

iVeryone

Facebook on Blockchain

A Market-Oriented Social Network Economy



Exclusive invested by INBlockchain

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Background

With the market value above \$500 billion^①, Facebook is the world's top five technology company in capitalization. But all that wealth belongs to the shareholders but not much benefits the ordinary users.

Connected through “following” each other, the 20 billion^② registered users have already formed a globalized social network. When user viewing the latest updates of their friends, reading subscribed posts, 36 billion-worth^③ advertisements appears onto their private screens, again, with no benefit shared with users.

All contents will be shared through the Facebook page of authors to accumulating followers. So massive contents regards to literature, music, films and games have been vastly incubated and spread within Facebook, while Facebook has just liquidated all contents with no repayments to the original providers.

“Forwarding and sharing” activities of users are the spread channels can filter quality contents out of the massive info to make it exploitable for even more people. But still like those content providers, the value of sharing and forwarding behavior yet doesn't reflected.

If we see Facebook as an economy in which all users are injecting values to it, for free, and left all benefits to solely shareholders of Facebook.

① sourcing from : www.nasdaq.com;

② sourcing from: Facebook Reports Third Quarter 2017 Results

③ estimated from: Facebook Reports First-Third Quarter 2017 Results

Project Overview

We believe that all blockchain will soon lower the trust costs of social economic activities due to its decentralized, transparent and un-distortable features of ledger, which may further restructuring the forms of all financial institutions or even bring us a subversive revolution of financing and high-tech industries. But consider of the long supply chain, history and massive shareholders of the current ecosystem, the true prevailing usage of all blockchain tech still has a long way ahead.

Social network reflects the reality, with every characteristic of human society. if we see the contents providers as “producers” while readers as “consumers”, then the whole social network will then become a typical module of marketing supply and demand, the greatest opportunity for decentralized applications using blockchain technology.

iEveryone aim at Facebook on blockchain with the token named VRY. The free flow of VRY are assumed to make iEveryone a networking economy that fully follows the rules of free market economies while all contributors can benefit from it.

According to the theory of free marketing economies, users of iEveryone will have the following basic rights:

1、 Rights of ownership, control, usufruct and privacy of digital assets

digital assets refers to : all digital contents created by users (i.e postings, musics, pictures etc.); all data flows generated by users (i.e social relationships, access logs etc.); display rights of users' screen (to decide the content displayed on screen).

2、 Rights of free trade

for users can solely decide with whom would they exchange their digital assets, as well as trading the future usufruct rights of digital assets with any other tokens through contracts. In the social network based on blockchain, smart contract has solved the biggest obstacles in trusts, so iEveryone can produce various economic activities.

In iEveryone, advertising revenues are sharable with users; content providers can price their contents and get bonus when being browsed; they can customize the distribution rate

with publication channels, also finish financing with their content. In addition, the user homepage, contents, social relationships, behavioral data on iEveryone are all private assets that belongs to users, any application or individual with the aim of reading or using these data, must be authorized and paid up according to the pricing standards set by the user.

iEveryone returns all benefits that can be generated from the traditional social networks back to its users, which, to a large extent, has effectively stimulated the enthusiasm of users participation and subvert the “freemium” model using by those traditional ones like Facebook. The amount if total iEveryone’s token, VRY, is 10 billion, and will never have additional releases, thus can be used to measure all services provided in iEveryone platform. It means that all VRY holders are sharing not only the current value of this platform, but also the future ones.

What hurts the Facebook users’ most?

“Planned economy” alike social connecting framework makes users to output with no return while platform reap all the benefits.

What problems can iEveryone solve?

“market-oriented economy” alike social connecting framework allow all contributors to share revenues.

What can a transparent ledger do to help iEveryone?

The utilization of features like decentralization and anti-re-modified can largely lower the trust costs among user collaboration.

What does it mean when iEveryone returns all data rights back to users?

Give all value of traditional social network back to the users. If Facebook do it this way, all that 500 billion USD market value will now belong to its every user.

Typical Application Scenarios

1、Earning from “Ads”—Pricing of Display and use of Data

People may now already get used to the Ads appearing at the middle of screen when using Facebook, but from the perspective of iEveryone, users should have the rights of earning from screen-display and data-sharing.

