



WeYouMe

PEER TO PEER SOCIAL MEDIA

Investment Thesis - March 2019

Harrison Mclean - Lyndon Gasking

www.weyoume.io

Executive Summary:

WeYouMe will enable everyone to share information and value freely. It will operate as a decentralized autonomous corporation, with significant capabilities to satisfy user demand for a cryptocurrency empowered social media network.

WeYouMe will earn several distinct sources of network revenue. Revenue streams will include post promotion, monthly account memberships, decentralized exchange trading fees, peer to peer lending interest fees, marketplace mediator fees, and premium content purchasing fees. The value earned will be returned to the holders of network cryptoassets WYM and MeCoin.

WeYouMe will enable the formation of new and existing companies on the WeYouMe blockchain. It will provide these business accounts with unparalleled abilities to conduct commerce completely using cryptocurrency through its peer to peer marketplace. WeYouMe businesses will face no barriers to engaging with the international market, and can easily extend their reach through the WeYouMe social media platform. They can raise capital and credit accountably, and easily return portions of their revenue to their backers. Content creators can monetise their productions using premium posts, subscription assets, and content rewards to earn revenue. *WeYouMe will provide a fully neutral, and cost effective framework for content creators and businesses to reach the world.*

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1 Predecessors:

The feature set of WeYouMe is influenced by many great products that were created before it. WeYouMe is transparent about its predecessors, and is open to collaboration with them all to deliver great user experiences. All cryptocurrencies that WeYouMe is inspired by will receive sharedrops to their holders, and will have wallet functionality included in the WeYouMe interface. Their assets will have trading functionality on the WeYouMe Decentralized exchange, with gateway assets operated by the WeYouMe Executive board.

1.1 Steem (STEEM | www.steemit.com):

The primary inspiration for WeYouMe is the Steem blockchain ecosystem. Steem enables users to make public facing blog posts to its blockchain, and pioneered the user voting based cryptocurrency reward distribution mechanism. Steem stores the text of its posts on its blockchain, but relies on centralized file hosts to store multimedia files, such as images and videos. Decentralized solutions, such as Dtube, Dsound, and Dlive were created to enable new interfaces specialized for the hosting of media content including videos, audio, and livestreams. These make posts to the Steem blockchain, earning creator's rewards, and hosting the files on IPFS. All content posted to these Decentralized platforms that use IPFS will be easily cross posted to the WeYouMe Blockchain, where they can all be viewed in the same interface. Steem has the highest transactions per second of any blockchain in production, and offers free transactions, with rate limiting based on stake. This model allows all users to easily interact with the blockchain, without incurring transactions fees. It's primary Interface www.steemit.com serves all posted Steem content to users for free, while specialized interfaces are able to list themselves as post beneficiaries in transactions to earn a small share from the content rewards of their users. Steem has been highly successful in its first few years of operation, and Steemit is in the top 1500 most popular websites in the United States.

1.2 Bitshares (BTS | www.bitshares.org):

The Bitshares Decentralized exchange is the original implementation of Graphene. It offers an easy to use platform for the trading of User issued assets, with popular exchange service providers such as Openledger and CryptoBridge running Gateway assets for exchange on the Bitshares blockchain. The on-chain decentralized exchange operates effectively, with low trading fees, and rapid block times. Bitshares enables the creation of smartcoins that are backed by Bitshares collateral. This allows for the holding of fiat pegged value without relying on a central counterparty. Bitshares operates a worker proposal system, that funds the completion of specific tasks when they reach a voting threshold. Bitshares has the largest volume of any decentralized exchange due to its ease of use, multiple interface implementations, and its low trading fees compared to other decentralized exchanges.

1.3 Bitcoin (Cash) (BCH | www.bitcoincash.org):

Bitcoin is the original cryptocurrency. Created by Satoshi Nakamoto in 2009, Bitcoin pioneered the blockchain model of transaction storage, propagation and security. The blockchain design enabled the creation of immutable public data storage, which when combined with the Proof of Work mechanism, allowed anyone around the world to secure the blockchain, while rewarding those that contribute hashing power. Proof of work enabled currency to be distributed fairly, and provides the basis for achieving decentralized consensus about the state of the transaction output set. **In 2017, the Bitcoin blockchain separated into the Bitcoin Core blockchain (BTC), and the Bitcoin Cash blockchain (BCH) out of a failure to achieve consensus about how to scale the network.** Bitcoin (Cash) has achieved a strong level of transaction throughput, and has made advances in the difficulty adjustment algorithm, preventing instability in the case of large hashing power declines. Bitcoin core however has not maintained the same level of transaction throughput, and has sustained extended periods of high fee costs and slow unreliable transaction times. The WeYouMe project recognises the importance of low fees, and fast reliable transaction times, and goes further to provide free transactions with 3 second confirmations using Graphene and Delegated proof of stake. **WeYouMe supports on chain scaling, which is the key to its operational model.**

1.4 Ethereum (ETH | www.ethereum.org):

Ethereum was the first blockchain platform to offer smart contract functionality. It enables a Turing complete smart contract language called solidity to be used for the creation of code that is uploaded to the Ethereum blockchain. Other Ethereum accounts can interact with smart contracts to move funds according to the contract code, and store state information. Ethereum enables ERC20 tokens, which can be issued upon receipt of Ethereum into a smart contract address. This process is widely used to operate Initial Coin Offerings. **Ethereum, however, has significant transaction fees and limitations to its scalability when under heavy usage.**

1.5 Decent (DCT | www.decent.ch):

Decent utilizes a blockchain model to link content storage to the Bittorrent protocol, and provide content distribution. Files can be encrypted for sale from their authors, when payment is received in DCT. Encryption keys are held by publishers, which earn a fee for distributing decryption keys to users, and hold sharded redundant pieces of the key for distribution to its purchasers. This offers a highly decentralized and resilient platform for distributing files.

