

# Rewards

ALL ABOUT THE REWARD PROGRAM ON THE WAIVIO PLATFORM





## REWARDS

Rewards - advertising campaigns, a feature that allows you to advertise places on the one hand, and earn crypto on the other. The main focus is restaurants in Canada, Vancouver.

![](_page_1_Picture_3.jpeg)

## CACTUS

## Cactus Club Cafe (West Broadway + Granville St.)

★★★★★ Ambience
★★★★★ Service

![](_page_1_Picture_7.jpeg)

Restaurant · Takeout · Lounge 1530 West Broadway, Vancouver, BC

Leader in creative fine dining & modern Canadian cuisine.

## PRICE: \$\$\$ | YOU EARN: \$ 7.79

![](_page_1_Picture_11.jpeg)

## Hugs in a Mug Coffee Bistro

Ambience

★★★★★ Food
★★★★★ Value

Restaurant · Vegan · Gluten-Free Unit 100 - 1910, North Parallel Road, Abbotsford, BC

Featuring fresh baked goods, homemade soups, and fresh made sandwiches.

PRICE: \$\$ | YOU EARN: \$ 6.23

Earn 6.23 USD >

## BENEFITS

## FOR PARTNERS

- restaurant listings, menus, and food reviews can be integrated into any third-party application;
- Waivio Labs can help to create custom sites and applications using Waivio technology.

## FOR USERS

- receive cryptocurrency as a reward for a review;
- a personalized stream of rewards;
- the aspirational activity (helping others discover great experiences);
- build social capital (likes, comments, connections, reputation).

## FOR RESTAURANTS

- no management overhead;
- pay for results only;
- no employee fraud;
- easy to target new or lapsed customers;
- drive traffic during off-peak days and hours;
- receive honest dish-specific reviews.

## SYSTEM REVIEW

![](_page_3_Figure_1.jpeg)

For the successful operation of the review system and the ability to create a campaign, waivio platform must have restaurant objects (as a primary object) and dish / drink (as secondary one).

![](_page_4_Picture_0.jpeg)

# Primary object Secondary object

![](_page_4_Picture_3.jpeg)

Tasty Indian Bistro (Delta)
PALAK PANEER Follow Edit
dish 6.68

Spinach and Indian cheese cooked with spices

Reviews Gallery Updates 13 Followers 0 Experts

			U write a new revie
(1)	Share 2 photos	of the dish and earn crypto	
<b>*</b> (1)	Pacific Dining G @pacific.gifts	iifts (Sponsor)	Total paid (liquid): 3195 HIVE (69%)
<b>(1)</b>		Tasty Indian Bistro (Delta) PALAK PANEER 6.68	
1	20	★★★★ Presentation ★★★★ Value	★★★★★ Taste
		Dish · Cheese · Spinach Spinach and Indian cheese co	oked with spices
		PRICE:	\$13   YOU EARN: <b>\$ 4.</b> (
	Reserve You	Reward for 7 days	Details >

Share 2 photos of the dish and earn crypto

![](_page_5_Picture_0.jpeg)

## CONDITIONAL DIVISION INTO ROLES THAT TAKE PART IN CAMPAIGNS

## Sponsor

- create campaigns;
- manage campaigns;
- pay to the executor;
  - sponsor is a hive account.

## Executor

• execute campaigns; • receive payment from sponsor; • can be guest or hive account.

![](_page_6_Picture_0.jpeg)

## Create campaign

Reserved reward for campaign = Create reservation

## Campaign successfully completed

## CAMPAIGN LIFECYCLE

![](_page_6_Picture_5.jpeg)

## Sponsor pays and executor receives payment

## Write review **XECIU** complete reservation

![](_page_7_Picture_0.jpeg)

![](_page_7_Figure_1.jpeg)

## **Rewards:**

## Θ

Θ

## Eligible rewards

## All

## Eligible

Reserved

Receivables

History

## Campaigns:

Create

Manage

Payables (!)

Reports

Reservations

Messages

Fraud detection

Blacklist

![](_page_7_Picture_19.jpeg)

## Tasty Indian Bistro (

![](_page_7_Picture_21.jpeg)

Restaurant · Parties · 8295 120th Street, D

We've ignited the flat vegetables and lit the

![](_page_7_Picture_24.jpeg)

# Katana (Langley)

Restaurant · Steak · G 19957 Willowbrook I Welcome to Japanes Please enjoy the fines

# nsor

## MAIN ACTIONS THAT CAN BE TAKEN BY THE **SPONSOR**

## MANAGE

- campaign activation;
- edit a campaign;
- campaign deactivation;
- check state of balance;
- check campaign details;
- see list of current campaigns;
- see list of updated campaigns;
- create campaign.

- pay to executors;
- see list of executors;
- see payments history; • check artifacts (review, reservation, report);

• creating a campaign.

• sponsor report generation.

## PAY

## CREATE

## REPORTS

## Additional actions with Reservation

- View reservation
- Open review
- Show report
- Reject review
- Add user to blacklist
- Release reservation
- Increase reward
- View rejection note
- Reinstate reward
- Send messages to executor
- Check for fraud

# Place to create a campaign

# **1st way**

- 1. Open <u>https://www.waivio.com</u>;
- 2. Click on Rewards tab in top navigation menu; 3. Click on Create tab in left sidebar, in Campaign section.

# 2nd way

- 1. Open <u>https://www.waivio.com</u>;
- 2. Click on Rewards tab in top navigation menu;
- 4. Click on "Create new campaign" button.

