



Universal Identity-Driven Ecosystem

“The incentives to do good and positive actions should outweigh the benefits of harmful and negative actions.”

ZENZO is an incentivized Universal Identity-Driven Ecosystem that enables and supplies resources for visionary projects to solve real world problems. The ecosystem is driven by contributions and positive actions that directly benefit the sub-projects and ecosystem as a whole. ZENZO is currently developing a cross platform web-based application that utilizes the ZENZO Universal Identity (ZUI) that integrates with most major social and productivity platforms. The purpose of the ZUI is to have a versatile, reliable representation of your digital identity that effortlessly bridges the gap between digital and physical frontiers.



The Problems

1. **[Technical]** Difficulty finding people to work together that share similar goals, ambitions, and values to solve real world problems while being able to have some type of verifiable credibility or past experience check.
2. **[Social]** Lack of direction and connection in society for people to make positive contributions, resulting in destructive and harmful behavior and actions.



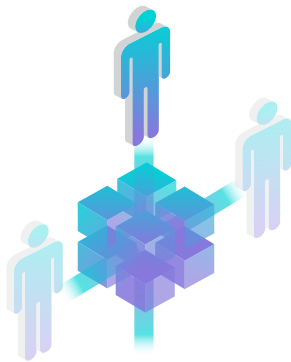
The Solutions

1. A verifiable, blockchain-based Universal Identity-Driven Ecosystem integrated into a web application that can connect to any web-based platform via APIs.
2. Incentivized rewards for positive contributions to the ZENZO Ecosystem that benefit all elements and people within the system.

The intentions of ZENZO are to empower people through the means of creating decentralized platforms, open-source development, and creating a constructive and supportive community. ZENZO believes in the importance and necessity of building positive relationships and finding ways in which individuals can improve themselves and their local communities. Through shifting mindsets from the short-term to long-term, we are able to overcome many challenges that humanity faces today. One of the main goals is to provide everyone in the world with the opportunity to have access to the blockchain and all of the benefits it brings.



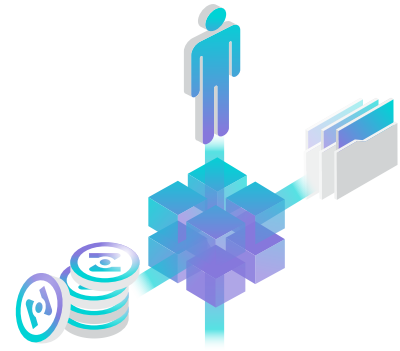
ZENZO Ecosystem is a versatile blockchain that supports limitless platforms and applications to co-exist and operate cohesively. The blockchain offers a multi-faceted approach to development, scalability, fungibility, privacy, instantaneous transactions, and other beneficial features for both the developers and the users. The ZENZO Governance Coin [ZNZ] serves as the main form of energy exchange in the ZENZO Ecosystem. Many projects within the ecosystem will use the ZENZO Governance Coin to some extent. There are also cases in which the governance coin is unnecessary and a platform or application does not require the governance coin to function or operate. ZENZO contributors are rewarded and recognized for their efforts and contributions to the growth of the ecosystem and/or the platform to which they contribute. All contributions will be public and trackable on the blockchain.



Unique Identity



Secure Web-Based Application



Incentives & Contributions

ZENZO Universal Identity (ZUI)

The ZENZO Universal Identity (ZUI) is the main element of the ecosystem that will allow for members to not only operate within the ZENZO Ecosystem, but to connect with other web-based applications through APIs. Each member will be given a unique ZUI that will be registered through their ZNZ Public Address. Members that have created a ZUI will be able to add, remove, or edit their data any time they access the application. The ZENZO UIDE has different levels and tiers for members, depending on the amount of information they want to include in their profiles. The more a member has verified their account, it will enable them to have more accessibility and rights on the platform and with co-existing applications. ZENZO UIDE will provide both public and private options for anyone who registers and uses the platform. The ecosystem is incentive-driven and members that have created their ZUI will be able to contribute to the growth of the ecosystem and in return be rewarded.

Governance Coin

The ZENZO Universal Identity-Driven Ecosystem will serve as the foundation for all of the applications and platforms that will be launched in the ecosystem. The ZENZO Governance Coin [ZNZ] will serve as the main form of energy exchange for the ecosystem and network operations. ZNZ is a Proof of Stake coin with masternodes to help run and sustain the network, along with rewarding the node/masternode holders for helping to make validations on the network. For the different platforms in the ZENZO Ecosystem, the ZENZO Governance Coin [ZNZ] can be used accordingly on each platform, if it applies. ZNZ will have many more future use-cases that will be discussed and presented in the ZENZO White Paper.

Masternodes

ZENZO Masternodes will help to solidify the foundation for the network and all of the platforms that operate within the ecosystem. The more people that are running the masternodes, the more it will secure the longevity and sustainability of the network. This will keep the ZENZO Network fully operational and decentralized. The more masternodes that are active, the more secure and faster that the network will be. To incentivize people to support the network, an allocated % of the transaction fees from the ZENZO Ecosystem/Network will be distributed to the masternode holders. Masternode holders will also have voting power on matters pertaining to the network, as well as community projects and events.

