



# IdeaTribe

## Tokenomics Whitepaper

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## 1. Abstract

It is a truism that all great inventors, innovators & trailblazers in every sphere of human endeavor have made their mark on the back of their Ideas. However, while Ideas ultimately can be so powerful, they begin as fragile, barely formed thoughts, so easily missed, so easily compromised, so easily squashed, especially because they don't resemble anything familiar, nor do they fit into any framework.

Because of this fragility, the limiting belief around ideation is that it tends to occur in a corporation among people of pedigree, who under corporate protection have substantial resources thrown at the Idea.

At IdeaTribe, we reject these limiting beliefs. We know that Ideas and ideators do not need to exist within a formal corporation. Ideas are everywhere around the world and Ideas can occur at any time!

For our vision of a decentralized Idea economy to take off, two big problems need to be solved:

- a) An immutable system of record needs to exist to instantaneously capture an Idea in its embryonic form; and
- b) Collaborating & monetizing needs to be easy while providing protection to the ideas.

Therefore, IdeaTribe.io is a blockchain-based community of ideators and collaborators, where Ideas are minted, nurtured, developed and taken to market. Through the use of blockchain technology, it is possible to capture the genesis of an Idea, that moment of inspiration and save it for eternity. Ideators will be remembered forever.

Blockchain also enables smart contract-based collaboration between various people who are required to improve, produce, finance and market an Idea. Since these transactions are automated, decentralized and executed without human agency, the speed, efficiency and transparency with which Ideas can be realized is unprecedented.

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## 2. The Inspiration

The story of humanity is the story of Ideas. We are a prolific species when it comes to inventing new ways of doing things. From inventing the wheel and communicating through paintings to sending satellites into deep space and internet messaging; from yodelling to creating symphonies; from bartering goods to creating sophisticated business models and cryptocurrencies; from imagining Universes built on turtles to theorizing about space-time continua and quantum particles – we have progressed, an Idea at a time.

Ideating is a creative process. Ideators know the thrill of inspiration and the ecstasy of creation. But it is also rewarding in material ways. There is money to be made with Ideas – not just for the ideator but also for people who help make them real. Every community in history has had a marketplace where people can collaborate on Ideas - enhance, productionize, finance and market them - for profit. This is the Idea Supply Chain. It starts with the ideator and ends with the consumer, the ultimate beneficiary of the value of an Idea. Over time however, the Idea Supply Chain has become more sophisticated and as with many large complex systems, less equitable.

Today, the Idea Supply Chain is a ruthless place for ideators without patrons, pedigree or deep pockets. Those with such privileges find it easy to turn their inspiration into products that are eagerly sought by millions of consumers. They are oligarchies of sorts with ecosystems of collaborators who help them fine-tune their Idea, sign partnerships, get multi-million dollar deals heavily influenced by the weight of their identity. This is a compounding game – for ideators with privilege, the route to success becomes shorter and smoother with every new Idea.

Yet – as it always happens in the story of human ingenuity – we have a solution to set things right; to correct these inequities and make the Idea Supply Chain fairer. The solution lies within the Blockchain.

Through the blockchain, every ideator has equal opportunity and is bound to operate by the same immutable rules. Their immutability means they cannot be tinkered with, adapted or ignored to favor any specific group of people. There are no rent-seekers who can influence policy to privilege one person over another. If the rules are specific, simple and immutable, the Idea Supply Chain built on blockchain will reward true merit: People whose ideas add value and people who help them realize that value, will profit.

IdeaTribe has been inspired by the possibilities of blockchain. We realized that blockchain will address the chinks in the Idea Supply Chain; every Idea and ideator will get their due, without being compromised by the politics of influence. Ideas will reach their audiences faster and benefit from the support of global collaborators. People will be paid fairly and on time, for their creativity and effort.

Thus, we decided to create IdeaTribe on blockchain to build an equitable Idea Supply Chain.

### **3. What is an Idea?**

At IdeaTribe, an Idea is any thought that - if realized properly - may be valuable to the world. It need not be developed into its final form, nor even defined in fine details.. Therefore, an Idea could be the germ of a story that will eventually become a blockbuster movie; a ditty that will evolve into a symphony; a doodle that may be a world-changing invention; or a perspective that may become a new theory of how things work.

We believe that this first spark of inspiration is precious. Before it dies in a miasma of self-doubt, cynicism and detracting advice, it must be recorded with due credit to the ideator.

Ideas develop continually and often with help from collaborators. This is the natural process of an Idea finding its true potential. At IdeaTribe, we recognize that making this as smooth, simple and non-judgmental as possible is the healthy way to build a truly meritocratic Idea Supply Chain.

