



Your content
Your profit

Input the code to enter

W H T P P R

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INTRODUCTION

The Spread of social networks and the rapid growth of their usage has created a new so-called influencer economy with an estimated worth of around **250\$ billion** with a projection to grow to **\$480 billion** by 2027, according to Goldman Sachs estimates.

This market is created by social media and the interaction of its users (influencers + followers) and businesses seeking new, effective ways to attract new customers. Currently, the market is the most beneficial for social media giants like Meta, Google, TikTok, etc.

All of those social media giants have built their wealth on the content created by their users and monetized their engagement. Those companies also charge very high fees when influencers try to monetize their content on their platforms. This is **unfair** to influencers, who are increasingly important in keeping users engaged on social media.

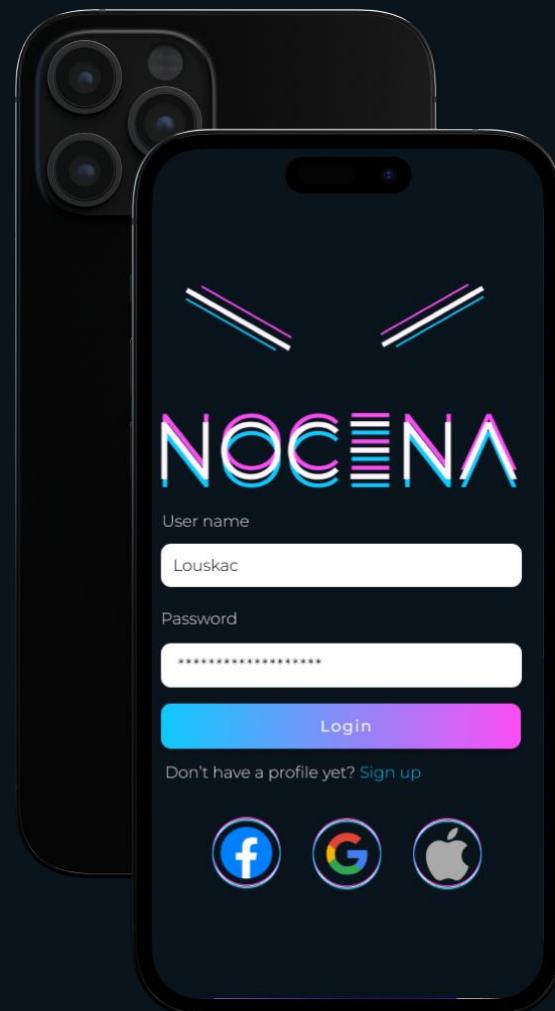
That is why we decided to disrupt this market with a new social media app called Nocena.

The combination of the Web2 app (Oukee) which has already been tested and achieved more than 80 000 active daily users and blockchain technology enables users to monetize their content and better interact with each other while creating many new opportunities for businesses to attract new customers effectively.

The concept is built on "**Challenges**" that open a wide variety of interactions between users and create almost endless ways to monetize their content, plus they help businesses attract new customers online and also get them into physical stores.

The application is also beneficial for building new **habits** and increasing healthy competitiveness among users. The combination with blockchain technology enables us to create in-app money through Nocenix token.

Nocenix token helps us solve the issue of the high fees that other social media apps charge their users when they monetize their content and distribute the revenue created on the platform to its users. The tokenomics is deflationary. This increases attractivity for early adopters and helps us incentivize token demand and product adoption.

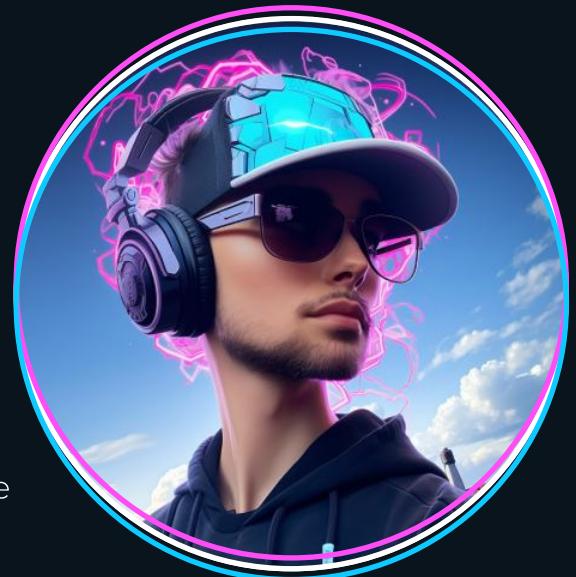


PROBLEMS WE ARE SOLVING

Problems

Influencers

1 If they want to monetize their content their only options are unreliable YouTube monetization, hard to find deals with companies or TikTok streams where they get less than 1/2 of what the user spends.



Users

2 Nowadays it is impossible to get close to your favourite influencers and there is really no way to request specific content from them. Also users are always looking for a new fresh way to have fun online.

Companies

3 It is hard to use other platforms well, since they are flooded with boring ads that users are more and more accustomed to skip. Currently there is no way to calculate the ROI of a marketing that uses influencers instead of ads.

Solutions

Influencers

1 They are going to get paid for their content in this token. They can either be challenged to create a specific video for some money, or they can set up a bigger challenge and let users fund raise for it.



Users

2 This app allows for a much closer connection to favourite creators. They can compete in leaderboards for the biggest fan and even get specific content to suit their needs (I.e. exercise plan from fitness influencer).

Companies

3 Instead of spending money on ineffective ads, companies can buy our token for public challenges and motivate users to visit a selected place. It's hard to execute and measure influence marketing in case you want to attract customers to physical stores or to try your new product.

USE CASES

Influencers

Drifting challenge

Users have challenged their favourite influencer to show off his new Mustang by taking it out and drifting in a scenic spot. Normally, the influencer would be hesitant to accept a challenge like this as he would have to spend significant money on completing it (he would ruin his new tires and need to hire a specialized team to produce a high-quality video along with modern drone shots). However, thanks to Nocena, he will be able to calculate the cost and raise the necessary funds from his followers.

Users

Getting close to his idol

The user challenges the influencer to do more pushups than them and offers a reward. Both of them are winning. The influencer receives the reward and the user increases their presence on social media and interacts directly with their favorite influencer. This way they can even be seen in all time leaderboards as the #1 fan.

Businesses

No boring ads

An electric scooter rental company in Prague challenges users to see if an electric scooter can go through traffic faster than a car. They pay for each completed challenge while it brings them real business. Another example is a clothing brand challenging users to take a picture of the craziest outfit they can find in their store.

BUSINESS MODELS

Business 2 Customer

We take a small cut from each transaction

Users will interact with each other mainly via challenges (private, public, or live) and incentivize each other through rewards. There will be a small cut from each transaction. Part of this transaction fee is app revenue and part of it is burned.

- It provides deflationary mechanism for the token
- It is far less than any other alternatives
- Case Study: Influencer Adam made 16,545,839 diamonds in TikTok within 3 years. His followers paid 82 724\$ for those diamonds, but Adam received only 35% of it, the rest went to TikTok and Apple/Google.

Business 2 Business

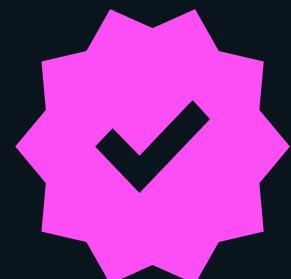
Revolution in online and influencer marketing

Case study: An electric scooter rental company wanted to attract new customers. Their public challenge was to see if an electric scooter could go through traffic faster than a car. They paid for each completed challenge as it was bringing them real business and it attracts customers much better than simple “discount” promoted through usual channels.

Verification

MRR - Monthly Recurring Revenue

Companies creating public challenges and users (influencers) raising capital for their stunts have to be verified to do so. There will be various advantages for those who are verified, verified users have increased priority and support while withdrawing their earnings and many more. Verified profile will be paid via Nocenix tokens.



- Increases token demand
- Provide MRR for the company
- Gives users advantages

WHAT PROVIDES UTILITY

Intro

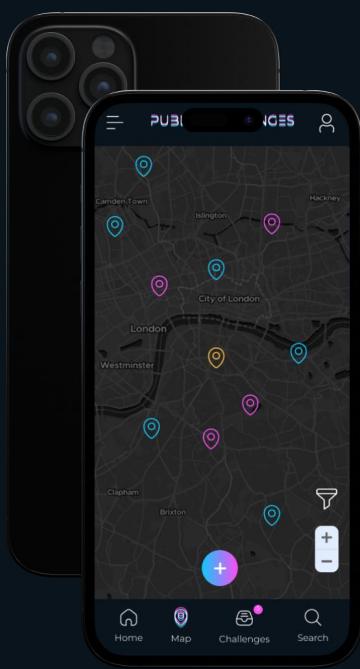
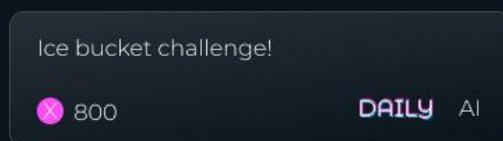
The logic of the Nocena app is based on the experience we gained through the project's first iteration. We created a social media app and connected it with a TV Show, which helped us achieve more than **100,000 users** in four days. Based on their interaction with the app, we have identified their needs and built the second version of the product.

Daily challenge

The daily challenge is created inside the app using our unique AI solution. Users must upload a photo of themselves in a situation defined by the challenge. For example, take a picture of yourself with a bottle of Coca-Cola.

If the user doesn't fulfill the challenge, they won't be able to see pictures of their friends' daily challenges. Daily challenges will be seen only among friends. To motivate users further, there will also be **rewards in Nocenix tokens** at the beginning. This daily activity helps to build a habit of using the app every day.

