

## Castle

*Decentralized Social Media:  
every user is an owner*

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## **Abstract**

The rise of the Internet and social media has given us the power to connect and share content endlessly. Today there are more than 4,200 billion people worldwide. It has disrupted our daily behavior completely. Consciously and unconsciously, we are allowing giant social media platforms to exploit our content and personal data and gain billions of dollars to their benefits. And this is an unfair thread. Castcle's first mission is to create a fairer and better social media by decentralizing social media concepts. We believe that every user plays a crucial role in building up social media together and thus they should earn and own from the platform that they help build as well. Castcle will reward users the CAST token on blockchain technology from each contribution they make e.g. content creating, content farming and see ads. By design, the CAST token value will represent the value of Castcle. All the advertising on Castcle will be the demand of CAST Token, resulting in more users, more advertising, more value of the CAST token which makes every user benefit from the progress and success of Castcle. Ultimately, every user is an owner together.

## Introduction

Sapiens are social species. We tend to live in communities and form societies of our own. The rise of the Internet has made it easier for everyone to connect everywhere and anytime through social networks. Social media are platforms where individuals or social entities share and generate sets of values and content. And with this user-generated content we believe the Social Media Giants take for granted. These social media platforms are born from user-generated content that help link social groups together. Sadly, the content users generated are being exploited by these Giant platforms. For example, news publishers have been highly affected and disrupted by social media. News is now being consumed on social media more than ever resulting in reduced revenue on traditional news income streams. The news publishers get almost nothing on social media. User personal data is also being exploited. The more we use and spend time on the platforms, we both willingly and unwillingly give out our personal data to these Social Media Giants. This information is valuable for advertisers which means a good source of income for the platforms. The owner of the data gets nothing. Both contents and personal data are valuable assets that users contribute to social media that make a billion dollars solely to Giant social media shareholders. To us, this is an unfair social media ecosystem where the true owners of the content and data are being exploited without the proper reward sharing.

## Castcle

“Castcle is a combination of a word ‘cast’ and ‘circle’. The cast of the platform is all users engaging with the platform and circling feed of content. It’s designed to be a platform where everyone can share their opinions and thoughts freely and hopefully learn something new everyday from it in users’ preference circle and media type. Most importantly, the users own and benefit from the value of the platform altogether.”

Our proposed solution is to build a fair and honorable social media ecosystem where all stakeholders are all rewarded. Our aim is to build a decentralized social media where everyone builds, owns and earns from the social media platform together.

Users will be rewarded with CAST tokens everytime they contribute something to the community e.g. spending time on the community and seeing ads, generating good contents, and curating or farming in quality content.

With the rising development of blockchain technology and adoption of cryptocurrency tokens, tokens could be used as a reward to users and content creators. The benefits of giving out tokens fall to each stakeholder; users, content creators, advertisers and the platform.

The token values are variable to the success of the platform. An advertisement income will be used to purchase the CAST tokens. And this makes the token valuable. Plus, the token is exchangeable and redeemable to any users worldwide. This token rewarding system is the mechanism of a decentralized social media community where every user is an owner of the community.

## Platform Value Propositions

1. **Users** - For Castcle, ‘User is an owner’. Users are the most important driver to the platform.

Content-driven community - Castcle is a social media for everyone. This is an online space where the users are encouraged to connect, meet, and share open discussions about their common interests and topics. The platform will learn about the users interests and behaviors and select merely relevant content and advertisements for them in a transparent open-source feed algorithm.

Data Monetization - unlike traditional social media, Castcle Platform is to build up a sustainable social media ecosystem where users are not being neglected or exploited. The platform encourages the users to create, engage, and share content on the platform and we reward them back with CAST tokens everytime they see ads on Castcle based on the ad revenue sharing structure. We believe that the more data that user input and more consent permission for targeted advertisement on Castcle, the more ads value, and the more CAST token that user should earn from their data.

Content Farming - Content farming is a new reward term in decentralized social media where users are the ones to select and farm in content that they believe to be of good quality and valuable to other users. The farmed content will be prioritized in the Castcle algorithm. The farmed content will rank priority and appear on other users' feeds. The higher the content reach is, the more reward the content creator will get. At the same time, users who farm in content will also get a share of the reward as users help the community to select the quality content and make the platform sustainable in the long term with good quality content.

Similar to traditional social media, social media platforms will recognize the quality and relevant content for each user based on users' engagement activities such as likes, comments or shares. Content farming will reward users who alert the community to recognize the quality content and keep users engaging to Castcle platform on a daily basis.

