



The Product

A Decentralized Website Platform Whitepaper

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Executive Summary

Creating a strong Web presence is crucial for any business, a well built website increases the chances of generating more revenue and it is a fundamental tool to build customer loyalty.

Traditional methods for creating Websites usually force business owners to pay for professional services provided by a third party, these services providers (Web Agencies) commonly use traditional methods to gather all the different assets and interdisciplinary skill sets required to produce a product that captures the essence of a business.

Whereas some business do require this traditional approach for creating their presence (a long live cycle, that includes, a Web design, the implementation of the design on any sort of tool, adding content, and fine tuning tracking and marketing bits), there is a huge market of small businesses and independent professionals who will benefit from shorter times to market and lower costs without compromising on quality or richness of functionality.

The **WPO platform** aims to fill this gap by removing the middleman and empowering business owners to choose from a gallery of assets which are matched (by our IA assisted engine) according to the preferences of the user.

The collection of Web assets will still be produced by the same qualified professionals (Web Designer, Web developers, photographers, marketers, content creators among others), however, the key difference is that our platform will deal with the complexity of gathering all the moving pieces, including logistic of payments for the right of using the assets.

The traditional way of building Websites for medium and small business is about to change.

Introduction

The web systems leverage the infrastructure of the Internet and the increasingly complex set of web standards, protocols and technologies to provide sophisticated business solutions that merge web based front-ends with complex back-end software. However with this ecosystem in a constant state of change the domain is often not only poorly understood, but due to it's quick evolution, the knowledge gap is also widening.

The complexity of the matter provides a substantial degree of uncertainty in the project context, and consequently makes resolving requirements very problematic. Indeed, business owners often have problems not only articulating their needs, but also in understanding whether a particular design will satisfy their needs - as they have very limited understanding of their own needs with respect to the benchmark. It is also worth noting that many web projects are vision-driven rather than needs-driven leading to an initial lack of clarity, consequently increasing the importance of incremental and prototyping approaches.

Given that business owner understanding of not only the technology's capabilities but also the potential impacts on their businesses change dramatically during a project, it is not surprising that the project scope and focus often evolves considerably during the course of the project. This is also coupled with business models that are also evolving rapidly, as organisations migrate to an increased reliance on Internet technologies. This lack of understanding paired with changing business requirements is the prerequisite for future instability. Exacerbating this issue further is the lack of effective design tools, as well as the next two characteristics.

Short time frames for initial delivery Web development projects often have delivery schedules that are much shorter than conventional IT projects - often in the range of 1-3 months. This is partly a consequence of the rapid pace of technological development and partly related to the rapid uptake of Web systems. This is, of course, not new - being typical of the IT industry in general. The nature of the competitiveness is, however, somewhat different. There is a general perception that with simple web authoring tools anyone can create an effective site. This creates unrealistic expectations from business owners which has spawned small start-up companies and freelancers claiming to execute effective web design but in reality only being able to deliver on a small portion of the complete project requirements - offering little more than HTML skills and rudimentary graphic design.

Web sites typically evolve in a much finer grained manner than conventional IT applications. The ability to make changes that are immediately accessible to all users without their intervention means that the nature of the maintenance process changes. Rather than a conventional product maintenance / release cycle, we typically have an ongoing process of content updating, editorial changes, interface tuning etc. The result is a much more organic evolution.

Given these unique characteristics of web systems, we can investigate desirable changes in the development methods and processes.

The paths to creating e-businesses are repeatable and measurable. Many companies assume that they are unique and that therefore every creation of an e-business has to be learned as you go. In fact, there are lessons and architectural paths or patterns that can be discerned from all these engagements. For each business pattern, a number of logical architectures (or topologies) are defined. These topologies provide a mechanism for fulfilling a particular business need. In effect, these models provide a direct link between the business models that underpin the systems being

developed and the technical architecture that supports these business models. One problem with these current approaches is that the architectural models tend to emphasise functionality, with little consideration of how to represent the information architecture. In particular, aspects such as content modelling, information viewpoints etc. are not addressed.

