The myBlock ecosystem takes the social media experience to the next level.

myblock

Whitepaper 1.0

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At myBlock, great content is financially will be rewarded by other users. This not only creates a healthy community, but also attracts high-quality content publishers. We anticipate Celebrities will likely to be among the early adopters of our platform due to the opportunity to establish a new source of income from their audience.

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Executive Summary

We believe in decentralized networks. myBlock will push forward the vision of a decentralized future by accomplishing three tasks: (1) giving ownership of content back to social media users; (2) integrating freedom of speech as a core principle in our platform; (3) building a reward system where contributors are rewarded for content. Our ultimate goal is to open a new chapter in the way humans share snapshots of life and interact with each other through Ethereum blockchain.

Centralized social networks have been around since the advent of the Internet. Our craving for peer-to-peer interaction resulted in the creation of the first USENET groups, Friendster, MySpace and ultimately, the Facebook empire. It has taken us 2,500 years to end centralization in our governance system. The birth of democracy in Athens re-shaped humanity forever; now, the time has come to end the centralized way in which we interact with our peers.

myBlock is an application based on the blockchain technology that supports community building and social interaction with cryptocurrency rewards. We combine concepts from social media with the latest advances in cryptography. On our platform, users can share photos and videos, send encrypted messages, payments, stream live streams and sell licenses for their creative content.

Introduction

myBlock is a decentralized social media platform allowing users to distribute content seamlessly. Just imagine: photo and videos app that will store your files decentrally and securely in a single platform; built-in license management will allow you to decide if you want to keep your photos private or if you want to sell photo rights to others in exchange for ETH tokens. myBlock is a community-driven project developed with the user's best interest at heart.

We use the Ethereum Blockchain
We believe in freedom of speech and less censorship
We believe in the decentralization movement and its benefits

Why we are different to STEEMIT, SOCIAL X AND ENDORSE

Steemit is a social network where its users post and share original content, usually in the form of text. The main feature of the platform is it's built using a cryptocurrency upvote system: whenever a user upvotes another post, the user automatically sends a tiny amount of STEEM tokens to its author. Sadly, the backbone of the platform is somewhat complicated and can be hard for first time users to understand. myBlock isn't a competitor to STEEM or SOCIAL X in any way; however, we definitely think a cryptocurrency based upvote system is an interesting concept. As a result, we decided to bring it to the masses by combining blockchain with the winning features of popular image sharing sites. We've also integrated a license management market, encrypted messenger and live stream functionality.

MyBlock will solve many issues with mainstream, centralized social media: myBlock has few points traditional social networks lack.

- ◆ No success for fake accounts and fake likes/followers.
- ◆ The community decides what content is valuable
- ◆ Can reach and produce a lot of high-quality content quickly
- ◆ The value of the platform is passed on to the users
- ◆ Achieves reliability of data with blockchain technology with lower costs than ever before
- ◆ Decentralized photos & videos — you own your own content
- ◆ Give every photo or video a monetized value
- ◆ Manage licenses & rights of photos or videos
- ◆ Reward the community with ETH tokens
- ◆ Build a great community around what we love the most - photos and videos
- ◆ Rewarding the community means fair rewards for valuable content

"Social media is reducing social barriers. It connects people on the strength of human values, not identities." - Narendra Modi | Indian Prime Minister

Our goal at myBlock is to not only reduce social barriers, but all barriers caused as a result of online interaction and centralized censorship. Blockchain technology is a distributed database used to maintain a continuously growing list of records, called blocks. Each block contains a timestamp and a link to a previous block. A blockchain is typically managed by a peer-to-peer network collectively adhering to a protocol for validating new blocks. Decentralized systems and tokens are a revolutionary concept on the blockchain, allowing various types of DAOs (decentralized autonomous organizations) to create solutions to our current centralized problems.

Introducing a decentralized social media platform based on the Ethereum blockchain as a foundation for developing an entire decentralized ecosystem; it will draw attention to the blockchain technology and its potential, with regulators and worldwide governments already taking note. There is an opportunity right now for a project that may disrupt major industries; with change comes a challenge, but myBlock is prepared to tackle it head-on.

Problems

Control your own data

Centralized servers are currently sending your data from Europe to the US and vice versa and you don't really know who is actually able to read this data; it's possible that hosted data may be accessed with or without the approval or knowledge of the customer.

Take license management into your own hand

Anyone can take your images and use them as their own on social media platforms, like Instagram. According to analysts, the global still image market will reach 4.46 billion USD by 2020[1]. Through ethereum, myBlock wants to makes sure you get rewarded for your creative content at the same time as making it easy for others to use it legally.

Centralized platforms are easy targets

Have you ever thought about how many times the big social networks were attacked by cybercrime? Recent hacks were even possible at big corporations like Yahoo; do you really want to put your privacy at risk just to remain part of a centralized system? Why not bring your identity offline, where you are the only one who can edit it? These days you can even store your cryptocurrency on a USB stick, so why not your identity?

Creative content, when compensated, is undervalued for content creators

Livestreams and videos are huge these days, but the big 4 are just giving away a small percentage to content creators; maybe that is one of the reasons they quit making content for their audience? But do we really have to accept this? Why not hand it over to the community and let them decide how big the incentive should be for the content creator?

Better advertising experience with rewards

Digital advertising is overrun by middlemen, trackers and fraud. Get a better advertising experience controlling the data you want to give to the platform and be very close with your brands which you wear, use or admire during the day. Engage with them and be rewarded in ETH.

Users are abused

Up to 50% of the average user's mobile data is for ads and trackers, costing as much as $23 a month.

Ads use about 5 seconds of mobile load time on average.

Ads decrease phone battery life by as much as 21%.

Privacy is violated when large media sites host up to 70 trackers.

Malware (malvertisements, ransom-ware) is up 132% in one year.

Publishers are hurting

Google and Facebook take 73% of all ad dollars and 99% of all growth.

Revenue is recently down 66%.

Bots inflicted $7.2 billion in fraud last year.

Over 600 million phones and desktops run ad-blocking.

Publishers cannot seamlessly monetize value-added services.

Advertisers are losing

Advertisers lack good information on what they are paying for.

Marketers are often fooled by bogus websites and bots that commit fraud.

Targeting is poor, making users more likely to ignore ads.

Source: https://basicattentiontoken.org/index/

Censorship

Turkey banned Facebook and Whatsapp, North Korea banned Facebook, Twitter and YouTube, or most recently, Indonesia banned Telegram? Welcome to 2017—the world has changed and big governments are able to censor like this as a result of centralized infrastructure. Our approach is different and unique - we strictly forbid child porn, human trafficking, drugs, terrorism and more. We will empower our community to forbid content if they think it is not following the myBlock community guidelines. Everyone who engages within the community to maintain this environment will also be rewarded, so that we set a healthy incentive for people to manage content. As myBlock will be decentralized, we are not able to fully forbid or prevent the above mentioned topics, but we will help our voted community managers with tools and algorithms to easily access NSFW content and flag it as inappropriate.

