



# BREEZE DAO

Explore Freedom of speech with decentralized social media

Version 1.2 - beta (17/05/2022)



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***Freedom of Speech could never become a reality on social media. Breeze DAO is an initiative to build decentralized social media where freedom of speech prevails in its true spirit.***

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## Vision

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*To develop a social media platform where freedom of speech prevails*

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## Mission

Our goal is to utilize the strength of blockchain for freedom of speech. We will be developing a social media platform on blockchain which is run under DAO governance system to achieve highest standard of decentralization and solid reward system for users.

### How will we achieve it?

- Decentralization through blockchain
- Governance through DAO
- Innovation through tokenization
- Monetization through advertisement
- Rewarding through dual token system
- Improvisation through DeFi and NFTs
- Civilization through freedom of speech

## Market strength

World has become a global village. Today social media is a proven reality. No doubt, it is fastest and easiest medium of information. Anyone ignoring the power of social media will no longer be able to survive in this world.

With the invention of smart phones social networking has grown rapidly as following stats show how strong this growth has been in recent years.



Source: Statista, <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

In 2020, over 3.6 billion people were using social media and this number is to reach 4.41 billion in 2025 as per Statista Research.

With such big market size, Breeze DAO is ready to unleash the power of blockchain, which will give social media users a platform to explore true freedom of speech, no censorship and rewards for their time and efforts.

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# Problems Of Conventional Social Media

Among many others, following are the major issues of on-going social media networks.

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## Centralization

This is where all major social media platforms have become a curse for use. Most of the social media platforms are owned by few people or even many of them by a single company which has worsen the problem of centralization.

Companies which own these social media platforms mostly run them with a single motive of monetization and profit making without thinking for their users.

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## Censorship

Another major issue on these social media networks is censorship. Users are bound to say what the companies allow otherwise their content get deleted or even their accounts get banned without any notice.

This is why freedom of speech has become biggest demand across each and every social network.

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## No Incentive for Users

No doubt users are back bone of any social network. They put their time and efforts which help these platforms to grow in numbers and ultimately in profits but when it comes to rewarding, there is nothing for these main contributors.

Whole of the profit goes into few pockets and users who are the main source of these profits get nothing. This has made clear divide between owners and users of social networks.

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## Solutions By Breeze DAO

This is where Breeze DAO has come into play with robust solutions to all major issues.

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### Decentralization through blockchain

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Breeze DAO has brought blockchain as major solution to centralization. With the help of blockchain, it is made sure that no centralized authority exists to control network. Users can share what they like and are free to express their views with full freedom of speech as one can touch (edit/delete) their content without their consent. Among many other characteristics of blockchain, decentralization is cherry on top.

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### DAO Governance

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To overcome the issue of centralization, governance of social media is set under decentralized autonomous organization (DAO). In this system there is no centralized authority to make decisions rather a group of people collectively make decisions through open proposal system and set to be approved by community at a large.

Breeze DAO has gone a step further by making its social media open source to give users maximum access.

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### Reward System

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Breeze DAO is designed for everyone. Our community is our soul and keeping this in view, Breeze DAO has developed a tokenized economy where every member of community gets rewarded for the time and efforts, that he adds to the ecosystem.

Whether it is an author or curator, validator or developer, investor or moderator, Breeze reward system covers every part of community as a family member.



## How Breeze DAO Works?

As obvious from name Breeze DAO is a decentralized autonomous organization. Without any centralized office or team, Breeze DAO will be run through a community-based proposal system where every DAO member will be eligible to take part in voting.

Symbol	BREEZE
Decimals	18
Max Supply	210000000
Token Contract Address	0xb1d9659ea3b880f6c22d82883f6f5706ac4bc527

For this purpose, Breeze DAO has its own governance token named BREEZE.

Breeze DAO will have a council of governors elected by its community members (BREEZE token holders). Any member can be voted out by community through majority of votes and then a new governor will be elected in his place. This council will be known as breeze foundation. Main role of this council (foundation) is the implementation of decisions made by community through proposal system.

