



# THE PEEPSULE WHITEPAPER

THE SOCIAL MEDIA THAT WORKS FOR YOU





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## INTRODUCTION

The term **social media** according to investopedia refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is one of the biggest technological revolutions after the discovery of the internet, it is a hub of endless activities, and needless to say that millions of people live and make their living from social media. Social media being internet-based gives users quick access to electronic communication of information and content, such as personal information, documents, videos, and photos. People engage with social media through a computer, tablet, or smartphone via web-based software or applications. While social media is ubiquitous in America and Europe, Asian countries like Indonesia lead the list of social media usage.<sup>1</sup> More than 4.5 billion people use social media, as of October 2021.<sup>2</sup> Today, there's a "social media culture" which has become part of how we relate amongst ourselves and how we do business, social media is engraved into the fiber of our society an inexplicable part of our community. Although social media has proliferated into every nook and cranny of the world, there are still challenges that must be tackled for social media to be safe and rewarding for users.

**Every day people spend an average of 124 minutes on social media. According to Teen social media statistics; 91% of 16-24-year-old use the internet for social networking. Some of the side effects of Social media have been linked with increased rates of anxiety, depression, and poor posture. In terms of security, Some of the challenges that are caused by social media include data and privacy protection, age-inappropriate content, cyberbullying, time wasted, and even depression. Nevertheless, this technological advancement has left us with many side effects.**





## PROJECT INTRODUCTION

### UNDERSTANDING PEEPSULE

The purpose of this whitepaper is to provide information regarding the Peepsule platform and its native token Psule, the Business model, its conceptual idea, functional model, competitive advantages, Dex details, and roadmap towards the actualization of our project. Peepsule was born out of research and passion, to see people connect and be happy without the fear of their data being sold or not protected.

Peepsule will fight data piracy, help users monetize time spent on the Peepsule platform with Psule token while socializing, engaging, and being productive. So, for every time you spend and engage in the Peepsule community, you get positive rewards while keeping up with important things that are occurring daily.

Peepsule, INC. is a disruptive blockchain solutions company that is poised on leveraging the disruptive features of the blockchain technology and cryptocurrency to birth a cutting edge social media platform by providing a decentralized social media platform with her cryptocurrency built with proof of social (POS) and proof of activity(POA) algorithm. Peepsule is solving a crucial social problem and creating a decentralized social platform on the Cardano Blockchain, which we believe will revolutionize the global social media ecosystem.

After condensing the original concept, we relentlessly reached out to interested partners and organically built our team. Along this journey, we found great partners and mentors strongly committed and excited to work within fine-tuning our vision and refining our proposal for the market. Now that we drive towards the DEX stage, we thank everyone that supported us and hope to surpass the expectations of the community in the future.

