

# AiLink

A trusted open social platform based  
on blockchain

White paper V0.4.0



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# 1. A decentralized social platform?

The greatest social networking platform in the internet era is Facebook, WeChat and so on. Initially these products gained massive users by meeting their needs of communication and socialization, and then succeeded in creating great commercial value. However, the drawbacks of traditional social platforms are getting more and more obvious:

- Giant's products acquired a monopoly, users have no choice and no discourse right.
- User privacy can not be guaranteed. User's data is analyzed and commercialized by the platform, user experience is getting worse, users are forced to receive mandatory advertisements and commercial push, and the cost of trust between users is also getting higher and higher.
- Because of the centralized flow of platform, developer has no bargaining power, and most of the proceeds are obtained by the platform, many good products are hard to reveal.
- Advertisers in the traditional platform of advertising, can not get real and transparent advertising effectiveness.
- Insufficient incentives. The value of the platform is essentially created by users with every piece of content and interaction a little bit cumulatively, but without any direct relationship with users.
- The traditional social networking platform is essentially a commercial company that continuously intrudes the interests of users for the KPIs of business goals and financial statements.

AiLink's purpose is to encourage users to engage in value-social interaction on the value network they trust and build a new social network of the ideal

ecological value system based on artificial intelligence technology, P2P technology and blockchain, which has decentralization, high security, privacy protection and other features, instead of the traditional profit model of commercial companies which use information and resources asymmetric.

In addition, as blockchain industry has developed to the present stage, user-friendly blockchain products are strongly needed which allow more users to accept and recognize the concept and value of the blockchain, which is also AiLink's mission. AiLink will start with social games, allowing users to begin to understand the value of the blockchain to bring their own value, to attract friends around the world to join the game, and quickly establish connections and interact with other users on the platform.

## **2. Social scenes in the blockchain era**

*Winter vacation was coming, Li Lei planned to travel to New York, He opened AiLink and released a real-time travel topic, and soon attracted a dozen people with the same plan to join the group, everyone discussed the ticket, visa, travel and other topics actively, finally Li Lei decided to travel together with several guys who had the same destination and good credit on AiLink. Then he sent a broadcast message in AiLink using token looking for local guides in New York, and soon received Joanna's reply, users who had helped spread the message received token rewards. Li Lei found Joanna's opening message very appropriate, she was available and helped to design the entire journey, a smart contract was established. When arrived in New York City, Joanna took the group on a guided tour. When resting Joanna opened the interactive game in AiLink to play with everyone and soon began to get familiar with each other and found common topics. Li Lei launched third-party local services on AiLink to discover*

*restaurants and hotels that support token payments and took everyone there. After the trip, Li Lei confirmed the trip was completed and gave praise, token is paid to Joanna automatically based on smart contracts.*



The previous story tells a typical social scene of AiLink in the era of blockchain. The whole social ecosystem will be more open, altruism will be more evident among ecological roles, trust cost between users will get lower and lower, information will be transferred more efficient, and users will have more and more control over personal information and privacy.

### **3. Gamification Social Incentive Autonomous Ecosystem**

The most important concept that blockchain brings to users is the value of personal assets. Mining will also become the most basic behavior in the blockchain era. Happy Miner, the first blockchain game based on AiLink, combines these concepts and maps each user to the platform as an asset that can be traded and appreciated, and give the user a blockchain social price and computing power attribute. Users can purchase their own friends

or other users to become their own miners mine for themselves. Each time they are traded, they will increase their social price by 10%. The higher the transaction number, the higher the social price and the computing power will be. The mining output mechanism is similar to the POS mechanism, the higher the calculation power, the higher the output.

After the basic gameplay was confirmed, mining pool system was introduced. The mining pool system is an autonomous ecosystem, any organization or individual can set up a mine pool by investing a certain amount of Tokens, and setting the mining requirements and output rates. All users can independently assign miners to choose different mining pool to obtain higher profits. With reference to Ethereum's mining methods, the mine pool will automatically adjust the mining difficulty as the number of users changes, ensuring that users can get enough benefits while too less users, and increasing the difficulty of mining while too many users to avoid overcrowding.

At the same time, the happy miner has set up a six degrees of separation invitation mechanism. The user can see the six degrees of separation list he has invited, which greatly reduces the threshold for user interaction and minimizes the cost for users to establish connections.