3. Click on Manage tab in left sidebar, in Campaign section;

![](_page_11_Picture_0.jpeg)

**Q** What are you looking for?

#### REWARDS DISCOVER TOOLS ABOUT **MY FEED**

![](_page_11_Picture_3.jpeg)

![](_page_11_Picture_4.jpeg)

#### MY FEED REWARDS DISCOVER TOOLS ABOUT

Rewards:	Θ	Accou	nt balance	(HIVE)	
All		E	Balance	Payable	*
Reserved			11.128	-21.041	I
History		* All cam	paigns will be susp	ended if accounts	;
Campaigns:	Θ	Active	and pendi	ng campaig	g
Create		Active	Campaign	Status**	
Payables		** Only p	ending campaigns	can be edited	
Reports		Create			
Reservations		Create	new campaign	)	

Messages

![](_page_11_Picture_7.jpeg)

**Rewards:** 

## MY FEED REWARDS DISCOVER TOOLS ABOUT

![](_page_11_Figure_10.jpeg)

Sort by

All Eligible CACTUS Reserved Receivables History Θ Campaigns: Create Manage

Cactus Club Cafe (Park Royal) 9.4 ★★★★ Food ★★★★★ Value

Restaurant · Casual · Dates 855 Main Street, West Vancouver, Featuring modern Canadian cuisine made by our world-class team of ch led by Chef Rob Feenie, Cactus Club Cafe Park Royal offers a mix...

PRICE: \$\$ | YOU EARN

![](_page_11_Figure_16.jpeg)

# **Create campaign**

Campaign creation can be conditionally divided into 4 blocks:

- 1. General campaign settings;
- 2. Post requirements;
- 3. Eligibility criteria;
- 4. Legal.

\*Fields with a star sign at the beginning are required

Original source: <u>https://www.waivio.com/@grampo/how-to-launch-a-rebate-program-for-a-restaurant-on-waivio6kj5va-</u>

## General campaign settings

- **Campaign name** is used for internal reporting and references in notifications.
- **Campaign type** must be set to Reviews.
- **Base currency** is necessary to ensure a stable price in a given currency.
- **Campaign budget** monthly budget is the total budget that can be spent as a reward.
- **Reward** the amount of reward per review in base currency. This amount will be displayed on the reward cards.

## \*Campaign name

Campaign names are used only for internal reports

#### \* Campaign type

The campaign parameters are specific to the type of campaign

#### \* Base currency:

USD

Disclaimer: Exchange rates are provided by third parties and may not be accurate.

 $\sim$ 

#### \* Campaign budget (monthly, USD)

The unused portion of the budget does not accumulate

#### \* Reward (per review, USD)

Portion of the reward can be paid using upvotes from registered accounts

- **Registered upvoting accounts** accounts, the value of all these upvotes will be subtracted from the reward. Because the reward can be paid as a combination of upvotes (author rewards) and liquid HIVE. These are match-bots upvotes.
- **Compensation account** account to which the qualified upvotes will be sent. This means that the votes of the matchbots, specified in the field "Registered upvoting accounts", will not be deducted from the reward, but will be sent to compensation account.
- **Maximum reservation period** defines how many days the user will have after reward reservation for completing the review. After this period, the reservation will be expired.
- Target days for reviews it is possible to target reviews for specific days of the week. This is achieved by dynamically changing the reservation period. For example, if Friday and Saturday are excluded and a user makes a reservation on Sunday, they will have 5 days to complete the review. But if a user makes a reservation on Thursday, they will only have 1 day to complete their review. On Fridays and Saturdays, this campaign will remain inactive.

# General campaign settings

#### Registered upvoting accounts

#### Find users

The value of upvotes can be accumulated on a dedicated compensation account

#### Compensation account (optional)

Find users

Accumulates the value of upvotes from registered upvoting accounts

#### Maximum reservation period (days)

#### 7

The available budget is reduced by the amount of rewards reserved

#### Target days for reviews

<b>×</b>	>		>		>	
Sun	Mon	Tue	Wed	Thu	Fri	Sat

Reservation period will be dynamically adjusted to match target days

## Post requirements

In order for a user to complete a campaign successfully, he must fulfill the requirements of the sponsor.

#### Eligible reviews (post requirements):

Minimum number of original photos (per review)

2

Request a photo of the receipt (without personal details)

If selected, the number of photos required will be increased by one.

#### Link to the primary (parent) object

Find object

Example: business, brand, restaurant, etc.

#### <sup>k</sup> Link to one of the secondary objects

Find objects

Example: product, service, dish, etc.

Additional review requirements (optional)

This note will be shown to users at the time of reservation of the reward

- the target number is not reached.
- increased by one more.
- review system, this is a restaurant.
- object. In the review system, this is a dish or drink.

• The minimum number of original photos of the secondary object must be specified. At the time of posting, the system will check the number of photos in the review and alert the user if

• **Photo of the receipt** - the requirement to include a photo of the invoice/receipt or another form of purchase confirmation. If this box is checked, the total number of photos required will be

• Link to the primary object - a special link to an object. In the

• Link to one of the secondary objects - a special link to an

• Additional post requirements may be specified and will be presented to users at the time of writing the review.

# Eligibility criteria

- Waivio expertise the amount of rewards users have earned on their posts, expressed in Hive Dollars (HBD), and it is possible to specify the minimum Waivio expertise as a condition for participating in the program.
- Number of followers. It is possible to launch campaigns with different rewards depending on the number of followers.
- A minimum number of posts that a user should have, may also be used as eligibility criteria
- **Campaign budget** monthly budget is the total budget that can be spent as a reward.
- Eligibility period the period specifies how often a user can participate in this campaign. In this example, they can participate in the program every 15 days. If 0 - the user can participate all the time.

In order for a user to reserve a campaign successfully, he must meet the requirements specified by the sponsor. Only eligible users may participate in the campaign.

## **Eligible users:**

User eligibility criteria will be verified at the time of reward reservation only.

## Minimum Waivio expertise (optional)

0

New users on Waivio start with expertise of 0

## Minimum number of followers (optional)

0

New users start with 0 followers

## Minimum number of posts (optional)

0

New users start with 0 posts

## Eligibility period (days)

15

If there are no restrictions on the frequency of reviews of the primary object by the same user, the value should be set to zero.

## Legal

Legal section may include a reference to an agreement which specifies terms and conditions between the sponsor and users.

- Link to the agreement. The agreement must be published on the Hive blockchain as a page object, which preserves the history of all changes to the document on the public blockchain.
- The legal notice to users may be used to draw users' attention to specific terms of the agreement, such as minimum age or residency requirements.

