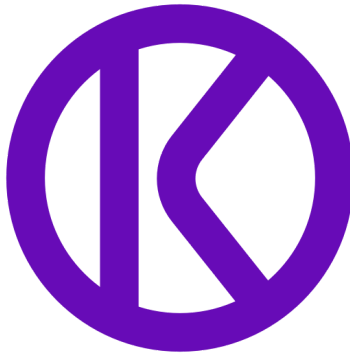


Kalikoe



May the Best Content Win

A Blockchain enabled social media platform that allows
you to earn by doing what you love.

March 2018

Kalikoe White Paper V 0.1

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Introduction

Kalikoe wants to make social media more fun by allowing users to earn community tokens for engaging on different topics around the world.

The success of social media platforms lies on the users, yet the users gain nothing out of their time and content. Kalikoe aims to address the issue by paying the social media enthusiasts for doing what they love. So, yes, a user can now earn by doing what they usually do. Kalikoe wants to give the users' there share in the success of the platform. We introduce a social media application with certain enticing and entertaining features that can benefit the users, brands, news agencies and everyone on the platform. With Kalikoe the users will not only be able to earn tokens by posting content but Kalikoe has introduced certain other ways to let them earn

The main model of Kalikoe is to enable users to earn community tokens at the ease of their homes and keep up with the race of blockchain technologies. Utility tokens has got huge fame in the recent years and is yet predicted to go even high. The Gartner's' Hype cycle has counted Blockchain as one of the most growing new technologies. Ethereum being the most used use case of a blockchain as well is predicted to break all records. But owing to the technical and monetary difficulties in the earning of utility tokens, a certain group of society is left behind by trusting and using the blockchain tokens. Kalikoe wants to incorporate this group of people who

lack in technical knowledge, cannot afford expensive mining machines, or cannot bear heavy energy consumptions in the world of blockchain.

To make people aware of blockchain tokens and to help them trust in this new technology Kalikoe wants to make the earning, spending utility tokens easier and more valuable than it ever was. With Kalikoe a user can earn blockchain tokens – Khutso, for an act as simple as posting a material on social media. Getting more upvotes, comments, views or more interaction on ones content mean a higher earning. Not only this but to make as many ways as possible for the users to earn community tokens. Kalikoe introduces certain features such as Broadcast message, or the “No Ads” feature that will always make people what to earn KSD.

Market Analysis

Social media platforms are continuously getting famous and have been predicted to show an even more growth in the user and profit graphs by the statisticians. According to The Social Media Demographics Report 2017, There are more than 2.8 billion people globally — or 37% of the world's population on social medias.

“When Pew Research Center began tracking social media adoption in 2005, just 5% of American adults used at least one of these platforms. By 2011 that share had risen to half of all Americans, and today 69% of the public uses some type of social media. [2]”

Why Blockchain?

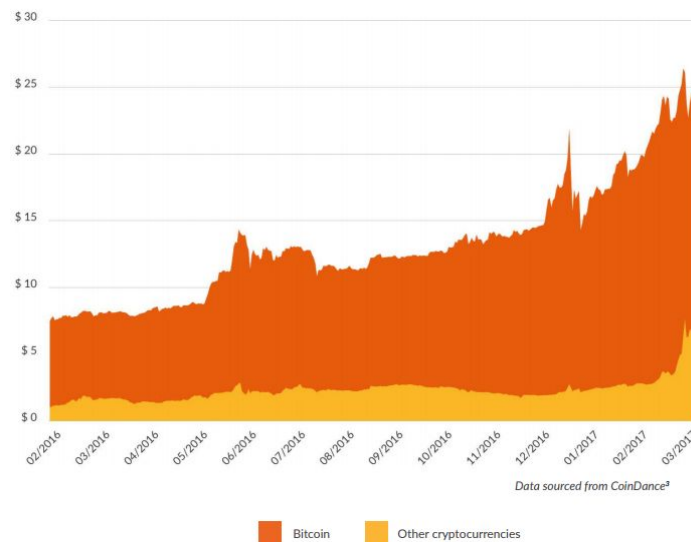
Blockchain is undoubtedly a rapidly growing technology engulfing every possible business domain by the virtue of its most used application that is utility tokens. Therefore, many reports published have predicted a huge rise in the blockchain market. According to reports the Blockchain market is expected to extend to over 20 billion dollars by 2024.