1.6 Facebook (www.facebook.com):

Currently the most popular social media platform in the world, Facebook offers users and extensive range of features, including profile pages, friends restricted posting, business or interest pages, groups, and event pages. With over 2,000,000,000 active users worldwide, Facebook fares a near complete adoption rate in the developed world. Its early success over Myspace and Friendster

is commonly attributed to its platform stability, reliability, content control mechanisms, and consistent deployment of new features. Additionally, Facebook leveraged the ecosystem of third party developers to produce add on applications for users. The event page feature offers significant advantages to any event managers, and promoters. Communication with all attendees, and virulent exposure when friends notify that they are attending provide a strong standard for planning and management. Links to purchase tickets also allow commercial operators to market their event to new customers. For all of these reasons, Facebook became a global powerhouse and standard of social media.

1.7 Youtube (www.youtube.com):

As the largest video streaming platform in the world, Youtube offers users the ability to subscribe to their favourite content creators, and to receive video recommendations based on machine learning algorithms. Creators receive advertising revenue based on the amount of watch time their videos receive, and additionally receive revenue shared from the amount of watch time from Youtube Red subscribers. The Premium membership offers access to exclusive content, and removes platform advertising. With over 1,500,000,000 active users worldwide, Youtube offers one of the most profitable platforms for content creators to earn revenue from their audience.

1.8 Snapchat (www.snapchat.com):

Snapchat enables users to send image messages or videos directly to contacts, and deletes all images once opened, unless saved. Upon interacting with friends daily, a streak counter displays the amount of consecutive days that pictures (snaps) have been exchanged. Users can additionally post images and videos to a story, where they are visible to all following accounts for up to 24 hours. These features combine to form an ecosystem where content can be created and shared instantly, and no content is publicly archived for long term viewing. This drives an in-the-moment mentality, where trivial and fun content is shared daily. Images can also be altered with facial recognition to produce special effects or location specific graphics using filters and lenses. With over 150 million active daily users, Snapchat earns revenue from advertisements that are displayed intermittently, and from charging for sponsored filters and lenses.

1.9 Patreon (Patreon.com):

Patreon offers the ability for creators to post multimedia content to their Patrons, which pay a monthly subscription fee of any amount they choose. The highest paying subscribers have access to the most exclusive content. Patreon has become a valuable resource for content creators to supplement their advertising revenue, and to provide financing for incredibly high quality video content. By enabling users to choose a patron subscription amount, and offering scaling benefits with the amount of value provided, Creators are able to flexibly cater their focus towards their most loyal and supportive fans, while delivering a broad base of free content to attract new Patrons.

1.10 Yours (www.yours.org):

Yours provides a platform for blogging that enables users to vote for posts with Bitcoin (Cash), and to optionally require payment to access a premium portion of content posted. Yours posts additionally require a small payment in BCH to create, and have the option of charging a small fee to comment on the post. This small payment required to create posts and comments creates an effective mechanism to disincentivise low quality content, and unnecessary posting. This raises the signal to noise ratio of the platform considerably. Yours has no advertising, and instead earns income by charging users to post, and from receiving a share of funds used to upvote content.

1.11 OpenBazaar (www.openbazaar.org):

OpenBazaar allows merchants to list products for sale on a peer to peer marketplace. Sales have no fees, and the project is operated as a non-profit open source organization. Users can choose a moderator to oversee each transaction, and use a multi-signature wallet to escrow funds. Users can setup stores with product information, manage inventory, and access encrypted peer to peer messaging. Funds are transferred using only cryptocurrency. Bitcoin, Bitcoin Cash and Zcash are accepted as payment to merchants, with ShapeShift used to accept many other coins.

2 Business Plan:

WeYouMe will execute the development of its product by focussing heavily on key aspects of the decentralized autonomous corporation's composition.

2.1 User Experience:

At WeYouMe, the user experience is the heart of our product. WeYouMe will make using blockchain technology easy for everyone. WeYouMe is owned and operated by users, and they are the network's first imperative. Users will have the ability to customise their experience to suit their needs. Post sorting algorithms will be transparent, and have essentially infinite customisability. Users can filter any type of content they choose, and can engage with their friends in ways not yet imagined using groups and events with cryptocurrency functionality. WeYouMe's private encrypted messaging can be used to send and receive pictures with optional deletion. Friends can share small amounts of voting power with each other, providing a benefit to connecting with the people that we care about.

All types of media will be able to be hosted on the WeYouMe network, meaning that there can be a community for anything desired by the world. Users can choose whether to use a profile account with their full identity, or use a persona account to portray any pseudonym they choose. Anonymous users can post any content, without any concerns for identity tracing. This can enable all WeYouMe users to speak their minds freely. **Content creators can earn revenue from the blockchain for their work, and can earn from their viewers through tips, premium content purchases, and subscription contributions.** They can raise capital if they have an eager fan base by selling assets that will automatically return value from their future income. Users can purchase any products they choose from the marketplace, and trade with their peers to earn cryptocurrency.

