

AiLink

A trusted open social platform based
on blockchain

White paper V0.2.1



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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 build a new social network of the ideal ecological value system based on 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.

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 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. 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.

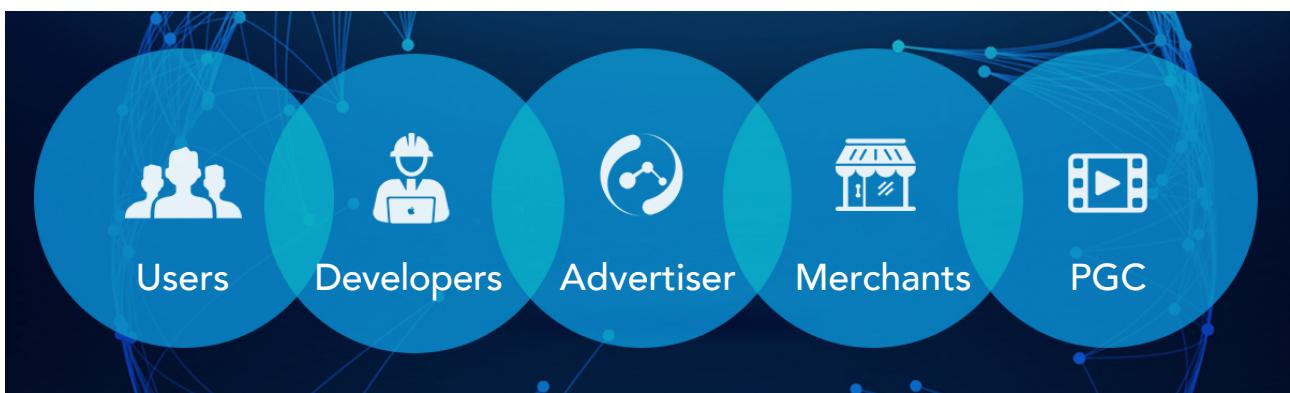
On the basis of trust, AiLink will directly break through six degrees of separation. Users can directly connect to or conclude transactions with any node on the network at a low cost, so that information and value can be effectively spread throughout the blockchain network. Then, publishers will achieve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

At the same time, AiLink will provide more user-friendly applications, such as social interactive games or instant messaging on blockchain, let users get the concept and value of blockchain more simply and directly.

4. 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 enjoy the right to receive benefits.

The elements in AiLink's ecosystem are: users, developers, advertisers, Merchants and PGC.



