

the yuser white paper

the **gamified creative social**
experience that distributes
blockchain-powered
rewards



yuser

The gamified creative social experience that
distributes blockchain-powered rewards

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ABSTRACT

Yuser is the first Gamified Creative Social Network (GCSN) that rewards its users for their contribution to network growth. Yuser empowers users to create content, build audiences, unlock features, and earn cryptocurrency for their creativity and influence.

Yuser employs non-linear, gamified, and economic components to create a combination of positive rewards and network effects. Smart contract technology and Game Theory principles make it possible for Yuser to establish new ways for users to grow and monetize directly on the network all while maintaining platform transparency and user privacy.

Smart contract-powered solutions, such as Smart Sponsorships, reshape the way users and businesses interact with one another. Yuser integrates smart contracts that enable B2B, B2C, and C2C activity across the network in a secure, permissionless, and transparent way.

DISCLAIMER

This whitepaper outlines the dynamics that govern the Yuser Network and the Yuser Token. The following document does not constitute any form of legal obligation of the Yuser Team.

The final product and implementation of Yuser Token hinges on various components and potential risk factors that are governed by forces outside of Yuser's control, including, but not limited to, utilization of regulatory frameworks, user adoption, continuous use of blockchain technology and Ethereum Network.

This whitepaper is non-binding and does not establish any legal obligation for Yuser to fulfill the implementation of Yuser Token. Yuser can, at their sole discretion, choose to withdraw from the Yuser project or adjust the mechanics that govern the proposed creation of the Yuser Network. Adopters and potential contributors to the Yuser Network are cautioned to engage with the project at their own risk. While efforts have been made to verify the accuracy of the information contained in the white paper, the Yuser Team makes no representations or warranties, express or implied, including without limitation, as to the accuracy or quality of the information contained in this white paper. Any person reading this white paper is to rely upon the information at their sole and absolute risk. The Yuser Team is not responsible for any losses or damages sustained by any persons reliance on the information provided in this white paper.

Users of the Yuser Network will be legally responsible for any content they post to the Yuser Network, as well for any collection , use, or distribution of any information or data made available through the Yuser Network.

Nothing in this white paper shall be construed as an offering or distribution of any securities. Token buyers and/or potential Yuser Token holders should seek appropriate independent and professional advice prior to relying on, or entering into, any commitment or transaction with the Yuser Network. Yuser Tokens are not intended to be used as securities in any jurisdiction and treating them as such is not condoned by the Yuser team.

All users of the Yuser Network will be required to abide by the terms of use and privacy policy adopted from time to time.

GLOSSARY

API	Application programming interface for third-party developers.
Badges	Badges are rewards that users on the Yuser network receive for completing challenges. Every badge a user receives carries a different power that amplifies user's network experience for example by boosting their content. Users can gain many badges but they will only be able to "equip" two at a time leading to various combinations of network powers.
C2C, B2C, B2B	Common business acronyms that can be expanded as: consumer-to-consumer, business-to-consumer, and business-to-business. These terms are used to refer to commercial transactions occurring between two parties.
CPM model	Cost per mile is a commonly used term to describe a cost per thousand clicks. For example 10\$ CPM means that you can purchase/sale thousand clicks for 10\$.
Cryptocurrency	A digital or virtual currency that is essentially a digital asset designed to work as a medium of exchange. Currency is regulated via encryption techniques that regulate the generation of units, transfers, all while operating outside of a central bank.
dApps	A decentralized application that is built on a blockchain platform. Rather than users going through a middleman (app store) to download an app, dApps connect users and providers directly.
Ethereum	A 'general-purpose' blockchain-based distributed computing platform that is open-sourced and public that allows users and developers to build decentralized applications and the creation of new cryptocurrencies.
Game Theory	Game theory is used in economics and computer science (among others) to study mathematical models describing scenarios of conflict and/or cooperation between intelligent and rational decision-makers.
GCSE	Gamified Creative Social Experience - Yuser's terminology for the merger of a social networking app with a gamified component.
Gems	Gems are on-the-network rewards that users can exchange for Yuser Tokens.
Influencer	A user on a social media network with a large audience, credibility, and engagingly loyal followers. Influencers can persuade others by virtue of their authenticity and reach. They

	often promote goods and services on various social media platforms.
Initial Token Offering (ITO)	ITO allows a new venture to crowdfund their development. A percentage of cryptocurrency is sold to early adopters in exchange for other existing cryptocurrencies such as Bitcoin or Ethereum.
Powers	Additional influence on the Yuser network given by badges.
Smart Sponsorship	Smart Sponsorship is a blockchain-powered contract between brands and influencers on the network. It gives influencers a chance to earn rewards directly from brands looking to engage with their fans.
Sticker Packs	Often used in photo collages or text messages, stickers are cut out images that help convey user emotions or ideas. Often they can be elaborate and character-driven to give users a lightweight means to communicate, with similar effectiveness to that of text.
Stones	Every network user starts with a pool of stones that can be gifted to others for their network activity (the same as "likes" would be given on other networks). When gifted these stones turn into gems. Each day users will receive additional stones.
YRPS	Yuser Role Playing System is a proprietary RPG-based, gamified component of the Yuser app.
Yuser Experience Points	Yuser network users earn points for posting, commenting, gifting stones, receiving gems, completing challenges, attracting attention to themselves, and inviting other users to the platform. As they earn these points they appreciate their network status and appear higher in rankings.
Yuser Plugin System	The Yuser Plugin System is an API for developers that enables them to add third-party extensions to the Yuser network such as trivia games and sticker packs.
Yuser Tokens (YSR)	The official Yuser cryptocurrency token. Users will be able to cash out their gems in Yuser Tokens.

EXECUTIVE SUMMARY

In 2018, Facebook and Google will account for 63% of online ad revenues.¹ Although these companies are producing enjoyable and useful services, they reap incredible rewards off of a person's attention, status, interaction, and creativity. These companies are collecting massive amounts of private data on their users and selling it to their ad clients despite great resistance from their users.² Consequently, users are incredibly frustrated by the lack of transparency and rewards surrounding network activity.

The companies behind today's major social platforms are capitalizing on the activity of their users more than even traditional broadcast TV do with their audiences. Television stations make their revenue from selling commercial airtime. In this model, their audience's attention is the product which they are selling to advertisers. The social media platforms not only capitalize on their users' attention but also their labour since users are the ones that create all of their content.

These companies tightly control how their networks operate and do not equitably share rewards with their users. Whether users are musicians or vloggers, the ease at which anyone can now create engaging content and grow their reach is tremendous. It is possible for many to share content and generate an online following, but to fully harness its power, monetization features need to be just as easily accessible. There's no clear financial benefit for most participating on social platforms.

These pain points can be broken down into four factors that all social media platforms fail to address effectively: *reach*, *monetization*, *privacy*, and *policy*. The Yuser app offers anyone who joins the network a chance to grow their social media presence while using an app that is simple to use yet fun and challenging. The users of the network can always reach their

¹ [Beyond the Duopoly: Exploring Digital Advertising Outside Google and Facebook](#)

² [The Facebook Resisters](#)

followers while brands and businesses can interact with them in meaningful ways.

Yuser employs both a role-playing economy and blockchain technology to provide incentives for users to grow their online presence. Users collect experience points, gems, and badges for posting content, their network interactions, and completing challenges. Experience points improve user ranking, and badges increase their power on the network. Gems can be exchanged to Yuser Tokens via the Ethereum framework. This gamified experience incentivizes new users to join and existing ones to grow their following. The network not only shares rewards with its users, but encourages its own growth.

CREATORS, TASTEMAKERS, AND COMMENTATORS

The major contributors to network growth are the users who generate original content, add valuable commentary, and curate viral content. Yet most platforms still fail to provide them with monetary rewards. As users grow their following and add to their library of content, these same platforms tend to limit their reach over time instead of amplifying them. Yet, these same platforms would be worthless without the contribution of their influential users.

Creators, tastemakers, and commentators are not fairly compensated for their contribution to the network growth on most major platforms.³ Even those with considerably large followings face obstacles monetizing their contribution. In many cases, there simply is no means to do so except through back-alley channels. This is the bleak reality of social media where a user's creative contribution is measured by the value of toilet paper ads.⁴ In the current landscape, the adage *content is king* does not hold true for platform users.