## **4. AiLink break through six degrees of separation**

AiLink is a trusted user-friendly open social platform based on blockchain. In AiLink Ecology, the user's behavior data will be recorded on the node of blockchain, which can not be tampered with, and the transaction behaviors

of participants in all social networks are realized and constrained by smart contract technology. Under the premise of ensuring the privacy of users, anyone can depict the user's digital portraits through the data on the blockchain, and determine whether the person is credible by the blockchain score, thereby greatly reduce the trust cost between people and build a highly trusted ecosystem.

On the basis of trust, AiLink will directly break through six degrees of separation. Users can directly connect to or conclude transactions with any node on the network at a low cost, so that information and value can be effectively spread throughout the blockchain network. Then, publishers will achieve their goals, communicators will get token rewards, benefiting all nodes spread throughout the network.

In addition, AiLink capture and process massive users open data on blockchain networks with AI operations, design unique formulas, match users with high affinity, to achieve the desired results, such as in the same crowd of music lovers, the probability of the person matching the music preferences matches is higher depending on the user's preference for the genre of music. The frequency of interaction between users will also be used to calculate friends degree, so as to continuously improve the relationship between friends.

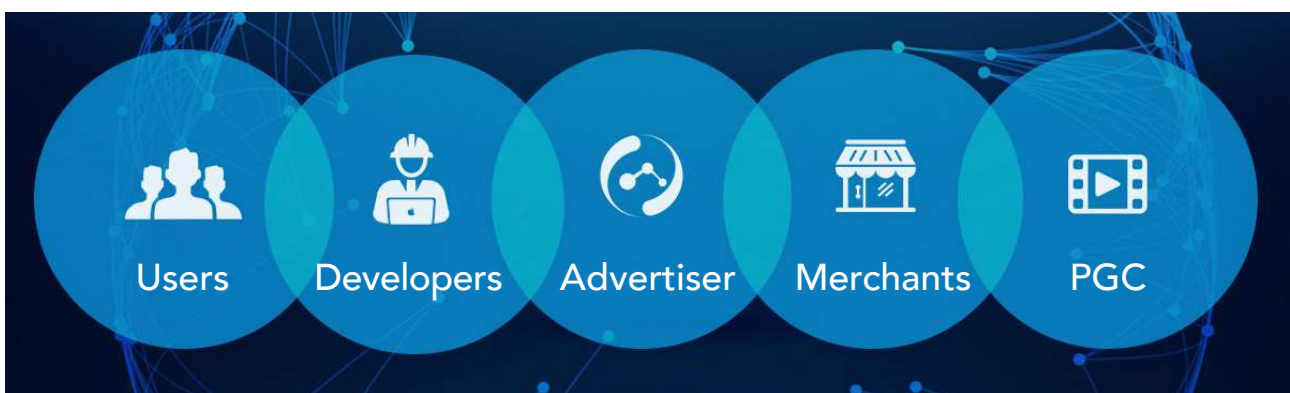
At the same time, AiLink will provide more user-friendly applications, AiLink will start with social games, let users get the concept and value of blockchain more simply and directly, then improve the entire social ecosystem gradually.



## 5. AiLink ecosystem composition

The basic value concept of AiLink ecology is to attribute value to the contributors to the ecology, so that each role in the ecosystem can truly receive benefits.

The factors in AiLink's ecosystem are: users, developers, advertisers, merchants and PGC, the main behavior of each factor is as follows:



### • Users

Users are at the forefront of the AiLink platform and enjoy absolute control over personal information and assets.

Users can send messages which break through network boundaries on blockchain network, others can help to transfer messages and receive token rewards.

Users can communicate and interact with friends online and receive token rewards.

Users can play games online or offline with other users and receive token rewards.

Users can discover nearby business campaigns and sign up using tokens.

Users create interactive content within the community. Popular content gets more exposure, and high-quality content gets more token rewards as well.



Users can use tokens to propose new ideas for games. Other user can contribute their tokens to support the ideas. Developers can develop the proposed games and get the token rewards.

Users can choose whether to be shown push information like ads and game notifications. To ensure privacy, the users' data can only be viewed by themselves or users with their authorizations.

