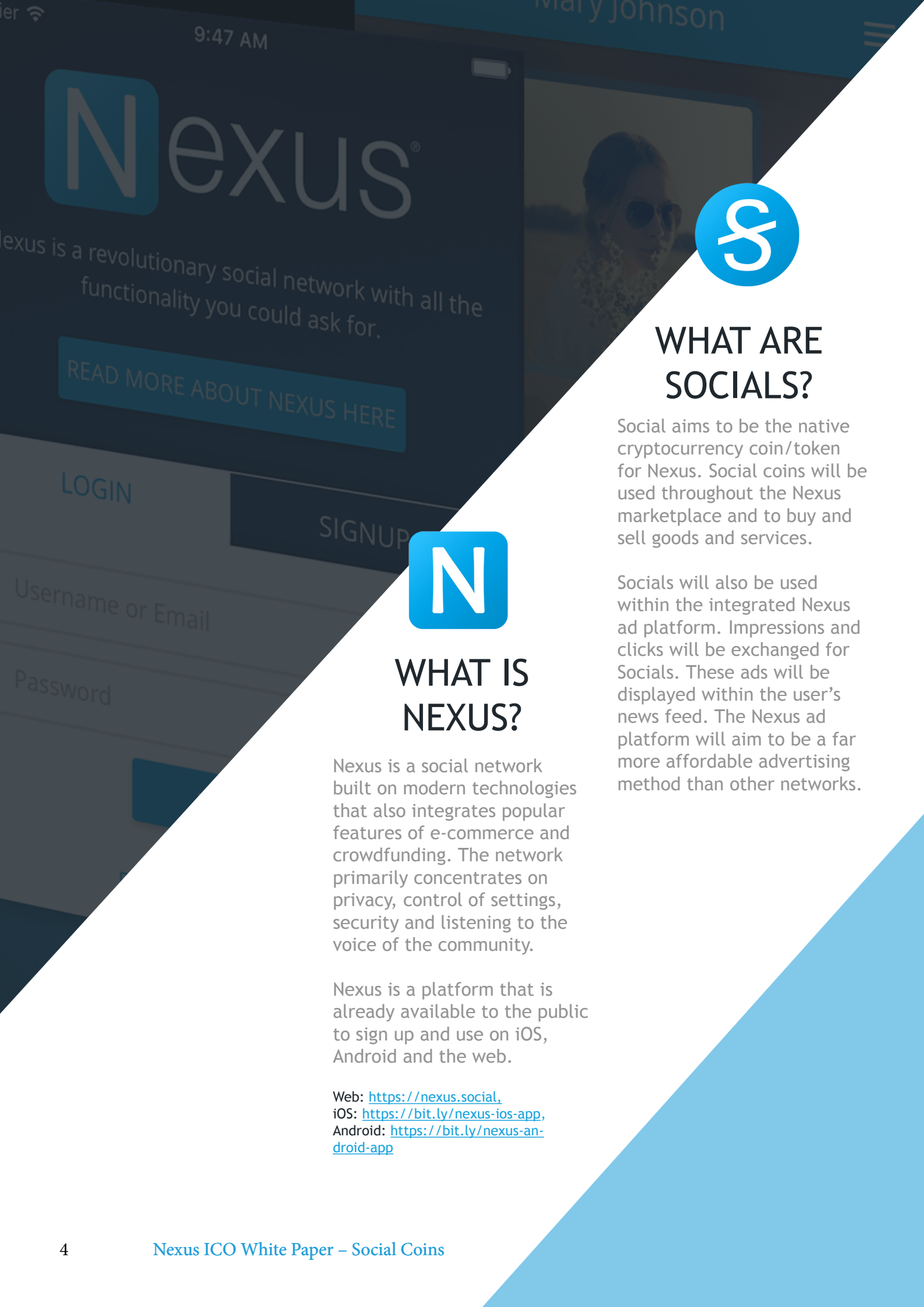
By decentralizing and encrypting all data and uploads, Nexus hopes to eliminate all invasion of privacy that large corporations are currently performing. End-to-end message encryption ensures only you and the person you're communicating with can read what is sent, and nobody in between, not even Nexus. Imagine a full decentralized social network where all data and multimedia is stored on the blockchain instead of centralized servers.

The network will contain its very own native cryptocurrency to be used for all purchases, called Social. SCL can be used to buy goods and services from other users, purchase ad spaces from the integrated ad platform, donate to crowd funding campaigns, and much more.

Nexus will create a gateway between Social coins and the real world by offering an instant access debit card that can be used almost anywhere on Earth.

Be a part of history by participating in the Initial Coin Offering. By getting in early, you'll have the chance to be the first in the world to hold Social coins. As more users join Nexus, the demand for Social will increase, while the total amount of coins will never exceed 50 million.

