



C U R A T E

Decentralized Fashion Platform

WhitePaper v1.3



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Disclaimer

The CURATE team expresses their heartfelt gratitude to our readers for obtaining a copy of our whitepaper and taking the time to go through its contents. This document acts as a memorandum to explain our project and its objectives to our readers.

This special section has been prepared for our dear readers to examine thoroughly and we strongly urge our readers not to skip this section as it is crucial to determining the choices an individual takes when contributing to our project.

The major purpose of this whitepaper is to show and discuss CURATE's project to potential clients and token holders. Its contents have been simplified for ease of comprehension for everyone and gives each user the chance to decide if they want to be a part of our project based on their perception

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The estimations and projections made in this document are not absolute and as such may be subject to change under different circumstances affecting cryptocurrency. These projections are uncertain and differences may occur between what is documented and real life events.



We implore you to consult your legal adviser before investing in any form of cryptocurrency to avoid penalties from the government. The sales of our token will only be made available to those who are eligible and legally qualified to purchase digital currency.

In a scenario that you purchase cryptocurrency of any kind without obeying the rules guiding cryptocurrency utilization in your area of residence, you risk legal actions being taken against you and this might incur fines or loss of your tokens due to confiscation. If this happens, the CURATE team will not be liable or held responsible as whatever consequences that results from you buying our token.

All the information provided in this document has been deemed accurate to an extent and even though we would not like to fully acclaim this statement, we believe that to the best of our knowledge, this project has been considered concise. Depending on the various risk and uncertainties that befall digital currency, this document could become less accurate. We implore our readers to take the time to read and understand various dangers that could arise as a result of getting involved in cryptocurrency because we cannot highlight them all for brevity of this report.

Some of such unfortunate happenings that may befall cryptocurrency are:

- Security risks whereby a person's digital currency are lost as a result of not being able to secure their login credentials properly on their part.
- Issues such as technical problems may come as a result of server downtimes or errors may also occur which may temporarily hinder transactions carried out on the platform.
- High volatility of cryptocurrency is another issues that needs to be considered as the price of a digital currency may fluctuate heavily where by the value becomes very unstable and subject to constant change.



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Abstract

CURATE is a Blockchain based fashion platform that is centered upon fashion discovery between individuals and firms alike. It can be likened to a form of social network that is focused on fashion lovers and enthusiasts but in this case also utilizes the Blockchain network as a means of providing royalties and rewarding content creators. We simply appreciate the effort everyone puts into being creative and such creativity is awarded as a means of inspiring everyone to show their workmanship skills.

The idea is to implement a way to reward each and every one for their contribution to our platform. This will help build and strengthen the fashion community because participation is going to be on the increase due to the fact that transparency is going to be applied everywhere on our platform coupled with each person being rewarded based on his or her unique content.

With our platform, it becomes easier for fashion lovers to interact with designers all over and companies or firms in need of an individual's creative effort can interact with these people or even endorse their work. We simply provide a network that connects people all over and rewards each person based on the contribution made to grow the platform



