

PRANA

A decentralized social networking app empowering users and their data

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Abstract

Prana is a decentralized social networking application that uses IPFS storage layer with IPFS hash points stored on the Ethereum Blockchain to empower users to control their data and incentivizes users to share by paying them for influence and data through the PRNA token. PRANA uses the best that social media has had to offer in the past 10+ years and cleanses the social industry of deceitful data collection and advertising models by honoring users with open source policies and treating every user with dignity and respect deserved, not as though they are a product to be sold to the highest bidder.

Table of Contents

Summary

1. Introduction	Page 4
a. Users first	Page 4
2. Ways to Contribute	Page 5
a. Capital Contributions	Page 5
b. Minimizing Fraudulent Content	Page 5
3. Technology and Scalability	Page 6
a. Decentralization	Page 6
b. Advertising	Page 6
4. The PRANA Team	Page 7
5. Conclusion	Page 8

Introduction

Since the dawn of Web 2.0, social media sites such as Instagram, Snapchat, Facebook, LinkedIn, Twitter and Reddit, have realized billions of dollar's for shareholders and VCs. However, as social media sites continue to accrue enormous profits, users are beginning to realize that they (and their data) are being sold to marketing and advertising agents as though they were products on a shelf.

Rather than support late-stage capitalism and generate endless amounts of capital for a very few (mostly white and mostly male) individuals, PRANA seeks to distribute the profits generated by social media and the open sharing of information and marketable data by paying PRANA users with the cryptographic PRNA token.

It is PRANA's mission to democratize social media, to offer every user the chance to profit from the sharing of their lives, stories and bits of data. Users will receive PRNA tokens based on their contributions and will find a positive cycle in adding value to the decentralized social media site known as Prana.com.

Users First

PRANA's first duty is to their users. Every company likes to say that they put their people first, but in reality they place shareholders first, or in the case of social media, place advertisers first. This is beginning to have negative effects on popular social media channels. PRANA honors every user by sharing in the value that each user helps create when they contribute to PRANA social stories.

PRANA uses a dispensation algorithm to reward each user based on the value they help create with their posts, news stories, comments and other contributions.

Ways to Contribute

This section explains how users can contribute to PRANA and what rewards users may expect for adding value to PRANA's communities.

Capital Contributions

Users can buy PRNA tokens to enable the ability to share content, write stories, news stories as well as share images or videos.

Users whose content is then promoted by the community, receives engagement and generally adds value to PRANAs users and ecosystem will then be rewarded for the value they created. Payments will also be made in PRNA tokens.

In this way, the users that provide the most value to their social ecosystems will be rewarded for their contributions and the social network will continue to grow without the necessity to turn to blackhat marketing and advertising techniques.

Minimizing Fraudulent Content

Social media has come under scrutiny for enabling blatantly false reports and spreading rumors and other falsehoods that have been damaging to real world communities and ecosystems. The pain and consequences of such action have been felt by entire nations.

To avoid this on PRANA, users that generate false stories that community members vote to have damaged the community, will receive no compensation for their posts subsequently, said posts will be buried by content that the community finds to add value.

This algorithmic regulation encourages influencers to continue posting value-adding content and avoid abusing amassed respect and social authority else be exposed to losing influence and the opportunity to receive compensation for contributions.

Technology and Scalability

PRANA is built on the Ethereum blockchain using IPFS as the storage layer and IPFS hash pointers stored on the Ethereum Blockchain. IPFS helps PRANA scale since every post does not need to be recorded on the blockchain. Only hash pointers and hash pointers recording collected fees and payments will be recorded on the blockchain, making PRANA's footprint far less as compared to competing decentralized social media sites in existence previous to PRANA.

Decentralization

PRANA is a decentralized application. That means there is no central point of attack or control in the PRANA network. PRANA is governed by the community of members from around the world. No member may censor other PRANA members, nor may any centralized government censor or ban a user from participating in PRANA communities or ecosystems.

Freedom of speech is a liberty that upholds all other liberties. PRANA supports community governance and the development of worldwide free societies.

Advertising

Advertisers have come to control the social media industry in ways many founders hoped would never come to pass ten years ago. However, billions of dollars to make or lose has driven centralized social media outlets to sell their users and cater to the special needs of advertising agencies.

PRANA has removed the middle-man and decentralized the network, removing the ability to hand the power of the network over to large advertising agencies. Users will be paid for content that receives recognition as adding value.

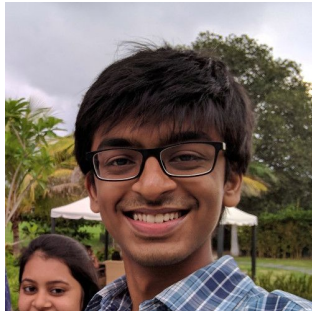
In this scenario, average users have the same opportunity as advertising agencies to create value. Agents are welcome on PRANA, so long as generated content is valued by the communities. Any user can be paid for any content so long as that content is deemed to have value for the community at large.

PRANA Team



Gwendolyn Faraday

Gwendolyn is an experienced software developer and remote consultant. She works with a variety of languages and technologies including, JavaScript, Python, Go, Java, Solidity, and C++. She is a lifelong learner and blockchain and machine learning enthusiast.



Miraj Shah

Miraj is a blockchain and smart contract developer with a desire to add positive value in the universe. Miraj has been fascinated by the concept of decentralization and has been writing smart contracts in Solidity for the Ethereum blockchain since.



JP Miller

JP is the Cofounder and former COO of Skragglies.com. He's an avid mentor, developer and digital marketer. JP is also a blockchain developer on a mission to build a more equitable and free society.

Conclusion

PRANA is a decentralized social media outlet that seeks to democratize social media and the ability to influence. It is our hope that by providing such an ecosystem, that communities will uplift humanity find value in honest social media channels and grow a community that gives and receives.