Nexus is giving the power back to the people.



## WHAT ARE SOCIALS?

Social aims to be the native cryptocurrency coin/token for Nexus. Social coins will be used throughout the Nexus marketplace and to buy and sell goods and services.

Socials will also be used within the integrated Nexus ad platform. Impressions and clicks will be exchanged for Socials. These ads will be displayed within the user's news feed. The Nexus ad platform will aim to be a far more affordable advertising method than other networks.



## WHAT IS NEXUS?

Nexus is a social network built on modern technologies that also integrates popular features of e-commerce and crowdfunding. The network primarily concentrates on privacy, control of settings, security and listening to the voice of the community.

Nexus is a platform that is already available to the public to sign up and use on iOS, Android and the web.

Web: <https://nexus.social>,  
iOS: <https://bit.ly/nexus-ios-app>,  
Android: <https://bit.ly/nexus-android-app>



# MARKET

Nexus will target two major markets: social and e-commerce. Both markets are multibillion-dollar industries that are currently controlled by large corporations.

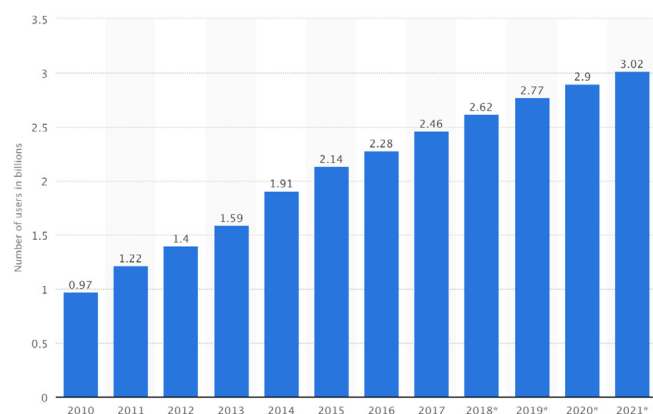
Nexus, along with its Social coins, hopes to create a decentralized social network paired with an online marketplace and much more.

## Market Statistics

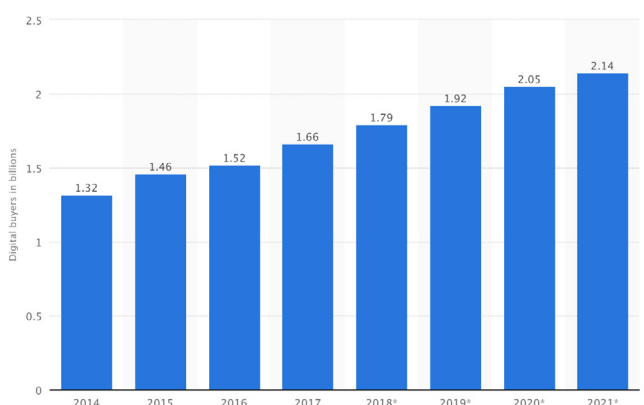
Social media advertising spend is projected to reach nearly \$36 billion globally in 2017, with the U.S. and Canada spending the most and eclipsing \$12.5 billion in 2016.

E-commerce sales is expected to grow almost 12% in the next few years. Global retail ecommerce sales will reach \$1.915 trillion in 2016, accounting for 8.7% of total retail spending worldwide. 71% of shoppers believe they will get a better deal online than in stores.