2.2 Business Experience:

Business adoption of WeYouMe is vital to the long term success of the platform. With WeYouMe, we offer businesses the ability to manage all aspects of their business transaction processes using free cryptocurrency payments. These have no chargebacks and are finalised in seconds. **WeYouMe charges a 2% fee when a mediation team is used to secure the transaction.** Businesses that deliver quality products and content can gain large followings, and use their posts to reach new customers directly within WeYouMe. Membership options enable businesses to leverage their accounts even further to bring their message and products to the world.

Post promotion delivers exposure to focussed groups of WeYouMe users, without requiring invasive data mining. WeYouMe's social graph is completely public, with all connections visible to applications. Content views are measured directly on the blockchain, meaning that impression counts are cryptographically verifiable, and signed by each account themselves. Content viewers can additionally earn rewards from viewing content, from content reward. Since business promotional content is formatted equally to all others, posts can be organically discovered and earn content rewards to cover advertising expenditure. To grow a business's market, promotional costs are minimal. The more paid, the higher the rate of user exposure.

All public user data is visible on the blockchain, enabling a wide range of research to be conducted to make your campaign have an impact. Business accounts can connect with users, just as profile accounts do. These connections enable further information to be directly visible for market research, with the user's permission and authorization. All WeYouMe advertising promotional expenditures return direct value to users, infrastructure providers, and stakeholders. **When businesses benefit at WeYouMe, everybody benefits.**

2.3 Development:

The initial development team at WeYouMe will be assembled from the best that the graphene and blockchain community has to offer. Once the network is live, developers will be able to join the project as open source volunteers, and as members of the development pool. The members with the highest voting support for their contributions will receive ongoing rewards. This will crowdsource development talent from around the world to work on the WeYouMe codebase. Developers will communicate transparently about the improvements, bugfixes, and changes that they have made. **Developers in the pool are incentivised to earn and maintain community votes to increase their ongoing reward payments.**

The WeYouMe network will operate on a six-monthly cycle of continuous deployment, with planned hard fork upgrades to provide a consistently improving and stable network. All code released and used by the WeYouMe network will always be 100% open source and free to the world. Open source code is able to be audited, modified, and improved by anyone around the world. It is this radical transparency that allows the cryptocurrency movement to exist. WeYouMe will be completely open to permissionless innovation, and the development team will actively assist third party developers and businesses to accomplish their goals, and will welcome alternative client implementations, and interfaces for browsing the blockchain.

2.4 Community:

WeYouMe will foster a close sense of community on the network, by helping everybody to help each other. WeYouMe will be a fun environment, where people can share and be rewarded for anything that their peers find valuable. Voting power is offered proportionally to stake weight, meaning that those with the greatest commitment to WeYouMe are able to impact it more meaningfully. Value is earned by everyone in the ecosystem for participating, and that value increases when the network grows and develops. Users will find a vibrant discourse of thought and ideas, when the best content is voted to the top. **WeYouMe will pioneer a movement of radical transparency, radical honesty and radical openness to new ideas.**

The connection is the bedrock of our community. Users can connect with friends in ways never done before. Connections are a direct and cryptographic partnership between users. WeYouMe will be the first social media network that has no access to its user's private information. Users will have a direct payment system with all of the people and businesses that are important to them, enabling financial collaboration, and cooperation. When users combine voting power with friends and companions, they commit value to that connection, and share it freely with each other.

2.5 Marketing:

Everyone that joins WeYouMe does so for their own unique reasons. Our marketing will embody a decentralized and proactive approach to helping everybody to realise their reason to be a part of WeYouMe. WeYouMe's marketing will be welcoming, open, sophisticated, and elegant. We will take a positive stance on global issues of freedom of speech, economic freedom, organizational transparency, and digital privacy. WeYouMe's content and activity reward design will earn everybody a small daily income, and a larger income for posting content. For low income users, this may be a significant financial assistance. WeYouMe will highlight the financial freedom offered to the members of the community most in need.

WeYouMe's marketing officers will be elected, and will be tasked with producing multimedia content and running advertising campaigns. These 50 people or groups will earn MeCoin for their work, driving the best marketing leaders to rise to the top. There may be a multitude of WeYouMe brand images, each with their own quirks and differences. There will be no fixed WeYouMe brand identity, and no official communication channels. WeYouMe is not carved in stone. It is a living community, it is a shared idea. It will evolve over time, and adapt to the changing ideas of the marketing team members. **Everyone can bring a piece of themselves to the table when they portray the WeYouMe message to the world.**

2.6 Investment Appreciation:

Investors are a high priority for the WeYouMe network. Without their support, WeYouMe cannot grow to reach its potential. The WYM asset delivers 20% of all MeCoin issuance to its holders. This corresponds to 20% of the revenue of the WeYouMe network. Growth in the value of the WYM and MeCoin assets occurs with growth in the network effect value offered by those assets, given that they are both scarce, and useful. By including all existing holders of six major cryptocurrencies in a sharedrop, enabling these wallets to be imported and managed from WeYouMe, and by enabling existing known cryptocurrency addresses to be found when imported into the WeYouMe network, the network cryptoassets are positioned to take advantage of a large majority of the existing cryptocurrency network effect. Significant returns are offered to those that refer new users. **Every element of the WeYouMe network, and every person within it is directly incentivised to promote the best interests of the ecosystem.**

2.7 Governance:

WeYouMe is the first Decentralized Autonomous Corporation that will have annual Executive elections. The board of WeYouMe Executives will be the thought leaders of the amorphous swarm behind the platform's operation. They will act predominantly as points of coordination, and will oversee the generation and redemption of debt to finance the WeYouMe labour force, and deliver valuable results. They will engage the community and facilitate dialogue and cooperation between the Developers, Witnesses, Marketers, Advocates, and Users.

