

SCOOP

Whitepaper

01-2018

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Abstract

The Scoop network takes pride in being an open, public and universal record keeping system. Not only does the Scoop system allow the addition and retention of key metadata values associated with an asset it also keeps an unchangeable and undisputable account of ownership information for a wide range of digital assets. Initially the digital assets Scoop will look to target, are found within the written content and stock photography industries.

Scoop is the direct result of the requirements and needs of those users within the marketplaces online that handle the exchange of ownership, specifically when dealing with digital media assets such as written content and stock photography; as Scoop feels these are some of the worst affected by the current setup. Scoops decentralised record keeping and verifiable system will act as the framework for such marketplaces to be built upon; to ensure that a universally standardised record is created to encompass all metadata, affiliated ownership records and ensure licensing information is included in the exchanges and is forever accessible.

It is ever more visible how blockchain technology has made huge steps in changing the face of financial industries. The introduction of distributed accounting that is inherent with blockchain and cryptocurrencies has transformed online transactions and has decentralised entire industries in a short space of time. Scoop is looking to be at the forefront of this revolution as it crosses from the purely financial, to the real world applications that blockchain technology promises to maximise.

Scoops aim will be to resolve the issues and flaws that currently exist within the entire publishing industry, by ensuring that factual, legitimately owned and licensed digital media assets can be not only be decentralised but also openly verifiable. Scoop will also provide a marketplace for these assets to be exchanged, bought and sold. In addition to this Scoops system will utilise a decentralised token system for such marketplaces to be based on; ensuring that the benefits of blockchain technology exist throughout the network.

Important Advisory / Disclaimer: Scoop is undertaking legal assistance and analysing regulatory parameters of its functionality. Post this analysis, this section and all others would be updated to ensure compliance to legal and regulatory requirements. This document and the concept of Scoop, it's marketplaces, future implementations and ScoopCoin are all subject to levels of adaptation as the development progresses, based on the feedback of board members, consumers, development teams and the Scoop team themselves. If there are any changes in the intended functional aspect of Scoop, these relevant sections will be edited and an updated version of the white paper will be uploaded on the Scoop website.

Introduction

1.1 Problem Overview

Scoop will look to resolve issues found throughout the current digital exchange industries. These issues revolve around a few key points: **Who owns the digital asset, Is this asset reusable or licensable? what / who is the original source of this content? and how did it arrive here?** Whilst these questions may seem mundane and easy to answer, when it comes to the correct and fair exchange of digital content online, the issues these questions raise plague entire industries with stolen data, fair use and legal disputes over licensing.

Since the inception of the internet, online marketplaces have existed persistently and have provided a vast array of locations where information, physical goods and digital content can be traded, exchanged and purchased. All the while, these marketplaces have had to deal with the issue of being unable to manage a basis to which copyrighted property is able to be exchanged fairly and legally.

At the core of this issue is the current inability to attach useful metadata to assets. Data such as the assets creator, current ownership, licensing information and more has been vacant from these exchanges and this inherently has created massive issues and disputes. Even if this level of detailed data was able to be added to digital assets, in the current systems used, metadata would still be open to manipulation and modification post creation; making the implementation of this on a non-blockchain technology null and void.

Ultimately, when a digital publisher wishes to use a certain asset, they are unable to truly verify, at any stage, whether this asset is: Legitimately Owned, Licensed to allow for repurposing, and verifiable. Whilst some currently existing marketplaces attempt to act as a central hub for certain industries (Shutterstock, Getty Images etc), there is still a lack of this metadata and asset history being recorded and kept truly verifiable, especially when dealing with the asset being used beyond these central hubs.

Scoop when implemented will not only create the ideal framework for attaching this important metadata to an asset, but will reach far beyond a central hub and will instead allow any and all marketplaces to have a decentralised and openly verifiable level of detail to digital assets exchanged on them. This will vastly improve exchanges and data transactions for both the creator and the publisher.

1.2 Current State of the Media

As made clear in the above, some of the worst affected users, as a direct result of the current set up, are easily those contributors that have vital roles in the media industries. However, when talking directly about the news and publishing realms; it's easy to forget that every single reader and consumer of this information are too some of the worst affected. Whether that be due to fake-news, misinformation or clickbait articles. This jumbled sense of news validity and trust ends up boiling down to there being such

a blurred line between what we know is fake and what we don't, that we no longer know which news sources are reliable, who to trust or even if it's still important to care about news being real and truthful.

Due to the high level of fake-news being produced, it is no wonder that so much of the content we see on some of the leading news publications, sometimes appear to duplicate and reproduce this fake news, spreading misinformation and made up statistics without even knowing it. Whilst news publications have an obligation to fact-check and remove false information; a lot of the time this happens post-publication. Meaning a large number of the audience would have already digested and possibly redistributed this information. A big factor in why this happens is due to the competitive nature of the news industry and the demand by the readers to have instantaneous information. Unfortunately the result of this is the readers of these news publications no longer know what is and isn't real and this leads onto the nightmarish effect of Social Media Echo Chambers. Users are ultimately sharing information regardless of it being factual because they briefly saw this headline on what they genuinely believe to be a reputable site.

According to a survey carried out by the Pew Research Center, almost 23% of Americans have shared some kind of fake information, most of this taking place online. Out of those who shared fake news a shocking 14% admitted to knowing that the information was fake beforehand and still sharing it. However, possibly even worse another 16% confessed to have found out the fallibility of the fake news they spread, after it was shared; but then still did not attempted to remove it.

Whilst this may seem like a no-hope-in-sight scenario, there seems to be a shift taking place where by content creators, editors, publishers and consumers are all looking to the relevant governments and administrations to take actions and hold the entire news industry accountable for the level of misinformation being spread. Not only this, but with the total number of online resources and communities dedicated to fact-checked, verified news and truthful reporting; growing massively by the day. It appears the days of mainstream media's current style, set up and structure will have to change from heavily bias reporting that revolves around being the first to break the news; to truthful un-opinionated, factual news that has been verified to be credible - as ultimately these articles will begin to be more and more valuable to consumers and publishers alike

1.3 Mission Statement

Scoop will enable trust, confidence, and genuine value to enter the publishing and digital exchange industries for all uses end-to-end. Creators, Editors and publishers will be able to effectively verify and review all data of an assets: Creation, Ownership, Licensing and Item Specific MetaData, allowing for a smooth transaction and rapid redeployment of these assets.

1.4 Core Objectives

In a nutshell, Scoop's objective is to simplify, secure and facilitate the exchange of assets between content creators, editors, and content publishers; whilst also increasing the incentivisation of these users by enabling a more accurate value for contribution to flow throughout our processes.

Ultimately, Scoop has very clear and defined objectives that directly relate to current issues within the digital publishing industries. Those issues revolve around the over-complicated and often inadequate systems in place for the publishing, licensing and authentication of the assets exchanged online. With the implementation of Scoop and the desire to achieve these objectives, these marketplaces will see a greatly improved and simplified process when it comes to being able to validate and verify the assets integrity, ownership, licensing, analytics, history and other additional specific metadata.

