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# DeepSee & CurrentSee

Token Generation Event / ICO

## ABSTRACT:

DeepSee is a community-driven content authentication and monetization platform powered by blockchain, AI, and radical transparency.

## MANIFESTO:

DeepSEE rethinks social media, giving power back to users and Pools. DeepSEE is a social platform designed for content creators, curators, and news junkies to help democratize the truth via a merit-based content reward system powered by AI, blockchain, and radical transparency.

In an age of fake news, bots, media monopolies, biased journalism and outright censorship, DeepSee levels the playing field between mainstream consensus reality and the individual.

By providing monetized content analysis and research, along with advanced discovery options in the form of Pools, integrating deep learning and blockchain technology to eliminate bots, frauds, and manipulators.

## PROBLEM OVERVIEW - Why Build DeepSee?

Social Networks make up a significant percentage of the most visited websites in the world, and for good reason. Social Networks enable people to congregate, chat, share, contribute, laugh and cry, but they also perform an increasingly pivotal role in keeping individuals up to date.

*Nearly two-thirds of American adults – 62%– get news from a social media site, according to a new survey from Pew Research Center.*

Virtual social mediums have become the gold standard for sharing content, and big business/government has absolutely noticed. Due to this dramatic shift in attention, the integrity of social networks everywhere has been challenged as the giants in the industry censor content, allow bots to run rampant, ignore fake profiles, fail to establish





balanced monetization(if any at all), while hoarding their vast amounts of ad revenue when it's really the users who find, create, share, and add VALIDITY to the material.

DeepSee is a completely different social network than any previously seen. A network combining Articles/Blogs, Videos, Communities, Shouts (similar to Twitter), Verification, and blockchain--with an Ad exchange that utilizes artificial intelligence, and blockchain to serve the advertisements. These advertisements are purchased with the unique cryptocurrency CurrentSee. CurrentSee is then split amongst users, creators, moderators, and communities themselves.

### **Problem #1: Profiles, Botting, Privacy.**

The integrity of social networks and the content they serve is under continuous and escalating attacks, thanks to bots, marketing departments, self-interest groups and many other diabolical parties. These groups serve to hack the network anyway possible in order to promote a product, service, agenda, etc. The competition for attention becomes so intense that the cheats are threatening to dominate the network in such a way that even good content, ideas, etc get buried.

It would be easy to create certain standards for verification to ensure a profile is legitimate, but users are not so keen to give up these details, and making it a requirement is a kind of Orwellian nightmare.

### **Solution**

DeepSee offers a variety of profile transparency and depth. Users have the option to create a public profile using their identity, or they can opt for a more private profile.

Additionally, users seeking a platform to promote themselves whether in a community or through the generation of content, have the ability to get Verified. Verified users receive verification based on a following, published material, or a verification they are a subject matter expert.

Through the capabilities of Machine Learning DeepSee has the ability to track account patterns to identify any users gaming the system with the use of bots or upvote brigades. Flaggings are made public, and will result in suspension, then permanent bans for multiple infractions. Using all of the methods above, DeepSee is able to confidently identify bots and take action upon accounts while enabling users to choose just how public they want to be.



## Problem #2: Fake News & Censorship

Sad days when the words “Fake News” are trending in a time known as the “Information Age.” Nevertheless it’s a problem that needs to be addressed, without suppression of free speech outside the narrow limits of content we don’t permit.

### Solution

The problem is fractal, The addition of bot detection greatly reduces the ability of this type of content to surface. We believe in solutions outside of the confines of linear thought therefore we employ multiple solutions such as an upvote/downvote system, comments sections with verified users/professionals, the ability to organize by creating a communities, Deep publisher and journalist ratings and insights based upon previously submitted content.

In addition to all the above, DeepSee will sport “User Annotations” on articles hosted on our platform. Users have the abilities to upvote/downvote user edits on an article. Similar to the way comments appear on a Soundcloud track. These annotations serve a place for users to combat misleading aspects of an article in a open and professional manner.



**78** **Travis Wright** ✓  
@teedubya



### Do you believe there is a problem with censorship on major social networks today?

19% Definitely no censorship!

31% Maybe. It's hard to tell.

50% Yes, it's a big problem!

1,327 votes • 22 hours left

1:09 PM - 8 Jul 2017

48 Retweets 47 Likes



15

48



47



### Problem #3: Monetization

Rarely do users earn any form of monetization for their content in social media. There are a few instances where creators can get a cut of their video so long as it doesn't violate one of many and capricious rules, which can be abused to censor the truth when it suits the platform's interest. DeepSee combines the most important layers of social networking and information exchanges to create an easier path for people seeking and speaking the truth to get involved. Part of getting involved is having the means to stay involved, and a reward for doing so.

#### Solution

DeepSee's ad split delivers a percentage of all CurrentSee(coins) spent on advertisements to video/article creators, communities + moderators, in addition to the top posts/comments in a community. Splits are totaled with the assistance of a passive ledger system at the end of the day and individuals are rewarded their Current. In addition to creators users who opt to whitelist or disable ad-block will receive a kickback.