1. the visual presentation of advertisements relies on the screen display in every devices of users, obviously, the screen paid by user are private properties, so it would be reasonable enough to charge from all unauthorized visual presentations.
2. the accurate injection of Ads relies on the grasp of user behavior. These data was made by users and belonged to users, so it would be reasonable enough to charge from all unauthorized data grasp.

iEveryone will follow the principle of free market economy and protect all rights and interests of users' digital assets. All advertisements should be charged according to the Ads space displayed on the screen. If behavioral data of users are needed for accurate Ad delivery, the customized pricing of data should also be taken into consideration.

It's all users' decision to determine whether to retain or delete data, and it's neither tamperable nor forgery-able; all user data in iEveryone can be divided into open data and behavioral data. Open data refers to information like gender, age, profile etc. are accessible to all, while behavioral data will be encrypted and stored to a random UUID correspondingly. The UUID are irrelevant to neither user ID nor open data. It can be reset at any time to protect privacy of users.

The using fees of behavioral data need to be paid before delivery. Then, the “delivery condition” will be compared with behavioral data with the sole output form of Y/N, for example, “Have you ever visited Big.One's website—Y.” So the advertisements will be delivered automatically right after the output value meets the preset conditions and pay the users according to the smart contract.

In iVeryone, advertisers are not the only “merchants”, in fact, every single user of the platform can all participate into the Ads delivery. Users can pay to publicize their posts, initiate a public consultation, find like-minded friends or even issue a matchmaking revelation; while the form of Ads could be a message in the Feed flow, a top banner on the screen, an instant message or even a voice call. Despite the basic purpose of selling goods, Ads on iVeryone may also applicable in all acts of payable display that not against fundamental rules and laws at national level, which not only extending the application scenarios of VRY, but also can revenue everyone from the daily use of our platform.

2、Earning from “Contents”— Pricing of contents, Financing through copyrights

Years after the activation of iVeryone, people might be surprised that a social network that do not allow its user to price their own output had really ever existed.

1. Contents and outputs are digital products that requires authors' time, knowledge and hard-work, thus give the full rights to authors to set the price of its own works.
2. By creating smart contracts, authors can initiate a fundraise for the future income rights of their outputs in order to get a short term financial return.

In the users' homepage of iVeryone, everyone can post their own creation of articles, music, livestream or even applications or games. All information of contents above will be safely stored in blocks along with the owner rights, while the price can be defined through smart contracts and will be automatically paid to the original author when it being read.

Due to the transparent and un-distortable nature of blockchain technology, copyright and payment information are all clearly established. By result, iVeryone is able to provide the service of packing the future usufruct rights to designated investors to raise funds (based on local regulations and laws, there might be limitation of numbers and qualifications of investors).

For example, after a piece of music has been priced, the author can package the next three years' revenue into an investment target. After purchase, the musician can immediately receive its income; then, every time the song played for the next three years, revenues will be automatically assigned to the musician and investors' accounts according

to the smart contract. Additionally, authors may even sign an installments or Valuation Adjustment Mechanism (VAM) with investors via smart contract.

We believe that there will be more valuable innovations incubated in iVeryone when authors can directly earn revenues through contents, which will further absorb more users to eventually achieve a virtuous circle of user scale enhancement. For investors from cultural and entertainment industries, copyright investments in iVeryone will receive an open, transparent and continuous return, and it is totally transferrable. In iVeryone, all prices, payments, investments and transfer of rights are realized all and solely using VRY.

3、Earning from “Forwarding”— Realizing the liquidation of social network

Forwarding act of social connection help naturally formed a network of content distribution around the world, which plays an essential role when spreading and filtering quality contents.

In iVeryone, to promote the spread of contents, authors can combine the content payments with forwarding incentives via smart contracts. For instance, share 50% revenue of each piece of content sale with the forwarding users according to the following formula.

$I = P * 50\% * (50\%)^{n+1}$ (I presents income, P presents Price, n presents interval between forwarding node and paying node.)

Due to the transparent and un-distortable nature of blockchain technology, copyright and payment information are all clearly established, so users can get considerable benefits by simply forwarding and sharing quality contents.