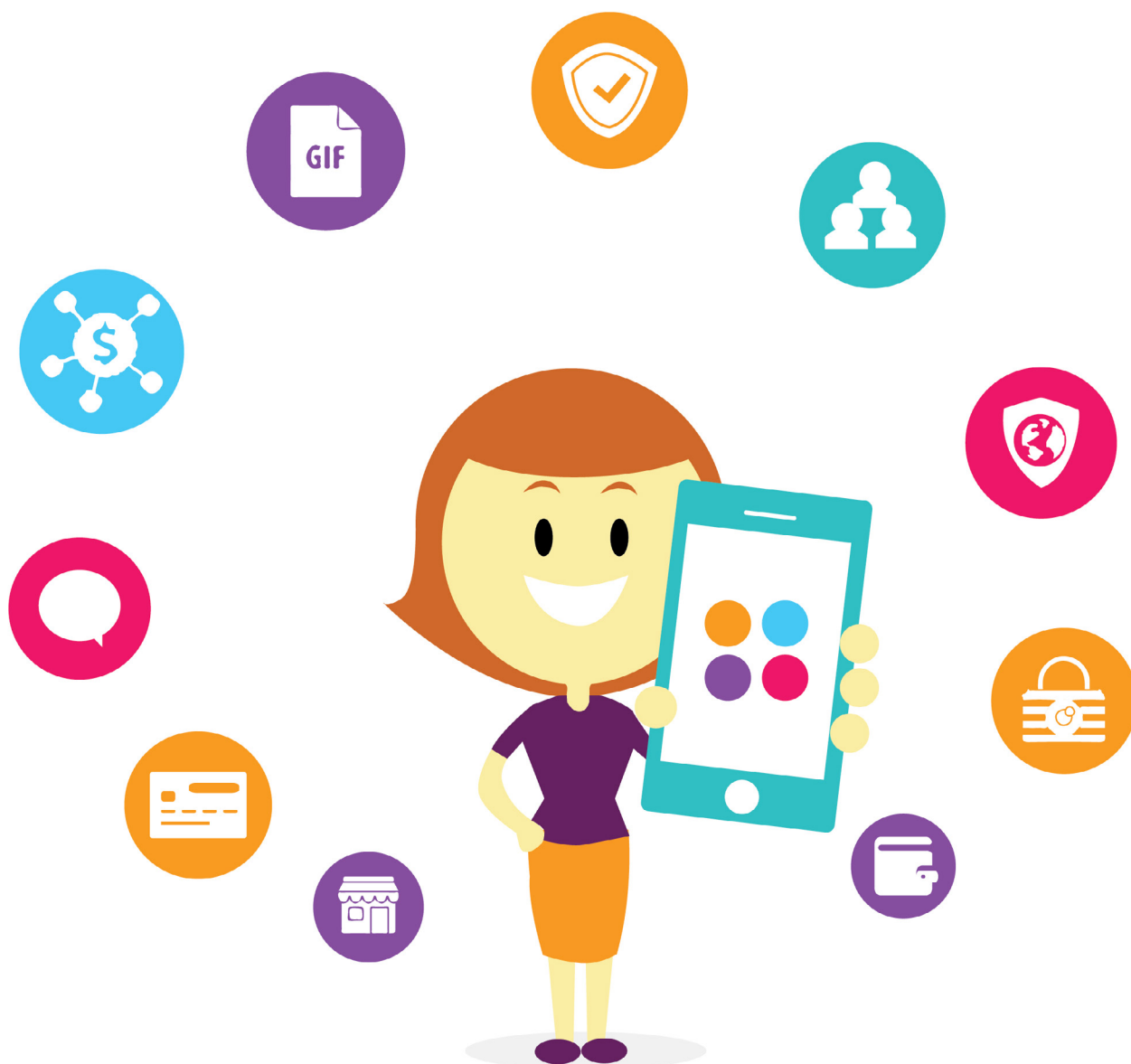
**Number of social media users worldwide from 2010 to 2021 (in billions)**



**Number of digital buyers worldwide from 2014 to 2021 (in billions)**







# FUNCTIONALITY

## Multi-Wallet



Nexus account wallets will be able to hold and store any Ethereum ERC20 standard token.

ShapeShift.io integration will allow users to convert between tokens seamlessly straight from their Nexus account. Functionality will include converting Socials between ShapeShift supported ERC20 standard tokens or buying Socials directly with other ERC20 tokens. The Nexus account wallet is planned for launch early 2018.



## Marketplace

Nexus is a social platform that incorporates e-commerce functions. In simple terms, you can create a “product post” that represents a good or service. Friends and followers can see this and then purchase it directly with their Socials.

For example, if you wanted to sell your old laptop. You would simply take a few pictures of it, attach a title, description, optional location and your price in Socials. Depending on whether you set your product post as public or private, other users around the world will be able to search for it via keywords and/or location.

If a user decides to purchase your good or service, they can simply click the “Purchase” button attached to the post, and Socials are automatically transferred from their Nexus account wallet, directly to yours. Simple as that!

The marketplace is already a working demo that exists within both the mobile applications and the web platform. The automatic purchasing functionality will be developed after the integration of the user account web wallet in Q2 2018



## Debit Card

The Nexus debit card will connect directly to the user’s account wallet.

The debit card will allow users to spend their Social coins as fiat currency anywhere in the world. Fees will be minimal and as the card uses Visa infrastructure you can use it almost anywhere in the world.

Seamless Apple Pay and Android Pay integrations will follow shortly after.

The instant access debit card will cost approximately \$10 in SCL to order the physical card, and approximately \$2 in SCL to generate a virtual card for Apply Pay or Android Pay.



## Tor & VPN Integration

By integrating the Tor API to our mobile applications, we hope to keep Nexus a secure and private social network. Tor functionality will be opt-in and only used by the account if requested.

We also have plans to use a built-in VPN within both mobile apps that can be paired with Tor to offer extreme browsing privacy while using Nexus.