Fake followers and abusive influencer marketing

Recent studies and experiments have shown that buying followers, likes and comments is easier than before, which brings abusive behaviour into the industry of influencer marketing. We at myBlock believe there should be a better, safer mechanism to bring brands together with credible users within the platform. Through our algorithms we will be able to match marketers with credible users who identify themselves as brand ambassadors. The weight of likes for users with no content or low seniority within the system should be less than a senior user with lots of good content. Users should be not be able to purchase influence like at STEEMIT; we believe users should only be able to earn influence.

Opportunity

myBlock is an opportunity to express yourself without limitations to interact with your friends, family, and others who share similar interests. For those who have not familiar with the technology: blockchain will allow individuals to utilize a decentralized network to store images, videos, and data on a trustless service in which nobody can view, thus maintaining the privacy you need; it will also allow the exchange of cryptocurrencies and other FIAT currencies.

We also believe great developers are key as our platform can grow exponentially, together with developers, improving the value for our users on a daily basis. Soon we will publish how developers can interact with the community inside our platform.

myBlock is a great opportunity to be an early adopter, to learn alongside as it grows; there's even a great opportunity to build a business within the network through licensing and data distribution.

The user was at the forefront of our mind throughout the myBlock creation process. What can they benefit from the most? Our conclusion: freedom and self-governance.

Size of the Market

The long-term market we are aiming for is:

SNS (Social Network Sites): 11.325 billion accumulated active social network users by January 2017

Stock licenses for still photos and videos: an estimated 2.3 billion US $ (the global still image market will exceed 4 billion US $ by 2020.)

Social Network Ad Spending: 25.98 billion US $

Influencer marketing 1.07 billion US $ now which will reach 2.38 billion US $ by 2019

User

In 2017 statistics published by Facebook, it was very clear that this social network is losing appeal among teens and young adults. This has contributed to a massive growth hindrance. On the other hand, newer platforms like Instagram and Snapchat are seeing a double-digit growth for this same demographic. This suggests that younger users are favoring more visual and trendy communication platforms. We believe that our cryptocurrency reward system puts us in a very unique position to attract this audience.

Social network sites ranked by number of active users

Active users in million. Source Statista
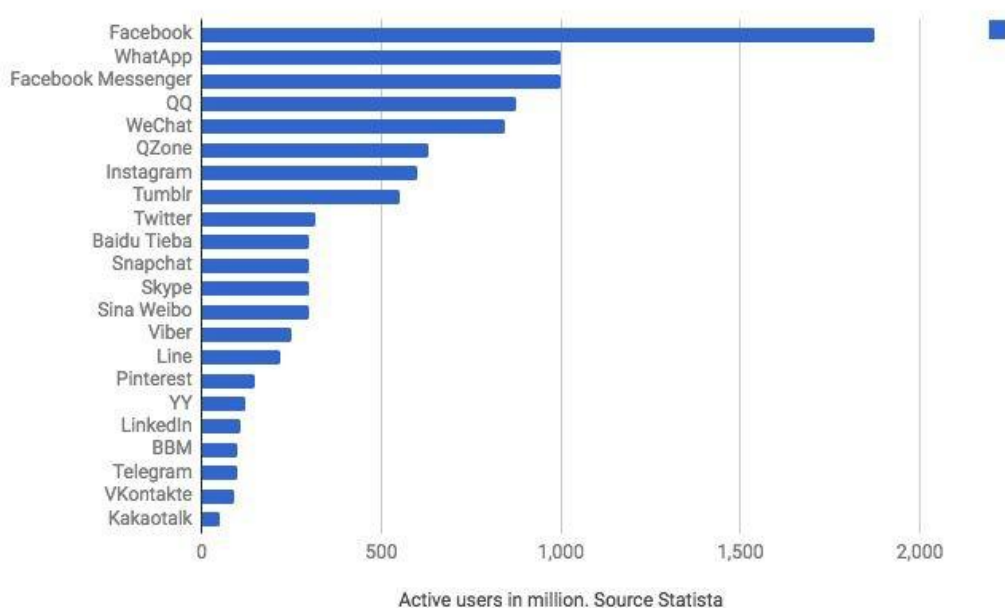
US Facebook, Instagram and Snapchat* Users, 2016-2021

millions, % change and % of social network users

	2016	2017	2018	2019	2020	2021
Facebook	168.8	172.9	176.6	180.0	183.3	186.7
—% change	3.4%	2.4%	2.1%	1.9%	1.8%	1.9%
—% of social network users	89.7%	89.1%	88.6%	88.2%	87.9%	87.6%
Instagram	69.1	85.5	96.3	104.5	111.9	118.1
—% change	17.2%	23.8%	12.6%	8.4%	7.1%	5.6%
—% of social network users	36.7%	44.1%	48.4%	51.2%	53.6%	55.4%
Snapchat*	62.9	79.2	86.5	92.7	97.0	100.2
—% change	36.3%	25.8%	9.3%	7.1%	4.6%	3.3%
—% of social network users	33.4%	40.8%	43.4%	45.4%	46.5%	47.0%

Note: internet users of any age who use their Facebook or Instagram account via any device at least once per month; *mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month
Source: eMarketer, Aug 2017

229752   www.**eMarketer**.com

US Child/Young Adult Facebook, Instagram and Snapchat* Users, by Age, 2017

millions

- **Facebook** ■ **Instagram** ■ **Snapchat***

Note: internet users who use their Facebook or Instagram account via any device at least once per month; *mobile phone users who access their Snapchat account via mobile phone app at least once per month
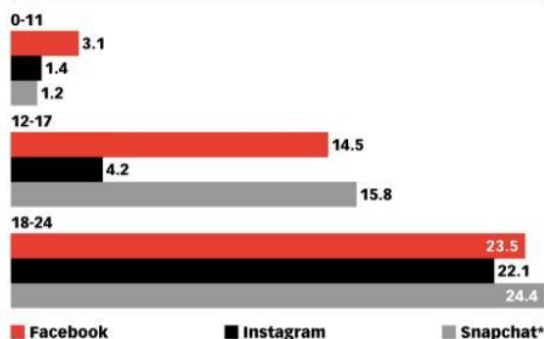Source: eMarketer, Aug 2017