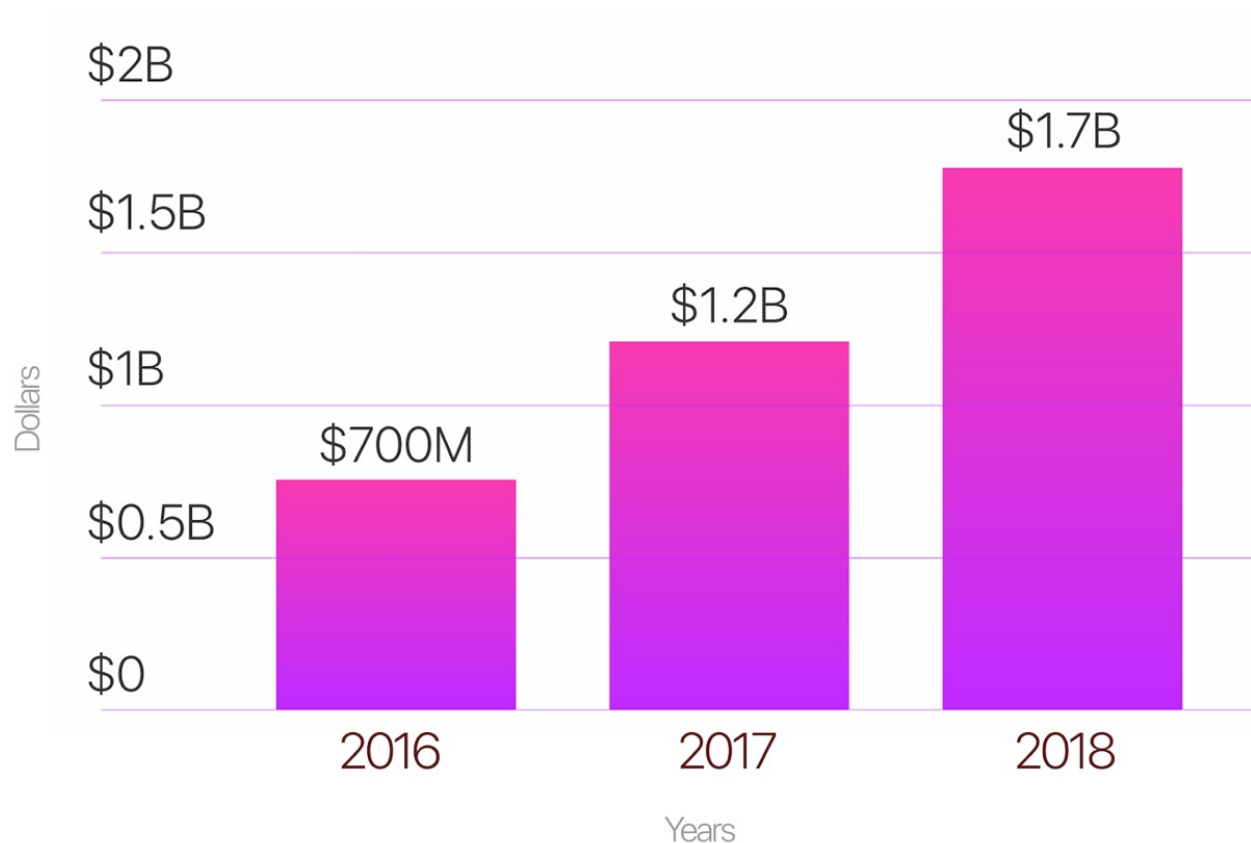
³ [Creative work is work - and it should be compensated](#)

⁴ [How the Internet financially kills musicians and other artists](#)

Open source tools and cloud hosting are making it easier than ever before to provide users with convenient content tools and networking features. This technological advancement is actually decreasing the inherent value of many major platforms. Progressively, the type of content and users on a platform are becoming what distinguishes one from the other. And, while the major players are making it tougher for users to gain rewards from their platforms, new players will be able to disrupt this status quo and attract users by offering rewarding experiences and monetary value.

The future of social media will be a competitive landscape where different networks and platforms vie for the attention of creative and popular users. We envision the day when all users will be rewarded for their online activity, be it creative, social, or otherwise. Blockchain technologies and smart contracts provide the framework for this disruption of the social media space. Yuser utilizes blockchain technology and the tenants of the cryptocurrency movement to empower users to be who they want to be online and share in the success of the network's growth.

THE RISE OF INFLUENCER MARKETING



| Figure 1

Despite the challenges facing users of social networks, social media is still experiencing tremendous growth which means there remains a myriad of opportunities to address the problems plaguing online communities. Perhaps unsurprisingly, it's creatives and influencers, not the social media companies, that are leading the way forward.

In North America, Internet media use will reach parity with television by the year 2019.⁵ The rapid increase of mobile media consumption has contributed to this shift. Combined with social media services and apps,

⁵ [People are Consuming More Media Than Ever Last Year](#)

these technologies are transforming society. This degree of connectivity is cultivating a new social phenomena: the ascent of influencers.

Brands and businesses are quickly becoming aware of the role influencers will take in the future of online advertising. There has been a 325% increase in searches for influencers on Google in the last 12 months.⁶ Influencer marketing is growing faster than digital ads.⁷ It is also the fastest growing online method for acquiring new customers with an average of \$7.65 earned for every dollar spent.

People trust other people more readily than they trust companies. Influencer promotions, such as sponsored content, are more conversational than display ads. In one study, 92% of consumers said that they trusted influencers over traditional advertisements or celebrities.⁸ Additionally, creatives and influencers often have access to very faithful niche market audiences that are of major interest to local sponsors and businesses looking to create a specific brand image online. This is the word-of-mouth marketing for the digital age, where consumers rely on familiar faces to communicate to them the value of a product or service.

Influencer marketing on Instagram alone generated over \$1 billion by the end of 2017 (see Figure 1). The number of posts with a sponsored hashtag on Instagram totalled to 14.5 million in 2017, and this number is predicted to reach 32.3 million in 2019.⁹

Despite the immense value influencer marketing generates, influencers on Facebook have seen the reach of their content decline year after year.¹⁰ As of January 2018, Facebook announced that it will be further reducing their overall reach¹¹ and “stated that page owners were not permitted to accept “anything of value” in exchange for sharing content that they did not have a

⁶ [The Remarkable Rise of Influencer Marketing](#)

⁷ [Influencer Marketing is Growing Faster Than Digital Ads](#)

⁸ [Influencers Are The New Brands](#)

⁹ [How Powerful is Instagram Marketing](#)

¹⁰ [Publishers are seeing another big decline in reach on Facebook](#)

¹¹ [Facebook Announces Coming News Feed Changes Which Will Reduce the Reach of Page Posts](#)

hand in creating through their pages,” effectively cutting into the bottom line of many.¹²



| Figure 2

Creators on platforms such as YouTube are also reporting declines in revenue.¹³ Influencers, who have been relying on their social media for growth, fear what is going to happen next. Some influencers have stated that their reach on Facebook has been “decimated” and fear that Instagram is going to be next.¹⁴ As long as Facebook tightly controls reach,

¹² [Facebook's new branded-content guidelines will force some publishers to abandon a business model](#)

¹³ [Youtube Creators Fear for Future After Major Update, Youtube Creators Complain About Declines in Ad Revenue, Youtube Sets Stricter Requirements for Creators Partners](#)

¹⁴ [A Creator with 4.7 Million Facebook Followers Says Her Reach Has Been Decimated On The Platform](#)