The Problem

To summarize then some of the key major issues of traditional Web Development:

1. Time and effort to gather project requirements;
2. Variable cost due to changing requirements;
3. Long delivery timeframes;
4. Inability to see a concept of the design from day one;
5. Complexity to choose, deploy and maintain a technology stack;
6. Additional effort to setup analytics and tracking with success;

Time and effort to gather project requirements

The complexity of gathering project requirements has been outlined throughout the introduction of this whitepaper. To recap, these include:

- Business owners unable to articulate their needs
- Limited understanding of technical standards
- Business owners taking a vision-driven approach rather than a needs-driven approach

Navigating these complexities is difficult, but the problem is exacerbated when there is no clear direction in answering these issues, which in turn leads to a lack of project clarity.

Variable cost due to changing requirements

Projects start with gathering requirements, outlining the long list of features and technologies needed to deliver said features in addition to what is necessary for today's standards, the project budget determines what can be delivered within the allocated field of resources. With most budgets determined and negotiated after requirement gathering, expectations are already set for what will be delivered. Development teams are then forced to either cull items from the project and risk starting a project off by not meeting a business owners needs, or more so than not take on the full set of requirements (regardless of team capabilities) and slice off time on delivering all requirements to stick within the project budget.

Long delivery timeframes

Most web development is an afterthought. A consequence of the rapid pace of technological development and partly related to the rapid uptake of Web systems. This results in a non negotiable short delivery time and makes this a deciding factor in determining who will secure the web development. With this comes a range of problems. Similar to budget, short delivery times open a project to risks in delivering a subpar product due to inadequate time spent on building features and integrating required technologies. In addition to this, small start-up and freelancers claim to be able to execute all requirements within the determined delivery time, but also deliver subpar products due to their limited knowledge and available resources.

Inability to see a concept of the design from day one

The aesthetics of a web product evokes emotion from its customers. This falls under the lens of how the web product is designed. Problems for design stem from the client and designers having strong opinions into how the web product should look and feel. This ties into the project requirement issue of business owners taking a vision-driven approach rather than a needs-driven approach. What this means is a client's or designers vision for the web product does not always align with what the customers needs are. This brings uncertainty that a particular design won't satisfy user needs.

Complexity to choose, deploy and maintain a technology stack

A tech stack is a combination of programming languages and software products used to create a web or mobile application. Majority of applications are designed to have two software components: server-side and client-side, also known as back-end and front-end.

The back-end contains the business logic that works behind the scenes to drive your application. Users will never directly engage with the back-end, all information is passed back and forth through the front-end.

Most of the time client's struggle to understand the technology and they are driven by the Digital Agency they have chosen to make decisions. The team can usually come up with options and cost/benefits with a simplified explanation of the implication of each option which are not in most of the case understandable by the client. To make the sale the Digital Agency can propose the the client cheap options. It can lead to serious problem in terms of scalability of the solution, security issues, and maintenance

problems of various nature that can cause very serious economic damages to the client's business.

Additional effort to setup analytics and tracking with success

All web development projects have a goal. An outcome which gives merit to the project - for example building an ecommerce platform to allow customers to purchase a businesses products online. Unfortunately the majority of web development project do not put in place the appropriate analytics and tracking in order to report on these outcome. And the ones that do do not complete the adequate setup and configuration leading to reporting on unreliable data. This has significant consequences for business owners not being unable to report on the success of their digital product, as well as not being able to rely on their data to make informed decisions for future releases and updates.

Ongoing support

Web development launch (e.g making an ecommerce website live and accessible to the public) is traditionally seen as the end of a project, when in fact it is only the beginning. This is where a lot of expectations fall short. Business owners expect the website to run without any issues or updates for the life of their product. Adding to this, they expect to take their new product, and seamlessly be able to manage their content without assistance. Unfortunately this is rarely the case, and business owners find that there are bugs impacting their digital goals. This is namely due to the problems outlined earlier, around short delivery time and the neglect of delivering on complex web standards due to lack of knowledge. When faced with these

issues, business owners reach out to web development teams and are either responded to in an un-timely fashion, or are required to purchase exorbitant support packs.

