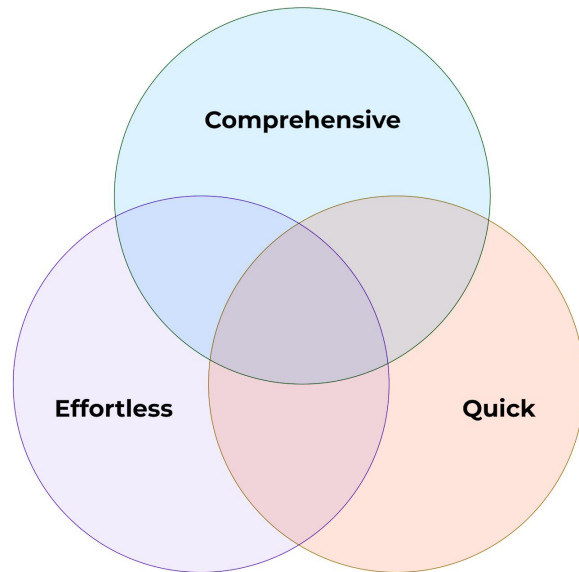# U°OS

Blockchain protocol that translates social and economic actions into reputation

Problem statement

Decision Trilemma: Assessment of entities to deal with can't simultaneously be effortless, quick and comprehensive

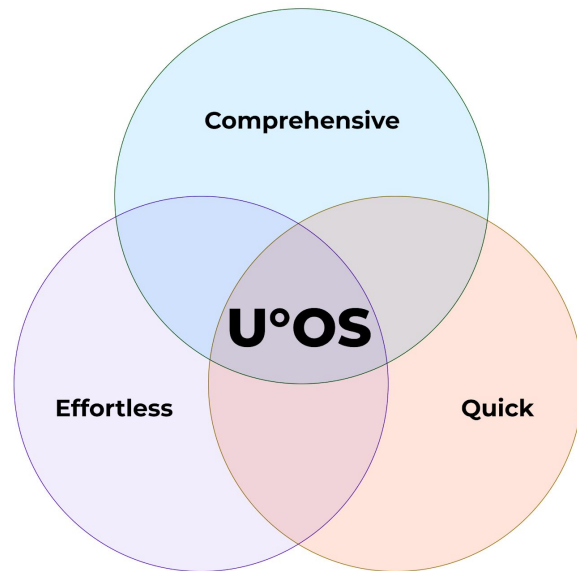Individuals carry out social and economic interactions online using their digital identity.

The absence of a universal and distributed reputation system is the reason why the decision-making process is slow and costly.
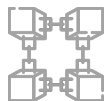
Solution

The UOS reputation system scores digital entities based on the network's feedback. It enables people or businesses to make **comprehensive one-touch decisions** that require trust.

Connections between accounts are translated into a unified reputation system by a modified NCDAwareRank algorithm.

Comprehensive

U°OS

Effortless

Quick

Product description

Transparent
Transparency of blockchain-recorded data allows tracing causal links, which creates a holistic picture and increases trust to a digital entity (individual or organization).

Distributed
Operates algorithmically on the public ledger and does not belong to any centralized authority which makes it censorship resistant.

Universal
Can be integrated into any other existing application via robust API and OAuth. It is open source and sufficiently flexible to be adjusted to a specific context.

Privacy-friendly
U°OS does not require you to reveal your identity in order to use the reputation system.

Technology

DPOI°

UOS introduces the novel DPoI consensus algorithm, that integrates the concept of DPoS with the idea, that social interactions naturally generate economic activity between individuals or organizations.

DPoI calculates reputation (aka importance) of the user using their stake and their social and economic value to the network, expressed via incoming social and financial transactions from other network participants.

Importance°

DPoI° reputation is composed of the account's stake and socio-economic utility for the network, thus, this metric stimulates network growth via reward for the useful activity in the community. U°OS DPoI° score directly and transparently measures user's social capital in the network without middlemen involved.