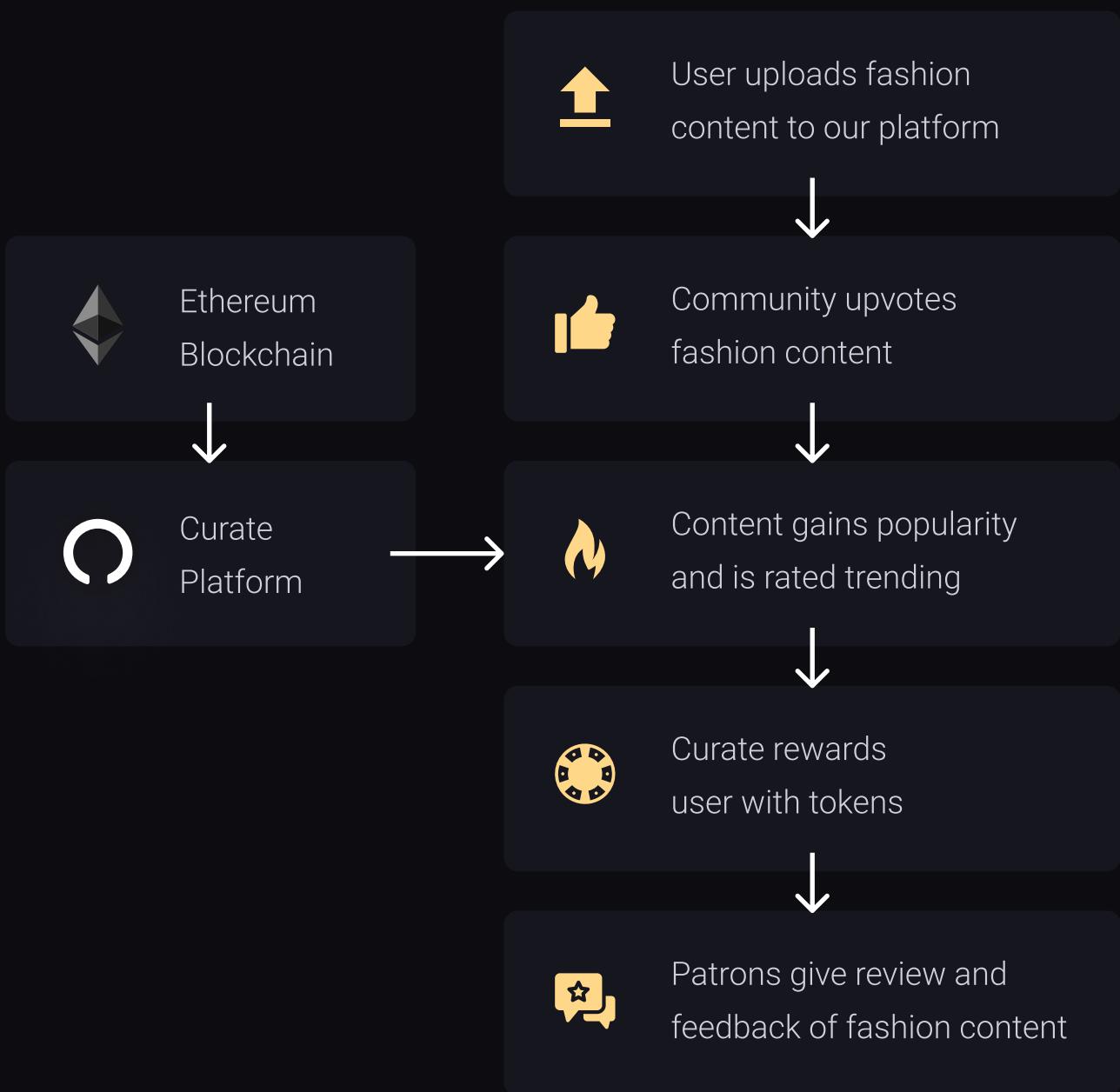
Introduction

As of the time writing this document, about 2500 cryptocurrencies have been released and these numbers keep climbing daily because the Blockchain network has numerous use cases and this has spanned across healthcare, gaming, trading and a lot more. The goal here is to implement Blockchain in another area of our daily life which is fashion.

The whole world is shifting from its traditional way of doing things to the advanced and sophisticated ways which slowly is getting incorporated into the fashion industry. It is obvious that companies keeping up with today's tech are the ones that will survive the continuously changing system.

With this in mind, we also want to revolutionize tech into the way we interact with fashion. This is what brought about the CURATE project which expands Blockchain use case to the fashion industry.

The CURATE platform is a discovery platform that curates luxury fashion from inspiring brands. The major idea is to simplify fashion inspiration worldwide and reward the contributors with digital currency.





Problems

There is no single point of call when it comes to where and how to get fashion inspiration and ideas. In the scenario that you do find a platform that handles fashion related ideas might not be diversified in their ideas thus taking away uniqueness and diversity of ideas.

The internet has made the world a global village and as such, searching for whatever you need has become a lot easier compared to before. People looking for unique content on the other hand might find it harder to find what they need since the internet can be fond of providing generic content. Quality content may not be readily available because there is little to no form of inspiration to act as a driving force. The designers love their work but the absence of some sort of reward or compensation is enough to deter them from doing their job the best way they can.

There is also the issue of platforms being plagued with deceptive feedbacks and reviews. A lot of the platforms we have today do not have any form of transparency and as such cases can be discovered of people who do not have unique or genuine content yet they have a lot of positive ratings which in the long run misleads people.