The Solution

WPO's answer to these problems is to scrap all the barriers that complicate matters, simplify the process to tailor to the needs of an individual establishing a basic website of a particular configuration, and develop into it over time. WPO AI (Artificial Intelligence) and ML (Machine Learning) have several different algorithms that calculate how much functionality business owners need in the site, how quickly they would like new features implemented, how much copy and media blockassets they are going to need. While this is presented as basic, it will also be optimal for their business, based on WPO trend and conversion algorithms. WPO is focusing its attention on results: websites that get launched quickly, generate sales, reduce business owner costs, and provide support to help business grow online. WPO success is business owners online growth.

WPO Cash paired with WPO AI and ML is the solution. A self-sustaining economy that generates blockassets exclusively for their participants, with implementation achieved through minimal customer engagement. "In a decentralised economy, democratising (rather than concentrating) ownership via incentives creates value."

The solution is based on blockchain[3] and smart contracts[9], the contracts are tailored for different blockassets[4], this allows seamless interaction between the final user and the third parties feeding in from WPO platform with the blockassets that compose any blockdesign generated by the Theme Factory Platform.

Incentives that WPO Cash Offers:

1) Economic independency by generating revenues producing high quality blockassets.

2) An opportunity to own a State of the Art Website Build which assess all the needing of the business even if the business does not know what they are. In other hands the offer is a Web Development out of the box delivered by AI and Orchestration.

“Our aim is to provide a solution for whoever needs an Online Presence !”

Our aim is to connect Web Designers and Clients who need an online presence all over the world and supply them with the necessary tools for launching a website with the best cost/effective manner and without any financial borders, intermediaries or exposure to scams.

We will unite web designer and clients from all over the world in order to create a decentralised economical ecosystem, based on a strong community that will take web development to a new level never seen before in this industry.

“The WPO Team”

WPO Explained

Nature of the platform

“WPO is a marketplace platform designed to allow anyone to create a Website that will make good use of the most advanced technologies in the web development field, including the option to pay for the Website Design, Media and Copy-Write with cryptocurrencies and WPO Cash Tokens.”



WPO Cash Ecosystem

Next Generation Web Development Platform

Decentralised Platform

A Marketing Funnel / Landing pages to promote the ecosystem using a FIAT Currency Gateway



Tokens Hub



A Designers Nodes Pool



B Business Owners Nodes Pool



Token on Exchange



Web services technologies are becoming a de facto standard to integrate distributed applications and systems using JSON (**JavaScript Object Notation**) standards. Developing applications that support web services interfaces will not be enough to provide complete and automated AI driven business processes. Thus, a new approach is required to compose these web services together in order to form web services orchestration and processes definition which can be monitored and integrated with Big Data and Machine Learning.

Web services and SOA (Service Oriented Architecture), viewed in a process-oriented perspective, need a language in order to define how services can be composed into business processes. Such definitions would allow describing abstract process definitions as well as executable processes [REF01].

“A process is an ordering of activities with a beginning and end: it has inputs (in terms of resources, materials, and information) and a specified output (the results it produces)” [REF02].

“A workflow system automates a business process, in whole or in part, during which documents, information, or tasks are passed from one participant to another for action, according to a set of procedural rules” [REF02].

The WPO technologies that are used to orchestrate web services, are under a governance of decentralised web service processes and various operations of web services are invoked and executed by the nodes network and integrated in the blockchain.

When a new web instance is requested a smart contract is initiated containing the configuration of the instance, the price, and the user informations. When the smart contract is verified the instance is executed by decentralised orchestrated platform.

All the transactions paid via FIAT by a new customers will be processed by a conventional Payment Gateway. The FIAT will be converted into WPO Tokens (Tokens HUB) owned by the customer that then can be spent into the ecosystem to favourite the transactions.

In order to make WPO a reality has ben necessary to introduce a new paradigm into the Website Development equation: OOHDB (Object-Oriented Hypermedia Design Block) and SHDB (Semantic Hypermedia Design Block).

OOHDB give the capability of each web component to be a Object stored into the blockchain. Each Object can then be collected into Classes which define a working web blockdesign template.