## • Developers

AiLink reshapes the collaboration between the platform and the developers, and the platform is very developer friendly.

Developers provide social network users with games, live streaming, e-commerce and other content and services and charge the users directly or get the tokens as a service fee. For example, the reward in the live broadcast application can be realized through the smart contract, and the token paid by the regular taker is divided into a certain percentage by the live broadcast developer and the anchor. All other profit sharing agreements are based on smart contracts and are guaranteed not to be tampered with.

The more users use the app, the more token rewards the app developers get. The developers can get most of the revenue from in-app purchases.

Developers can also use tokens to promote their applications within the platform. The platform, based on blockchain technology, ensures that advertisers get real and effective delivery results.

AiLink will provide developers tools and interfaces of developing games and applications to ensure that developers can quickly and efficiently generate smart contract and develop third-party applications and services.

- **Advertisers**

Advertisers can use tokens to publish business tasks on the platform, gain visibility through social networks, and fulfill specific business purposes, and token will be rewarded to users who have finished business tasks based on smart contracts.

- **Merchants**

Merchants can initiate campaigns on the platform, or run ads to attract users to shop. They pay tokens and receive token rewards.

- **PGC**

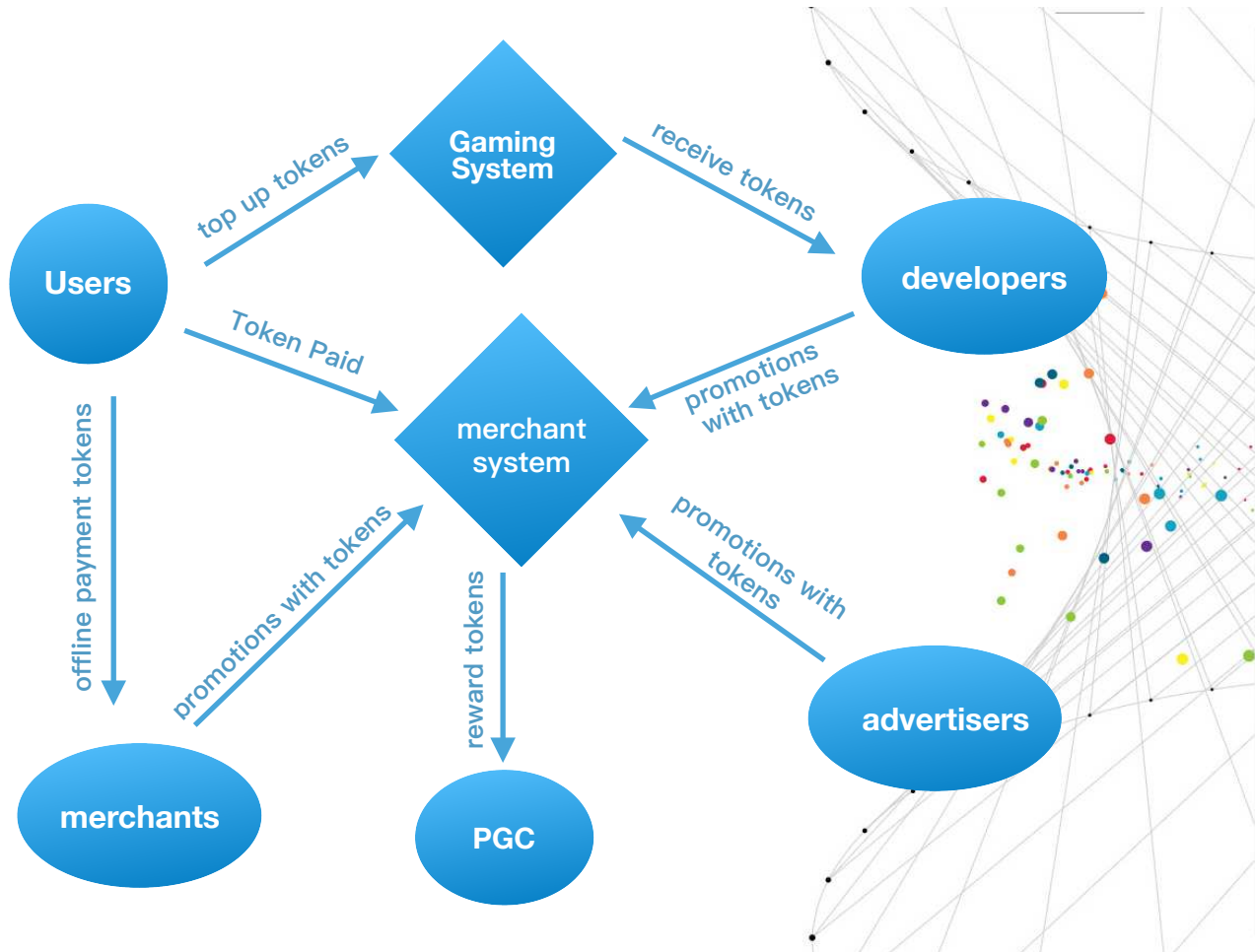
PGC can publish content that attracts users on AiLink's open platform, and receive corresponding token rewards based on user browsing and sharing.