In addition to advertising monetization creators have the ability to set up pay walls on content, or opt to have their content sponsored in return for current. Last but not least users will always be able to tip other users with extra Current if they like anything they do on the site. These tips are made public and it's a mark to other users on the community of an individual who supports the community.

### Problem 4#: Advertising and Abuse

Advertising isn't always the favored form to convey a message from a user standpoint, but it's currently vital to the creation of content. Previously closed loops such as T.V. were used to bind advertisers to a limited set of programming owned by a select few individuals. This continues today, but it doesn't have to continue for long. Thanks to the spread of microprocessors, interconnectivity, and recording devices there are now many creators, with many points of view all over the world (wide web). Advertisers now have many types of audiences to target while creators have an easy, open platform to upload their content and get a piece of the action.

Advertising benchmarks and metrics differ from platform to platform, confusing the collective about what real prices should be. Bots, and click farms lead a hand to the fraud --and to top it off, sometimes these advertisers know way too much!

#### Solution



Machine Learning uses two layers to identify content tags, communities, related content, etc., that's eligible for purchase with CurrentSee on the adExchange. This prevents creepy user targeting, while providing advertisers a verified medium, with universal metrics to determine ad success, future price, etc. Bots and click-farms will be screened out daily, and with better accuracy, as our bot detection analyzes more data. This cuts down on the amount of variation between ad-clicks and fraud.

DeepSee has a slew of analytics available without giving away the personal information of the individuals to whom we serve ads. Advertisers will need to use the numerical data, testing, and other methods to determine the success of and value of their advertisements. Luckily, the metrics are universal across the entire network, making it easy for advertisers to come to concrete solutions about pricing, effectiveness, and issues with the AdExchange.

### **Problem 5#: Ad-Block and Alternatives**

Ad-Block has crippled the serving percentage in the publishing and advertising industries and this problem is only becoming more rampant. At the same time industry leaders continue to mine user data into oblivion, refuse to spread the wealth, and create virtually no incentives or morals for turning adblockers off or whitelisting a website. Advertisers and the businesses they serve don't help as they continue to use and build upon seemingly unnoticeable attacks on our judgement mixed with persistent "idol making" to produce a long-term hold on the mind. We're constantly bombarded with multicultural millennials, smiling while endorsing just how much fun it is to buy some commodity; meanwhile that very corporation may be looting defenseless people in a third-world country. The pipeline as it stands is unnatural, unimaginative, and lacks the ability to stimulate the values we truly care about.

On the flip side, creators need ad revenue to continue producing content. Naturally, the bulk of the load is pushed off on those who follow the rules. For following the rules, users can expect forms of more advertisements, creepier targeting, a general attitude of disease and a far greater likelihood of downloading Adblock. This just isn't right...

### **Solution:**

We can't fix everything at DeepSee, but we can fix a lot of it while starting the conversation. DeepSee rewards a portion of the entire rake each day to active community members with Adblock disabled. That means users who sit through the Ads receive Current and reputation bonuses.





Advertisements on the site are subject to their own page which includes an upvote and downvote button, comments sections, and report feature. Users who dislike a certain ad have the ability to downvote it, and if they feel a rule has been broken can report it. The comments section serves as an area to comment about a particular advertisement or product. This allows for more discussion, more control over what each user sees, and an open ledger of comments that could reveal the good or the bad about a company.

In addition to advertisements, we will allow some additional paywall, subscription, and donation options to better serve users and creators who wish to keep content ad free. Creators can also be sponsored as a means of meeting in the middle. Lastly and critically, we need to work together to crowd sourced conclusions to any additional offers DeepSee can provide as an alternative to advertisements.

## **Problem 6#: Discovery**

When users create a video or publish an article on sites such as Youtube and Medium, they are relatively on their own after the addition of a “VIRAL HEADLINE!!!” and a few tags. Creators without a following, social networking skills or marketing abilities are left at a gross disadvantage in comparison to users who can invest time and money growing videos. While these companies are fantastic hosts when not censoring material, the lack of filters, Tag limit, ratings, and communities make it difficult for users to find new videos and debate amongst their peers.

In addition, other social networks have groups that fail to aggregate the content, links, and comments individuals hunger for. If they don't die out, they commonly become money making schemes with lowest common denominator content. Meanwhile, Twitter and other such sites have virtually no bulk area for user collaboration.

## **Solution**

DeepSee combines in depth hosting options for articles/blogs and videos with communities similar to Reddit, and a “Shouts Page” (similar to twitter) which acts as a more informal area to spread quick thoughts, links, and other content with friends and followers. Creators can use any of these areas as springboards for their content with a sigh of relief knowing that DeepSee will keep algorithm manipulators and bots off the network, so that you don't have to compete with the guy who can pay for likes.

