WHO WE ARE

1. The Etho Protocol is a decentralized project to it's core. The project was born out of a dream to build an entirely democratized internet free from the centralized hands of corporate greed, where all data and information is completely held in the public domain, giving governance of this data back to the masses via consensus and democracy.

2. From development, to funding and platforms, everything we build revolves around the project ethos of decentralizing everything. The technology that sets the project apart is the decentralized storage network integrated with an EVM blockchain and an economic model around it to keep the engine running!

3. The project itself is managed by several decentralized contributing teams: etho.black (core development & project management), etho.pink (marketing & community management), etho.blue (business development) and was founded by several members in the etho.black core development team.

The Etho Protocol's mission is to bring content hosting and usage together to serve the same people who also provide the service.
The Etho Protocol decentralized storage platform, ethoFS, is usable by anyone and doubles as a place where those same users have a voice in the platform's direction.

THE PROBLEM

1. Free-speech and anti-censorship are the cornerstones of any democracy but with the rise of de-platforming and online censorship, media platforms our society relies on are becoming more and more unreliable for the average user.

2. Free-flowing information and ideas are almost always catalysts for the next stages of societal evolution as well as exponential technological growth.

3. Online censorship today ranges from something as small as a single blocked tweet all the way up to a full corporate website being banned if the messaging doesn't fit an individual platform's definition of proper.

THE SOLUTION

Giving the power back to society via consensus to determine a broader definition of appropriate information and messaging is our goal.

3 basic steps

1 Decentralize content & storage hosting, so no single entity has control over what is appropriate.

2 Utilize community and user consensus to moderate this decentrally stored content.

3 Create and maintain a closed-loop economy around steps one and two to encourage participation, reward contribution and network utilization.

HOW THE ETHO PROTOCOL NETWORK FUNCTIONS

Decentralized Content & Storage Network

At it's core, The Etho Protocol Network is built on top of an EVM (Ethereum Virtual Machine) blockchain, utilizing a hybrid POW (proof-of-work) consensus mechanism and a network of community owned collateralized nodes which all contribute storage and bandwidth to the network.

Decentralized Governance for Content Moderation

Pure free-speech and anti-censorship comes at the cost of any piece of data being allowed on the network unchecked. We balance this with allowing collateralized node/network participants to moderate content based on on-chain decentralized voting. Governance participants are rewarded for their participation in the system.

Economy Built to Reward Participation and Utilization

All network participants are rewarded monetarily in our native coin (ETHO) for their contributions. Collateralized node owners and miners are all rewarded each block with a share of the block reward. Node owners also receive a split of network storage revenue generated from data uploads.
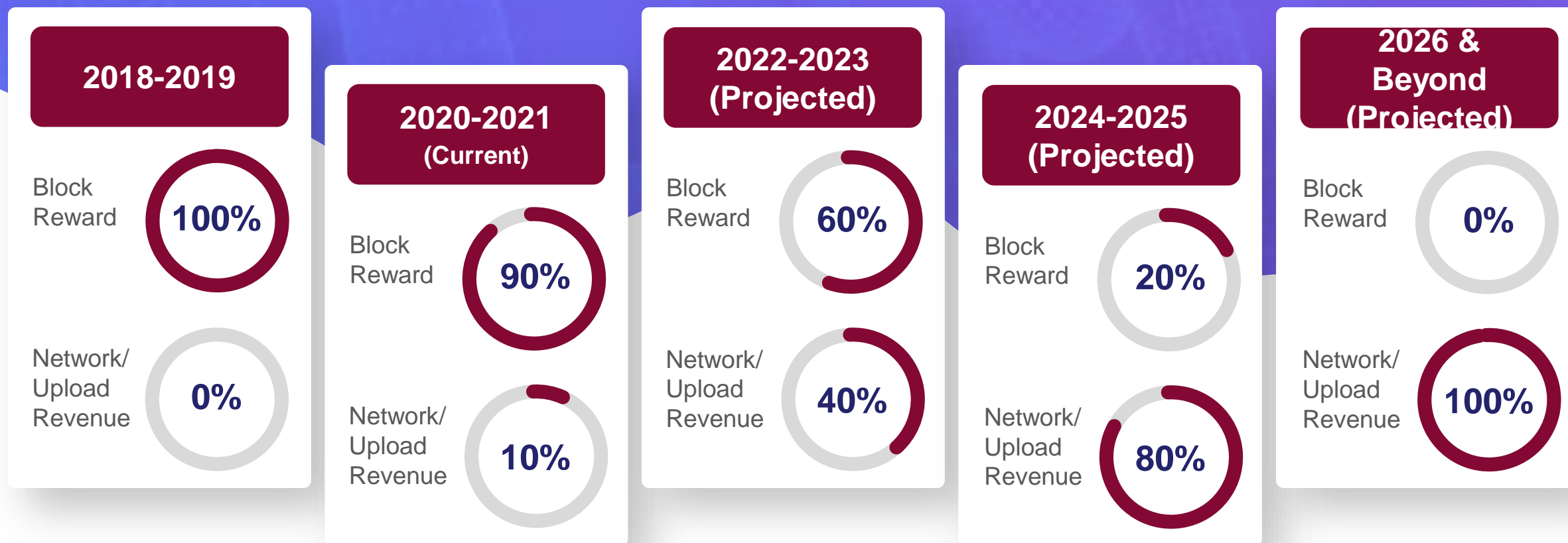
TECHNICAL DETAILS
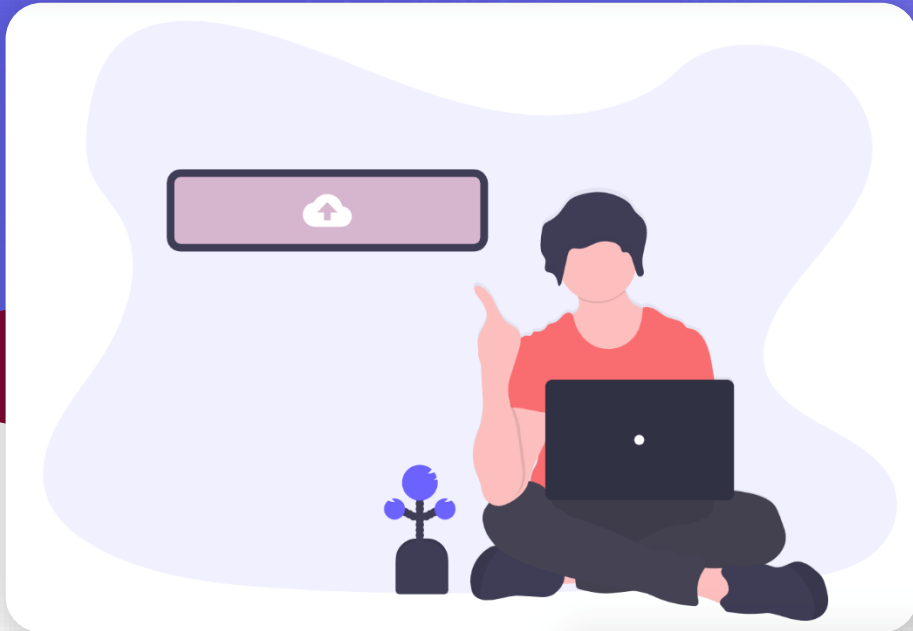
1. **Genesis Block: 05/23/2018**