• Users

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

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**

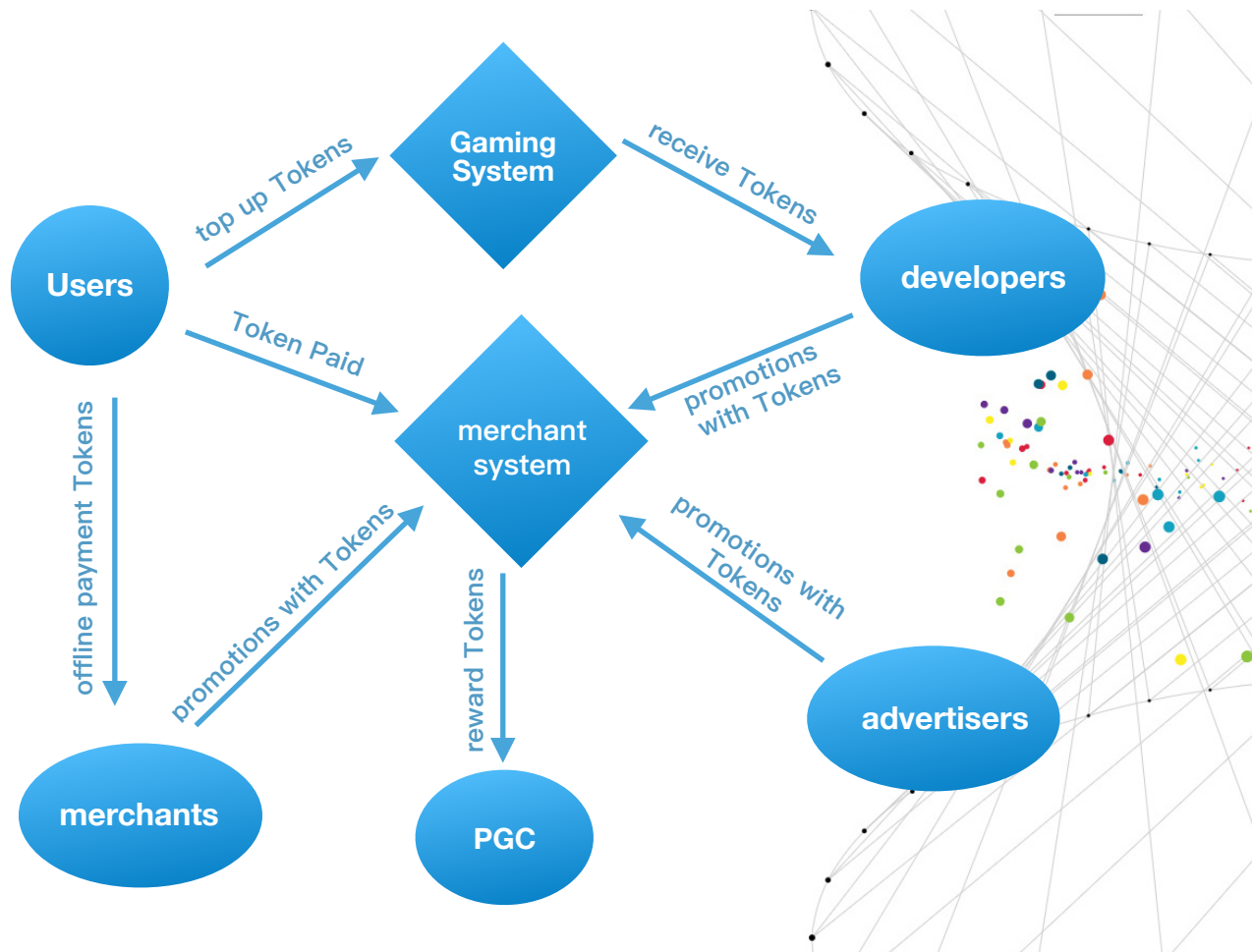
PGC can publish content that attracts users on AiLink's open platform, and receive corresponding Token rewards based on user browsing and sharing.

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

PGC can pay Tokens to promote their content.

5. Economic circulation system of AiLink Token

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



AiLink uses 40% 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.

6. Proof of Contribution mechanism

AiLink has developed a new contribution proof mechanism that combines the characteristics of the entire social network 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 $= M1 / (M1 + M2 + \dots + M_n) * Q_t$

7. Plans and road maps

AiLink's "Juhuiwan" 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. Follow-up product development will mainly focus on closing the social loop from online to offline. The road maps are as follows:

- Q1 2018

Launch AiLink Token Wallet function and in-game account system docking. This will allow features including payment transfer. Begin integrating some of the features into the Token system.

- Q2 2018

Complete the entire incentive system. Through viral marketing, grow user quantity exponentially. This completes the entire social loop.

- Q3 2018

Launch the open gaming platform and diversify the platform's ecosystem.