Asides from all mentioned above there is also the crowdfunding approach which has been popular among most cryptocurrency startups today. The traditional ICO system is not what it used to be. This is because there have been many reports as to investors losing a huge amount of their investment due to different ICO events turning out to be scams. This kind of behavior in the crypto world is not uncommon and has made investors skeptical to getting involved.



Solutions

The CURATE platform offers a one stop solution to people looking for fashion inspiration and ideas. CURATE platform provides a discovery platform for men's luxury fashion and as time goes on we will boast the best crypto based fashion platform the world has to offer. The fact that we act as curators also mean that we will have a huge library and collection of fashion trends from designers world over which also means that people have different unique styles to pick from.

The CURATE platform is also rewarding the contributors. Every idea posted by them will generate some sort of reward for them in digital tokens. This will also serve as form of motivation for them to do more and give content with better quality. Of course this does not mean that the reward is the driving force behind the contributor involving themselves in our project but it serves as a means of commending their hard work.

Our platforms will get rid of fake reviews and feedback easily with the Blockchain. The first way is through AI which will monitor the comments made by a person before it will be posted. A review that is filled with hate speech and derogatory words will be filtered out while on the other hand each registered user on our platform will have a unique I.D which will be used to verify his account. These verified accounts are going to be the ones with trustworthy reviews that people can count on.



Rather than go with the trend of using traditional ICO's to run our crowdfunding, we have instead decided to use the IEO method of approach. This is in its own way more secure and trustworthy for everyone since all security concerns will be handled ad taken care of by the exchanges we get listed on. The exchanges on the other hand would not want to damage their reputation for listing our cryptocurrency so be sure that major background checks have been done to prove our credibility before letting us be on their platform.



Project overview

The CURATE project is simple in its own way in that it is a platform based on the Blockchain network and is going to be based on the Ethereum network while utilizing the ERC-20 token system.

The CURATE platform being a dApp means it distributed system of service is run and hosted by numerous systems around the globe and not one central authority. All data that is also included in our platform is secured by cryptography.

Our platform acts as a discovery platform that curates men and women luxury fashion from inspiring brands. This method makes it simple for everyone engaging on the platform and will improve the quality and quantity of the services offered.

We also simplify fashion inspiration from around the world and ideas from far and wide means that there will be diversity in design with plenty to choose from for everyone.

One of the major things we really are after is security and safety of our customers. How can we guarantee that our clients are safe and their tokens secured? We have implemented the KYC protocol because one way or the other, our platform deals with the use of finances either physical or virtual and as a means of compliance to regulations made available for financial institutions. Know your customer regulation is being followed because with this we have some basic information about each and every individual on our platform. This coupled with a form of verification through a recognized form of identification will help us keep the platform secure and also weed out unaccepted activities such as multiple accounts from one person on the platform.



The KYC regulation also helps in cases where theft of digital currency occurs. With the little information we have about every individual it will be easier to try to track down and stop an individual's funds from getting stolen. This might lead people to think that requesting for such sensitive information beats the purpose of applying Blockchain to our project since the major functions of the Blockchain network is supposed to be to protect an individual's identity. In reality though, it doesn't take away the protection because all transactions will still be done securely in a p2p manner while the information of each user will be stored securely on the Blockchain network but not available for anyone to have access to unless members in the technical department. We assure our users that we value everyone's privacy and will keep the data of each and every individual away from prying eyes.

After KYC comes the AML and they both go hand in hand because the anti-money law puts us under compulsion to report fraudulent activities to relevant authorities. We highly frown against the use of our platform as a means to get money 'washed clean' as we will not hesitate to freeze an account associated with us if we notice money laundering activities being carried out on it.

When a user completes the KYC registration and has agreed to the AML regulations too, he also has to agree to the CFT rules means countering the financing of terrorism. In no way should anyone be involved in using our platform as a means to fund terrorism as we will not take such activities with levity. These are one of the reasons why a user has to be able to complete the KYC registration for proper measures to be taken upon whoever wants to use the anonymity provided on the Blockchain network as leverage to commit crimes and atrocities.



Some of the things our platform has to offer are:

- Retailers large and small can showcase the best of the best on a single discovery platform.
- Community curates the content in exchange for CURATE coins and membership perks.
- Blockchain technology prevents fake reviews, upvotes and provides a trusted platform for inspiration.