They will have a limited capacity to influence the network, acting mainly to oversee issuance and distribution of MeCredit for salaries, and individual projects. Their budget is subject to network approval, and they only earn a salary when the value of MeCredit is normalized and stable. MeCredit is used to hire and manage teams of full time employees, wherever they are based. They will be free to start Businesses on WeYouMe and with their local jurisdiction to produce value for the WeYouMe community. Network elections will be used to conduct on-chain voting proposals for the selection of Executive board members, and for approvals of MeCredit issuance. **All issuance of MeCredit against the network revenue, and all funds that flow through the “weyoume” account will be transparent.**

2.8 Advocacy:

Advocacy in favour of cryptocurrencies is the next step towards improving the relationship between government entities and the cryptocurrency ecosystem. WeYouMe will finance representatives to engage in advocacy work according to user votes. These advocates will help shape the legal landscape that the cryptocurrency ecosystem operates under. They will materially assist and consult with any WeYouMe business that faces unwarranted legal pressure or litigation.

While WeYouMe is a decentralized autonomous corporation, there is still a need for regulated businesses to act within the fiat monetary system as intermediaries. Favourable regulation, strong business relationships, and support from community organizations will be the primary goal of WeYouMe’s advocacy board. Not only will they advocate for WeYouMe, but for the entire cryptocurrency space as a whole. **The network will be committed to achieving recognition of cryptocurrencies as global digital currencies that are independent from the fiat monetary system.**

2.9 Infrastructure:

The beating heart of WeYouMe is the distributed infrastructure that operates the network. By rewarding those that provide WeYouMe with encrypted storage space, processing power, and bandwidth, WeYouMe becomes a truly decentralized platform. Web interfaces and mobile applications will initially be hosted by the WeYouMe executive board, but the network can be hosted by anyone that constructs an interface. Webhosts of WeYouMe interfaces will have significant consideration by the community for selection as development officers. It is through the support of global community members that WeYouMe will continue to operate.

This will enable the network to have fixed operational costs for network infrastructure, as the WeYouMe executive board will not be managing the network file storage themselves in any significant long-term capacity. This will reward those that are able to host the most effective witness nodes and Supernodes, at the lowest costs. By utilising the globe’s idle infrastructure, WeYouMe achieves low infrastructure costs, while simultaneously enabling every user to earn a small amount of income for hosting files on spare space. **By rewarding those that host full nodes, WeYouMe maintains a decentralized network, where every transaction can be verified by every operating business, and willing user.**

3 Revenue Sources:

WeYouMe will be one of few blockchain networks that directly earns revenue from its users, in order to deliver returns to its holders beyond speculative flows. WeYouMe will utilise six key sources of revenue to earn its network participants and asset holders a return on their investment. All fees are minimal to ensure a low cost, high volume approach to revenue that encourages ecosystem growth. Network revenue is distributed between the MeCoin and MeCredit burn system, the account registrar, the account referrer, and the creators of premium partner content. The remaining value is network revenue that increases the value of MeCoin. Fees are paid to the network through the purchase and burning of MeCoin by sending it to an inaccessible address, reducing its supply. **This gives newly issued MeCoin a higher price, effectively transferring value to everyone that receives rewards from the network.**

3.1 Post Promotion:

Advertising expenditure on social media is a multi-billion-dollar market. In 2016, the combined advertising revenue of the largest advertising platforms on social media networks including Facebook, Twitter, YouTube and Instagram, totals to over \$30 Billion. This revenue undergoes typical growth of over 25% per year.

WeYouMe's promoted posts can help build new and growing creators, by enhancing their exposure to new viewers, and customers. Promoters can pay as much or as little as they desire, and receive ongoing impressions from display at the top of feeds, boards, post recommendations, search results, and tags. Promoted posts can be targeted to specific areas of the network, using publicly visible data. Promotional spending has no cost per impression, instead posts can reach an unlimited amount of impressions and clicks over the course of two weeks for a fixed expenditure. All views, and actionable responses are verifiable and measurable on the WeYouMe blockchain. Promoters bid against each other to gain exposure, as the total impressions are shared between all promoted posts according to spending. All post impressions are recorded on the WeYouMe blockchain to provide valuable public information about a campaign's effectiveness.

WeYouMe aims to capture 5% of the global social media advertising expenditure market share within five years of main net release. By starting with a large sharedrop to most cryptocurrency holders, WeYouMe should gain millions of users to claim their sharedrop balances. Many of these users will choose to stay, and become active members of the community. Cryptocurrency holders are the first market segment that WeYouMe will focus on, before reaching out to large content creators, such as popular video and audio producers. WeYouMe will offer them vastly superior monetisation mechanisms for their content, and will allow them to leverage their income to raise capital to expand their production efforts.