![](_page_17_Figure_4.jpeg)

All reward payments are made directly to users by the campaign creator. Waivio and other partners provide information and discovery services only.

Here you can add a link to the agreement, which will govern the relationship between you and participating users.

## Link to the agreement (page object, optional)

Link to the agreement (page object, optional)

## Legal notice to users (optional)

This note may be used to draw users attention to the specific terms and conditions of the

## Legal

- Legal confirmation. This campaign will be administered by Waivio Technologies Inc. and the sponsor must confirm that it agrees to the terms and conditions of the service and that its campaign does not violate any laws of British Columbia, Canada.
- The campaign expiry date must be specified.
- Commissions to Waivio and partners. In addition to the reward that will be paid to the user, the sponsor must also specify the commissions it offers to all parties that will index, promote and assist users in completing qualified reviews. The minimum commission is 5%, but it can be increased to improve the visibility of the rewards campaign.

* I agree to the T this campaign does r
* Campaign expiry d
Select date
I agree to pay the fol
I agree to pay the fol
I agree to pay the fol 5% Commissions and reward
I agree to pay the fol 5% Commissions and reward payment obligations

Ferms and Conditions of the service and acknowledge that not violate any laws of British Columbia, Canada.

## date

÷

## llowing commissions to Waivio and partners

ds to users must be paid in full within 14 days from the occurrence of

# **Create campaign**

## After clicking on Create button -> Campaign was successfully created!

- Now campaign has status "pending" and appear in the Manage section.
- As long as the campaign is pending, it can be edited.

## \* Campaign expiry date

Select date

## I agree to pay the following commissions to Waivio and partners

 $\stackrel{\leftrightarrow}{\square}$ 

![](_page_20_Picture_3.jpeg)

![](_page_20_Picture_4.jpeg)

## Rewards: All Eligible Reserved Keceivables History Campaigns: Create Manage Payables (!)

Reports

Reservations

## Account balance (HIVE)

Balance	Payable*	Reserved	Remaining
208.57	15.191	1.985	191.394

\* All campaigns will be suspended if accounts payable exceed 30 days

## Active and pending campaigns

Active	Campaign	Status**	Туре	Budget Target		Current Month		Remaining
				Monthly (USD)	Reward (USD)	Reserved	Completed	
	Campaign For El Furniture	Pending	Reviews	100.00	1.00			0

\*\* Only pending campaigns can be edited

## Create new campaign

## Rewards campaign Campaign for El Furniture has been updated

![](_page_20_Picture_16.jpeg)

During the activation of the campaign, its terms and conditions will be published on the Hive blockchain signed by the sponsor. As long as the campaign is active, its terms cannot be changed.

The sponsor can deactivate the campaign (click on active checkbox, then confirm the action in the modal window), but all current user reservations will remain active until their expiration date or until users complete reviews according to the original terms of the campaign. If necessary, the sponsor can cancel active user reservations one by one manually.

## Active and pending campaigns

	Active	Campaign	Status**	Туре			
nditions		Campaign For El Furniture	Pending	Reviews			
sponsor.	** Only pending campaigns can be edited						
nanged.							
ve v), but all	Activate rev	×					
expiration original	The terms and conditions of the rewards campaign Campaign for El Furniture will be published on Hive blockchain						
ancel		n en din e	Cancel	ОК			
Campaign 'Car	mpaign fo	or El Furniture' - ha	s been acti	ivated			

# **Rewards program is now active**

Once the campaign is activated, eligible users will be able to see the rewards on the:

- restaurant page (primary object);
- on all the dishes (secondary objects);
- in the Rewards section in the list and on the map.

All the sponsor's followers will receive notifications about the new campaign as well as all users who follow one of the objects referenced in the campaign.

Original source: <u>https://www.waivio.com/@grampo/how-to-launch-a-rebate-program-</u> <u>for-a-restaurant-on-waivio6kj5va-</u>

![](_page_22_Picture_7.jpeg)

#### Tasty Indian Bistro (Delta)

w Edit

staurant 13.14

We've ignited the flame, chopped up some fresh vegetables and lit the tandoor.

Reviews Gallery Updates 42 Followers 6 Experts

![](_page_22_Picture_13.jpeg)

![](_page_22_Picture_14.jpeg)

# COCONUT PRAWN CURRY Follow Edit

Prawns cooked with coconut cream and onion gravy

Reviews Gallery Updates 14 Followers 0 Experts

![](_page_22_Picture_18.jpeg)

## Sponsor can check his balance in Account balance table where:

- 1. **Balance** the total balance for a specific token of the user;
- 2. **Payables** the amount for completed campaigns;
- 3. **Reserved** the amount for the reserved review;
- 4. **Remaining** the balance that will remain if the sponsor pays for completed and reserved campaigns.

(Balance - Payables - Reserved = Remaining)

## Account balance (HIVE)

Balance	Payable*	Reserved	Remaining
208.68	15.191	2.169	191.32

\* All campaigns will be suspended if accounts payable exceed 30 days

# Manage campaign

## SPONSOR MANAGES CAMPAIGNS WITH "ACTIVE AND PENDING CAMPAIGN" BLOCK:

- **activate** campaign click on inactive checkbox;
- **deactivate** campaign click on active checkbox;
- look at campaign details click on campaign name in Campaign column;
- edit campaign if campaign has "pending" status, click on campaign name in Campaign column, fields won't be blocked;
- check campaign **status**;
- check type and budget;
- check the **number of reservations** that have been reserved and completed number is clickable, after clicking, the sponsor sees the reserve card in the "Reservation" tab with the corresponding campaign status and campaign name filters;
- remaining the number of times a campaign can be completed within budget;

![](_page_24_Figure_9.jpeg)

#### Sta Active Campaign Copy Campaign For El Per Furniture Campaign For El $\sim$ Ac Furniture Copy Match Bot Reach $\sim$ Match Bot Reach Test Camp Official Ac

\*\* Only pending campaigns can be edited

Create new campaign

## \*Please note, that reservations reduce the campaign budget and available

## Active and pending campaigns

# Manage campaign

tus**	Туре	Budget	Budget Target Current Month			Remaining
		Monthly	Reward	Reserved	Completed	
		(USD)	(USD)			
nding	Reviews	100.00	1.00			0
ctive	Reviews	100.00	1.00			100
edLimit	Reviews	0.02	0.02		1	0
edLimit	Reviews	0.02	0.02		1	0
ctive	Reviews	100.00	1.00	1	4	95

# Manage campaign

**History** of sponsorship campaigns that are no longer active (expired, unassigned, inactive).

- From creation date;
- **Till** date of expiration;
- **Campaign** campaign name to check details;
- **Status** campaign status;
- **Type** campaign type;
- **Reward** reward per review in user base currency (USD, CAD, etc.);
- **Currency** user's base currency;
- **Reviews** number of completed reviews;
- **Paid** payment amount in cryptocurrency.