It is counted in one of the most promising new technologies that are hoped to change the future of businesses and internet. Blockchain was also published in Gartner’s Hype Cycle as one of the emerging new technologies in next 5-10 years.

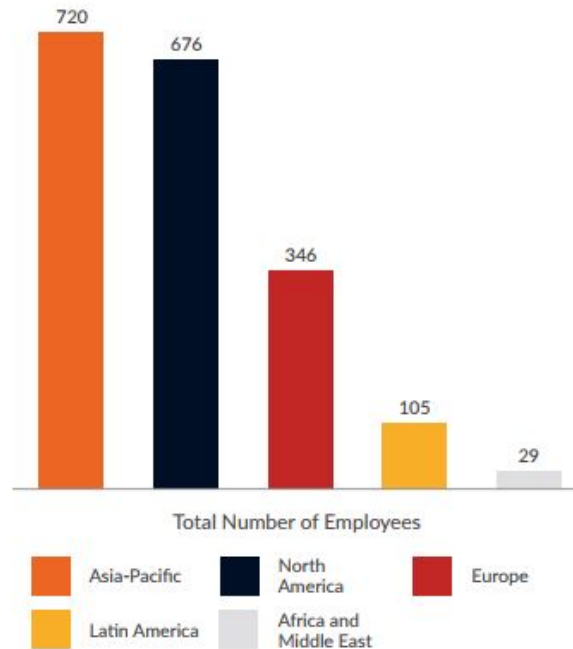
Because of its properties like security, faster and cheaper transactions, transparency and traceability of transactions etc. startups in the social networking industry are shifting to blockchain at a faster speed than any other business platform. As of April 2017, the combined market value of all blockchain technologies is \$27 billion, with the current number of unique active users of blockchain wallets is estimated to be between 2.9 million and 5.8 million, out of which at least 1,876 people are working full-time in the blockchain industry where the actual amount is still assumed to be above 2000. The advent of smart contracts has also sparked

many new business platforms with sizable valuations of their own, along with new forms of peer-to-peer economic activity.

Ethereum tokens are swiftly getting fame and is now being accepted in many business and platforms. According to Global Blockchain Benchmarking Study 2017, the total blockchain market capitalization has increased more than 3x since early 2016, reaching nearly \$25 billion in March 2017.



As already stated in the problem part, one issue in the use of mining is the limitations of cost and energy which refrains certain regions of the world to participate as enthusiastically as first world developed countries can. Blockchain companies based in Asia Pacific and North America have the highest number of employees while countries of Africa and Middle east lack behind.



Not just the countries but the requirement of technical knowledge and expensive hardwares for the use of cryptocurrencies have also created barriers within the people. The ones lacking technical knowledge cannot participate owing to the difficulties related to earning and spending, thus they prefer fiat over alternatives. Our team held a survey lead by the founder of Kalikoe himself. In the survey more than 500 people of age ranging from 18 to 24 stated that they do not know about either Blockchain or Ethereum. Only a few people claimed to have heard of it but because of not knowing the usage and they will still prefer fiat over other alternatives.

“Over 95% of all bitcoins in circulation are owned by about 4% of the market. In fact, 1% of the addresses control half the entire market. “

These lack of resources for a huge sector of society leaves a huge gap of opportunity where we can invest our idea and make this left out sector of society able to dive into the world of blockchain. By our platform we will ensure that a common person without the technical knowledge of blockchain or utility tokens be able to earn it without expensive hardwares and spend it without diving into the technical details.

Problem Statement

As can be extracted from the introduction, Kalikoe is addressing two main issues prevailing in the current world scenarios. Kalikoe wants to show the best social media content to audiences.

Moreover, it wants the social media users to earn out of their time and hard work. Even the most successful social media platforms owe their successes and profits to the users yet the users gain nothing out of their content, rather all the content is dumped to the accounts of owners and team. Kalikoe wants to break the tradition and let the users earn community tokens. Thus Kalikoe shall be tackling with the following two issues.

1. People investing their time in the social media platforms are not aware of the profits they are generating and thus get nothing out of their time, whereas the social sites earn billions of revenues out of it. Kalikoe aims to let the people earn community tokens that are a result of their time and hard work. Thus, a person using social media and posting his content, photos or videos daily shall be able to earn tokens that can be used in the platform for premium features.
2. People are either unaware or are not willing to see ads in between different videos. The problem lies in the way businesses are trying to reach people with video ads, these audiences only want to see what they intended to watch, which is not the ad. Kalikoe aims to connect businesses and ads with people who are more inclined to watch them or use their services by using information recorded on the blockchain that can help marketers know what people to target when displaying ads. So, the main vision of Kalikoe is to promote the best quality content and connecting the right content with the right audience.