## **Problem 7#: DeepSee Corruption/Community Mod Corruption**

Power corrupts and anyone familiar with large entities understands they can afford to get around many rules in addition to creating a few of their own. Censorship has hit the internet in a huge way, and the biggest names in the industry are leading it by example.







When these giants can't delete a video, they prevent it from being monetized. These giants will even use hot buzzwords like "Fake News" as a justification to censor a different point of view. Sometimes users rise to power or create their own community on a platform like Reddit. Reddit communities also have problems -- bots, lack of moderation tools, poor mods, vastly differing sets of rules, etc. Moreover, being a good moderator is a thankless job, running communities that can reach more than a million subscribers and never get a nickle!

### **Solution:**

Reddit subs are vastly unequipped to organize and moderate their communities, which are prone to bias/corruption, and even when mods do a good job they receive nothing in return. Communities on DeepSee earn value, based upon ads displayed in addition to a share of DeepSee hosted video & articles. Communities receive these daily Current payouts on an open ledger with a percentage going towards the moderators of the community.

Leftover Current is dispersed to the top posts and commenters within the community on a daily basis. In addition communities that become verified are open to additional options such as sponsorship, sponsored giveaways, and community bank accounts. Moderators of our communities will have access to additional tools, in addition to open source code that will assist the entire network in building better tools for moderators.

Every community comes with a traditional forum board for different types of conversations within the community. In this forum you will find suggestions, and moderator complaints. DeepSee encourages users to hold communities and the company itself to high standards in order to protect the integrity of the site. The DeepSee team will have these same boards that allow for public questioning, upvoting of top questions, and replies from our team in a public open forum so there's no trickery, all transparency.

## **FEATURES AND FUNCTIONS OF DEEPSEE**

DeepSee is comprised of three aspects:

- The Platform (The Website, App, etc)
- The CurrentSee (Current Coin)
- Promotion Platform (Advertising, Sponsorship, etc purchasing area)







Users in Pools can post a Link, Image Uploads, Articles/Blog, Videos or text posts which can be categorized as (AMA, Discussion, Questions) for example. In addition users can add up to 5 #/tags to a post. Tags don't affect the community, it's simply additional tags for you post to assist in tracking content + searching for it + recommending it.

Pools are supported by powerful filters that allow users to adjust their feed as per community. Users can choose to filter out certain content like Articles, Memes, Videos, Text posts, etc.

Users create pools i.e., Pools centered around topics such as Machine Learning, US Politics, Technology, Entertainment, Shark Week, etc).

The pools serve as hosts to discussions around submitted links, original articles, videos, podcasts, and text posts.

Once a pool reaches a certain size, it can become verified, so long as the community rules & moderation is above standard.

In addition to serving as a content aggregation portal, Pools assist in paying users based on a few structures. A couple examples:

### **Pools generate a “bank” based on actions.**

- 1) A 50/50 cut between DeepSee and the Pools on Ad revenue made through the community.
- 2) For posts that contain content hosted on DeepSee, we cut a 40/40/20 Split between DeepSee, Creators, and the Community driving the hits.

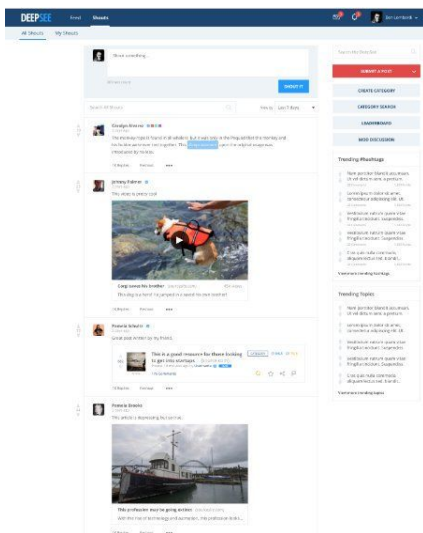
Ad totals for each community can be collected daily and generate a payout for the next day. A large community's top 50 posts would be eligible to receive payout, for example, based on total score. Additionally, DeepSee could begin mod payouts for verified Pools.

Users can also set a bounty for certain topics like a question in which a share is awarded to the top comment. Pools receive 70% of the Current generated by their community. Pools can set up a donation page, in addition to providing certain services that are made public to the community (Paid AMA's, Sponsored Pools, Sponsored Giveaways, etc). Pools can serve as a fantastic foundation for businesses to interact



with consumers on a very public scale while proving kickbacks that are actually valuable.

## Articles/Blogs (Similar to Medium)



This feature is very similar to mediums text editor. The text editors is limited to a few fonts + few sizes in addition to proving a couple of features such as Video/Image Embedding.

Users select the type of content they are producing [Article/ Blog/ Product Review/ Movie Review/Opinion/Etc], in addition to tags.(Up to 5)

Articles/Blogs also have their on tab on DeepSee. The page pulled pulled should be a Feed, recommended, top that day, in addition to a robust search feature.