BREEZE token will be up for grab through private and public sale to users so more and more users can become part of DAO. All the funds raised through BREEZE token sale will be set inside a Multi-Sign Wallet called Breeze Treasury. This wallet will be operated by Breeze foundation (council of governors) on behalf of breeze community.

Through breeze proposal voting system, community will decide to invest breeze treasury funds to generate income. All the income generated from this investment of treasury funds will be used to buy back and burn TMAC (see 14.1) tokens.

### **Benefits For BREEZE Token Holders**

- Holders will have governance powers through voting on proposals
- BREEZE token holders will earn TMAC tokens regularly as dividend

## Breeze Blockchain

As a first step towards decentralized social media, Breeze DAO has launched its own blockchain named Breeze. With proof of likes mechanism, this blockchain is purely intended to build social media platform. Native token of breeze blockchain will be TMAC (TipMeACoffee) with 3 seconds of block production time.

## Scalability

While developing breeze blockchain, first and the most important thing which was focused by developers is scalability. With regular growth in blockchain industry, a chain must have capability to scale as per the needs of future developments. This is why, breeze blockchain has been developed as scalable, expandable and adjustable to future developments.

## Security

Breeze DAO takes security of its project most seriously. Developers have adapted best of the programming practices to ensure highest standard of security for blockchain and dapps. Breeze DAO will be conducting security audits from top firms to give best experience to its users.

## Artificial Intelligence

Global world is changing fast, and AI has major role in this growth. No project especially social media platform can give its users best of experience without AI. Human psychology loves to see things as per their thinking. AI is the way to fulfill this growing human need.

Taking this into consideration, Breeze DAO has implemented artificial intelligence into its ecosystem development. Algorithmic implementation and sentimental analysis system for our blockchain and dapps is perfect example of AI usage on breeze.

## IPFS

To ensure pure decentralization for its social media users, Breeze DAO has developed its system to share all images and videos on IPFS rather than hosting them to centralized servers. This gives users an upper edge to gain access to their images and videos any time directly from IPFS.

## Why Social Media?

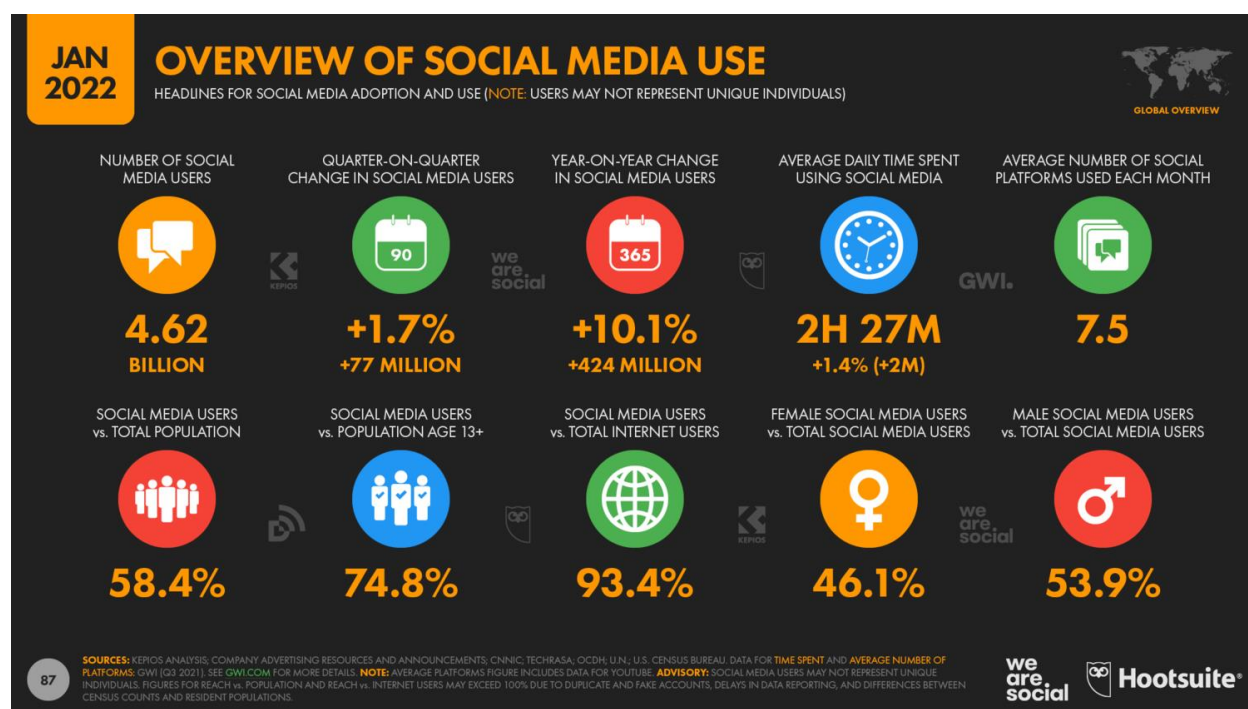
Social media is a reality today. Not only being a source of information, but as a good marketing tool and most importantly a communication source for like-minded societies to come close to each other.

