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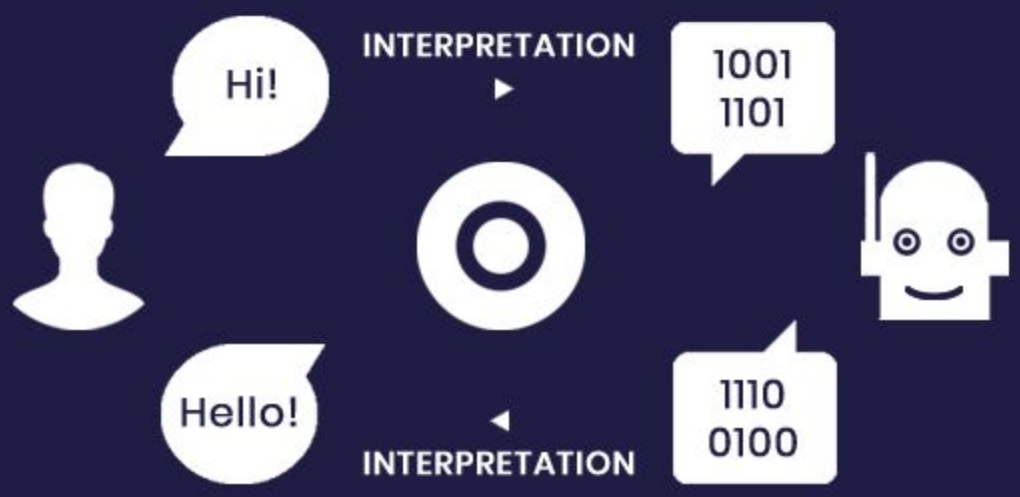
Upgrade to a blockchain-powered, machine-readable, and user-centric Web 3.0

“I have a dream for the Web [in which computers] become capable of analyzing all the data on the Web – the content, links, and transactions between people and computers. A ‘Semantic Web’, which makes this possible, has yet to emerge, but when it does, the day-to-day mechanisms of trade, bureaucracy and our daily lives will be handled by machines talking to machines. The "intelligent agents" people have touted for ages will finally materialize.”

— Tim Berners-Lee, the inventor of the World Wide Web

Mission



To serve as the human-machine interpreter

Web 1.0: Computers provide online documents to users

Web 2.0: Users communicate with each other online

Web 3.0: Users and computers all communicate with each other, and machines can understand online content in a more human-like manner

Imagine a web where machines understand and interpret online content autonomously. Not just listing relevant hits, but finding answers and building a curated online experience tailored just for you. To make the leap to this new user-centric era, we need a platform capable of upgrading today’s Web 2.0 to the machine-readable Web 3.0. This is where semantics, automatic data processing, and blockchain-powered apps are replacing many of the visionary technologies of Web 2.0.

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Problem

Computers don't actually understand what information is on a website. When searching they just match your keywords to those on the page. They cannot interpret the underlying meaning behind the content.

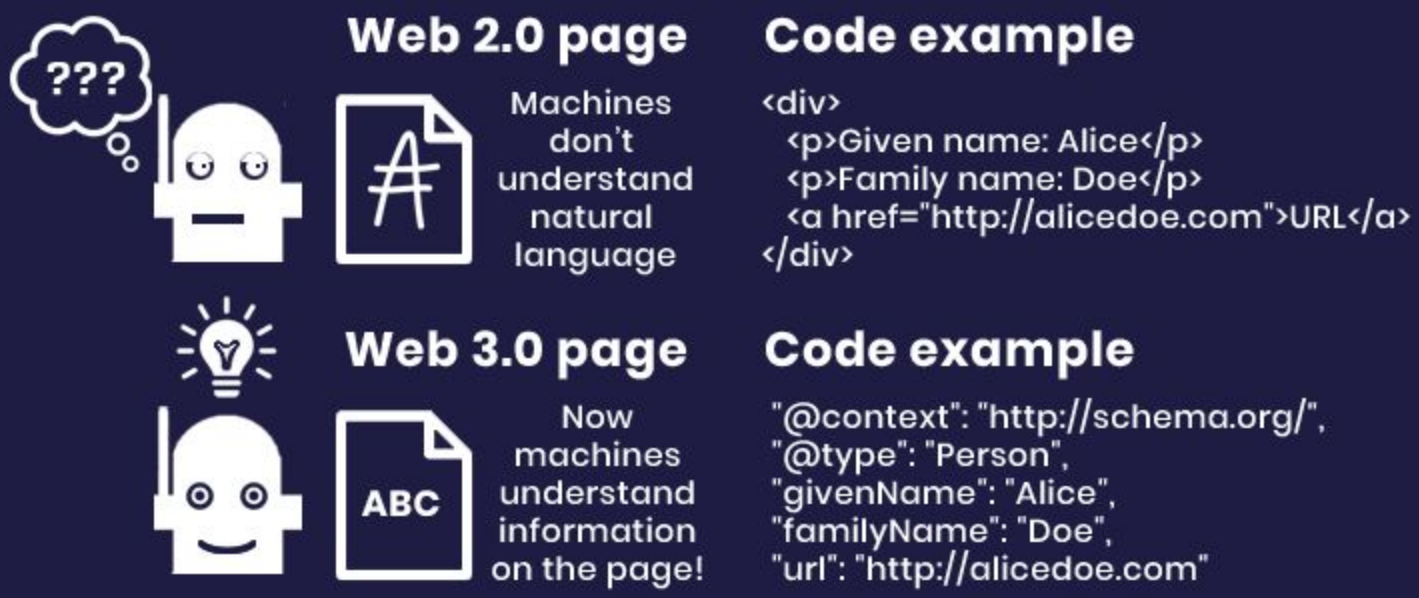
If we froze the web as it is today, it would take you over a million years just to read the text on all the websites indexed by Google. Yet information doubles every 18 months. Almost 8.8 billion man-hours are wasted every month searching for content. This is more than the time we spend consuming that same content!