## Crowdfunding

The Nexus platform also incorporates crowdfunding posts and functionality, called “Funds”. Any user has the ability to create a fund post for a specific cause alongside an image, description, and goal. Other users on Nexus can then donate Socials to the fund post and have their name displayed as a donator to that post.

The fund posts are currently operational within Nexus. The donation functionality is not yet automated as it is waiting on the integration of Social coins to the Nexus platform. Fund posts will be operational at the same time as product posts.



## Decentralization

Nexus plans to go completely decentralized by utilizing already existing blockchain applications. All data and multimedia uploads will be stored on the blockchain by the end of 2018, as stated in our roadmap.



## Friends & Followers

Nexus has developed a unique way to develop connections within the network. Any user can follow any other user, although if the required user has “approvals” turned on, the follow request will not be initiated until it is approved.

If user A follows user B, and then user B follows user A back, this then becomes a friendship. Friendships are more powerful connections on Nexus and they allow for more functionality such as instant messaging, faster searching, tagging and much more.



## Image Editor

Nexus incorporates an advanced image editor that is available both online and through our mobile applications.

Our editor allows for all kinds of adjustments such as cropping, rotating, zooming, panning, flipping and even adding photo filters.

Each of our photo filters was handpicked and designed to ensure a variety of different styles to match your personal preference.





## Instant Messaging

Messaging is a feature that almost every social platform incorporates these days. Nexus wants to take it one step further and offer mini features within the instant messaging functionality.

While chatting with a friend you'll also have the ability to send Socials instantly to them, request Socials, send multimedia attachments (images, GIFs, videos), emojis and much more. We also plan on allowing the sending and receiving of other ERC20 standard tokens through instant messages.

Instant messages are the most used feature within a social networking platform, so Nexus hopes to make it more enjoyable and sociable for its users.

Nexus hopes to integrate end-to-end message encryption. This ensures only you and the person you're communicating with can read what is sent, and nobody in between, not even Nexus.



## Mobile Applications

Nexus is available for download on both the iOS App Store and Google Play Store. All features available on the web platform are also within both mobile applications.

Both versions are compatible with push notifications so that you receive updates directly to your phone in real time.



## Privacy

We ensure that users have full control over both their data and accounts privacy. This is why we have created two very basic privacy settings within your account.

**Visibility:** Whether or not you would like your profile displayed publically.

**Approval:** Whether you would like to approve each user as they request to follow you.



## Account Types

Nexus has created an account type for both personal users and businesses. Upon signing up, users are prompted to select an account type that best suits them.

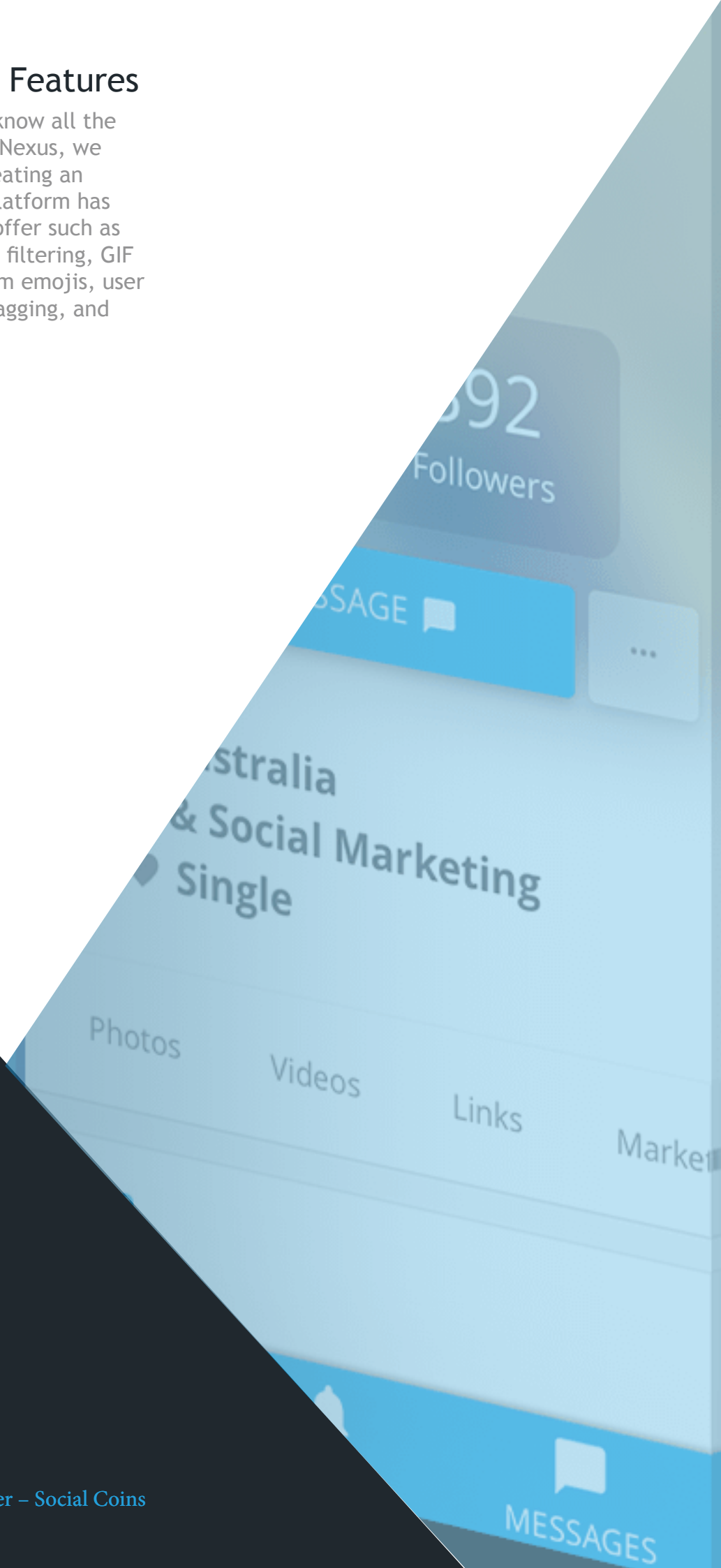
Business accounts consist of slightly different settings, while personal accounts are best aimed for the average every day user.