Multi-level distribution template of smart contract in iVeryone will provide a visible customizable editor to every user, so users can customize their own distribution of revenue according to their ownership of copyrights and finally consolidate into a multi-level distribution network. Since the iVery client will fold the same forwarding contents by default, only the earliest forwarder can have the content displayed. See, these rules will encourage users actively seeking for premium contents, focusing on original authors and participating in the content spread with the minimum possible time while reducing the struggling room for illegal copies.

The combination of content sharing and smart contract help realize the liquidation of social network, which will solve the problem of high cost, low efficiency and limited coverage that frequently occurs in the traditional channels and will be an ideal distribution channel of books, music, games and alike.

4、 Other applicable innovations based on blockchain smart contracts

Considering the value growth of VRY might lead to customer loss due to the early overprice of the smart contracts with long-term implementation period, iVeryone now provide a dynamic constant, \bar{P} , which equals the rate of the current USD price that anchored by VRY and can be quoted directly into pricing.

For instance, price of a piece of music can be set by $5/\bar{P}$ VRY.

In the iVery, a social network economy, any activity based on users' own rights will be supported by the official. We will continue to improve the underlying architecture and open sockets enabling everyone in the iVeryone ecosystem to benefit from the development of Dapp and create new application scenarios. In addition, iVeryone allows the direct import of its SDK for all third-party applications and games. Once receiving the user authorization, iVeryone accounts, social relations and payment system of users become all accessible for the third-parties, avoiding the high distribution percentage of traditional channels and earning VRY with more appreciation space.

Economic System



Advertiser

Advertisers are essential to the entire iEveryone ecosystem, for they are one main source for ordinary users to earn VRV. Advertisers will obtain publicizing opportunities by paying VRV to the use.



Investor

Invest VRV in the copyrights of contents and will continuously gain profits once the contents are being spread.



Developer

Third-party application or game developers that already participated in iEveryone's ecosystem, from which users can top-up and pay directly by VRV to unlock levels, obtain extra content.



Content provider

Content providers can price their own contents and gain VRV after being read by others.



Content consumer

Content consumers will need to pay VRV before accessing priced content.



Spreader

Spreaders may earn VRV when the forwarded paid contents are read by other users.

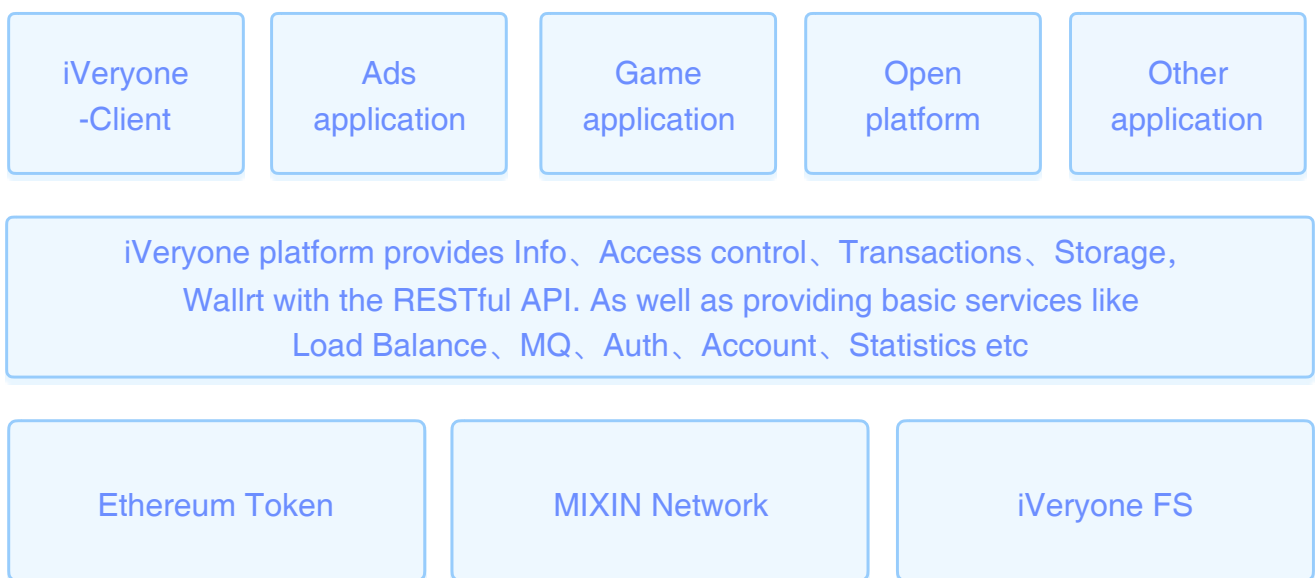


Transaction Charge

In order to avoid invalid transactions and to keep the value of VRV continues to grow, iEveryone will charge and destroy 1% of each transaction charge automatically and destroy 30% tokens in total.