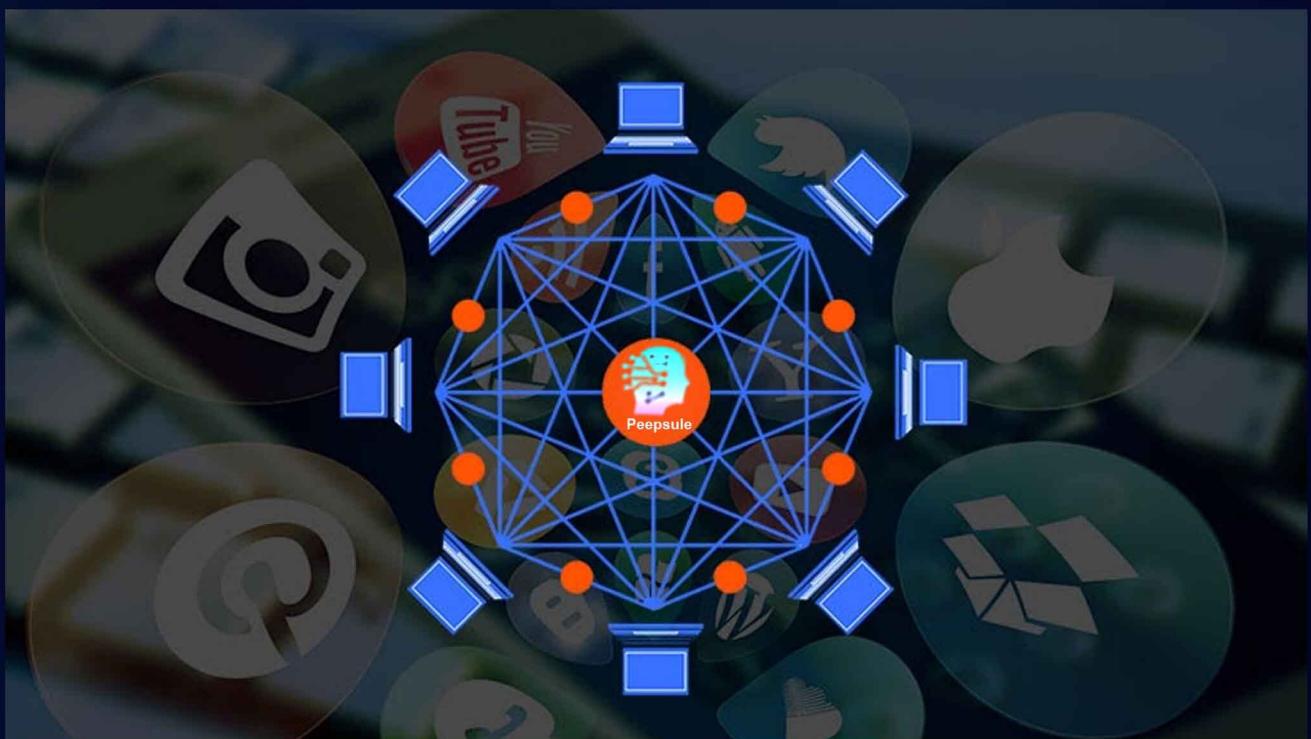


## PROBLEMS PEEPSULE WILL SOLVE

### PEEPSULE IS DECENTRALIZED

Peepsule is a decentralized, web 3.0 social media platform that was built on the Blockchain. This Blockchain allows users to share information and content on the web while having their privacy and personal data protected. There is no middleman, which allows for more protection to our users when sharing their personal or business information. Being decentralized gives users peace of mind knowing that their engagements, time, and information will be protected in the social media world.

The social media era has brought about a lot of development and advancement in our day-to-day lives and how we connect and interact with the world. It has successfully bridged the distant gaps in communication and made the world a global village. There is no gainsaying that the positive effects of social media have not been felt in all sectors of human endeavors. Before now, businesses were reluctant to add social media marketing as a tool for business growth. But today 95% of all businesses rely on social media as a tool for business marketing. It will be difficult.





## **MAKE MONEY WHILE SOCIALIZING**

Peepsule social network allows users to make money while socializing on the platform by rewarding users for being active on the platform and engaging with content and activities on the platform. With the proof of social algorithm that enables users to earn a Peepsule at the end of each day. Your reward is automatically calculated and sent to you. Our goal is to solve the problem of just being on social media every day without rewards and wasting time that can lead to a lack of productivity and other vices.

## **DATA PRIVACY**

We want to solve the problem of safety on the internet especially on social media platforms, we intend to solve the problem of data privacy and safety on the Peepsule network because personal data brokerage is a



big industry and we want to allow people to surf the social media space with safety and peace of mind.

Peepsule is encrypted with an end to end encryption technology. Our main goal is to ensure data get leaked out. This encryption is hard decrypted by malicious actors or hackers even an encrypted account is connected to a private key that allows access to each user's account.



## **ADVANTAGES OF PEEPSULE**

The Peepsule platform is powered by blockchain technology that provides top-notch security on the blockchain for those people who will join the Peepsule platform. Because we are decentralized, Peepsule has tokens that can be used for an ICO, users will have protected proof of activity, proof of social algorithm, and have access to vividly follow up on our roadmap. The algorithm of our blockchain is built in such a way that every activity on the Peepsule platform mines a quantity of 10 billion PSULE. A major advantage that Peepsule provides is the use of a platform that allows for users' information not to be stored on any central server, giving our users will have a peace of mind knowing that their shared information is protected 100%. Not only do they have that peace of mind of knowing their information will be safe, but our users will NEVER be charged for advertising. Another advantage of Peepsule is that our users can also earn or buy Peepsule tokens. Lastly, another important advantage of using Peepsule is our PSULE tokens.

What makes the Peepsule platform special and safe for users is that it's supported 100% by all the company's assets. We are planning to issue 3,000,000,000 Psule token out of 10,000,000,000. One advantage of Peepsule is the PSULE Tokens. These tokens are decentralized allow users to function in the Peepsule ecosystem. Here at Peepsule, our tokens play a vital role in making your business successful. Another advantage is that it's one of the fastest ways to grow the ecosystems on the blockchain and to decentralized social media. Peepsule users can earn coins by sharing their content, writing comments, etc. We will also create a dating site and an NFT marketplace.



## **SOLUTION SUMMARY**

**Peepsule, Inc.** is leveraging on the innovative distributed technology of Blockchain with partnerships from experts such as social media analysts, tech developers, brand influencers, finance managers, and human resources. When launching using the Peepsule platform blockchain, users and businesses are creating the Psule token that is issued during its Initial Dex Offering. With the plan, users can build a sustainable community for social media, giving them access to timeless opportunities that will provide them with the ability to earn rewards through cryptocurrency-backed social media and monetizing. Using this system provides users with a trusted platform that is efficient and full transparency, and allows users to create innovative new revenue streams that will become the apex for us as we monetize the social media platform.

### **TO SUMMARIZE, FEATURES EQUIPPED WHEN USING THE PEEPSULE PLATFORM INCLUDES;**

- Strong privacy and user data protection
- Increase productivity and timing with the Peepsule reminder
- Inbuilt wallet for holding Psule and staking Pule
- The decentralized and transparent solution to socializing
- Earn while you work The Peepsule platform is well equipped to solve some of the biggest problems of SNS, thereby giving people value for their time and money and protecting their privacy and data

Please note that this document is not a prospectus. It was constituted for informational purposes only, to present the Thane property limited products. Be aware that no purchase is necessary. You are free to take part in the project or not. It is your responsibility to review the existing laws in your country before buying Psule Token. You must read, understand and accept the terms of this document before involving yourself in the project. For more information, visit [www.peepsule.io](http://www.peepsule.io)



# THE PEEPSULE ECOSYSTEM

## PEEPSULE SOCIAL MEDIA

The Peepsule Decentralized social networks will independently operate on servers, rather than on a centralized server owned by a business. Peepsule is poised to be an example of a decentralized social network. It is based on open-source software and functions a lot like Facebook, which runs on a social blockchain. Blockchain technology allows data entries to be stored in servers anywhere in the world. It fosters transparency, as the data can be viewed in near real-time by anyone on a network.