1.5 Stakeholders / Users / Nodes

The Scoop system, whilst open to all digital assets will look to, at its inception, facilitate a group of users involved in Written Digital Content & Stock Photography.

These users play specific roles and their continued use of the Scoop network play a key role in the network as a whole:

- **Content creators** – An individual or group that has created an original digital asset.
- **Editors** – An individual or group that contributes by editing, validating, fact checking and disputing content that iterates across the various marketplaces.
- **Publishers** – An individual or group who ultimately gains the licensing rights to consume, repurpose and redistribute the content exchanged.

1.6 Conceptual Utility.

The initial or core implementation of Scoops blockchain technology as a way of controlling digital assets has some fairly obvious uses, even before Scoop has reached its full potential as a decentralised public marketplace for such content as written articles & stock photography / imagery.

It is relatively straightforward to understand foreseeable uses of Scoops functionality as it is an incredibly powerful tool when it comes to conflict resolution regarding media assets.

When dealing with the exchange and fair use of these assets, conflicts often arise due to not completely knowing asset **ownership, timeline** and **integrity**.

This is where scoop comes in, by creating a verifiable fingerprint, that results in a very specific and unique hash.

- Using this metadata and more, the Scoop system then allows publishers and non-creator roles to instantly know the ownership of the asset without actually having to reveal the data of the asset itself. (**ownership**)

- There are also timestamps associated with the asset which allows these users to know whether or not a file existed at a certain point of time and also check the integrity of the asset itself. This final assertion however is done by the HASH ID itself. **(timeline)**
- As each asset is given a unique hash, if modifications were made to this asset the hash would change completely; indicating that this is not the original asset and it's lack of previous historical timestamping would show that the integrity of the asset has been compromised. **(integrity)**.

Background & Team

What Is Scoop?

Scoop is an open source project built on the latest blockchain technology to supply the demand for a much more secure, validated and rewarding asset exchange and licensing process for digital assets online.

With the evolution of the internet to what is known as Web2.0, came user generated and hosted content. Whilst this massively advanced the content creation and distribution industries such as Blogs, Social media, online news publications and more; the level of trust for such generated content has also decreased over time. This effect has been a result of various demands to have information immediately available, regardless of its complete validity and factualness, but also from social medias inherent echo-chamber effect, where viral news with clickbait article headings rule over all. Unfortunately this has often led to a distorted and misleading understanding of the current affairs and opinions. For example the mainstream media was unable to correctly predict and cover recent events such as Brexit and The US Elections, in part this was a result of misinformation, clickbait articles and the lack of trust and openness between these industries and their readers.

All the while this level of trust has decreased from a reader / viewer perspective, other areas within these industries are also suffering with a lack of trust and contributors feeling of undervalued. Content creators, editors and publishers are also not being provided with the correct level of basic incentivisation that is truly needed to produce not only factual, valid and well written content; but also content that is verifiable and readily available for repurposing with the assured knowledge that the correct licensing will be retained.

Over the years, hubs have been created and provided for these roles (Creator, Editor, Publisher), stock photography for example has seen many large database systems that provide them with a base to share, sell and license media. However, the functionality these provide is often limited entirely to that service, and in a lot of cases is open to manipulation. This is a huge strain of resources when conflicts arise and are often extremely hard to resolve.

To resolve both the issue of misinformation felt in today's first-out-the-gate news climate and the lack of advanced metadata application to digital media assets; enter Scoop.

By implementing blockchain technology into the solution to these above problems, Scoop will act as a core platform and framework to allow Digital assets to be timestamped and hashed with an immutable record and additional metadata with a historical record, ensuring that the integrity of that asset is retained and verifiable at all times by any person. Scoop will also act as a marketplace that not only exchanges these assets effectively and fairly with true value being passed to all contributors; but Scoop's marketplaces will also evolve into editorial locations where content is constantly reviewed, edited and fact checked by the marketplaces Editor users.

This review process will act as an integral mechanism to our marketplace system and will act to massively increase the trustworthiness and authenticity of all content being produced on the network. Through a system of Stake & Reward, creators will be able to stake ScoopCoin on their assets in order to provide a level of proof to others that this content is accurate and to a high standard. This stake will be lost to the creator and instead distributed to the reviewers of the asset. However, if the piece of content is accepted, this stake is returned and the sale value is shared accordingly to the creator and those editors / reviewers involved.

This process whilst relatively simple to imagine, should be a constant development point of our marketplace frameworks as it is ultimately a core element when combating the issues of 'fake news' and validity of content.

This review process when combined with the advanced record keeping will see content creators through to publishers having an open platform where asset verifiability and fair value of content are paramount. These users will be able to sell and purchase these digital assets efficiently and with true value being shared to those contributors who matter most.

Scoop will also look to constantly develop its ability to integrate with a range of dApps and CMS systems, allowing other 3rd parties to have access to its immutable records and marketplace technology.

Scoop Project Timeline & Stages

4.1 Timeline Introduction

Scoop has outlined a clear strategy involving three separate stages of development that will ensure that the solutions provided at all stages are in the best interest of the stakeholders and contributors. These stages: Genesis, Evolution and Expansion will see Scoop grow rapidly in value and worth for the Scoop team and investors, as well as those industries Scoop will look to improve.

Scoop's first stage: **Genesis** – will see the implementation of timestamping & hashing of assets, creating a record keeping system of immutable data for digital assets. This Genesis stage will also see the rise of marketplaces in the written media and stock imagery industries to allow those most affected by current technology to begin actively gaining value for their work.

Moving onto the second stage: **Evolution**, Scoop will see a shift to ensuring that this content and these marketplaces adhere to strict guidelines, policies and review processes that will maximise the integrity and authenticity of all assets available on it. The mechanics implemented at this stage will have great consequences for the value of the Scoop system as this editorial process increases the total number of transactions across the network and will create a more diverse flow of value for all contributors of the system.

The final stage: **Expansion** is an unlimited end-game scenario of developing integrations and extension that opens Scoop up to constantly be accessed by third party software and services, in turn resulting in a much larger distributed and decentralised network where industry that requires this functionality, will have open access to it.