But your time is priceless. Once it's gone, you can never get it back. So how do we unlock these wasted hours?

We are obviously unable to search and sort through the sheer volume of this information. Even with search engines, the results that are received back are always specific to the keywords that were entered. Add to this flood of information we get on social media, and you begin to see that the amount of noise we need to process on a daily basis can completely drown out any valuable content.

The net result is that we are overwhelmed by irrelevant content. Search engines can match keywords to our search strings, but can't understand the essence of what we're looking for and require us to manually search through pages of results to find anything useful; social media algorithms filter what we see, but can only filter content from our current connections, which is mostly irrelevant to our lives or requirements.

Solution



Machine-readable data in *key:value* format

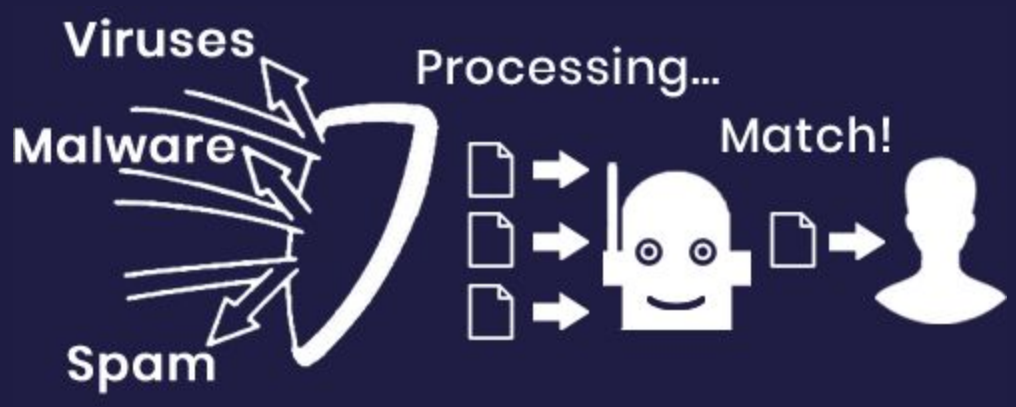
Keys are like a machine dictionary, making folksonomy (tagging) obsolete.

There is already a lot of work going into the idea of a semantic web, which is a web where all information is categorized, connected and stored in such a way that a computer can understand it as well as a human. Many view this as a combination of artificial intelligence and the semantic web. The semantic web will teach the computer what the data means, and this will evolve into artificial intelligence that can utilize that information to serve you, as the user.

Semantic formatting allows Web 3.0 predictive apps to get a much clearer idea of the essence of online information. Every article, book, audio or video has its own set of attributes and its own web of connections to related content or user profiles. This allows you to find material that is highly correlated with your needs, preferences or requirements.

Keys that indicate meaning behind the page, how they are related to each other and connections between these pages, user interests etc. are stored on the blockchain and linked together. This is called Linked Data and over time creates a network of meaning. This is the basis for artificial intelligence web agents.

Features



Automatic Data Processing

The semantic protocol features global non-stop automatic search and delivery of content, allowing all the data on the web to become one decentralized site with public access.