Solution

The network distributes community tokens to users each month for their engagement and the content they post on Kalikoe. All a user need to do is post a picture, video or any other content on the social media like they usually do and get traffic, upvotes or comments on it. Against each activity the user is paid with a reward in the form of Khutso coin or Khutso Diamond if they are able to surpass a predefined threshold of upvotes and comments. The community tokens will be used inside the platform to unlock different features that makes your time on Kalikoe even better. Kalikoe has made the platform beneficial not only for users but for brands and companies as well. Whenever business do different advertising testing they can see which Ads has the most upvotes and which ones has the most downvotes so they can better detail their marketing strategies. So, it is now easier for the brands to shift to blockchain tokens and use our premium features.

According to reports and statistics the blockchain utility tokens might override the traditional fiat currencies. But no matter how fame these tokens have got, and how many businesses are shifting to them the adoption rate of the people is still very low. The problem lies in the complex processing of blockchain and thus the trust factor. As Blockchain and all digital tokens are a new page on the book of technologies and economics, people trust them less as compared to their normal centralized way, which in contrast are easier to spend and earn. Blockchain just

being 10 years old is not yet able to divert the mind of people who do not have enough IT knowledge and is unable to solve these complex 'mathematical puzzles' to mine more tokens.

The average person not having any computer knowledge needs to be placed in mind while developing new projects. It is important that the consumers, merchants and any other stakeholders be capable enough to deal with the complexities of the blockchain. Kalikoe organization has been working for 5 years on designing the best social media ranking platform in the world that solves all of the problems that prior blockchain technologies were not able to tackle in their development processes. Kalikoe has made it easier to to enjoy social media content without the need of those intrusive ads.

Khutso Token - KSD:

Khutso Tokens (KSD) also referred to as Khutso Diamonds in this whitepaper are generated with Ethereum on ERC20 design standards. These tokens will first be generated and circulated as a part of Kalikoe IPL. Kalikoe will be generating 400 Million KSD Tokens for its token allocation.

Kalikoe Blockchain

The blockchain would be based on Proof of Importance algorithm that allows for quick transactions with less number of nodes. The Kalikoe blockchain would be handling a large number of transactions on a daily basis is because all the flow of tokens would be recorded on the blockchain using our our private seamless experience to the users for quick and easy transactions. The algorithm would work on the basis of trust and ranking of nodes. Each node ranking would be installing nodes across different geographic locations which would be increased with increase in our customer base.

The blockchain would be mainly used for the transfer of tokens. The user data would be stored in the company servers. The platform would communicate with the blockchain through event listening system.

Users who have the most tokens will be able to help validate new blocks into the blockchain. Users also with large amount of tokens in balance qualify to keep the blockchain secure from spam and malicious activities. For every block a user with a high amount of tokens can verify they will gain a percentage of the tokens raised from the content creators

Business Model

The business model of Kalikoe would allow users to perform a variety of tasks on a social media platform. It would consist of a range of activities using a system of token economy.

Kalikoe would deploy its own blockchain to support the token transfer without extra cost to the users so they can exchange tokens easily in the platform.

The tokens are minted once the platform starts working. These would be used to supply tokens for the range of activities in the platform.

The platform will allow users to subscribe monthly for ad free content on their newsfeed. They will be able to pay for a premium token package where 1 token equals 5 upvotes.

Users who have large amounts of tokens will have badge colors visible to others on the network. The badges come with authority on the blockchain and they have privileges to moderate different thread topics to prevent spam on the newsfeed. For sponsored post on different topics users can bid using KSD, the more tokens they spend on a thread slot the more time their content will be presented on that page. Content creators also gain tokens from the different upvotes they gain from the audience. Users who like the content that is presented will upvote or comment and the ones who do not like will downvote the video.

Token Economy

KSD will be based on Ethereum platform during the IPL. Once the platform is developed KSD on Ethereum platform would be shifted to Kalikoe blockchain where users can do transactions freely without any transaction cost.

The supply would be limited and would be distributed throughout the platform within the next 5 years in a decreasing supply. Tokens would be used for various utilities within the platform (premium features). Tokens earned through using the platform would be limited and based upon the content users would be posting.