App-specific token rewards, such as Tip, are available through the apps.

PGC can pay tokens to promote their content.

## 6. Economic circulation system of AiLink token

The main token flow chart in the AiLink ecosystem is as follows:



AiLink uses 30% of the tokens for ecosystem construction and incentives. Users or developers' contributions to the platform will be rewarded according to the PoC mechanism.

The usage scenarios of the tokens are very diverse. The main ways to use them are:

- In-App Purchase.
- Make payments in the third-party applications provided by the developers, in forms of live streaming rewards, paid content and e-commerce purchases, among many others.

- Use AiLink's wallet for offline payments at merchants.
- Other types of token transfer between users, including the interactive AiLink 'red envelope' function.

## 7. Proof of Contribution mechanism

In consideration of the features of social network, AiLink applied proof of contribution mechanism with smart contract technology to solve incentive issues in the community and to ensure that the entire community's ecosystem is open and transparent.

Token Generation Rules: The platform performs calculations every 24 hours to reward contributors and participants on the platform. Each time, the pool of rewards is fixed. The pool of rewards becomes one-half of last year every 365 days.

### Calculation demonstration:

- Participant Contribution Measure  $M1 = (\text{Interaction Factor} * \text{Interaction Quantity} + \text{Sharing Factor} * \text{Share Quantity} + \text{UGC Factor} * \text{UGC Quantity} * \text{UGC Quality} + \text{Game Factor} * \text{Game Usage} + \text{Application Factor} * \text{Application Usage} \dots) * \text{Online Duration} / 24 \text{ hours}$
- Circulation quantity of the day
- Participant's gain of the day  $= M1 / (M1 + M2 + \dots + Mn) * Qt$

## 8. Plans and road maps

Juhuiwan, as AiLink's first product, has gained 20 million registered users since its launch in 2013, with hundreds of games on the platform to meet the entertainment needs of users in various scenes. The road maps are as follows:

### - Q1 2018

Set up and improve the ecosystem model. Happy Miner, based on AiLink's social game, began to test.

### - Q2 2018

Launch autonomous business ecosystem, launch AiLink Token wallet function, grow user quantity exponentially through viral marketing.

### - Q3 2018

Launch incentive system, improve the social system functions and open platform service system.