3.2 Premium Content Fees:

High quality content is the key to the user retention and expansion of WeYouMe. Platforms like the iTunes Store, iOS App Store, Google Play store, and Yours.org demonstrate the demand for individually purchased applications, movies, songs, and blog posts. **With cryptocurrency solutions to the problems posed**

by microtransactions, WeYouMe is uniquely positioned to discover the true potential of the user generated premium content market. By enabling creators to charge any desired price for access to their videos, images, songs, files, or applications, creators can earn directly from user purchases. With free transactions, any price is possible for content, even amounts below 1 cent can be charged and accepted, directly from the user's MeCoin or MeUSD balances. The markets for high quality mobile applications, music, and feature length films will be key leaders in the premium content revenue stream. By charging a nominal price of 5 cents to download a song, or 20 cents to download a movie, content producers can remove expensive middlemen and earn almost all of the sales revenue for their media releases.

For this unparalleled freedom to sell digital content, WeYouMe charges a 2% fee on the sale price of premium content. Peer to peer file sharing will be incredibly valuable to producers, as the fastest and cheapest content distribution mechanism can become directly profitable. Highly valuable software and media can be distributed securely and rapidly. When creators can earn directly from each premium post purchased, the revenue possibilities are vast.

WeYouMe aims to capture a 5% market share of all digital media sales within five years of mainnet release. By focussing on frictionless purchases, decryption, and downloading of premium content, files can be served directly in return for MeCoin payment. Unique content only available on WeYouMe will drive inflows of fiat currency onto the WeYouMe network, and fuel strong market demand for MeCoin as a medium of exchange. Digital software producers and media creators of all kinds can switch to uploading their works to WeYouMe to access free global instantaneous peer to peer content distribution, retain 99% of their sales revenue, and receive additional content rewards according to user votes. **By having low fees, WeYouMe promotes a creator first and high growth model to digital content sales.**

3.3 Account Memberships:

Subscription services deliver content to users with an ad-free premium experience. Subscription revenue to popular content streaming platforms, such as Netflix, Youtube Red, Apple Music, Spotify Premium, and Patreon totals in the billions of dollars. Netflix alone earned over \$11 Billion in revenue in 2017. **Viewers of premium content are typically prepared to pay between \$10 and \$20 a month to access these large volumes of high end entertainment.**

These mainstream users and creators would be prepared to pay a small monthly Silver membership fee to access much of the content made by WeYouMe Premium partners for free, rather than purchase them individually, and be able to disable promoted posts. Content creators with a Gold membership are eligible for their posts to be featured, presenting an opportunity to reach a large audience. Large popular creators and network officers gain bonuses to content rewards and voting power with a platinum membership, and receive increased voting power in all network officer pools. Creators are offered a moderate amount of free promotion on all their posts. High end power users and businesses will compete at auction for the exclusive Diamond memberships. They will have a 50% bonus to promotion expenditures, have unlimited free access to all

premium partner content, and utilise a 50% voting power boost to reward content that they enjoy.

WeYouMe aims to capture 5% of the global market share for subscription based premium content delivery within five years of mainnet release. By enabling creators to retain all of the subscription payments and tips paid to them, while only having a 1% fee on premium content sales, WeYouMe will offer a rewarding platform for the world's best content creators to earn from their work. Holders of WeYouMe memberships will have access to a large allocation of premium content for free, and returns all membership revenue to Premium partners, and to network contributors.

3.4 Decentralized Exchange Trading Fees:

Cryptocurrency exchanges earn millions in trading and listing fees by enabling users to trade their digital assets from one form to another. By facilitating deposits and withdrawals and running a trading orderbook, exchanges earn on the order of between 0.1% and 1% of exchange volume. **Popular Exchanges, such as Binance, GDax, and Bitfinex regularly exceed \$1 billion in daily volume.** The Bitshares decentralized exchange enables trading to be conducted on its blockchain, and offers lower fees than centralized counterparts. Bitshares has small platform fees, and optional asset fees returned to asset creators. Trading on decentralized exchanges enables many gateway asset providers to operate on the same orderbook. All assets can be traded for all other assets in trading pairs.

By enabling accounts to create free user issued assets, a multitude of new assets can be created by users without requiring the knowledge of any programming language. These assets can be used for raising capital for any content creation, research, or business formation. Revenue streams can be distributed to holders automatically, allowing all businesses to have a secure publicly traded equity instrument.

WeYouMe aims to achieve an average daily trading volume of over \$500,000,000 USD within five years of mainnet release. WeYouMe will promote the use of its decentralized exchange by charging zero trading fees on maker orders. This will drive liquidity on the orderbook, and allow market makers to high earn profits from arbitrage to ensure low price spreads. By utilizing an integrated Bancor Asset array, the WeYouMe decentralized exchange will offer additional asynchronous and autonomous liquidity on popular assets, using the WeYouMe Investment Fund.

3.5 Peer to Peer Lending Interest fees:

Cryptocurrency exchanges often feature margin trading capabilities, which enable users to borrow funds from other users at interest, and use them to make leveraged trades. Exchanges such as Bitfinex, Poloniex, and Kraken support margin trading orders, and allow lenders to earn interest. Bitfinex generally has over \$1 Billion in active margin funding at any given time, and charges lenders a fee of 15% of earned interest. These exchanges increase their trading volume significantly with margin trading of idle funds. Peer to peer lending platforms, such as Bitbond, and EthLend enable members to lend funds between each other.