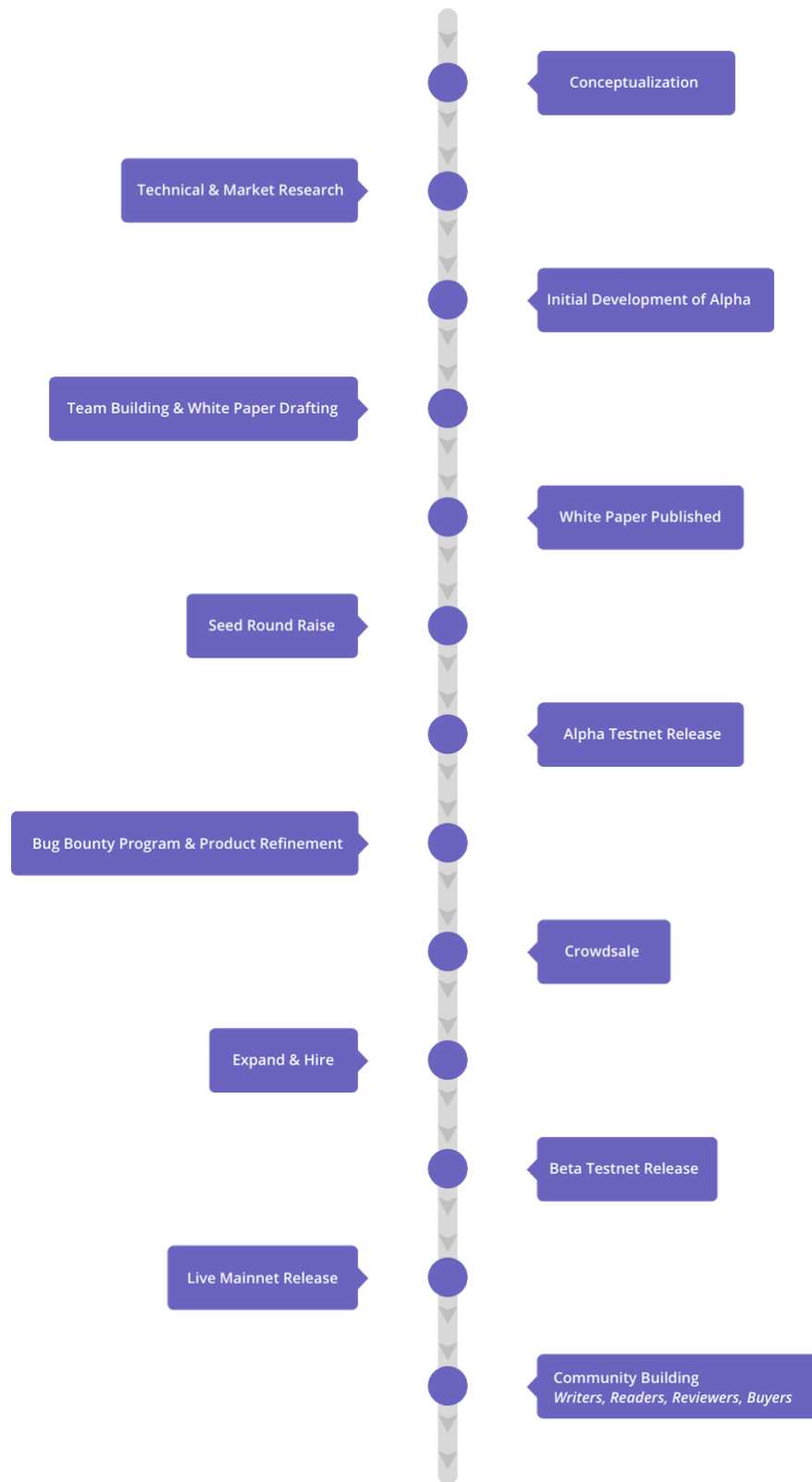


Figure: Scoops current expected Road Map - This is still under consideration and open to adaptation.

4.2 Stage one: The Scoop Genesis Period

The Scoop Genesis Period will be the largest implementation throughout the project and will launch Scoop off with a range of key functionality that will enable Scoops value to increase dramatically. With Genesis comes Smart Contracts and Scoops core time-stamping & Hashing functionality - the immutable record keeping system and metadata attachment will become available for use to content creators and publishers to begin submitting to, searching through and accessing asset data within the Scoop Platform. Already adding great value to these users.

At this stage we will also implement our initial Marketplaces that will cover: written content & stock imagery. This will provide all contributors to the Scoop network the ability to actively interact and submit claims to the system. Buying and selling their content using the ScoopCoin ecosystem. We will look to bolster our marketplaces and grow their user base rapidly, increasing the transactions taking place and the value of the Scoop & ScoopCoin systems.

The combination of these two core bits of functionality being implemented during Genesis will ultimately arrive Scoop close to its own endgame position; a stable platform of decentralised news and image distribution using an open marketplace of verifiable and authentic content to ensure a beneficial transaction process for all contributors to the process; importantly including: the end consumer / reader.

Features Available:

- Blockchain implementation;
- Smart Contracts Implemented.
- File system Implemented,
- Front end & Back end of core Scoop dashboard Implemented.
 - Various user types and their relative functionality implemented.
- Timestamping, hashing, metadata, historical record keeping, smart contracts, UI and login systems
- Marketplaces available to exchange, buy and sell content and asset licensing.

Use Cases:

- News / Articles / Written Content: Selling, Licensing & Publishing.
- Stock Photography Selling, Licensing & Publishing.
- Music.

4.3 Stage two: The Scoop Evolution Period

The Scoop Evolution Period / Stage will ultimately act as a refinement process, whereby the systems and marketplaces currently in position will be modified and bolstered with additional functionality, giving a clearly visible benefit to its users and contributors.

With the marketplaces being used by active contributors and with content being produced, sold and exchanged across our network, it's at this stage that we will look to reward such contributors by providing additional resources that allow them to gain and profit from Scoop as a whole.

For example, at the evolution stage the Scoop Team will look to implement two additional core features that will greatly enhance the user experience for Content Creators, Editors & Publishers alike. These implementations are for the: **Content Review System** and the **Reputation System**. - This addition of systems will not only greatly enhance the quality of the content produced across the network but will also incentivise the entire process in a multitude of ways.

Review system implementations will increase and enhance the quality of the content produced and allowed to make it through to the marketplace in the first place, and with the addition of the reputation system we can now assess whether a particularly piece of work has been written by a credible author and even then see if it has been reviewed by people with credible profiles.

These evolutions to our basic marketplace model will eventually be at the absolute core of what will make our marketplaces some of the most genuinely rewarding and respectfully valued in these key industries.

We will also build in additional functionality to our systems that will actively play on these Reputation & Review additions. Our Marketplaces will begin allowing further display ordering and output refinement based on these additional bits of data, whilst looking to remove spam and malicious information that may be finding its way to our marketplaces.

Another thing to note here is that we will also be looking to implement similar but not the same types of system across our Stock Imagery marketplaces in an attempt to reduce spam and increase credibility and quality.

4.4 Stage three: The Scoop Expansion Period

This final stage will sprawl from product completion into the distant future scope of this project. This is due to the fact that we are looking to rapidly produce the core functionality at the heart of scoop and this 'expansion' stage will be the follow up to this.

However, this is still an absolutely vital milestone to reach as this is when our development and content creation will be solely focused on making the Scoop Framework, its resources and its marketplaces as accessible by external companies and services as possible.

The Scoop team will look to introduce a much more open-plan set up, with API access, Plug-in integration and a whole range of tutorials and documentation to accompany these integrations.

The reason this is of such vital requirement is that this future interpretability will massively help and benefit those users still stuck in our key industries dealing with high fees and exceptional rates with very low conversion percentages.

It will also allow Scoop Coins value as an integral part of a growing network to rise over time.

At its core, the Scoop Expansion period will look to support 3rd Party services and organisations to have access to our system and data; giving functional access to Submit, Review & Modify all of the data across the Scoop network.

