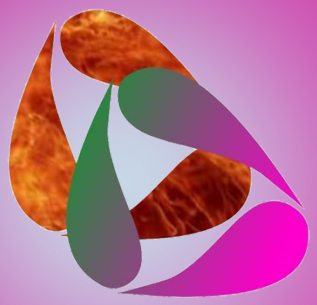

SMART DIGITAL COIN

Private, Secure Communicatiion

SMART DIGITAL COIN

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01. Introduction

Smart Digital Connect is an open source messaging platform and mobile interface to interact with decentralized applications that run on the Ethereum Network.

This document presents a utility network token SDC, a mobile Ethereum client built entirely on peer-to-peer technologies.

The messenger form-factor is chosen to make Ethereum feel as familiar as possible to the average smartphone user, while providing a flexible platform for DApp developers, aimed to maximise the amount of daily use of Ethereum's public blockchain.

The SDC is a modular utility token that fuels the Smart Digital Connect. This includes a Decentralized Push Notification Market, Governance of the SDC client, Community Curation of content, along with social communication tools such as Tribute to Talk.

02. Legacy Social Network

Social networks today consist of three parties: the owner, the advertiser, and the user. Each party serves a role that sustains the growth and development of the platform. Despite each playing a critical function, these parties operate with vastly diferent goals in mind and current models fail to provide a means by which their incentives can coexist and be aligned.

The Owner

The owning entity is typically the creator of the network. Their role is to attract and retain users to their platform. Their goal has historically been to create a walled garden around a user base and extract value from it. They rely on algorithms to keep the user engaged with the platform, but do not necessarily operate with the interest of the user in mind. The Owner's priority is value extraction from the user, followed by user retention.

The argument for the aforementioned incentive mechanism, is that by presenting the user with more relevant advertisements that the user wants will ultimately lead to more value creation. However, this is not always the case. The owner can instead use the data collected on users to do the inverse and intentionally elicit consumer behaviours or sway public opinion.

Facebook has published non-consensual social experiments that have demonstrated that by manipulating the information the user consumed while engaged with the network, they could efectively manipulate what that user thinks, feels, and believes (Kramer et al.l 2014).

To make this point more concrete, consider how a beauty product might actually convert better, given that users insecurities could be made more severe via a small change in the networks content ranking system, and ultimately drive their purchasing action.

The Advertiser

The Advertiser, or Data Broker, enables the Owner to extract value from the network, ultimately sustaining the platform. This is done by purchasing the user's data, purchasing qualified leads to their products or services, or by purchasing targeted advertising inventory based on user profiling performed by the Network Owner.

The Users

The user's perspective in the network is quite diferent. Often users do not approach these networks with the explicit intention of buying products, but rather to connect with friends and loved ones or to reach communities who share their own special interests. Often they are powerless to control the information they consume, or how the network is developed. They have no choice but rely on the Owners and Advertisers to behave ethically, or stop using the network entirely.

03. Socio-economic Networks

What if we could flatten these roles? What if users of social networks possessed a real stake in the networks they participate in? What if we could align incentives for all parties and create a network that naturally promotes behaviours that benefit all participants?

With the issuance of the the SDC token, we create a Users-as-Stakeholders network, allowing the behaviour of the network and its software, to become aligned with the interests of its Users.

The SDC is required for certain features of the client. In addition, it enables users to steer the direction of development and influence how the network evolves over time.

A benefit of this model is the network efects it creates. Just as Facebook shifted our social attention to build network effects on its closed platform, the SDC will leverage our economic attention to build the network effect of an open platform.

We believe that cryptoeconomic systems will have even stronger pull than the social ones. Our survival instincts, which heavily influence our economic interests, are stronger than
purely social ones, thus leading to faster adoption of Ethereum and tokens as technologies.

04. Why Ethereum?

Before stakeholders can communicate and transact with one another they require a medium in which to do so. Traditionally this has always been done by a trusted intermediary (the Owner). With the advent of the Ethereum public blockchain and its related sub-protocols forming the backbone of Web 3.0 (Swarm; for decentralized file storage [Trón, Fischer, Nagy, Felföldi 2016], and Whisper, for peer-to-peer communication [Wood 2015]), we can now provide users a medium of agreements that is decentralized, permissionless, trustless, with fair access and is cryptographically verifiable. A medium that maintains an 'immutable' transaction record as long as the majority of the Ethereum network collectively agrees.

With Ethereum, the world possesses the technology necessary to build a better model for the Internet. We believe the Ethereum public blockchain will continue to permeate all matters of financial technologies, legal systems, the internet of things and decentralized applications.

Ethereum is ultimately a social technology, and for its realized impact to equal its perceived potential we need to maximise its utility for non-technical users, it needs to be ubiquitous and always accessible, and it needs to become part of our daily lives - without compromising on decentralization.