Users who submit Articles/Blogs can create a subscription through a network or even set up a

paywall on the content (paid in current). Users receive 70% of total Current awarded by ads, in addition users can get their network or piece sponsored via the promotion platform.

Articles hosted on DeepSee also have the option to be annotated by the user base. Users can read the annotations and decide whether they are worth an upvote, downvote or reply. Users who troll annotations will quickly have them restricted.

## Videos (Similar to Youtube)

The DeepSee video hosting platform has the same general functionality and feed of the articles/blogs page. The opening window gives light profile information, recommended videos, top videos, in addition to a Feed in the center the aggregates the top content based on your preferences, history, and the content's votes/activity/etc. Users on the video hosting platform have the same robust search options available in the articles/blog section thanks to our powerful filters.

Users who opts to upload videos have the option of creating a network as well. (Networks can host both videos + articles on the same page) Users have the ability to add 5 tags to a video in addition to adding a category option (Ex: Podcast, Commercial, Short, Webisode, Music, Etc). Users who create a network have the ability to create a subscription based model, paywalls, and the ability to accept donations of course. Creator also receive 60-70% of Current made by advertisements.



Videos will have upvotes/downvotes, favorite, save, share options, comments with upvote + down + comment filters. We have the option to expand the abilities of the video player once we collect data, receive feedback, etc.

## Shouts (Similar to Twitter)

Shouts will be one of the last large features to arrive to DeepSee as a more informal medium of communication away from the other areas of the site. However Shouts have a powerful features of being able to assist in the virality of information on the platform. Shouts are split amongst friends(users who follow each other back), followers, and your following. Users have the ability to subscribe to someone's feed to receive their shouts.

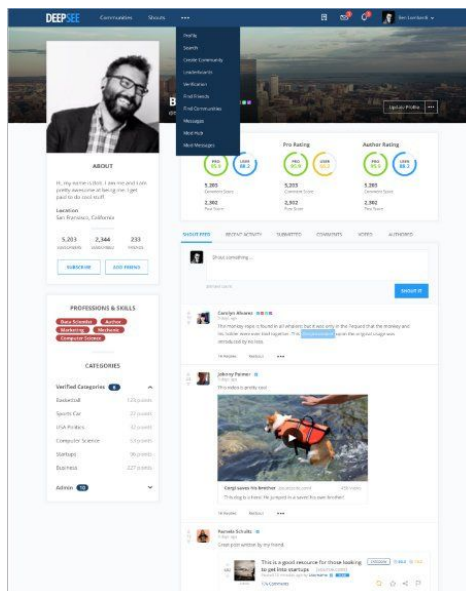
Shouts are limited to 300 characters, 250 with a link/upload image/video. Users have the ability to reshout any content on DeepSee. The top shouts on the platform including the top shouts for specific #(Tags) will receive a payout based on the revenue generated from the shouts area on a 70/30 Cut with DeepSee.

## EXTRA FEATURES OF THE MEDIA PLATFORM

### Profiles

User profiles will contain a lot of information about the users history on the site.

Community Posts, Forum Posts, Upvotes, Downvotes, Videos, Articles, etc. From this area users can look at the history on a profile to get a general sense of it. In addition users will have certain ratings based on post success for each area of the platform.



Users can opt to make an anonymous account with fewer privileges or an account where they attach their identity. In addition users can opt to become verified users so long as they have a following, celebrity status, profession of verifiable skill (Professor, etc) User also have the ability to turn ads off in return for not receiving Current payouts.

Users who choose to actively participate on DeepSee can create an anonymous or Personal profile.

Additionally, users with a high following or celebrity status can submit additional information to become "Verified." Once verified, your voting





power goes up in the areas that the user is an expert in. Profiles provide a general sense of the user's activity, in addition to any awarded badges.

## Machine Learning

DeepSee will make use of machine learning in a few areas early on with many options as our datasets growth and our best options become more clear. We will however be using the technology right out of the gate for....

- 1) Bot, Vote Manipulation, Astroturfing Detection - Automated, and supervised detection of individuals attempting to game the site is a must. Over a period of time we can learn how detect dubious accounts + voting pattern in addition to combining the technology with more traditional approaches (IP, Captcha) to weed out the majority. As our ban count increases so does our ability to detect them in the future. This also raises the value of being featured on the front page of our site. Much more organic.
- 2) Recommendation Systems - Data, preferences, user habits, etc will be used to build profile characteristics that we can use to better recommend content and serve advertisements with.
- 3) Growth - Bots will play a huge role in creating content on DeepSee in addition to marketing the platform. In addition to using our own bots to train our network against them.

Tips - Users can tip current to any users on the site no problem. In addition tips and donations are made public on your user profile page. This way you have a track record of doing good things on the site.