Users can switch between account types at any time simply from their account settings page.



## Additional Features

If you want to know all the ins and outs of Nexus, we recommend creating an account. The platform has much more to offer such as events, groups, filtering, GIF libraries, custom emojis, user tagging, hash tagging, and much more.



# TECHNICAL INFORMATION

## Instant Access Debit Card

We will use a technique called JITF (Just in Time Funding). Here's a breakdown on how an entire transaction will work using the Nexus debit card:

1. User is issued a physical or virtual Nexus debit card that is linked to their account wallet
2. Card contains \$0 at all times
3. User swipes card to pay for a purchase
4. Transaction is sent to our server
5. Server checks which fiat currency is requested (USD, AUD, EUR)
6. Nexus checks if user account wallet contains enough Social (SCL) to make the purchase
7. SCL is then sold for requested fiat
8. Fiat is moved to the debit card
9. Transaction is approved
10. Card balance is back to \$0

The debit card will be built on Visa infrastructure and will be integrated with a Nexus back end API for all transactions.

## Blockchains

The Nexus platform will utilize multiple existing blockchains for SCL transfers, data storage and multimedia uploads.

### TRANSFERS

As SCL is an ERC20 based Ethereum token, it is only logical that Ethereum will be used for all transactions within the marketplace, ad platform, crowdfunding, token swapping, and all other related currency transfer features.

All marketplace purchases will be first sent through a master account controlled by Nexus, the 3% fee taken, and then rest forwarded to the sellers address. Both TX fees will be absorbed by Nexus, not the seller.

### MULTIMEDIA UPLOADS

As of current, the team plans on utilizing Storj for all multimedia uploads and storage. Storj now allows for video and audio streaming over the blockchain which will be very beneficial to a social network like Nexus. This decision may change before implementation as development for decentralized storage is not planned until mid 2018 and new blockchain based multimedia storage applications are being released often.

### DATA STORAGE

Database storage will rely on BigchainDB. After investigating multiple blockchain based data storage option, we found that BigchainDB had the best technology, fastest blockchain write speeds and seamless integrations. As stated above, the decision of this may change before implementation if a better decentralized database solution arises.

## VPN

The built in VPN will be opt-in only and available within the iOS and Android applications only, not the web version of Nexus. The functionality will be an integrated client and will rely on the open source OpenVPN. The decision of which open source application to utilize may change before implementation.

## Tor

Tor offers multiple different integration solutions such as their open source packages (Orbit), router API, Tor Browser, and much more. We plan on implementing features from Tor slowly to make sure that they benefit our users instead of disturbing them. We will first offer a beta for a Tor Browser integrated client to see how that goes with the community.

## Multi-Wallet

Each user on Nexus will be assigned a multi-wallet that supports all ERC20 based tokens. The wallet will rely on Ethereum's open source Web3 project for transfers and signing transactions. Users will not have the ability to export their private key. This is a feature that we may allow in the near future.

## Ad Platform

The Nexus ad platform will be semi-automatic and self-serve. Any user with a Nexus account and SCL balance above 0 can create and submit an ad campaign through the platform.