#### **4. The Product**

IdeaTribe.io is built on the Polygon blockchain. IdeaTribe.io will provide 3 essential services of the Idea Supply Chain:

1. Create and maintain an immutable record of who originally conceived an Idea. When an Idea is minted on IdeaTribe, the creator is issued a Billet – a digital certificate that forever marks the time and location of when and where the Idea was minted.
2. Enable refinement and enhancement of an Idea to make it ready-for-market. This will be done through version upgrades of Ideas and smart contract-based collaborations between community members.
3. Enable commercialization of Ideas and services associated with the Idea Supply Chain. This will be done through smart contract-based sale and auction of Ideas and purchase of services.

## 5. TribeGold [TRBG]

The meritocratic Idea Supply Chain works on 2 key principles:

1. That an Idea's journey, from inspiration to market, is based on hard rules, common to everyone.
2. That the Community will engage to support an Idea's journey and individual members [called Tribers] will be rewarded – automatically and without manual influence – for the support they lend.

IdeaTribe has designed an ERC-20 utility token called TribeGold to realize these principles.

TribeGold is an asset of IdeaTribe to reward Tribers for building the community, bringing Ideas to IdeaTribe and realizing a fast, efficient and meritocratic Idea Supply Chain.

IdeaTribe intends to mint 27,182,818 TribeGold coins. We believe that by the time these coins are distributed, there will be a thriving community of Tribers who are regularly publishing Ideas, improving them, collaborating with each other and taking Ideas to market. In this way, not only ideators and the IdeaTribe community, but also society will benefit from the value unlocked by these Ideas.

We want to have enough coins in circulation at maturity to ensure robust trade, collaboration and realization of Ideas. We also want to ensure that the coins are a representation of the collective and increasing value of all Ideas published, improved and realized on IdeaTribe. Hence we are limiting the number of TribeGold coins. As the community matures, the true value of TribeGold (as represented in fiat) will increase.

We have chosen to mint 27,182,818 coins which is  $e \cdot 10^7$ . This is a hat-tip to the power of compounding and our belief that the value of Ideas compound when the community gets together.

## 6. TribeGold Minting Policy

To achieve 27,182,818 coins that compound at a rate of  $e$  [Euler's Constant = 2.7182818], we start with 118,365 coins. Over 4 compounding cycles, the total number of TribeGold coins will become 27,182,818.

In each cycle, 75% of the TribeGold coins minted will be available for distribution to the community. 25% will be allotted to IdeaTribe.io, towards maintenance and enhancement of the platform.

Each minting cycle will start when 70% of the coins available in the previous cycle are distributed.

Therefore, the minting cycles will be:

Minting Cycle	Number of coins minted	Number of coins distributed before minting
Cycle 1	118,365	NA
Cycle 2	1,793,741	82,856
Cycle 3	6,982,760	1,255,618
Cycle 4	18,287,952	4,887,932



## **7. Earning TribeGold**

Tribers can earn TribeGold by participating in and contributing to the community. IdeaTribe will periodically revise the policy on activities that earn TribeGold. Broadly, TribeGold can be earned for:

- a. Joining the community
- b. Enabling friends to join the community
- c. Minting Ideas
- d. Actively developing an Idea and taking it to market
- e. Helping Tribers to enhance and market their Idea

IdeaTribe will also do periodic airdrops of TribeGold to reward Tribers who contribute most to the community.

## **8. Spending TribeGold**

Tribers will be able to spend TribeGold in 2 ways:

1. Use TribeGold to pay for high quality collaborations and services. Both seekers and providers of collaboration and services may advertise the amount of TribeGold they are willing to give for effecting these transactions.
2. Invest TribeGold in Ideas that they believe have high potential of success and impact. Owners of Ideas may advertise the amount of stake they are willing to share in their Idea. They may also share their plans for marketing the Idea. Based on the proposition, other Tribers will be able to invest TribeGold in these Ideas. Upon realization of the Idea, investors can get their share of returns from the investment.

## 9. Conclusion

We believe that a thriving Idea Economy is unfolding before us. This is a glorious place, full of opportunities for everyone and it is being made possible by the power of the blockchain. We are excited to harness this power and re-imagine the uniquely human quality of improving the world with our imaginations.

*If we silence our inner critic,*

*If we let hope overpower our fears,*

*If we help fulfil each other's true self,*

*If we let Ideas triumph over patronage and pedigree,*

*We're All Gonna Make It.*

**- IdeaTribe Founders**