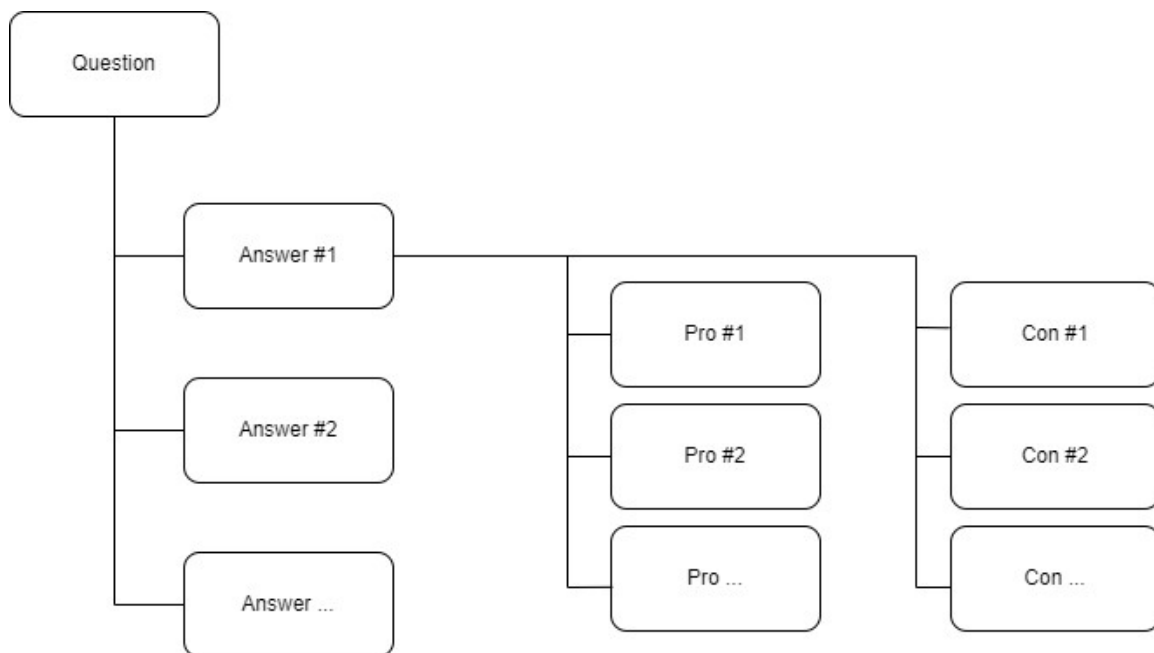


WEB3 DEBATES: A DECENTRALIZED SOCIAL NETWORK TO CROWDSOURCE THE BEST IDEAS IN THE WORLD

Web2 social networks like Twitter aren't conducive to healthy & inclusive debates. Contrarian opinions can easily be censored by a centralized authority. A loud minority often dominate the conversation with ad hominem attacks. Web3 allows users to become owners of the platform. This incentivizes an inclusive network that keeps growing stronger while rewarding its participants. Indeed, a cryptocurrency or token can be introduced to remove noise from the platform by requiring micro-payments to participate in the community, and can also increase signal by compensating content creators by the quality of their content.

A Debate consists in 4 components: a Question, Answers, Pros and Cons. Users can create many Answers to a Question, and users can create many Pros/Cons to an Answer.



Creating any of these Debate components on the platform necessitate contributing a small fee to the community, so that the incentives of all participants remain aligned at all times:

- A user posting a Question sends the fee to the community's treasury (see the last paragraph for how this treasury could be used)

- A user posting an Answer in reply to a Question sends the fee to that Question's creator.
 - i. A small percentage of that fee is also sent to the community's treasury.
- A user posting a Pro/Con in reply to an Answer sends a fee to that Answer's creator.
 - i. A small percentage of that fee is also sent to the Question's creator.
 - ii. A small percentage of that fee is also sent to the community's treasury.

Users can also upvote the Answers to a Question, and upvote the Pros/Cons to an Answer. This further extracts signal from the noise, and crowdsources the best ideas from the community. Upvoting content also necessitates contributing a small fee to the community, so that the incentives of all participants remain aligned at all times:

- A user upvoting an Answer sends the fee to that Answer's creator.
 - i. A small percentage of that fee is also sent to the Question's creator.
 - ii. A small percentage of that fee is also sent to the community's treasury.
- A user upvoting a Pro/Con sends the fee to that Pro/Con's creator.
 - i. A small percentage of that fee is also sent to the Answer's creator.
 - ii. A small percentage of that fee is also sent to the Question's creator.
 - iii. A small percentage of that fee is also sent to the community's treasury.

The platform's cryptocurrency or token can also be used as a governance mechanism to allow the participants in the community to vote for the platform's features. For example, participants could vote on the fee structure proposed in the last section (ie: What percentage of the fees should go to the creators of each components of a Debate).

The initial token distribution should mainly consist in new participants joining the community and acquiring tokens from the treasury to participate on the platform.

Finally, the treasury could be used to hire developers to implement new features voted by the community, and to airdrop tokens back to all participants to foster a strong community.