



Recobee

Find the gems in **your social garden**

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by

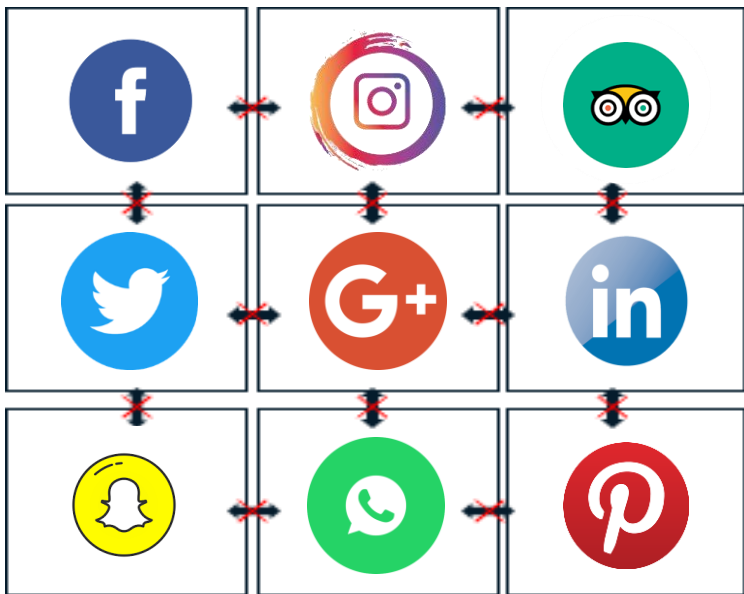


ETHAmsterdam 2022



Web2 platforms bootstrap their user base organically...

Web2 social networks are in silos, needing to bootstrap proprietary social graphs to provide recommendations



...leading to standardized and impersonal recommendations

Use Case example: TripAdvisor has the same recommendations for everyone, limited personalization



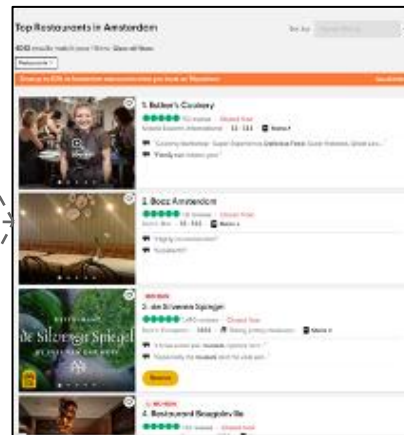
Sam, 28
Web3 Dev



Jessica, 73
Retired



Roberto, 19
Student



**No personalized recommendation as
TripAdvisor has no access to social graphs**



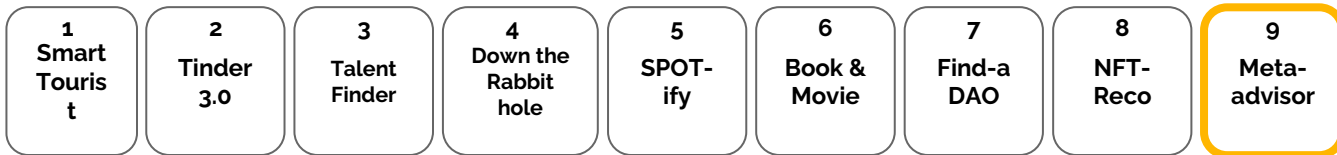
Recobee complements the Lens Protocol by enabling social-graph recommendations in independent front-ends

Recobee is a Recommendation-as-a-Service (RaaS) layer between Lens Protocol and front-ends. It takes the social graph as input and provides relevant 'object' recommendations based on the social graph

 Hackathon Focus

Web2-inspired

Web3-native



Individual frontends enabling unique use cases

Recommendation-
as-a-Service (RaaS)