System Framework of iVeryone

iVeryone uses blockchain technology to record all user accounts and transaction information of social network into a decentralized ledger, and store all users' articles, pictures, audio and videos through a decentralized database. Other than above, iVeryone has an open platform that allows all development of Dapps, or directly launch existed applications or games in then tagged those by VRV and gains from the growing value of it.



Technical framework of iVeryone

Overview

The underlying protocol of iVeryone is based on Ethereum, MIXIN Network and a series of self-developed blockchain solutions for iVery FS, and requires effective collaborations across multi-functional components, including Network Communications, Access Control, Trading Modules, Ethereum Smart Contracts, MIXIN Transaction, iVery FS and so on, and it has already realized the ownership confirmation, revenue distribution, advertising and other core business logic of application layer in its early implementation.

Ethereum

Ethereum is a decentralized open source computing platform based on blockchain and facing for smart contracts. Ethereum is an effective distributed virtual machine that allows final users to build their own smart contracts.

Mixin Network

Mixin Network is dedicated to becoming the largest mobile blockchain network, with key features like highly secured, high throughput, fast authentication and cross-link connectivity. We are glad to become one of the first group of partners of Mixin and bring the best experience to users together.

<https://mixin.one/>

Token System

VRY is an Ethereum ERC-20 token. In the development of mobile devices, we'll be using Mixin's wallet as our secured mobile wallet solution.

Storage Network

iVery FS is developed on IPFS, using distributed storage of combining hdfs+cdn+ipfs, and make the full use of the existing technology to ensure the early user experience, and may abandon hdfs+cdn after steps to achieve decentralization. iVery FS can store all user profile, posted materials like music and pictures. The verification layer of iVery FS combined with iVery Platform provide data storage service through authentication of private keys.

iVery Platform

iVery Platform is based on Ethereum. MIXIN Network and a series of iVery FS technologies, with the aim of launching all services including communications, access control, transaction, storage and wallet etc.

Message

Users can all send structured messages to other accounts and define scripts to process the messages they received. Messages can be stored offline in the nodes delegated by users. Later we'll have this function extended to push notification. iVery Platform give every account the authority to visit their own scripted database, while the message process scripts can also send message to other accounts.

Access Control

The authentication control system of iVery Platform are used to limit the reading access of data, that allows users to attach a reference to others' public key with their own data hash. Then others will be able to access data by using their private keys with this attachment.

Verification of Ownership

To verify the original owner of digital assets by utilizing blockchain consensus mechanism.

Visible Smart Contract

Visible smart contract is a Dapp realized by iVeryone team, we have developed and generated a new series of ERC-20 contracting tools so users can create their own applicable contracts through a visible UI and prefabricated templates for the distribution percentage and copyright financing in iVery.

Pricing data

Users' profiles and behavioral data are all recorded in iVery FS through a desensitized, encrypted form and is not accessible to anyone other than users themselves. However, in the big data's era, the applications based on this are often the products of users' needs. The iVery platform provides a socket that matches behavioral data with profile in black box. After user authentication, the third-party applications will pay and use the preset standards to match the features of user data and obtain the results.

Ads Delivery

iVery's advertising system a platform for Advertisement releasing Dapp, by which will help advertisers to accurate the target users and pay them for the Ads display. Meanwhile, third-party big data companies are welcomed to launch in iVery platform, providing alternatives for users pricing by VRY.

Open Platform

All data generated and stored in iVeryone are all private assets only belonging to users. Apart from developing team of iVery, all other developers are allowed to come up with applications or plug-ins through sockets, or directly launching existed services into the ecosystem of iVeryone.