The Peepsule Decentralized social networks give users more control and autonomy. An individual can set up their social network and determine how it operates and what users can say. Instead of having content monitored by a corporation,



The Peepsule Decentralized social networks will be part of our ecosystem, forming a collection of interconnected servers used for social networking and other activities such as blogging and web publishing. An independently hosted decentralized network that can interact with other networks in the metaverse.

This is one of the primary differences between decentralized social networks and popular social media platforms, such as Facebook and Twitter. For example, Peepsule will only allow users to send and receive messages to other people with peepsule accounts, but they will be able to send tokens and nft digital assets to each other on the networks, on the other hand, allowing users to engage across platforms.

The Peepsule Social media promotes connectivity, community building, and knowledge sharing. People can use our social media to drive social and political change, bring awareness to important issues, raise funds for those in need, promote their businesses, and still earn the psule token for being active on the platform. However, social media's ugly side can include cyberbullying, political misinformation, and even criminal activity.



# USER CONTROL, FREE SPEECH, AND CENSORSHIP RESISTANCE

Corporate entities control major social media sites, and a small group of people within these companies sets the rules of engagement. This has raised concerns about free speech and censorship among users. Last year, Facebook enacted high-profile bans on individuals from all sides of the political spectrum, from Louis Farrakhan to Alex Jones. Banning violent, hateful, and dangerous messaging helps protect social media users from malicious online activity, but some believe the bans run contrary to ideals of free speech.



A decentralized social network allows users more control. Unlike centralized social networking platforms, Peepsule networks will be independent without a central authority. Benefits include censorship resistance, ownership over personal data, and improved control over user-generated content. In other words, users do not accept censorship and insist on having the final say on their content. This means no one else, whether a corporation or site administrator, can make modifications to content created by users. No one can remove content generated by users, either.

In a decentralized network like Peepsule, no single group can dictate other groups' rules. For example, anyone on Peepsule can run their own social media site without a central authority, meaning they (and other users) can post anything they want without worrying about having their post taken down. A downside of this structure is that hate groups also have the freedom to launch their social media sites. While individuals can block these groups, they cannot prevent them from engaging on the network but we will work to improve our platform's safety.



# PERSONAL DATA, PRIVACY, AND SECURITY

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User concerns about control of their personal data have led to the establishment of the General Data Protection Regulation (GDPR) in Europe. The legislation considers users “data controllers.” Social media companies are known as “data processors.” The GDPR definition of data controller means that users own their own data. By law, companies must hand over more control of personal data to users, at least those based in Europe. Companies are penalized for not following GDPR.

The Peepsule Decentralized social networks have provided another answer to data privacy and security. On our social networks, users can create accounts without having to link to real-world identities, like email addresses or phone numbers. Furthermore, our network will rely on public-key cryptography for account security, rather than relying on a single organization to protect user data.

## ECONOMIC NEUTRALITY

Economic neutrality is an essential ideal for many who turn to decentralized social networks — they wish to liberate themselves from invasive advertising and the risk to privacy it poses. The peepsule networks look to new forms of monetization to remain solvent. We will use our form of digital currency, Peepsule , to keep operations running. For example, we will pay our users for creating or curating intriguing content, which incentivizes content creators to focus on quality. We will get most of our funding from investors who believe the platform will grow in value over time and will one day be profitable.



# THE PEEPSULE DECENTRALIZED DATING APP

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The dating culture has experienced a major shift since the advent of social media, dating is no longer what it used to be, with the click of a button and you meet your perfect match. However, this came with its challenges and shortcomings.

With the help of blockchain technology, we are revolutionizing another area of social interaction with the Peepsule decentralized dating app; we are bringing Trust, transparency, Data, and privacy, and Cracking down on scams and fraudulent activities.

## PEEPSULE TRUST, TRANSPARENCY, DATA AND PRIVACY, AND CRACKING DOWN ON SCAMMERS AND FRAUDULENT ACTIVITIES

Every relationship requires transparency and honesty from both parties. Blockchain is the perfect tool. the Peepsule dating platform is built on the appeal of blockchain technology for a transparent identification system of users:

Blockchain technology is built on the idea of full transparency and immutability, two factors that play a large role in verifying users' identities while maintaining the option of privacy. Because users can freely share the information which will remain anonymous, but which is easy to verify on a chain, identities are thereby easier to validate.

The Peepsule platform's operating system ensures accurate representation of users' profiles through the verification process and additional details that create incentives for good behavior. The result is a transparent ecosystem that eases users' fear of fraud and dishonest users.