WeYouMe users will be free to lend capital to whomever they choose to accept. By supporting the flow of credit within the WeYouMe ecosystem, the platform will charge a fee of 5% of interest paid from the taker side of the peer to peer lending order. Lending orders for margin trading will be supported by forced liquidation if the position becomes undercollateralized. Orders for peer to peer lending can be supported by collateral, and will typically have variable interest rates, terms, and credit reputation requirements according to lender due diligence.

WeYouMe aims to achieve a 10% market share of all outstanding cryptocurrency based loans within five years of mainnet release. By having low fees, and enabling users to make their own credit decisions, the network will utilise the maximum amount of working capital to finance the creative and productive endeavours of its entrepreneurial users. Users are always advised to diversify their loan portfolio, and charge adequate interest to compensate for possible defaults. Business opportunities will exist for WeYouMe credit brokers to borrow funds at low interest rates by establishing a strong reputation, and lend them to a wide variety of suitable creditworthy users at higher interest. **Lenders will earn higher interest rates, and will have absolute control over whom their funds are lent to, when any default risk is present.**

3.6 Marketplace Mediator Fees:

Digital marketplaces have revolutionized commerce by allowing products to be sold without requiring a physical shopfront, and across international borders. Platforms like Ebay, and Amazon enable online retailers to offer products to a wide global customer base. In 2017, Ebay earned over \$6.4 Billion in marketplace sales revenue, by charging sales fees on the order of 11% of the sale value, membership fees for stores, and insertion fees for higher value items.

WeYouMe brings the fees for standard marketplace sales down to 1%, by using a public mediator system to manage sales with multisignature escrow. These mediators are optional, and if no mediators are used, no trading fee is charged. Half of mediation fees are returned to mediators, and the other half is earned by the network. Dispute resolution is carried out by teams of appointed and random mediators, with financial incentives to award funds to the legitimate party to each transaction in cases of fraud.

WeYouMe aims to achieve a 10% market share of cryptocurrency based digital commerce sales within five years of mainnet release. WeYouMe will leverage its free transactions to encourage organic growth in the development of new start-up businesses to sell products on WeYouMe. Existing businesses will be able to switch to WeYouMe to save large sums on sales and listing fees instantly, while having an integrated communications platform to market their products to a wide audience. WeYouMe marketplace trades will have the ability to be pseudonymous, providing privacy to buyers and sellers, while enabling reputations to be built and upheld. Product ratings will be backed by stake weighting, and on chain verifiable sales. Therefore, users can expect a lower incidence of false and automated reviews on products, and are rewarded for providing valuable information to incoming purchasers. Businesses will have immutable cryptographic proof of product promotion impressions, with public blockchain view transactions.

4 Expense Outlines:

WeYouMe's costs will be primarily comprised of development expenses, operational expenses, marketing expenses, and legal costs. All WeYouMe financial flows until the launch of the mainnet blockchain will occur through the Bitshares account "weyoume". This Bitshares account will be secured by a threshold multi-signature system between the eight founding members of the WeYouMe Executive board. At present, the account is administrated by the Chief Executive Officer, Harrison Mclean.

4.1 Development costs:

WeYouMe will allocate 35% of funds raised to development expenses. Funds will be used to hire advanced development professionals, and distribute bounties to open source contributors. The WeYouMe executive board will have two initial lead developers. The Chief Development Officer will be responsible for managing the open source development team, hiring additional developers, and producing code necessary to build the network software. The Chief Technology officer will also produce the code necessary to build the network software, and will focus more directly on maintaining the uptime and security of the WeYouMe infrastructure. WeYouMe will iterate on a monthly cycle for small changes, and will complete planned network upgrades every 6 months on predetermined dates each year. Specifications for network upgrades will be frozen 3 months in advance for implementation by all third parties and rigorous high assurance testing.

4.2 Operational costs:

WeYouMe will allocate 25% of funds raised to operational expenses. Funds will be used to access teamworking space, hosting costs, and advisement on specialized technical aspects of the project. The WeYouMe executive board will have two initial operational professionals, the Chief Executive Officer, and the Chief Operating Officer. The Chief Executive Officer will be responsible for the overall coordination of the executive board, and guide the direction of the project. The Chief Operating officer will work at the discretion of the Chief Executive Officer to manage communications, and ensure uptime of the WeYouMe network infrastructure. Initially, WeYouMe will operate a network of Supernodes hosted on global content distribution networks and physical servers. Over time, new users will be able to join the Supernode network to power the blockchain and file storage systems.

4.3 Marketing costs:

WeYouMe will allocate 25% of funds raised to marketing expenses. Funds will be used to hire marketing professionals, and promote the WeYouMe applications on social media platforms. The WeYouMe Executive board will have two initial marketing professionals, the Chief Marketing Officer, and the Chief Design Officer. The Chief Marketing Officer will be responsible for coordinating marketing campaigns across all platforms, running each campaign and engaging with the community to develop grass roots support for the network among users, and businesses. The Chief Design Officer will focus on developing and improving the Brand Image of WeYouMe for use in marketing campaigns, as well as optimising the User Interfaces on all

platforms for simplicity, clarity, and usability by a mainstream audience. WeYouMe will be intuitive, and elegant, with the complex features, options, and settings available explained by a wide base of engaging documentation and tutorial content.