## Source of Information

From many aspects internet has become main source of information. Especially when it comes to current affairs, many reason make internet the first choice

- You can access the information you want and when you want
- You can access information from any where in the world with internet access
- As documents are in electronic format so numerous people can access at same time

Recent studies show that young generation completely depends on internet as source of information. This has given birth to social media networks. As of today, half of the world uses social media for different aspects of life.



Source: <https://blog.hootsuite.com/>

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## Replacement of Print and Electronic Media

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Social media has effectively replaced print and electronic media in recent years. From print media to electronic media, it took a lot of time, but social media has changed it so quickly that no one can live without it. In this new global world, if you want to remain updated, your premier source of information without any doubt is social media.

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## Targeted Marketing Tool

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Social media has changed the meaning of marketing to a huge extent. From old style of marketing to targeted marketing is what social media has given to marketers. Through social media marketing, agencies know their exact audience and what to market to a specific community. As a result, marketing campaigns are getting much better outputs.

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## Influential Source via Hash Tags

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Hash Tags have become a new flashing source. This is how social media has changed things a lot and even the sense of social media usage is changing due to hash tags. Now any thing can be viral in blink of eyes with the help of hash tags. A social community can raise his voice very effectively for any social issue through hash tagging. Same is for breaking news and incidents happening around the globe.

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## Organic Reach via SEO

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Search engines have been major source of finding any content on internet in near past. Now social media has taken over with its built-in search engine optimization (SEO) algorithms. Most of the social media platforms have focused a lot on optimization which helps their content to rank better in search engines. It not only generates organic traffic for these social networks but also help users to build trust on these platforms.

Taking this into account, bloggers and content creators love to share their content on social media. This way, they not only generate organic traffic for themselves but also better ranks for their content on social engines.

## Tip Me A Coffee – Social Media Platform

Main goal of breeze DAO is to develop a social media where **freedom of speech** prevails in its true spirit. Taking all the measures of social media networks into consideration, Breeze Dao has started its own social media platform named **Tip Me A Coffee**. Like any other social media platform, users can share content like web links, videos, and their personal status.

Civilized world is structured around interests. People of common interests form communities which help them to grow interactions globally. But on social media, freedom of speech has been killed through centralization which resulted in collapse of these communities and ultimately the dream of better communicated world could not flourish.

On TipMeACoffee, users can build their own communities to discover and explore topics of their interests. Our social media covers all sorts of topics including news, sports, technology, cryptocurrency, health, science and many more.

Tip Me A Coffee social media gives its users true freedom of speech. Without disturbing the rights of any other person or community, users are free to post what they like. A decentralized moderation system is however implemented to protect the basic rights of any community.



<https://tipmeacoffee.com>

## TMAC Token

TMAC is the native token of breeze blockchain which is designed to be used as a utility token for breeze economy. TMAC (TipMeACoffee) is an in-app token with no initial mint. All the TMAC tokens will be generated through proof of like mechanism with a daily supply limit of 8640 tokens.