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## THE PEEPSULE WHITEPAPER



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**The Peepsule decentralized system brings great security to the users of our dating platforms because they have a significantly lower risk of failure accidentally. They are more expensive to attack or manipulate due to the lack of sensitive central points, reducing the possibility of participants acting in ways that benefit them at the expense of others**

**As if those ideal relationships are not enough, peepsule also proposes to revolutionize the way online dating works by incentivizing the process to further ensure a perfect relationship for everyone. By leveraging its obvious component of the psule tokens, the platform rewards users for performing commendable actions. For example, an amount of token can be allocated to users for adding more profile data to make a more accurate match or ensure profile authenticity. The rewards are in the form of psule tokens that is native to the platform.**

## **NFT MARKET PLACE**

**The Peepsule is also making a gateway to the metaverse with our NFT (non-fungible token) marketplace, we are building a commercial hub for listing, buying, and selling Nfts that is secured and trustworthy. Our NFT marketplaces allow digital collectors to buy, sell and create their tokens that represent ownership of unique, tangible, and intangible items. We intend to use our NFT marketplace to monetize our platform and attract creatives and digital artists to our NFT Marketplace.**



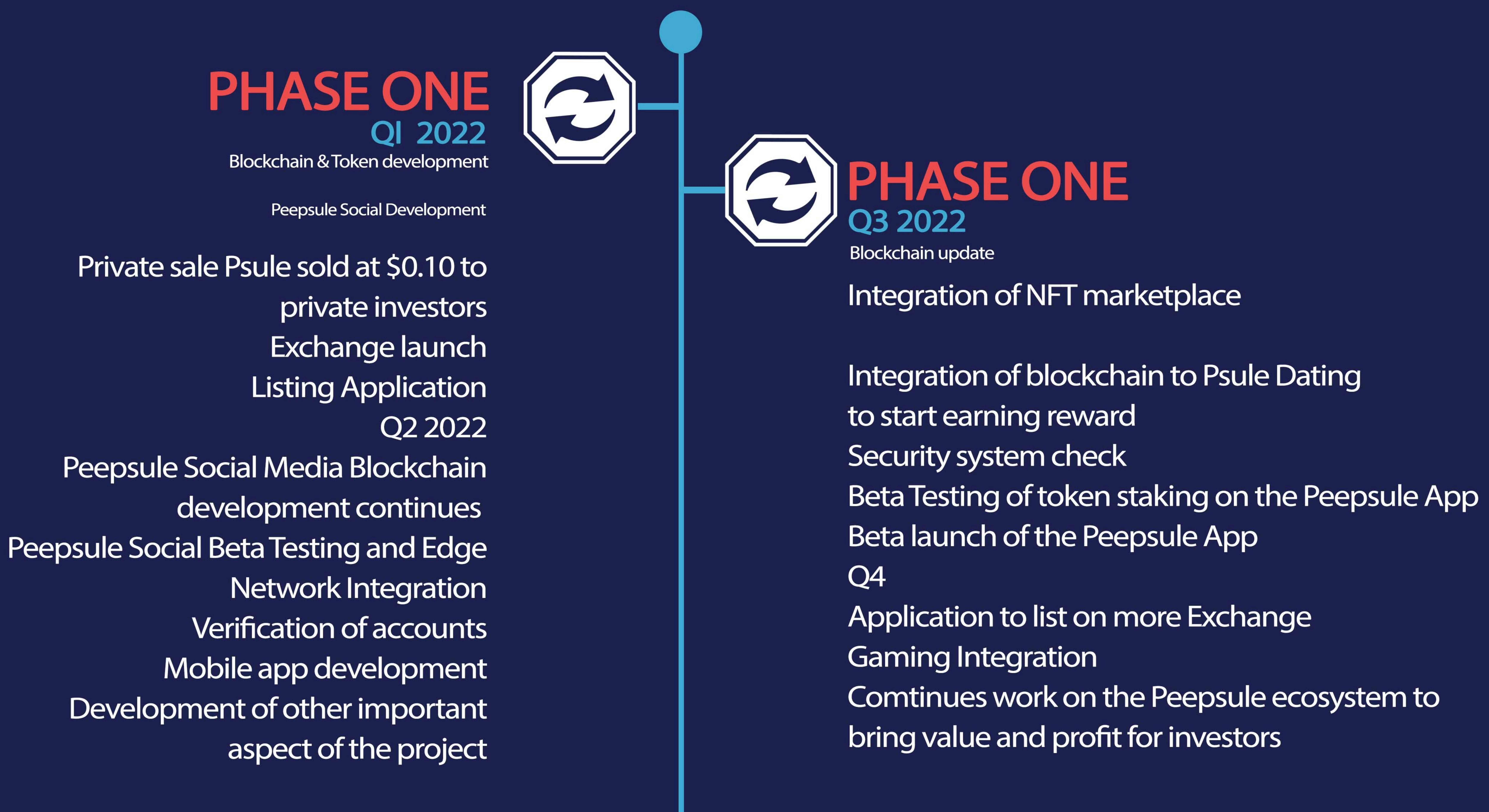
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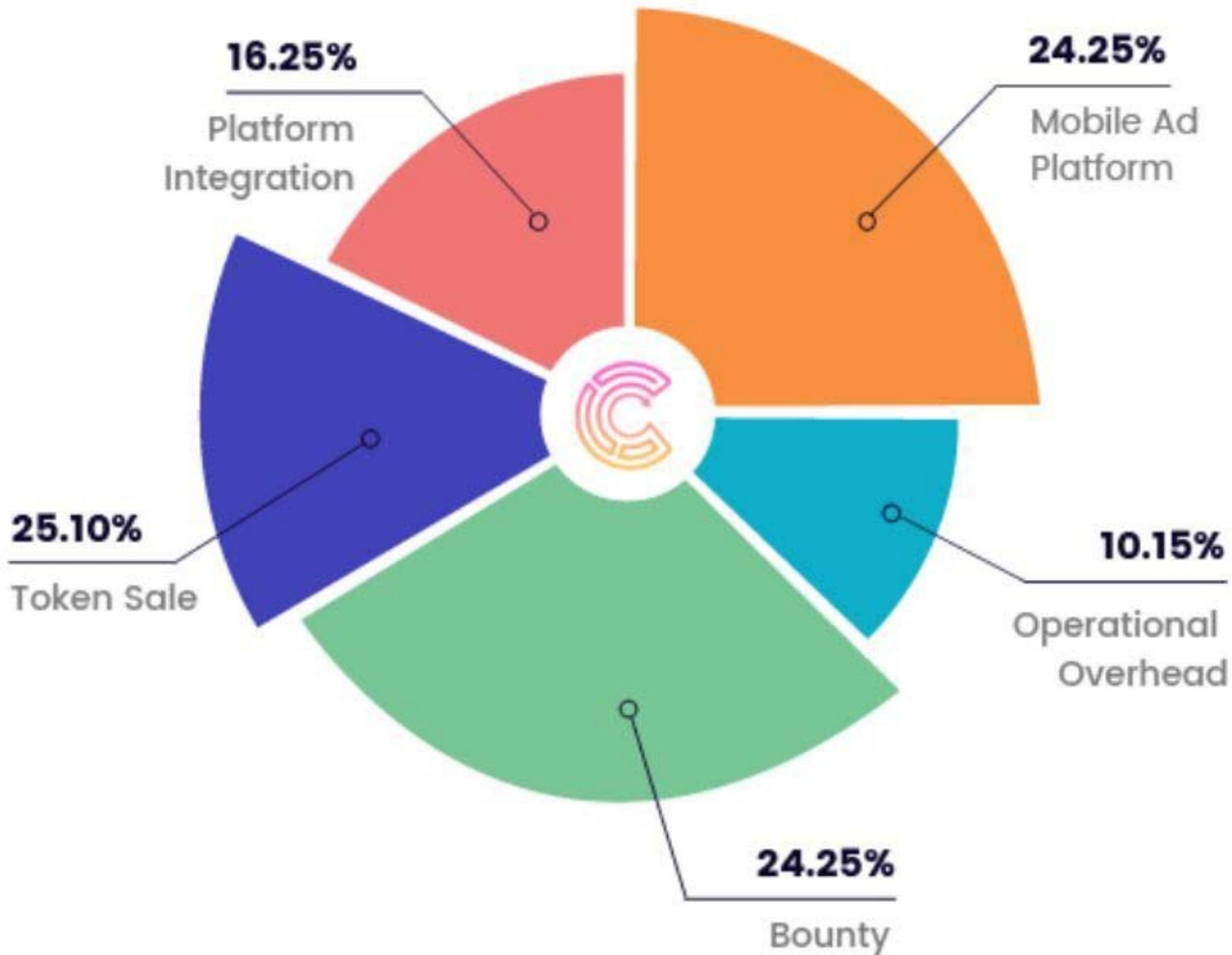
- An in-built wallet to hold your NFT tokens
- An all-one- account used for signing up
- 3D Gaming platfotm
- A three-dimensional (3D) engine, often called a game engine, is a system used for virtual computer simulations. Game engines are commonly used in video games, though other non-entertainment applications also exist.  
A 3D engine has several areas of functionality, which work together to create an immersive virtual environment. The rendering component of a game engine calculates the visual appearance of a scene, while a physics component determines how different objects should interact.
- Our ecosystem will also comprise of play2earn gaming platform where players earn tokens for playing
- Peepsule marketing plan
- Peepsule Coin Distribution
- Peepsule Tokenomics
- Peepsule fund distribution