A campaign is considered completed when the sponsor has paid the executor and the campaign no longer has an available budget or has expired.

## History

From	Till	Campaign	Status	Туре	Reward	Currency	Reviews	Paid
								(HIVE)
12-May-	14-May-	Tost 1111	Evoired	Poviows	1.00		0	0
2022	2022	rest mi	Expired	Reviews	1.00	030	0	0
12-May-	14-May-	Copy Test	Upperigned	Poviours	2.00		0	0
2022	2022		Unassigned	Reviews	5.00	030	0	0
12-May-	14-May-	Test	Evoired	Poviows	3.00		1	7 010
2022	2022	Test	Expired	xpired keviews	5.00	050	I	7.215
09-Mar-	30-Apr-	Copy Test Comp Official	Unassigned Reviews	Poviows	1.00		3	3.047
2022	2022	Copy Test Camp Official		1.00	030	3	3.047	
03-Feb-	12-Feb-	156156	Evoirod	Poviows	1.00		2	1 720
2022	2022	450450	Expired	Reviews	1.00	030	2	1.759
02-Feb-	28-Feb-	101010	Evoired	Poviours	1.00	LIED	1	0.020
2022	2022	121212	Expired	Reviews	1.00	03D		0.929

# Payment

In order to complete the campaign, the sponsor must pay and the executor must receive a reward.

Payment, in fact, is a transfer with a special memo that helps the system understand that this is a payment for a completed campaign.

## Transfer

🥶 wiv01 🖂
🚳 daine-cherry 📝
4.098 HIVE
{"id":"user_reward","app":"waivio"}

## 1ST WAY TO PAY

1. REWARDS; 2. Payables tab in Campaign section; 3. Click on Pay button.

![](_page_27_Figure_2.jpeg)

![](_page_27_Picture_3.jpeg)

![](_page_27_Figure_6.jpeg)

## 2ND WAY TO PAY

## 1.REWARDS;

- 2. Payables tab in Campaign section;
- 3. Click on arrow button;
- 4. Click on Pay button.

![](_page_28_Figure_0.jpeg)

\*Example for general cituation where user is hive account

## waivio

3%

![](_page_28_Picture_4.jpeg)

0.71%

## waivio.referrals

2.8%

# **Sponsor must pay**

## User rewards = author + waivio

**User rewards -** this is the reward that was promised to the executor when he reserved the campaign; which the sponsor indicated in the base currency when creating the campaign (Create -> "Reward" field).

Consist of:

- **author** = beneficiary the user who wrote the post, can also have several beneficiaries if the user has this specified in the settings; usually - is 97%;
- **waivio** waivio platform's additional fee, by default is 3%, sponsor can't change it. (Instead of waivio - it can be another account - site owner. Details slide 32)

During the reservation, the reward from dollars is converted to the selected cryptocurrency at the current rate - and this is the amount that the sponsor will have to pay. If the base currency is not a dollar, then it is first converted into a dollar, and then into a cryptocurrency.

![](_page_29_Picture_7.jpeg)

# **Sponsor must pay**

**Processing fees -** additional payment for using services that allow you to publish, place a campaign, find a suitable user. These fees are paid by campaign sponsor in <u>addition</u> to the user rewards.

By default - is 5%, but sponsor can change it, during campaign creation (Create -> "I agree to pay the following commissions to Waivio and partners" field.)

Consist of:

- waivio.campaigns this account (service) responsible for campaign management for placing and publishing the terms of an advertising campaign on the blockchain -1.5%;
- **waivio.index** this account (service) responsible for rewards indexing for recording a reservation by waivio.referrals, helps eligible user reserve reward -0.71%;
- waivio.referrals this account (service) responsible for referral who helps find an eligible user 2.8%. (details next slide)

![](_page_30_Picture_7.jpeg)

**waivio.referrals -** in fact, this is the interest of the site from which the review was published.

For example:

<u>https://www.waivio.com/</u> - waivio.referrals; <u>https://dining.gifts/</u> - grampo (as site owner);

<u>https://test.dining.gifts/</u> - eyedin (as site owner).

When hive user is creating a site (from waivio.platform), as site owner, he will be instead of waivio.referrals (can be changed to another user) in beneficiary for post and referral.

## \*The same situation with **waivio** account for **User rewards**.

Services	Account	Share	HIVE	USD*
Campaign management	waivio.campaigns	1.5%	0.031	\$ 0.010
Rewards indexing	waivio.index	0.72%	0.015	\$ 0.010
Referral	eyedin	2.8%	0.058	\$ 0.03
Total		5.02 %	0.104	\$ 0.05

![](_page_31_Picture_7.jpeg)

Invite

#### Websi

test.di

Mute

Potential payout:			
WAIV: \$ 0.00			
HIVE: \$ 0.75			
HBD: \$ 0.25			
Total: \$1.00			
Beneficiaries:			
ctrl-news 90%			
eyedin 10%			
Will release in 7 days			

