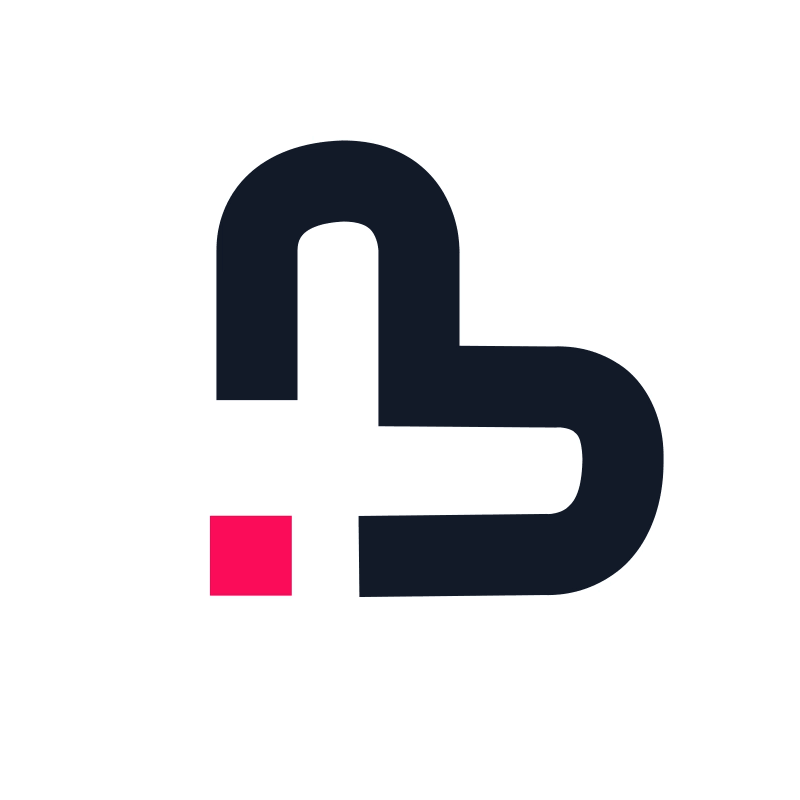
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Project Bitmark

Presented by: project Bitmark Dev Team

Created By: Victor Alejandro – CISSP | PMP | LSSGB



Bitmark & Online Reputation

MARKING IMPLEMENTATION PROPOSAL

# Bitmark & Online Reputation

Bitmark is a powerful decentralized reputation platform. Users, services and products can earn reputation through a process called Marking. It is the backbone of our online reputation system called Marking. The Marking system is built on top of the Bitmark blockchain, making Marks literal units of currency. Marks therefore have all the utility and value proposition of Bitcoins, and an earned value on which to establish their price tag.

## Marking Objective Defined:

Marking is a highly scalable online reputation system, and it is not just tipping. While the act of sending/receiving Marks resembles tipping, this is merely a fraction of the functional use that Marking brings to the cryptocurrency community, and the web beyond. As an online reputation system, we make use of a Webcredits API and Solid (Social Linked data) framework, to establish a highly scalable and extensible API that enables off-block micro payments and Marking, to be sent and received from any web page, email address, chat account, social media account, mobile phone and much more.

## Market

Marks have a quantifiable earned value and all the properties of a currency. Consider Marks to be spendable karma (online reputation), an amusing post on a social network could pay for your coffee, Marking a video of the crisis in Syria could pay for aid on the ground, Marking an article about a mistreated animal could pay for its shelter, and Marking this proposal could pay for its creation.

### A measure of Marks received over a period of time gives each Marked thing a rank, the most Marked things for a given time period are the most popular and the most viral.

### Productizing solutions

* A large collection of possible implementations can be found here:
  + https://github.com/project-bitmark/marking/wiki

### Targeted solutions

* With users leaving the competition and searching for a new crypto-exchange to call home, the timing is ripe for a shift in market dominance.
* Coin Marking:
  + Implement the option to Mark Coins at any given time. Coin Marking provides users an interactive approach to better assess market sentiment, and establish a social component to the trading of AltCoins. Additionally, look for Marketing possibilities to be established around this feature
* Troll-Box:
  + Having assessed the user base abandoned by the removal of a popular Troll-Box, the many users asking for its return and the estimated Marking User Base (approx. 50,000 users & 100K Markings measured at all-time highs), it is our suggestion to capitalize on the void left and implement a Marking system within either your Slack environment or coded into the Bittrex Exchange as a premier new feature.
* Trade & TA Marking:
  + High value opportunities are available with the implementation of Marking Trades & Technical Analysis’. Exchanges thrive when they have solid analytical tools to aid them in high volume trading, and hedging of leveraged positions. If an exchange where to choose to take the other side of a trade, it would start here, with the analytics produced by Marking Trades & Technical Analysis, and Marking of Coins. This is a smart money strategy that could easily bring in volume (both monetary & users based).

## Call to Action

Getting Bitmark Listed is imperative to our goals moving forward, and we are eager to begin trading on Bittrex.

### What is the desired outcome?

* Bitmark Listed on Bittrex
* Begin introducing the concept of Marking to the Bittrex audience, via Slack or through the coding of an innovative new kind of Troll-Box.
* Asses the success of each implementation and provide a continual quality improvement process for each new feature.
* Implement Coin Marking & Trade/TA Marking soon after.

### Budget

* 3 BTC minimums for spotlight listing of Bitmark on Bittrex
* Provide evidence of BTM holdings & Establish requirements for contingency reserves

### Approval

| Title | Name |
| --- | --- |
| Bittrex CEO |  |
| Project Manager |  |
| Product Manager |  |
| Bitmark Project Team |  |
| Lead Developer |  |
| Blockchain Engineer |  |

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