229751   www.**eMarketer**.com

Social Network Advertising

### Social Network Ad Spending Worldwide
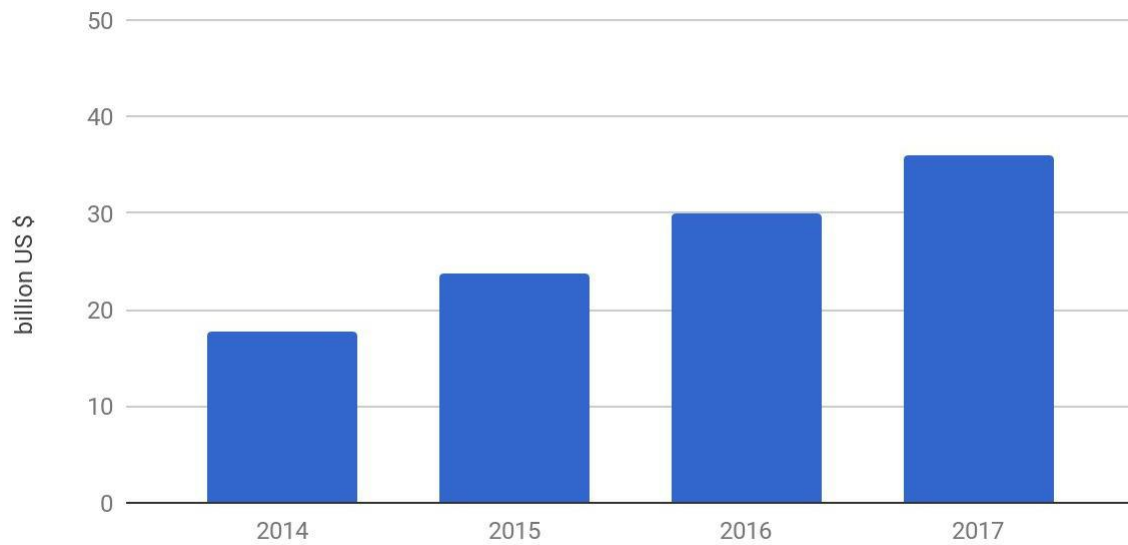
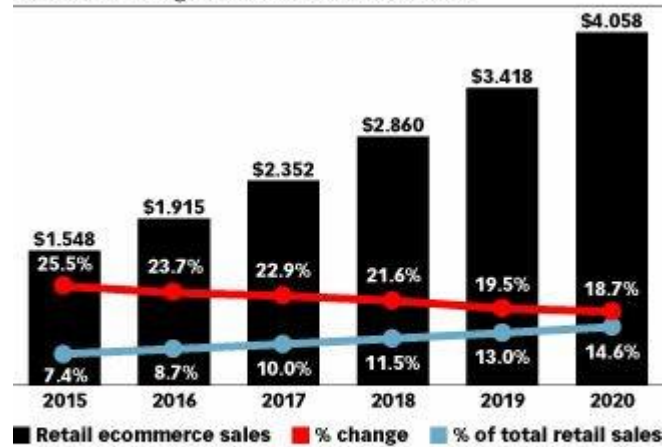
Source: eMarketer

Still Photos and Video Stock Market

Technavio, a research firm, has taken a look at the global still image market and concluded that it will exceed $4 billion by 2020, growing at a compound annual growth rate of over 7%.

Influencer Marketing

Brand-sponsored influencer post growth

Brand-sponsored influencer post growth chart. NUMBER OF BRAND SPONSORED INFLUENCER POSTS (IN MILLIONS): 2016: 9.7, 2017: 14.5, 2018: 21.7, 2019: 32.3
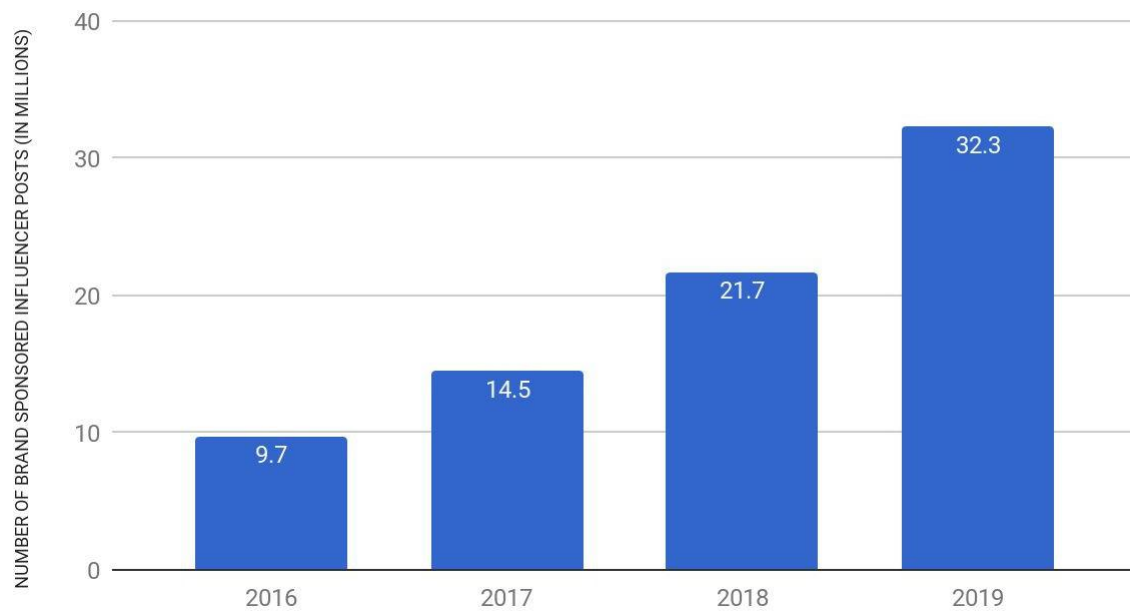
Retail Ecommerce Sales Worldwide, 2015-2020
trillions, % change and % of total retail sales

Retail ecommerce sales: 2015: $1.548, 2016: $1.915, 2017: $2.352, 2018: $2.860, 2019: $3.418, 2020: $4.058

% change: 25.5%, 23.7%, 22.9%, 21.6%, 19.5%, 18.7%

% of total retail sales: 7.4%, 8.7%, 10.0%, 11.5%, 13.0%, 14.6%

Legend: Retail ecommerce sales | % change | % of total retail sales

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets
Source: eMarketer, Aug 2016

213201   www.eMarketer.com

The Challenge

How will we achieve a healthy ecosystem and a sustainable company? We've tried to answer as many questions as possible in this section. Many people ask us "how do you make money in the long-run?" The simple answer is: we don't know yet. In our opinion, a lot of tech start-ups have to focus on user growth first, especially with regards to social media. We have several money-making scenarios in our head for the future. One scenario is via advertising and/or sponsored content. Another is to develop partnerships with brands. Another possibility we've considered is to, take a small fee on every photo sold via one of our licenses. These are all ideas and theories—nothing is written in stone, as of yet. Please refer to our myBlock Reward System for in-depth review of potential partner pools, which would give myBlock greater liquidity.

How can myBlock grow long-term?

myBlock grows with its users. Active users are the catalysator for any social media. Our reward system will attract new users with its perks, including: no censorship, self-governance, license management and a great community.

Those who create great content
Those who evaluated content deemed great
ETH tokens will be rewarded to someone who created great Content.

Attract high-quality content

At myBlock, great content will be rewarded to other users for great content. This not only creates a healthy community, but also attracts high-quality content publishers. We anticipate Celebrities likely to be among the early adopters of our platform due to the opportunity to establish a new source of income from their audience.