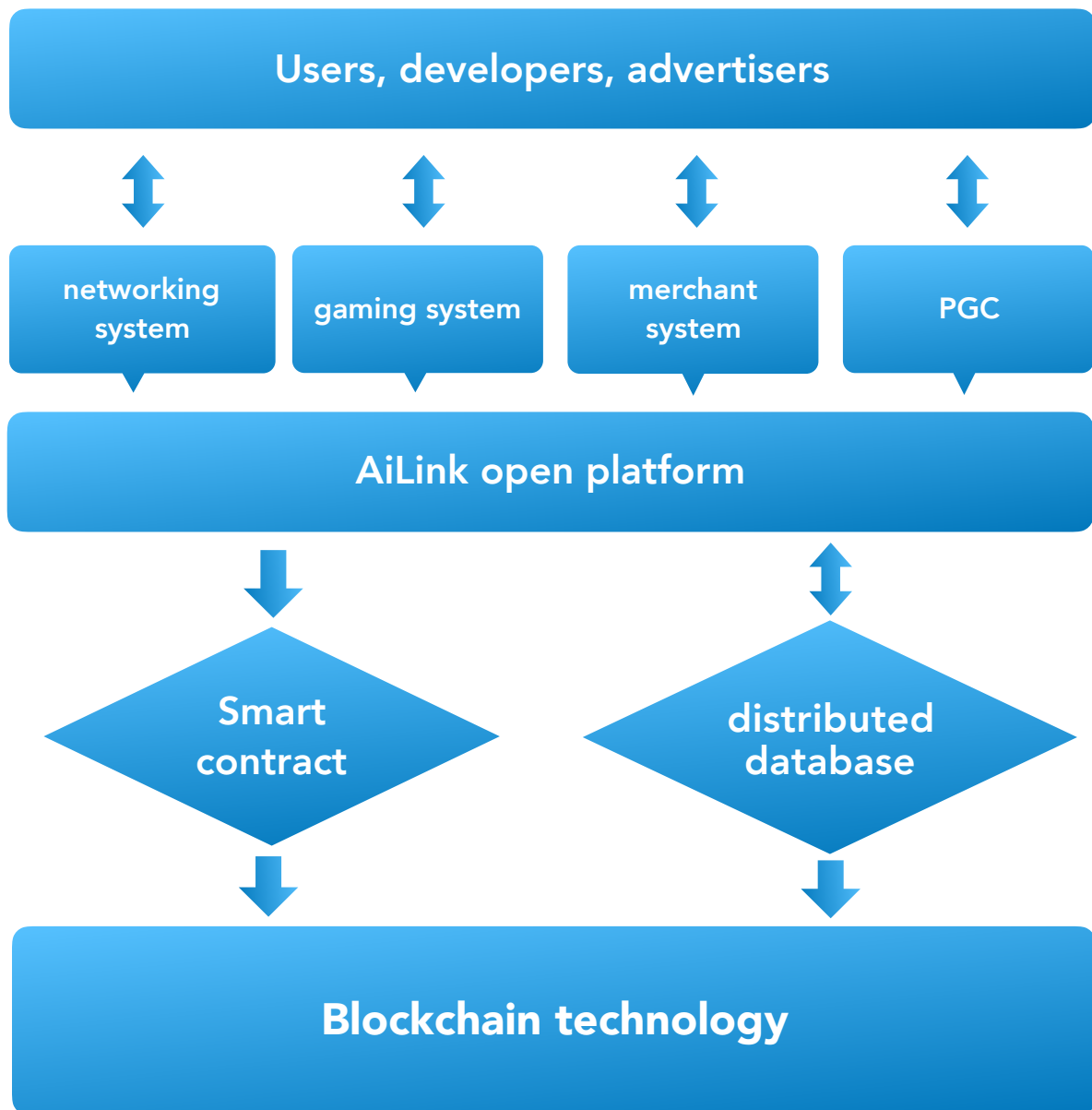
- Q4 2018

Launch the merchant system 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.