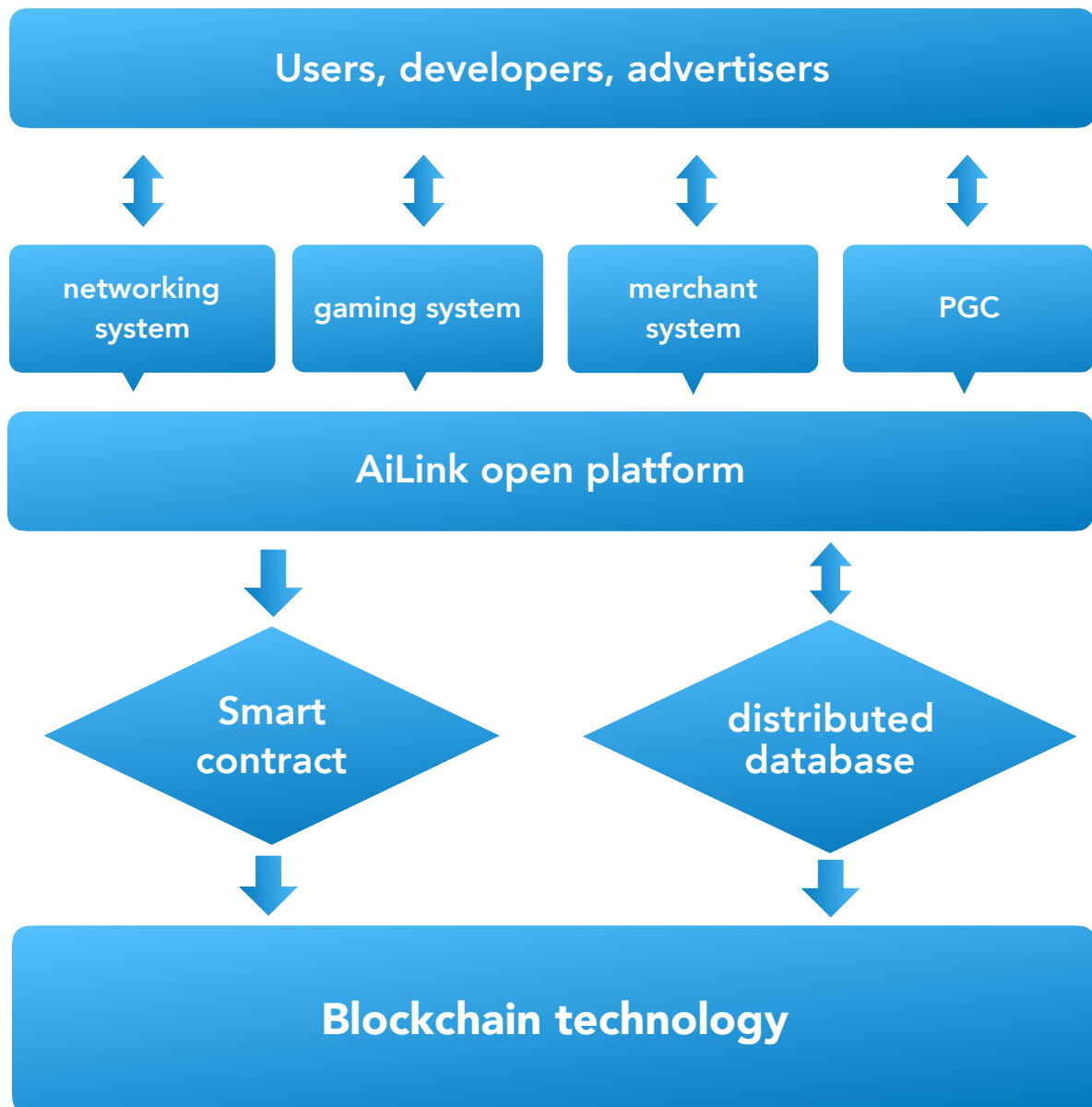
### - Q4 2018

Launch the open gaming platform, diversify the platform's ecosystem and improve the platform's value system.

### - Q1 2019

Integrate applications into the system in large quantities and improve the ecosystem for the entire platform.