05. The SDC Mobile Ethereum Client

To introduce the next part of the infrastructure we need to work back from people, we need to understand how they interact with technology and how they live their daily lives.

Smartphones are the new personal computer and are increasingly the access point to the digital world for citizens of both developing and developed nations alike. As of 2014, smartphone usage surpassed desktop usage and continues to trend upwards (Comscore 2016).

Amongst the growing populations with access to smartphones and mobile internet, messengers have become the primary means of digital communication, and are poised to surface as the new gatekeepers to economic trade.

Messengers as an application category now boast more users than web 2.0 social networks (BI Intelligence 2015), the highest retention rates (Flurry 2015), and are where smartphone users are spending an increasing amount of their time (iResearch 2016).

In China, WeChat now boasts 889m active users with 90%+ penetration rates in China's largest cities. WeChat Pay is also now used by 93% of WeChat users for ofline purchases in China's largest cities (Penguin Intelligence 2017, CNTechInsights 2017). On average WeChat users spend 66 minutes per day within the application.

WeChat has become tightly integrated into all aspects of daily life in China. One can arrange social life, banking, business activities, transport and payments directly from within it. However, WeChat is a closed source, proprietary interface, and its centralized architecture leaves it open to coercion and corruption.

The trend towards messaging-as-a-platform epitomized by WeChat has not yet reached most of the West or the developing world. SDC aims to be the first messaging platform to achieve this, using a decentralized and community governed approach.

Utilizing the messaging-as-a-platform user experience, the SDC mobile Ethereum client presents a familiar feel that's convenient and well suited for mass adoption. SDC respects the Users rights by being open source and free, and unlike its centralized counterparts, it puts users in complete control of their own personal data. SDC acts as a node that connects directly to the Ethereum network, adhering to our guiding principles of fair and permissionless access, decentralization and trustlessness.

Smart Digital Connect is an open source messaging platform and web 3.0 browser, designed to interact with decentralized applications that run on the Ethereum Network. Built using decentralized technologies, SDC provides a window into the emerging decentralized web. As an ecosystem of decentralized applications, SDC becomes a gateway to undeniable free trade, peer-to-peer payments, and encrypted p2p communication for anyone with a smartphone and internet access.

SDC and Ethereum provide the foundation necessary to give all stakeholders in a socioeconomic network equal footing. The SDC application, will allows users to:

- Send and receive encrypted messages, smart contracts, and payments.
- Browse, chat, and interact with decentralized applications and decentralized chatbots.
- Store and control crypto-assets with the built-in SDC Wallet.

By introducing the SDC token, we can not only provide use-cases that were previously impossible in web 2.0 environments, but also address some of the core problems created by incentive misalignment and sock puppet bot creation that plague social networks today. This begins at a Governance level, by empowering stakeholders in the SDC network; giving them a real voice and ability to influence the direction of the software as it develops.

06. Decentralized Push Notification Market

Taking a hard stance on decentralization in the client isn't without its challenges. Due to the peer-to-peer nature of the Ethereum communication subprotocol, Whisper (SHH), simple expected user experiences, such as being notified when a friend has responded to your messages, have to be themselves redesigned in a decentralized context.

With the new Whisper V5 protocol, we can now delegate nodes to do offline inboxing (storing messages while clients are ofline) and we will extend this ability to support push notifications.

This allows us to establish a market for push notification providers. For service, stakeholders will deposit SDC with a provider, who may charge microtransactions for notification and storage.

This afords stakeholders the right to choose which nodes in the network will provide the service for them, and what kind of push notification providers they would like to use, perhaps choosing Deepstream over Google or opting completely out of the service to maximize their privacy.

We recognize that in a model where the User is no longer the Product, paying for push notifications may initially seem like a hurdle, as Users in existing platforms currently get this 'for free'.

07. Governance

One major drawback in legacy social networks is the lack of influence their users possess over the networks themselves. They are often powerless in having a say on how the platform evolves. We aim to democratise this power, giving stakeholders a direct influence over all decisions within the network, including how the software is developed.