How does it work?

The first step to utilizing our services would be for an individual to sign up to the platform before being able to fully access all its features. The dashboard of our platform itself is going to be a decentralized app built on the Blockchain which also means that we will fully make use of the distributed ledger system as the backbone of the CURATE platform. Of course this begs the question why not use regular database instead of the Blockchain? First of all, the platform is going to be reward based and using crypto as a means of payment is very easy to achieve mainly because we are the ones facilitating the coin. The decentralized Blockchain system really brings a lot of advantages to regular business models. When the sales of apparel and fashion related content is opened to the public, there will be a unique RFID protocol that will be implemented into the system as one of the countermeasures against fraud. With the RFID, the user can scan the material he is purchasing to identify its authenticity. This remote frequency identification can be done via a mobile device with a camera which will scan the code of a purchased item. This will in turn pull up the history of the material and such a move will help get rid of individuals selling fake designer brands to the public because each seller has his own form of unique identity that can be labelled towards all RFID smart tags of their materials.



The RFID will also be useful for individuals who wish to know about where their cloth is coming from and what is the nature of the fabric. Some people prefer to go for clothes that weren't manufactured at the detriment of the environment and life in it. With this technology, it will be easier for everyone to fully identify whatever they purchase without having issues.

Another major advantage the Blockchain network provides now is that you don't necessarily have to be a big brand to gain recognition. Our services will help grow small brands and give them enough recognition and thus also applies to independent start-ups that have no form of recognition. Each designer will be rated along with the quality of the service offered. As time goes on the quality of each individuals work will get upvoted and those with the majority of upvotes will be listed as trending.

Transparency is our watchword and we will not compromise that for anything. There are a number of features that will be implemented into our platform that will require the honest input of each individual and utilizing the Blockchain is a better option. All data entries will be stored on the Blockchain and as such, once it's recorded it can't be changed. It is permanently stored with a timestamp so alterations to the data entry is impossible unless of course if all systems storing the data are actively manipulated at the same time to modify what is recorded in a block. Modifying data entry on a decentralized Blockchain network is nearly impossible because of the nature of its complexity. The data is stored all over the world across different systems with a hash and a timestamp before being recorded on the ledger. It is not logical for an individual to hijack thousands o upon thousands of systems and modify the data all at the same time. This is the major advantage a decentralized network has over the regular database system or centralized networks and is going to be the major stronghold for upholding transparency and honesty on the platform.



After signing up to the platform, the next thing a user can do is create content for his brand. Submitting and posting fashion items for sale will give users the chance to earn upvotes from members of the community which will make the poster eligible for getting a portion of the rewards pool based on the number of upvotes gotten.

After the content creation comes the voting and curating aspect which entails users having to upvote an item before it trends or becomes popular. Doing this will earn the user a curation reward dependent on the cpower the individual has.

We will generate income by the transactions carried out on our platform. The transaction fees will be reduced to a bare minimum but that will be the major means by which we obtain funding for the maintenance of our project. Asides from this, the retailers are given an option to obtain a pro account which a fee will be charged for on a subscription basis and this account offers more opportunities for them such as a verified badge, being eligible for front page listings, priority support and coupon availability. We will not generate revenue from ads or by selling the sensitive information of our users as that is against our business model.

For a start, ETH will be used as the primary means of rewarding our early adopters in return for their engagement and contribution. The CURATE tokens will be available for use too but will be as a secondary means of rewarding users. After getting our coin listed on coinexchange and CURATE tokens gains value, we will make it the primary source of rewards in all parts of our platform.



The platform runs like a social media on its own that is based on fashion. This brings the issue of performance and scalability. How well will the native Blockchain hold against large influx of customers and transactions? It is not new that the Blockchain is not very strong at handling intensive tasks and could get broken temporarily if burdened with too many activities running on it. So how would it manage to hold up with a platform like ours which may grow to have millions upon millions of users? The answer is in the sidechain. Since the project is at its cradle we have not made provisions for a sidechain that will run along with the major Blockchain but such provision will be made available after a short while. The sidechain will be made readily available as soon as the need for it is required.

Smart contract will act as the facilitator on the platform which monitors the activities going on. The smart contract code calculates the rewards that will be given to each individual contributing to the platform and this will be based on how much popularity they have gained overtime in correlation with their Cpower. Smart contract also monitors every transaction made on the platform and ensures that when a transaction is initiated from one end, there has to be a 2 way confirmation before it will mark a transaction successful and record it on the distributed ledger.