Every like on breeze social media platform (TipMeACoffee) generates TMAC token which is distributed among all contributors of the breeze economy as per below reward pool system. If more than one upvotes are made in same block, then this generated TMAC token is divided into all upvoting accounts as per their voting power used.

Users need to keep TMAC tokens in their accounts to generate BW (bandwidth) and VP (voting power). At the time of this writing, 1 TMAC token generates 60VP and 120 BW per hour. The production of VP and BW is dependent on presence of TMAC tokens in TipMeACoffee Internal wallet. As big is the balance of TAC tokens as quickly VP and BW will be produced.

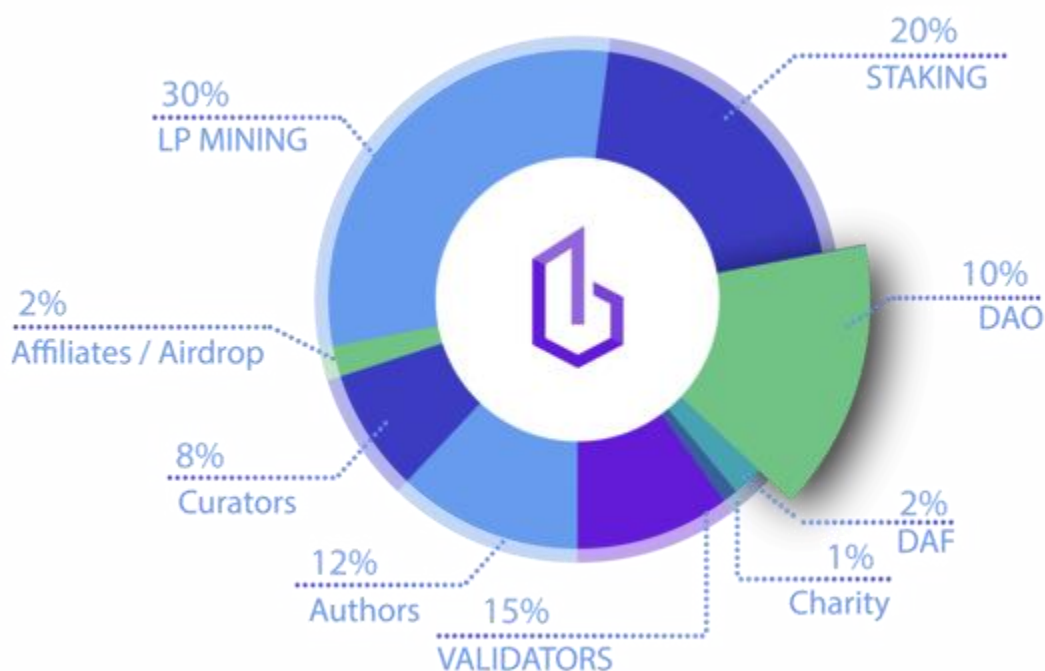
BW and VP are two vital ingredients of Breeze economic system as they are needed to perform actions on breeze blockchain. VP (voting power) is need to upvote content while BW (bandwidth) is needed to save any content on blockchain.

Symbol	TMAC
Decimals	6
Daily Max Supply	8640
Token Contract Address (BSC)	0x6421282c7f14670d738f4651311c5a1286e46484

TMAC is a bridge to chain token so it has been deployed on BSC (Binance Smart chain) as BEP20 token and will be available on other chains in future as well. Users can withdraw there earned tokens from TipMeACoffee to any chain of their choice. TMAC will have its own token bridge system for inter changing of tokens between these chains.

## TMAC Reward Pool

Unlike other social media platforms, breeze DAO believes that profit and success should not go into few individuals/investors. This is why, every TMAC token being generated through proof of likes mechanism on TipMeACoffee platform get distributed to whole community as per following reward pool.