# ROADMAP

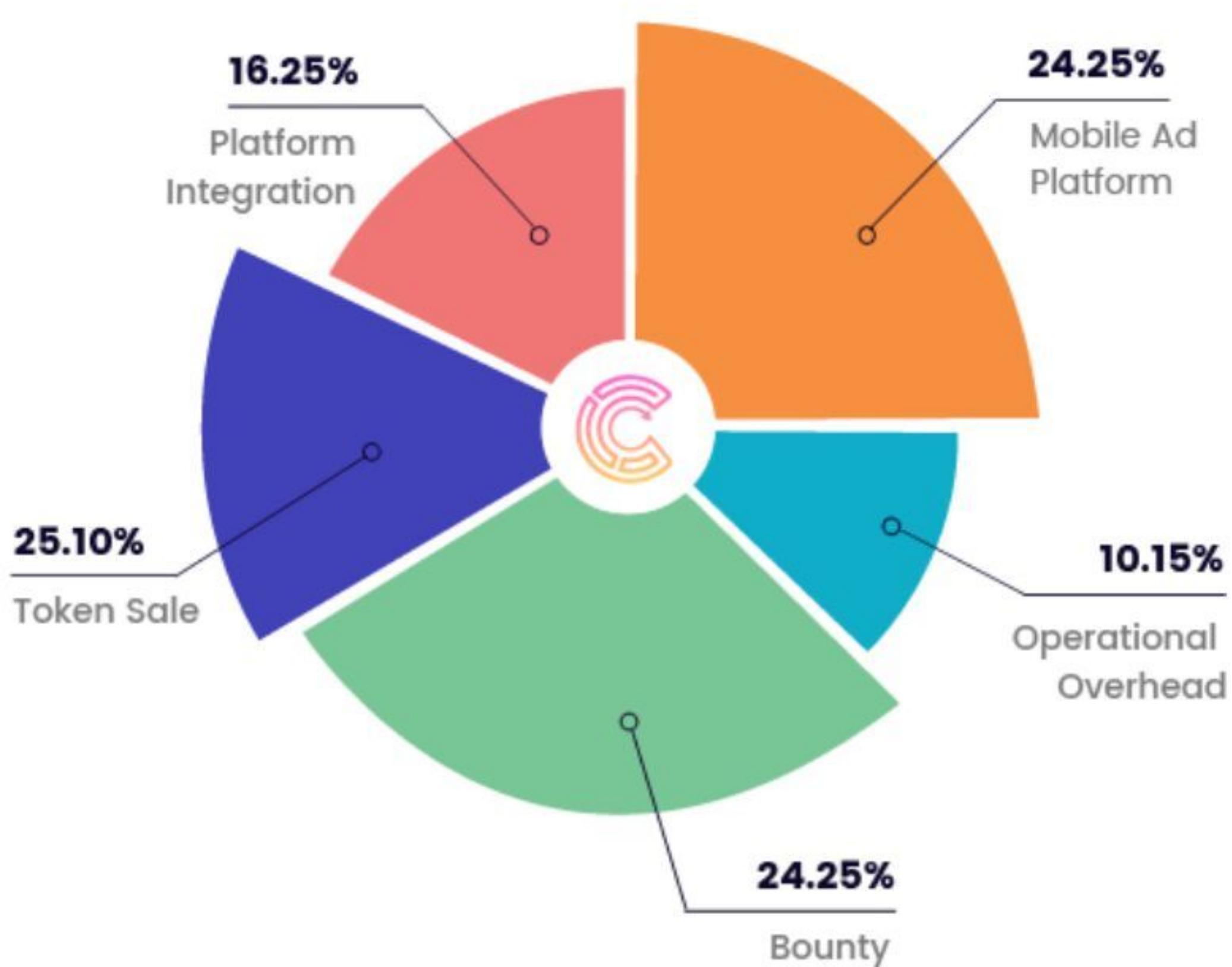
## FOR THE PEEPSULE



# Peepsule Token Distribution



# Token Distribution



**Q1  
2018**

platform Announcement and release.  
Air drop  
Ad marketing Campaign  
Referral plan

**Q1  
2018**

Data analysis, mobile Marketing, Email Marketing, content Marketing, social media & SEO