Q What are you looking for?
You can monitor website performance using Google Analytics. Please note, that Google
Measurement ID should look like G-XXXXXXX.
Popoficiary
The website owner may earn a share of the author rewards on posts submitted using their
website.
Beneficiary account:
( eyedin ) (X)
Beneficiary %:
10
Referral navments
The website owner may receive referral commissions when users claim their rewards
through the website.
Account for referral payments:
eyedin 🛞
The terms for referral commissions are defined by the Campaign Management Services
used by sponsors to launch their campaigns.
Save

**Payables** - a place to pay and check the history of sponsors for specific users. REWARDS -> Payables

![](_page_32_Picture_1.jpeg)

- The sponsor can see the total amount of rewards he has to pay;
- an alert next to the tab name (Payables(!)) means that the sponsor has campaign debt for more than 21 days;
- if the debt is more than 30 days, then all campaigns stop and go to "suspended" status;

- amount;

	MY FEED REWARDS DISC	COVER	TOOLS ABOUT		
Tota	l: 17.39 HIVE (\$8.	.23)	Sort by amo	ount ~	$\overline{\underline{EQ}}$ Filter rewards
٩	@daine-cherry	14d	Pay 4.124 HIVE	>	Payables Over 7 days Over 14 days
- Mul	Waivio @waivio	539d	Pay 3.863 HIVE	>	Over 21 days Over 10 HIVE
July .	Waivio Referrals @waivio.referrals	461d	Pay 2.123 HIVE	>	
July .	Waivio Campaigns @waivio.campaigns	363d	Pay 2.006 HIVE	>	
News	@ctrl-news	14d	Pay 1.887 HIVE	>	

• sponsor can sort this list by amount and time;

• user can also filter the list by the number of days of debt and the

• the number of days of debt is written next to the pay button.

After clicking on arrow, sponsor can see the complete **general report** for specific user.

Additional actions:

- open the executor profile;
- open campaign sponsor profile;
- open the review;
- open primary object page;
- open secondary object page;
- open beneficiaries profile pages;
- open a reservation;
- open a report.

Reviews can accumulate, and their amount is summed up and paid in one transfer.

![](_page_33_Picture_11.jpeg)

## Payables: wiv01 $\rightarrow$ daine-cherry

Date	Action	Details	Amount	Balance
			HIVE	HIVE
20-May- 2022	P-May- 2022 Review by @daine-cherry (requested by @wiv01) Review: El Furniture Warehouse, Crispy Chicken Sandwich Beneficiaries: waivio (3%), daine-cherry (97%) Reservation Report		2.056	4.124
20-May- 2022	Review by @waivio_bellida-crowl (requested by @wiv01) Review: El Furniture Warehouse, Warehouse Poutine Beneficiaries: daine-cherry (97%), waivio (3%), waivio_bellida-c rowl (0%)	Reservation Report	2.042	2.068
12-May- 2022	Review by @ctrl-news (requested by @wiv01) Review: El Furniture Warehouse, Warehouse Poutine Beneficiaries: ctrl-news (100%)	Reservation Report	0.026	0.026
09-Mar- 2022	Transfer from @wiv01 to @daine-cherry	Payment	-2.654	0
17-Feb-2022	Review by @waivio_bellida-crowl (requested by @wiv01) Review: El Furniture Warehouse, Perogies Beneficiaries: daine-cherry (97%), waivio (3%), waivio_bellida-c rowl (0%)	Reservation Report	0.909	2.654

## Pay 4.124 HIVE

![](_page_33_Picture_16.jpeg)

Pay 4.124 HIVE

14d

(Over 14 d)

## Important: Only transfers with "id":"user\_reward" instructions are processed as rewards payments

**Report** - report with a full list of amounts, percentages, names of users who are involved in receiving remuneration or part of it.

# Report X Distribution of the rewards 2.12 HIVE (1 USD\*) Sponsor User Image: Open service Open servic

Campaign announcement: posted on March 10, 2022

Rewards reservation: posted on May 20, 2022

Review: posted on May 20, 2022

Review title: Review: El Furniture Warehouse, Crispy Chicken Sandwich

Links: El Furniture Warehouse, Crispy Chicken Sandwich

#### User rewards:

Post beneficiaries	Shares	Hive**	HIVE	Total	Total*
		Power		(HIVE)	(USD)
daine-cherry	97%	0	2.056	2.056	\$ 0.97
waivio	3%	0	0.064	0.064	\$ 0.03
Total				2.12	\$ 1.00

#### Processing fees\*\*\*:

Services	Account	Share	HIVE	USD*
Campaign management	waivio.campaigns	1.51%	0.032	\$ 0.02
Rewards indexing	waivio.index	0.71%	0.015	\$ 0.010
Referral	grampo	2.78%	0.059	\$ 0.03
Total		5 %	0.106	\$ 0.05

\* The exchange rate is recorded at the time of reservation of the reward (1 HIVE = 0.472 USD).

\*\* Only upvotes from registered accounts (wiv01) count towards the payment of rewards. The value of all other upvotes is not subtracted from the specified amount of the reward.

\*\*\* Processing fees are paid by campaign sponsor in addition to the user rewards.

**Reservations** - this is a post that is created automatically after the user clicks on the reservation button. This post contains all the conditions regarding the campaign: requirements for the executor and post, the amount of remuneration, etc. Created on behalf of the executor.

![](_page_35_Picture_1.jpeg)

User ctrl-news (@ctrl-news) has reserved the rewards of 7.213 HIVE for a period of 7 days to write a review of Warehouse Poutine, El Furniture Warehouse

....

#### User eligibility requirements:

Only users who meet all eligibility criteria can participate in this rewards campaign.

- · Minimum Waivio expertise: 0
- · Minimum number of followers: 0
- · Minimum number of posts: 0
- User account is not blacklisted by wiv01 or referenced accounts.

#### Post requirements:

For the review to be eligible for the award, all the following requirements must be met:

- · Minimum 1 original photos of Warehouse Poutine
- · Link to Warehouse Poutine
- · Link to El Furniture Warehouse

Sponsor reserves the right to refuse the payment if review is suspected to be fraudulent, spam, poorly written or for other reasons as stated in the agreement.

