

# Grant Proposal

*"Attention is a precious resource. It's the currency of the modern economy, and those who can capture it, hold it, and use it wisely will thrive." — Seth Godin*

**This grant seeks to bring cXc.world to Pangea.**

## cXc Overview

*When you repost on cXc.world, you gain local attention for your content.*

cXc.world fuels the growth of organic discovery of creative content. We've launched our music map, and want to expand to all types of content on Pangea.

cXc.world seeks to be the first blockbuster app on Pangea. We will ignite motivation for regular people to join Pangea by bringing their Web2 content to Web4 and enabling them to earn through our system of discovery.

## Grant Goals Overview

We believe that Pangea must launch with a big splash—an app that attracts users and takes advantage of its unique technology.

cXc delivers in spades by giving people a meaningful integration to boost their web2 content with web4 via Pangea and cXc.world.

We want to bring high-vibe, high-engagement people to Pangea. We'll do this with our music app, and then bring video to Pangea. The video version will include common platforms like Youtube, TikTok and Instagram, bringing a new and young audience to the blockchain, ensuring longevity.

To make this a synchronous experience, we'll launch a 6-month promotional campaign after the completion of our first milestone.

This will complete the grant, giving us enough momentum to launch the rest of cXc, including cXc News and cXc Solutions—designed to help humanity collaborate, solve problems, and co-create a new world on Pangea and beyond.