Example: Take a picture with a yellow car



Public challenges

Another way users will be able to complete challenges is through a map of public challenges. On this map users can set up cool spots in their neighborhood for other users to compete in.

This feature is mostly important for the B2B business model, because this way businesses can set up challenges in **their own stores** for users to compete

Example: Eat the super spicy wings menu in under 15 minutes

WHAT PROVIDES UTILITY

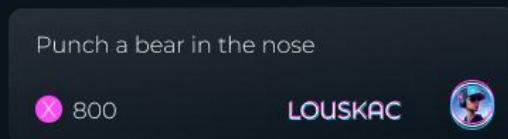
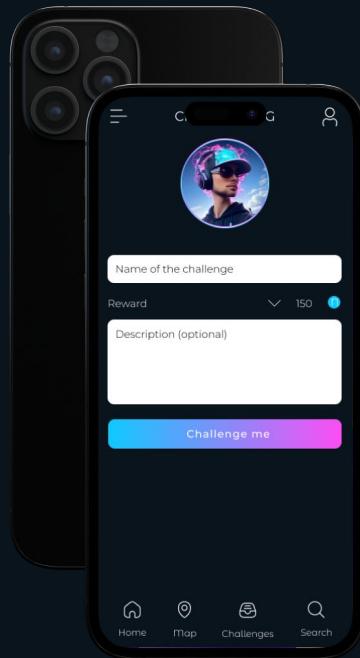
Private challenges

Users give each other challenges on the app and they send each other our token. The challenges can also be long term - like a fitness challenge to do 100 pushups each day for a month.

This is the **main feature of the app** and the main usage of our token.

Challenges don't have to be just fun and fitness, food influencers can be challenged to cook a specific meal and give the recipe to their users. Or a travel influencer can show how to travel cheaply around the world like this.

Example: Try walking on highline



Live challenges

This is our truly innovative feature that has been developed based on the specific needs of real influencers that were unhappy with the TikTok live streaming feature.

Firstly, TikTok is cutting the reward by 50% on each transaction. Secondly, the livestream is not interactive at all so basically the only incentive is that users will get their name read by the influencer and will be publicly thanked.

On our platform the viewers can challenge the streamer to do a specific challenge. Then they vote together if the challenge was completed or not. Also we bring many innovative features like "stream battle" where two streamers can connect their livestreams and compete in challenges together, or make their viewers compete in activity with the other group.

Here **even shopping** will be possible!

Example: Hop on that bus you see and ride in to the last station



WHAT PROVIDES UTILITY

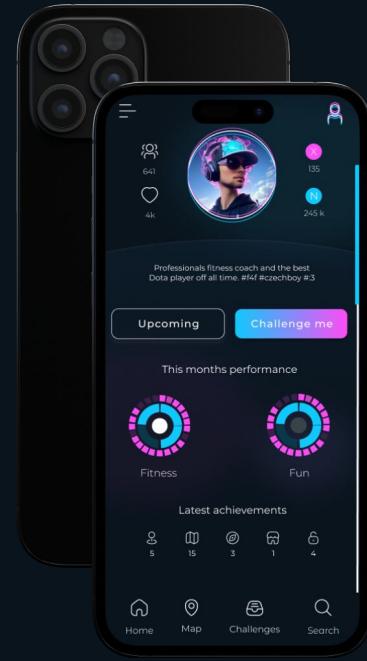
Raising funds for the stunts

Thanks to this feature everybody can become a famous influencer. All it takes is just one good idea. It also allows influencers to test their ideas before they invest in their stunts and find out they didn't bring them enough attention and income as they hoped for.

Verified users are allowed to create challenges and ask users to fund them via the Nocenix token. This is the first crowd funding for influencers.

Case study: Adam loves drifting, and his followers love watching it! But Adam doesn't want to destroy his tires without knowing that the video will attract enough attention and revenue **to cover his costs**. With this feature, he can ask his followers to fund his stunt. Once he hits the fundraising target, the tokens will be locked until he performs. Then, after the challenge is completed, the tokens will be released to Adams's wallet.

Example: Drifting challenge - because it is expensive for influencer to complete it, they will want to raise funds for it



ROADMAP

Initial idea

The initial idea came out in 2019. The founder as an owner of a social media marketing agency, saw first-hand the decline of user's interest in common advertising so he decided to focus on collaboration with influencers. He worked closely enough with them to see their **struggle with making money** on traditional social media. Then he also saw businesses looking for effective and measurable ways to advertise on social media. All three groups (users, influencers and businesses) had the same issue - making money on social media. So he went ahead to address this problem with this complex app.

Creation of Nocena

After the end of the TV show we started analyzing data and continue with market research. That helped us to create **Nocena**. The application that addresses all these issues each target group has with current social media apps. But there was still one missing piece.

Iteration of MVP

Pres seed

Private sale

Public sale

2019

MVP created

2020

We created OuKee app that was based on the initial idea. The idea of close collaboration with influencers helped us **raise initial capital**. As a go-to market strategy we chose TV show Likehouse that we helped create with national television in the Czech Republic.

2021

Go to market and TV show Likehouse

2022

The TV show and the app were success. More than 40 Influencers were onboarded. We gained data that helped us polish our initial idea, unfortunately there was conflict of interest and our investor - television decided that we have to redesign our app to be voting app for the TV Show.

- 100 00 downloads of our MVP in only 4 days

2023

Partnership with Apollo Ventures

2024

We presented our start up to angel investors and attracted Apollo Ventures that helped us with the idea of blockchain integration. In-app money **based on blockchain technology** helped us to solve all the issues we faced with a fair and transparent business model.

2025

Token and app launch

2026

Visions for the future

OUKEE SUMMARY

Intro

OuKee was the project's MVP. We used our ability to work with influencers to create a TV show in collaboration with the major Czech TV channel Prima. The show was based on Influencers living in a villa and completing challenges together. Data and experience from this project are the building blocks of the Nocena app.

100k

Downloads in 4 days

1M

People reached with first marketing campaign

300k

MAU in 3 months (TikTok had 900k simultaneously)

The first season had these 6 influencers participate who all grew to new levels of internet reach



VISIONS FOR THE FUTURE

Intro

The Nocena app is there to solve current issues and its long-term vision secure a place for the app also in the future. Innovations are in the DNA of the Nocena team and it opens a huge space for scalability.

Wearables integration

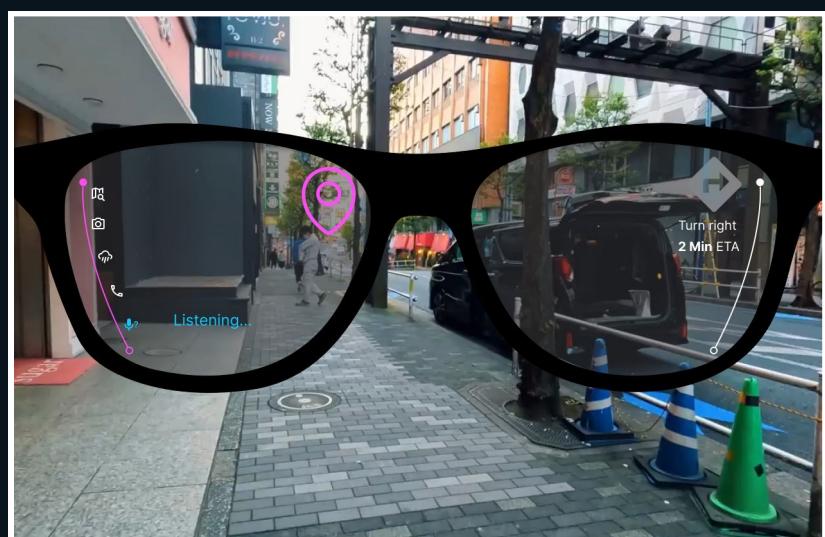
Firstly there will be integration of the wearables technology like Apple Watch to track users completing a challenge in real time. This could be used from basic tracking like location (even phones can be used this way) to more advanced ones like **heart rate** (this will be especially useful for fitness challenges or scarier challenges like visit house of horrors).

Example: Try to escape from our escape room



Augmented reality

Later there will be integration of the app with the augmented reality. This could range from rendering specific games for users to interact with (like PokemonGo is doing) to challenges popping up on AR glasses as users walk **around the city** (this allows for a more complex public challenges that will consist of multiple quests).



Final stage would be to use this as a “public hide and seek” feature or “runaway hunt” (one user will be selected to hide somewhere in the city as the rest will try to find him with directions appearing after some time periods).

Example: Hide and seek game in the city

VISIONS FOR THE FUTURE

Gaming

This is also a very crucial and crypto friendly market. Again the usage could be defined as a range. From simple streaming features where the app will work similarly to Twitch to more complex **in-game challenges** for users to learn the game and collect rare achievements inside the game for flex in their community.

