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# MetaVibe: Enrich your experience of life

By Team Cambridge MetaNet Society:  
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Reina Nakamoto • 04.05.2019 BitcoinSV Hackathon

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# Problem

## Too much information, too little time

- The internet is inundated with information.
  - Even if you search, it can take minutes to hours to get the information you need.
  - Relevant information is being crowded out by irrelevant information (marketing, advertising, spam, trolling).
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# Solution

## Make information context-sensitive

- Instead of searching *everything*, let's make information **localised and mode-specific**
  - **NO MORE UNWANTED ADVERTISING:** The revenue model is the user pays microtransactions for content creators to provide useful content for them.
  - **USERS AND CREATORS** have full control.
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# BENEFITS TO THE MARKET

## Ad-free information

Advertising becomes totally optional to follow. In MetaLife, users have the option to only follow what they are interested in.

## High-value, engaged audience for brands

Instead of spamming marketing to people not excited about your brands, reward your loyal brand following, and get them to share your brand.

## Artists, Writers, Creators

Every passerby has the potential to view your content! MetaVibe provides a great platform to showcase and monetise your work.

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# Great for Content creators

## No one can “steal” your content

Every share and like you  
recieve is paid to you.

## Cut out the middleman

Just pay the  
appropriate  
taxes  
automatically.

## Quality of Life

Save time and hassle  
by cutting ads out of  
your life, and not  
needing to protect  
your content  
manually.

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# Use cases

## Get the info you care about

For example, if people are interested in offering charitable support to local causes, they can turn on the visual layer “Charity”, to learn more about the charities around them.

If they don’t want any information about fashion, you can turn all notes from branded retailers off. They can even filter out related user notes.

MetaVibe narrows content to what **you** care about, according to **your** choices

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# Use cases

## Incentive people to read your information

Whether you are a brand or a govt, directly incentivise your users to read your content while seeing exactly how many people your messages have reached.

For example, at a geyser park with warning signs: The user acknowledges they have read the warning when they click on the warning in the app, and receive a small Bitcoin amount in return.

A brand store having a sale can make sure their nearby fans notice the sale. The fans will be more likely visit the store.

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# Onboarding

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IMAGINE

How easy it would  
be to onboard, if  
users don't even  
*know* they are  
using Bitcoin.

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**Can we make this  
happen?**