2. **Consensus Algorithm: Ethash POW**

3. **Circulating Supply: ~56,000,000 ETHO**

4. **Block Time: 13 Seconds**

5. **Market Cap: 45 BTC (as of 03/09/2021)**

BUSINESS MODEL

Project Funding Source Breakdown

The Transition From Block Reward Funding to Funding Via Network Usage/Revenue

Project sustainability is maintained by a block reward schedule built into the consensus codebase with the goal of reaching a purely revenue-based sustainability model by block 20 million (mid-year 2026). All team/project funding is currently sourced from the block reward and an early investor VC group but is slowly transforming into our revenue-based model as network upload/storage/usage increases over time.

2018-2019

Block Reward — **100%**

Network/Upload Revenue — **0%**

2020-2021 (Current)

Block Reward — **90%**

Network/Upload Revenue — **10%**

2022-2023 (Projected)

Block Reward — **60%**

Network/Upload Revenue — **40%**

2024-2025 (Projected)

Block Reward — **20%**

Network/Upload Revenue — **80%**

### 2026 & Beyond (Projected)

Block Reward — **0%**

Network/Upload Revenue — **100%**

ECONOMIC MODEL: COIN EMISSION SCHEDULE

Block Height	Mining Reward	Node Reward	Treasury Fund	Total Reward	Total ETHO in Circulation (Assuming 3.0% Uncle Rate)
0	10	2	1	13	0
1000000	8	2	1	11	13390000
2000000	6.4	2	1	9.4	24720000
2700000	5.6	2.8	1	9.4	31497400
3000000	4.5	2.6	1	8.1	34402000
3800000	2.4	2.4	1	5.8	41076400