Increase in demand (ETH)

ETH demand increases proportionally to the number of active users on the platform, mainly due to our integrated stacking mechanism. Every time a user creates an account, they will receive a certain amount of ETH tokens which can be used to BLOCK (Likes) content; however, in order to activate the withdrawal mechanism, a user needs to have over $10 worth of ETH in their wallet. The initial $10 will be permanently locked up in the platform and, as such, taken out of circulation. This reduces the token supply available to the public as our user base grows.

How is fraud prevented?

The previously mentioned distribution logic opens the possibility of fraud in our system. Users may try to game the reward mechanism by creating multiple dummy accounts and giving likes to their own posts. In order to prevent this type of destructive behaviour, users must verify their phone via SMS, and a user can only create one account per phone number. This added layer of difficulty makes fraudulent behaviour pointless from an economic standpoint.

Please also refer to our more detailed Governance section.

Blockchain Solution

Blockchain makes it possible to record ownership publicly on a distributed ledger. That's why we decided to use Ethereum's Blockchain for the foundation of the myBlock platform. We will use blockchain technology for our reward mechanism and to decentralize our social network data as much as we possibly can.

Examples of financially incentivized processes:

Send ETH tokens to another user

Users can send ETH tokens between each other through our built-in messenger. This feature finally makes true micropayments between friends a reality.

Receive rewards

Whenever a user is rewarded through our upvote system, the transaction is recorded on the Ethereum blockchain.
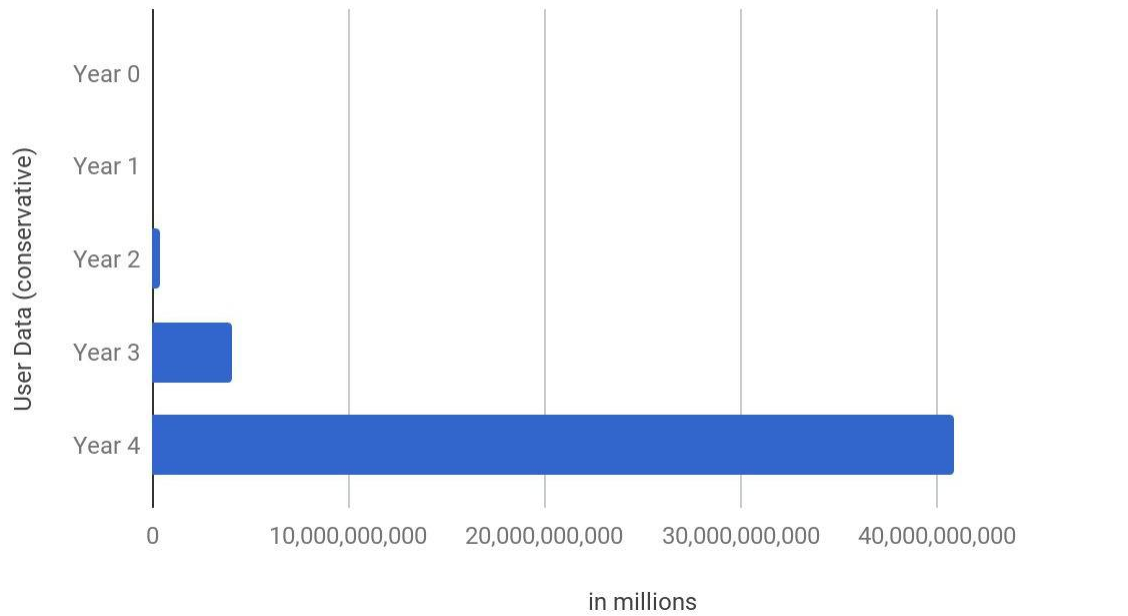
Buy a license for a photo

When an individual purchases the license for a picture he is interacting with an Ethereum smart contract. This saves a lot of time for both the seller and the buyer.

Exchange ETH against FIAT

Users will be able to exchange ETH for FIAT or for other cryptocurrencies directly through our wallet.

TotalMonetizedTransactions

Examples for non-monetizing processes:

◆ Registration

◆ Comments

◆ Likes

◆ BLOCK (Upvotes)

◆ Dislikes

◆ Small governance tasks (e.g. checking images regarding license abuse)

◆ Embedded content to websites

Tech Stack

The myBlock ecosystem will be built mainly on the Ethereum Blockchain — we believe in choosing the best tech stack available at moment.

Speed and performance is important for users so, we have to use a hybrid solution which will combine the fastest client server architecture with the newest blockchain technology. We want users to have an ecosystem solution they will love for the many benefits we described.

Mobile Application

myBlock will be available for download on both the iOS App Store and Google Play Store.

A fully decentralised hosting architecture
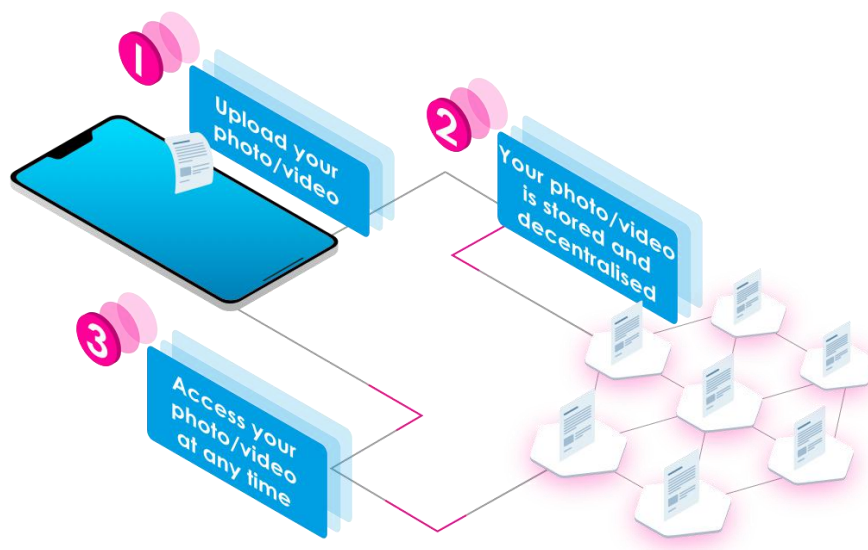
When you upload an image or video, myBlock reads it as a raw file. A second media file (duplicate) is then created for the purpose of app performance optimization. The application uses IPFS to decentralise the two files (the original file and the optimized file).

All media information is sent to the main Infura IPFS node. All IPFS hashes of the media files are stored in the related post. The application also displays the IPFS media files with their publish hash viewer.

Find out more about the plan of a fully decentralised social network.