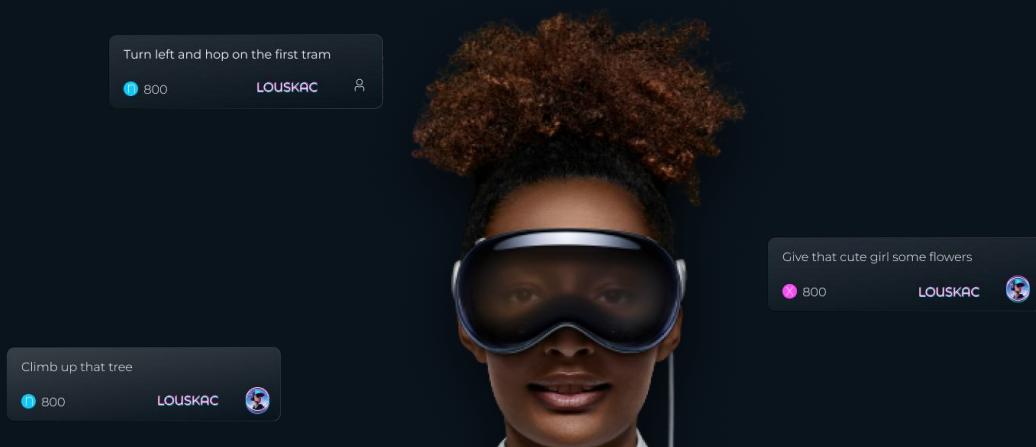
Example: Collect the "Feel like pigeon" achievement in Human fall flat



Apple vision Pro

This will be very useful for live streaming and general move towards the "**metaverse**". Our platform is being built for this future. Users will be able to stream as they are moving through the city with real-time challenges popping up from their audience. Watch the movie Ready Player One or Nerve, just don't get scared ;)

Example: Go ask that cute girl for her number



MARKET

INFLUENCER ECONOMY

\$ 280 B \$ 480 B

Current market size

Projected growth
(2027)



Source: Goldman Sachs

GLOBAL LIVE-STREAMING

\$ 90 B \$ 559 B

Current market size

Projected growth
(2032)



Source: Market Research Future

ASIA PACIFIC LIVE-STREAMING

\$ 15 B \$ 113 B

Current market size

Projected growth
(2032)



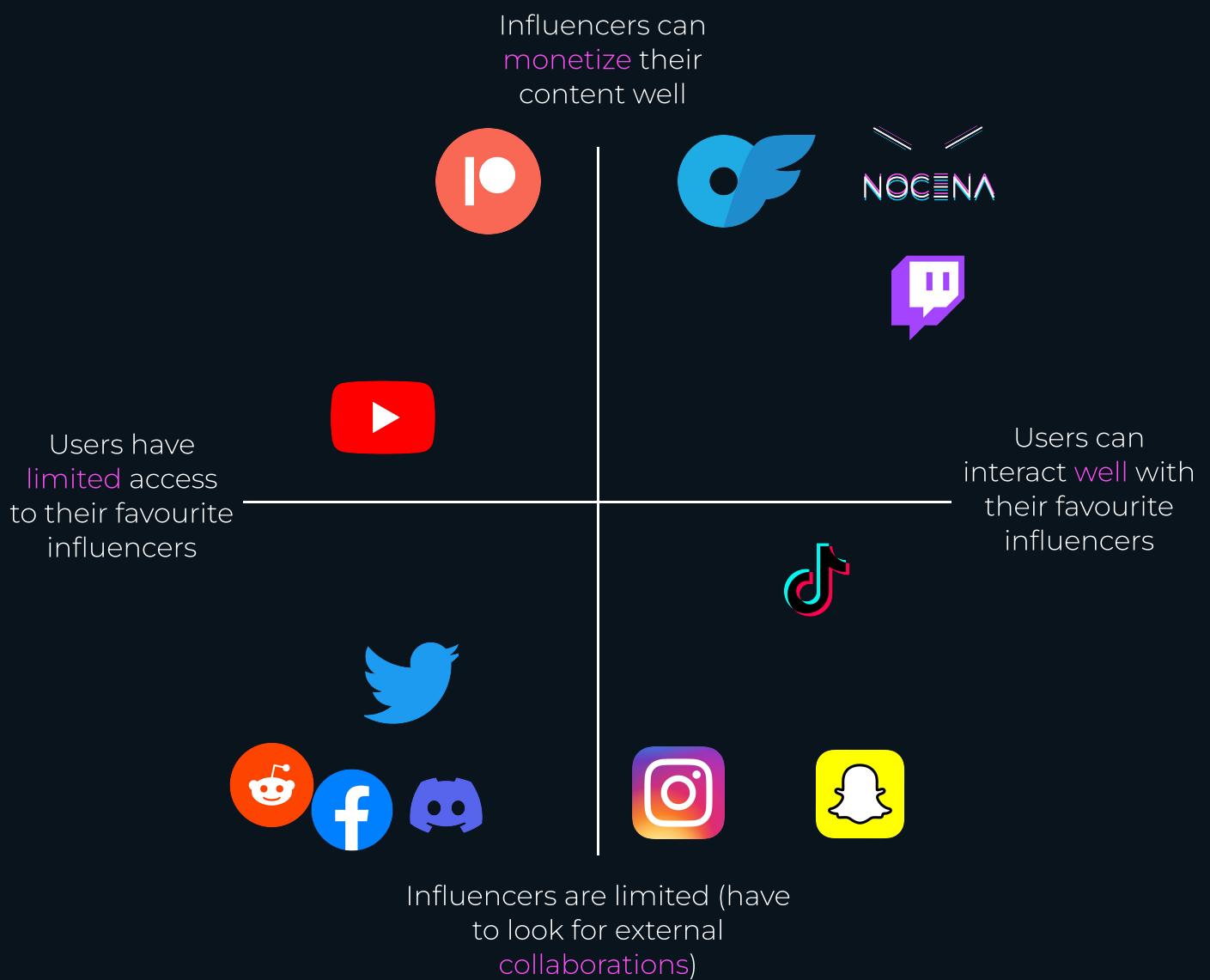
Source: Market Research Future

COMPARISON TO SOCIAL APPS

Intro

To visualize our app in the vast landscape of many social networks look at this simple graph clearly positioning our app into a niche we want to use. The closer networks to us graphically have the most similar business models to us and we take inspiration from their growth.

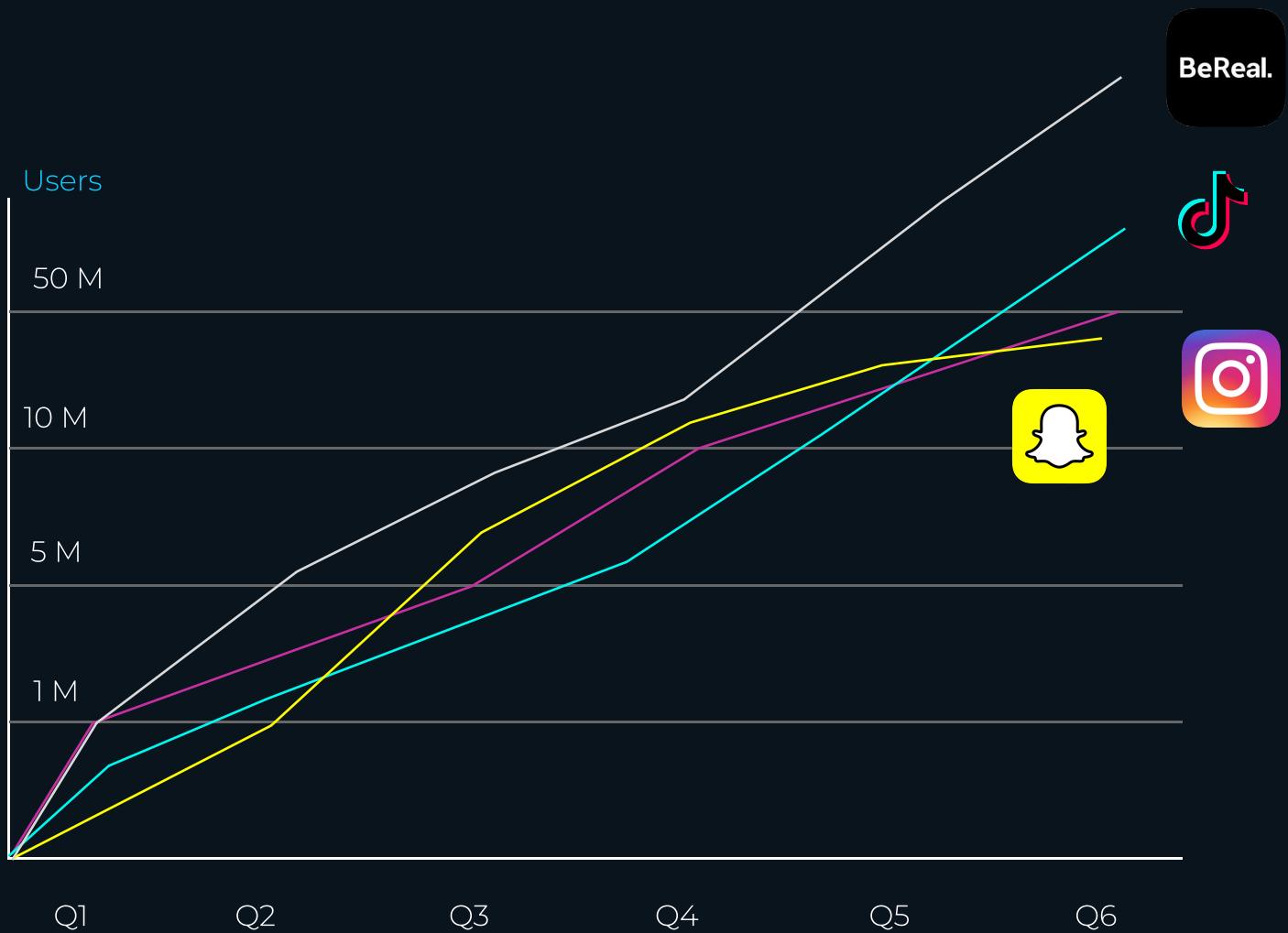
Comparison of different platforms from the perspective of influencers and users' needs.



GROWTH COMPARISON

Intro

Here we tried to take inspiration from the early growth of other similar social networks. We were surprised to see how consistently similar they were. So in order to be successful we estimated the growth target we will need to hit.