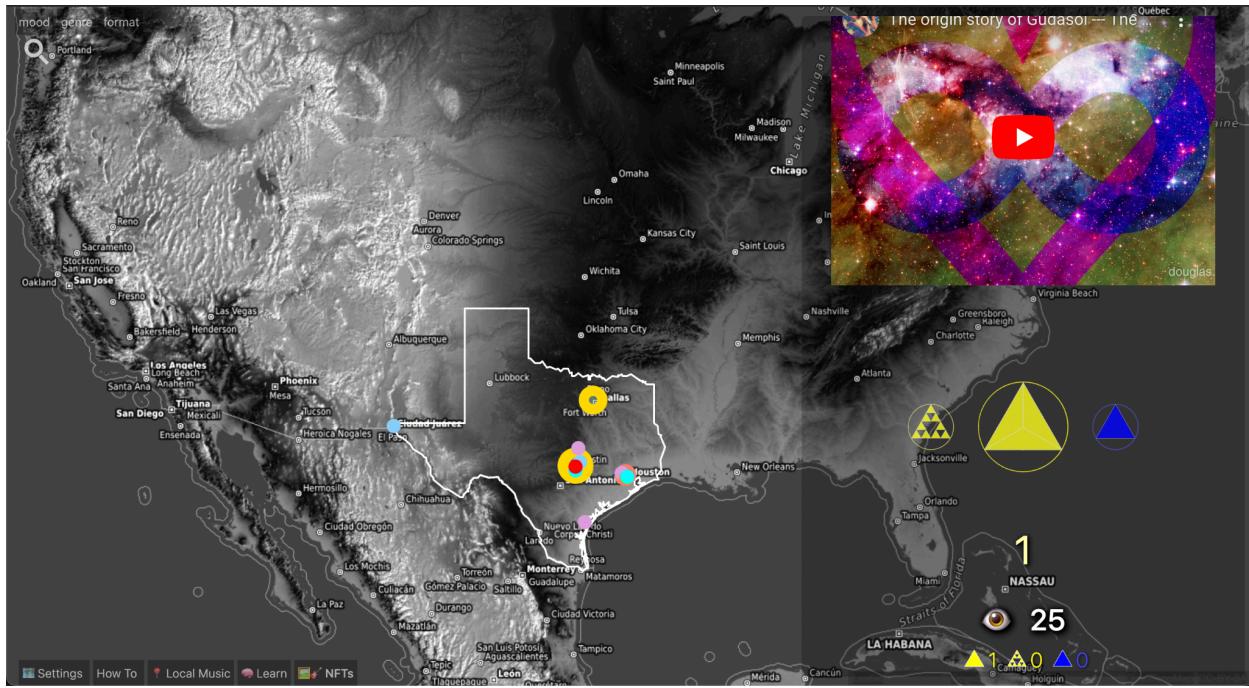
## Deliverables Overview

Milestone 1: Gamified Invite System and Airdrop registration

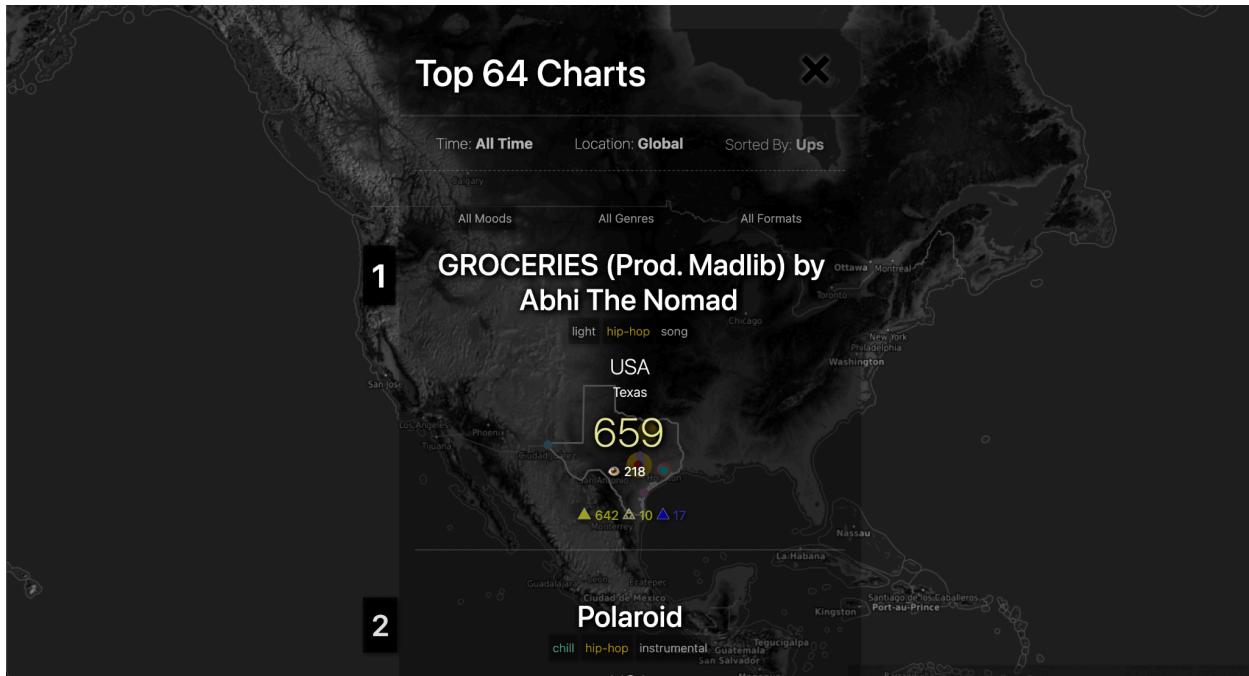
Milestone 2: Launch airdrop + cXc Music on-chain upvotes with Localized charts on Pangea