NCDAware Rank°

DPoI calculates social and economic contribution of the individual from the incoming transactions only, using an algorithm, that takes into consideration level of integration of the account in the general network, helping to protect the system from the botnet attacks. System of trusts, distributed by the users of the network, augments the algorithm to prevent activity imitation.
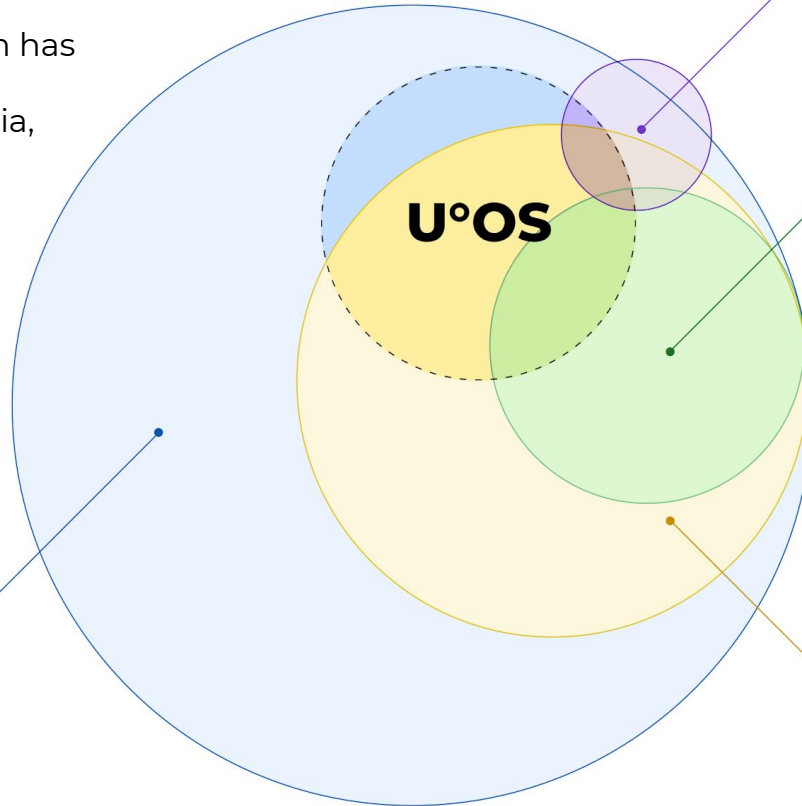
Dynamic Emission°

In order to maintain sustainable economic growth and to reward users for their contribution, UOS implements dynamic emission, it depends on the total volume of socio-economic transactions in the network. Once this value reaches its all-time maximum, new tokens are issued and distributed between the network participants, according to their individual importance rates.

U°OS Target Audience

U°OS Reputation System has target audience among people using Social Media, eCommerce platforms, Review services and Blockchains.

Blockchain 30 mln users

U°OS blockchain has social transactions, high scalability and transaction speed

Review Services 1 bln users

U°OS reputation system provides an alternative to existing review services with its distributed multi-context transparent reputation

U°OS

Social Networks 3.4 bln users

Account reputation, content ranking and community governance for Social media networks

eCommerce Platforms 1.9 bln users

Easy reputation network plug in for Ecommerce platforms

Use-case: U°Community

First DApp built on U°OS - launched Oct. 2018

U°Community is a DApp allowing to create and govern communities/organizations, powered by the U°OS reputation system. A user-friendly interface for the U°OS blockchain.

Community governance

Organization governance
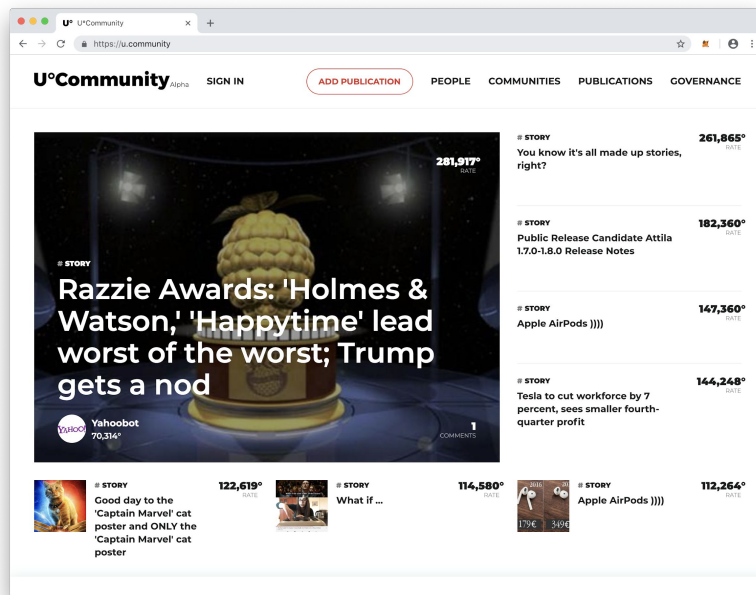
P2P goods and services exchanging