Quartal	Q1	Q2	Q3	Q4	Q5	Q6
MAU	1M	3M	6M	10M	25M	50M

COMPARABLE TOKENS

Diamond App

DESO

Basically a Twitter app with its own token, rewarding creators for the content they create. You can also hold token of your favourite creators and bet on their growth.



- Market cap: 379M
- Users: 130k
- Understands that other networks profit of user content

Gari Network

GARI



Indian version of TikTok. This app started as a result of TikTok ban in India. The token seems to not be the focus here

- Even though Gari has a very large user base, the market cap of the token is quite low
- Market cap: 15M
- Users: 50M

Audius

AUDIO

This app is focused on the niche segment of musical artists. The token allows them to take control of profits from their work.



- Market cap: 405M
- Users: 7.5M
- This network shows that a focus on niche can bring very high market cap of the network token

Takeaways to success

Despite a relatively small user base, DESO reached a very high market cap. The reason might be that the blockchain has actual usage.

GARI capitalised well on the opportunity and filled an empty space left by TikTok, but their unprecedented growth didn't have much impact on the token market cap. To avoid that, Nocenix has direct implications in the app.

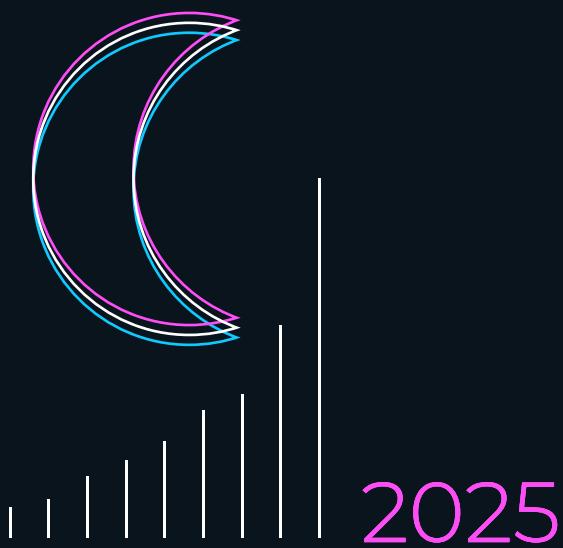
AUDIO shows that good product market fit and the right token utility are key to success.

TOKEN GO TO MARKET

Preparation

The goal of this phase is to be ready for the seed round and negotiation with VC's. During this phase we are preparing all the plans and materials. Building the team and building our presence on social media. Our main focus will be on X (ex. Twitter), Telegram and Discord.

During the preparation phase we will continuously iterate our project to be prepared for all ongoing phases. We will cooperate with VC funds that we already know and discuss our project with investors and crypto influencers with whom we already have a relationship.



Public sale

The next step is Public launch. At that point we will have interesting names of VC's from the Seed Round, many influencers and deep reach on social media thanks to deals from private sale. In this round our goal is to attract new investors and create a demand for the Nocenix token via launchpads on centralized and decentralized exchanges

2024

Q1



Q2

Pre-seed

In pre-seed our goal is to validate our ideas with early investors and raise initial capital that will be used mainly to support sales and marketing activities in the seed round.

Q3

Seed

During seed round we will be raising initial capital for next phases and iterate our project in cooperation with other experienced investors and funds. Our goal is to find smart money that will help us move our project further. By choosing the right investors we will attract more capital in the following rounds.

Q4

Private sale

During all phases we will be building our social media presence and thanks to deals from the seed round we will be able to invest in broader marketing campaign and collaboration with influencers. We are also part of many crypto investing communities where our progress will be shared and private round offers will be created for each of them.

Q1

Q2

APP GO TO MARKET

Intro

Nocena app is created mainly for influencers that will be incentivized to invite their followers from other platforms. Go-to market strategy is build mainly on influencers and guerilla marketing. Goal is to find different ways how to increase Nocena reach without spending millions of USD for traditional advertising.

DAILY

Initial group of influencers will be active daily on our network. Those influencers will attract first adopters. Those firsts adopters will be incentivized to finish onboarding to receive Nocenix airdrop. One of the onboarding steps will be invitation of friends from other social media platforms.

WEEKLY

Group of mid-size influencers (100k+ follows) will prepare bigger challenges that help users gain traction. Users will be incentivized to participate in weekly challenges via Nocenix tokens.

MONTHLY

Big scale project where big influencers (500k+ follows), companies and even the media will participate on original and quite insane challenges. There is a broad variety of guerilla marketing strategies that will be applied to attract new users and reach media coverage without spending too much.

UNTRADITIONAL CREATORS

Unique content creators will be supported to grow our network with them

- Travelers
- Adrenaline junkies
- Artists

NOCEA TV

Creating our own unique content is the best way to attract new users.

We already proved it with our MVP

- Influencer reality shows
- Challenge competitions
- Exclusive influencer insight

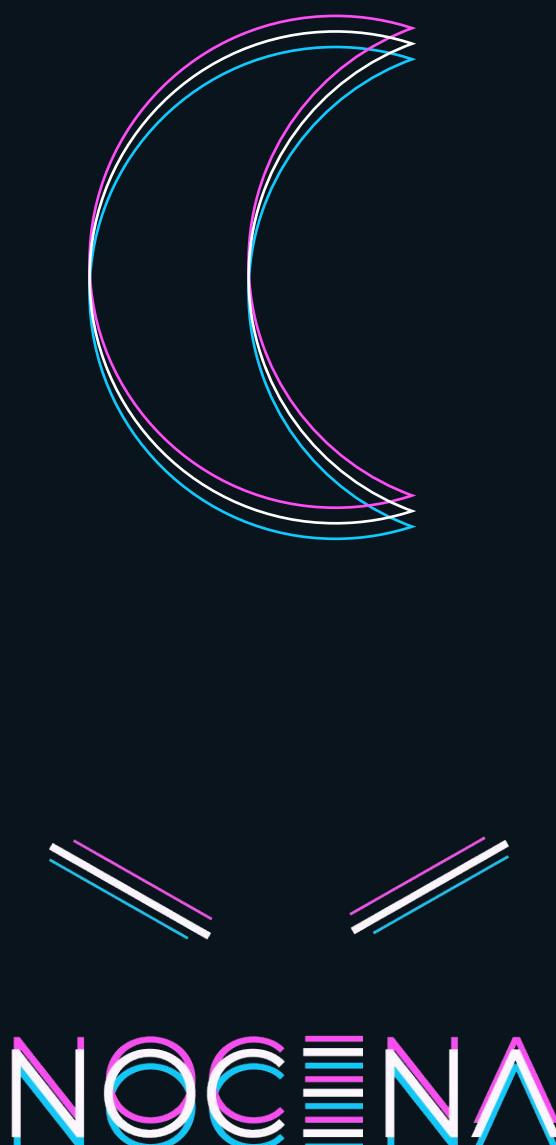
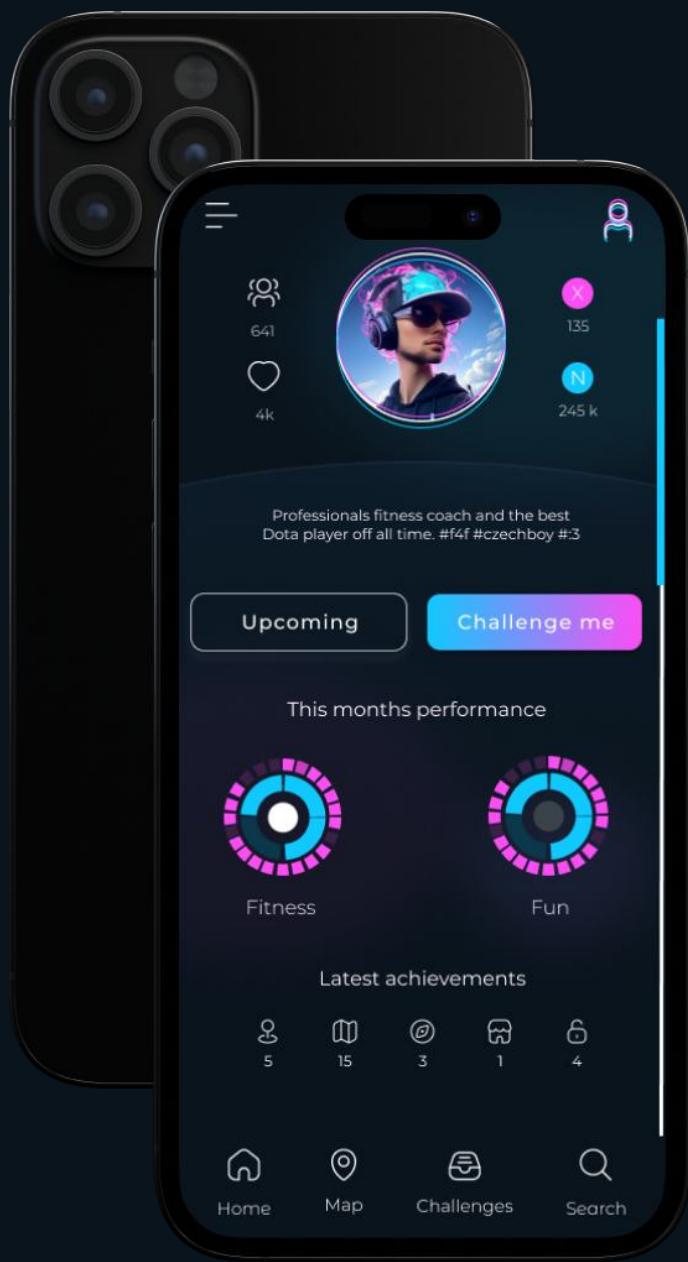
BRAND

The name

The name is inspired by an ancient Slavic word for the moon. That always attracts people's attention.