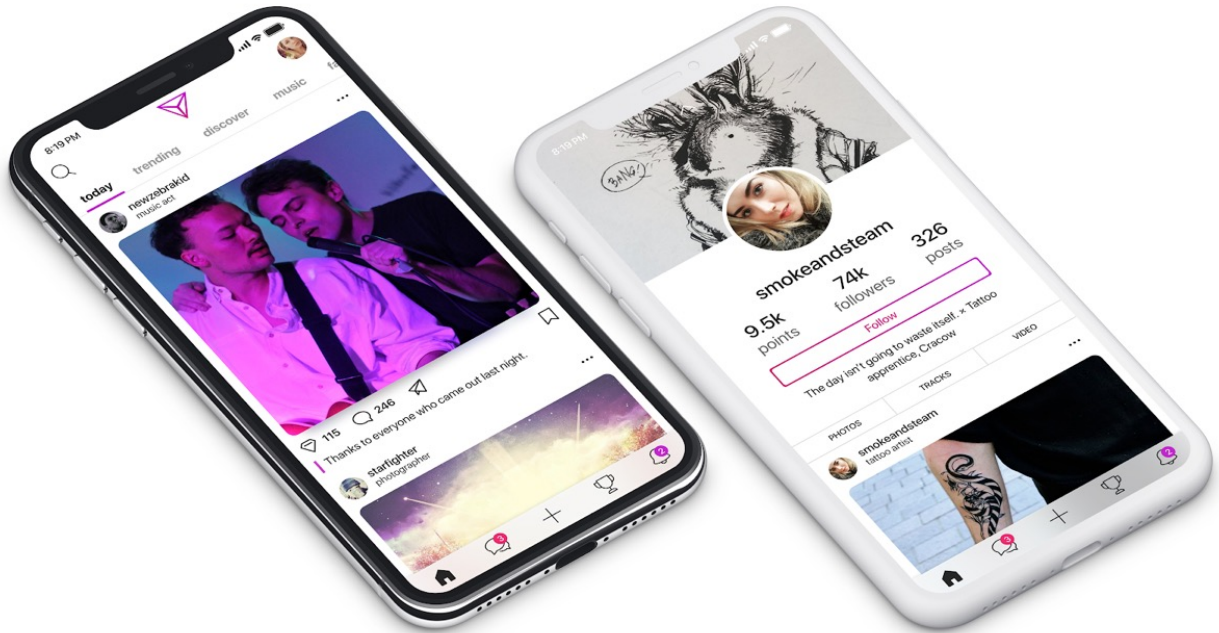
monetization, policy, and activity on their network, influencers have virtually no recourse (see Figure 2).

Major social networks, including Facebook, do not have built-in monetization models, so it falls to the third-party services to create and monitor the outcomes of social media campaigns published on these platforms. The industry is riddled with under-the-table deals using third-party services, such as influencer aggregators, which often operate on a CPM model. This leads to the need for up-front payments that smaller industry players might not be able to afford, and requires immense trust that the goal can be delivered.

It is increasingly difficult to predict the outcome of these campaigns because the third-party services often are unable to provide proprietary information about influencers. Obtaining such information could lead to a direct collaboration between the brand and the influencer and therefore eliminate the need for the service provider. The resulting deals are often complicated and not optimized to deliver the best possible outcome for either the influencer or the brand, but to benefit the middle-man.

Additionally, because social networks do not officially condone account monetization, these deals can be negatively impacted by the network itself. Such accounts can be deleted without an explicit reason or key functionality can be disabled at the sole discretion of the network, effectively preventing the influencer from delivering campaign objectives. Having worked with many social media influencers, we have experienced this scenario over and over again. At no point there was a successful line of communication established between the influencer and the social network to rectify the situation as no networks have ever been responsive to feedback.

YUSER: THE GAMIFIED CREATIVE SOCIAL EXPERIENCE



Blockchain technologies offer unique solutions to improve upon existing social networks. At Yuser, we are applying economic principles and the tenants of blockchain technology to introduce users to a more equitable distribution of value through social media.

Built with powerful, scalable technology, the Yuser app offers a sleek user experience with extensive creative media features. Yuser employs the Ethereum framework to offer its users access to rewards for their network contribution and various other ecommerce opportunities. Users receive a vast tool set which empowers them to create, grow and thrive, all in one place.

The core of the Yuser team has amassed an understanding of the issues plaguing creatives and influencers within the current social networking exosystem through our work in both the creative arts and the viral media

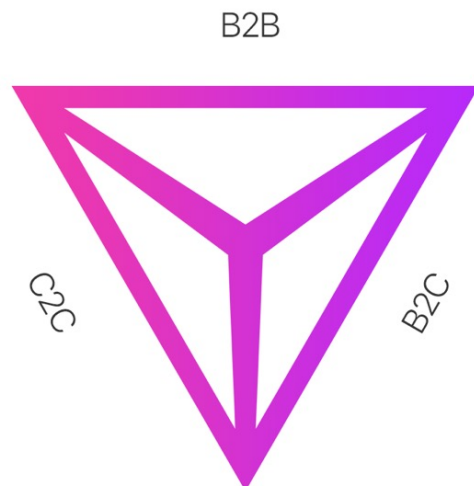
space. Through our connections with 5,000+ creatives and influencers as well as extensive contacts within the industry we have learnt just how to flip the social networking paradigm.

Creatives and influencers alike cannot rely on the shifting algorithms and policies of current social media networks. These creators, tastemakers, and commentators should be part of the network that provides a fair way to participate and share value with its contributors.

They should be able to do exactly what they are good at – post and like images, video, and collages, as well as chat with and follow others. As they create content and interact on the network, they gain experience points to show up higher in leaderboards, earn more power through badges and receive gems that can be exchanged to Yuser Tokens. All of this will be accomplished using an interface that is sleek, familiar, and fun. Trading gems for Yuser Tokens and storing them in a cryptocurrency wallet will be incredibly easy.

LAYING THE GROUNDWORK

The Yuser economy is just that – an online economy. In order for it to function as such, and for the network to encourage its own growth, the ecosystem needs to contain C2C, B2C, and B2B components all of which utilize basic economic principles. The outline of the mechanics that govern each one of these three components is discussed below.



POWERING THE YUSER ECONOMY

The Yuser Network operates under a few key assumptions that vastly differ from other market players. Consider the following statement: running an ecommerce store without socializing online to promote it is equivalent to opening a store on the North Pole. Hence, social interactions are what builds the store's profile and strengthens its presence online. Social networks are the equivalent to online cities which users are attracted to because of the exposure and opportunities they offer.

Yet, today's social networks do not consider themselves economies. Most do not fairly share or offer economic rewards to the users of their networks, let alone to those that drive network growth. These same networks lend themselves to exploitation because they do not consider an economic approach. The companies which govern these networks often apply arbitrary rules that benefit their bottom line and not the user community. A user's successful participation often requires painstaking monitoring of ever-changing policies and algorithms, or some method of duping the system. As a result, many networks are overrun with bots, spam, and fake interactions.

On typical social networks, users gain points (likes) from other users. This reward system can encourage users to post engaging content that their peers enjoy, however, at its core, this system is simplistic, linear, and therefore easy to exploit. At the core of the problem lies a single conviction: that what users create belongs to the networks because they provide the software that made it possible to exist. Such a linear approach to a clearly nonlinear system results in users being powerless. Remember the above city analogy? If Facebook was a city, it would be one without jobs where rents skyrocket. Sure, someone still might want to visit, but living there reasonably is close to impossible.

Yuser employs basic economic concepts and Game Theory rules to incentivise healthy network dynamics, encourage positive user contribution, and mitigate spammy behavior. Yuser does not employ a

system based on likes, or even upvotes and downvotes, the way other networks do. Instead, Yuser creates a nonlinear system that offers a variety of rewards to enhance user activity that are distributed based on a successful completion of challenges. To incentivise users to complete challenges, the rewards given are essentially various privileges that enhance the user experience on the network. An example of such a challenge can be predicting what content is going to trend. The user would essentially be rewarded if they were one of the first people to incentivise content with a potential for virality.

Yuser can disincentivize the abuse of the network by employing a combination of various challenges that reward positive behaviour and encourage network growth. Monitoring the short and long term outcomes of these challenges can provide more data about how to organize future ones and structure the rewards that they unlock to maximise network effects.

By constantly introducing revolving challenges tailored to different aspects of network performance, Yuser further discourages spam, bots, and click farms that are only useful to users when the network behaviour is linear and predictable. Creating a gamified social media experience fractures the predictability of the user behaviour by introducing a multifaceted approach to the network structure.

In the future, to further prevent bot traffic and click farming, Yuser will explore AI and machine learning approaches. Key incentives will aim at identifying fake interactions and bringing them into the public eye. This will result in a recursive punishment through network ostracization as users will not be tricked into engaging with fraudulent accounts that introduce minimal value to the network.