Database

After our feasibility studies, fully decentralized data is slow and not fast, which goes against our ideology.
This paragraph is fully rewritten accordingly to the newest roadmap

Encryption

This paragraph is fully rewritten accordingly to the newest roadmap
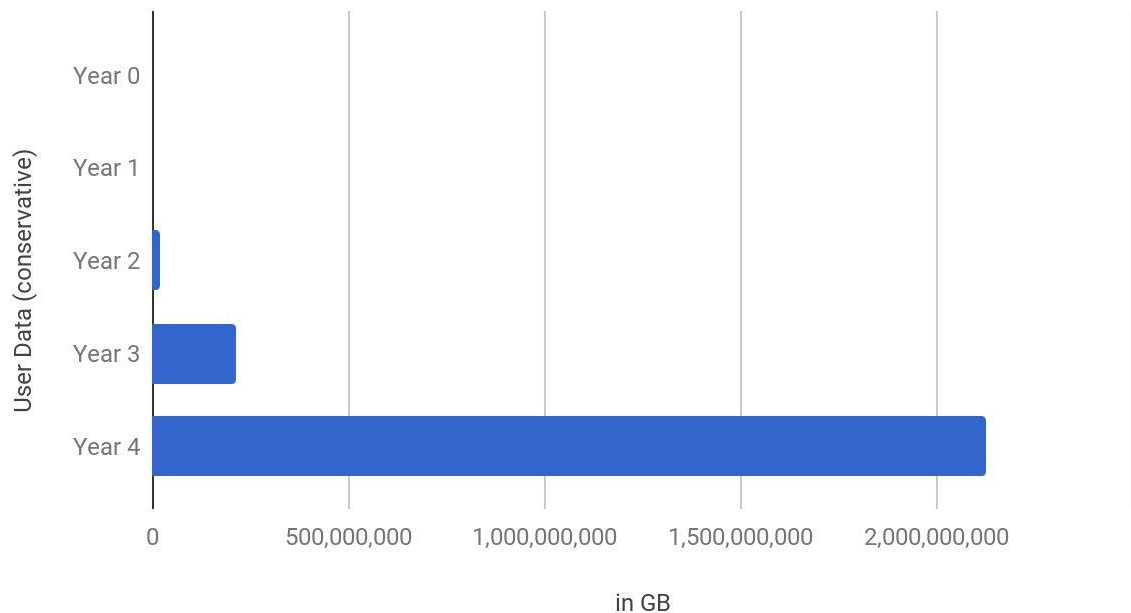
User Registration / Login

We believe in a self-regulating system of governance and user registration. New users have to register with an email, username and password. After that, we will have a SMS verification in place to filter people with less than genuine interest in contributing to our community (i.e. fake accounts, duplicate accounts, fraud, etc.). In and of itself, this will be not enough. We hope that we built a healthy community which enables us to have healthy self-governance in place. Users will be able to report a profile/person. If a certain threshold of reports is reached for a specific user, the user will go into our governance system where people can confirm the report or decline the report. A sensitive algorithm will then figure out if the reports are right. Users with less than 100 followers are more likely to get into the governance system than users with 1000 followers.

Every registration will be confirmed after the phone verification via the blockchain. Furthermore, we are also exploring/thinking that we may consider allowing multiple accounts with one number; however, users will still have to register, as e.g if it's a business, you will still have a business related phone number etc.

Media (Photo, Videos)

We are internally testing the performance of IPFS. Our main goal in choosing the right decentralised storage is affordability and fast loading for the end user—no one will use a decentralized app if it takes several seconds to load an image or a minute to load a video. Nevertheless, the user media to be stored safely, redundant and decentralized on the storage solution.

Estimated total storage in GB

User Data (conservative)	in GB
Year 0	
Year 1	
Year 2	
Year 3	
Year 4	

(Chart x-axis: 0, 500,000,000, 1,000,000,000, 1,500,000,000, 2,000,000,000)

Messaging

Almost every social platform incorporates some sort of messaging feature. myBlock wants to take it one step further, offering mini features within the instant messaging functionality.

While chatting with a friend you'll also have the ability to send ETH instantly to them, request ETH , send multimedia attachments (images, GIFs, videos), emojis and much more. We also plan on allowing users to send and receive ERC20 standard tokens through instant messages. Instant messages are the most used feature within a social networking platform; as such, myBlock hopes to make instant messaging more enjoyable and sociable for its users.

myBlock hopes to integrate end- to-end message encryption. This will ensure that only you and the person you're communicating with can read what is sent; and nobody in between can intercept messages, not even myBlock.

Live streaming

We know gamers tend to have different expectations for a live streaming functionality than the most of the public, or for example, celebrities. Our platform will have dedicated tools for every possible scenario, to increase the impact of our platform. With a yearly growth of 60%, mobile gaming is an extremely important industry that we definitely want to target; as such, this collaboration is therefore one of our top priorities.

Privacy

We take privacy issues very seriously and as such, we want to safeguard users control to their account and data privacy. With this in mind, we've set up some standard privacy control settings within user accounts: visibility (choosing whether or not your profile will be publicly visible) and approval (control followers with the ability to approve or reject follow requests).

Wallet / Exchange

We are planning to integrate a wallet system within the myBlock ecosystem. This wallet will receive ETH/ERC20 tokens from the myBlock Reward System and can be used to deposit and withdraw ETH tokens.

Followers System

Each user can be followed by an unlimited amount of users. The amount of followers are not relevant to the earnings of a person; however, if a user gains more trust via followers they will be able to use more BLOCKs, which in turn will give them more "power" inside the myBlock ecosystem. All likes will have the same worth. Over time, as the ecosystem evolves , we will make monthly checks on how fair the system is and ask the community for feedback. If a change in this system is required, we will let the community vote about changes, as per our governance system.

Ethereum will be used for all transaction within the myBlock platform-it's only common-sense, since ETH is an ERC20-based Ethereum token-as well as any of its related currency transfer features.

The wallet will be integrated into our app. It will be an Ethereum-based wallet in its core with our own custom UI. It will be customized to provide a predefined set of functions, including:

Displaying ETH & erc20 token balances
Depositing & withdrawing ETH tokens
Depositing & withdrawing ETH
In the future, integrating FIAT deposits

Private keys will always be stored on the client's side, never shared with anyone, so user wallets remain safe.

The app will also have a built-in exchange functionality: it will allow users to buy and sell their ETH tokens for ETH. We are planning to use one of the existing platforms to provide a decentralized exchange functionality, where every user maintains full control over their funds and doesn't need to trust a central authority. All exchange transactions between users will remain peer-to-peer.

The app will also provide the functionality to buy ETH instantly at a click of a button. For example, when a user wants to buy a license for a certain image in our system, they will have an option to instantly convert ETH to the required amount of ETH at a given rate and pay instantly. In this case, the whole trading process described above will remain under the hood, which is to say that the user doesn't need to bother with the details

When we integrate FIAT deposits, we will also let users pay for a license instantly, performing the whole conversion process seamlessly.

Prepaid Credit Card

The prepaid credit card will operate on major payment acquirer infrastructure and will integrate with a myBlock backend API for all transactions.

Overview

We plan to allow signups for European prepaid credit cards within Q4 of 2020.