Kalikoe Community

Kalikoe platform would be implementing a system for ranking the content on the platform. The Kalikoe community would rate content based on quality and creativity. The higher the rank of the content being shared, higher would be earning and the higher you will be listed on public thread topics. Every community member would receive tokens as a reward to keep the platform in check.

The community members would be in constantly being ranked by the system. If the system finds that there is any malicious activity by any member, he would be demoted to a lower rank. The system would get the reports from other members, as they can report anything if they find that the ranking given is not on merits.

To become a community member one has to have a minimum quota of tokens and a minimum duration of using the platform before they can apply for it. Color badges are used for other users to identify who has high ranking on the platform. The badges also come with authority on the blockchain and they have privileges to moderate different thread topics to prevent spam on the different news feeds.

Features

Broadcast Message

For spreading the message to wide variety of users there would have the option to **broadcast Message**. The feature would be accessible by the premium users where by it would allow premium users to broadcast messages to all.

The special use case for the Broadcast feature can be news agencies or brands, where it can help them in marketing. The ads here would not be shown separately, instead it would be a regular post with the option to buy and/or subscribe for the product. The user can choose to **opt-out** of this feature according to his needs.

This feature can work as an amazing marketing tool for the brands and companies enabling them to boost their sales and revenue generation.

Kalikoe Customized Ad Free subscription

Whenever users want to go directly to their favorite vloggers video they don't have to be bombarded with intrusive ads. Kalikoe provides advertising-free content on all videos hosted by Kalikoe IPFS system. What makes this feature so valuable is that unlike other networks that offer this feature, Kalikoe makes it easy for you to earn KSD so that you can pay for this feature, not worrying too much about the price.

Background Play and Offline compatible

The Kalikoe developers know how frustrating it can be to stop playing music or listening to a podcast and you have to stop it to answer a text or find a picture you are looking for. So we allow users to take their music offline and do other tasks on their device while never being interrupted. This feature only cost a small amount of tokens per month.

Circle of Influence

A user would be entitled to access a wide variety of users. **Communication among the known circle would be free within the limit where there 100 tokens would expire. The tokens are allocated every month to the user to perform basic activities free of charge.**

Super Votes

Whenever users see a good video, from their favorite vlogger, they will have a chance to express how they feel even more. Users can unlock super votes, which is powerful voting power that makes 1 of your votes equal 5 votes and this will boost your favorite vloggers content ranking higher in the newsfeed of thread topics.

Game Platform

Kalikoe would be introducing various games for the users so as to ensure fun and entertainment on the platform. On Kalikoe the users will be able to play single or multiplayer interesting games on the platform and they will be able to make easy payments and gift sending on the game platform with the Khutso's they are earning.

Task Sharing

On various occasions friends, colleagues or community members can help each other out. Whether it's a simple task to edit some photos in Photoshop or get some friends help with some task. It's would be more convenient with this feature because they would have greater motivation to get the task done as they would receive KSD tokens as a gift/reward.

Kalikoe Gift

With Kalikoe the users would be able to send and receive gifts using this feature. So now the users can celebrate their special occasions like birthdays, work anniversaries or any other important milestones. Other users in the circle can send KSD or Special Virtual Contents.

Virtual Goods

Kalikoe would be providing certain virtual goods to make the Kalikoe experience best for the users. These virtual goods might include but are not limited to premium photo filters, special emoji's or other interesting things. Kalikoe also encourages users to come in the race of creating virtual goods by themselves, this enables them to earn even more.

Use Cases

1. **Users can like the Kalikoe page on Facebook to get khutso tokens**
2. **On other platforms users will be enticed to post using #Kalikoe to receive tokens. Kalikoe wallet will provide pre build signatures or Templates.**
3. Initially the Kalikoe would use khutso tokens based on ethereum platform for distribution among the user as a reward for sharing on other platforms. The campaign would target customers from **15 - 35 age group in developed countries** to take part in Kalikoe campaign to earn tokens and use them in the platform.
4. Users can earn tokens through gaining Shares and Likes on other platforms, In the smart contract we have allocated 8% for Bounty program (27.2 million tokens) out of this 2.5% tokens could be allocated (10 million) for this purpose. The large number of tokens would ensure maximum tokens supply expansion.
5. **Once the platform is developed** then those users would be prompted to shift to the new platform. All the users that currently own tokens on Ethereum platform would be given the same number of tokens on the Kalikoe platform blockchain.
6. A separate Art Gallery can be created separately where anyone can list their art while others can buy it.
7. Kalikoe would partner with the **game developers** to create games exclusively based on Khutso tokens. So all the activities and levels inside the games would be dependent on the users having enough tokens or to get some exclusive feature using tokens.
8. The broadcast feature would be limited to a specific channel or circle of people, it would just allow the users to make their posts show on top of their circle. The goal here would be get more influence on the circle.