SHDB track the semantic of the web component so that the Machine Learning can “understand” what is the purpose of a specific blockasset so to leverage the Artificial Intelligence Algorithm.

Why it is decentralised

Every single actor of WPO ecosystem owns a node. In order to be part of the ecosystem indeed it is required to purchase a cloud instance. This happens behind the scenes and not much noticeable while using the product. The bigger the network becomes, the most WPO Cash token will be used the higher will be their intrinsic and extrinsic value.

Cloud Technology

As mentioned already WPO is based on a decentralised cloud platform. The final goal in our roadmap is to run the infrastructure over different organization and have a high level of redundancy in order to limit any downtime. A node indeed is constantly baked up and if something goes wrong WPO has an embedded automated disaster recovery plan that will

deliver the whole business on another instance getting the node up in matter of minutes.

Machine Learning

A machine learns by finding pattern in huge quantity of data. That's why for WPO is essential to monitor the interactions between all the gears of this complex engine in order to track the data and find patterns useful to build algorithms which will be executed by the AI.

AI assisted website build

Ava is the name of WPO's AI Website Builder. The algorithms Ava uses help deliver the best suited digital product for business owners. Business owners are asked a set of questions and options through the website build process covering off each problem area in minimal amount of time and effort.

As stated, the first step in web development is outlining the project requirements. Ava delivers a set of questions, which help her understand about the business, and in turn what that business needs for their digital product. Each section is curated from a predefined list of questions set by the WPO team. These sections have been carefully created based on years of web development project knowledge, accumulated from WPO team. Each section allows business owners to pick from options, removing the problem of business owners not being able to articulate what they need. This is a simple, easy to use solution allowing Ava to gather project requirements. Business owners also do not need to worry about their limited understanding of technical standards, as Ava already handles this through WPO digital products being packaged with relevant technologies and built to technical standards.

Through Ava, WPO is able to significantly reduce the amount of time needed to gather requirements, design and add required copy and media assets. Once each section is completed in the requirements stage, business owners

are delivered a complete digital product on the spot, in real time. This removes the need to set budgets. Instead users opt in to WPO monthly membership cost. This cost is an amount set by WPO based on ongoing technical costs, asset costs from WPO Theme Factory, and monthly support tokens.

Token Ecosystem Economy explained

Actors

- Final user (business owner/clients)
- Producers of blockassets[2]

Reward and deliver additional bonuses to those who decide to become an active member of the community, with tokens grants, the demand for tokens, which, on one hand, gives WPO Cash First purchasers an opportunity to leave the project and at the same time has positive influence on market quotes, as the only sellers of the WPO Cash tokens will be the WPO Cash first purchasers.

The value of WPO Cash tokens, like any other currency, will be determined by Web Designer willingness to accept them as the payment for their work. Exchange liquidity will allow WPO Cash to develop on external websites. In addition to this, partner projects will be able to pay with WPO Cash tokens, making their transactions faster and more transparent and also succeeding in marketing and promotion because the system is popular and trendy.

Key Features and Advantages

For the Business OwnersClient:

- Extensive catalog and easy-to-use service;
- Low fees;
- Automated Web Development;
- Integrated Google Analytics and Metrics;
- Multiple platform advertising support of your business;
- Payment in popular cryptocurrencies (BTC, ETH, LTC etc.);

For Web Designers:

- Easy-to-use platform to manage his assets ;
- Continuous Income in Cryptocurrency.
- Low fees;
- Drag and Drop Web Design Interface easy to use and really time/effective.
- Out of the box Web Components ready to be implemented and easy to customise.
- Reusability of the work done for multiple design

Payment in popular cryptocurrencies (BTC, ETH, LTC etc.); The key part in the system is assigned to WPO Cash Token. Paying for all the services in tokens removes the headache of the interaction with a Web Developer, or Copy-Writer ect. The Clients need to pay the fees and other platform services in WPO Cash, it will make hard basis for stable condition of token value.