4.4 Legal Costs:

WeYouMe will allocate 10% of funds raised to legal expenses. Funds will be used to hire expert legal consultation, and support any necessary regulatory measures. The WeYouMe Executive Board will have a legal professional, the Chief Advocacy Officer. The Chief Advocacy Officer will conduct legal proceedings and duties on behalf of the Executive Board. They will be responsible for managing any necessary regulatory compliance of the WeYouMe Executive Board. WeYouMe, however, will not be directly engaging with the Fiat monetary system, or registering any formal organization within any government jurisdiction. All efforts will be made to absolutely minimise any impact of regulatory action taken on the WeYouMe Network. They will co-ordinate the Advocacy Officers and work to create a legal framework to ensure the long-term viability and growth of both the WeYouMe network, and the Cryptocurrency ecosystem as a whole.

4.5 Other Costs:

WeYouMe will allocate 5% of funds raised to other expenses. These expenses include a reserve to support cost overruns, small immaterial expenses, hardware purchases for initial infrastructure, and other unforeseen events. Expenses will be overseen by the Chief Financial Officer. The Chief Financial Officer will manage the funds of the Executive board, and will produce accounting documentation. They will determine individual project budgeting, and ensure the maximum utility of all funds raised by the WeYouMe network.

5 Growth Strategies:

WeYouMe will embark on a high growth model of social media engagement.

From the first block, millions of existing cryptocurrency owners will have a stake in WeYouMe, and therefore have voting power to shape its outcomes. WeYouMe's infrastructure is based heavily on emerging decentralized technologies, allowing it to scale incredibly well with the addition of new users. Users are incentivized to host network files, refer new users, and consistently post high quality content to earn income.

5.1 Sharedrop:

At WeYouMe, everyone has a voice. That is why the WeYouMe blockchain will allocate 250,000 units of WYM to the holders of six leading cryptocurrencies. All holders of:

- Steem (STEEM)
- Bitshares (BTS)
- Bitcoin Cash (BCH)
- Bitcoin (BTC)
- EOS (EOS)
- Ethereum (ETH)

Will receive a sharedropped balance of WYM proportional to their holdings. By importing existing cryptocurrency wallets into the secure client-side open source WeYouMe application, they will be able to spend these balances and transfer them into their WeYouMe account. Using their account, they will be able to participate in the network by posting and voting on content. Alternatively, users can sell their WYM balances on the Decentralized exchange or external exchanges, and receive a reward on their regular cryptocurrency holdings. WeYouMe believes that once a cryptocurrency holder has made an account and experienced what the network has to offer, they will be more than likely to continue using the platform and hold onto their WYM.

The sharedrop will accomplish many important goals. It will give almost all cryptocurrency users globally a direct financially motivated reason to learn about WeYouMe, visit the WeYouMe website, download the network software client, and create an account. Many sharedrop recipients will choose to sell their balance immediately, driving early exchange volume across all markets. The sharedrop will provide a direct incentive to exchanges to list WYM for trading, to distribute sharedropped balances to clients, and to earn fees on the large initial trading volume.

At WeYouMe, building a strong network effect is vital to the long-term success of the platform. This sharedrop will be the largest reaching initial distribution of a cryptocurrency ever, to allow as many people as possible to experience WeYouMe, and join the community with a financial stake in its success.

5.2 Marketing Reward Pool:

The marketing reach of WeYouMe will be decentralized and extensive. A multifaceted and open source marketing approach will enable any member of the WeYouMe community to offer marketing services to the network by spreading the word in any way they choose. The most successful and popular marketers will earn rewards from the blockchain to build their campaigns and reward their work. High quality campaigns, promotional media, word of mouth outreach, and referring of new users will earn marketers votes from the community, and the highest voted accounts will earn from the reward pool.

All WeYouMe users have their own reason for being a part of the community. The goal of marketers is to help everybody to find their reason. All WeYouMe community members are empowered to build their own community platforms on external social media and communication channels for promoting the network. There will be no official WeYouMe communication channels or social handles. Community led efforts to spread WeYouMe adoption and usage are highly encouraged, and will be funded with adequate voting support. **Every community on Earth has its own cultures and customs. WeYouMe will transcend them all by allowing our message of freedom, transparency, and community to resonate in every corner of Earth, in every language.**

5.3 Content Rewards:

WeYouMe will offer social media users around the world something that established platforms do not, and for the most part, cannot. The network will directly share income for content based on user voting and views. 25% of newly issued MeCoin will be distributed to every content creator, according to the stake weighted votes and views that their creations earn. Without requiring external advertisements, third party data mining, corporate sponsorship, or other invasive and unsavoury value extraction models, WeYouMe will deliver income to its content creators. **This reward will return a significant portion of the value of the platform to where it belongs, in the wallets of users.**

The value to back this income will be sourced from responsible, sustainable, and user-friendly means. Post promotions will allow ordinary users and businesses an equal footing to engage with new users. Promoted posts will be clearly denominated, and formatted identically to other posts. They will also be organically visible as regular posts when sorted. Account memberships will allow users to disable promoted posts, and access many advantages for supporting the platform.

5.4 Supernode Network:

The Supernode network will make the WeYouMe platform distributed and decentralized. All files hosted on WeYouMe, and transactions on the blockchain will be stored all around the world on the computers of its users. This will additionally place content distribution points very close to users, providing a low latency peer to peer file retrieval system. By using IPFS (Interplanetary File System), WeYouMe will make the content of its network encrypted, sharded, and permanent. The Software client will allow any user to run an IPFS node, and earn income from providing content seeding to other users.