Social and economic interaction

Content creation and consumption

Capitalization of one's reputation

Use-case: U°Today

News, research and educational agency covering the crypto industry, Blockchain and new gen tech. It is integrated into U°OS reputation system. All digital entities - authors, readers, articles and content have Importance° rate.
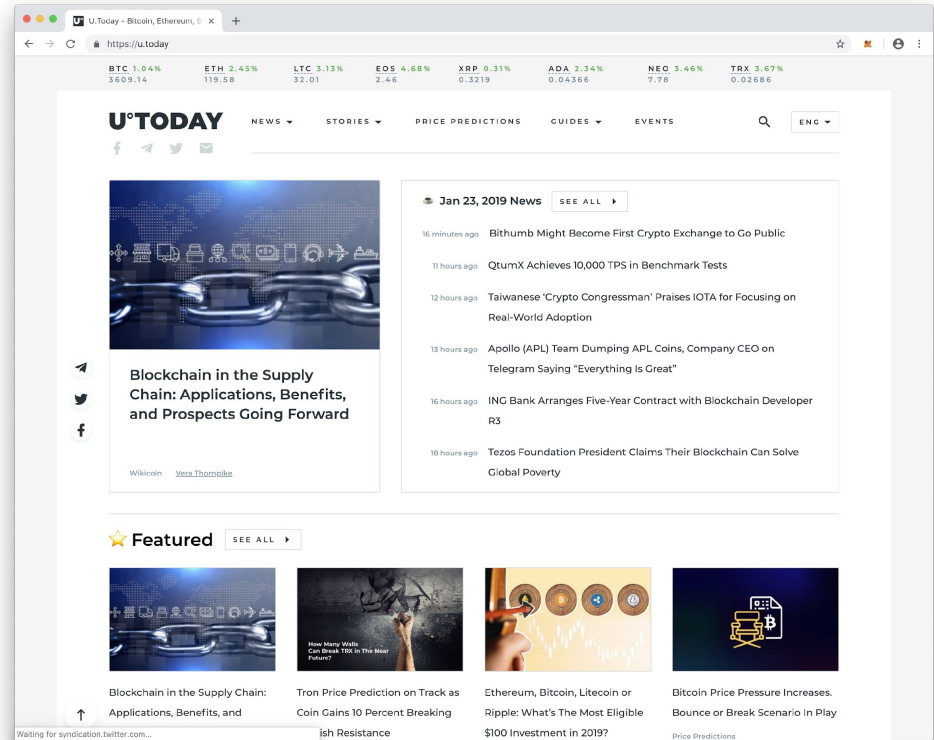
Login through U°OS accounts

Content rating through feedback

Seamless integration into Reputation System

Importance° rating for any type of content

Current progress in development

U°OS Milestones achieved:

Q3 2017 - Q2 2018

- DPoI research phase
- Transaction activity index algorithm research
- Dynamic emission/inflation algorithm research
- Social layer representation on the blockchain research

Q3 2018

- Social transaction type implementation
- Importance algorithm research
- Importance-based dynamic emission algorithm v2.0
- Social activity index algorithm research
- Activity calculator nodes

Q4 2018

- Public code release
- Importance algorithm implementation
- Public testnet
- Dynamic emission algorithm implementation
- Importance voting for block producers

Q1 2019

- Improvement Proposal system
- Activity calculator node candidates
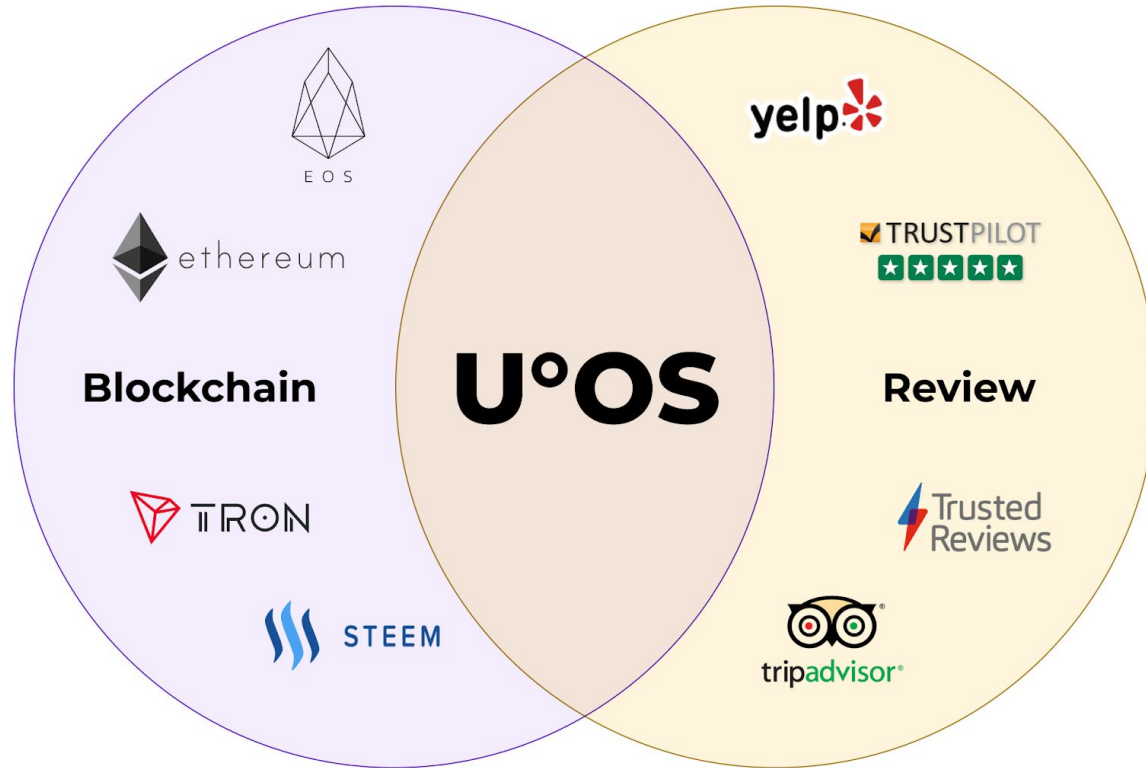- DAO