Benefits of automatic data processing:

- Full coverage of incoming information and precise targeting, automated search for content, goods and services without ads. Results based on relevancy and quality of content rather than quantity of advertising
- Screening out of all irrelevant information. Spam-proof
- Today's search engines provide just a list of potential results, but do not process, compare or sort them in a truly meaningful way. Predictive Web 3.0 systems can do all of this, and even make decisions based on the type of information provided
- Web 3.0 pages are blocks of pure data and can be used via HTTP requests out of website borders, thus ensuring the coherence of data — no more copy/paste or API needed
- Safe textual data format that ensures security; no viruses or malware
- and very much more. Feel free to browse our Presentation for more details

Market

Less than 5% of the pages are semantic but is growing and becoming a trend. While Web 2.0 was the web of social media and search, Web 3.0 will be a user-centric web, where machines, predictive search systems, and other services can communicate directly with each other, process all incoming information instantly and efficiently, share it freely, sort and distribute it based on predefined criteria and interests we specify. This allows the time usually wasted in gathering and searching for content to be automated. The semantic protocol makes it possible for people to “communicate” with machines, which will also bring up a new market of smart IoT devices.

Market size and statistics:

- By the end of 2018 it is expected that the number of people globally that have access to the Internet will be 49%
- Global Internet traffic in 2020 will be equivalent to 100 times the volume of the entire global Internet in 2005
- 59% of Internet users use search engines on a typical day. By mid 2018, search engines are processing over 1.5 trillion searches per year
- Enterprise Search Market Size To Reach $8.9 Billion By 2024 and digital-revenue-per-monthly-user can range from dozens to hundreds of dollars
- There are 23 billion connected devices in the world; this number doubles every 36 months. Internet of Things market to reach $267 billion by 2020

Web Upgrade

Semantics + Blockchain = Web 3.0

Our approach is not based on competing with Web 2.0 services — it is an end-to-end upgrade. Our users create machine-readable pages with embedded Web 2.0 content that are automatically registered on a Blockchain. This will connect isolated sites together into a single network, creating the base for user-centric services and predictive search engines. Our semantic technology is based on schema.org vocabularies — founded by Google, Microsoft, Yahoo and Yandex. Thus, Web 3.0 pages do not require a syntax analysis to index data, leading to **high organic** search positions.

Secret sauce:

- Web 2.0 support: No need to change existing content. Our platform supports over 1800 domains
- Semantic data: all details about a subject are recorded as structured information (a person, a company, a book, a movie, etc.)
- Blockchain: stores users' assets, interest matrices and metadata: data that provides information about data on the pages

Web 3.0:

- Predictive logical search engines: A new type of efficient and personal search systems that rely not on keywords but on contextual meaning and user's interests
- Security by default: Web 3.0 pages are processed in read-only mode, ignore any executable code and thus are absolutely safe
- User-custom functions and interactivity are provided through cloud and distributed applications

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Business Model

Software-as-a-service business model

Web 3.0 apps have interoperability and complement each other like pieces of a puzzle.

Web 2.0 services compete and are siloed, with each creating its own community from the ground up. Web 3.0 apps are mashups, allowing synergies: sharing data and a global user pool, so any user can take advantage of any app without needing to create account.

Thus our technology offers developers advantages over Web 2.0 applications. Users of the platform will automatically become users of their apps, and vice versa. With the growth of the user database, the platform will become more attractive to new developers.

WRIO Internet OS platform is a “Google Play” for cloud and distributed Web 3.0 applications. It generates proceeds through:

- Applications and services sale interest. WRIO Internet OS gets a percentage of transactions. Authors and bloggers will be able to sell ads, premium content and subscriptions.
- Premium user features. E.x. premium users will be able to launch their own brand loyalty programs.

The platform can be used free of charge. However, our token (webGold, WGD) is required to pay for premium functions, ads, shareware apps, to buy the tokens of ICOs launched on our platform, etc.

Risks & Solutions

- **Lack of user-base**: Mitigate through the development of useful apps, engage influencers and tech bloggers. webRunes will run multiple campaigns to encourage active bloggers. And readers will be able to support favorite authors by donating WGD. Their readers are our users.
- **Lack of development**: A built-in ICO feature helps to raise funds and our user-centric principles put apps in front of the users that need them, when they need them without ads. Giving a much more powerful tool to get exposure than traditional marketing or growth hacking
- **Liquidity**: Unlike other ICOs, WGD token is not speculative. It's exchange rate is rigidly tied to the number of ETH raised during the token sale. All raised ETH are deposited into an automatically functioning Buyback Fund that no one, including the webRunes Team, can manipulate or influence. WGD holders may withdraw ETH at any time by burning their WGD. This approach provides protection to participants, does not require escrow, and ensures initial WGD liquidity
- **Price Manipulation**: The price is maintained through the Buyback Fund. Sold WGD are burned, maintaining the ETH:WGD ratio, and thus selling does not collapse the exchange rate. Moreover, because the exchange rate depends on the amount of raised ETH, it increases with every new participant
- **Lack of confidence in the current ICO landscape**: Collected funds are managed by an independent Smart Contract and investors can sell their WGD at any time
- **Hacking Risk**: we do not store users' data. Only users have access to their private information and assets stored in the blockchain