## Milestone 3: Launch of cXc Video app on Pangea

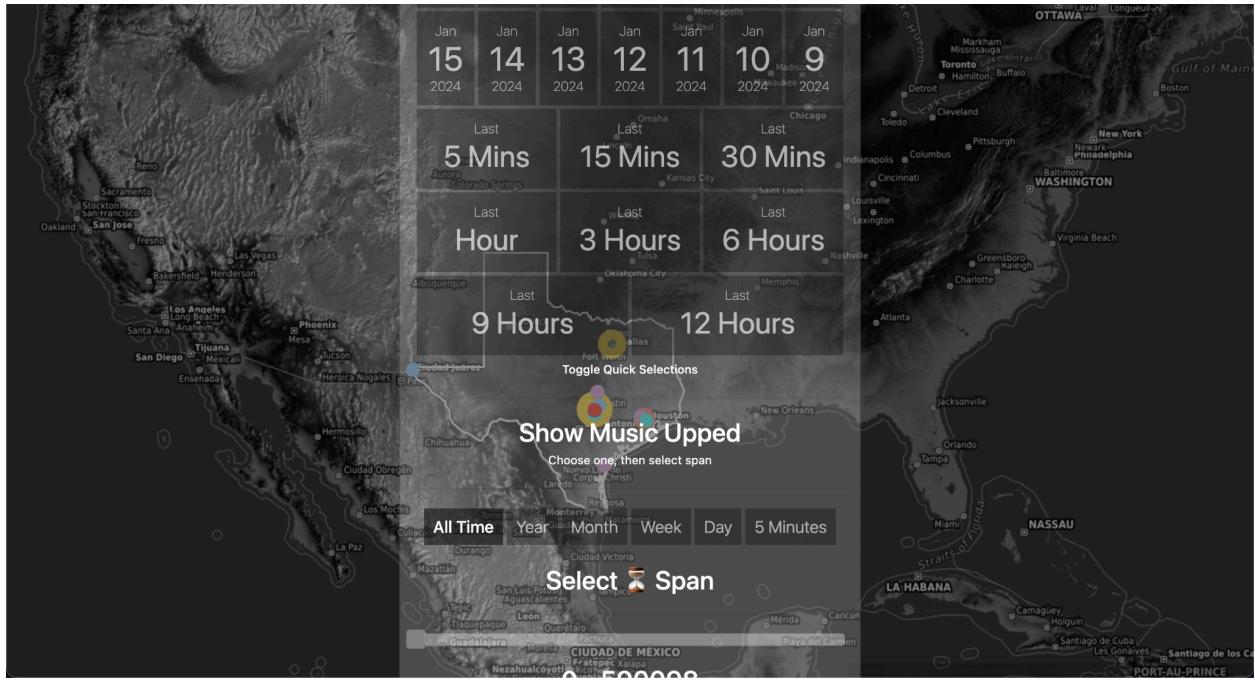
### A Glimpse of cXc\*



This screenshot shows a localized display of music added to the cXc map.



Each localized display creates a competition to see who can get the most upvotes



Winners of localized competitions are forever immortalized, and time-spans are used to create continuous competitions of attention.

\* - This is a demonstration of the next version of the app, the current version is live at [cXc.world](https://cXc.world) featuring music NFTs, but without on-chain upvoting.

### **Created by**

Douglas Butner, an innovator known for media NFT metadata standards (2022-2024), the Web4 Manifesto (2020), and multiple web and crypto apps over 15 years, presents cXc.world, a project built to succeed on Pangea.

### **Problem Statement**

As cited in the Pangea Official White Paper, over 50% of advertising dollars go through just 2 organizations; Meta and Google.

Big companies owned by powerful figureheads are in charge of where our attention goes through what they show you next.

A sizable chunk of our modern culture is shaped by their hidden decisions about which content is valuable enough to display alongside what users are currently viewing.

### **Solution**

cXc.world on Pangea allows individuals to participate in localized competitions for engagement on their art, with attention being the reward. cXc offers a modern vision of curation by preference, using the verification levels in the Pangea passport DID system outlined in the Tonomy Gov Whitepaper and Pangea white papers.

The effect is that local areas curate their best content, which then propagates up to self-similar charts for nations and the globe.

### **Project Summary**

cXc.world was launched by Current X Change LLC, a sole proprietorship 100% owned by Douglas Butner, based in Maryland, USA. The project began in 2018 as an innovative music map web application integrating blockchain technology and geotemporal curation.

cXc introduces a new type of economy on the WAX blockchain, paying both artists and curators. The platform provides a unique and democratized music + Music NFT discovery experience through Mapps (Map dapps) curated using upvotes.

### **Mission**

To expand human experience.

### **Vision**

An information age organized by free-will.

### **Impact Statement**

We get you local attention for your creations.

### **Pangea Alignment**

Pangea's Web4 passports solve a problem we've been pondering since our inception. Using passports, cXc can allocate in-app voting power to verified accounts. We want to achieve our goals while also helping to make Pangea the highest-cap and most-used Antelope chain.

To further this goal in this crucial stage, we're doing what has worked for countless projects: **creating an invite system and building hype.**

We limit the number of invites a person can make per day to prevent sybil attacks and create a fair race to invite the most people.

Then we will enable features and rewards exclusive for Pangea Passport-holders, generating a push to complete the DID process.

### **Tech + Work Already Done**

Our team launched cXc Music in Alpha version, maintained our social media, and have completed most of the needed **Antelope tech** including:

Ups Content Curation Contracts: <https://github.com/currentxchange/ups>

Media NFT Standards: <https://github.com/currentxchange/WAX-NFT-Metadata-Standards>

Leveled NFT staking system: <https://github.com/currentxchange/loot>

### **This tech supplements our internal systems, including:**

MariaDB Global System: A custom geospatial database for all nations and regions (top-level administrative districts) globally, eliminating reliance on APIs for key infrastructure.

Frontend: Built with jQuery and Leaflet; UI designed by our team.

Backend: PHP and MariaDB, Node.js with bree.js for services

### **Components to Be Built for This Grant**

- Launch of cXc Beta (pictured in screenshots above)
  - Searchable location
  - Filterable timespans showing only content that has received upvotes during the timespan viewed
- Integration with the Pangea blockchain for cXc.world UI
- Smart contract for an incentivized invite system.

### **Ecosystem Importance**

cXc.world will be an app to onboard and spread knowledge about Pangea.