Recommendation engine using social graph as input

Lens Protocol
















Composable and decentralized social graph protocol

Front-end use cases reflect Web2 and novel Web3 concepts



Web2-inspired

Web3-native

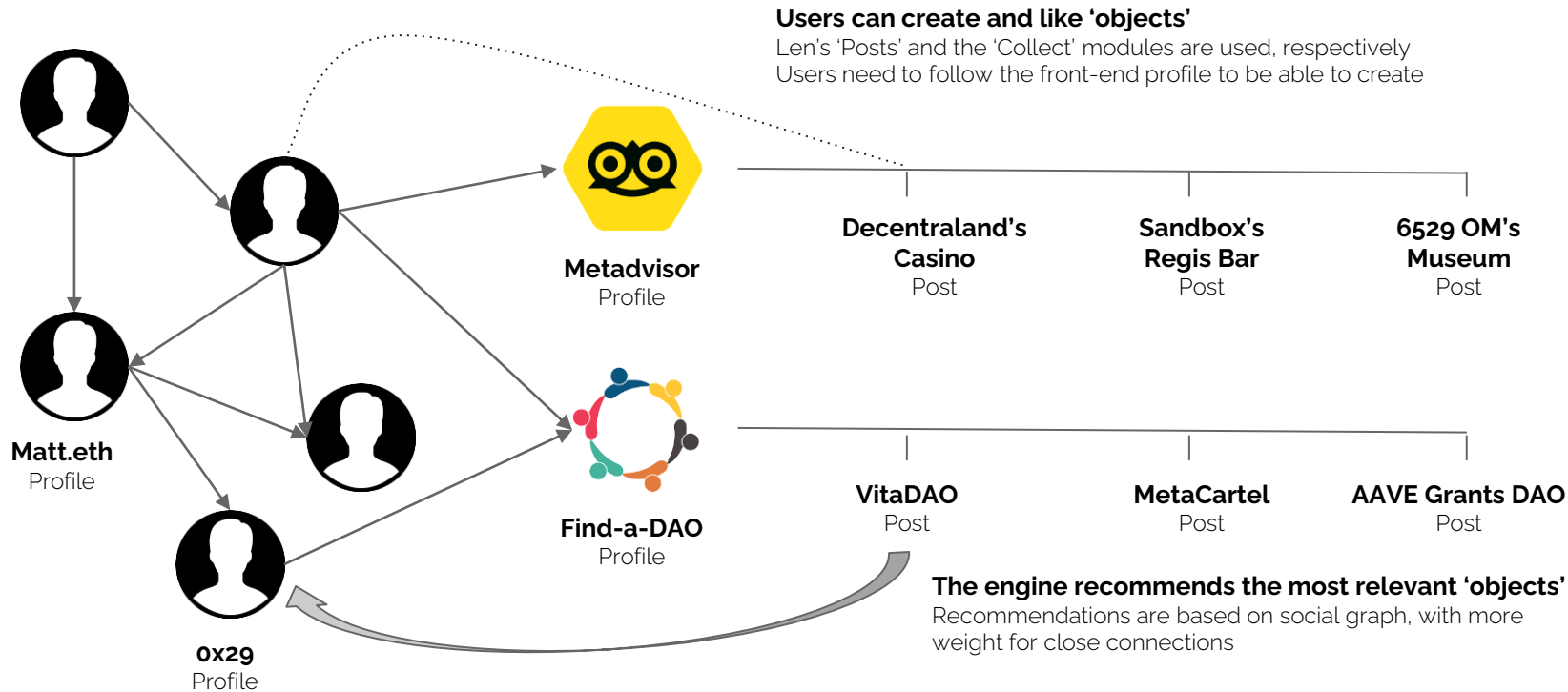
Front-end platform	Description	Example recommendations	Web2 comparison
1. Smart Tourist	Travel recommendations straight from your social-graph	<ul style="list-style-type: none"> Restaurants Bars 	 
2. Tinder 3.0	Romance based on shared interest, values and acquaintances	<ul style="list-style-type: none"> An individual with the same DAO membership as you 	  
3. Talent finder	Talent acquisition from social-graph of specific profile networks	<ul style="list-style-type: none"> Web3 developers 	
4. Down the Rabbit hole	Course learning recommendations from your recent activity	<ul style="list-style-type: none"> Solidity videos World history course 	 
5. SPOT-ify	Music and concert discovery from your friends	<ul style="list-style-type: none"> New songs Trending artists 	 
6. Books & Movies	Book and movie recommendations that keep you entertained	<ul style="list-style-type: none"> Movies Books 	  
7. Find-a-DAO	Match governance and developer skills with to your passions	<ul style="list-style-type: none"> Aave Grants DAO VitaDAO 	
8. NFT-Reco	No-shill recommendations on what your friends actually buy	<ul style="list-style-type: none"> Blue chip NFTs Upcoming NFT mints 	
9. Metadvisor	Travel recommendations, but in a world where physics are defied	<ul style="list-style-type: none"> Sandbox Casino Decentraland Gallery 	