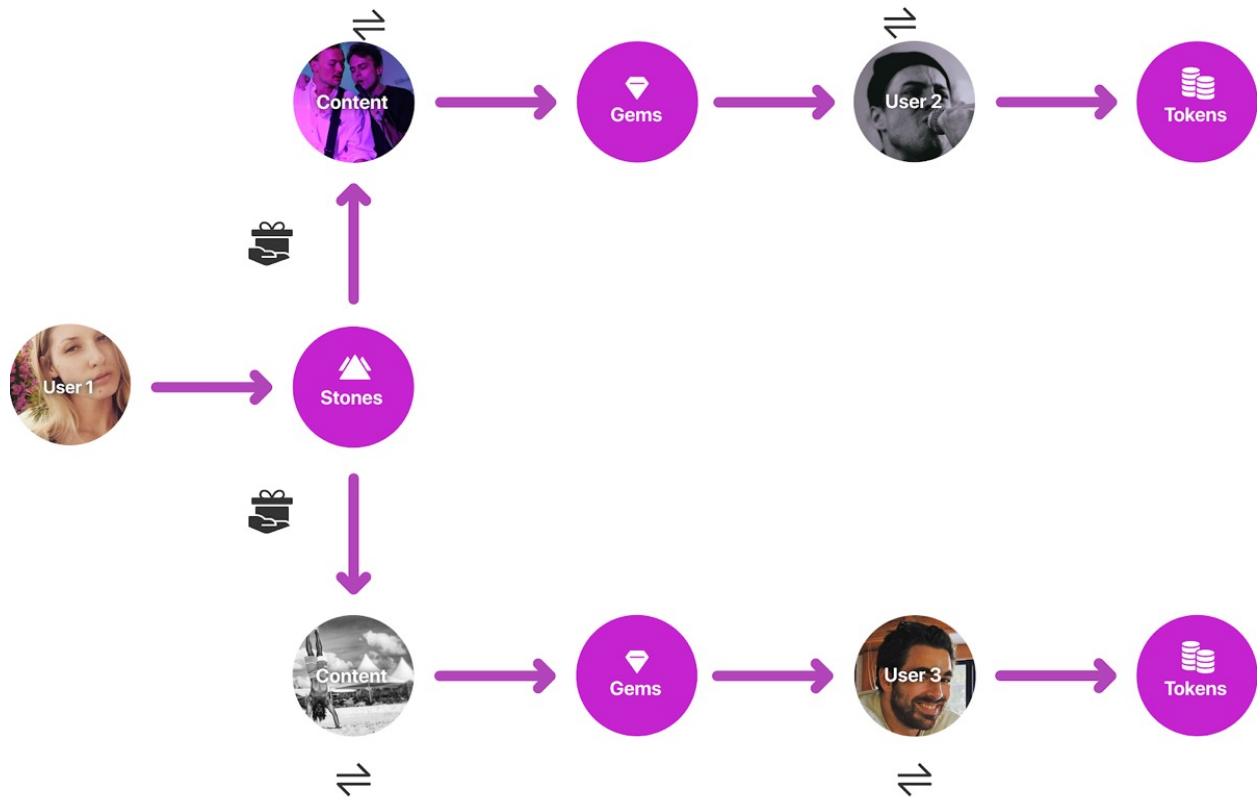
DATA, TRANSPARENCY & PRIVACY

Yuser is about fostering a positive community of content creators, tastemakers and commentators through robust but fair economic and

gamified components. Part of that comes from establishing trust with the user community through the use of technological transparency and respect for user privacy.

Yuser intends to be transparent with the algorithms that govern on-the-network challenges, ranking and with its data collection. Our gamified and economic model is built around data in a very different way from that of major social networks which seek to harvest “private data”. Public profile information is available to everyone on the network through leaderboards, search and discovery features the same it is to advertisers and businesses. Users that choose not to list their profiles publically are not listed. Yuser additionally employs data-masking techniques such as anonymization and encryption to ensure the utmost privacy for users participating on the network.

DISTRIBUTING VALUE



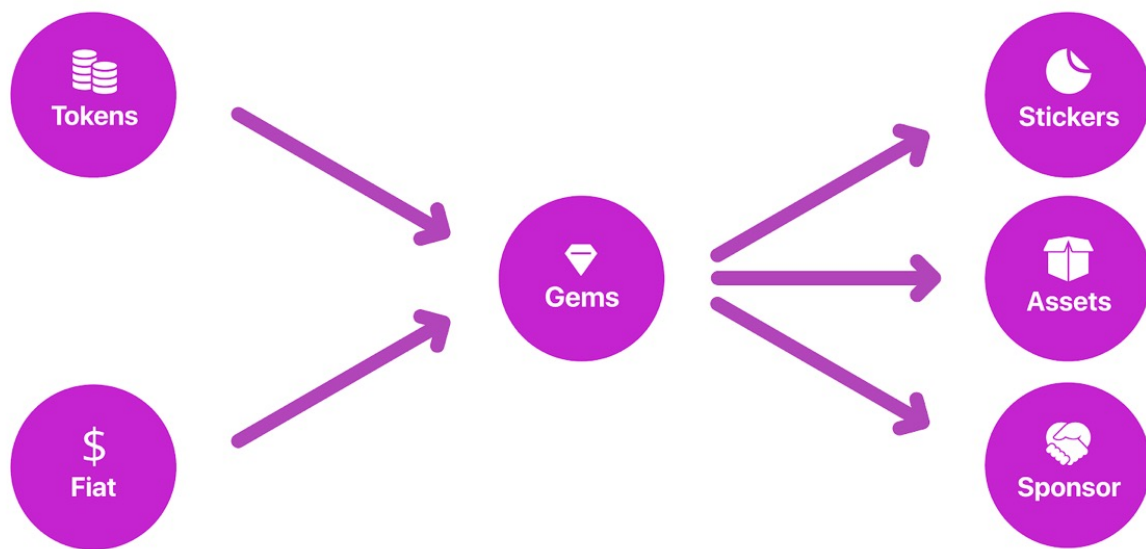
| Figure 3

Yuser employs various methods of value distribution across the network. The simplest method of acquiring value on Yuser is receiving gems from other users. Every user receives a regenerating pool of stones they can then gift to other users. Gifting replaces “liking” in Yuser. Instead of liking content, users gift stones. Stones regenerate every day based on the compound ratio of user actions within the app.

As soon as a user gifts another user stones, they convert into gems (see Figure 3). Gems are the usable in-app currency which can be used to

purchase digital assets or exchanged for Yuser Tokens. In turn, users can purchase gems with Yuser Tokens or Fiat currency (see Figure 4).

At Yuser, we've determined that value is created through interactions among users on the network (hence a "stone" turns into a "gem"). These interactions create multiple positive effects such as increased network growth and user adoption. This appreciates the inherent value of the network, the Yuser company, and its assets leading to the network effect.



| Figure 4

Yuser provides a comprehensive toolset for users to create and distribute value amongst themselves. Through the creation of various challenges and structuring of rewards, Yuser aims to guide network activity to encourage meaningful connections between its users and discourage fake interactions with no merit.

The ratio of exchange between gems and Yuser Tokens is determined by various factors such as the network growth, active users, and user adoption, as well as external factors like the value of Ether. Higher

adoption will generate a network effect while rewards that the users receive will be higher also. This is also significant because it means that all users have a vested interest in creating a network that others want to participate in.

YUSER ROLE PLAYING SYSTEM

The core of Yuser's reward framework rests on a robust, RPG-based *Yuser Role Playing System* (YPRS). Members of the Yuser Network earn rewards in a form of gems, badges, and experience points for their network activity. These points fuel the engine of the Yuser economy - the YPRS.