All submitted campaigns will be manually approved by Nexus support staff before going live on the network to ensure quality and compliance. All costs will be in SCL, and will be based on CPC (cost per click) and CPI (cost per impression).

The ad platform will show very basic metrics on first launch and may expand on this in the near future.

Ads will not be target specific on first launch, although we do have plans to improve this in the near future.

# Pre-ICO

Our pre-ICO will begin on the 28th of July 2017 and will run for 10 days until the 7th of August 2017. All Socials will be available during the pre-ICO with no maximum (besides hard cap) and no minimum.

## Pre-ICO Details

Maximum for sale pre-ICO	47,500,000 SCL
Pre-ICO price	1 ETH = 850 SCL
Minimum transaction amount	0.04 ETH
Pre-ICO sale period	01:00am GMT Jul 28 2017 to 01:00am GMT Aug 7 2017
Coin distribution	Contract will distribute coins/tokens instantly upon receiving ETH
Minimum pre-ICO goal	No minimum

Our pre-ICO has an exclusive bonus rate of 850 SCL per 1 ETH for the entire period. This presale is aimed to raise funds to advertise and market the main ICO.

## Pre-ICO Funds

Pre-ICO funds will go into marketing the main ICO. We are planning multiple approaches of digital marketing such as banner ads, press releases, signature campaigns and social media.

# Main ICO

Our ICO structure will perform an immediate exchange of Social coins from your contributed Ether.

## ICO Details

Role of coin/token	Used to buy goods, services and ad spaces on Nexus
Symbol	SCL
Maximum supply (hard cap)	50,000,000 SCL
For sale this ICO	47,500,000 SCL Emission rate
Emission rate	No new coins will ever be created
Accepted currencies	ETH only
Price	1 ETH = 500 SCL
Minimum transaction amount	0.04 ETH
ICO sale period	01:00am GMT Aug 17 2017 to 01:00am GMT Sep 15 2017

Coin distribution	Contract will distribute coins/tokens instantly upon receiving ETH
Minimum goal	250,000 SCL
If minimum not met	Refunds will be issued via the smart-contract

## Coin Distribution

95% of all coins are available for purchase during the ICO. A maximum of 5% of the total supply of coins will be given to promote the product via multiple forms of digital marketing and development.

Zero tokens will be distributed to the Nexus team, instead, we will be implementing a “buy-back” program (see below). This will highly reduce the probability of a day one exchange dump that happens to most new tokens that hit the market.

No coins are offered for bounties as all bounty payouts are in BTC.

Here is a breakdown on where all coins will be:

Nexus team	0 SCL
Marketing campaigns	2,500,000 SCL
Pre & Main ICO	47,500,000 SCL

## Buy-Back Program

Instead of allocating X amount of SCL to the team during the ICO period, we will be launching a buy-back program on the exchange. This way, SCL will be purchased with BTC instead of being allocated free of charge to team members.

A total of 5% of all SCL in circulation will be purchased back during the first 24 hours to help SCL enter a bullish trend.

## Unsold Coins

Our smart contract is set to only create (mint) coins/tokens as it accepts ETH. Therefore, there will be no unsold coins remaining after the ICO has been finalized.

## Minimum Goal

We have strategically set a minimum funding goal for the crowdsale. If the minimum goal is not set, full refunds will be made via the smart-contract.

If the main ICO does not pass the minimum specified, all remaining pre-ICO funds are returned to the investors minus marketing expenses.



## Funds Allocation

All raised funds from the ICO will be liquidated slowly to ensure no market disruptions.

Development	65%
Security Audits	10% (max 3000 ETH)
Legals	10% (max 1000 ETH)
Hardware Upgrades	5% (max 100 ETH)
Advertising	10%

## Bonus Rates

Our main ICO will have an ongoing bonus structure for the entire crowdsale period.

First day	1 ETH = 750 SCL
Week 1	1 ETH = 700 SCL
Week 2	1 ETH = 650 SCL
Week 3	1 ETH = 600 SCL
Week 4	1 ETH = 550 SCL



# WHY CONTRIBUTE

The number of Social coins is limited to 50,000,000 and no further coins can be created due to the strict laws of smart-contracts.

All coins sold within the pre-ICO and main ICO will be the only Socials ever in circulation. Once Nexus is complete and integrates Social coins inside the marketplace, the demand of Socials will increase, as more people demand it as a form of payment for their goods and services.

Due to our “buy-back” program, the chances of SCL entering a bullish market once it hits an exchange is high. If the bullish trend sticks, the price of SCL should increase steadily.

Bonus rates are offered for every period of the ICO. This means that participating during the ICO, the contributor will receive the base rate of 1 ETH = 500 SCL plus the current bonus in effect.