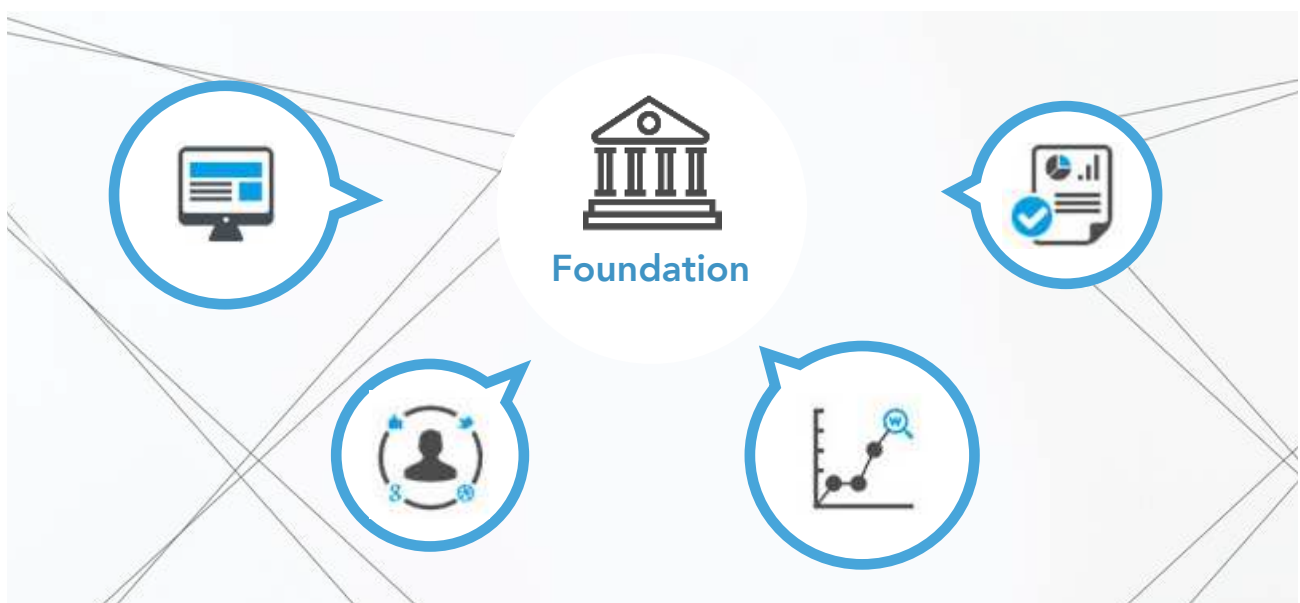
## 9. AiLink's System architecture



## 10. AiLink foundation

AiLink Foundation is an independent organization whose main responsibilities are:

- Support AiLink's technology development, develop and choose important partners in the ecosystem.
- Responsible for expanding and motivating members. Participate in rule making, legal affairs and compliance supervision.
- Responsible for developing the open social network platform and defining its regulatory rules, research objectives and development goals.
- Responsible for the design of smart contracts, allowing developers to submit changes based on the actual situation. The foundation is responsible for establishing a fair and reasonable assessment mechanism and reviewing the proposed changes.





## 11. AiLink Team & Investor

### • Team



#### **Roger Li**

Founder and CEO of Juhuiwan and Tianhu Game, a known social game platform with 20,000,000 young users.



#### **Sky Kong**

Former CTO of rongyi.com. more than 15 years experience in artificial intelligence, large data, micro service, system architecture and blockchain.



#### **Alan Li**

Co-founder and COO of Juhuiwan. Worked in Baidu Inc. and 4399.com. Master degree in Computer Science Department of Tongji University.



#### **Lann Lan**

Rich experience in marketing field including marketing related information collection and analysis, consulting, promotion activities, customer service, planning and strategies making.



### **Colin Duan**

PhD. 10 years experience in the field of AI and Machine Learning; extensive work experience at Amazon, eBay, and GE.



### **Linc Yang**

15 years experience in system architecture and technical solution, has been worked in NY and Singapore.



### **Samuel Wang**

15 years profound UI development experience in Morgan Stanley and Walmart.com.



### **Hulk Yang**

Experienced full stack engineer who has been worked at Baidu, Inc and Lenovo.

## • Consultants



### **Shichun Wu**

Top Angel Investor. Founder of Plum Ventures. Investor of Qudian, Miya, Changba.



### **Chandler Guo**

Founder of BitAngel Fund, well know angel investor in blockchain field.



### **Bo Zhu**

Founder of DreamChaser Fund and Inno Valley. Investor of Super Class, Liwushuo, BoostInsider and Juhuiwan.



### **Yiyun Zhang**

Funding Partner of “GeekBeans Capital”, CEO of “Pocket Part-Time”.