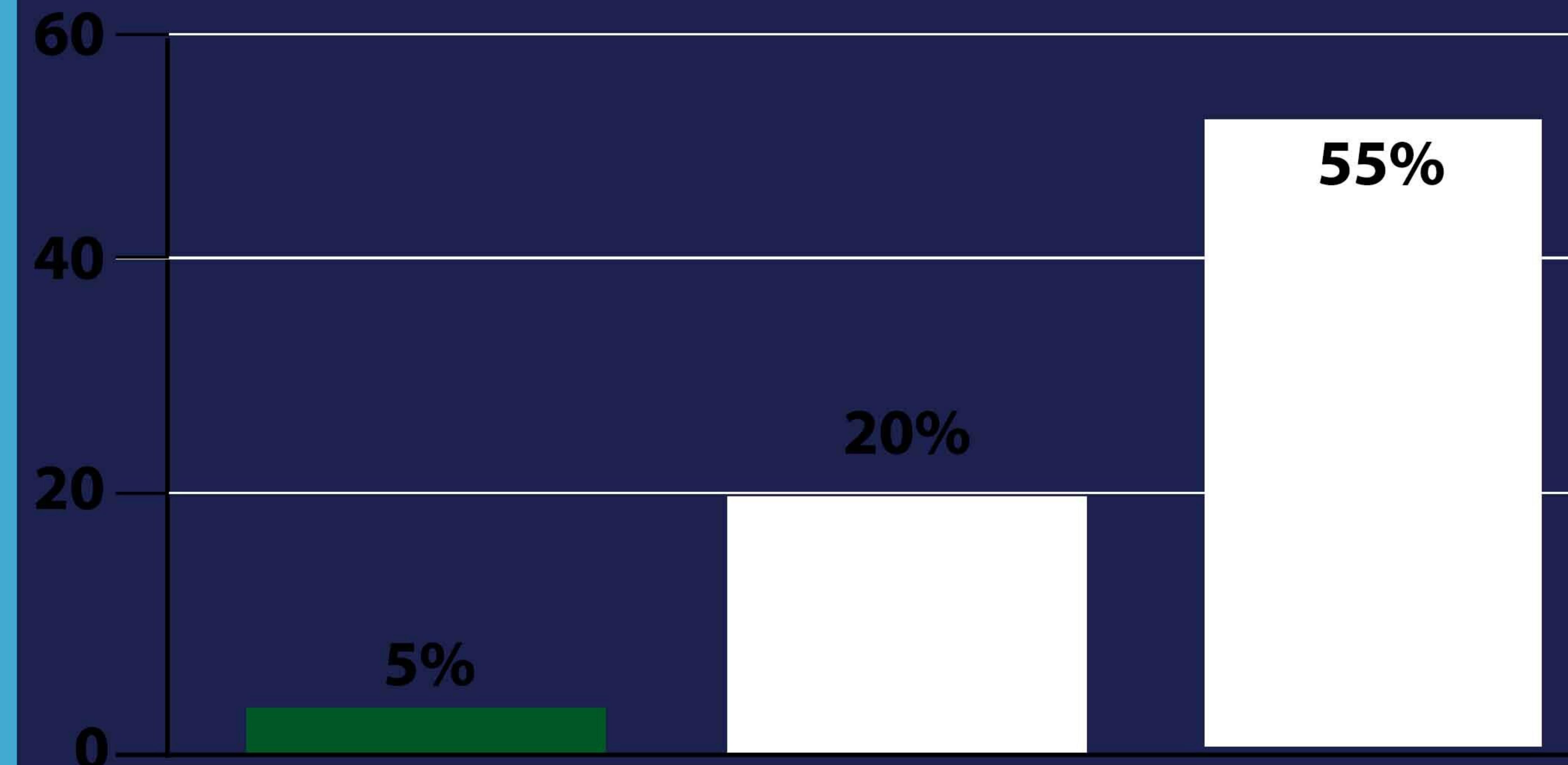
**Q3  
2018**

Content marketing, SEO. social media marketing. email marketing. meet-ups and conferences