## DeepSee Moderator Options

Moderators have many more options within Pools. Mod cuts are capped in addition to being displayed openly in the community. Moderators have access to a user control panel that will start off pretty modest and will be expanded as situations, and features arise (Mod Bots). Moderators have the ability to edit the rules, wiki page, and community verifications for example.

In addition Pools come packed with a forum with 2 topics by default (Community Suggestions, Complaints); Mod can add additional forum topic as well. This allows users a place for topics that don't quite fit the short window of a normal community posts. Forum posts can be upvoted + downvoted in addition to supporting 5 tags.





DeepSee will set certain parameters for Mods to organize the payment structure for Pools on DeepSee(EX. Top 20 Posts, 100 Comments, = Payout).

Community comments sections support additional filters, image uploads that can be expanded, emojis, in addition to a few filters for customizing the comments section. Pools work very similar to a paid reddit.

## ECONOMICS: STRUCTURAL DYNAMICS OF CURRENTSEE

CurrentSee is our cryptocurrency powered by blockchain. It is the coin we are using to raise our ICO. A certain amount will be sold at the ICO to power the development of the entire company. When CurrentSee is deposited on the DeepSee, it becomes "Current".

This is to create a frictionless system that costs much less in power/gas, in addition to being much easier in terms of development and updates. The amount of CurrentSee to the amount of Current never fluctuates to protect the integrity of the coin and its purchasing power.

Current is used to pay out users on the platform, in addition to being used as a medium for certain services purchased within DeepSee (Account Upgrades, Publisher/Network Upgrades, Subscriptions, Tipping, etc).

Current is then converted back into CurrentSee at no cost to the users where it can be sent to a crypto wallet, sold on an exchange, used to purchase services on our Promotion Platform, or used to purchase other things outside our platform.

Onboarding users are not required to make a deposit, or create a wallet to start exchanging or receiving current, all that can take place when a user decides to turn their current into coin.

### DeepSee will mint 177,777,776 CurrentSee coins.

- 88,888,8888 CurrentSee coin available at ICO.
- 44,444,4444 CurrentSee will be utilized for marketing, and platform promotion purposes.
- 26,666,666 CurrentSee will be owned used by DeepSee to create a balanced mining program, reserves for the advertising services network, future hires, in addition to platform rewards. The mining program, budget, and total spending of these coins will be 100% transparent and provided within open company reports.
- 17,777,778 CurrentSee coins will be split equally amongst the members of the founding team.





## Mining

# PROMOTION & ADVERTISING PLATFORM

DeepSee's promotion platform is the main driver behind CurrentSee. CurrentSee is used to purchase side panel ads, article advertisements, and video advertisements.

Users looking to advertise have the option of creating an advert or a pre-roll for use with our platform. Once created + approved the user's ad the user will bid or set parameters for their ad spending, CPC, CPP, and targets. The advertiser will then pay for that amount in CurrentSee which is converted to Current for spreading on the platform. All ad sales, prices, etc are made public with the community. Users can check anytime to make sure the amounts of CurrentSee spent on ads, equals the amount of Current distributed.

In addition users can opt to support individuals or networks by sponsoring their content, community, etc. All exchanges are made public through the platform and the community is made aware.

## Tagging Content

Additional discovery features outside of Pools/shouts come in the form of a search page, recommendations, and tags.

Up to 5 tags can be placed on an article, video, or post. Tags are separate from Pools. They are essential hashtags which will also be used in shouts.

Creating an article requires...

1. Title
2. Tags (Up to 5)
3. Content Body (Limited Text size and font options. Can include videos + pictures. Hyperlinks, etc.
4. Content Tag [Blog, Article, Opinion, etc]

Articles include

1. User who created.
2. Tags





3. Content
4. Content Tag
5. Upvotes + Downvotes
6. User Citation/Annotation Overlay

## CLOSED LOOP AD INFRASTRUCTURE & CURRENTSEE

Deepsee will produce a virtual coin called Current. Current is a coin that will be generated at a fixed price upon the ICO. Current is DeepSee's form of currency transacted to users, Pools, and creators, based upon their contribution to the platform.



### Block Life Cycle

CurrentSee will be limited to a total number of 177,777,776 coins of those coins 88,888,888 will be available during the ICO. 44,444,444 coins will be reserved for promotional, marketing, and platform rewards. 26,666,666 coins will be utilized by DeepSee to create reserves, mining rewards, in addition to platform rewards. Finally 17,777,778 coins will be rewarded to the DeepSee founding team.

1. Current is created at ICO
2. Current is sold separately or through DeepSee to advertisers
3. Based on Current's current Price/USD the amount of current used in an ad purchase will always be relative to the current going rate of advertising based on targets, traffic, etc.
4. When a coin is used in an ad, the creator, community, and user always get a cut of the current distributed into their accounts.
5. Users with current can decide to cash out or keep current.

6. Current as the sole token for purchasing ad space, pre-rolls, sponsored pages, etc on the platform.

The frequent use in markets creates amazing liquidity plus we nickle and dime both sides of the conversion into USD. Not to mention that DeepSee has a rake on every piece of monetized activity other than tips + donations.