- TMAC does not have any pre-mint nor is available for private and public sale.
- TMAC has a daily supply limit of 8640 tokens
- TMAC staking is available through breeze DeFi protocol
- All the income from advertisement on TipMeACoffee is set to buy back and burn TMAC tokens
- All the income from DAO treasury fund investments will be used to buy back and burn TMAC
- TMAC will be available on DEXs of all major chains including BSC, Ethereum, Solana, Avalanche
- TMAC will be only way of payment for in-app advertisement on TipMeACoffee

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## Authors & Curators

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Accounts that share/publish content on platform are meant to be authors. 12% of TMAC reward pool is set for authors.

**Curators:** Curating the content is a common term where users find a good content and give their appreciation in the form of upvotes. This helps good content to rank on top and ultimately community gets benefited. Curators who curate content for community are rewarded for their time through TMAC tokens. 8% of reward pool is set for curators.

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## Affiliate / Airdrop Rewards

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TipMeACoffee has a built-in affiliate program for its users. Community can invite their friends and family to join the platform and earn 2% reward for all upvotes on posts of their referral accounts. If a post does not have an affiliate, then this 2% reward goes to airdrop pool and is set to be used for promotion of platform.

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## Validators

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Validators are backbone of any blockchain who ensure smooth running of chain through deployment of nodes. They are responsible for block production. Like any other blockchain, Breeze has its own validators system where 15% of the TMAC tokens generated are allocated to validators. This is to note that validators have nothing to do with governance of breeze blockchain as whole of the decision-making authority of breeze blockchain remain with DAO.

To be a validator of breeze blockchain, users must keep a certain number of tokens in their account and get approved by IG of validators council. Inspector general of validators is a three-member council, elected by DAO.

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## DeFi

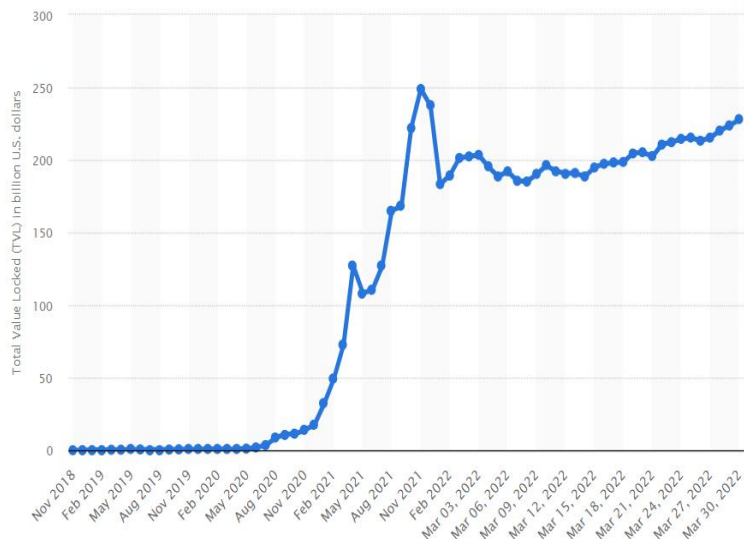
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In any modern day blockchain Defi has become important part. Therefore, breeze DAO has taken a positive step to allocate 50% of TMAC tokens for DeFi reward pool. For this a dedicated defi dapp is developed.



## TMAC.Finance

Defi specific dapp of breeze ecosystem is tmac.finance, where users can earn rewards for staking and LP mining. 50% of all generated TMAC tokens are reserved for Defi rewards. 20% are set for staking and 30% for LP mining. This defi protocol will help breeze DAO to stabilize the supply and price of TMAC tokens which in return gives better value to the community.



Defi growth stats since Nov 2018 (statista.com)

## Development Appraisal Fund

Continuous development and scaling of blockchain is must for growth as things at this early age of blockchain are unfolding rapidly. Taking this into consideration, breeze DAO has allocated 2% of all the generated TMAC tokens for development.

Any developer willing to take part in improvement of breeze blockchain and its dapps is invited to join community and take part in the development of a better decentralized social media platform. This fund will be open to get approved for developers through proposal system. All the breeze applications are open source and available on GitHub with API access.