Design of iVeryone

We will adopt the parallel development strategy of application as well as underlying protocols, and we expect to complete the development of iVery (in Android, iOS, Web version) between the first and the second quarter of 2018. Implementing VRV into the platform enable us to realize all basic concepts of iVeryone described, advertising revenue, forwarding profits, pricing and investment of contents, etc. With the continuous evolvement and improvement of blockchain technologies and distributed storage, all iVery's user data will be migrated to complete decentralization.

Account System

iVeryone's registration can be done through phone numbers or email addresses. iVery account can be used for public communication and building up social relationships. It is the identity of the user, also will be utilized with various functions like cross-app login, asset management, transactions.

Digital Wallet

iVery will use Mixin's all-currency wallet with supportive services of token trading.

Advertising System

Users need to set format and display price for receiving the advertisements. Also price is need for reading their behavioral data. Then the system will integrate all historical data to provide a comparatively reasonable pricing scheme for users to avoid over or under pricing.

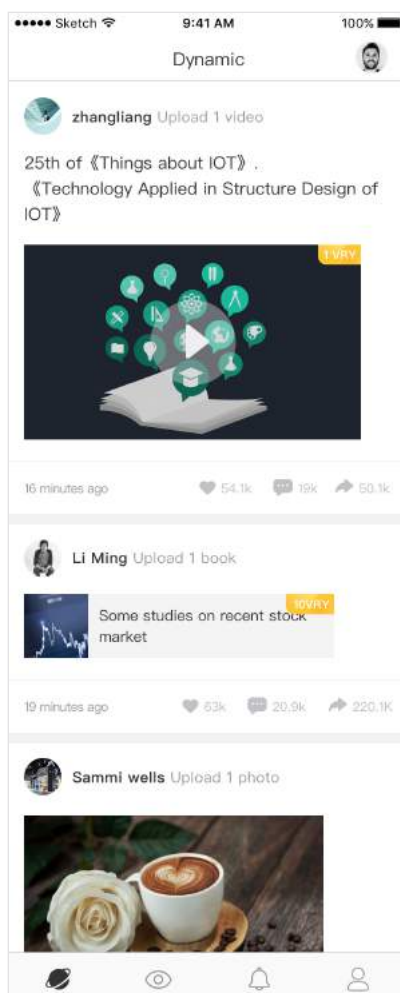
For advertisers, Ads delivery can now be set with tags, (i.e. age, region, gender, browsing history, charging standards, activeness, position of Ad presentation etc.) After setting the total payment and amount of target audiences, the system will filter and match automatically. If it involves users' behavioral data, advertisers will have that paid during the filter process. The system will narrow the search according to the usage fees of data. Once matched, Ads will be automatically released to the target users and the payment can be done at the same time according to smart contracts..

Personal Homepage

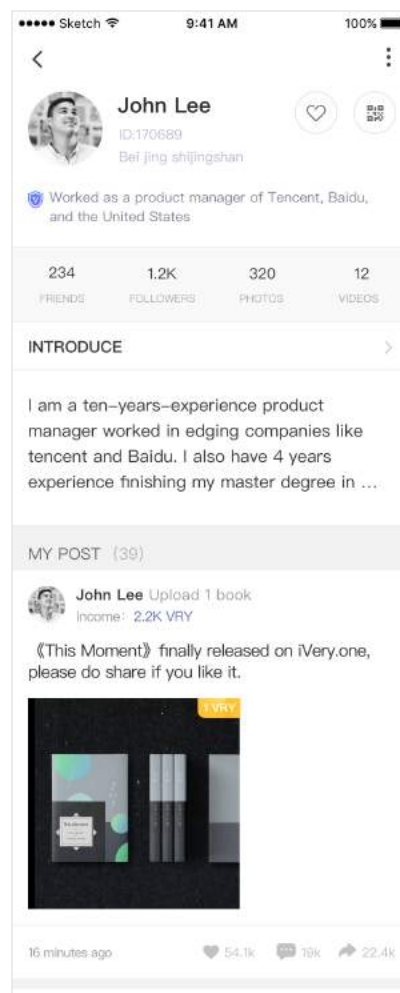
Personal homepage is the core module of iVeryone, it allows users to store and publish various types of content such as articles, pictures, links, music, videos, applications, games, etc and all will be priced by VRY. Content and data displayed on iVery personal pages are all personal assets that belongs to user. Be noticed that not only option is iVery but other applications can be access and manage these assets after getting authentication.