Curate token

The curate token has been created for equity purposes. As such, not only will it be distributed on the platform as a secondary rewards token but also it will be used to represent dividend payments for token holders for upcoming annual earnings. As such, this is deflationary whilst creating a true use case for exchange of value for curate token.

The need for more cryptocurrencies may not be necessary unless there are more unique expansion cases for its use. As such, cryptocurrency platforms can adopt other coins as their primary means of transaction if the use case is similar. Scenarios like this will help curate token gain constant value. In its alternative, there will also be curate gas which will be created from small transactions made such as when likes and comments are made. It is not of high value but can be used to determine the amount of rewards at hand.

The cryptocurrency that will be run on our platform will be:

Curate Token – This will be the equity token issued only during the IEO rounds. It will be used to provide holders dividend earnings each year from our profits i.e. a user who holds x amount of Curate tokens equivalent to 0.5% of the total amount will earn 0.5% of the yearly profits.



IEO Details

Our IEO launch dates will be announced on our official website and all other relevant information regarding our token sales will also be made available there. Our token is going to be based on the Ethereum Blockchain and is based on ERC-20 wallet system. All ERC-20 compliant wallets have the ability to hold and store CURATE tokens.

During the initial stage of our project, trading may not be fully implemented initially but as the project gains ground and the user base expands, provisioning will be made for retailers to submit their fashion items on our platform with the ability to sell them. There will be an option to get the item at a discounted rate when the buyer makes the purchase with CURATE coins.

At launch, CURATE tokens will be listed 3 exchanges then as time goes on we will have our coins listed on more exchange platforms. The name of these exchanges are CoinExchange, Livecoin and TradeOgre. These exchanges will be in charge of some of our tokens released to them and will assist in launching our IEO campaign especially to their old users who trust their platform.

Our token will not be mineable but we will make provision for enough tokens to be released at launch that will cover the needs of everyone on the platform.



Further information about the IEO is highlighted below:

Token Information

Token name: CURATE token

Token ticker: CURA

Token Type: Utility token

Tech: ERC20

Total supply: 100,000,000

Hard cap: \$10,000,000

Token price: \$0.10/CURA

Accepted currencies: ETH, BTC

Contract address: 0x1dabf6ab0eb8e4208e7e9302cec7a014068952e4

The curate is our first cryptocurrency and will be sold via the crowdfunding IEO's which will be split into 3 different phases.

Token distribution

25%	■	IEO Phase 1
20%	■	IEO Phase 2
15%	■	IEO Phase 3
30%	■	Team
3%	■	Partnerships
3%	■	Bounties
4%	■	Community events



Funds allocation

40%	■	Development
20%	■	Marketing
10%	■	Legal
20%	■	Bounty & Overhead
10%	■	Banking & Reserve





Roadmap

Q1 – Project idea initiated

2019 – Project proposal made

Q2 – Proposal accepted

2019 – Whitepaper and business plan
– Pitch desk

Q3 – Demo UI/UX test

2019 – Curate landing page complete

Q4 – Pre-IEO crowd fund \$50,000

2019 – Private-alpha launch

Q1 – 1st IEO launch

2020 – Public-beta launch

Q2 – CURA token exchange listing

2020 – Launch full version globally



Our team

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Conclusion

The CURATE team is pleased that you took the time to go through this document and are positive that you will make an effort to bring this project to a reality. We have put in a lot of effort to try and contribute to the fashion community and we will not stop until our aims are achieved to the full. In case a part or portion of this document is unclear or you have questions you can contact us at <https://curate.style> and choose your preferred method of reaching out to us.

Thank you very much for the interest shown in being a part of our vision. We hope that with your contribution and effort our project will roll into reality

Telegram: <https://t.me/curate>

Instagram: <https://www.instagram.com/curateproject>

Twitter: <https://twitter.com/curateproject>

LinkedIn: <http://linkedin.com/company/curateproject>

Reddit: <https://www.reddit.com/user/curateproject>

GitHub: <https://github.com/curate-project>

YouTube: <https://www.youtube.com/channel/UCVq646oBKp6CTFUSIHsfKAw>



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