#### **Reward:**

The amount of the reward is determined in HIVE at the time of reservation. The reward will be paid in the form of a combination of upvotes (Hive Power) and direct payments (liquid HIVE). Only upvotes from registered accounts (wiv01, sor31, x6oc5) count towards the payment of rewards. The value of all other upvotes is not subtracted from the specified amount of the reward.

#### Legal:

By making the reservation, you confirm that you have read and agree to the Terms and Conditions of the Service Agreement **Reports tab** - a place to generate and check the history of sponsors. REWARDS -> Reports

- Any user can generate a report for any sponsor (hive account);
- user can specify the time (from-till), total amount, and objects.

Additional actions in table:

- open the executor profile;
- open campaign sponsor profile;
- open the review;
- open primary object page;
- open secondary object page;
- open beneficiaries profile pages;
- open a reservation;
- open a report.

![](_page_36_Picture_12.jpeg)

Date & Time (GMT)	Action	Details	Amount HIVE	Balance HIVE
27-May- 2022 4:11:36	Review by @waivio_bellida-crowl (requested by @wiv01) Review: El Furniture Warehouse, Warehouse Poutine Beneficiaries: waivio (3%), waivio_bellida-crowl (97%)	Reservation Report	2.156	149.634
27-May- 2022 4:08:53	Review by @ctrl-news (requested by @wiv01) Review: El Furniture Warehouse, Crispy Chicken Sandwich Beneficiaries: waivio (3%), ctrl-news (97%)	Reservation Report	2.155	147.478

	$\otimes$
	Till:
Ħ	2022-05-29 13:46:22
HIVE	<ul> <li>✓ Include processing fees</li> </ul>

# Reservation status and additional actions for sponsor:

(Executor reserved campaign)

- View reservation;
- Release reservation;
- Add to blacklist;
- Increase reward.

## Released

(Executor canceled reservation)

- View reservation;
- Add to blacklist.

## Expired

(reservation or campaign time out)

- View reservation;
- Add to blacklist.

## Completed

(Executor completed reservation)

- View reservation;
- Open review;
- Show report;
- Reject review;
- Add to blacklist.

## Rejected

(Sponsor canceled reservation)

- View reservation;
- Open review;
- Rejection note;
- Reinstate reward;
- Add to blacklist.

Reservations tab - the history of reservations with the status is displayed, in the form of list secondary cards. REWARDS -> Reservations

Additional actions:

- status filtering;
- campaign name filtering;
- sorting by Reservation (by date of reservation);
- sorting by Action (by the date of the last action).

## History o

Share 1 pho

Waivio Se @wiv01

![](_page_38_Picture_9.jpeg)

![](_page_38_Picture_10.jpeg)

of re	eservations		$\underline{\underline{EQ}}$ Filter rewards
		Sort by Reservation ~	Rewards:
otos c	of the dish and earn crypto		Reserved
ervice	(Sponsor)	Total paid (liquid): 131 HIVE (100%)	Completed Released Expired
67F.	El Furniture Warehouse		Rejected
	Warehouse Caesar Salad	4.40	Campaigns
	Presentation     Value     Dish·Caesar-Salad·Corn     romaine lettuce, avocado, n     Caesar dressing, maple bac     parmesan, sriracha, crouto	roasted corn salsa, creamy con bits, croutons, ns & fresh	Main Test camp Official Copy Match bot
	PRICE:	\$5.95   <b>YOU EARN: \$ 1.00</b>	
6 days	left 📪 🚥	wiv01 30.30	

Messages tab - history from the list of secondaries cards that have messages. REWARDS -> Messages

Additional actions:

- filtering by general status (open last message from user, closed - from sponsor);
- filtering by campaign status;
- sorting by Inquiry date (last user comment);
- sorting by Latest (last comment);
- sorting by Reservation (reservation date).

Share 1 photo
Waivio Servio @wiv01
R AND THE REAL
Rejected

![](_page_39_Figure_8.jpeg)

Fraud detection tab - a list with secondaries of cards, in which the photos are not authentic. REWARDS -> Fraud detection

The selection of cards is limited to 30 days.

At the moment, the check is carried out as follows:

- 1.the models of the devices on which the pictures for the review were taken are compared, if they differ, the user is suspected of fraud.
- 2. if the image has gps coordinates, then it is checked that they are made within a radius of 1 km from the restaurant (provided that the object has a map)
- 3.the date of creation of the image is checked it must be no earlier than 14 days before the reservation of the company.

The code below shows the detailed reason.

## Fraud detection assistant

**Disclaimer**: It is an experimental service with a limited scope and is provided "as is" with no guarantee of applicability for the detection of probable fraud attempts. All submissions must always be manually verified and confirmed by the campaign sponsor.

Share 1 photos of the dish and earn crypto Waivio Service (Sponsor) Total paid (liquid): 131 HIVE (100%) @wiv01 El Furniture Warehouse Warehouse Poutine 0.60 Taste Presentation 🛨 🛨 🛨 Value Dish · Cheese-Curds · Bacon maple bacon, peppered fries, cheese curds, gravy. PRICE: \$5.95 | YOU EARN: \$ 1.00 Completed 🛄 1 🚥 > Codes: 0136

**Blacklist tab** - managing a list of users for their access to the execution of campaigns of a given sponsor. REWARDS -> Blacklist Having 3 section: Blacklist, References, Whitlist.

## **Blacklist**

List of users for whom the campaign reservation of this sponsor will not be available.

## References

List of users from which the blacklist will be pulled up, so users from the blacklist of these users will also not be able to reserve a campaign.

dd user to the blacklist	
Find users	
Blacklisted users cannot participate in any campaign spo	onsored by <mark>wiv01</mark>
	Add
Blacklist	

#### Recognize other users' blacklists

#### Find users

When you reference another user's blacklist, you also recognize all other blacklists referred to by that user

![](_page_41_Picture_9.jpeg)

![](_page_41_Picture_10.jpeg)

## Whitelist

## Users from this list can participate in any campaign. This list takes precedence over the blacklist.

#### Add user to the whitelist

Whitelisted users can participate in any campaign (subject to campaign eligibility criteria) sponsored by wiv01

#### Whitelist

![](_page_41_Picture_17.jpeg)

Add

**<u>Pending</u>** - status means that the sponsor has created a campaign.

- The campaign is displayed only in the Manage tab;
- campaign can be edited;
- campaign has not been recorded in the blockchain yet, is only in the database.