Threshold

Users will be able to payout ETH tokens out from their wallet after a threshold of $10. Users will get $5 of free ETH when they join the community by completing reward tasks (e.g. posting the first photo). This way, we can motivate users to join our community and at the same time explain all the features and what myBlock offers.

Once a user reaches over 10 USD worth of ETH in their wallet, the withdrawal mechanism will be activated. These first 10 USD will be permanently locked in the wallet with the purpose of keeping the withdrawal function active.

Example:

If a user has $40 worth of ETH in his wallet, he will be able to withdraw $30. We decided to implement this mechanism for three main reasons:

Incentivize users to produce high-quality content. Newcomers will be especially encouraged to actively share content to surpass the 10$ milestone and activate the withdrawal system. We want to prevent spam and low-quality content just to receive the welcome tokens.

Organic growth for the ETH token. By locking a certain amount of ETH in the account for every user, the token will linearly increase in value as we get more users on our platform.
Usage of Ethereum inside the APP. We encourage users to use their ETH tokens inside our app for licenses and other purchasable items.

Here are other use cases how to use the ETH token inside the myBlock Ecosystem.

Reward System

First of all, designing a reward system for a social community will never be easy or fair for everyone. We will try to find the best parameters to start and we will end up with different parameters as the community grows and evolves. The difference between us and other reward systems is that our community can decide: they can suggest changes and can also vote for proposed changes; this way, we can provide the community with scenarios on how the changes could influence the reward system in a good and bad way.

We decided to give the user the choice of a normal like, BLOCK and Dislikes. We name them for the beginning, so there may be a more creative renaming in the future. The functionality behind these will be as following: users can like as many photos and videos they want, but they have only a limited amount of BLOCK and Dislikes. We want to increase the number of BLOCK and Dislikes based on the amount of followers an individual user has as this is a good indicator how well a user is connected in the myBlock community. The amount of BLOCK and Dislikes is reset daily with no rollover. Every BLOCK will have the same weight, which means it is equal in terms of shares of the reward system. It is important to note: only BLOCK and Dislikes count into the reward system; normal likes will only show appreciation to the user. The Dislike function is to identify spamming, low-quality content, license abuses or inappropriate content.

With a self-governance system we need the users to decide if photos & videos are accepted in the community or not. An algorithm will decide whether or not people will see a photo/video under the governance tab.

To generate a healthy user community, it requires more than just likes, BLOCK and Dislikes. We also believe that daily active time and comments should be integrated into the algorithm to calculate the share of the reward system per picture or video. When users are more active in the community as contributors—in any terms—they can potentially be rewarded with ETH tokens. That is also including being active in the governance system / tabs.

Our Reward System will be designed so that each individual content creator and user will be fairly compensated this means that we have to be able to adjust the algorithm for the incentive distribution on a daily or weekly basis on the first few months on our user acquisition journey, so that we will have on the other side enough incentive for someone to sign up and use myBlock. But we also have to consider that onboarding Ecosystem participants for myBlock might take a little bit longer than expected means that we have to be able to distribute the reward pool over several years.

Advertising

myBlock will have a semi-automatic, self-serve, easy-to-use ad platform; there will be no restrictions, meaning that all myBlock users with a balance of more than 10 ETH can create and manage an ad campaign. Ad campaigns will be manageable via an ad dashboard where users can select or create a post for the purpose of advertising. We will not have this advertising feature from the beginning as we will first focus on the user base. Special advertising partners will be granted a status to use premium marketing features, for which the community will agree in the governance tab.

To maintain quality control and ensure compliance, myBlock support staff will manually approve all submitted campaigns prior to going live on the network. All costs will be identified in ETH and based on CPC (cost-per-click) and CPI (cost-per-impression). Our ad platform will initially launch with basic metrics, with the prospect of extension in the future; initially, ads will not be targeted, but we would like to grow into this as other platforms have done in previous years. We will only support "native" ads within the feed.

Partnerpool

In 1 - 3 years, myBlock is open to partners which will bring new contributions into the Rewards Pool. It is the our plan to continuously obtain new partners with fresh ideas, contributions and attitude.

The funds acquired from the Rewards Pool will flow into the community and be utilized as appropriate by myBlock Management together with the community. Currently, we are planning to give 90% of the new acquired partner contributions to the community and 10% to ETH token holders. This allocation, however, is subject to further analysis based on actual Revenue and Costs while ensuring compliance with Financial, Transfer Pricing and Tax requirements.

The community has a voting system and can decide which partner offers (which are acquired by the myBlock team) should become part of the ecosystem. Votes for short-term partners will occur once, while votes for long-term partners will be voted again every year. The community can vote to terminate partner programs on special occasions (to be defined), which will result in the loss of the partners reward contribution.

The community also has a voting system to decide which partners' offer (which are acquired by the myBlock incorporation) should become part of the ecosystem. There will be votes for short-term and long-term partners every year. On special occasions (to be defined), there can be community votes to terminate partners' programs. This will result in the loss of partners' contribution, if not other specified. The community can also participate in the acquisition and choosing process of new partners.

License Management - Fees & Rights

All myBlock users will be able to upload photos and videos through our platform. After finishing the upload, the user will be able to choose if his photo is free to use (no license applies for the photo) or if he wants to set a fee to use the photo . The user will be able to input the license fee in ETH.

Users who want to buy a photo or video can purchase a license for this object by clicking on the details of each photo. The user needs to have ETH Tokens which he can exchange for fiat in his/her wallet.

TotalLicenseTransactions

in millions
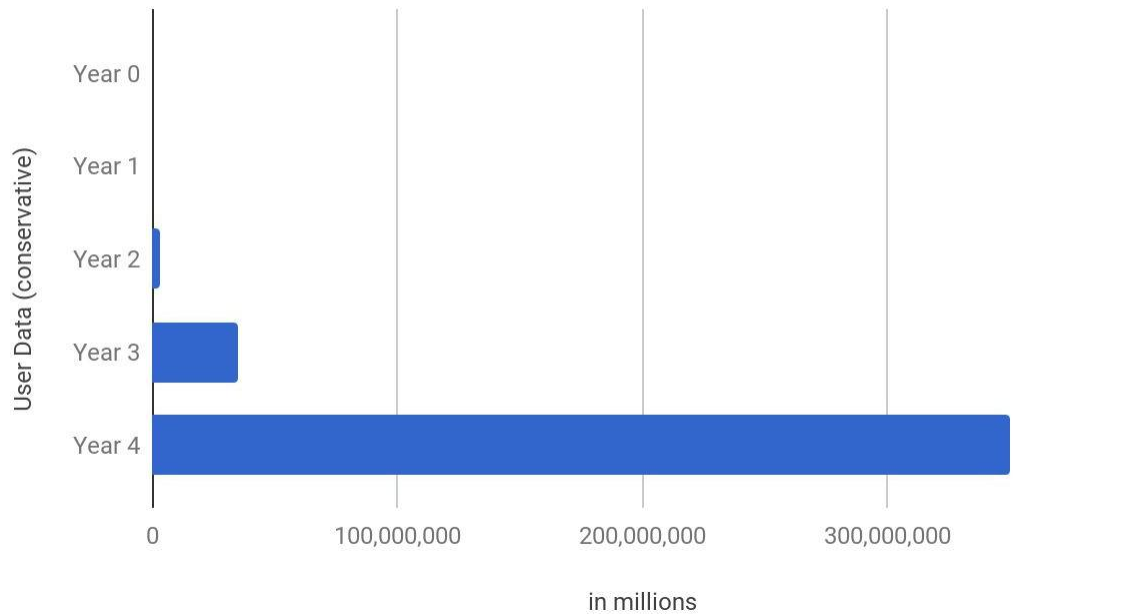
Who decides the Price of an worth?