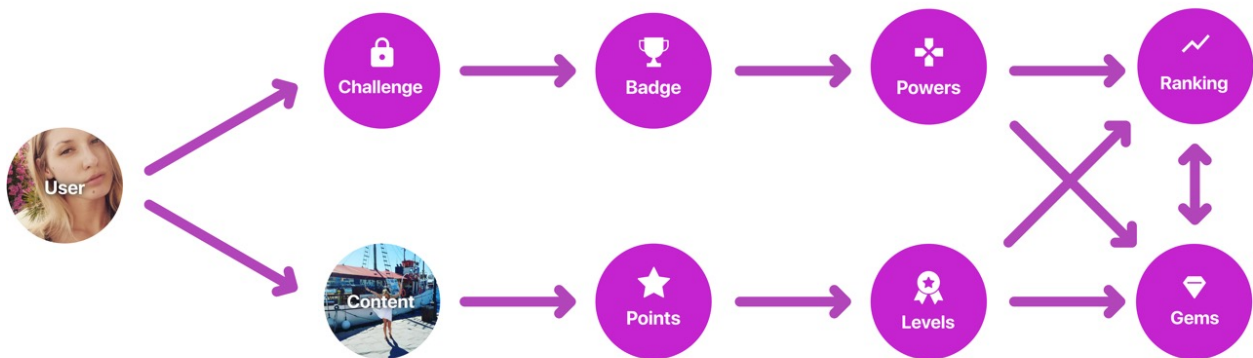
YRPS is what further differentiates Yuser from other social media networks. Yuser borrows a point-based role system from classic RPG gaming in order to create a brand new "gamified" social media experience. The app UX is sleek and familiar but the true value of Yuser lies within its reward system.

BASIS FOR YUSER GAMIFICATION

Whereas social networks based on the pay-to-play model often use gamification to manipulate users, Yuser employs gamification to empower them. We utilize gamification to encourage network growth because we do not require users to pay-to-play. Instead, we provide users with tools to reach their own goals — whatever they may be. Yuser's gamified experience is about challenging users to grow their social media presence in a fun way that's emotionally fulfilling rather than focus on projecting false perfection.

In Brian Burke's book titled "Gamify — How Gamification Motivates People to do Extraordinary Things," Burke states, "The goal of gamification is to motivate people to change behaviours or develop skills, or to drive

innovation.”¹⁵ By joining the Yuser Network, users will be incentivized to produce content and to develop their “character” traits within the app.



| Figure 5

The YRPS rests on three subcategories of predetermined network behaviour: creation, appreciation, and commentary. It's these three types of interactions that influence a user's experience on the network. Whether you're a person of influence, a creative storyteller, a photographer, a comedian, or just plain human, the Yuser app promotes all things creative and worth sharing.

Each of these three behaviours is independently incentivised by custom challenges that users can fulfill in order to receive more badges on the platform. The following are just simplified examples of the system at work.

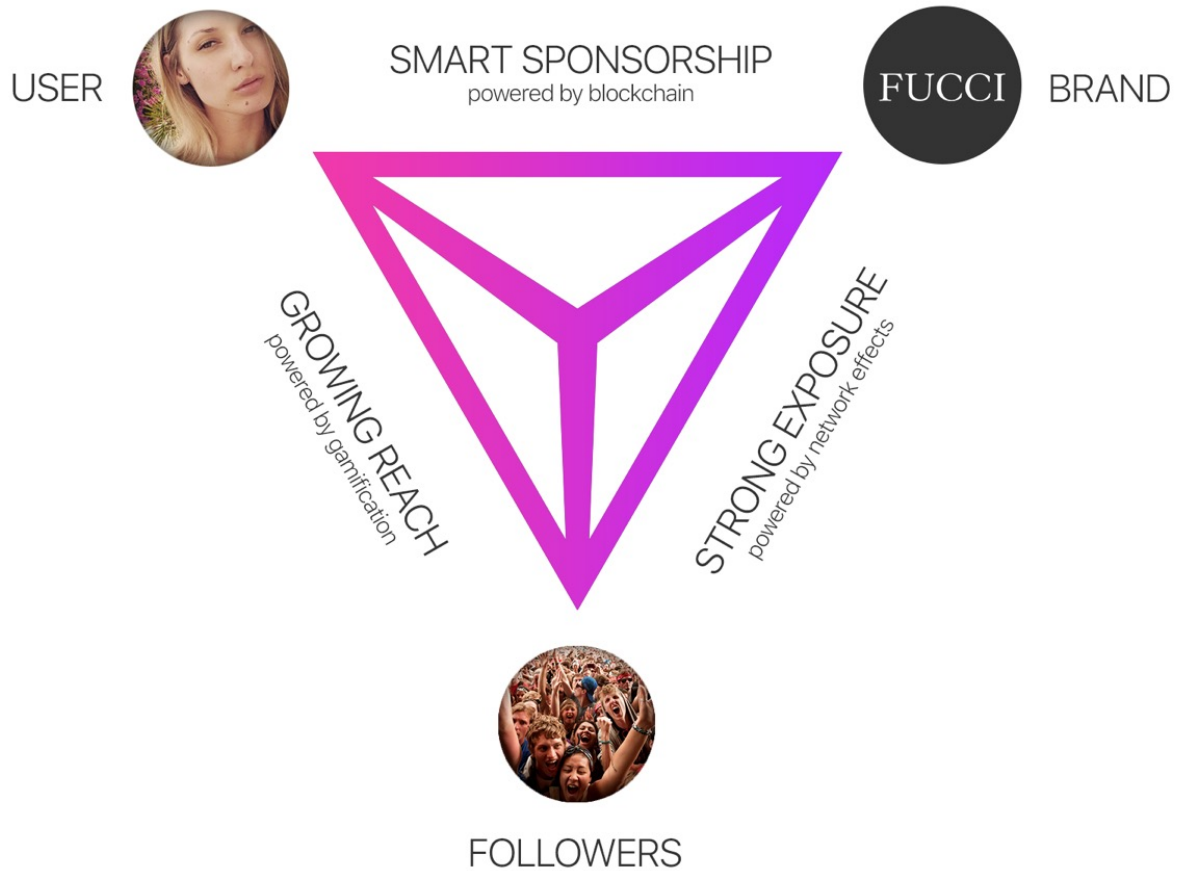
- Receiving the power of **Influence**: user completes a challenge of identifying viral content before it starts trending and receives a badge that increases their influence on the platform.
- Receiving the power of **Prominence**: user completes a challenge of making x-number of posts with x-number of gems gifted by other users and unlocks a badge that gives more prominence to their content on the platform.

¹⁵ "Gamification Defined" *Gamify How Gamification Motivates People to Do Extraordinary Things*, By Brian Burke, Bibliomotion, 2014, p.18.

- Receiving the power of **Commentary**: user receives x-number of gems for their comments which unlocks a badge that increases the chance of their future comments being featured.

The badges unlocked in this way need to be “equipped” by the user to function. Each user starts out on the YRPS with two slots to equip their badges and can combine them in various ways to achieve different results based on what they are using the platform for at the time. To further incentivise users to participate, various perks are provided for unlocking achievements. Customized sticker packs and unlockable features will contribute to a gamified experience that rewards participation, discovery, and challenges users on a regular basis to expand their network in a way that is a lot more fun than on traditional social networks (see Figure 5).

SMART SPONSORSHIPS



| Figure 6

Now that the rules governing the social networking component of Yuser have been established, a closer look at the B2B and B2C components is necessary to fully comprehend the scope of Yuser. An economy cannot function without a legitimate space for businesses. Yuser is built to provide space not just for influencers and their followers, but also for sponsors and businesses.

While other networks aim to control the network activity by asking users to “pay to play,” Yuser relies on the implementation of Smart Sponsorships for revenue. Advertisers and brands can participate in the Yuser economy

through a blockchain-powered smart contract. Smart Sponsorships give influencers a chance to earn rewards directly from others looking to engage with their fans and offer advertisers, businesses, and brands a meaningful way to participate in the Yuser economy. Moreover, Yuser will never ask its users to “pay to play,” instead taking a cut from the transactions happening on the network to generate the revenue (see Figure 6).

The basic Smart Sponsorship model works according to the following:

- A brand selects a user to sponsor.
- They select the number of tokens to offer the user.
- The brand can then choose to offer the user an amount of Yuser Tokens in exchange for a volume of attention (traffic/clicks), and then select a type of expiration (time or traffic).
- Once the user accepts the offer, they will have an option to post branded content either until the goal of the campaign is reached.
- The Smart Sponsorship handles everything, including the exchange of tokens and the company has a full insight into the details of the campaign.

Smart Sponsorships change the way users and brands work together online. On other networks, creatives and influencers are forced to use expensive third party services or make ‘back-alley’ deals with brands or businesses. These deals are often hard for the former to manage and the latter to administer. Smart Sponsorships are the solution to this problem. They’re a fully transparent, secure, and trustless smart contract that lets brands and businesses sponsor the content of influencers and creatives of any size.