Nocena can also trigger your change from nobody to somebody in the same way as the moonlight triggers the change from a normal human to a Werewolf.

The Moon is also where Nocenix token is heading.



TECHNOLOGIES

Overview

The token will be created on the [Solana](#) network (SPL Token)

The server-side of the web application is written in PHP 8 and utilizes the Laravel framework. The frontend is built with Vue. Firebase is used for data storage.

The mobile application is developed using Flutter.

For live streaming management, a third-party service will be utilized. This service has its own API, which communicates via a REST interface. It offers a comprehensive range of functionalities, and complete documentation can be found at <https://docs.mux.com/reference>.

The chat feature within the live stream will operate using WebSocket technology, establishing simple socket connections between the client (user) and the server (specific live stream).

AI-generated functions are obtained from the [ChatGPT](#) API (though for integration with Firebase and Vision AI, we might switch to Gemini).

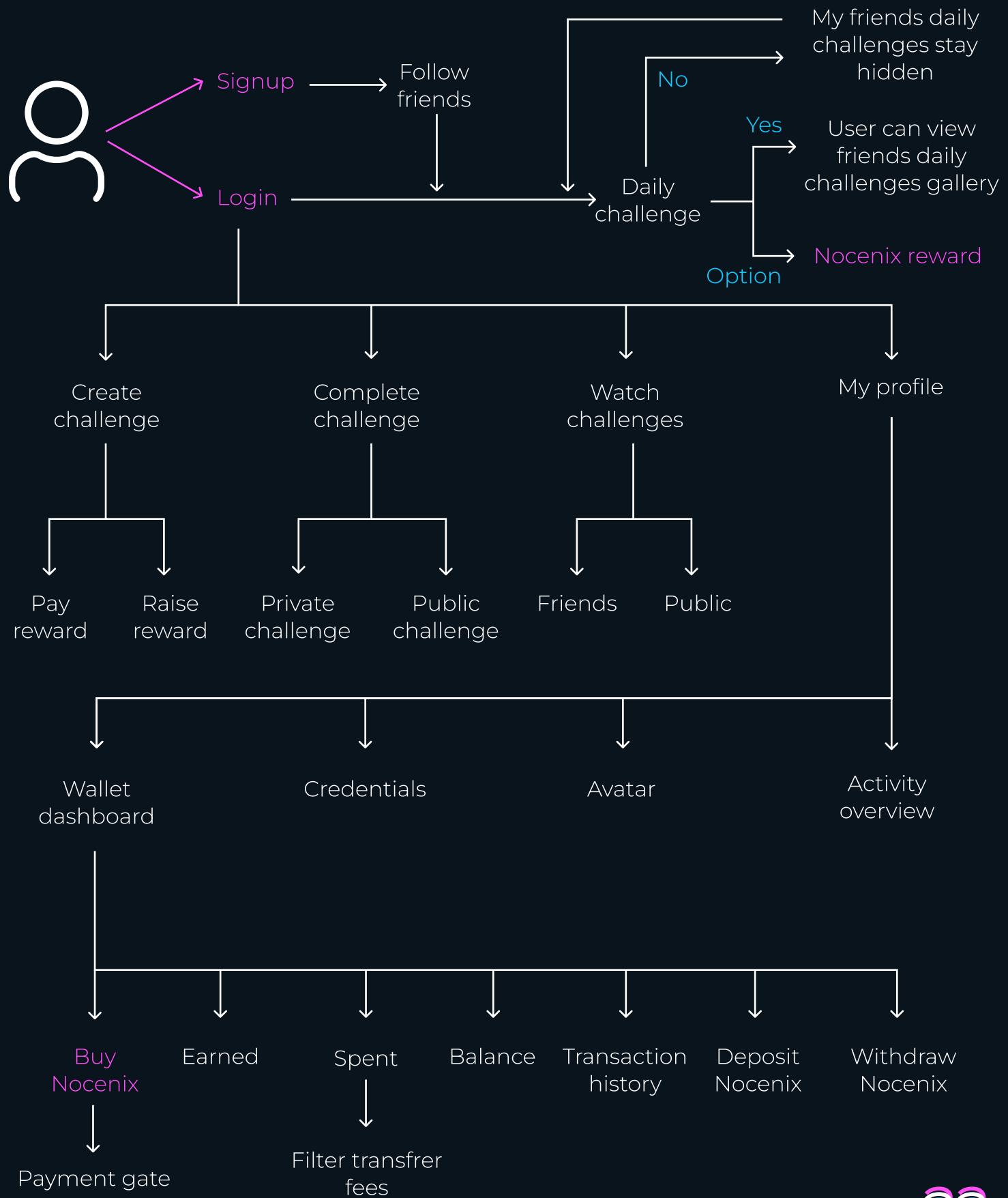
AI content moderation for videos is facilitated by Google's Vision AI.

The map is displayed using the Google Maps API.



TECHNICAL DETAILS

User in app journey



TECHNICAL DETAILS

Sign up process

It is really important for us that our app is user friendly, easy to use and every detail is thought through, that is reflected right from the start.

We are aiming for the whole process to be an experience, right from the first moment on the app, for that purpose, the user is welcomed by a sound and motion visualization, introducing them to the Nocena's character.

We provide 3 different sign in options - a [unique Nocena account](#) or log in with an existing google or apple account. In case of any technical or other issues, our support center could be accessed right from the initial sign up page.

The whole process of creating an account only consists of one mandatory step and two optional. Thanks to the progress indicator, the user sees how many steps are left right away. First step is providing the basic information necessary - name, email or phone number, username and password. Second step is email/phone number verification. The third step is profile setup. It consists of setting the Nocenix wallet and various privacy preferences. Additionally you can also add your friends from your contact list and join friends lobbies. If skipped, it can be set up later in the profile settings.

The app provides one futuristic feature in the otherwise quite standard sign up process. As you might have noticed, we don't include profile picture in our sign up. This is because we want to make the user onboarding as simple and as fast as possible. For this we will generate a generic AI profile picture for each user that will fit the theme of the app. This feature has also the additional use in the case when users have their profiles set to public (learn more in the section about privacy settings) their publicly visible image is an AI generated version of their personal profile picture. This feature can be of course used by anyone even as their main profile picture in the app.

Finally we have a feature that might seem contra productive at first glance. Even before you get into the sign up process, so right after the intro animation the app requires an invite code from each user. These invite codes get generated inside the app and each user can only send a maximum of 3 invite codes. They get sent as a link in over any messaging service, or they can be just given to a friend. When it gets sent to a friend there is a url to download the app and then the code spelled out. Inside the app the user has to input the code manually to get accepted inside. Once the user does this, they are greeted with the text "[Welcome to the challenge](#)". After that they continue with the regular sign up. This, much like the animation, establishes the feeling in users, that this app is different from what they are used to.

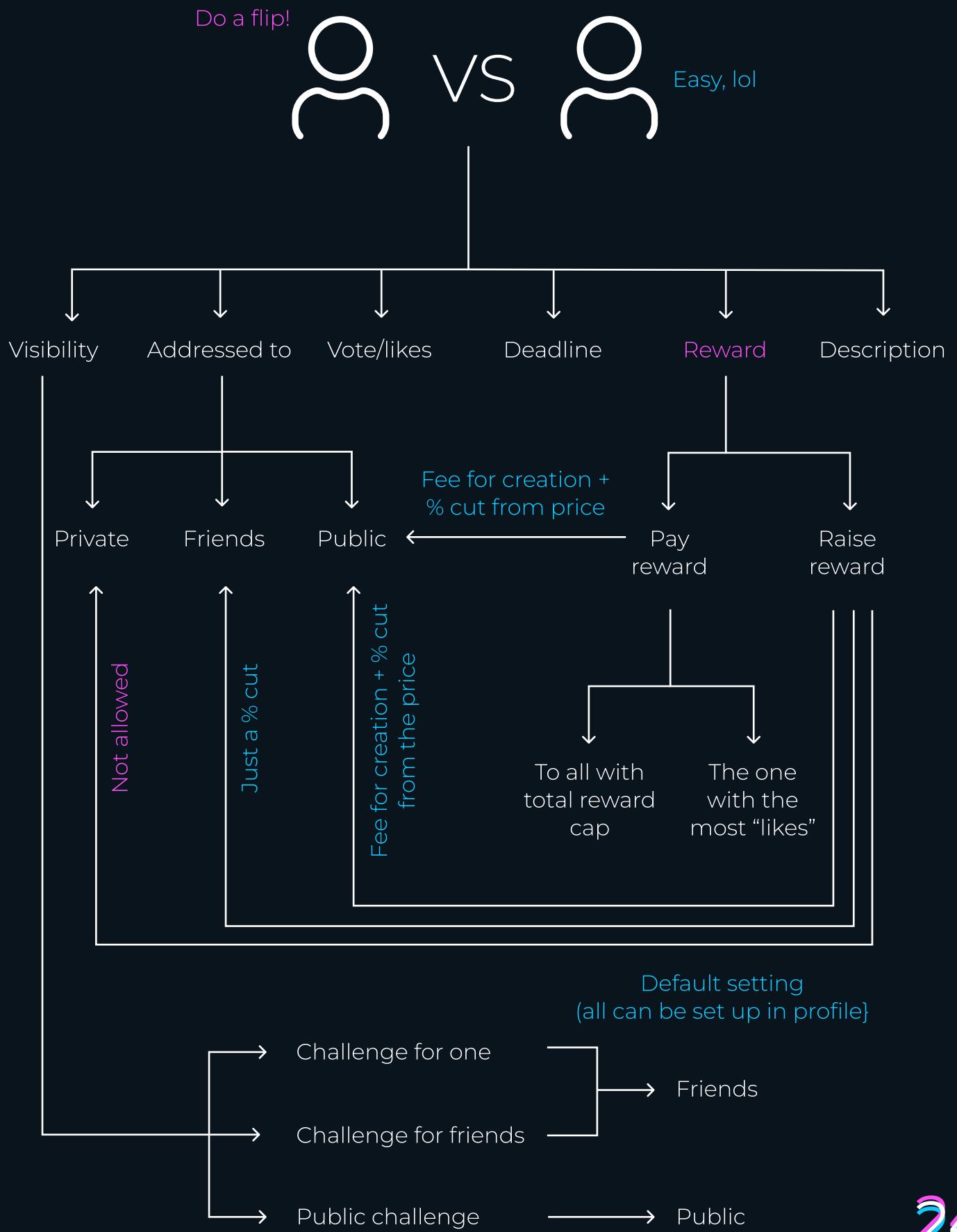
Input the code to enter

F T S L M D

23

TECHNICAL DETAILS

Challenge scheme



TECHNICAL DETAILS

User functionality



Create challenge

The author of the challenge creates a challenge within the app. They specify the nature of the challenge, the reward for completing it, and any other relevant details. They also indicate whether they will provide the full reward or if they need to raise funds for it.