By having the network architecture operated and owned by users, WeYouMe will accomplish several goals. It will distribute MeCoin fairly to users based on content delivery. By incentivizing the operation of full nodes for processing transactions, and recording the blockchain, the transaction history of the network can be verified by a wide range of users and businesses. It will make it near impossible to censor the WeYouMe network, as all uploaded content is held by many independent servers with no central point of failure. It will allow all users to host their own mirrors of the WeYouMe web interface www.WeYouMe.io, as the website will be open source, and will enable connection to any desired WeYouMe Node service provider. **Most importantly, a decentralized file architecture will enable WeYouMe to scale massively and rapidly, by utilising the idle capacity of thousands of computers and servers globally.**

5.5 Referral Rewards:

Rewards are offered to users for referring new accounts to join the WeYouMe network. For all WeYouMe accounts, 7.5% of all fees, membership revenue, and promotion payments are distributed to the account's registrar, and 7.5% is distributed to the referrer. A registrar service provider pays the registration fee, and up to 3 times the value of the fee is returned to the registrar out of initial content rewards and activity rewards. This allows users to earn an ongoing income by introducing new users to WeYouMe and encouraging them to make valuable content, promote their posts and purchase memberships. This rewards third party platform operators that introduce new users to the WeYouMe network.

5.6 Universal Services:

WeYouMe offers a broad range of services to everyone, regardless of any distinction. These services include an uncensorable and borderless payment system at no cost. This platform for transactions alone will enable billions of unbanked and underbanked people around the world to enjoy access to the financial system for the first time in their lives. **Because WeYouMe does not require any identification to open an account, people from all countries, regardless of political or economic stability, will have access to a payment system, and a global mechanism for wealth storage outside of the fiat monetary system.** Young people will be able to participate in the global economy as there is no age limit for joining WeYouMe and having access this payment network. WeYouMe can be used by anyone, regardless of their age, social status, ethnicity, or gender, which present barriers to financial freedom in many nations.

Users that make a minimum contribution to the WeYouMe network each day will receive a small activity reward. This will act as a small Universal Basic Income to be implemented at a global scale. This income will be made available to all profile accounts each day, and is paid regardless of income or social status, without any invasive welfare requirements, or bureaucratic compliance attached. It will be paid in addition to any rewards earned on the platform, as a floor for the income of all users. The more users WeYouMe gains, the lower this income will be, but this will be offset by an increase in the value of the MeCoin earned.

6 Funding Strategies:

WeYouMe will undergo a multi stage process to obtain the funding necessary to meet development costs. Contact harrison@weyoume.io to enquire.

6.1 Pre-Seed round:

25% of the equity of WeYouMe Pty. Ltd. and 500,000 WYM will be allocated to Private investors. This offering will be allocated at a company valuation of \$2,000,000. Minimum investment of \$50,000 USD, and a maximum contribution of \$500,000 per investor. Contributions of more than \$250,000 will be offered a 10% bonus.

6.2 Seed round:

1,000,000 WYM will be allocated to Private investors. This sale will be at a rate of \$2.00 USD per WYM, with a minimum investment of \$50,000 USD, and a maximum contribution of \$500,000 per investor. Contributions of more than \$250,000 will be offered a 10% bonus.

6.3 Initial Coin Offering:

WeYouMe will raise a larger funding from the Initial Coin Offering. 5,000,000 units of WYM will be sold over regular daily intervals. Bids will be placed in any of the ten supported cryptocurrencies to purchase WYM, for 200 23-hour periods of 25,000 WYM each. Each contributor will receive a proportional allocation of WYM to their nominated Bitshares address.

Proceeds from this offering will be used to deliver the Gold Release of WeYouMe. The Silver release will launch the mainnet blockchain, with working content Rewards, Supernode network, private messaging and posting, and network officer reward pools. The Gold release will launch the creation of business accounts with linked cryptoassets, anonymous posting, WeYouMe backed cryptocurrency gateway assets, and the introduction of revenue features including membership assets, premium content, marketplace trading, post promotion. The web interface WeYouMe.io will be open to the public, and content management systems will be enabled for filtering and delisting content from boards by elected moderator consensus.

6.3 Executive Board reserve income:

The WeYouMe Executive Account will hold a reserve of 250,000 WYM, which will earn MeCoin rewards. This reward income will be used to finance a minimum viable level of Executive board operations in perpetuity. This income will be used at the discretion of the elected Chief Financial Officer and Chief Executive Officer. This reserve principal cannot be spent, only the returns earned on it. These funds can be lent on the peer to peer exchange to earn additional interest for Executive board discretionary income.

6.4 MeCredit Issuance:

MeCredit is the cryptocredit of the WeYouMe Network, and can be issued in a limited supply according to price. It will enable the Executive board to borrow funds from future network revenue to finance operations, development, and other expenses. It will be used to pay the publicly elected members of the WeYouMe Executive board an annual salary for work completed. All issuances of MeCredit must be approved by the Chief Executive Officer, Chief Financial Officer, and at least 51% of the WeYouMe network voting power. Issuances are publicly accountable, and can only source value from network revenue. No inflation of any WeYouMe network cryptoassets such as MeCoin, or MeUSD is possible. This will provide the majority of Executive board funding in perpetuity, with publicly supported annual budgets of MeCredit to be sold at market prices to willing and voluntary creditors, which receive a competitive variable interest rate. If WeYouMe Executive board members issue excessive amounts of MeCredit, a fall in price below face value will automatically prevent additional issuance until the price recovers.

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