## DAO Dividend

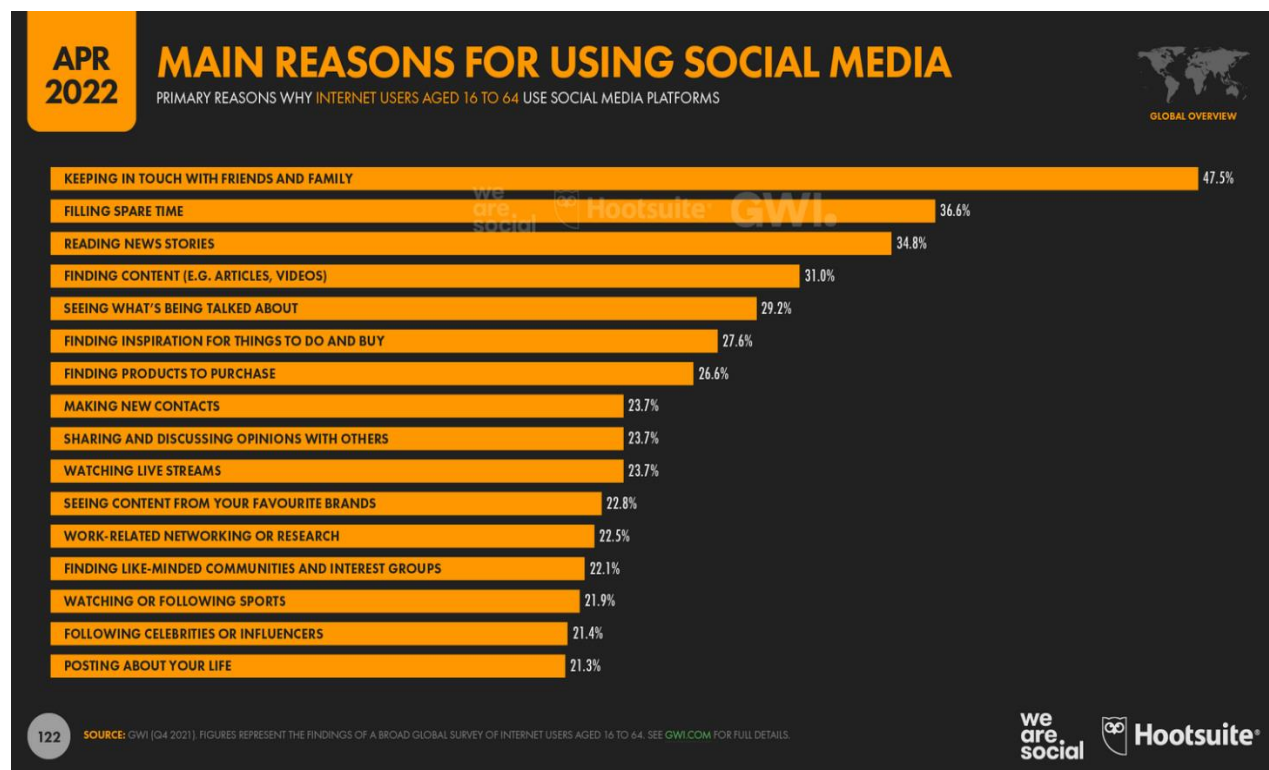
Breeze DAO has a promising reward system where it cares for every part of its community. 10% of TMAC tokens are set for DAO reward pool. This reward goes to all BREEZE token holders as per their share in total breeze holding. This gives breeze DAO an upper edge as compared to other DAOs where governance tokens are normally not rewarded.

## Charity

Breeze DAO believes in improvement and development of community. Therefore, it has allocated 1% of all TMAC tokens for charity purposes.

## Future Development Plans

Every social media network has features and flaws. A good feature considered by few can be a useless thing by others so human interaction on these social networks has given rise to the demand of more feature rich platforms. Breeze DAO has taken this approach very seriously and is intended to provide its users best of the features on top of blockchain technology. Our main goal is to give users a censorship free platform with all the best features of any platform.