Recipient

There are 3 options:

- challenge a specific individual
- challenge all your friends at once
- create a public challenge

A specific variation of the individual challenge is when an influencer created a challenge for themselves and set a raise fund for it.

Reward

The author can directly offer the reward themselves or activate a fundraising mechanism. There are a few specifics to this matter.

A public challenge with a directly offered reward has a selected prize per person and a limited reward cap. An alternative is to choose voting, in that case the user with most likes wins.

If the challenge requires a more substantial reward, they choose the amount they will directly pay and set a target for the total amount. Other users can see the campaign and contribute towards the target reward.

The challenged user can also request a higher reward than the pre-defined amount.

TECHNICAL DETAILS

Deadline

Public challenges deactivate after exhausting the reward cap, unless they adopted by the Nocena team and implemented into the app long-term.

Private challenges with a set reward have a maximum deadline of 30 days in which the challenge has to be completed or the token goes back to the challenger. For challenges with a raised reward, there is a 30-day period for fundraising during which the rate is locked. Once the fundraising is complete, there is an additional 30-day deadline for completing the challenge, with the reward value remaining locked for the first 3 days of this period.

Voting

Voting is used in public challenges set to have a winner. It also serves as the evaluation mechanism when influencers are completing challenges with raised rewards.

Reward contribution benefits

To incentivize contributions, special benefits are offered to key contributors like the author and the user who contributes the most. Those benefits might be some type of recognition or even cooperation with the influencer in the challenge itself, depending on the case.

Complete challenges

Once a challenge is accepted, the challenged user works to complete it. Upon completion, they submit proof through the app for verification.

AI challenges

The AI challenge is generated daily/weekly/monthly based on the users interests etc., therefore their and their friends' daily challenges will differ, further motivating them to complete it so that they can see what their friends' challenges were that day.

The app takes note of what content the user consumes. For example if the user is interested in watching cooking videos, from time to time the AI will give them a daily challenge with a cooking theme. The user can also interact with the app and tell the AI their goals. For example, they can say that they want to be able to run a marathon in 3 months. The AI will replace other challenges with training related ones, so that the user progresses as fast as possible.

TECHNICAL DETAILS

Public challenges

Public challenges can be found on the map, they are created either by an external Nocena partner, by a verified user or by the Nocena team. User-created challenges will be available only until the rewards are depleted. Based on interest and success, some challenges may be selected to remain active and will continue to be rewarded by Nocena even after the initial rewards are exhausted.

Additionally, there is an adaptation of public challenges in the friends' lobbies. For example, a friends' lobby of hockey fans has a public challenge at each stadium visited by the members, serving as a game for the others to track.

Lastly we have global live challenges aimed at travelers. These challenges allow people to showcase how many countries or regions of one country they have visited. This map can also be shared and displayed on their profile if it is important for the user.

Private challenges

Users can challenge a specific individual, either as a one-time event or a recurring challenge (e.g., do something every day for a month), or they can challenge all their friends.

These challenges offer a range of opportunities, from having fun with friends to engaging with influencers in a whole new way.

And again, there is an extension of it in the friends lobbies.

Watching challenges

There is no shortage of compelling content to watch. Besides the daily challenge friends gallery, one can visit their news feed page and see other friends' content, or also scroll different categories - weekly, monthly and other public challenges, most expensive, craziest, challenges with active fund raising etc.

All of this, free from ads, sponsored posts, or anything of the sort.

TECHNICAL DETAILS

Privacy policy

Users privacy, choice and preferences are one of our top priorities. We have worked out a model, that goes beyond just basic public or private profile setting. We provide enough options, so that each user can customize their profile visibility and also each challenge visibility according to their preferences. Additionally all settings are easily accessible and intelligible, empowering everyone to have as much control over their profiles as possible. In case of any uncertainty or questions, our chatbot is always accessible and as always, human support is available, upon request.

1on1 challenges visibility

First of all, there is the typical general private/public profile setting. A private profile's content can be viewed only by their friends and a public one is visible to everyone.

Those settings are additionally customized inside each specific 1on1 challenge, as there is the option to choose to make the challenge secret, meaning that it can be only visible to the two users involved (the one who created it and the one fulfilling it). In that case screenshotting it is also disabled. The one who is fulfilling the challenge is the one who has access to that setting.

Who can send 1on1 challenges?

A private profile cannot be challenged by a non friend user. This should protect younger users or users who have chosen to stay less visible from dealing with unwanted requests and make them feel safer. A public profile can furtherly choose if they want to enable challenges from non friends or not.

Daily challenge visibility

The daily challenges are exclusively shown to friends only, regardless of the public/private profile setting. Moreover, they are visible only to friends who have also completed their daily challenge, and only for the duration of that day. After that the only thing left on the profile is a completion mark.

TECHNICAL DETAILS

Public challenges visibility

If a public challenge is completed by a user, whose profile is set to public, their content is shown in their profile as well as in the challenge itself.

In the case of a private profile, there is a more complex solution. The user can choose from two options - to have their picture visible to anyone - thus getting the full reward, or keeping it visible only to their friends (as it typically would with a privately set profile) and therefore getting only a partial reward, as it doesn't have the same reach as a public one would.

2FA and app lock

If chosen, 2FA can be activated, using email or SMS verification, depending on the information provided. Moreover app lock can be set, requiring face recognition, fingerprint or password, depending on your phones settings to access the app.

Reporting and blocking

Naturally any user can be blocked or reported and any challenge can be reported. In case of a report, the matter is evaluated by our team and the user is informed of the result.

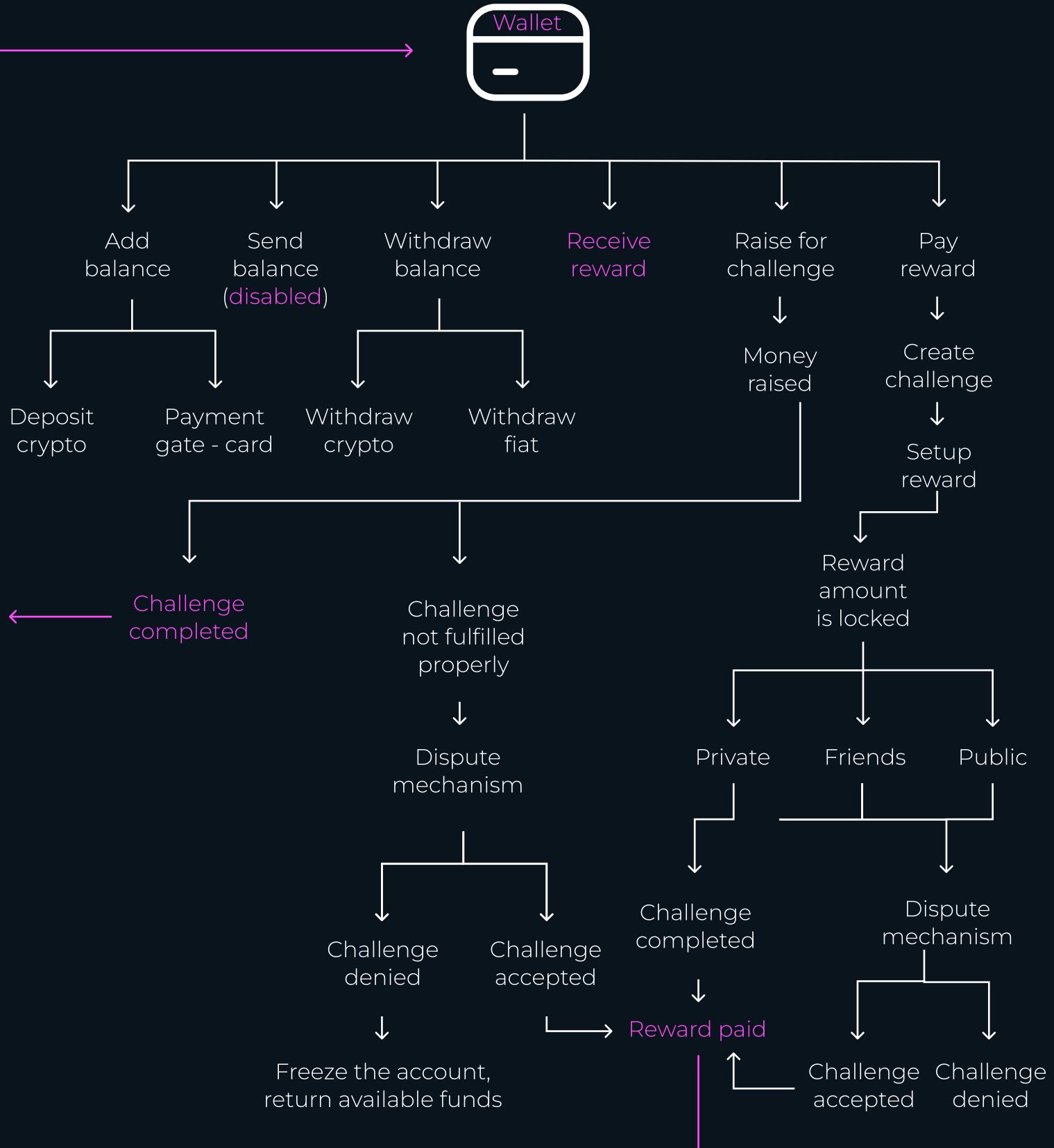
Delete profile

Users are enabled to delete their profiles. That includes all their personal information and content.