Privacy by design - Castcle runs by a concept of privacy by design. None of personal data will be sold or disclosed to any third parties without users consent and mutual benefit. In our roadmap, users will be able to toggle on/off to close advertisements at any preference time by spending the token in their account balance as a substitute and to reward the content creator and enjoy reading content without advertisements interruption at leisure time.

- 2. Content creators** - Content creators could use the platform to earn tokens by creating contents. When users see ads on Castcle, there will be an ad revenue sharing in CAST tokens back to the creators of contents that show on that users' feed before the ads. As a result, content creators will earn decent income and a fair share of their effort to create quality content for users and the platform.
- 3. Advertisers** - Advertisers' objective is to place their ads to the right target group at the right time. Advertisers can create targeted advertisements directly to their targeted audiences who are allowed for targeting advertising, resulting in higher media spending efficiency and less negative sentiments and impacts toward brands bombarding advertisements. Advertisers use CAST tokens to buy ads and the targeted audiences will earn CAST tokens from the matched ads.

## CAST Token

The CAST token aims to be a utility token.

For utilities

1. CAST token is the only currency unit for advertisement in Castcle. However, advertisers can buy advertisements via traditional payments and the platform will automatically convert media budget into the CAST tokens to be used on Castcle advertisement auction system.
2. CAST token can be used for content farming. Users can select the content that they believe will become popular and a hit among the community. The farmed content will be prioritized by the Castcle's machine learning. The farmed content will rank priority and appear on other users' feeds. The higher the farmed content reach is, the more reward to the content farmers and the content creator will get.
3. CAST token can be used as a reward or tip from the users to content creators whom they want to support for contributing good quality content to the community.

#### In our roadmap

1. CAST token can be used to toggle on/off "no advertisements" mode at any users' preference period of time
2. CAST token can be used for subscribing to access all premium contents of content creators and get the special monthly NFT of that content creator.
3. CAST token can be used for upgrading to a premium account to access all premium contents on Castcle without advertising interruption. The content creators will earn the premium account fees sharing based on time-weight proportion instead. The premium account users can still earn a token from their advertisement feed instead.
4. CAST token can be used as a unit to buy content NFT or general commerce in the Castcle marketplace or Castcle digital pet/gaming.

#### **How to earn CAST token**

1. Airdrop: airdrop campaigns with other decentralized applications (DAPP) or crypto-related business partners to convince more cryptocurrency users to join Castcle and connect the blockchain wallet to claim airdrop if they hold the partners' token.
2. Referral: reward referrer a 10% bonus of the social reward that referee earns over 6 months after referee registration in order to convince more users to join the Castcle community.
3. Social: reward for users who contribute to the community. The advertisement value to each user after deduction by development reserve will be social reward and reward back to the users.

Development reserve is thirty percent of advertising value on Castcle. It is to be reserved for operations and development costs such as server, employees and development of new features to expand the community.

Social rewards can be categorized as

- a. See Ads: the users get rewards when they see the advertisement that is the best match to users preference and data. So, users will earn the portion of their data value through the advertisement on Castcle.
- b. Content Reach: the content creator will get rewards when their content reaches other users' feeds. The content reach mechanism is run by Castcle's cutting edge machine learning to show up the best relevant content to each user's preference. Content creators will get the time-weight proportion of the advertisement value that their contents reach to other users' feeds. So, the longer quality content will receive the higher proportion reward of each advertisement value.
- c. Content Farming: the users can choose to farm in contents they believe to become popular and hit. If the farmed content reaches other users' feeds, the users who farmed in that content will get a share of content farming rewards. There will be an exponential weight of content farming reward to reward more for early content farmers who discover the quality content at an early stage. In addition, content farming has a 24 hour period in order to encourage users to engage in Castcle and help the community to discover fresh quality contents in Castcle on a daily basis.

The distribution ratio for the reward amount of each advertisement value after development reserve is twenty percent allocated to feed Reading, fifty percent allocated to content Reach, and the other thirty percent allocated to content Farming reward or simply