Smart Sponsorships remove barriers to entry for both parties and ensure the delivery of services and payment. They offer a future where users and brands no longer need to trust one another because the blockchain technology guarantees the contract’s transparency and security.

Additionally, Smart Sponsorships can be facilitated between any two parties on the network to share and re-distribute value.

YUSER PLUGIN SYSTEM (THIRD PARTY APPS)

The *Yuser Plugin System* is an API for developers that enables them to add third-party extensions to the Yuser Network. These plugins can range from digital assets, such as sticker packs, to new online experiences such as games. These extensions will further tailor Yuser to personal user preferences and interests that will ensure the continuous user engagement as they evolve over time.

Developers can choose to crowdfund their plugin development by requesting a certain amount of Yuser Tokens from the Yuser community to achieve their project goals. Their plugins can also be sponsored by brands or advertisers through Smart Sponsorships. Influencers can choose to promote certain plugins to boost their popularity.

Below, we outline a possible third-party extension to showcase the full potential of the Yuser Plugin System.

CASE EXAMPLE: WHAT MEME AM I

Players take turns mimicking a well-known meme. Other players need to guess what meme the player has become. The player who has the most correct answers wins.

Players play against each other in teams or solo. In team games, each member draws a meme that was chosen by the opposite team and that he/she needs to emulate. The members of the player's team need to guess correctly. In order to emulate the meme the person needs to take a photo of themselves that is as close as possible to the meme.

YUSER TOKEN USE

There are many possibilities for the use of Yuser Token within the Yuser app. At the earliest stage, Yuser will integrate a few key use scenarios that have a proven traction within the tokenized and gamified environment and provide the most value for its users.

- Exclusive access to new features and perks for the Yuser Token holders that signify their VIP status, and early access to new challenges and badges.
- Influencing the future of the platform through content curation and promotion. Yuser Token holders have a vested interest in the well being of the platform, therefore they should have a power to influence its direction through, for example, submitting custom challenges and badge requests.
- Yuser Tokens will be given to users when they exchange them for the gems that they have amassed as a method of compensation for their performance on the platform.
- With the introduction of Smart Sponsorships, users will be able to cross-promote their content using Yuser Tokens to grow their page or to reach new audiences.

YUSER ECOMMERCE PLATFORM

Underlying Yuser is a full blown ecommerce platform for users, brands and businesses. Beginning 2019 Yuser will introduce further smart contracts that will power ecommerce options for the sale of products to users on the network. These smart contracts will be built to provide a fast, scalable solution for handling large amounts of microtransactions.

Users on the network will have the ability to make in-stream purchases with Yuser Tokens that they have earned on the network. Participating businesses and brands can showcase their products on their own accounts or through influencers they choose to sponsor. This solution will

be extremely appealing especially for the fashion industry where social influencers already play a critical marketing role. The rapid expansion of fashion ecommerce across the world is likely to jumpstart an array of new custom solutions that offer better ease of access to its customers – the Yuser Ecommerce Platform will be one such solution.

SCALING DECENTRALIZED APPLICATIONS

Blockchain and decentralized technologies provide solutions to old problems in truly innovative ways. Yuser is committed to employ these cutting-edge technologies in unique and creative ways to construct a product that can be utilised by anyone, not only the crypto-savvy. Yuser will continue its mission to incorporate state-of-the-art solutions offered by blockchain and decentralized technologies constantly innovate to conceive new, powerful, and captivating online experiences.

INDUSTRY & MARKET VOLUME IN NUMBERS

- Volume of world market of mobile apps in 2017 - \$166 billion
- Number of users of mobile social apps in 2017 - 4.6 billion
- Total volume of cryptocurrency market - \$280 billion (2018-03-29)
- Ethereum Market Cap - \$40 billion (2018-03-29)
- Volume of daily cryptocurrency trading in 2018 - \$4.8 billion
- Volume of market of mobile payments in 2017- \$780 billion
- Volume of market of mobile advertising in 2017 - \$143 billion
- P2P transfers market made via mobile devices will reach \$17 billion by 2019

MARKETING STRATEGY

YUSER INFLUENCER REACH

Yuser has access to a large network of influencers (5,000+), Facebook Engagement Groups that contain celebrity managers, publishers, various online personalities, and owners of pages ranging each from 500k to 60 million followers. Yuser's overall network reach can be estimated at 120 million.

BREAKDOWN OF MARKETING STRATEGY

- Bounty Program, 8% of tokens will be given as bounty to existing users for directing new adopters to our app.
- Influencer advisors will receive 2% of tokens in exchange for their input into Yuser and promotion of it across their social media platforms.
- Brand Ambassadors – celebrities who promote Yuser.
- Marketing Services – various external marketing agencies to aid in marketing Yuser in order to scale fast.
- Event Sponsorships – a portion of the marketing budget used to increase Yuser app presence during community events (festivals, concerts etc.) to encourage wider adoption and create specific brand image.
- Social and Press – combination of press release articles, interviews, sponsored articles etc.

Group	Details	Cost	Impact
Bounty Program	Referral program that offers tokens	tokens	**
Advisors	Influencers investing in Yuser	tokens	**
Ambassadors	Influencers promoting Yuser	tokens	***

Marketing Services	Outside marketing services	fiat	****
Event Sponsorships	Festivals, community events	fiat	***
Social & Press	Medium, Reddit, tech pubs	free & fiat	***

TOKEN STRUCTURE, SALE EVENT AND FUNDING

EIP20 Token Integration

The Yuser Network uses an Ethereum based token (EIP20) to transact value within the Yuser economy. This token is used by users and businesses to purchase digital assets and create bounties, sponsorships, etc. through the purchase of in-app currencies like gems. These in-app currencies are attributed to particular actions within the ecosystem that serve as incentives for creators, tastemakers, and commentators to grow their activity on the network. They further enable users to earn extra rewards by distributing content sponsored by advertisers and businesses to their following.

IN-APP CURRENCIES

The Yuser Network will deploy different in-app rewards to be exchanged for Yuser tokens after some accrual varying based on the reward context. These rewards can vary over time based on network requirements (see the below example formula).

$$GEM \text{ value} = \frac{\text{Actual value of sponsorship}}{\text{Sponsor expectation}} * \text{Sponsor expectation} * \text{Incentivization}$$

The value of sponsorships will be based on market standards as well as any data collected by the Yuser Network that correlates to conversions, sign ups, leads and overall user profile and brand recognition.

VALUE DETERMINATION

The determinate value of the Yuser Token will be standardized during the private sale and pre-ico phases. The controlled pricing during the initial sale phases allows Yuser to set a standard for value within the economy and develop realistic expectations for user compensation.

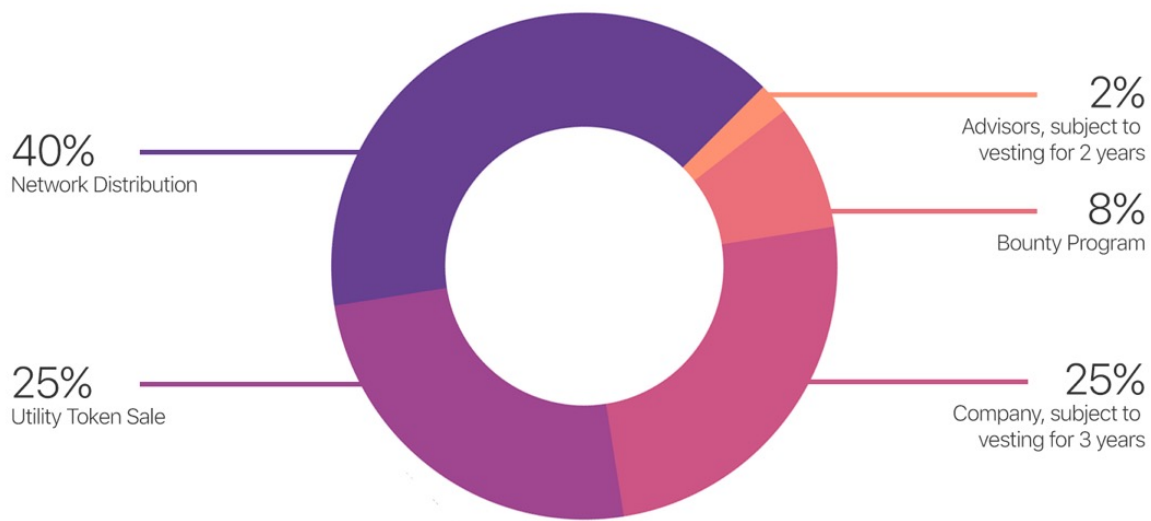
Once the Yuser token has been issued to public exchanges the token value will be determined by supply and demand on those exchanges. This exchange-based value will be queried by a smart contract that converts the expectation of value from in-app currencies (set at the discretion of the Yuser Network) to an amount of Yuser tokens based on the current public exchange rate. Yuser tokens can then be withdrawn from the Yuser system and exchanged for Ether or other tokens at the users discretion.