So essentially we give our investors infinitely more backing in their coin as opposed to other ICOs with opportunities for arbitrary returns every time our user-base, conversion, A.I. recommendations increase.

However on the backend we are overriding every piece of content/post at a 15-25% average that leaves us plenty of flexibility, security, and high chances of profit on the coins we hold at opportune times once we truly understand the patterns in our fluctuations.

## Token Generation Event Kickoff

1. During the TGE/ICO, The "Current" token will be offered in large quantity for BTC, ETH, LTC, USD or EUROS..
2. Users can immediately begin selling on other markets, but users can also sell the coins back to DeepSee on an immediate and automated system at a slightly reduced payout. The payout is kept similar to market price. Users also have the ability to set a minimum sell/buy price on CRNC (Current with the ticker symbol being a play on Cur-N-Cee).
3. Users collect coins by opting not to block ads, creating content and popular posts, offering great comments, being tipped, moderating a community, and more. Users who sell CRNC are typically selling to users who want to hold it as an asset or...
4. Advertisers/Businesses/Growth Marketers/Madison Avenue anyone who is looking to buy Ad space on DeepSee, whether in the form of a Pre-Roll Ad that goes before videos, an ad on the side of a community or posts, ads that momentarily appear in (typically) image areas of an article, or as a means to sponsor a community, network or piece of content.
5. Essentially every form of advertising on DeepSee.io must be converted into CRNC. Users who bought the tokens have real and consistent value in the form of a service that is directly tied to the success of the platform.
6. As the platform begins to propagate more users, increase ad targeting/metrics/conversion through artificial intelligence, and attract large advertising whales, the price of a coin that might have been worth \$20 in ad spend may be worth \$1,000,000 down the road.



7. Advertisers are forced to convert to the CRNC whether they have it on hand or buy it immediately through our automated buy/sell system.
8. Advertisers can buy directly from other users, but an automated system will always be in place to assist users who are trying to convert a CRNC into USD as a fractional cost to the user.
9. Advertisers then use this token as a means to purchase advertisements that are verified on blockchain. The blockchain technology allows DeepSee to quickly and openly make the appropriate splits on monetized videos, articles, posts, etc.

## Coin Distribution and Process

In our initial ICO, we will offer 44,444,444 of the total limited supply of 88,888,888 coins. This will allow us the funds to fully develop the blockchain and platform.

Once the platform is built, it will operate as follows:

Members join DeepSee and will get their first allotment of coins, say 10 coins. If they invite their friends, they will earn bonus coins for each person who joins the platform and actually participates in a community pool.

The daily allotment of coins will be distributed based on the activity in each community pool based on member count and actions within the community.

Say there are 3 Pools, the politics pool, the tech pool, and the sports pool. If the politics pool has 40% of the actions and members on the site, they would receive 40% of that day's allotment of coins.

When we get 100s of pools, it will still be distributed algorithmically to those in the most active Pools while still insuring the members of small communities still have a fair amount of coins to pay out. By growing community members and actions, pool members and moderators will make more current.

## COMPETITIVE ANALYSIS

**Social Media Giants** - Deepsee will be competing with social network giants such as, Facebook, Youtube, Reddit, Twitter, Medium, etc. These companies have large user bases and even larger bank accounts. At first glance, it may seem like this is an insurmountable challenge. However, people are getting fed up with the blatant censorship on these legacy social media platforms.

Nevertheless these companies lack in transparency, free speech, organization, and





monetization. Users are only on these platform because all of their friends are with a lack of incentive to move elsewhere.

DeepSee turns the problem on its head with transparent CurrentSee distribution based on transparent ad sales. In addition we don't share any details, our advertising platform only applies target options, not user info.

DeepSee is also taking a strong stance against the level of censorship we're seeing today. Of course, we will still censor Porn/Nudity, Obscene Gore/Murder, and DMCA disputes.

**Other Paid/Blockchain Networks-** Certain social platforms do pay such as Youtube, Medium, Tsu, 8, but they fail to encompass all of the areas of content distribution. DeepSee has communities (Similar to Reddit, but more powerful), Articles (Similar to Medium), Videos (Similar to Youtube), Shouts (Similar to Twitter), along with all the little extras like verification, monetization, open platform, forums, mod rewards, mod transparency, etc.

The above platforms don't utilize the free flow and openness of blockchain either, but another platform similar to Reddit does called Steemit. Other than the fact that DeepSee has much more functionality than Steemit, our currency offers many more in demand services such as Advertising where the price is supported by the amount of activity on the community which affects the exchange rate of the ads. Not only are we the first of our kind, but we offer a service that is always in demand thus giving CurrentSee a stable value through three different mediums.

**Ad Services** - The exchange on DeepSee is the sole medium for the purchasing of advertisements on the platform, therefore we have no one to compete with. However, we can add more value to our users and CurrentSee by expanding our ad services out to third parties at a future date with no loss in privacy or value to any users on our platform.