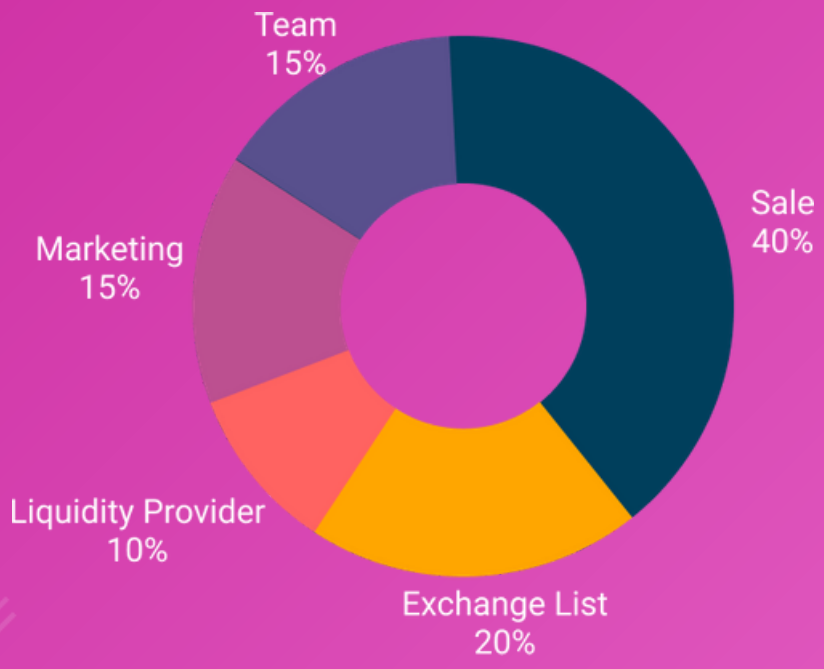
A core part of the SDC is giving stakeholders the ability to choose the direction that the software is developed. The token is used to make decisions on proposals, which can be made by any Stakeholder. For each decision, the token is cloned into a separate decision token. The amount of tokens you hold at that time becomes your voting power for that decision and it does not cost SDC to vote.

Initially, key decisions will be put towards software development. We have already created a Github Bounty bot, which allows us to decentralize and incentivise open source software development, by enabling anyone to create bounties for any Github Issue. These can then be paid to the developer upon submitting code that is successfully merged into the codebase by the Project Maintainer.

Decentralizing additional components of SDC's governance needs to happen over time, given the sheer complexity of the task. We have been closely monitoring the progress of decentralized governance projects in the space including Aragon, Boardroom, and Colony

8. TOKEN ALLOCATION

- Smart Digital Coin will have a maximum supply of 10,000,000 SDC tokens.
- 4,000,000 SDC tokens (40%) will be allocated for the presale to initiate the project.
- 2,000,000 SDC tokens (20%) will be allocated for Exchange listing.
- 1,000,000 SDC tokens (10%) will be allocated for the foundation of liquidity providers.
- 1,500,000 SDC tokens (15%) will be allocated to the team & developers of the project as well providing additional liquidity.
- 1,500,000 SDC tokens (15%) will be allocated to the marketing team. This will be used for promoting our vision and brand using influencers, enlisting on major exchanges and another source for liquidity.



9. TOKEN PRESALE

90 days token presale period
15th October to 15th January

Total 5,00,000 Tokens in Presale

- Phase I - 1,00,000 Tokens @ $1
- Phase II - 1,50,000 Tokens @ $2
- Phase III- 2,50,000 Tokens @ $3

Launching Prize will be $5 after the sale period ends.

10. ROADMAP

October 2020

- SDC Emerges
- Whitepaper Released
- Token Presale
- Token Generation Event

January 2021

- Exchange Listing
- Mobile Ethereum Client
- Messenger
- Marketing with Crypto Influencers

Future

- Governance Protocol Implementation
- Push Notification Market
- Web 3 browser
- Social Media platform
- Betting platform
- Ecommerce platform
- Micro Payment

ROADMAP

October 2020

To begin the project, the whitepaper will be revealed along with the token smart contract details.

Following this event, the token pressale will start, which shall be continued in three phases.

After the presale ends successfully, the main sale will be carried out, along with the declaration of the token generation event.

Since this is a community driven project, a lot of consensus activities will be rolled out during this period.

ROADMAP

January 2020

After the initial project communication with all the stakeholders in the community, the rapport of the project will be established. Then the team will be in a sound position to negotiate with major exchange available in the market, which have a safe history with token listings. This process will result in the listing of SDC token on some major exchanges around the world.

Meanwhile the development of one of the most important feature of SDC project shall be completed i.e. Mobile Ethereum Client.
This will be launched in the form of a chat app interface where users can interact with Ethereum transactions in a more visual and known way.

At this time, this project shall be quite matured so that the project could finallly be promoted through the reputed influencers in the crypto industry. We shall shortlist major crypto influencers from all domains and different crypto community and assign them as official ambassadors of SDC community. Application will be open to all the community members.

ROADMAP

Future

After the initial milestones are achieved in the given time period, the team shall focus on delivering the breakthrough feature in our app. We will launch web 3 browser in-app with in-built crypto integration. After this, our community members shall be able to replace their need for normal browsers like Chrome and Firefox and they can use SDC web 3 browser to surf the internet. This will also incentivize the users with rewards given in token.

By this time, we shall also be able to launch our push notification marketplace, which will be almost a rare facility in the crypto industry. Users will also experience such unique feature for the first time.

As the network matures, the team will designate all the powers of the network to the decentralized governance model.