SCOOPCOIN

5.1 Functionality

Introducing the ScoopCoin Token is a vital part of Scoops development as it will ultimately allow the transactions and exchanges across the various networks to be able to hold a value and also to enable the network of contributors to be incentivised to participate and contribute at every stage.

The ScoopCoin token is also vitally important for the future development of the scoop platform as a whole.

As stated in the above sections, Scoop will iterate through clear and separate stages as it manifests itself in ever changing ways. At each of these stages, the way in which the ScoopCoin will be applied will be forever increasing its value for all those using the Scoop network & ScoopCoin token. At the same time, the use of this coin at the second stage where the review elements are introduced will greatly increase the level of detail and accuracy that will be found throughout Scoops content – this is due to the reward process ensuring only the best and most accurate content is sold and rewarded.

While this Whitepaper does not preclude the Scoop team from offering holders of ScoopCoins a share of the fees and revenue generated from the commercial applications of Scoop network, such offer, if any, and the extent thereof, will be at the sole and absolute discretion of the Scoop team. Accordingly, there is no assurance whatsoever as to whether such offer will be made and holders of ScoopCoin should have no expectation of receiving any such offer. In the premises, no ScoopCoin should be construed, interpreted, classified or= treated as enabling, or according any opportunity to, purchasers to participate in or receive profits, income, or other payments or returns arising from or in connection with the Scoop platform, the ScoopCoin or the proceeds of the ScoopCoin sale (as described in this Whitepaper), or to receive sums paid out of such profits, income, or other payments or returns.

The ScoopCoin is an ERC20 compatible token, built on the Ethereum blockchain for wide compatibility with existing wallets, exchanges, smart contracts and other financial infrastructure.

5.2 ScoopCoin Overview

Total tokens	1,000,000,000
Ticker	SCOOP
Type	ERC20
Inflation	None
Token sale start	March 15th 2018

Sale length	350 Days
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5.3 Token Distribution

The ScoopCoin token distribution will be run on the Ethereum blockchain. A total of 1,000,000,000 (1 Billion) ScoopCoin will be available for distribution. The first 20% (200 million) will be distributed in the first 10 days. Followed by the additional 700,000,000 which will be distributed over a 340 day period in increments of 2,000,000 every 23 hours. 100,000,000 (100 million) ScoopCoin will be reserved for the Scoop founding team. The incoming funds will be used in accordance within the 'Funds Usage' table - reference Fig 5.4.0. In the following section.

5.3.1 Initialising a Community

In order to kickstart the Scoop platform with new content pieces, a specific number of Scoop accounts are created and pre-seeded with ScoopCoin tokens. These accounts will be created before the launch of main net and will get new users in the initial phase of the project. These early users of the account will be accounted for and rewarded for their contribution as per token distribution.

5.3.2 Pre-Sale (First 10 Days)

Of the 1 Billion ScoopCoin available, 20% of tokens will be distributed in the first 10 days. This first 200,000,000 ScoopCoin that will be sold, will be done to provide an incentive for those early investors as it will provide a larger return of tokens with a larger purchase window.

5.3.3 Daily Token Distribution (Remaining 340 Days)

Following the initial 20% token distribution over the first 10 day period we'll be distributing 2,000,000 ScoopCoin every 23 hours for a total of 340 days. This equates to 700,000,000 ScoopCoin. The ScoopCoin token sale will require a minimum transaction of 0.1 ETH in order to participate and general public can participate in the sale. There will be no maximum transaction amount. If any tokens are left unsold after the crowdfunding, they will be sent to ScoopCoin holding.

5.3.4 Founders

One hundred million (100,000,000) or 10% of the total ScoopCoin tokens to be distributed will be reserved for Scoop founding team as the developer of the Scoop.com software. This 10% cannot be traded or transferred on the Ethereum network for the entire distribution period.

5.3.5 Bounty Program

A token supply of 1% will be separately kept by Scoop for the general bounty program. This program will allow users to gain rewards by submitting genuine bugs and errors found within the Scoop platform. Each valid submission will be assessed and for each issue discovered the first to report this will gain a reward.

This program will be open for all who'd like to participate and will terminate on the last day of crowdfunding. ScoopCoin tokens earned through the bounty program will take place within the first week of the end of crowdfunding.

5.4 FUNDS USAGE

General and Administrative	35%
Product Development	40%
Legal	10%
Marketing & Operations	10%
Miscellaneous	5%

Fig 5.4.0

5.4.1 General & Administrative

The costs associated with this business that allows it to function smoothly such as infrastructure rent, consultation charges, office equipment costs and depreciation, supplies and utilities.

5.4.2 Product Development

Funds associated with creation and maintenance of the overall product including server charges, development tools and salary of the individuals

5.4.3 Branding & Marketing

The charges of communication and delivery of the firm's values to its users including outreach via PR, media, community building and online channels etc.

5.4.4 Legal

As the name suggests, the costs incurred in company's legal work such as company setup and legal advices

5.4.5 Miscellaneous

Costs such as travel, stay or attending events are termed as miscellaneous costs

5.5 Details On Governance

Upon the final development stage of the Scoop project, a governance will be passed to the community that reviews the content according to already established guidelines. These guidelines and rules which

are used to assess the articles will be governed by a community. The members of the community will be able to hold votes in order to test the overall effectiveness of the guidelines.

The members of the community will also have the choice of suggesting and proposing additional points for better quality of the content. The core team will not be allowed to hold the ownership of the content policies which makes the community's role even more significant.

Scoop is a private entity and therefore, the platform's protocol will be under the control of the core team. Any and everyone will be allowed to contribute to additions and fixes to the platform as the team will open-source the smart contracts. Also, the community will be allowed with the ability to fork the Scoop protocol and thus, individuals will be able to host the nodes on the network. The condition of a fork can be allowed by getting the needed support of the community.

5.6 Potential Revenue Streams

To expand on the above breakdown of Scoopcoin, we must first discuss the various ways throughout the development cycle, of which the ScoopCoin will contribute value whilst also gaining value and providing Scoop with a legitimate revenue stream.

It is clear that in the first Stage, Genesis, Scoop through the use of fee's during the licensing stage and process, will be able to extract a viable revenue stream from the continuous record updating and record checking functionality. Creating a licensed asset with an extensive historical and immutable record that is freely available to be searched and metadata accessed, will ensure a consistent revenue stream.

In the genesis stage, the marketplace implementation and all of it's inherent transactions via sales, exchanges, licensing will carve out a clear revenue stream.

In the second stage of development, the evolution stage. The introduction of the review process will look to greatly enhance and bolster the existing revenue being sourced via the marketplaces. With this additional functionality comes Stake & Reward systems as well as bidding opportunities within editors – this marketplace 'evolution' – will be a clear and easy way to increase currently existing revenue streams.

5.7 Use of Proceeds

Proceeds will need to be allocated and used in the correct and most effective way, in Scoops case, all funding will look to be spent on future / further development on Scoops systems and integrations. This ultimately means that this funding will not only be used for salaries, but also the suggested bug-bounty set up.