Adsense, Media.Net, and InfoLinks are an example of similar ad providers in the industry. However these platforms don't have universal metrics in an open exchange environment powered by blockchain to protect the integrity of their pricing.



## THE DEEPSEE TEAM



**Travis Garland (CEO)** - An entrepreneur who has deep experience with machine learning focused startups and growth marketing. In 2015, Travis began work with a facial recognition and deep learning startup called PhotoKharma where he incepted the “Reverse Lookup” feature for the app.

In 2016 Travis and Kazi Shezan founded a company that would utilize computer vision, and deep learning to create the first software for the automatic theft detection. A toxic political climate, censorship, and the stripping of liberties made for a change of heart. In late 2016 DeepSee pivoted to focus on the using artificial intelligence and blockchain to solve the major issues in communications today.



**Kazi Shezan - (Data Scientist)** - Data scientist, software engineer, IoT device-builder, and machine learning researcher and activist, Kazi is a multi-faceted and multi-certified talent across the digital spectrum of programming, research and data analysis.

A deft and highly organized multi-tasker, Kazi’s typical day is split between remote work for Udacity, and Infolynx in the Bangladesh capital of Dhaka. He engages a variety of data-mining tasks including data cleaning, pre-processing, data munging, statistical analysis, predictive model creation, data analysis, finding patterns and data visualization. He holds a dual M.S. in Information Technology from Jahangirnagar University.



**Travis Wright (CMO)** - A successful author, fractional CMO & marketing consultant, keynote speaker, entrepreneur, data & analytics geek, tech journalist, growth hacker, podcast host, and mediocre stand-up comic. He is the former global digital and social strategist at Symantec for the Norton brand, he was a Russian linguist in the US Army, the CMO of CCP.Digital, a Kansas City & SF-based digital ad & content agency.



**Andrew Duck (CTO)** - Most recently as CTO of Zinio, he was responsible for the development and re-platforming of the business to empower new product lines. Responsible for more than 1000 production mobile applications, the world's largest newsstand and more than 7,000 customers. He led a team of 150 in the technical and





product departments.

Andrew has worked with many of the largest media, technology and hospitality companies in the world, including Hearst, The New York Times, Dow Jones, The Wall Street Journal, Google, Apple, Samsung, Amazon, Microsoft, IBM, Micros, IDG, Recorded Books, Zinio, Playboy and Wenner Media among others.



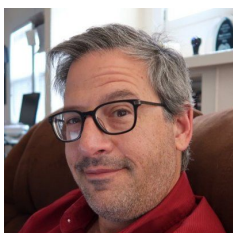
**Tom Siebert - (Head of PR)** Tom is a award winning journalist with over 10 years experience in the craft. Tom has worked with many fortune 500 companies in the realm of public relations in addition to writing content for Media Post. Tom is also the creator of Shark

Week.



**Peter Vu (UI/UX Architect)** - Peter is the artistic visionary behind DeepSee's beautiful interface.

Peter has more than three years experience with UI/UX design and has previously worked as a UI/UX designer for TailLight, and AT&T.



**Joel Comm (Chief Evangelist)** - Joel Comm is NY Times bestselling author, professional keynote speaker, social media marketing strategist, live video expert, technologist, brand influencer and futurist.

With over two decades of experience harnessing the power of the web, publishing, social media and mobile applications to expand reach and engage in active relationship marketing, Joel is a sought-after public speaker who leaves his audiences inspired, entertained, and armed with strategic tools to create highly effective new media campaigns.

## DEEPSEE ADVISORS

**Mia Dand (Advisor)** - Mia Dand is the CEO of Lighthouse3.com, a Digital Strategy & Research Advisory firm based in the San Francisco Bay Area. She is an experienced marketing leader who helps F5000 companies innovate at scale in the digital and social media space.



At Google, she developed, drove and optimized Community Strategy for Google's Geo, and Knowledge products including Maps, Earth, Google+, Voice, Blogger, News and Search.

Aside from Google, Mia has built and led digital/social media programs for world's best-known brands including Symantec, HP, eBay and others. Her firm Lighthouse3.com authored the first definitive guide for Influencer Technology.

## FUTURE OF DEEPSEE

We take great pride in developing a network that weaves together the best forms of communication into a platform that rewards everyone involved. The value of CurrentSee is largely dependent on the size of the network and the health of the ad exchange. This relationship allows DeepSee to growth in many different directions and on an assortment of devices.

The DeepSee community will be largely responsible for the directions the company chooses to explore. That means we will provide forums, voting, and requesting constant input from the community in regards to what we can do to better serve the people in an open and consistent manner. With that being said, we will focus on building robust features for our article, and videos creators in addition to a multitude of tools for moderation teams. Once we have established hosting capabilities we will opt to increase our abilities of serving content outside of the desktop/mobile sphere.