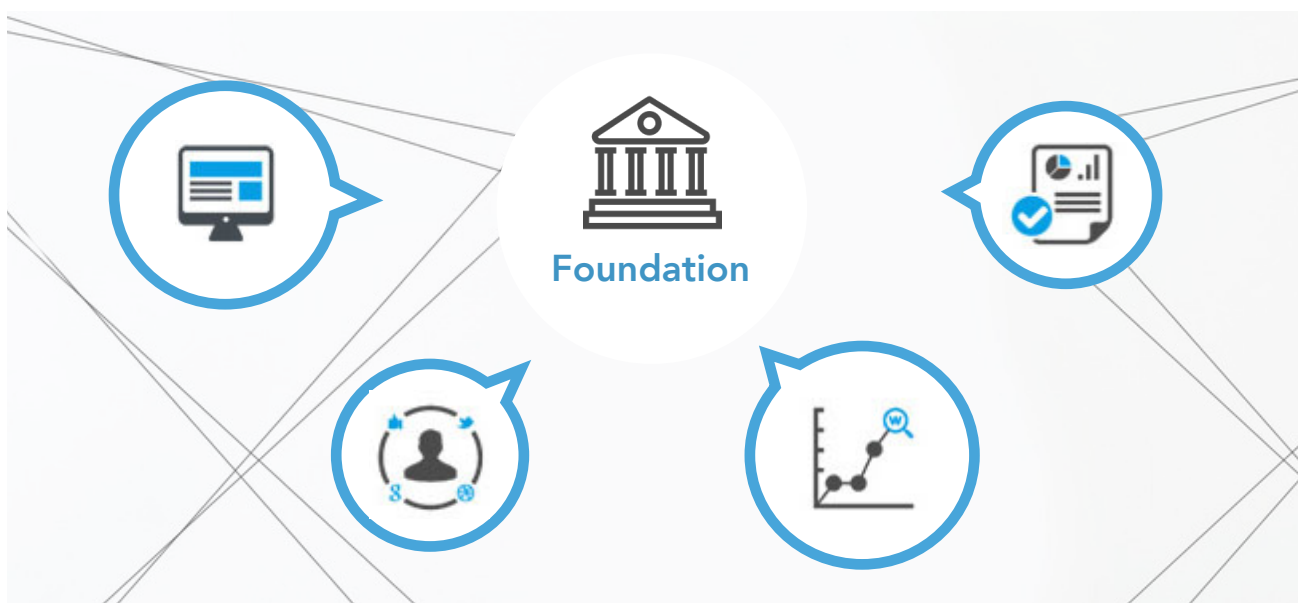
8. AiLink's System architecture



9. 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.



10. AiLink Team & Consultants

• Team



Roger Li

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



Binsheng Wang

Special professor in Chinese Academy of Social Sciences.



Bo Zhu

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



Alan Li

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



Sky Kong

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



Ray Jimenez

Former GM of new digital media department of Zero Gravity in US. Former director of ACC.



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



策源创投
Ce Yuan Ventures



追梦者基金
DREAM CHASER



险峰长青



Inno Valley
创 · 新 · 谷



Consensus Capital
共識資本



时戳资本
TIMESTAMP CAPITAL

GENESIS

创世资本



金融科技与互联网安全研究中心

11.Token Launch

- Token Distribution



Unlock rules for team and advisors:

Advisors: 5%, unlock 10% every month for 10 months.

Team: 10%, unlock 10% after 6 months, then unlock 5% every month for 18 months.

Foundation is for project development, unlock 20% every year for 5 years.

• PE plan

The platform will devote 20% of the Tokens to PE funds, which equals to 2 Billion LAT Tokens.

The target of PE plan is 10,000 ETH.

The PE price is: 1 ETH = 160,000 Tokens, The laddered reward structure for the PE stage is as follows:

I. Cornerstone investors (5,000 ETH), gets 50% extra Tokens

$$5,000 \text{ ETH} = 1,200,000,000 \text{ Token}$$

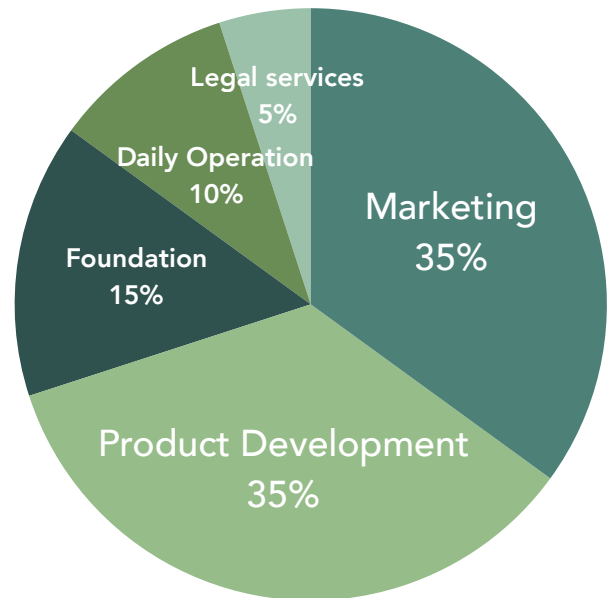
II. PE investors (5,000 ETH)

$$5,000 \text{ ETH} = 800,000,000 \text{ Token}$$

ETH Amount	Token price	Reward percentage	Token amount	Total ratio
5,000	160,000	50%	1,200,000,000	12.00%
5,000	160,000		800,000,000	8.00%
10,000			2,000,000,000	20.00%

• 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.



12. AiLink legal structure

AiLink project will set up an BVI company, 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.

13. 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.