TECHNICAL DETAILS

Wallet token functions scheme



TECHNICAL DETAILS

In App token functionalities

To understand the token functionalities, it's important to know why the Nocena app includes a token at its core. In the MVP of this project, called OuKee, we did not initially include any crypto tokens. We still had the core idea of sending challenges and money as a reward - we called the money Vibes. In this first iteration, we implemented our financial system similarly to how mobile games implement premium money (e.g., Gems in Clash Royale or Gold in Candy Crush). This currency was bought through in-app purchases, which led to a major issue: Apple and Google were taking unbelievable cuts (iOS 40% and Android 35%).

Additionally, we faced security problems. Users kept finding vulnerabilities in the app code to cheat and generate more Vibes. We couldn't reliably detect the fraudulent money and couldn't pay out rewards. To solve this we had to have a history of each transaction - basically a blockchain technology. Therefore, in this iteration we built the Nocena app with blockchain from day one to ensure security and reliability.

Token utility

To go into greater detail, check out the "What provides utility" chapter. Here, we provide just a basic overview.

Ways to earn the token - completing private challenges, participating in public challenges, daily reward from AI challenges, tokens earned while livestreaming and of course tokens bought directly through the app.

Ways to spend the token - send private challenges, verify your profile and then set up public challenges, participate in funding a big influencer challenge, send the token as a reward to a livestreamer and of course withdraw funds out of the app.

MLM motivation model

To generate a lot of interest in the app, we aim to ensure that users occasionally earn substantial amounts of money. This will serve as excellent PR and attract more users and investors. We plan to reward users with percentages for creating successful challenges.

First, influencers will reward users who create major fundraising challenges with 10% of the total prize by default, with the option to give more to attract additional attention.

Second, we will implement an MLM model for chain challenges, which will launch once the user base is large enough. Think of this like the Ice Bucket Challenge that went viral a few years ago. Verified users can propose these chain challenges once a month, with each user challenging three friends. In the end, the first 1% of participants will divide among themselves the rewards, that the app would normally take as a cut.

TECHNICAL DETAILS

Token transactions

Since the token and its behavior are the most crucial part of the app, we have dedicated an entire chapter to the various mechanisms designed for user convenience. Ultimately, this app aims to provide everyday users with opportunities to earn real money online, making our product something in-between a social app and a fintech.

Paying out the rewards

The core functionality of our application lies in the payout interface, a critical element that requires a delicate balance. Our objective is to incentivize users to earn substantial rewards and share their positive experiences while encouraging them to retain and increase their token holdings to boost the token price.

The payout screen will provide comprehensive information, including total earnings, real-time token price movements, and the financial benefits of holding tokens. By clearly presenting how users profit from retaining tokens, we aim to minimize withdrawals and encourage additional token purchases via exchanges or our in-app functionality.

To enhance user satisfaction, the payout process will be streamlined for maximum convenience. With a single click and a linked payment card, users can seamlessly transfer their earnings, making it easy to share their success with friends and amplify word-of-mouth marketing. A share feature will also be present, giving users the chance to showcase their earnings on other platforms.

Integrating these elements creates a compelling and user-friendly payout experience that balances immediate rewards with long-term token value growth.

Dispute mechanism

Finally, we have a mechanism for handling disputes when a user uploads a video, but the challenger doesn't think the challenge was completed. The challenger has 24 hours to report the issue and pay a small fee. The dispute will then be reviewed by a randomly selected group of users, who will receive a small reward for their participation. The decision will be based on the majority of the first nine responses received. This decentralized approach ensures fairness and scalability, although initially, our support team may handle disputes manually until the user base grows.

This also provides our users with additional stream of income if they want to use the app to make money.

TECHNICAL DETAILS

Other features

In this final part we are going to focus on points that didn't fit in either of previous categories, but are still very important to mention, painting the full picture. They are also more advanced features with more complicated implementations.

Support center

We aim to leverage cutting-edge technologies. In alignment with our app's theme and the goal to reduce costs , we will have a well-trained AI. Of course, it will be backed up by our human team to ensure exceptional user support. From personalized assistance, to proactive problem solving and feedback-driven improvements, we are committed to our pursuit of delivering the best experience.

Verification

For a fixed monthly fee, we offer verification. Unlike in other apps, it provides various benefits. Verified users can create public challenges, making this feature more exclusive. This is mostly for businesses and influencers to grow their exposure.

Unlike regular users who must either accept or reject a challenge, verified users can set challenges to be raisable. This sends a notification to their followers, notifying them that a significant challenge is coming soon. The verified user can then set their own price for the challenge, instead of relying on their followers to individually give them big challenges. They can also offer special rewards to incentivize participation.

Additionally, verified users receive priority support for any issues.

Friends lobbies

Right after signing up, users are introduced to the concept of friend lobbies. In these lobbies, various friend groups can create their own spaces to share interesting challenges and discuss the daily challenges they are completing. These groups can also be thematic, such as marathon training groups or cooking groups. Within the groups, users receive inspiration and encouragement for their big challenges. AI can also be implemented to help groups with new ideas on how to achieve their goals. Additionally, activity and privacy settings can be customized, allowing the lobby to either remove inactive users or restrict them to read-only access, which is particularly useful for influencer groups.

THE TIMING IS RIGHT

Nocena in the context of Social media trends

In the ever-evolving landscape of social media, users are increasingly seeking novelty and authenticity in their online experiences. Traditional platforms like Instagram and TikTok, once hailed as the pinnacle of digital interaction, are now facing scrutiny for their repetitive content and algorithmic constraints. Users, weary of the endless scroll through polished posts and rehearsed dances, are craving a breath of fresh air in their social networking endeavors.

Enter BeReal, the disruptor that has redefined the parameters of social media engagement. With its emphasis on genuine, unfiltered content, BeReal has struck a chord with users disillusioned by the manufactured perfection often found on mainstream platforms. By prioritizing raw authenticity over curated aesthetics, BeReal has catalyzed a shift in user preferences, prompting a reevaluation of what constitutes meaningful online interaction.

The success of BeReal underscores a broader trend in social media consumption, where users are gravitating towards platforms that offer a more intimate and genuine connection with fellow users. As the digital landscape continues to evolve, traditional social networks are faced with the challenge of adapting to meet the changing needs and preferences of their user base. In this dynamic environment, the stage is set for innovative solutions that prioritize authenticity and meaningful engagement, paving the way for the next generation of social networking experiences.

Influencer trust issues

As the influencer economy burgeons, a parallel trend has emerged: a decline in user trust towards influencers. Once heralded as digital tastemakers and trusted voices, influencers are now grappling with a crisis of authenticity. Users, inundated with sponsored content and scripted endorsements, are increasingly skeptical of the genuineness of influencer recommendations.

This erosion of trust can be attributed to several factors. First, the commodification of influence has led to an influx of sponsored posts that blur the line between genuine endorsement and paid promotion. Users, discerning in their consumption habits, are quick to detect inauthenticity and are wary of influencers who prioritize monetary gain over genuine connection with their audience.

Moreover, instances of influencer misconduct and ethical breaches have further eroded user trust. From undisclosed sponsored content to fake followers and engagement, influencers have come under scrutiny for their lack of transparency and integrity. As a result, users are reevaluating their relationship with influencers, questioning the authenticity of their recommendations and the sincerity of their online persona.

THE TIMING IS RIGHT

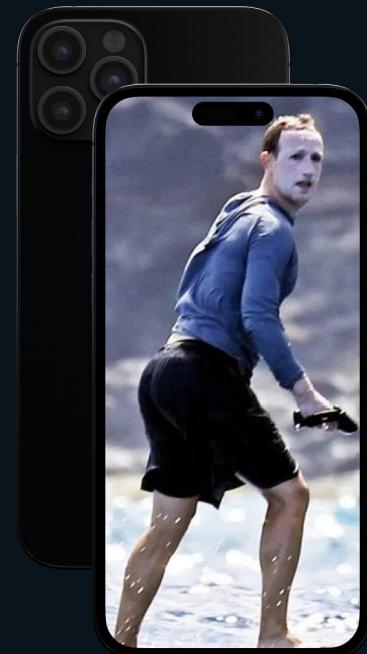
For businesses seeking to leverage influencer marketing, this crisis of trust presents a significant challenge. In an environment where authenticity reigns supreme, finding genuine influencers to represent their brand becomes increasingly elusive. The prevalence of fake followers and inflated engagement metrics complicates the process of identifying authentic influencers who can effectively connect with their target audience.