*See Ads: Content reach: Content farming = 20: 50: 30*

If account the development reserve, each advertisement value will be allocated

*See Ads: Content reach: Content farming: Castcle = 14: 35: 21: 30*

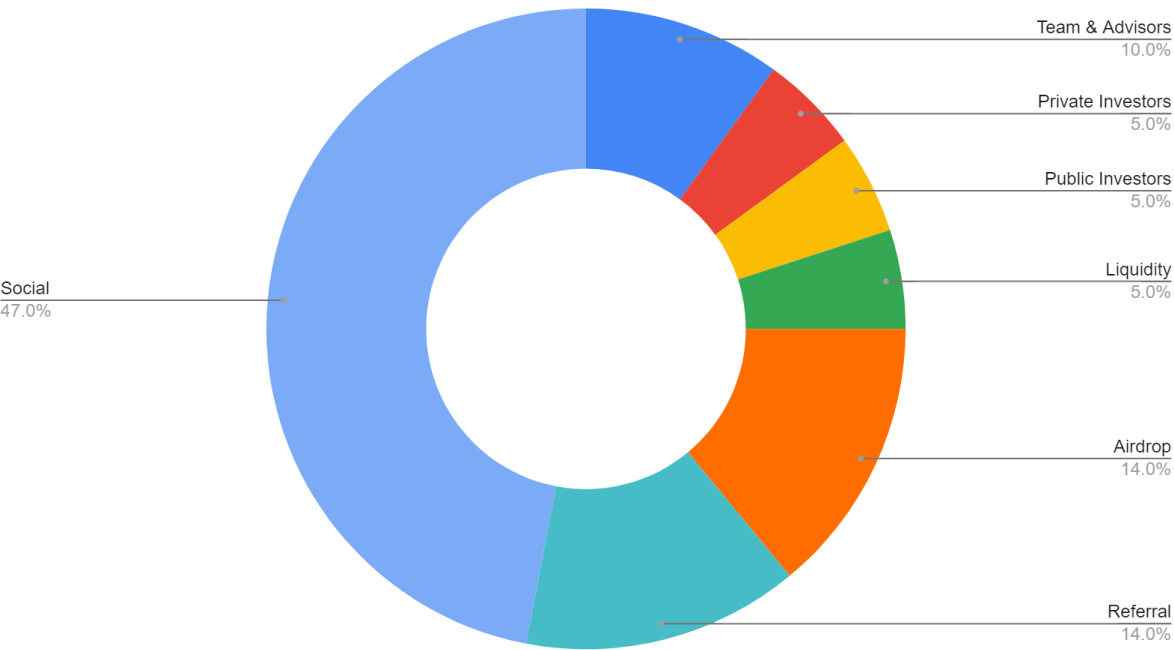
## Tokenomics

There are planned to be a total of 100,000,000 CAST tokens to be distributed over a period of at least 3 years.

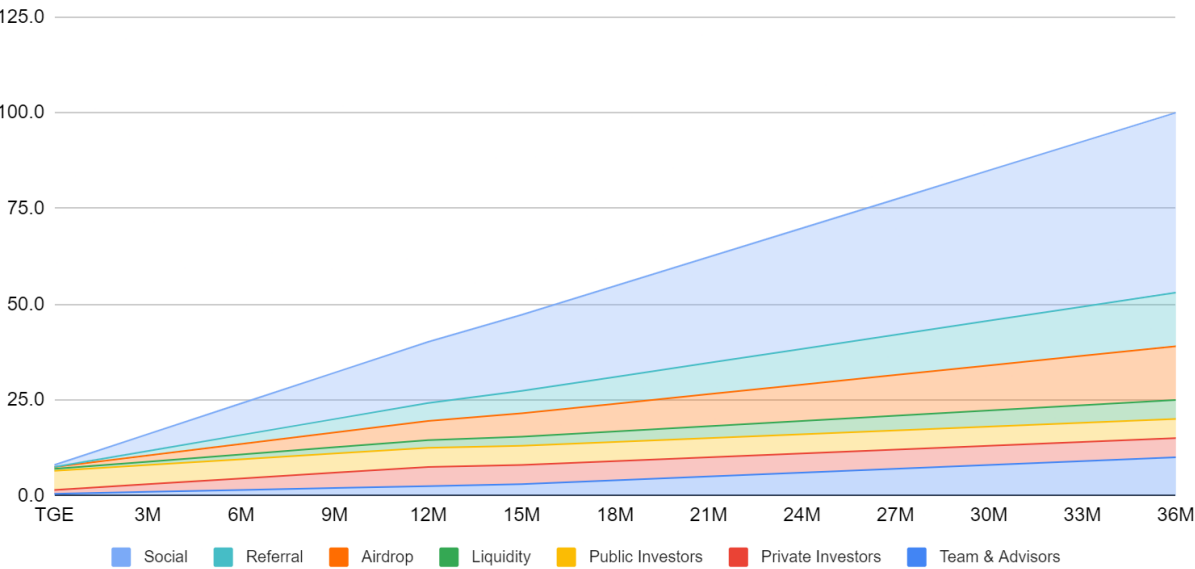
Cumulative In millions	TGE	Year End 1	Year End 2	Year End 3
Team	0.50	2.50	6.00	10.00
Private Investors	1.00	5.00	5.00	5.00
Public Investors	5.00	5.00	5.00	5.00
Liquidity	0.50	2.00	3.50	5.00
Airdrop	0.50	5.00	9.50	14.00
Referral	0.00	4.67	9.33	14.00
Social	0.50	16.00	31.50	47.00
<b>Total</b>	<b>8.00</b>	<b>40.17</b>	<b>69.83</b>	<b>100.00</b>