In the end, with the myBlock licence management, you will decide what content you created is worth to you. myBlock will always help you understand not only the fair market value for your content, but also allows respects your "emotional value" for such content.; then you can decide if you will stick your emotional estimation or will adjust the usual market value.

Below the table shows you the average fee for a copyright infringement:

Example of Use (Standings as of 2016)	Fee
3 months on homepage, size of longest side up to 1500px	225 €
1 month on social media platform	179 €
6 months on social media platform	321 €
travel brochure (print/PDF) circulation up to 50,000	**145** €

(image size DIN A5)

All fees are to be doubled if the author was not mentioned

Source:

http://photoclaim.com/en/damages-for-copyright-infringement-according-to-mfm-calculation/

Here is also a great overview what the typical cost of a stock photo license is:

Stock Agency	Number of Images	Price	Avg Image Price
Stock Photo Secrets	200 XXL Images	$99	$0.495 per Image
Shutterstock	25 Images	$229	$9.16 per image
iStock	60 Credits or Images	$520	$8.67 per image

Why should I make sure I buy a license for a photo and video I use?
Three months after the post was initially published, the author received an email from an attorney. This particular lawyer is focused on just one thing: image copyright infringement.
The long-forgotten blog post that was published months ago and didn't even bring many visits to the site had become a great liability. The attorney sent the author a formal complaint letter, saying that he was being sued for $8,000 for using his client's copyrighted photo without consent.

Source: https://www.contentfac.com/copyright-infringement-penalties-are-scary/
To find license abuses for you we will use different approaches: one will be a Google reverse search system which is accessible via an API. In our previous jobs, some of our team members worked together with platforms like plaghunter.com to help users find these license breaches. Our penalty system for those who publish unauthorized images as their own will make sure that if ever claim is made and proven that a user has violated licensing, that user would be penalized and their reputation lowered. We believe this would be an effective deterrent.

Reverse Image Search for Copyright Infringement
Perhaps you are an artist who creates images and publishes them on the web. Imagine you find those images are used by third parties without your permission? This is essentially "copyright infringement". Or maybe you work for a company and want to know if your precious photos or corporate identity graphics are used only by you and no one else? ou should really do an extensive reverse image search on photos you own!

We plan to integrate a feature like this, so you can always be informed as soon as a new record if and when your content is found on the Internet;you can analyse whether or not content has been licensed for such use.

Transaction fees for license
EstimatedLicenseFees (5%)

in thousands
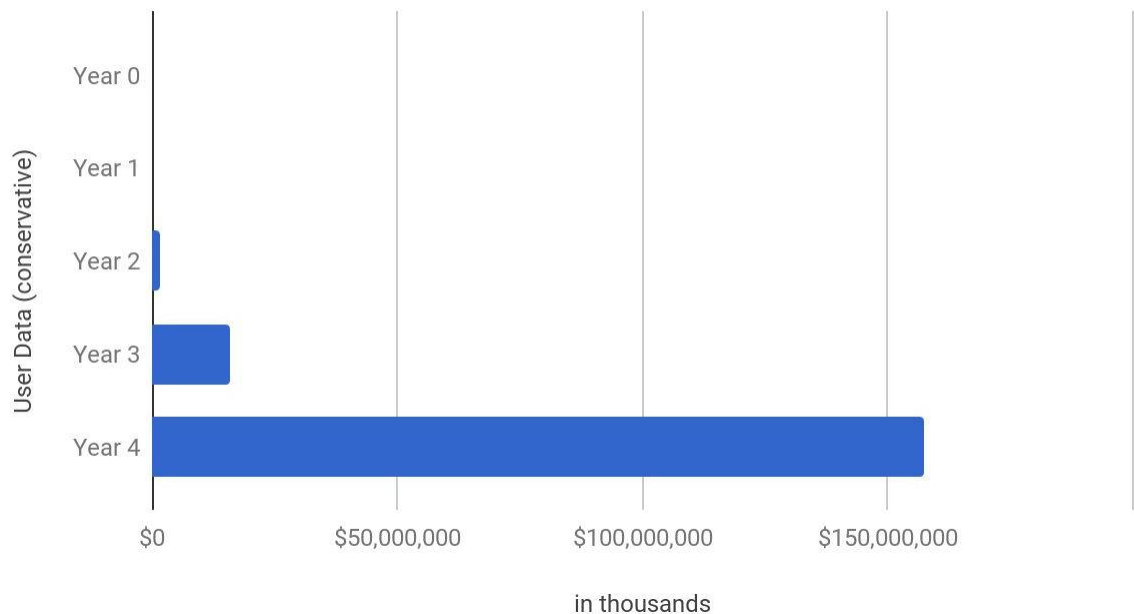
Referral System

A main part of our success will be the community. If we can grow a big community, we can be successful; therefore we are planning to build a referral system which invites friends of friends into the community. We are allocating several ETH Tokens to this affiliate system to grow the community. They will have a benefit of inviting their friends. We will limit the number invitations allowed per week or month to have a healthy growth rate.

We like the way Uber grew their user base over the years and we believe in a healthy growing community.

Note: we will be able to scale up more quickly if needed at some point, with this mechanism.

TotalReferralUserBonus ($)

TotalReferralUserBonus ($)
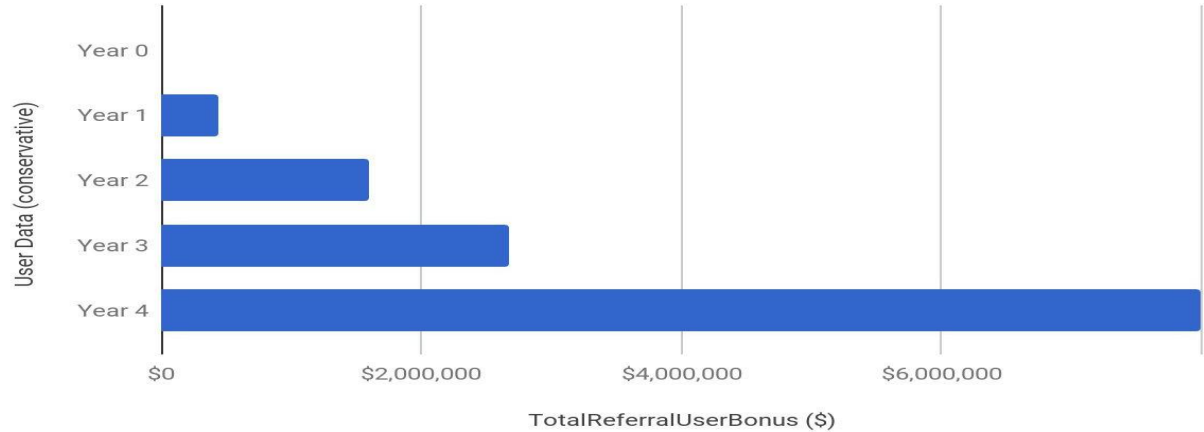
HireBlock

This is a section like Upwork-like Blockchain developers where strictly Blockchain developesr can be hired for jobs. They charge or get paid Ethereum for completed job or task.