4000000	1.8	1.9	1	4.7	42271200
5000000	1.25	1.4	0.8	3.45	47112200
6000000	0.8	1	0.65	2.45	50665700
7000000	0.6	0.8	0.5	1.9	53189200
8000000	0.45	0.65	0.35	1.45	55146200
9000000	0.3	0.5	0.25	1.05	56639700
10000000	0.3	0.5	0.2	1	57721200
11000000	0.3	0.55	0.15	1	58751200
12000000	0.3	0.55	0.15	1	59781200
13000000	0.3	0.55	0.15	1	60811200
14000000	0.3	0.55	0.15	1	61841200
15000000	0.3	0.55	0.15	1	62871200
16000000	0.3	0.55	0.15	1	63901200
17000000	0.3	0.55	0.15	1	64931200
18000000	0.3	0.55	0.15	1	65961200
19000000	0.3	0.55	0.15	1	66991200
20000000	0.3	0.55	0.15	1	68021200
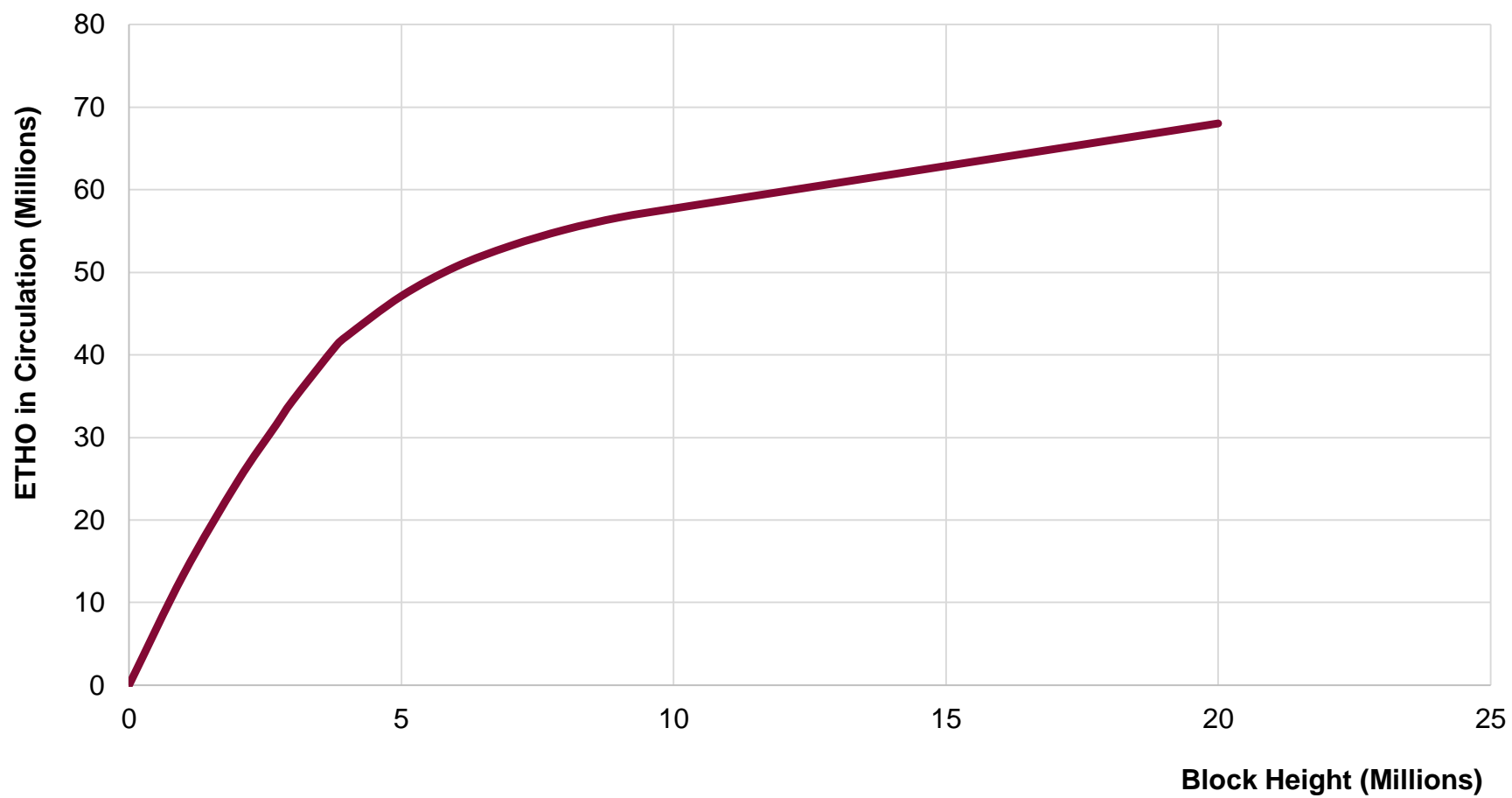
COMPETITIVE ANALYSIS

	Full EVM/Smart-Contract Platfom	Decentralized Governance	Revenue Based Funding	Decentralized Storage Network
etho protocol	✓	✓	✓	✓
ethereum	✓	✗	✗	✗
sia	✗	✗	✗	✓
Filecoin	✗	✗	✗	✓

ETHO Black (Core Developers)

James
Founder & Core Developer

Ethan
Core Developer & Project Manager

Dylan
Core Developer

Exlo
Developer

Legacytrx
Developer

Treehouse
Project Management & Marketing

NewCodeRunner
Developer

Etho Protocol Governance Council
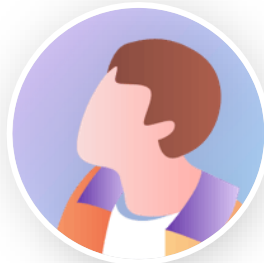
Dylie
Etho Protocol
Council Member

Crypto_Saiyan
Etho Protocol
Council Member
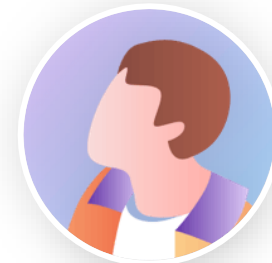
Pistol
Etho Protocol
Council Member

Bigpiggy01
Etho Protocol
Council Member

Chris Terry
Etho Protocol
Council Member

CableGod
Etho Protocol
Council Member