SCOOP ARCHITECTURE

6.1 Definitions of Scoop Architecture Terminology.

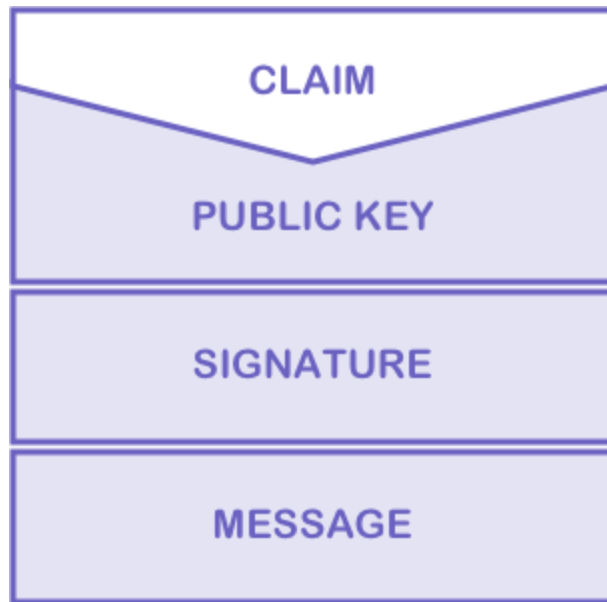
- Title
 - When a user claims or states ownership of an asset, this claim is called a title.
- Offer
 - A content creator is able to produce a claim that their relevant asset is available for licensing and specify what is required to license this media. This claim is specifically called an offer.
- Claim
 - When a statement is made on the Scoop platform, this is called a claim.
- Notary
 - When a user publishes a certification that verifies the claims made by others, this action results in this user being called a Notary.
- License
 - A license simply put is a specific claim that outlines whether someone is given permission and within strict guidelines, is allowed to license, repurpose or publish this asset.
- Revocation
 - The process / functionality of which withdraws / revokes an issued or licensed asset. Albeit rare, this mechanics is in place in case of error or circumstances.
- Certification
 - A specific claim that references another claim. Ultimately a certification provides clear confirmation that a license and usage is correct.

6.2 The Scoop Protocol

Before Scoop reaches its full potential as a game-changing marketplace solution to key and desperate industries; Scoop's core functionality of time-stamping and hashing will be developed in full. At the core of this development is the Scoop Protocol.

This protocol has been considered and minified where possible to make it a concise and easily understandable process for development and use purposes.

At the center of our system is the basic element of a Claim - all this is, is a message that is issued to the Scoop network; this message is coupled with additional metadata and cryptographic details such as: Sender Public Key, Signature, Message (which itself can store all sorts of additional metadata such as timestamping and immutable record keeping)



To ensure that the Scoop system was not only viable but scalable whilst still being affordable economically and having high fee's does not achieve this. Therefore, this functionality has been considered at length and as a result Scoop will look to hash together as a set, multiple claims being issued on the network. (This is done by hashing the set into "OP_RETURN" Outputs)

Another attempt to resolve the inherently expensive fee's produced by blockchain storage of assets and in depth metdadata; Scoop will look to implement a decentralised and distributed file storage system for large files such as Assets, Content, Metadata. Outlined initially is the IPFS or Interplanetary File System.

Ultimately this file system will allow users with valid and verifiable access to these assets; to gain access securely. Due to the hashing method being a one-way function, this asset data cannot be extracted in reverse; instead the IPFS will come into play and instead a user will use their hash to be provided with access to the resources via an indirect method.

This can be summarized as:

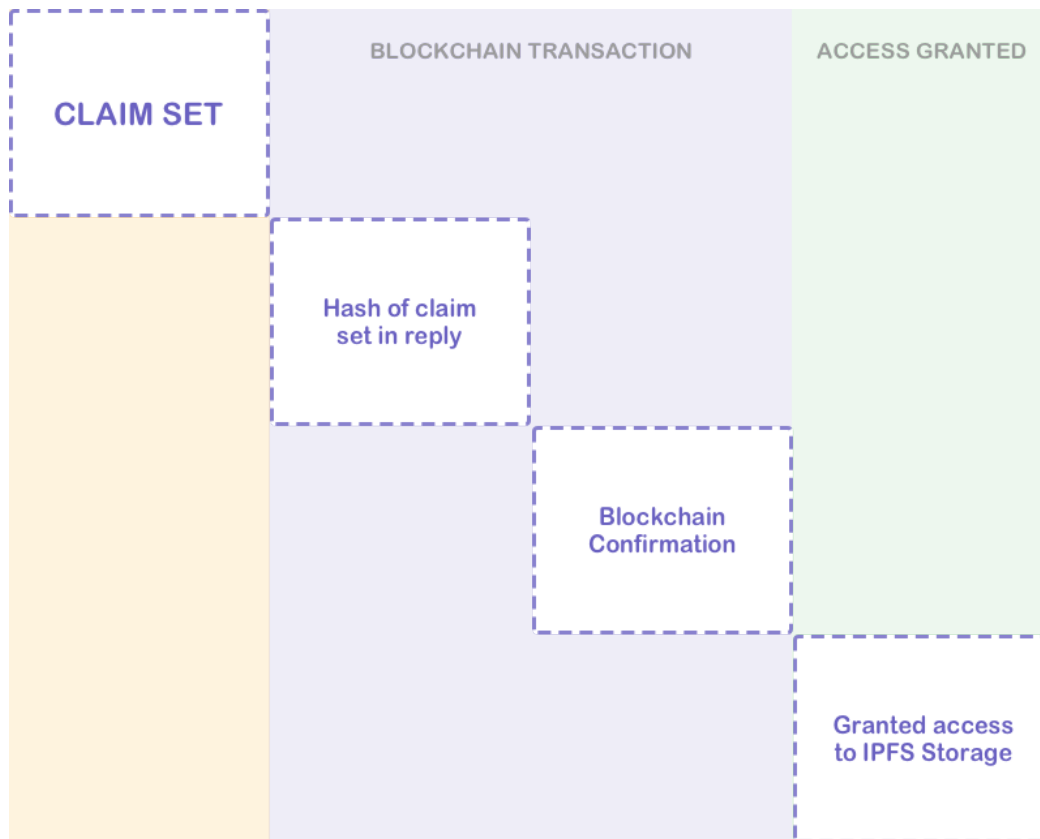


Figure: Progress diagram for claims.

Once a claim has been made on the network, it can be queried and checked on through interaction with a Scoop node or any other system such as marketplaces accessing the Scoop framework.

This process is similar to add certifications to a claim, or revoke a claim, or even signal that a claim is available to be licensed; otherwise known as an offer.

6.3 Asset Storage

An aspect of our architecture that we have had to consider is where are the assets themselves, once on the marketplace platforms, are going to be stored. For this we plan to further our decentralized mandate and implement IPFS (Inter Planetary File System) – this distributed peer-to-peer file system will serve as the perfect coupling for the assets storage themselves.

From this storage location users will be able to develop and expand on huge portfolios of content and work whilst being provided with the additional security that comes a system with no central authority or single points of failure.