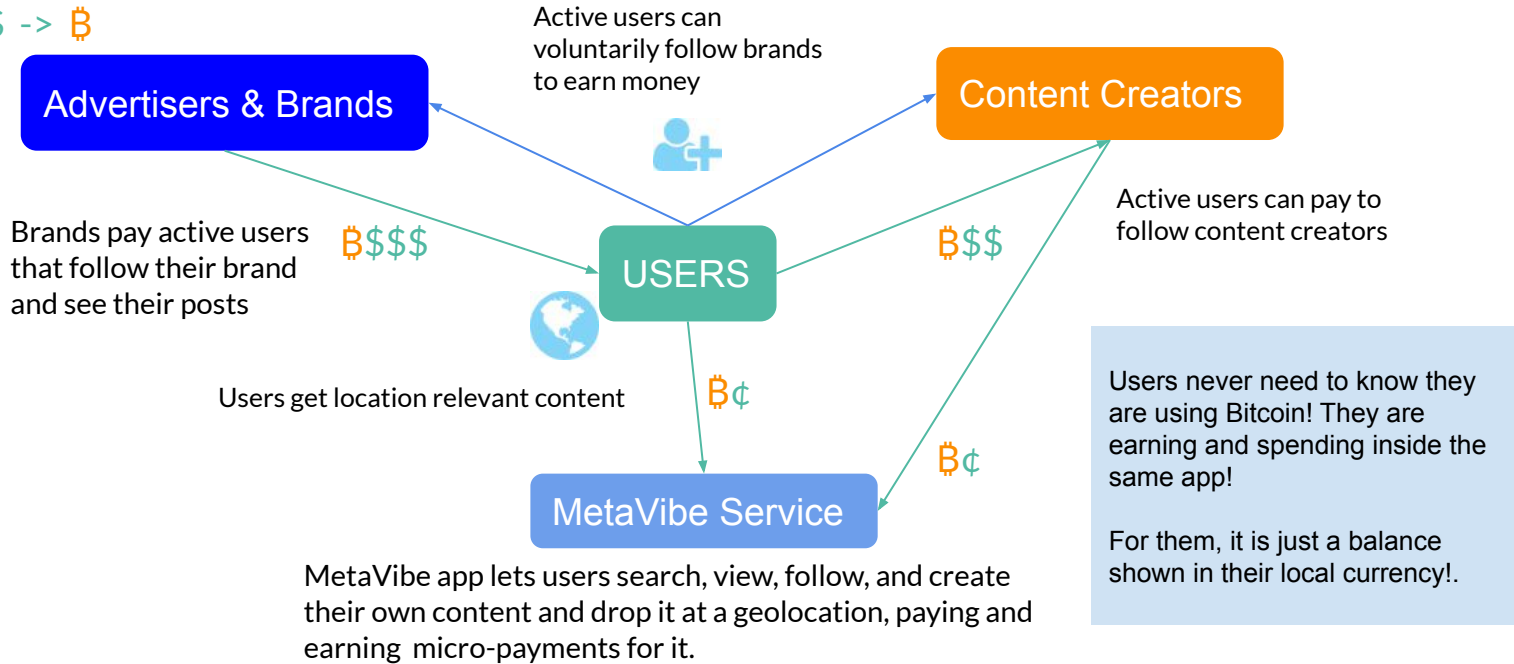
**YES!**

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Brands exchange fiat to Bitcoins,  
to add to their online marketing  
budget on their MetaVibe  
account

# HOW IT WORKS

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## BUSINESSES AND BRANDS

Will be the major onramp of most funds in this system.

Will seed user wallets with initial Bitcoin balance by offering the user an option to follow their brand.

## EARN & SPEND ECOLOGY

## USERS & CONTENT CREATORS

Receive initial balance via the service and via optionally following brands.

They can tip and follow other users (pays them micropayment).

They can gain credit (Bitcoin) when their content is appreciated by other users, or when they are followed by other users

## REAL WORLD EFFECT

Targeted, high-value marketing creates efficient returns for businesses, brands, and content creators themselves.

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# Interface

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# AR

Concept of AR  
functionality & user  
interaction

4th May 2019



# Interface

You can try it interactively  
here:

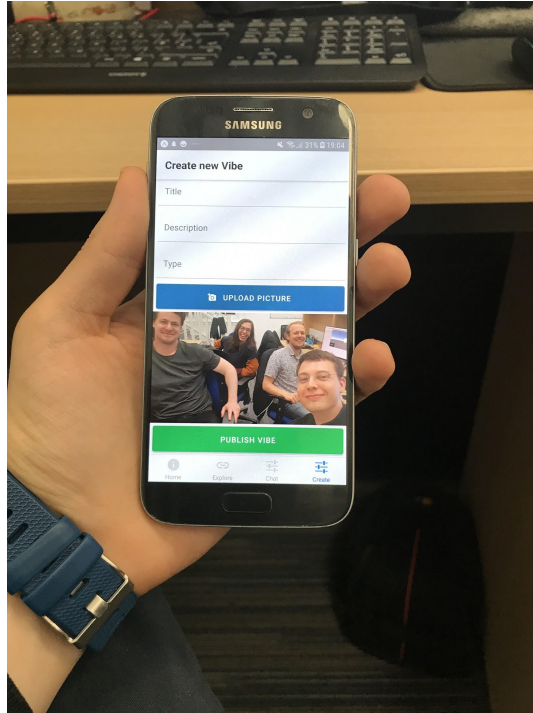
<https://3yqf6b.axshare.com>

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# Create

Current Dev Build  
6th May 2019



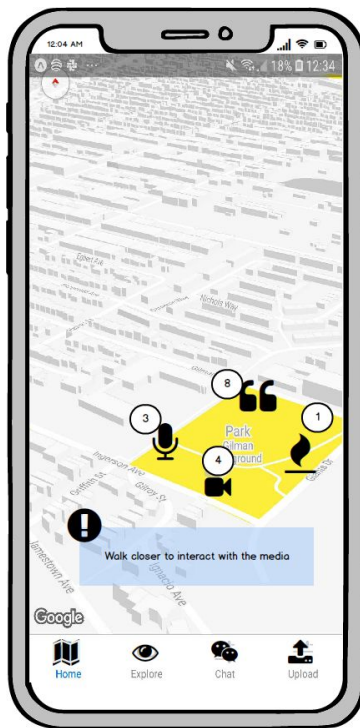
# Content

Interface for submitting a  
new “Vibe” to a geolocation.

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# See



# Further

Explore map with a count of the new content available nearby.

(Based on current dev build)

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# Technology

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# Augmented Reality

## Image Recognition + Geo Location + Tagging with Op Return

- Create a location specific message
  - Read/view location specific messages/images/voice by filters
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# Map and Content Interaction

Uses: Moneybutton, Unwriter tools, React-native, Google Maps Sdk, Unity engine

op\_return 106 schemata:

- [1] protocolID (BitCom)
  - [2] uploader (to enable following people)
  - [3] type (to enable filtering)
  - [4] encryption type (msg, wifi, image captcha)
  - [5] open message header
  - [6] open message
  - [7] location
  - [8] fade away time
  - [9] secret message (encrypted)
  - [10] image
  - [11] hash of full op\_return
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# Managing Content Smartly

## Disappearing Content + Filters

- The content will disappear after a certain time unless owner or other users like (pay) to the post.
  - Filter out the topics you don't want to see.
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**Fund us and we will make  
this a reality**

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# Thankyou for Reading!

Pitch & Slides by Reina Nakamoto & Team Cambridge Metanet Society

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