**Q4  
2018**

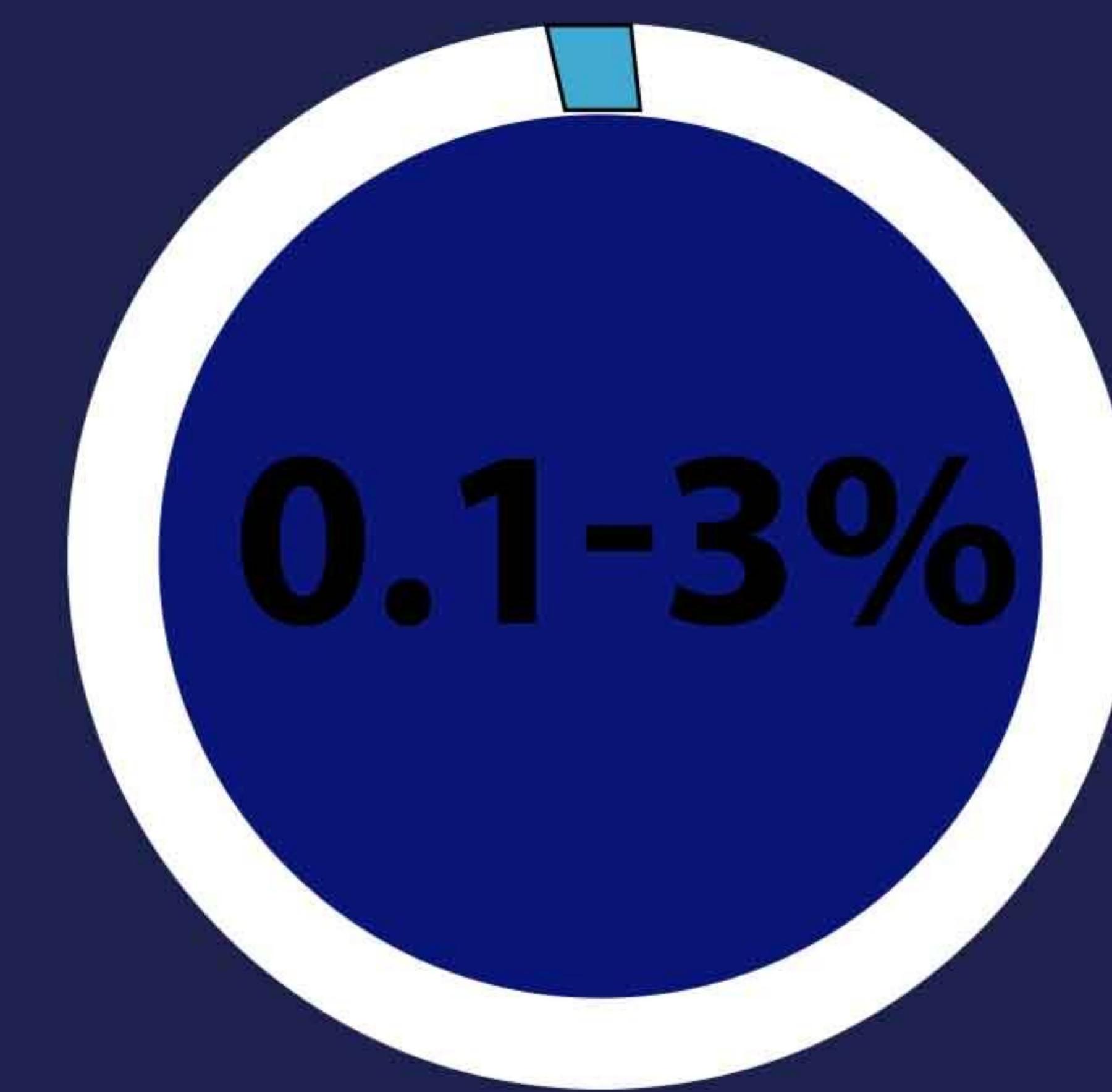
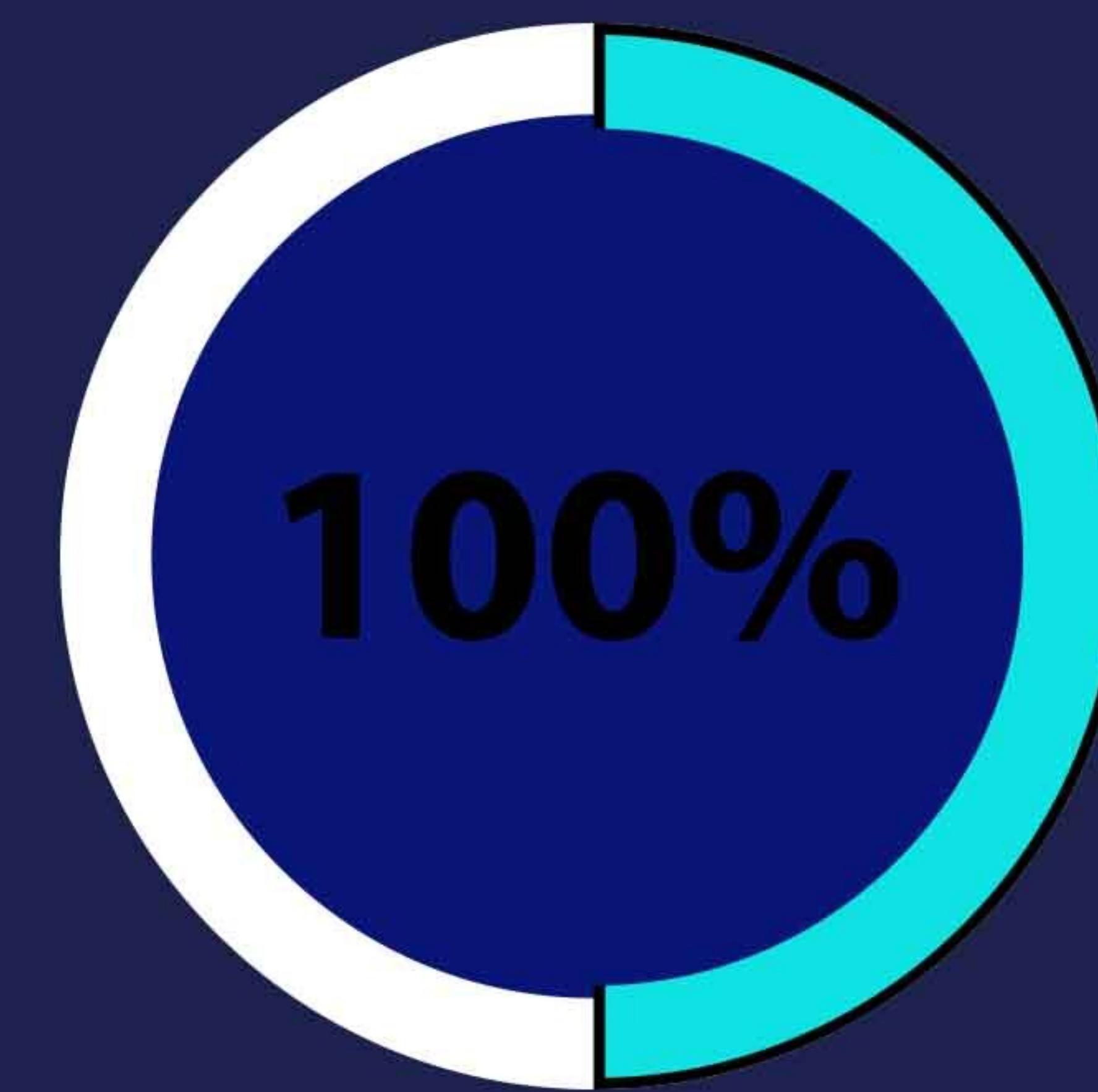
Content marketing, Contents and outreach.