### **Competition**

We compete with the music industry, with advertising services, and with localized connections systems like Craigslist.

### **Unique Selling Proposition (USP)**

We serve a clear motive for our users, getting them local attention for what they're already doing. Our services show locality visually, and use better geographic filters than available on other content platforms.

For our advertisers, we allow for a tracking of user's attention over time, showing exactly what they enjoy when, and tracking trends with great accuracy.

## Milestones

1 Month: Launch of new Beta version of cXc.world including Invite System to Pangea

2 Months: Passport authenticated on-chain upvotes with Localized charts

4 Months : Launch of cXc Video app on Pangea

### Milestone 1

- Beta Version Launches
  - Localized content + charts organized by Upvotes
  - Time-based upvotes, with filtering capabilities
- Invite System to Pangea
  - Invite contract launched on Pangea
  - Contract allows early-adoption of free upvotes on Pangea (6 months)

### Milestone 2

- Pangea's passport used as user authentication
  - User gets an amount of upvotes per day on cXc.world
  - Tiered release for gated by invite, invite required for first 6 months

### Milestone 3

- Launch of cXc Video
  - cXc video operates similar to cXc Music but for public video platforms
  - Passport-holding user can claim daily upvotes on cXc Video

Amount Requested: \$50,000

## Target Market

Socially engaged individuals, content creators.

Anyone with a project online they want attention for.

People who want to discover new things locally.

Local community leaders.

## User Flow

User visits cXc.world, and is allowed one upvote

When they try another upvote, they are prompted for an invite code

This puts them through an onboarding process to join Pangea and get a passport  
The can then login to cXc.world using World Citizens Wallet  
They can then redeem an invite code, which is the name of any registered user.  
They can find an invite code in our telegram group, or in a dedicated channel in the Pangea  
Discord group (Pending Pangea team's approval + setup)  
User redeems that invite code by calling an action via UI.  
User can now claim daily upvotes based on their DID verification level, using the same metrics  
as Pangea's resource allocation model.  
User can now fully use cXc.world to share their creations, and compete to get to the top of the  
charts.

### **Why should Pangea fund this project?**

Pangea should want to bring active users to the blockchain. To do this, we intend to solve a perceived-painful problem, lack of attention. cXc is the app to make this happen. We will help bring Web 4 to the masses without repeating what's already happening on other chains in Web 3. Additionally, all smart contracts funded by this grant will be released with an MIT license, giving future Pangea developers valuable tools.

### **Personal Alignment**

As leader of cXc, I feel very aligned with the Web 4 movement as defined by Pangea. After posting the Web 4 manifesto on Github, I was contacted by Jack Tanner, and we had a call on December 22, 2021. I remember then feeling very aligned with our independently-reached conclusions about what Web 4 would look like.

I hope this grant is the start of a long-lasting relationship with the team and stakeholders in Pangea.

### **Honoring past agreements**

To honor our commitments to the WAX community, we will be launching the Beta version of music.cXc.world (cXc Music) on both WAX and Pangea. We consider this a transitional phase, and plan to launch cXc Video only on Pangea.

### **Links**

Web App: <https://cXc.world>

NFT Minting + Staking tools: <https://tools.cxc.world>

Beta demo: <https://www.youtube.com/watch?v=eYHFr199cb8>

### **Github**

Douglas Butner: <https://github.com/dougbutner>

Current X Change Organization: <https://github.com/currentxchange>

**Contact Information**

Team Lead: Douglas Butner

Email: douglas@cxc.world

Telegram Handle: @godsolislove

Telegram Group: [t.me/cXc\\_world](https://t.me/cXc_world)

Twitter: <https://twitter.com/CurrentXChange>

**Proposal Link:**

<https://docs.google.com/document/d/e/2PACX-1vTnp35wg2U5w-CH6IJCcHahE8b3lfh7RTn1x9gMBjnIPWSItBfG2a4Gjys3gQ8Msx3zEN5iEH9xDC4V/pub>

**Marketing Proposal Link:**

[https://docs.google.com/document/d/e/2PACX-1vS9RVCe9DqZlwBur3jdEuj2ZAG5aK\\_n-4d6mWUCrwGCYVMEc7Tr5rjhZ5qZv1MFZ7lsg1n2jVoSq9Rn/pub](https://docs.google.com/document/d/e/2PACX-1vS9RVCe9DqZlwBur3jdEuj2ZAG5aK_n-4d6mWUCrwGCYVMEc7Tr5rjhZ5qZv1MFZ7lsg1n2jVoSq9Rn/pub)