Milestones

Proof-of-concept. We only spent $2,100 per month creating the PoC and the initial community	2019 · Q2 $50,000 founders' savings
WRIO Internet OS with the first apps	2020 · Q1 MVP ready. 30+ code contributors
Hit 50,000 online community	2019 · Q2 Initial community
Promotion to attract bloggers. Hit 90,000 online community	2019 · Q3 1,000+ bloggers registered
Registration of 3rd party Web 3.0 apps using our semantic protocol	2020 · Q4 20+ apps already registered
The launch of MVP and first premium applications, and an editor providing the bloggers with the possibility of monetizing and automatic delivering of articles they create — which are elements of a commonly accessible data pool	2021 · Q2 This decentralized "Wikipedia" of machine-readable data will serve as the basis for the recommender system and third-party predictive web 3.0 services and apps
WRIO Internet OS browser	2022
Thin-client terminal devices with WRIO Internet OS on board	2023
Distributed secure and blockchain-powered Web 3.0	2024

WRIO Internet OS is a very lean startup and we only need to raise 75,000 USD to develop premium features and bring the Company to the break-even point. Additional 675,000 USD will allow us to prepare the platform for 3rd party apps and fund marketing initiatives.

We have dozens of high-level PR partners (recognized youtubers, PR agencies, influencers, etc.) willing to accept 30% to 80% of payment in tokens, which will allow us to significantly reduce expenses for PR.

Team & Partners

Alexey Anshakov

Chief Executive Officer

Michael Bilenko

Senior Developer

Vladimir Spirin

Full-stack Developer

Umair A. Shahid

Linux Administrator

Andrei Vialichka

Chief Operating Officer

James Scholz

Lead Communications, Product Manager

Jun Hao

Community Lead

Benjamin Anderson

Marketing Manager

Roy Sasson

Growth Hacker

Mikhail Kruchkov

Technical Writer

We have a strong core team of 30+ contributors including advisers from multi-billion dollar companies, ex-national buyers for Circuit City, a top 30 ICObench expert, and the author of the well-known Ethereum wallet. Our developers have experience at Nike, Adidas, Apple, Walmart and more. We have a well-balanced team covering all aspects of the project from development to promotion.
Find more details at https://webrunes.com/#team

Industry Partners

- Daonomic. Development of token and sale smart contracts
- BlockConnectors. Technical consulting and security audit
- Bancor. Token exchange

Vision

The intelligent Web

Web 3.0 will be more connected, open, and intelligent, with semantic web technologies, distributed databases, natural language processing, data-mining, machine learning, machine reasoning, and autonomous recommendation agents.

Imagine having a virtual assistant that constantly gathers and filters all online information based on your interests. An electronic avatar acting as your secretary, automating your daily web routine. In response to a search query, instead of pages of links, such a system can return a custom-built page derived from various data sources and formatted based on that specific request. Moreover, it is capable of proactive search.

Web 3.0 predictive apps will make new functions available with the click of a button, just like mobile applications do, but without having to install, setup or update. Everything will be done on remote servers, users will experience the results without needing to control the processing power. This approach opens a market of inexpensive and affordable terminal single-board computers with minimum requirements, only needing enough to launch a browser-driven OS. Personal data, encrypted and stored on the blockchain, will enable a decentralized profile that is totally secure. No need to create separate accounts for every website you visit. These efficient devices will create mesh-networks through Wi-Fi, allowing IoT ad hoc networks. Coupled with the tiny size of Web 3.0 pages it will be possible to transfer encrypted torrent-like packets that hop from one device to another until eventually reaching their destination without the need of a mobile phone operator or Internet service provider. This will result in a decentralized, block and censor-proof peer-to-peer Internet that will make the web truly global and free.

WRIO Internet OS is at the forefront of this evolution, positioning ourselves in this growing market as a "Google Play" for Web 3.0 apps and services.

Links & Contact

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References

Tim Berners-Lee: The next Web of open, linked data

Chris Dixon: Why Decentralization Matters

Gavin Wood: Why We Need Web 3.0

Evolution Web 1.0, Web 2.0 to Web 3.0

The Future Internet: Service Web 3.0

Intro to the Semantic Web