DEMO'd in this hackathon

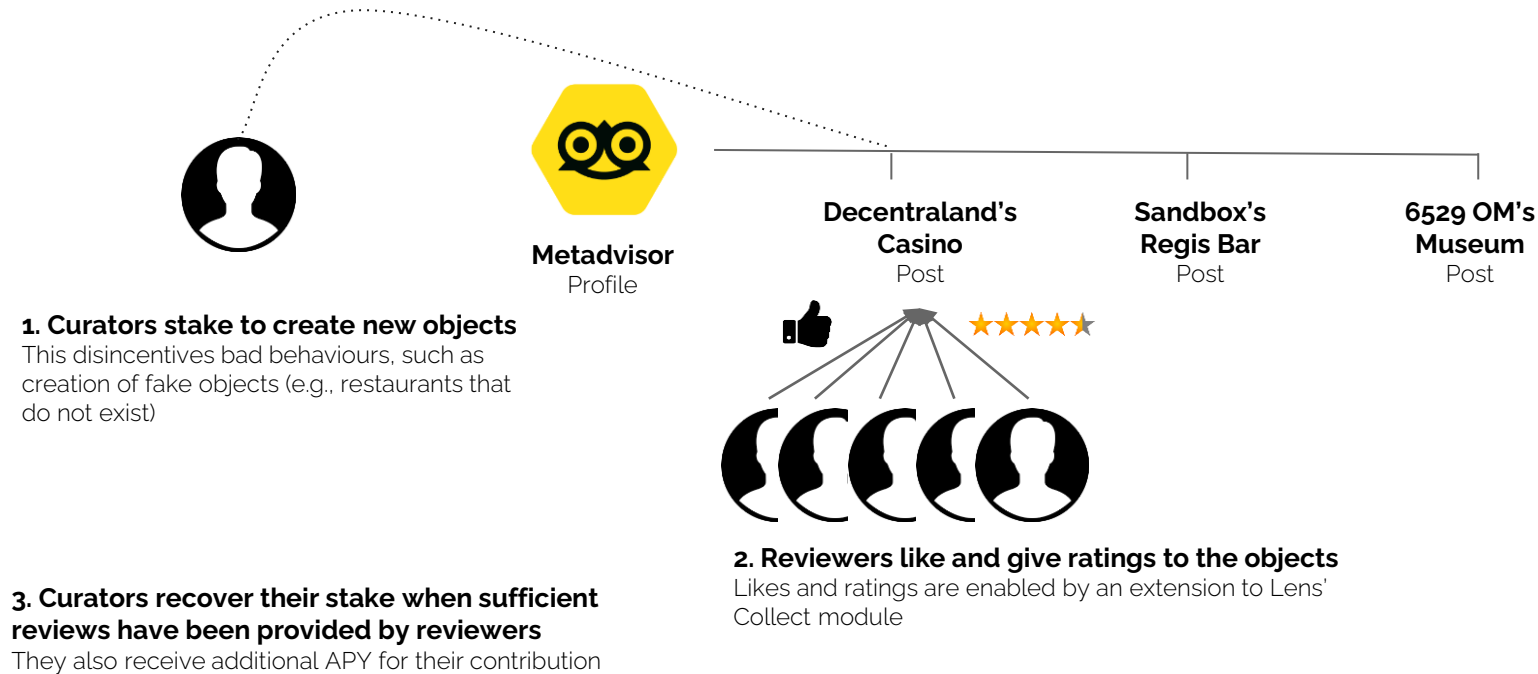


Recobee leverages Lens' architecture and creates objects through posts





Tokenomics provide incentive to create objects, leave reviews, and punish bad behavior



Recobee will be the de-facto Recommendation-as-a-Service protocol and enable unlock of users' social capital



■ Recommendation-as-a-Service □ Social capital unlock (e.g., Share-to-Earn) | Detailed next



Hackathon

MVP finalization

- ML-based recommendation system
- Tokenomics to incentivize and curate organic reviews

Recommendation engine scale-up

- Recommendation system sophistication
- Backend configuration package to allow platform integration

Ecosystem development

- UI package for frontend platforms to enable personalization
- Strategic partnerships with frontend platforms

Social capital unlock

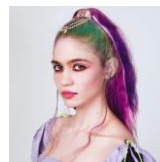
- Share-to-Earn recommendation model
- Social graph as loan collateral on Aave





What if you could borrow Elon's social graph and get his recommendations across front-end platforms?