• Investor & Partner



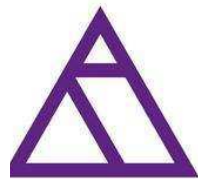
策源创投  
Ce Yuan Ventures



追梦者基金  
DREAM CHASER



Inno Valley  
创 · 新 · 谷



K2VC  
险 | 峰 | 长 | 青



Consensus Capital  
共 識 資 本



时戳资本  
TIMESTAMP CAPITAL

GENESIS

创世资本



极豆资本  
GeekBeans Capital



EtherZero



金融科技与互联网安全研究中心

## 12.Token Launch

- **Token Distribution**



**Unlock rules for team and advisors:**

**Advisors:** 10%, unlock 1% every month for 10 months.

**Team:** 10%, unlock 1% after 6 months, then unlock 0.5% every month for 18 months.

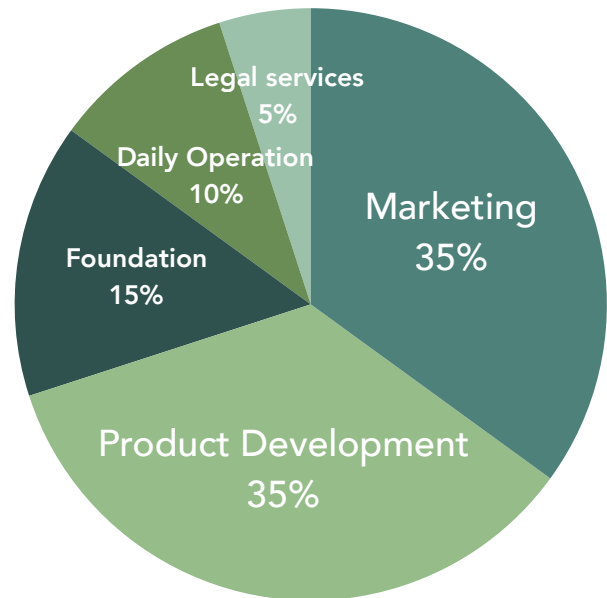
Foundation is for project development, unlock 3% every year for 5 years.

- **PE plan**

The platform will devote 25% of the tokens to PE funds, which equals to 2.5 Billion ALI tokens. PE plan will open for cornerstone investors and PE investors.

## • Budget Allocation

35% of the raised fund will be used for market expansion and community incentives, 35% for team building and development, 15% for foundation expenses, 10% for the project's daily operation expenses, and 5% for legal services costs.



## 13. AiLink legal structure

AiLink project will set up the AiLink Foundation. The Foundation, as an independent legal entity, will be solely responsible for organizing the team to develop, market and operate the AiLink project and assume all the relevant responsibilities.

AiLink Foundation will be strictly in accordance with the laws and regulations of the BVI location, the appropriate way for specific groups of private placement, and give the digital currency ALI. Due to legal restrictions on national citizens and groups, the digital currency ALI will not conduct public crowdfunding or public offering in some countries and regions. Digital currency ALI is used as a virtual commodity and token of practical use, not as a security nor as a speculative investment vehicle. AiLink Foundation in the digital currency ALI sales revenue, mainly for technology development, marketing, community building, financial audit, business cooperation and other purposes.

AiLink is still likely to be challenged and regulated by competent authorities in different countries around the world. In order to meet and comply with local laws and regulations, AiLink may not be able to provide normal services in some areas.

## 14. Disclaimer

This document only describes the project. This document does not constitute any investment advice or suggestions, nor does this document constitute any form of contract or commitment.



Potential participants of this project must be clearly aware of its risks. Once they participate, it indicates that they understand and accept the risks of this project and are willing to bear all the corresponding results for this purpose. The project team expressly disclaims any direct or indirect loss caused by any participation in this project.

This project disclaimer includes, but not limited to:

- 1) There is no guarantee that the token value will increase and its value may decrease in some cases.
- 2) Token is not a type of ownership or control right. This project does not grant any decision right about the project or applications to any individual.
- 3) The risk that the tokens may be lost, stolen or swindled.
- 4) The risk of relevant judicial supervision. Digital currencies have become the object of regulation in many countries. Pressure from regulatory agencies may affect the project or its tokens.
- 5) The risk that the project or project tokens lack visibility. It is possible that the tokens do not get enough attention or usage from a large number of individuals or organizations.
- 6) The project or project tokens does not meet the project's own or investors' expectations.
- 7) The risk of being hacked.
- 8) The risk that the project's bugs are cracked.

- 9) The risk that the tokens are not listed on exchanges. The project team does not guarantee that the tokens will be listed on any specific exchange.
- 10) The risk that the project team is dismissed. There exists this possibility that reasons such as business relationships being broken or intellectual property lawsuit issues, may severely affect the team or even cause the dismissal of the team.
- 11) The risk that the project's relevant official websites or wallets encounter technical issues.
- 12) Other unforeseen risks.

There is possibility that the project development fails due to legitimacy, market demand, technical or other reasons that are not uncontrollable.