Governance & Incentive

The system will automatically decide which users are active enough to become moderators. Moderators will then get an overview of all entries reported by the community. If a mod approves a reported entry, the user who reported the entry will be rewarded as soon as at least 50% of other moderators come to the same conclusion as the first moderator.
If the mod denies the entry reported by a user, the user will be officially warned and informed about false flagging entries. Warnings for false flagging will expire after two months without receiving another warning. After three standing warnings a user might face a temporary ban from myBlock and the user's wallet will be frozen. After the ban expires, the user gets one more chance to prove that he will be a
viable part of the myBlock community. If a user is banned once, and receives two more warnings, the user's account will be permanently banned and his tokens will be added to the Rewards Pool.

At this stage, we don't believe in hiring community managers to monitor our community activities. We believe with a healthy reward incentive, we can work towards the goal for myBlock users and its community to govern themselves.

myBlock believes that economic incentives built into the cryptocurrency model can help with mass adoption of the platform.

myBlock is designed to serve its community and reward its members in a fair and reasonable fashion for their contributions. The question remains: what is fair and how will the platform defend itself from malicious users, sybil attacks and other yet unknown methods of manipulation? It is very obvious that existing platforms like reddit, Facebook, and YouTube employ swarms of editors (censors) who determine whether or not content is applicable, if there is no abuse against the community's members and if votes are not artificially inflated. We all know from our own experience: not everything is fair and editors can't stay on top of all new manipulation ideas, which some influencer will attempt. There are hundreds of thousands of fake accounts on Facebook, YouTube and other platforms which are used to sway public towards one or the other point of view or to sell likes, clicks and opinions, even if the reward is just higher ratings and more traffic.

Since myBlock will reward its members with exchangeable token (ETH), the motivation to abuse the system will be much higher. If this abuse grows uncontrollably, community would lose faith in the platform and abandon it quickly. The platform would then be infested with scammers and fraudsters and eventually would vanish. The only way to stop it would be by hiring human editors and remove fraudster accounts and automated content.

This in turn, could be another source of abuse by the editors themselves. Editors could easily approve the content—which would fall loosely into acceptable ranges and get into arranged deals with some malicious actors.

To solve these issues and create a fair reward system, myBlock has defined the following set of principles:

Everyone's useful contributions to the community should be recognized and rewarded
When people feel like a part of the platform and their contribution is recognized, they continue contributing and the platform grows and everyone feels that they own piece of it
In order to keep the reward system balanced, proper algorithms have to be designed, which will not only correct imbalances, but will provide metrics and alerts to the community before the system is corrupted to the point of no return
Community should be equipped in our governance module, which will allow it to vote on important decision in regard to corrective measures and new ideas to grow and evolve the system
Community should be equipped in reputation system which will encourage positive contributions and discourage malicious ones
Community should be able to identify which activities are useful for the growth of community and adjust them as the platform grows

Algorithms rewarding activity should act like a free market economy: when certain activities are in short supply, systems should either adjust its rewards levels automatically or the community should be given tools to approve those levels when the need arises

myBlock is equipped with a micropayment system and can reward users for positive activity, as well as take away for negative activity—e.g. Likes, Dislikes, credits for referring new users or time spent on activities supporting community-like moderators

The platform will use algorithms to determine spamming activities

myBlock will use advanced authentication systems including a phone number verification and is watching growing identity protection systems

KYC & AML

Governance and censorship will be monitored and managed internally in full compliance with KYC and Anti-Money Laundering (AML) requirements in Singapore, which aligned with International Standard. This additional step needs to be done when, for some reason, the self-governance system of the community fails.

Once the membership size increases, myBlock will consider hiring Compliance Specialist to track, monitor and ensure KYC and AML compliance.

Roadmaps

Our future roadmap and development plan is transparent and straight to the point.

ROADMAP 1.0

Q2 2020

Launch Beta DApp
After we start the social media community,
we will lauch the beta DApp on Ethereum Blockchain

Q2 2020

Governance System
Making myBlock a community-owned platform is
very important to us.

Q2 2020

Super Like Reward System
One of the greatest part of myBlock is rewarding contributors

Q3 2020

Photo Libary, MediaManagement
We want people who share photo and videos on social media
platforms to the right to monetize thier content.

Q3 2020

Ads System and Management
Because we have a self-governant community, we will have a
voting system in place to allow or disallow content ads. The main goal
is to generate more revenue for myBlock community as rewards.

Q3,4 2020

PrepaidCardIntegration.
ReferalSystem.
Influencer Marketing and Decentralized Serverless Infrastructure

Funds Management

All funds are held safely in multi-signature, hard wallets. Some of the funds will also be stored in fiat to pay expenses which can't be paid in Bitcoin or Ethereum. All accounts are transparent visible for all participants to monitor and audit at any time. Management & team funds will be paid out over a period of 24 months, according to the pre-defined work packages. Work packages can be adjusted according to new circumstances in development of myBlock.

my**b**lock

Funds Marketing

The marketing budget will depend on how much total budget myBlock can generate as a company. Higher
% will be allocated to marketing prior to ICO to generate hype and increase awareness of myBlock's business model

Funds Operations

We will list an overview of total operation costs to provide better understanding of our internal operational expenditures for this project.

Funds IT

We will list an overview of total IT costs to provide better understanding of our internal IT Budget for this project including its deliverables.

Team Members

myBlock is built by the community. Together, we're shaping the future of myBlock and creating a new type of social network, governed by its own users.

Also, we are open to co-founders positions from anyone who is interested.

Olusegun Michael
Founder & CEO

A Nigerian Entrepreneur currently residing in Lagos, Nigeria. He likes to call himself a Global Citizen as there is nothing better than to travel the world and explore new opportunities regarding tech ventures and talents. At No Limit, he is working since 2014 on different Tech projects, founded **Oxplay Digital** in the same year. He decided to explore Blockchain and In late 2018 He and his brother **Tobin Jude** discovered the opportunity in Crypto & Blockchain which lead to start their Sesame Seed Germinator funded project Tron Blockchan based decentralized gaming platform called TRONstrike Gaming.

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