Timeline

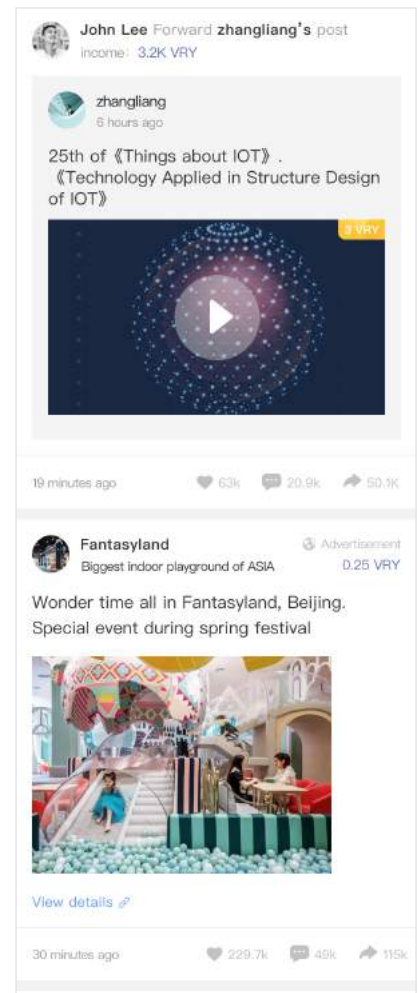
This function is the main distribution channel of contents of iVery. Whenever there is new posts, followers are all able to see them in timeline. This kind of relying on the “follow” buttons’ network, has already formed a multi-leveled distribution mechanism. There will be a significant tag showing the price and will be paid by VRY in the wallet when user click to read. Other than that, timeline is also one of the main presenting positions for Ads.



Timeline

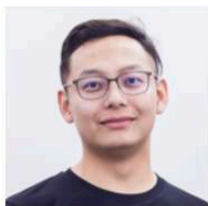


Personal Homepage



Personal Homepage

Team Profile



Yang Yuchao Founder

Former COO of Kuaiyong Apple assistant, general manager of 7659 game center

Kuaiyong Apple assistant is the largest third party iOS assistant tool in China, with over 100 million users all around the world. 7659 game center is the largest third party iOS game distribution channel in China, The total flow of accumulation reached 640 million CNY in 2016.



Lv Tiejun Product Partner

The earliest generation of PM in China, senior PM of Langma UC and Sina UT, Co-founder of Kuaiyong Apple assistant. Founder of CiKe Livestream assistant.

Play dominant role in designing Langma UC, which has accumulated similar user amount as Tencent QQ did over the same period. PM of Sina UT, the first voice communication product with 1 million users and had significantly surpassed YY over the same period.



Li Yizhou Technology Partner

Senior develop engineer at 360, Chief architect in Kuaiyong Apple assistant.

Participant in several 10million DAU projects, such as 360 mobile assistant open platform, 360 game center, 360 game open platform and 360 mobile client.



Meng Zhaorui Business Partner

Master of the Sheffield University. Former operation director of Perfect World and XinYou Tech of Innovation Factory family, had experienced in releasing of several million-level mobile games. Responsible for channel development of Kuaiyong Apple assistant, with the achievement of establishing 137 new channels, which increased cash flow over 70 million CNY per month.



Xu Liteng Channel Partner

Founder and CEO of Shuyou Network. Shouyou network is the largest third party game distribution channel and largest community management platform in China. With the successfully establishment of the largest secondary distribution channel of UC (Alibaba Game), Xiaomi Game Center, 360 Game and 7659 game center, he has helped to won over 10 million APA (active paying accounts) and over 120 million CNY cash flow monthly.



Liu Xue Operation Partner

Expertise in community operation. Responsible for the establishment of online sales system for Kappa, China. In Charge of building up communities for users of 7659 game center, help increased newly registered user over 12 million.

Advisor



Li Xiaolai

Founder of INBlockchain

Investment Agency



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