The final distribution structure will be:

Token Distribution



Token Release Schedule



1. Team & Advisors (10M) - allocated to the team member & advisor of Castle - 5% unlock at TGE, then 5% on a quarterly basis for 5 quarters and 10% on a quarterly basis for 7 quarters
2. Private Investors (5M) - allocated to the private investors of Castle - 20% unlock at TGE, then 20% quarterly on a quarterly basis



3. Public IDO (5M) - allocated to the public IDO
4. Liquidity (5M) - allocated to the liquidity of both DEX and CEX - 0.50M at TGE, then linear daily minting to 5M by the end of year 3.
5. Airdrop (14M) - allocated to reward users who join Casttle through airdrop campaign with other Dapp partners - 0.50M at TGE, then linear daily minting to 14M by the end of year 3.
6. Referral (14M) - allocated to reward referrers who refer more users to join Casttle - linear daily minting to 14M by the end of year 3.
7. Social (47M) - allocated to content or advertising partners, with a condition for boost content on Casttle only - 0.50M at TGE, then linear daily minting to 47M by the end of year 3.

### **Casttle Roadmap & Opportunity**

Our roadmap is clear that at the initial phase, Casttle community is positioned to be the decentralized social media for cryptocurrency users to share and explore new cryptocurrency ideas and community. The global cryptocurrency users is expanding at a rapid growth rate from 5.8 million users in 2017 to 101 million users in 2020 [1]. The current cryptocurrency users are big enough for Casttle to start being the decentralized social media for cryptocurrency users.

However, Casttle aims to be a daily social media community and broaden users based from cryptocurrency users to general users over the time by expanding features to cover daily engaging hooks such as music/video streaming, chat function, marketplace, mini casual game, etc.

Social media market is a huge opportunity market. Currently, social media users worldwide have already surpassed 4.2 billion users in 2021 and still achieve a two digit growth rate at 13.2% year-on-year [2]. The social media advertising market is estimated at \$110,628 in 2021 [3]. Convincingly, Casttle community is ready to disrupt the social media market to create a better and fairer social media community for global users.

### Timeline Roadmap

- Nov 21 - Beta version of Casttle community, the social media for cryptocurrency users to share and explore cryptocurrency contents and community. Auto post accounts allow content creators to connect Casttle accounts with their Twitter, YouTube, Facebook Page, Medium accounts and automatically post on Casttle after they create a content to the connected accounts.
- Feb 22 - Launch Initial Dex Offering (IDO) of CAST Token and kickstart social reward, users can earn token from content reach, content farming, and see ads.
- Mar 22 - Launch Airdrop Campaign with partners, user can earn more ad value from the blockchain wallet and exchange wallet data
- Apr 22 - Launch referral reward, referrers earn 10% reward of referee's social reward for 6 months. When users share content from Casttle will contain referral code of that user

- 3Q22 - Introduce Group, Friend and Casttle Me - expand and integrate API with other social media such as Instagram, TikTok, LinkedIn and other data providers such as Amazon, Credit card for users to utilize and earn more from their data and contents.
- 4Q22 - Introduce Ad toggle off, subscription, and premium account features. Ad toggle off is when users do not want to see an ad, so they can use CAST tokens for reward content creators instead of an ad. Subscription is users pay content creators to access all premium contents of that content creator and get an FC badge. In addition, there will be Premium accounts where users pay subscription fees to access all premium contents on Casttle without advertising interruption but the premium account users can still earn a token from advertisement feed instead.
- 2023 - Music & Video Streaming, NFT marketplace, Chat, Digital pet & gaming
- 2024 - Introduce a Marketplace feature where buyer and seller can buy and sell anything with escrow service and affiliate options

Casttle will fasten the mass adoption of blockchain technology. With decentralized social media, everyone can start to earn and know about token and cryptocurrency by themselves. They will realise benefits of globally and efficient transactions and many more utilities of decentralized applications. This is the second mission of Casttle.

## Reference

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- [2] <https://datareportal.com/reports/digital-2021-global-overview-report>
- [3] <https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/worldwide>