TOKEN SALE WEB APPLICATION

During the presale phases of the Yuser ITO, an account management dashboard will be available via web browsers. The web application framework will leverage a react framework with a NoSQL database to allow the rapid inclusion of newly released features.

TOKEN ALLOCATION

Yuser has created 10 billion tokens to fuel and help augment its development, growth and network. Yuser Token is an EIP20 transferable token, with capped supply, therefore the value of the Yuser network is directly linked with user adoption.



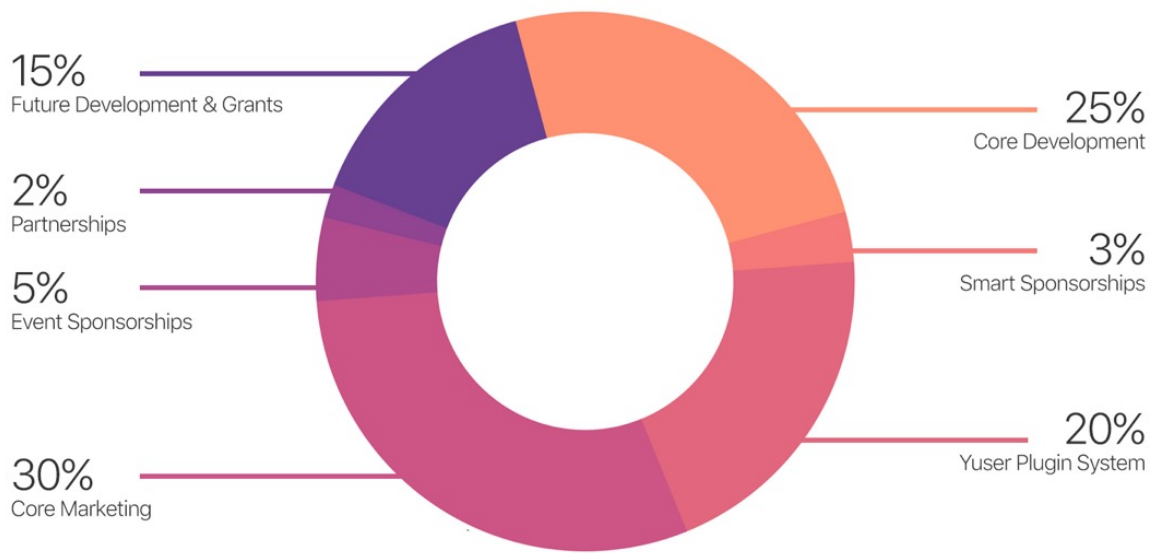
| Figure 7

All network users will be rewarded for various activities with Yuser Tokens (see *YUSER TOKEN USE*) and further incentivised to become Yuser Token holders which will dramatically increase the adoption of the token.

Out of a total ever existing supply of 10 billion Yuser Tokens, 25% will be sold to jumpstart the Yuser economy and fuel the future development of Yuser. A small portion will be sold during a pre-sale event leading up to the token sale. The remaining Yuser Tokens will be sold over the period of twenty days, beginning at the rate of \$0.004 USD per token with a diminishing discount of 2-3% each day. Yuser establishes its soft cap at 1,000,000 USD and calculates the hard cap from the Yuser Token sale to be 15,000,000 USD. Detailed breakdown of the token allocation can be seen in Figure 7.

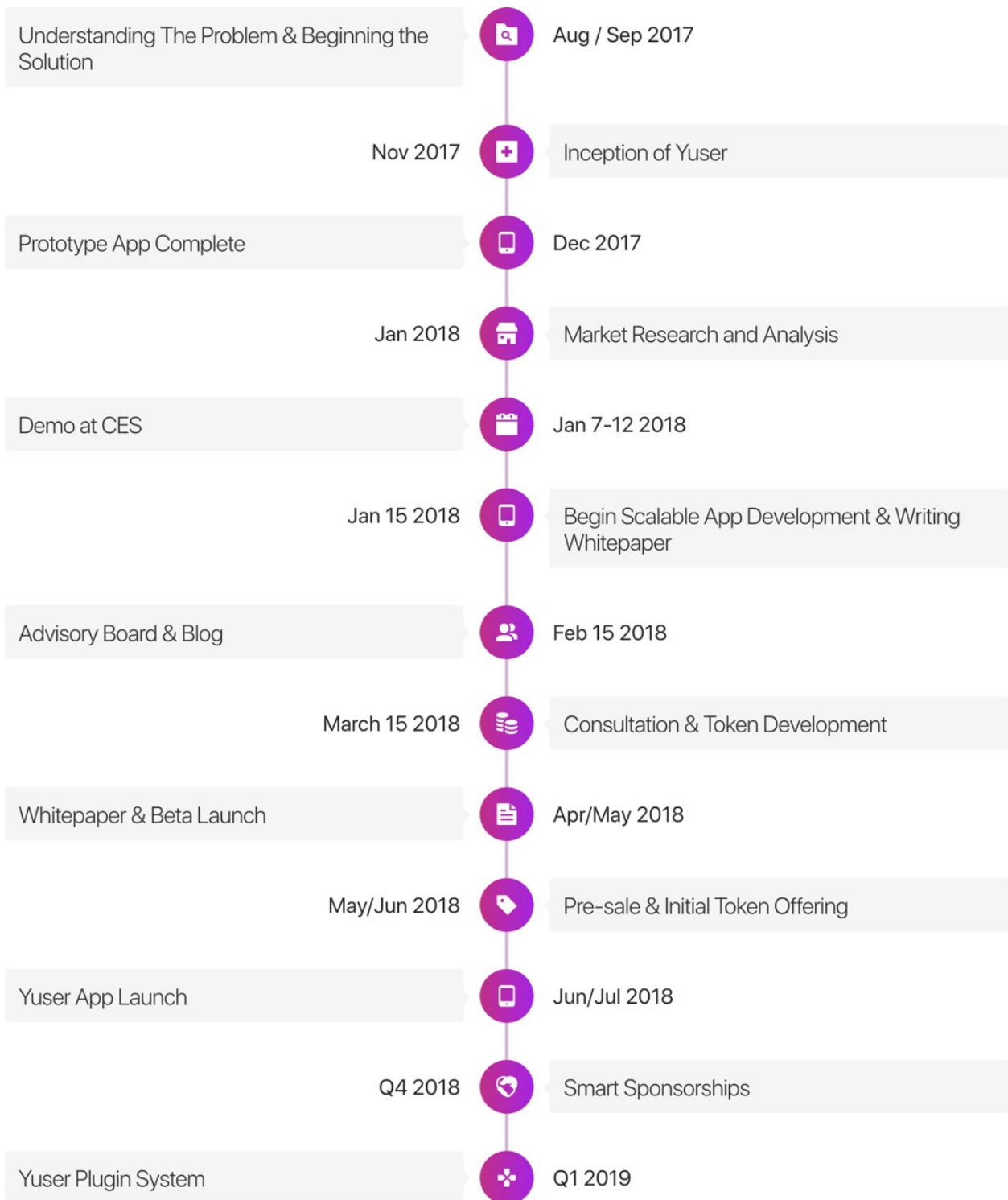
FUNDS DISTRIBUTION

The funds raised through the token sale event will be used to advance the development of Yuser infrastructure and to provide the most effective marketing campaign possible to increase adoption (see Figure 8).



| Figure 8

TIMELINE



THE CORE TEAM

Thomas Cermak

CEO | CTO | Co-founder

Thomas is a serial entrepreneur who has been building creative teams to tackle both digital and real world problems for over a decade. An advocate of the arts, he's created web tools that help to foster local creative communities. He's the founder of Thread Development, LondonFuse, PMF Ent., and now Yuser Inc. Over the years, he has developed community platforms, ecommerce solutions, content and social media tools for arts & cultural groups, video game, and music tech companies. He has organised countless community events, music festivals, and helped to found a homeless shelter.