Introducing Share-to-Earn





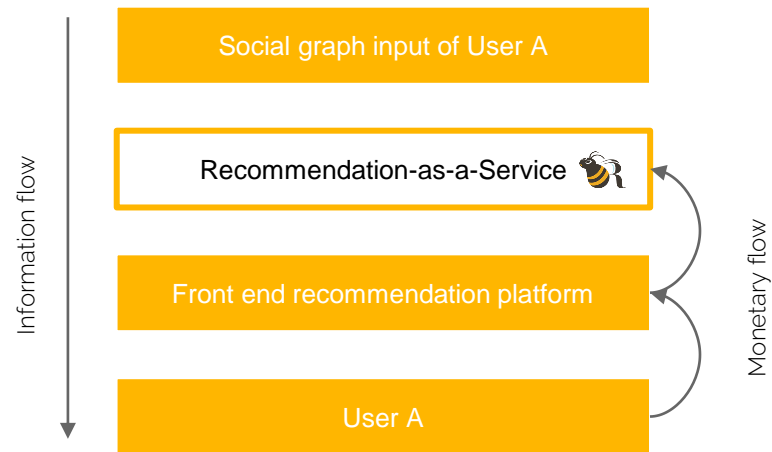
Share-to-Earn: Unlocking social capital enables the monetization of high-value social networks

Recommendation-as-a-Service: leverage your network

Value flows from user's own social graph

Problem: When making a decision, consumers are presented with many options irrelevant to them

Solution: Leverage their social graph to personalize option set

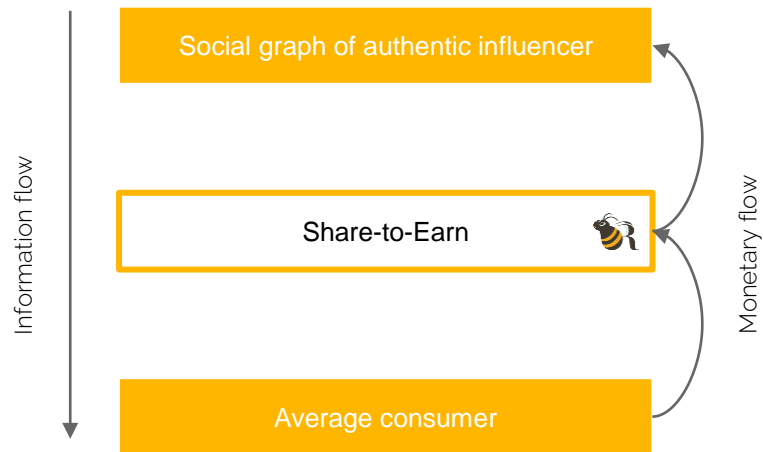


Share-to-Earn: monetize your network

Value flows from users to authentic influencers

Problem: Only way to monetize social networks is to shill products, which if done unauthentically, can alienate or mislead audiences

Solution: Monetize recommendation set in a trustless, authentic and low-effort way, by allowing subscriptions to one's recommendations





Share-to-Earn: users derive value from recommendations made to people they consider important

High-clout users can opt-in to the monetization of their social graphs, and can be compensated with the protocol's native token

Category of high-clout individuals	Potential example	Example of content extracted from social graph
Key members of the crypto community	Punk6529, Stani Kulechov	What DAOs are being recommended to Punk6529?
Entrepreneurs / Celebrity CEOs	Elon Musk, Mark Cuban	What books are Elon Musk being recommended?
Thought leaders	Naval Ravikant, Paul Krugman	What blogs are Naval Ravikant being recommended?
Influencers / Entertainers	Zendaya, Dua Lipa	What perfume is Zendaya being shown and considering?
Top academics	Jeffrey Sachs, Brian Cox	What academic journals are shaping Jeffrey Sachs' thinking?



**THIS IS THE LAST BEE OF THIS DOCUMENT.
REACH OUT FOR QUESTIONS. THANKS.**