Market Strategy

U°OS

- Initial Exchange Offering and listing
- Integration to U.today media platform (500k)
- Integration to Reputation management systems (Social Mention, Trackur, Reputology, Review Push, Reputation Ranger etc)
- Integration to e-commerce platforms without TS (Trust Systems)
- Airdrop ETH, EOS token holders
- Reputation calculation of Reddit, Twitter and Github users and airdrop (413mln)

U°Community

- Customization for Blockchain City in Nevada (Blockchains LLC)
- Customization to private cities (Liberland, Liberstad, Asgardia)
- NH (Free State Project) attraction to the platform (100k)
- Libertarian Communities attraction to the platform (600k+)
- Attraction of local communities that need governance

U°OS Competitors

U°OS Reputation System Competitive Advantages

Distributed
It belongs to network participants

Multi context
It is sufficiently scalable and flexible to be adjusted to the specific context

Plug and play
It is easy to use via robust API, OAuth or browser extension

Intrinsic Growth
Protocol is built to ensure rapid network growth

Rewarding incentive
It rewards network users with Dynamic emission rewards

Transparent
The transparency of blockchain-recorded data allows tracing chronology and causal links)

Privacy-friendly
U°OS does not require you to reveal your identity to use the reputation system
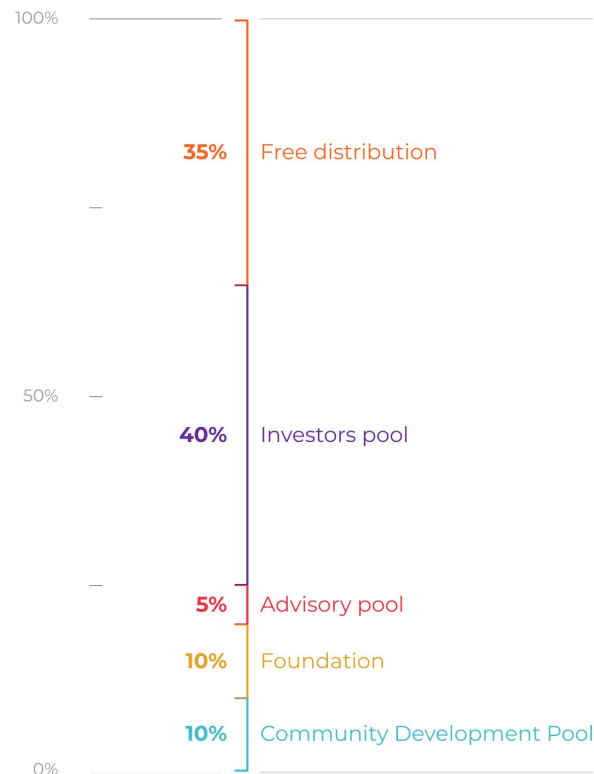
Token usage

U°OS **token** is used to purchase **network resources**:

- bandwidth
- memory
- processing power
- storage

With the **growth** of the network comes the increase in transaction amount. This leads to increased demand on resources. Since resources are limited, token demand is further increased.

Token Distribution

100%

35% Free distribution

50%

40% Investors pool

5% Advisory pool

10% Foundation

10% Community Development Pool

0%

Fundraising

Secure your share of network resources **on special terms** before everyone else.

Up to **400M** UOS tokens will be sold to investors.

Minimal pledge: **$200 000**.

Team

U°OS is set to make huge impact on network economy

Contact

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