Having worked with countless influencers and creatives, he has grown acutely aware of the issues facing them and the opportunities which lie ahead for them. Thomas is particularly interested in the applications of blockchain technology to reward content creation online. His focus on UX design means that anything he creates has a distinct appeal. He also secretly believes that his life is an episode of Halt and Catch Fire.

Mitchell Brogan

Chief Strategy Officer | Co-founder

Mitchell is a cutting edge strategist, ambitious entrepreneur, and altogether futurist. He's been at the forefront of the adoption of various technology based services. His work with the Able Bionics Foundation has touched many people's lives. Mitchell continues to work with exoskeleton based companies to empower people with mobility challenges. He does all this while helping Yuser achieve its vision. Mitchell has been interested in cryptocurrency and blockchain-based solutions since their inception back in 2008. He's heavily involved



with cryptocurrency trading and ICO hunting. You might recognize him from his successful appearance on the hit TV show *Dragons' Den*.

Eunika Sot

Chief Operations Officer

Eunika has had multiple roles at Yuser utilizing her extensive writing and editorial experience, as well as managing accounts of social influencers and expanding the client network which organically led to her position as COO. She's responsible for streamlining operations, overseeing human resources, and directional management. Her avid curiosity has led her into the exploration of blockchain and its crypto-economic principles and applying them to power the social networking solutions. She's also a writer with a bizarre novel in the works who thinks that the 80s perm was the peak of cool.



Mike Simpson

Director of Community Operations

Mike uses his years of social media industry experience to foster the growth of communities. Mike has been key in creating a wide net of industry connections and bringing onboard Yuser some of the biggest influencers, advisors, and ambassadors. He is actively looking for ways to leverage business and social media opportunities in efforts of growing Yuser's marketing, adoption, and forever expanding the pool of opportunities. His "can do" attitude towards every aspect of networking means that he is always able to inspire people and recruit top talent. He also never fails to send the most inappropriate gifs.



Shane Maitland

VP of Business Intelligence

Shane is a truly versatile team member who's adept in PR, analytics, data collection, and competitor analysis. Shane's degrees in both marketing and politics,



combined with his keen insights into optimization of online databases and interests in the future of gamification, mean that he fills in many roles at Yuser. Shane's inherent curiosity prompts him to always explore new avenues to optimize Yuser's interface and tailor it to youth and its needs. Also, everyone likes Shane, especially after he fixes them up with a mean Old Fashioned which makes him our secret weapon.

Eli Sadaka

Full Stack Developer

Eli is a talented and forward thinking developer who graduated from Wilfrid Laurier University with a Bachelor's Degree in Computer Science. Eli is a driving force in the creation of the Yuser app and leads development from the ground up using many modern open source technologies such as FeathersJS, Redis, and React Native. We're also pretty sure that he can see the Matrix.



Natalia Visla

Junior Full Stack Developer

Natalia is the newest member of our team and a talented developer extremely proficient in working with React Native. She has created hybrid mobile applications using Ionic/Angular JS framework, and HTML, JavaScript/JQuery and CSS for front-end development. She uses her skills to optimize Yuser and employs scalable solutions to create a fun experience for all Yuser adopters. Natalia likes to explore neighbourhoods by taking unpopular routes and has been known to build a snowman past midnight.



BUILDING BLOCKCHAINS & RELIABLE CRYPTO CONSULTING

Chris Robinson

Founder and CTO, Building Blockchains

Chris is a full stack developer that has managed engineering teams in multiple sectors. MLM and auction-based systems were his primary focus before taking an IT administrative role at a research and development conglomerate with four publicly traded entities. In recent years Chris has focused his abilities on developing sound blockchain products for companies in North America and Europe.

Shaya Kutnowski

Founder and CEO, Reliable Crypto Consulting

Shaya has been involved with blockchain since early 2012, and his experience working on various ICOs provide a vast tool set that allows him to help companies achieve their vision. Shaya is an enthusiastic person that loves technology more than most people love their coffee in the morning. He passionately spreads the word about blockchain and you can catch him on various podcasts. He also says bro. A lot. Bro.



Yona Durbach

Co-founder and CCO, Reliable Crypto Consulting

Yona is a self-taught graphic and product designer that specializes in logo design, infographics, motion graphics, social media content, and vector art. Yona is near famous for his work ethic as he won't stop until he gets the job done right. Also, he once convinced a friend to eat 50 chicken wings just to prove a point.



Jesse Abramowitz

CTO, Reliable Crypto Consulting

Jesse has been fascinated by blockchain so much that he learned Solidity last year as he saw the opportunities for blockchain in his own field of medicine. As a student in respiratory therapy, he sought out a healthcare ICO and got to work to help build the future that he wants to be a part of. Since then he has worked with multiple ICOs, and he is well on the way to becoming a blockchain architect. Also, somehow, every time he tells a story about hiking it always ends with “and we almost died... but didn’t”.



Christian Cordero

CFO, Reliable Crypto Consulting

Christian has a passion for competition, games, and high achievement. Being a full time student at the University of Toronto, was not stimulating enough for Christian, and he threw himself into as many projects as he could handle. Christian is very well-versed in blockchain technologies and has a long-running passion for applying gamification theories in various contexts. Christian is also the acting CMO and Co-lead on game direction, for the fun and interactive crypto-mining simulator game called febbit. He is the friend that once ate 50 chicken wings just to prove a point. It wasn't a good point.



ADVISORS

Simon Parker, PhD

Director, Entrepreneurship Cross-Enterprise Centre

Simon is a professor of Entrepreneurship at the Ivey Business School, and a Research Fellow at the Institute for the Study of Labour, IZA, in Bonn, Germany. He is also a field editor at the Journal of Business Venturing and a Co-Editor at the Journal of Economics & Management Strategy. Simon writes cases on entrepreneurship, with a particular interest in the challenges and strategies associated with Internet-based startups.



Lawrence Plummer, PhD

Director, Ivey New Venture Project

Larry is an assistant professor at the Ivey School of Business in the Entrepreneurship division. His research focuses on new venture creation, growth, and performance. He earned his PhD in strategy and entrepreneurship at the University of Colorado at Boulder. Larry has a vested interest in helping startups to conquer new territories and achieve their full potential.



Jean-Philippe Vergne, PhD

Founding Coordinator of the Crypto Capitalism Center |
Co-Director of the Scotiabank Digital Banking Lab

Jean-Philippe is an associate professor with a focus on organization theory and strategy at the Ivey Business School at Western University. In recent years, JP's research has focused on cryptocurrency, blockchain, and



FinTech. He is the founding coordinator of Ivey's Crypto Capitalism Center and the co-Director of the school's Scotiabank Digital Banking Lab. JP teaches strategy, a course on industry disruption by 'pirate' organizations, as well as modules focusing on FinTech in executive programs.

Salih Sarikaya

Co-Founder and Editor in Chief, Smartereum

Salih is the Co-Founder and Editor in Chief of Smartereum, a news covering blockchain, Ethereum, and cryptocurrencies. He is a prominent journalist, writer, and blogger. Salih holds a Masters degree in Digital Sociology, Social Policy, and Social Studies from Istanbul University.



Stefan Katanic

Co-Founder at CoinBio | CEO at Traden

A life-long entrepreneur, co-founder, and thought leader of Coinbio. With over five years of business experience within the FinTech space, he worked as a growth marketing and product consultant for several start-ups, alongside founding his first successful venture with Traden Group. His passion for financial technologies more broadly conceived stems from his deep understanding of financial modeling, digital marketing, and the ability to implement unique strategies to build a holistic brand culture. He is a results-oriented individual who always strives to bring out the best in his team by applying egalitarian principles in order to uncover the hidden potential within his team.



Adley Stump

Influencer | NBC The Voice Alum

Adley was a part of Team Blake (Shelton) on season 2 of NBC's The Voice. Following her time on The Voice, she would go on to win a Grammy and open for country music stars like Blake Shelton, Chris Young and Tim



McGraw. Outside of her music career, Adley is also a savvy digital marketer creating viral comedy videos and authoring her #1 Amazon best-selling book “How They Sell Music”.