Furthermore, the saturation of the influencer market poses another hurdle for companies. With an abundance of influencers vying for brand partnerships, businesses must navigate a crowded landscape to find the right fit for their brand. The risk of partnering with influencers who lack credibility or authenticity looms large, threatening to undermine the integrity of their brand and erode consumer trust.

In this climate of skepticism and uncertainty, businesses face the daunting task of identifying genuine influencers who can authentically represent their brand and resonate with their target audience. As the influencer landscape continues to evolve, companies must adapt their strategies to prioritize authenticity and transparency in their influencer partnerships, lest they fall victim to the pitfalls of the influencer trust deficit.

Issues faced by other networks

TikTok - for many years the undisputed leader in the modern social media universe has battled a whole plethora of problems. Initially, the major one being the fact that this app is developed inside the tightly controlled communist China. That has led to worldwide bans and trust issues, most notably in India which is home to many millions of potential users and more importantly as of today a **ban law has been passed in the USA!** Nowadays the main battle has moved towards rights for most popular music. Many labels are removing their work from this app with experts estimating 30%-80% of most popular music to be removed from the app in the upcoming months (<https://www.bbc.com/news/entertainment-arts-68412642>)



Instagram - this social media giant has been in an "identity crisis" for many years. What started as a simple app where users can share images with their friends has become increasingly complex. Meta in the never ending quest to copy every feature that works on other apps has been adding increasingly more complex functions to it. Firstly they added the widely successful stories from Snapchat. Then to create their own version of TikTok videos, they added Reels. Nowadays if a user wants to see photos of their friends they have to scroll through hundreds of sponsored posts. Then the content is also further diluted by promoted hashtags and new users to discover. So if users want to genuinely catch up with their friends they mostly have to use other platforms to do so.

THE TIMING IS RIGHT

BeReal - this latest social media success story has taken the world by storm. The concept is simple - once a day the app sends you a notification to share a picture with your friends of what you are currently doing and that is all. No endless scrolling. No ads. Nothing. This led to some experts even calling it the first “anti-social app”. This has worked wonders as the app grew rapidly and with that the valuation of the app. However the investors and developers of this app are now facing a big problem of how to monetize their work. Lately they have started adding many more features, but only the future will tell if this is a step in the right direction or if it will only confuse users and defeat the original purpose of the app.

POV trend

To understand this trend we will have to look at an often overlooked industry, yet one of the most competitive and more importantly lucrative industries on the web - the porn industry. Whether we like it or not, porn takes up a significant part of the internet driving innovation like very few other areas.

The porn industry has seen a notable shift with the rise of POV (point-of-view) content, offering viewers a more immersive and intimate experience compared to traditional staged performances. This trend mirrors broader shifts in social media, where users increasingly seek authenticity and genuine connections. POV content, with its focus on **real-life experiences and perspectives**, resonates with users who crave more meaningful interactions online.

In the realm of social media, where curated content prevails, the appeal of authentic, POV-style content is evident. By providing firsthand perspectives of genuine experiences, POV content fosters intimacy and connection, addressing a key need in today's digital landscape. This emphasis on authenticity aligns with the growing trend towards user-generated content and peer-to-peer engagement, promoting inclusivity and transparency in online interactions.

Rise of direct support to content creators

The rise of direct support for content creators extends beyond mainstream platforms like YouTube to include platforms such as Patreon, Herohero, and OnlyFans. While YouTube offers features like channel memberships and Super Chat for direct support, platforms like Patreon and Herohero provide subscribers with access to exclusive content and closer interactions with creators. OnlyFans, known for its adult-oriented content, has also become a prominent platform for direct creator support, allowing creators to monetize their content through subscriptions and personalized interactions with fans.

THE TIMING IS RIGHT

These platforms empower creators to cultivate stronger relationships with their audience while providing fans with a more immersive and personalized experience. By offering direct financial support, subscribers play a crucial role in sustaining their favourite creators and enabling them to continue producing content. This shift towards direct support represents a democratization of the digital economy, allowing creators to thrive outside of traditional advertising models and corporate sponsorships.

In an era where **authenticity and community-driven content** are valued, platforms that facilitate direct support to content creators play an essential role in shaping the future of online engagement. As the digital landscape continues to evolve, the rise of direct creator support is likely to continue, offering creators new opportunities for monetization and deeper connections with their audience.

Advertising and privacy dilemma

The business model of current social media titans will always be facing the dilemma of how much advertising is acceptable by their users and how much data will be users willing to share with those platforms.

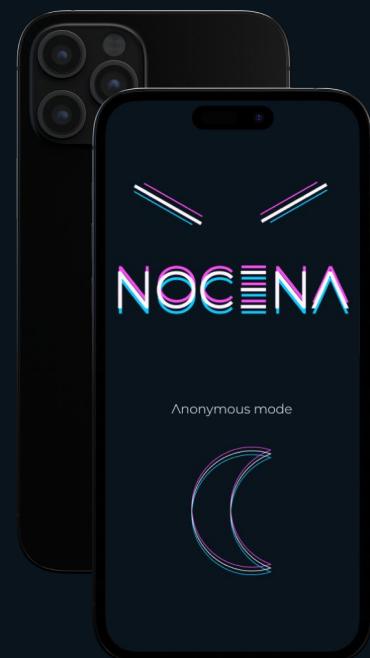
There is an increasing trend of users that are **sensitive to their privacy** and how much data social networks gather about their activity and also to advertising in a negative way. Users want to consume content, but not watch commercials.

Nocena business model is unique, because it allows users to consume content for free without ads and giving them opportunity to participate in challenges and even make some money by simply doing what they like, challenging each others.

This model also helps influencers to attract new followers and earn money by new non-traditional ways without needing to sell their name to any brand.

For companies it opens new marketing channels where they can attract customers in a very effective and measurable way with the possibility to go much further than only notify users about their brand and product. Nocena gives them the opportunity to get customers to interact directly with their product.

Example: Just think about how weird it was the last time you mentioned a name of a product around your phone only to see adds for it the next time you open Instagram.



THE TIMING IS RIGHT

Cryptocurrency onboarding problem

It's not easy for average users to interact with cryptocurrencies. That's why we combined Web 2 app with blockchain technology. Web 2 app with simple user interface will allow users to buy and withdraw their Nocenix tokens via credit card right through the platform. For advanced users there will also be the possibility to deposit or withdraw in crypto.

Nocenix token is being used as **in-app money** for users to earn and send each other. The burning mechanism will ensure Nocenix is deflationary and that combined with the growing usage of the token will lead to its growing price. This growing price will attract new users and investors to buy the Nocenix token.

Conclusion

Now to wrap up this section we will explain how all of this shows us that the timing is perfect for a new social network, that will use the struggles of this entire industry, to disrupt this very lucrative market and then use the outlined trends to establish a strong hold on it.

We want to use the struggles of TikTok and Instagram to come up with a more genuine and personalized experience for each user. Unlike BeReal though we want to build it all on the foundation of a strong and more importantly scalable business model. By using our platform's native token Nocenix, we, as well as the creators, will profit from each transaction and new content created.

By bringing Influencers and users much **closer together than they have ever been** we will create a more genuine environment for these groups to interact together. These interactions are going to be truly unique mostly because of the interactive livestream feature. Users are going to be requesting the exact content they are most interested in at that specific moment and influencers will have guaranteed rewards for each content they create.

Using blockchain technology helps us to build a unique business model that will be most rewarded for the first adopters hence motivating influencers and users to be onboard as soon as possible. The price of the Nocenix token will be growing with the interactions of all platform users and that secures transparent and fair reward distribution for all platform participants.

TEAM

Jakub Lustyk

Founder & CEO

Jakub is the founder with deep knowledge of social media. At the age of 19 he founded a social media marketing agency, then raised capital for project OuKee which was a combination of social media app and TV show. Based on that experience he came up with NOCENA and now is responsible for the project.



Roman Panuška

CTO

Roman is an experienced crypto investor with deep fundamental knowledge of the market. He is cofounder of Apollo Ventures and has built one of the **biggest crypto communities** in the Czech Republic. As an advisor he has lead token launch many times before and he is responsible for the Nocenix token launch.

Tomáš Pacalt

Crypto advisor

Tomáš is experienced trader with a deep knowledge of the market mechanism. He is also co-founder of Apollo Ventures. Tomáš actively advises teams in **area of tokenomics**, market making etc.





Ondřej Chadima

CIO

Ondrej is senior programmer with 8 years of experience, full stack developer, system architect, lately working on projects like Jobs.cz and internet banking app for ČSOB bank. He is also an AI developer with strong vertical database experience. He is responsible for Nocena app development.



Jan Valečka

Social media manager

Jan is crypto influencer, youtuber and co-founder of a crypto community. He managed campaigns for some of the biggest brands in the Czech republic. He is responsible for social media marketing for Nocena app and Nocenix token.

Jakub Šimandl

Brand manager

Jakub co-created the visual identity of previous project Oukee and now Nocena brand.

His last project Milionchvilek became biggest civil organization in the Czech Republic. Jakub makes sure that Nocena brand will be well known.



TEAM

Lukáš Krofta

Community manager

Lukáš is responsible for our **community growth** and management. These communities are mainly on X (Twitter), Telegram and later on Discord.



Jakub Helešic

Business advisor

He is an innovation-oriented entrepreneur. He successfully exited two IT startups in management and healthcare. After four fold growth he sold his equity in cyber security company and co-founded crypto hedge fund Apollo Ventures, now transforming it into fully regulated fund Dopamine Investments.

Martin Kůra

Crypto advisor

Martin has a deep knowledge of the crypto market and tokenomics. He has researched many crypto projects and he helps us to meet the highest standard in **terms of technology**, utility and security.