Every development of the platform is secondary to creating a open and trusted network as a whole. Communication is the problem we are trying to solve and that starts with DeepSee. By being open, honest, and fair we intend to change not only the media scene, but also the business scene as a whole.







DeepSee embraces world-changing ideas and groups and users can expect us to partner with charities and foundations trying to truly do good for the world. We're not talking about the scam charities, but the real ones. Low administrative and marketing costs, big ideals, goals, and a record to back it up. DeepSee will certainly donate a certain amount of our proceeds, in addition to create areas of our platform that will allow users to get involved with these groups anyway they see fit.

## FREQUENTLY ASKED QUESTIONS:

### 1. "How will people attempt to game the system?"

Users will create multiple accounts, use of VPNs, Upvote Groups, Upvote panels/networks, etc.

The automated systems will be much easier to detect as they will have the easiest patterns to recognize, but groups, and networks will always be a problem.

We can still track various patterns such as clusters forming around specific profiles/groups, determining the location they arrived to the site from, in addition to general site activity information.

We can use numerical data such as this to create a RNN (recurrent neural network) that can detect fraudulent potentialities and make a recommendation based on the reading (Delete, Suspend, Alert DeepSee/Community Mod, etc.)

The algorithm increases in ability as the fraudulent activity data set grows. In addition we also will employ the more manual methods of reporting, mods, Captcha, forum reporting, etc.

### 2. "How is CurrentSee valued?"



CurrentSee's value fluctuates based on the token's "Exchange Price" which is determined by the demand for the CurrentSee coin in relation to its buying power. CurrentSee's buying power is tied directly to the growth of the platform in relation to the services offered Advertising, Account Services, Sponsorships, and all the additional features we'll launch with in the future. Services such as Advertising create a very liquid market because it's tied to a services that's exchanges across many different currencies with data to back-up the price.

### **3. "When will the platform be ready?"**

DeepSee will have a series of launches that will begin with the community aspects of the platform. Following the development of our Ad network DeepSee will proceed the roll out article, and video aspects of the design. Once those features are in place you can expect us to deliver shouts shortly thereafter.

Users should expect a launch later October/early November 2017 and completing the platform around March/April 2018. The DeepSee team will constantly be updating and improving the platform thereafter.

### **4. "How do you plan on to take on the leaders in the space?"**

Blockchain is the game changer the Behemoths in The Valley are afraid of and for good reason. Blockchain makes it difficult if not impossible for corporations and their moderators to corrupt the network. At the same time these companies are largely built on the premise that users are going to be okay with the platform squeezing them dry of all the value they create in order to fund ventures that will later be sold right back to them. Crazy.

Can these companies afford 50,000 employees when paying the user base becomes a standard? Will they get as much political assistance when they are unable to game the network? Will people still be interested in the old silicon valley business model anymore? We're betting against it.



## 5. “Where do you draw the line on Censorship?”

This is such a difficult issue and this is why DeepSee incorporates a multi layered approach to site structure, moderations, and user verification/reputation hierarchy. This allows for problems to arise in a manner that respects users privacy while allows problems/clogs in the system to be identified at the layer where the problem persists.

DeepSee will censor certain content such as pornography, excessive gore, etc in addition to taking against individuals who engage in horrendous acts such as pedophillia, human-trafficking, murder, etc. We will allow communities and their moderators to make a bulk of the decisions in regards to accepted content as it fits a community. Post actions, including mod actions are completely open thanks to blockchain. Users will always be able to find out if a post was deleted, why, etc. In addition every community has a moderators complaints and suggestions forum by default. Users can openly questions moderator actions, and even report moderators to the DeepSee team. All decisions relating communities and their moderators will be made public and DeepSee takes personal responsibility for any mishandlings in regards to how we judge these situations. The DeepSee community should hold the moderators, in addition to the company and its founders to the highest level of scrutiny when it comes to the governing of the platform.

With that being said we hope we can engage in open conversation with our community, and allow any party a place to congregate within the limits of the law. In the same note we welcome different thinkers, truthers, conspiracy theorist, to our website. We have been lied to, information has been filtered, and censorship is beginning to trend. Without a open, constant communication we have no hope. Real communication, not scripted public relations jargon.



## CONCLUSION

The world is a big place with different people, points of view, and ideas. This has lead to the largest social networks opting to act like politicians instead of leaders. The ability for any organism is properly communicate is vital to its ability to survive and thrive. Social Networks may have connected us, but in many cases you could argue they have blinded us. We believe in our formula to democratize social media, open the barriers of communication, revolutionize governance, all while increasing the value of CurrentSee.

DeepSee will never have anything to hide because our agenda of creating an open world is self fulfilling. We encourage criticism, skepticism, and understanding both within our platform and within the company as a whole. Users may have been left out of the creation of Reddit, Twitter, Youtube, but not DeepSee. We hope to build a community that never has to trust us, because they will always be able to SEE for themselves.