Source: <https://blog.hootsuite.com>

## Upcoming Features to TipMeACoffee Social Media

- Live video streaming
- Stories features on top of image sharing
- Encrypted messaging for real time chat
- Voice group chat (spaces)
- Business pages for business and influencers
- Decentralized Ecommerce platform
- Metaverse with NFTs

## Breeze DAO Business Model

Breeze DAO business model consists of dual revenue generation system. With a double token system, we have put one of the best economic models in blockchain field that will ensure strong upward trend for the growth of economy as well as for project itself.

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### Revenue Generation via Advertisement

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Most social networks depend on advertising as the focal source of revenue with a direct proportional relation between the number of users and revenue. Breeze DAO will also be using third party advertisement on its main social media dapp to generate revenue.

In this due course of advertisement on TipMeACoffee platform, breeze DAO will make sure that user's experience does not get impacted. Advertisement options on breeze social media platform will include

- Boost post feature (TMAC tokens used to boost post will be burnt)
- In post advertisement
- Third party ads on specific advertisement locations

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### Treasury Fund Investment

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Another major source of income will be treasury fund investment. Community will be the main decision-making authority to invest this fund or part of this fund into different projects for income generation, through voting on proposals. Breeze foundation (council of governors) will be responsible to implement these decisions on behalf of community.

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### Token Burning

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All the income from advertisement and treasury fund investment is fixed to buy back TMAC tokens from market and burn them. On top of limited daily supply of TMAC tokens (8640 tokens), this deflation model will help to stabilize and even boost TMAC economy which in result will benefit whole of the breeze community.

## DISCLAIMER

*The purpose of this white paper is discussion and information only. It is not intended to investment in the project (Breeze DAO) or any of its application including but not limited to TipMeACoffee.com and TMAC.Finance or any of its token including but not limited to BREEZE and TMAC.*

*As this white paper is for information only so it can be changed or updated any time without any notice. Any part of this white paper is not a legal binding or enforceable nor meant to be. Breeze DAO strongly recommends not to copy or disseminate any part of the paper.*

*Being a decentralized autonomous organization, Breeze DAO is run by its token (BREEZE) holders. This project is started with an initiative to build decentralized social media on blockchain which ensures freedom of speech without harming the rights of any community or person. Breeze DAO as an organization does nor accept any liability to this paper, or any reliance on this document, and does not warrant the accuracy or completeness of this white paper. Any of the risk described below or risk related to immaterial materialization of Breeze DAO platform (web applications and mobile apps) or commercial viability of platform being materially and adversely affected or destruction tokens (BREEZE or TMAC) or termination of development or operation of breeze platform (web and mobile apps).*

*Breeze DAO has put best of its efforts for security regarding private keys and other data but still in case of any attack or unseen reason, DAO may lose access to data or private keys or any such related material, so we do not assure the success of security system in such bad case.*

*Blockchain transactions are always irreversible so any of the tokens (BREEZE and TMAC) sent to some address wrongly or stolen can not be recovered. DAO will not be responsible for recovery of such tokens. All funds available in any wallet or secured with private keys so loss or destruction of these keys will also be irreversible.*

*Cryptocurrencies are subject to regulatory scrutiny by government authorities and other regulatory bodies around the world, so the exchanges on which tokens are subject to trading could be adversely affected by one or more such enquiries or actions.*

*The original version of this white paper is in English. Translated versions may have inaccuracies or errors so English version of this white paper shall take precedence over the translated version for any clarification.*

*For any queries regarding this white paper, get in touch with Breeze DAO on community discussion channels.*

## Appendix A

**Breeze Foundation:** <https://breeze.foundation>

**Breeze Blockchain Explorer:** <https://breezescan.io>

**TipMeACoffee social media website:** <https://tipmeacoffee.com>

**Breeze DeFi:** <https://tmac.finance>

**Help Desk:** <https://tipmeacoffee.help>

## Social Media Links

**Twitter:** <https://twitter.com/tipmeacoffee>

**Telegram:** <https://t.me/tipmeacoffee>

**Medium:** <https://medium.com/@tipmeacoffee>

**Discord:** <https://discord.com/invite/eMfdUbkYHu>