**<u>Active</u>** - status means that the campaign is activated.

- The campaign is displayed only in the Manage tab;
- user cannot edit fields, campaign information;
- campaign was recorded on the blockchain;
- campaign available for reservations.

**<u>Inactive</u>** - status means that the campaign was deactivated, campaign for the reservation is not available anymore.

- The campaign is displayed only in the Manage tab;
- upon deactivation, the campaign cannot be resumed.

**OnHold** - status is displayed during deactivation if there are active reservations.

• campaign activation impossible.

## **CAMPAIGN STATUSES**

**<u>Expired</u>** - status means that the maximum reservation period (days) specified when creating the campaign has expired or the expiration date has passed.

**<u>ReachedLimit</u>** - status appears when the campaign's monthly budget has run out.

- The campaign is displayed only in the Manage tab;
- campaign can't be reserved anymore.

**<u>Suspended</u>** - status appears in case of non-payment of debts within 30 days.

- all active campaigns are blocked;
- status appears if "Remaining" is in the red, in the Manage tab.

**<u>Delete</u>** - status means that the campaign can be deleted, but only if the campaign has a "pending" status, that is, the campaign has not been activated. (Implemented on the backend)

## **CAMPAIGN STATUSES**

# SIDE OF THE EXECUTOR

![](_page_44_Picture_1.jpeg)

Publish

Eat

\*Simplified version (valid on the dining.gifts). On the waivio platform, executor should reserve a campaign.

![](_page_44_Picture_5.jpeg)

## **Receive rewards**

**All tab** - list in the form of primary cards (restaurants) of all active campaigns. REWARDS -> All

Additional actions:

- filtering by type (now only reviews);
- filtering by sponsors;
- sorting by default, payouts, amount, expiry, and proximity.
- map with restaurants marks;

![](_page_45_Picture_7.jpeg)

![](_page_45_Picture_8.jpeg)

**Eligible tab** - list in the form of primary cards (restaurants) of all active campaigns that are <u>available</u> for reservation for the user. That is, the user meets the requirements for the campaign executor that the sponsor specified when creating the campaign. REWARDS -> Eligible

![](_page_46_Picture_2.jpeg)

![](_page_46_Picture_3.jpeg)

Additional actions:

- filtering by type (now only reviews);
- filtering by sponsors;
- sorting by default, payouts, amount, expiry, and proximity.
- map with restaurants marks;

![](_page_47_Picture_0.jpeg)

![](_page_47_Picture_1.jpeg)

![](_page_47_Picture_2.jpeg)

- for this object;

![](_page_47_Figure_5.jpeg)

• Sponsor filters will display only those that have campaigns

• the map now only displays one primary object, which is related to the campaign.

![](_page_48_Picture_0.jpeg)

After pressing the Reserve Your Reward button on the secondary card, **reservation information** is opened:

- user can meet the requirements for campaign executor;
- familiarize yourself with the campaign requirements;
- read about rewards and legal information;
- user can reserve a campaign, by clicking on active Reserve button.

#### Share 2 photos of the dish and earn crypto

Pacific Dining Gifts (Sponsor) @pacific.gifts Total paid (liquid): 3195 HIVE (69%)

#### User eligibility requirements:

Only users who meet all eligibility criteria can participate in this rewards campaign.

- ✓ Minimum Waivio expertise: 0.00
- ✓ Minimum number of followers: 0
- ✓ Minimum number of posts: 0
- ✓ Have not received a reward from @pacific.gifts for reviewing Tasty Indian Bistro (Delta) in the last 15 days and does not have an active reservation for such a reward at the moment.

✓ User account is not blacklisted by @pacific.gifts or referenced accounts.

#### Post requirements:

For the review to be eligible for the award, all the following requirements must be met:

- 1. Minimum 2 original photos of COCONUT PRAWN CURRY;
- 2. Link to COCONUT PRAWN CURRY;
- 3. Link to Tasty Indian Bistro (Delta);

4. Additional requirements/notes: Photos of take-out and delivery orders are also acceptable for rewards.

Sponsor reserves the right to refuse the payment if review is suspected to be fraudulent, spam, poorly written or for other reasons as stated in the agreement.

#### Reward:

The amount of the reward is determined in HIVE at the time of reservation. The reward will be paid in the form of a combination of upvotes (Hive Power) and direct payments (liquid HIVE). Only upvotes from registered accounts

(@pacific.gifts, @vancouverdining, @waivio.match, @pacificgifts.bot) count towards the payment of rewards. The value of all other upvotes is not subtracted from the specified amount of the reward.

#### Legal:

By making the reservation, you confirm that you have read and agree to the Terms and Conditions of the Service Agreement

for 7 days

#### Legal notice:

You must be at least 18 years of age to participate in these reward programs.

Cancel

Х

**Reserved tab** - all cards of reserved campaigns are displayed here, in the form of secondary cards. REWARDS -> Reserved

Additional information:

- after clicking on Reserved, user redirects to Reserved tab;
- sorting by payouts, amount, expiry, and proximity.
- sponsor filters will display only those that have campaigns for this object;
- the map now only displays one primary object, which is related to the campaign;
- after reservation, the user can immediately proceed to the implementation of the campaign - writing a review by clicking on Write review button;
- the editor already has a title and links to objects.