6.4 Review System

The review system that has been discussed previously will be a key mechanic to achieve one of our primary objects – to ensure content is factual and valid.

The Scoop Review Process will involve Creators, Editors and then ultimately consumers / publishers.

Using a stake & reward system at every level, the potential flow of how Scoop see's this working best would involve users signing into a marketplace dashboard UI and each going to their own relevant set of functions per role. For example, a content writer that has now signed in and is faced with their dashboard would proceed to complete the following flow:

- A content creator uploads their written article to the marketplace platform.
- They are provided with the timestamping, hashing and metadata functionality for their asset.
- The creator is then able to select how much they would be looking to sell the content on the marketplace. The creator must also be willing to share a percentage of the article sale value with reviewers if the article is sold (maximum 90%).
- From this total, a stake is taken. (Maximum stake is 10% of the article)
- Using ScoopCoin, this stake acts as proof of validity, authenticity and as a deposit.
- Our review process will then assign 7 Randomly selected, currently available and active editors to review this content.
- Once the review process is complete, if the majority of these reviews **APPROVE** the content; this article is then placed onto the marketplace to then be sold. Once this is sold, the writer is provided with the sale value, minus the agreed upon % reward for review – this is shared evenly amongst all correct voting reviewers.
- Once the review process is complete, if the majority of these reviewers **REJECT** the content; this article is then put into a 'NEEDS REVIEW' stage. The stake put up by the writer will at this point be shared amongst the correctly voting reviewers.

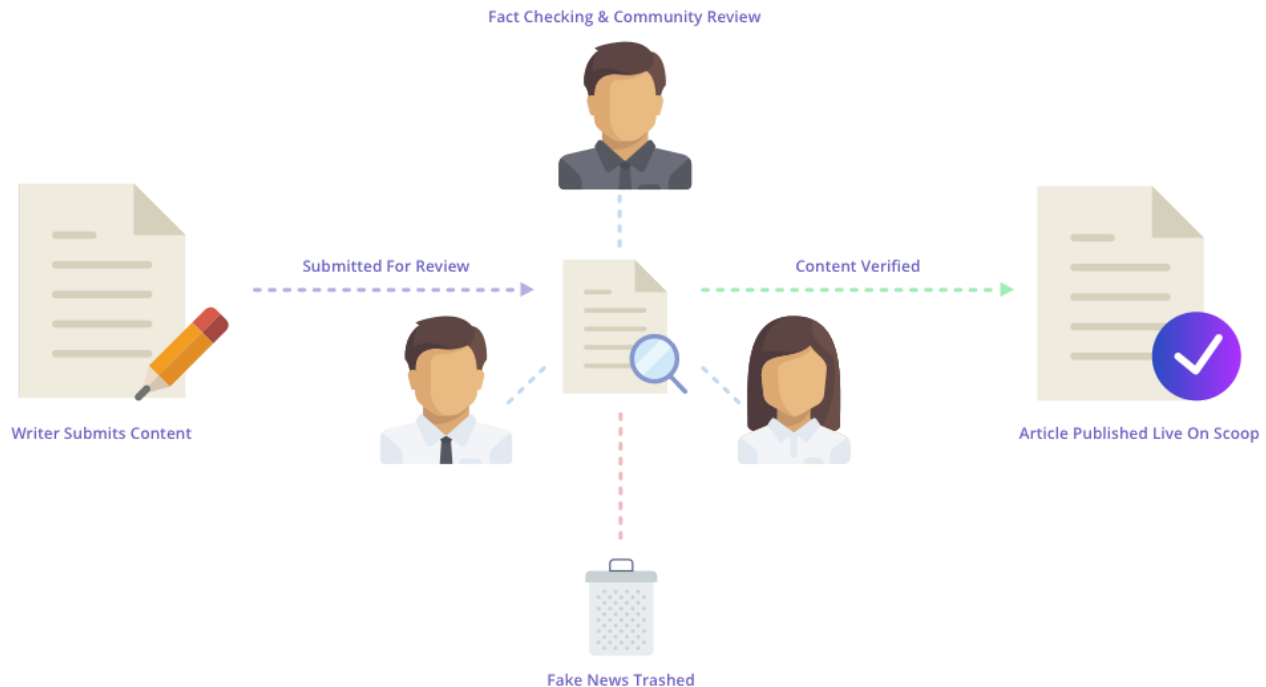


Figure: The Scoop Written Article Review Process

Scoop has intentionally placed large emphasis on our community driven, decentralised approval systems for the content exchanged on our marketplaces. Scoop understands that the review process is important to ensuring that sellers and buyers are only dealing with factual, verified, and authentic content. This is exactly why we will take steps to ensure that content is reviewed by an active and ever growing community of incentivised and driven editors who will be eager to ensure efficient scrutiny of content.

By incentivising this review process and allowing the reviewers to gain a fair reward for their efforts regardless of the contents marketplace outcome; we guarantee that when a piece of content is submitted for the review, there are ready and waiting content editors available to carry out this review as instantaneously as possible. Content creators themselves will benefit from this review process, as work that has been reviewed will be listed and featured higher and more clearly on the marketplaces; increasing the chances of converting to a sale for them.

We understand that writers need this level of speed from submission to sale, as the news industry is built upon the requirement of publishing news first; but we also understand that the need for publishers to have confidence in the quality and credibility of work provided is also important. This is why we feel giving emphasis to rewarding our reviewer community is vital to providing a better marketplace experience for all.

One thing to consider is that different implementations of this review system will be required for our varying marketplaces, whilst the theme of rewarding our editors and reviewers will be consistently at the core of them. Highlighting our initially proposed marketplace industries: Written Content & Imagery.

- Written Content Marketplace - this review process will be based around a majority vote system that takes into account the individual votes of 7 people editors. These anonymous editors will be chosen based on them bidding on a selected asset within the bid-window. This bid window is specified by the content creator and allows editors to bid against one another to be in the top 7 highest bids and ultimately review the content. The value of these successful bids will be distributed amongst those reviewers that correctly vote at the end of the review process. If the window is passed, a first-come-first-serve system is implemented. During the review process, all anonymous reviewers will be presented with the same content and will be required to make a quick but informed decision on the quality of the content.
- Stock Imagery Marketplace - this review process will again rely on the majority vote system. However, these images will need to be manually reviewed and will require users taking steps to check the authenticity of the asset. Ultimately to prove or disprove whether this is a duplicate of an existing image. Due to these additional steps required for the review process. Therefore we will only look to have these assets reviewed by 3 people and the time expected for the review process to take will be greater for images.

Scoop's evolution and expansion stages are exciting stages for Scoop because of the above level of detail our marketplace evolution will entail. We will optimise this process by continuously advancing the mechanics of this incensed system. We fully intend and expect, due to the sheer number of active users we will accumulate within our community, that our review process will be almost instantaneous, happening in a matter of minutes. But Scoop will also consider implementing our reputation system in such a way that it will allow those trusted and valued members of our content creation community to have a, relative to their reputation, portion of their content gain an approved status whilst bypassing this review stage all together.