## Ad Platform

Nexus plans to integrate a fully functional and semi-automatic ad platform in Q3 2018. The ad platform will allow users to create ads that are displayed within the news feed. All ad spaces will cost an amount in Socials that is yet to be determined. Charges will cost per impression and per click and will automatically deduct the amount in Social from the accounts web wallet.



## On-Selling

All Socials that Nexus makes via the marketplace fees and ad spaces will be on-sold via the Nexus website.

Socials will be sold for ETH, BTC or via USD from a credit card. The rate of socials will be the last seven days high +2%. This will ensure the constant price rise of Socials.

All ETH and BTC raised from fees on Nexus will only be liquidated when the business requires further funds.

# Contributing Rules

There are strict rules and precautions to follow while participating within the Socials ICO.

- Send ETH from your personal Ethereum wallet (such as MyEtherWallet, Metamask, Parity, Mist or Ledger).
- Set Limit to 200,000.
- Do not send funds from exchanges like Coinbase, Poloniex etc.
- Do not send your funds before the crowdsale has begun.
- SCL will be sent immediately to the wallet from which the ETH arrived.

Before contributing to the ICO, please make sure you have read and agreed to our “crowdsale agreement” document found below.

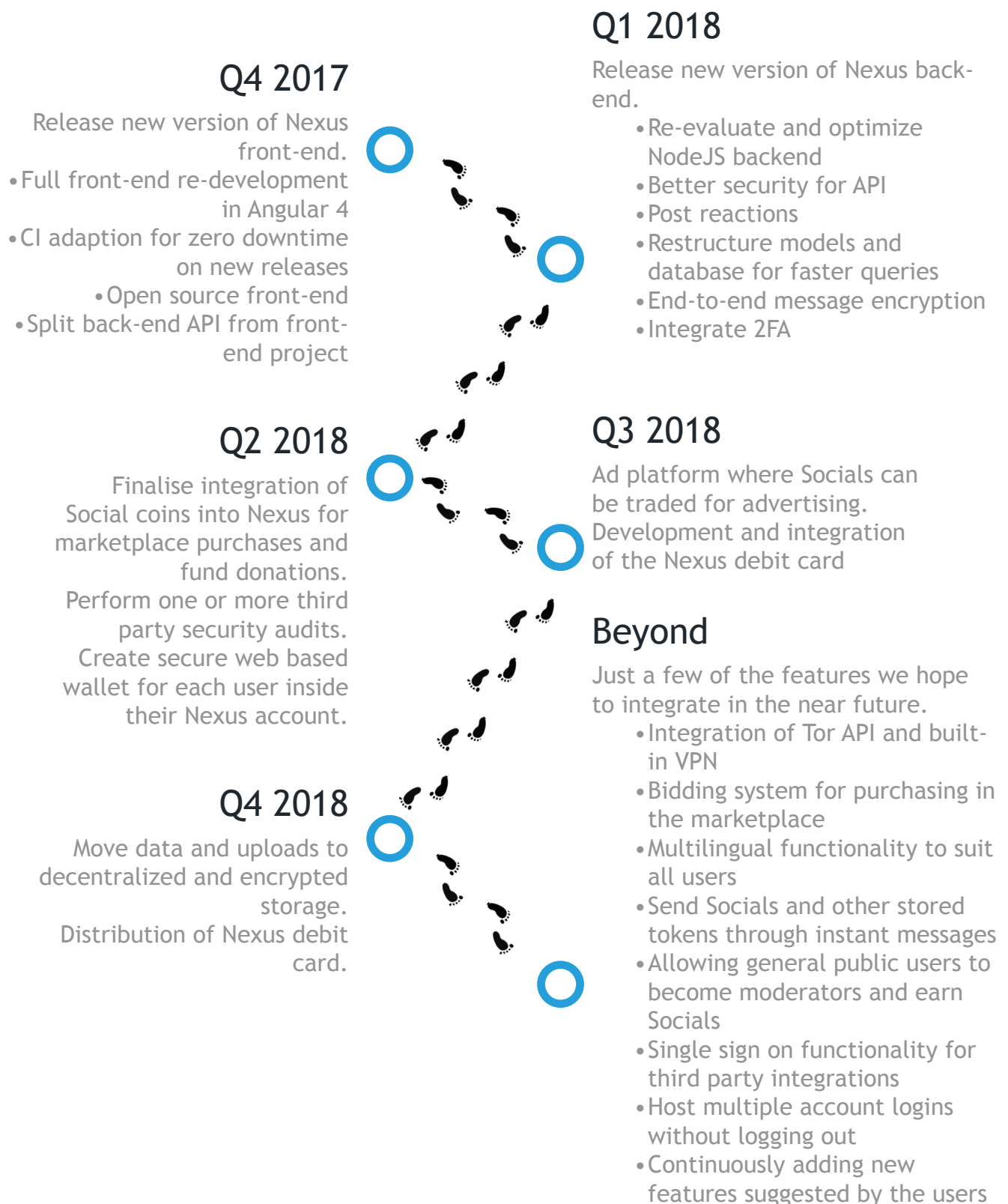
<https://ico.nexus.social/pdfs/legals/Nexus-Crowdsale-Agreement.pdf>

# Exchanges

Nexus has prepared all required documentation to be listed on exchanges. We are currently talking with a few exchanges and plan to be listed on at least one major exchange shortly after the finalization of the ICO.