## PEEPSULE GROWTH PROJECTION (million user)



planned through strong marketing from the funds raised from ico and internally generated funds

## Content Share and Engagement Projection





## **IMPORTANT NOTICE**

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This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the Peepsule token (the “Distributor”) to purchase any peepsule token nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

The Distributor will be an affiliate of Peepsule and will deploy all proceeds of sale of the Peepsule token to fund the peepsule cryptocurrency project, businesses and operations. No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the Peepsule token and no cryptocurrency or other form of Payment is to be accepted on the basis of this Whitepaper. Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of Peepsule token (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the “T&Cs”) of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements, or rules of any jurisdiction. The publication, distribution, or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements, or rules have been complied with.



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## **REPRESENTATIONS AND WARRANTIES BY YOU**

pretended purpose of which is to secure a profit or avoid a loss; e. units in a collective investment scheme; f. units in a business trust; g. derivatives of units in a business trust; any other security or class of securities; or h. an investment contract. G. you are fully aware of and understand that you are not eligible to purchase any Peepsule token if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Peoples Republic of China; H. 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; I. you are fully aware and understand that in the case where you wish to purchase any Peepsule token, there are risks associated with peepsule and the Distributor and their respective business and operations, the Peepsule token, the Initial coin Sale.pretended purpose of which is to secure a profit or avoid a loss; e. units in a collective investment scheme; f. units in a business trust; g. derivatives of units in a business trust; any other security or class of securities; or h. an investment contract. G. you are fully aware of and understand that you are not eligible to purchase any Peepsule token if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Peoples Republic of China; H. 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; I. you are fully aware and understand that in the case where you wish to purchase any Peepsule token, there are risks associated with peepsule and the Distributor and their respective business and operations, the Peepsule token, the Initial coin Sale.



## **REPRESENTATIONS AND WARRANTIES BY YOU**

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J. you agree and acknowledge that neither token nor the Distributor is liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and K. all of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

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