Theme Factory

Platform like Upperwork, Fiver, Freelancer, Odesk etc. they are marketplaces where the offer meets the demand. Those platform operates under the FIAT currencies domain and they do charge high fees to both sides the freelancer and the business owners. Most of the time you can find disclaimers on those platform warning the business owner to do not get foolish by scammers but that is not enough because scam happens quite often. Beside that it is very hard to find out who is capable and who is not, ending up most of the time spending money and a lot of time to manage to work to be done obtaining a final result way far away from the initial expectations.

Theme Factory is the solution of all this headaches, it provides a safe environment where it is possible to produce creative work and earn money for it.

Analytics and tracking success

The Ecosystem rewards successful designs that converts customer sales and investment in organic or paid search. WPO offers indeed a build in marketing platform which is under the monitoring of AVA. AVA indeed leverages Big Data Labs to find the successful patterns and rank designs by most successful.

Support Tokens

Each product owners monthly membership includes a set of support tokens, which are needed to create support tickets. These tickets can be raised for a range of reasons including but not limited to:

- Bugs
- Technical issues
- Content updates

WPO Support Team comprise of users in WPO ecosystem who have offered their services to product owners. Each team member adds skills to their profile which coincide with support capability. These skills align to the ticket categories which product owners select when creating their tickets.

The allocation of tickets leverages a peer to peer review system, similar to global community networks. When product owners raise a support ticket, users in WPO support network who have the appropriate skills to resolve the ticket are notified and request to secure the ticket. Product owners are then notified, and are able to view support team members profiles. On these profiles are an overall ticket satisfaction scale (5 star rating), along with reviews from other product owners. This allows product owners to select the

support team they want to tackle their ticket. Once the product owner has chosen his support team, they assign the ticket to that team member, by approving the team member has secured their ticket. This then notifies the support team member, and allows them to work on resolving the ticket, as well as engage with the product owner in direct messaging. Once the product owner is happy their ticket is resolved, they close the ticket and their token is transferred to the support team member. The business owner then rates the support team member, adding to their overall star rating. The support team members does the same so future support team members can have visibility of future product owner level of support.

Product owners may not use their provided support tokens within the designated month. In this instance support tokens which have not been used accumulate for future use. If accumulated support tokens exceed an amount (we always want to set aside an amount of support tokens per product owner in case they need to raise tickets) the product owner has the option to use these tokens for their monthly membership, marketing, theme and media purchases or other WPO offerings.

Product owners can also trade tokens with WPO support team ecosystem if they require asset updates to their digital product. These include but are not limited to:

- Theme change
- Media purchases (images, videos, icons)
- Copy creation
- Feature add ons

This is a key advantage of WPO and WPO coin, as it builds a flourishing ecosystem of users who help each other by trading tokens for results, allowing product owners to evolve their digital product, and support team members to receive tokens for their skills.

Team and progress

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Roadmap

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Glossary

[1]**AI:** Artificial Intelligence

[2]**blockasset:** It is what composes a BlockDesign, for instance the modular source code, a picture, an illustration, a video or a piece of copy-write. Each blockasset is stored in the Blockchain and contains critical information such as the Author's wallet, the Cost, the version, etc. blockassets are free to be purchased inside WPO market place by any user.

An example of blockasset (JSON Object) :

[3]**BlockChain:** a digital ledger in which transactions made in cryptocurrency are recorded chronologically and publicly.

[4]**Block Design:** It is the combination of multiple **blockassets**. The **blockassets** which compose the **BlockDesign** can belong to different Authors. So a **BlockDesign** can generate revenue for multiple entities.[3]

[5]**WPO:** WordPress Opera

[6] **WordPress:** WordPress is a CMS, open source website creation tool written in PHP. But in non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today. **74,652,825** sites out there are build using WordPress.

[7]**WPO cash:** The token belonging to WPO.

[8]**WPO Designer:** WPO Cash is not minable but revenue can be generate by generating blockassets. WPO Cash operates within an ecosystem composed by a huge community which can operate on 2 platform. **ThemeFactory.co** and **WPOpera.co**. The former is a decentralised platform which provides the tools for a **WPO Designer** , not necessary with Coding Skills, to produce blockassets to place them into the market and generate revenue.

[9]**Smart Contracts:**

[10]**BlockDesigner:**

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