# Roadmap and Development Plan

Our future roadmap and development plan is transparent and precise. We plan on redeveloping the entire Nexus platform for speed, security and reliability.



# Smart Contract

Our contract follows the ERC20 standard Ethereum token code, so Socials can be stored in any compatible ERC20 wallet.

Our crowdsale smart contract has been audited and is available for review online via the following Etherscan link.

<https://etherscan.io/address/0x582e3d8dcd41f586fbcc6559f16476d20b2a3b95#code>

## Company Information

Nexus is a company trading under FatCat Group Pty Ltd in Australia. The original entity name behind the ACN (Australian Company Number) was Nexus Social Network, but later changed to FatCat Group so that all technology can be licensed under the same parent entity.

### Australian Registration

To view more information about our company and the entities under it, please visit the following link:

<http://abr.business.gov.au/SearchByAbn.aspx?abn=82169756343>

### Trademark

Nexus has a trademark registered in Australia for our slogan, “The centre of all connections” and our logo. You can view information about our trademark via the following link:

<https://search.ipaustralia.gov.au/trademarks/search/view/1689010?q=1689010>

# Team



## Jade Mulholland

Founder & Lead Developer



<https://www.linkedin.com/in/jade-mulholland/>



<https://stackoverflow.com/users/1799136/fizzix>

Jade graduated from Bond University with a Bachelor of Multimedia Design with a double major in Information Technology and advertising. Since then Jade has been working as a full stack JavaScript developer with modern technologies such as Angular, NodeJS, TypeScript and Webpack.



## Mo Abbas

Backend & Solidity Developer



<https://www.linkedin.com/in/mohamad-ab-bas-16086115/>



<https://stackoverflow.com/users/1592884/moes>

Mohamad has been working as a backend developer with Microsoft technologies for decades. His experience varies from online stock market platforms to fully integrated custom CRM systems. Mo's recent experience includes Solidity development and smart contracts with Ethereum.



## Selena Bunting

Public Relations & Communications

Selena is the head of all public relations and business communications for Nexus. She leads international promotions and also speaks Chinese.



## Sara Fitzwilliam

Nexus Support

Sara is the lovely lady on the other side of the screen answering all customer support enquires. She's the backbone of the organization and helps keep everything on track.



## Kelly Gooch

Social Media

Kelly is the second half of our Nexus support team. She leads social media posts, instant messages and also assists with marketing.



# Advisors



**Frank Bonnet**

Advisor

 <https://www.linkedin.com/in/frank-bonnet-3b890865/>

Frank is the founder and lead developer of DCORP, an autonomous, decentralized and democratic organization that exists on the blockchain as a series of smart-contracts. Frank provides his expertise on Solidity development for our smart-contracts.



**Hansco Leek**

Advisor

 <https://www.linkedin.com/in/hansco-leek-5bb86210/>

Stockbroker, entrepreneur, investor, early Bitcoin adopter and co-owner/founder at Autodealers (successful Automotive IT company) among others. Hansco assists and advises with service management and business relations.

## Contact & Support

If you have any questions about Nexus, Socials, our team, our technology, or anything in between, feel free to reach out.

Website: <https://nexus.social>

ICO Info: <https://ico.nexus.social>

Email: [support@nexus.social](mailto:support@nexus.social)

BitcoinTalk: <https://bitcointalk.org/index.php?topic=2100970>

Facebook: <https://www.facebook.com/nexusocialnetwork>

Instagram: [https://www.instagram.com/nexus\\_app](https://www.instagram.com/nexus_app)

Twitter: [https://twitter.com/nexus\\_socials](https://twitter.com/nexus_socials)

Reddit: [https://www.reddit.com/r/nexus\\_social](https://www.reddit.com/r/nexus_social)

Slack: <http://slack.nexus.social/>

Telegram: [https://t.me/nexus\\_social](https://t.me/nexus_social)

YouTube: [https://www.youtube.com/channel/UCoSx37iRR5KZ2TgMSzgk\\_mg](https://www.youtube.com/channel/UCoSx37iRR5KZ2TgMSzgk_mg)