



**Web3 Q&A platform for the web of trust**

### **Team Members**

Karabo

Reno

Valerie Shieh

Mashal Waqar

HackZuzalu Project



- 01** Project Overview
- 02** Project Results
- 03** Project Retro: What Went Well
- 04** Project Retro: What Did Not Go Well
- 05** Moving Forward

What does  mean?

-Web3 Quora, Q&A platform

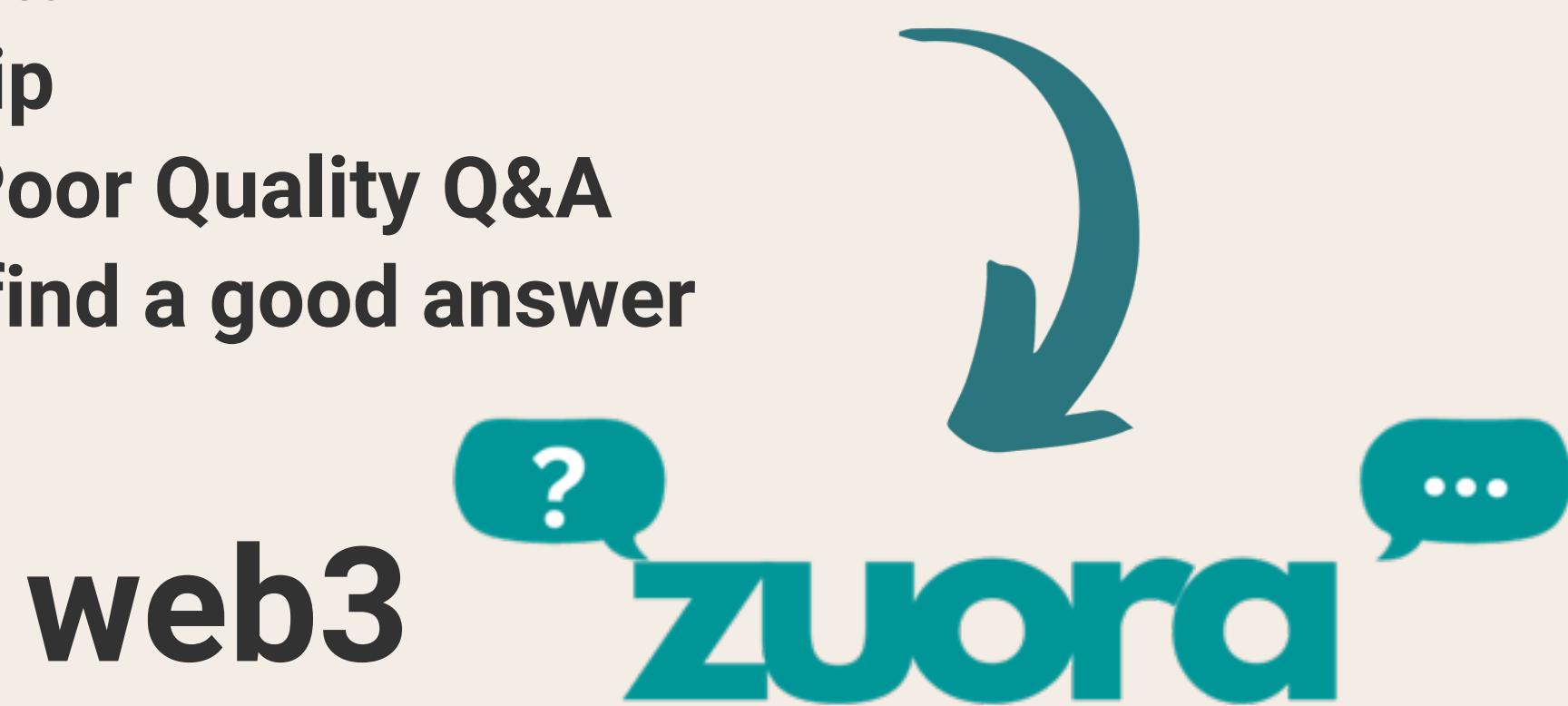
-Born @ Zuconnect

# What's wrong with Quora ?

web2

- Answers are full of SEO-driven schilling
- Authors aren't trustworthy
- Lack of incentives
- Quora holds users' data
- Centralized censorship
- Information Bubble, Poor Quality Q&A
- Takes a long time to find a good answer

web3



# Comparing

**Quora**

VS

**zuora**

Data ownership	Centralized	Decentralized
Authors trustworthy	May be deceptive	Web of Trust
Reward	NO substantial reward	Incentivised by the system
Censorship	Yes	No
Quality of Q&As	Good comes with bad	Satisfying
Finding good answers	Long time	Easy

# How does



# work?



- Ranking Q&As by Reputation
- Reputation based on contribution
- Login via Metamask or Zupass
- DeGov, users own their contents
- Onchain Storage, IPFS

# Reputation Ranking



- Based on profile score
- More engagement (great questions, answers, and votes) grows ranking
- More upvoted answers improve ranking
- Anti-Sybil Attack

# So Where do we start?



- Let's start with Zuconnect, this is a community of reputation
  - Beta test with a group of people we can verify
  - Feedback on functionality and usage
  - Referral mechanism where each person gets to add 1 more person

# Study

**Q: #ZKP study group  
what is the right way to learn ZKP  
as a new comer?**

.....

# Fun

**Q: # Karaoke night  
who is the best singer of Karaoke  
night?**

**Q: # Istanbul cat watching  
Q: # memes in zuconnect.....**

# Event

**When event happens,  
attendees have questions &  
answers**

gm.

Friendly PSA: If anyone's interested in a group Hamam trip to a [co-ed] Hamam in the evening (maybe Nov 1-4, possibly two group bookings to choose from), 15 min from SoHo House area, please head over to the Wellness channel and  the [also pinned] message: <https://t.me/c/1938681868/335/470>

What's the total turn out of residents we expecting in Istanbul? I remember reading 200 a long while back, not sure if that's changed

We're so excited to see you in Istanbul soon!

You can start getting mentally prepared for the energizing two weeks by checking out the ZuConnect wiki here: <https://wiki.zuzalu.city/>

You'll find a high level schedule and tips on how to maximize your experience.

If there's a question you should be added to the wiki, please ask them in the **Questions** channel.

# Introducing



**Get answers to  
questions from  
people you can trust.**

**Let's try zuora  
(demo)**

# Where do we want to go?



# Our team



Valerie Shieh  
Strategy & Operations  
x top3 CEX Listing manager & analyst |  
x CMO @zkPass



Karabo  
Tech/ Dev



Mashal Waqar  
Content & Partnerships  
x media entrepreneur & community builder  
Researcher @ Summer of Protocols +  
Partnerships at Bankless Publishing



Reno Yang  
Tech/Dev  
Software engineer & co-founder of Realxstate  
(real estate asset tokenization in emerging  
markets)

# Try Zuora

Thank you !  
Teşekkür ederim!