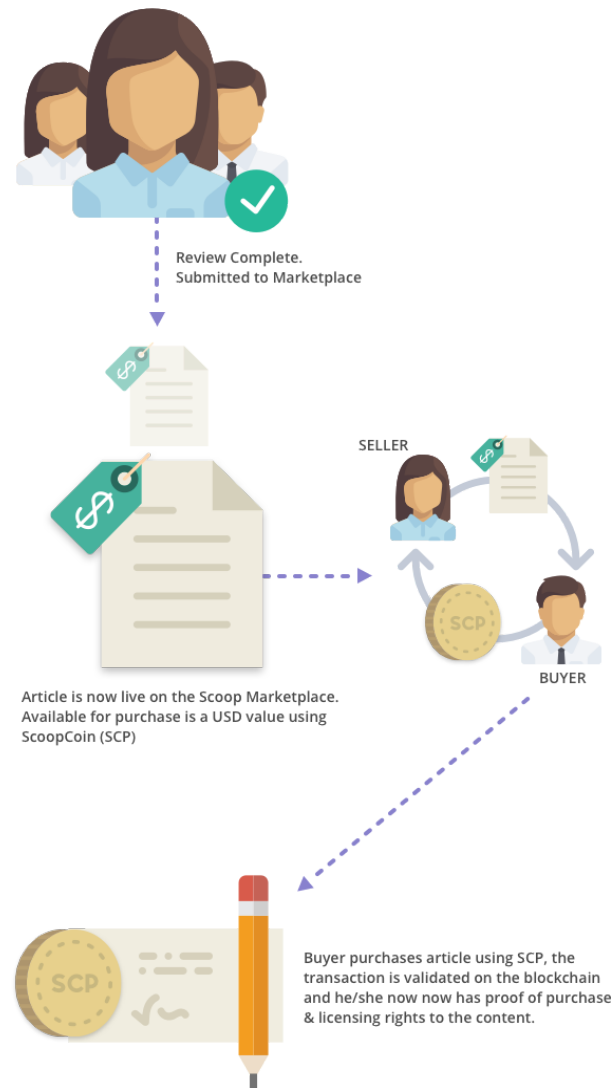
Note: Scoop plans to implement at its Evolution and Expansion stages, reputation systems that will play a part in deciding how the reward money is split and distributed amongst the reviewers to ensure that higher quality reviewers are rewarded accordingly.

6.5 Scoop Marketplace Mechanics

After initial inception, Scoop's core functionality will beneficially expand into a platform on which various marketplaces can be built. Initially the Scoop Team will look to, as mentioned before, resolve the conflicts and issues that arise when dealing with digital media assets in the Written Content & Publishing Industries as well as the Stock Imagery Industries.

Scoops Marketplaces for such assets will revolve around providing a fast and secure method of selling and buying content all the while ensuring that the content is authentic and correctly licensed. These provisions will be undisputable and historically recorded due to the immutable nature of the blockchain technology we look to implement. Creators will be safe in the knowledge that their content is being used by those authorised to do so, and anyone else using content will have no ability to defend themselves in

conflict. Additionally, Publishers will be able to buy and repurpose and distribute articles and images that they know with certainty they have been allowed to do so; with undeniable evidence that their license permits the use of this article.



With these core consumers satisfied with the level of assurance in our marketplaces, we will then look to introduce the review based architecture that will facilitate content review and editing; this process will be vital to ensuring that content found throughout our marketplaces, is given a much higher priority and position; when it has been fact-checked and reviewed by those editors who find their own positive reputation to be vital.

Content that has not been reviewed will be sorted amongst itself; and ordered accordingly. The content that has gone through the review process and been successful will be sorted amongst other successfully reviewed content and as a result will be most likely to be sold.

The marketplaces objectives include the need for information exchange to be fast. Publishers wish to post the most accurate news as soon as possible; due to the nature of the industry. Therefore our system has got to provide a rapid process for submitting, reviewing, selling and publishing content - this is exactly what we will look to achieve with Scoops Marketplaces.

6.5 Scoop Technology Stack

A combination of Ethereum smart contracts, IPFS, and ZeroNet will form the Scoop's network.

Smart Contracts:

Solidity based smart contracts are utilized to store verified and accepted articles, thus forming a published article feed in Ethereum. The Scoop System aims to make use of smart contracts in order to handle the review processes and payments structure.

IPFS:

Interplanetary file system refers to an overall peer-to-peer network that allows storage and retrieval of hypermedia. Upon scaling of the platform, the quantity of gas needed to store articles becomes less cost-efficient. Therefore, a hash pointer is used as a reference to its contents in the IPFS.

ZERONET:

ZeroNet is a decentralized network which will be used to ensure availability of Scoop's web application. ZeroNet functions by seeding data (web application and hosting nodes using the data in Scoop). Hosting nodes or peers download and upload the Scoop application between each other. Across the Scoop network, nodes are widely spread in different geographical regions having complete copies of the application. Contributors can directly connect to the public hosting nodes themselves or by navigating to Scoop's domain and letting Scoop find an available hosting node.

Upon downloading the Scoop app from the domain, anyone can become a hosting node. On becoming a hosting node, the contributors get connected to nearby peers and can start seeding the Scoop web app.

6.6 Scoop Node:

A Scoop Node is made up of the following microservices:

The microservices inside a Scoop node communicate with each other via RabbitMQ and Scoop. Scoop nodes communicate with each other via the Ethereum blockchain and BitTorrent protocol.

- **ClaimSet Creator:** Exposes an API for the creation of claims, groups together multiple claims created by users over short periods of time (minutes to an hour) into a single claim set, hashes and timestamps this claim set onto the blockchain and passes the claim set to the torrent subsystem and claim processor.

- **Torrent Service:** Responsible for downloading and seeding torrents and notifying other subsystems when new information is ready to be consumed.
- **Ethereum Scanner:** Scans the Ethereum blockchain (both on an ongoing basis and retroactively) looking for valid Scoop transactions.
- **Claim Processor:** Coordinates the Ethereum scanner and the torrent subsystem, enriches claimset information with blockchain confirmation information and stores the information in a database.
- **Trusted Claim System:** Processes information from the claim processor and filters out only those claims that are certified by trusted notaries. The output of this is a curated database of trusted claims.
- **Copyright Domain Subsystem:** Applies the domain-specific rules to the information gathered by the trusted claim system and exposes the information with a RESTful API.

6.7 Publisher Integrations

During and after the Scoop Expansion Period, we expect there to be a growing number of ways for users, developers and other businesses to access and submit assets to the Scoop blockchain. Some, but not limited to, of these are:

- Scoop will look to spend time developing popular CMS plugin integrations that allow access to tools & services users are already familiar with. (Wordpress, Django, Drupal) as well as RSS feeds, social media and a broad range of code libraries to allow those able to tap into the Scoop system.
- The content can be submitted to the Scoop blockchain via our UI and our marketplace upload process.
- We will also look to establish many partners going forward and in doing so will look to provide mass import functionality via regular existing methods such as database imports, websites or apis.