#### **Reserved** rewards (a) Map Sort by payouts ~ NEW WESTMINSTER Share 2 photos of the dish and earn crypto Pacific Dining Gifts (Sponsor) Total paid (liquid): 3195 HIVE (69%) @pacific.gifts Tasty Indian Bistro (Delta) COCONUT PRAWN CURRY 0.00 Taste Presentation ۲ TAST Value Dish · Cream · Onion $\overline{=Q}$ Filter rewards Prawns cooked with coconut cream and onion gravy **Rewards for:** PRICE: \$16 | YOU EARN: 22.857 HIVE reviews Reserved - 6 days left Write review Sponsors: ... pacific.gifts New ≻

![](_page_49_Picture_11.jpeg)

![](_page_49_Picture_12.jpeg)

Reserved - 6 days left 🕎	•••	Write review
New		>

#### We seek honest reviews!

#### Share 2 photos of the dish and earn crypto

Pacific Dining Gifts (Sponsor) @pacific.gifts

To 319

#### Post requirements:

For the review to be eligible for the award, all the following requirements must be met:

- 1. Minimum 2 original photos of COCONUT PRAWN CURRY;
- 2. Link to COCONUT PRAWN CURRY;
- 3. Link to Tasty Indian Bistro (Delta);
- 4. Additional requirements/notes: Photos of take-out and delivery orders are also acceptabl

Sponsor reserves the right to refuse the payment if review is suspected to be fraudulent, spam written or for other reasons as stated in the agreement.

Cancel

for 7 days

×	
otal paid (liquid): 195 HIVE (69%)	
ble for rewards.	
n, poorly	
Rewards for	
	7

## Review: Tasty Indian Bistro (Delta), COCONUT PRAWN CURRY

Tasty Indian Bistro (Delta) COCONUT PRAWN CURRY

Ready to publish

Attach hashtags, objects, pages, etc.

earch by name

![](_page_50_Picture_20.jpeg)

Tasty Indian Bistro (Delta) 12.95

★★★★ Ambience
★★★★★ Service

★★★★★ Food
★★★★★ Value

Create ne

\$\$ · Restaurant · Parties · Indian 8295 120th Street, Delta, BC

We've ignited the flame, chopped up some fresh vegetables and lit the tandoor.

![](_page_50_Picture_26.jpeg)

#### Tasty Indian Bistro (Delta) COCONUT PRAWN CURRY 0.00

Presentation Value Taste

#### $16 \cdot \text{Dish} \cdot \text{Cream} \cdot \text{Onion}$

Prawns cooked with coconut cream and onion gravy

**Receivables** - a place to check the history of user for specific sponsor. The tab is similar to Payables, with the difference that this is a list of sponsors in whose campaigns the user participated and will receive or received a reward. REWARDS -> Receivables

- The user can see the total amount of rewards he has to receive;
- sponsor can sort this list by amount and time;
- user can also filter the list by the number of days of debt and the amount;

Rewards:	Θ
All	
Eligible	
Reserved	
Receivables	
History	
Campaigns:	Ð
Referrals:	Ð
Match bots:	Ð

![](_page_51_Picture_5.jpeg)

## Total: 0.2 HIVE (\$0.11)

		Sort by <b>amount</b> $\smallsetminus$		
Ling	Waivio Service @x6oc5	0.147 HIVE	>	
Law	Waivio Service @jkl65	0.031 HIVE	>	
٩	@daine-cherry	0.019 HIVE	>	
IMAGE	@daine-cherry2	0.003 HIVE	>	
Ling	Waivio Service @wiv01	0 HIVE	>	

After clicking on arrow, user can see the complete **general report** where his completed reservations for specific user.

![](_page_52_Picture_1.jpeg)

## Additional actions:

- open the executor profile;
- open campaign sponsor profile;
- open the review;
- open primary object page;
- open secondary object page;
- open beneficiaries profile pages;
- open a reservation;
- open a report.

## Receivables: wiv01 ← daine-cherry2

Important: Only transfers with "id":"user\_reward" instructions are processed as rewards payments

Date	Action	Details	Amount	Balance
			HIVE	HIVE
24-Nov- 2021	Review by @wiv01 (requested by @daine-cherry2) Review: Test #, Test #1.1 Beneficiaries: waivio (3%), wiv01 (97%)	Reservation Report	0.001	0.003
11-Nov-2021	Review by @wiv01 (requested by @daine-cherry2) Review: Test #, Test #1.1 Beneficiaries: waivio (3%), wiv01 (97%)	Reservation Report	0.001	0.002
28-Oct-2021	Review by @wiv01 (requested by @daine-cherry2) Review: Test #, Test #1.1 Beneficiaries: waivio (3%), wiv01 (97%)	Reservation Report	0.001	0.001
27-Oct-2021	Transfer from @daine-cherry2 to @wiv01	Payment	-0.249	0
25-Oct-2021	Review by @wiv01 (requested by @daine-cherry2) Review: Test #, Test #1.1 Beneficiaries: waivio (3%), wiv01 (97%)	Reservation Report	0.001	0.249

0.003 HIV

History tab - the history of reservations with the status is displayed, in the form of list secondary cards for specific user. REWARDS -> History

Additional actions:

- status filtering;
- sponsor name filtering;
- sorting by Reservation (by date of reservation);
- sorting by Action (by the date of the last action).

![](_page_53_Picture_9.jpeg)

![](_page_53_Picture_10.jpeg)

# COMPLETE RESERVATION

- 1. Open <u>https://www.waivio.com</u>;
- 2. Open REWARDS
- 3. Chose available campaign in Eligible tab;
- 4. Click on Earn button in primary card;
- 5. Click on Reserve button in secondary card;
- 6. Click on Reserve button in modal window with requirements;
- 7. Click on Write review in the secondary card;
- 8. Click on Write review in modal window with post requirements;
- 9. Add photos and content for review in editor; 10. Publish review;
- 11. Receive payments from sponsor.

![](_page_55_Picture_0.jpeg)

![](_page_55_Picture_1.jpeg)

By making the reservation, you confirm that you have read and agree to the Terms and

![](_page_55_Figure_3.jpeg)

#### Reserved rewards

![](_page_55_Picture_5.jpeg)

@wiv01

#TODO https://github.com/Waiviogit/waivio/issues/162 добавить, когда к посту нормально будут отображаться все комментарии, но идея нарисовать +- как здесь

DATA STRUCTURE: CAMPATENS & RESERVATIONS

![](_page_56_Figure_2.jpeg)