6.8 Miscellaneous Future Scope

The scope of Scoop will expand once escapes the beta stage and is ready to be launched as a commercial product. We will look to investigate and possible implement some of the following in the near future:

- Getting dedicated applications built on iOS and Android platforms that provide the overall functionality of the system rather than one of its part
- Making a Scoop community groups which will have access to a portion of ScoopCoins to be distributed to the some of our most active users to further incentivise them in order to keep the network up and running
- Live streaming important and exclusive events.
- Allowing writers to boost their articles in the main feed by paying ScoopCoins.
- Increasing the scope of the network to an international level with a variety of global and local news and languages

Summary

This Whitepaper was produced by the Scoop team with the purpose of clearly outlining the issues we feel are prevalent in key online industries; and proposing what we believe are ideal solutions that harness the latest in blockchain technology. With this white paper and the development ahead, we will, as a team, not only look to add value to our product that most benefits it's contributors / users. But we will also establish Scoop and it's services in a way that returns the greatest value for stakeholders, owners and initial investors.

With Scoop's inception and development will come enhancements to Digital Asset Exchanges, specifically written and imagery. These enhancements to Asset Ownership, Licensing, Record Keeping, Security, Legal Dispute Processes and much more will certainly be much needed and warmly welcomed by the active economic community that feel they are currently at a disadvantage.

We feel that Scoop's choices of technology, such as the blockchain implementation and distributed file systems, along with our consideration of those users we wish to subscribe to our services; will yield the best results in a range of beneficial ways that we feel are clear and easy to understand.

A single one of these benefits to mention, that is simply an inherent trait of the system we wish to introduce is the removal of extortion from the current digital media asset exchange industries. With these 'hubs' monopolising the locations where this content is currently sold online; has come high fee's, ridiculous monthly subscription services and over-priced editorial teams. Due to the nature of the decentralisation and the stake & reward systems, fees will be massively reduced and users are incentivised from the get-go, rewarded for their work and contribution and then this value is iterated throughout the network. For example, editors will have an abundance of content for them to review, and will be paid fairly for their work regardless of the contents final outcome. Resulting in there no longer being a need to supply a bog-standard overpriced editing fee to a freelance profile.

Increased security along with actively keeping historical records of ownership and authenticity, will allow the smooth and trustworthy exchange and use of assets. Licensing will be fair, concise and clearly outlined from content creator to publisher meaning that all those who wish to use such assets will be solely accountable. Our marketplace implantation during the genesis stage will allow value to flow through the digital media creation industries; giving a real sense of worth and reward to all contributors. Writers will be able to sell their own work, with no fear of infringement, editors will have a place to review content where their opinion is valued and rewarded accordingly; and publishers will have free reign of a wealth of content and assets that will not only be vastly cheaper due to the removal off high fee's, but also these publishers will be assured that their licensing permissions are authentic and genuine; with no need to fear of later legal ramifications.

One of the most pressing issues that is having an impact in nearly every niche and industry in the world, not to mention across nearly every news & media organisation, is 'fake news' - this current disconnect between the writers and the readers is having huge ramifications that many still struggle to understand;

however it is easy to understand why it is happening. With every news article and headline being more and more time-critical, comes the demand to have news and assets produced, edited and licensed as soon as possible. This is where Scoop comes in.

Scoop will enable content creators and publishers to expedite this whole process and make it a lot more concise and trust worthy. Producing a piece of content at the end that is valid, factual, edited, authentic and legally licensed and ready for repurposing in rapid succession. No longer will content be stolen, re-written, adapted; when readily available original content is waiting in a marketplace where proof of ownership is a key function.

If you have read this Whitepaper, and you understand the issues outlined and can see the benefits of our proposed solutions, the entire Scoop team would recommend you contact us today to get involved.

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The Scoop team will deploy all proceeds of sale of the ScoopCoin to support ongoing development and growth of the Scoop network.

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- c. you acknowledge and understand that:
 - i. while this Whitepaper does not preclude the Scoop team from offering holders of ScoopCoin a share of the fees and revenue generated from the commercial applications of Scoop network, such offer, if any, and the extent thereof, will be at the sole and absolute discretion of the Scoop team;
 - ii. here is no assurance whatsoever as to whether such offer will be made and holders of ScoopCoin should have no expectation of receiving any such offer; and
 - iii. no ScoopCoin should be construed, interpreted, classified or treated as enabling, or according any opportunity to, purchasers to participate in or receive profits, income, or other payments or returns arising from or in connection with the Scoop platform, the ScoopCoin or the proceeds of the ScoopCoin sale (as described in this Whitepaper), or to receive sums paid out of such profits, income, or other payments or returns;
- d. you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- e. you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the Scoop team token sale, or future trading of the ScoopCoin on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Scoop team, the ScoopCoin, the Scoop team token sale, the Scoop protocol or platform and the Scoop network (each as referred to in this Whitepaper);
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- g. you agree and acknowledge that in the case where you wish to purchase any ScoopCoin the ScoopCoin are not to be construed, interpreted, classified or treated as:
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 - ii. debentures, stocks or shares issued by any person or entity;
 - iii. rights, options or derivatives in respect of such debentures, stocks or shares;
 - iv. rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss
 - v. units in a collective investment scheme;
 - vi. units in a business trust;
 - vii. derivatives of units in a business trust; or
 - viii. any other security, class of securities or form of investment;
- h. you are fully aware of and understand that you are not eligible to purchase any ScoopCoin if you are a citizen, resident (tax or otherwise), domiciled in, or green card holder of the United States of America or a citizen, domiciled in, or resident (tax or otherwise) of the Republic of Singapore or a person who is located in the United States of America or the Republic of Singapore at the time of your intended purchase of ScoopCoin in the token sale (as referred to in this Whitepaper);
- i. you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- j. you are fully aware and understand that in the case where you wish to purchase any ScoopCoin, there are risks associated with Scoop team and its respective business and operations, the ScoopCoin, the Scoop team token sale, the Scoop platform or protocol and the Scoop network (each as referred to in the Whitepaper);
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- a. changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which the Scoop team conducts its respective businesses and operations;
- b. the risk that the Scoop team may be unable to execute or implement their respective business strategies and future plans;
- c. changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- d. changes in the anticipated growth strategies and expected internal growth of the Scoop team;
- e. changes in the availability and fees payable to the Scoop team in connection with its businesses and operations;
- f. changes in the availability and salaries of employees who are required by the Scoop team to operate their respective businesses and operations;
- g. changes in preferences of users of the Scoop platform;
- h. changes in competitive conditions under which the Scoop team operate, and the ability of the Scoop team to compete under such conditions;
- i. changes in the future capital needs of the Scoop team and the availability of financing and capital to fund such needs;
- j. war or acts of international or domestic terrorism;
- k. occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of the Scoop team;
- l. other factors beyond the control of the Scoop team; and
- m. any risk and uncertainties associated with the Scoop team and its businesses and operations, the ScoopCoin, the Scoop team token sale and the Scoop network (each as referred to in the Whitepaper).

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