Community Marketing

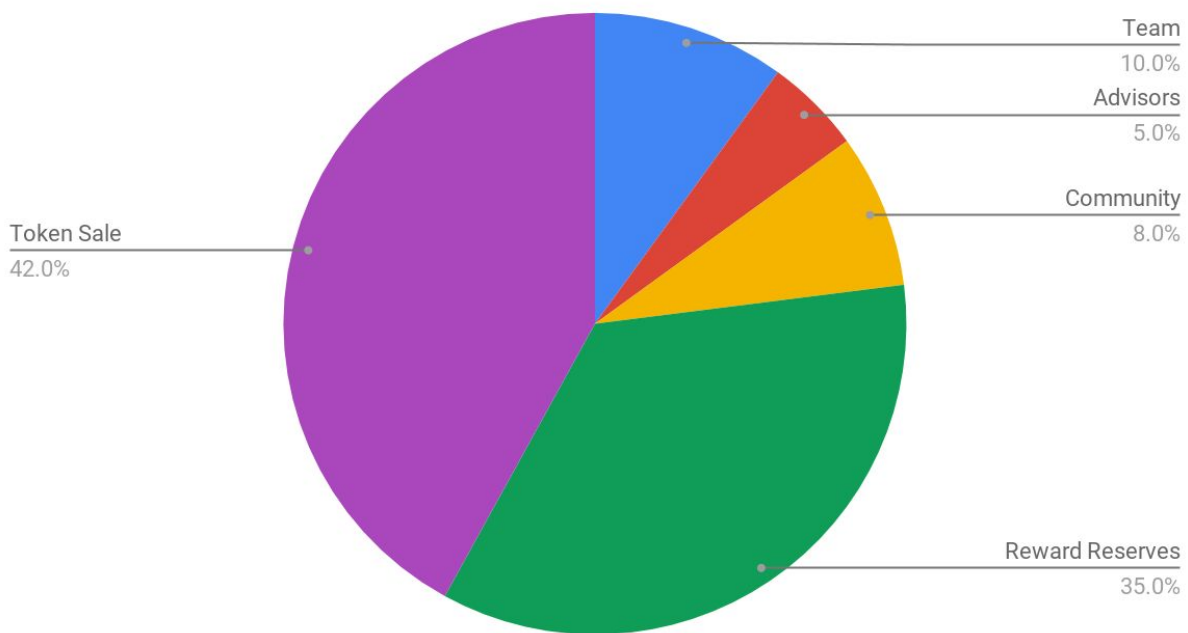
Kalikoe will host several meetup events and Q&A sessions to educate people on how to use the Kalikoe Wallet. These events will help us to spread knowledge of this amazing technology blockchain and will educate non-technical people on tokens and their utilization. These events will also help us gather suggestions which in turn will help us improve the platform for the betterment of the users.

Many of these events will help us understand the blockchain community and their suggestions for the Kalikoe application would help us improve the platform. After the public token sale, we will hire startup representatives to globally grow our user base by promoting reward programs and contests at different meetup events. Our Reward programs will be available on the most popular networks like Reddit and Facebook to gather more user adoption and awareness. To reach our demographic we will reach out to major influencers on the internet. Youtube vloggers will help us run different reward programs on their channels. We will reach out to different social media influencers to review our application on their profiles. To create a more word of mouth marketing strategy, we will also go to different colleges and universities and reach out to different party promoters to run different contests for cash rewards for people downloading the Kalikoe application.

IPL - Initial Platform Launch

Total token Supply will be 400,000,000 while Kalikoe will furnish 203,320,000 Khutso Diamond Tokens (KSD) by raising \$5,000,000 in ETH in its IPL token sale. The IPL token sale will end once this limit is reached or else all the unsold tokens would be burned after the IPL period.

Token Allocation



Capital Structure of Kalikoe will be following:

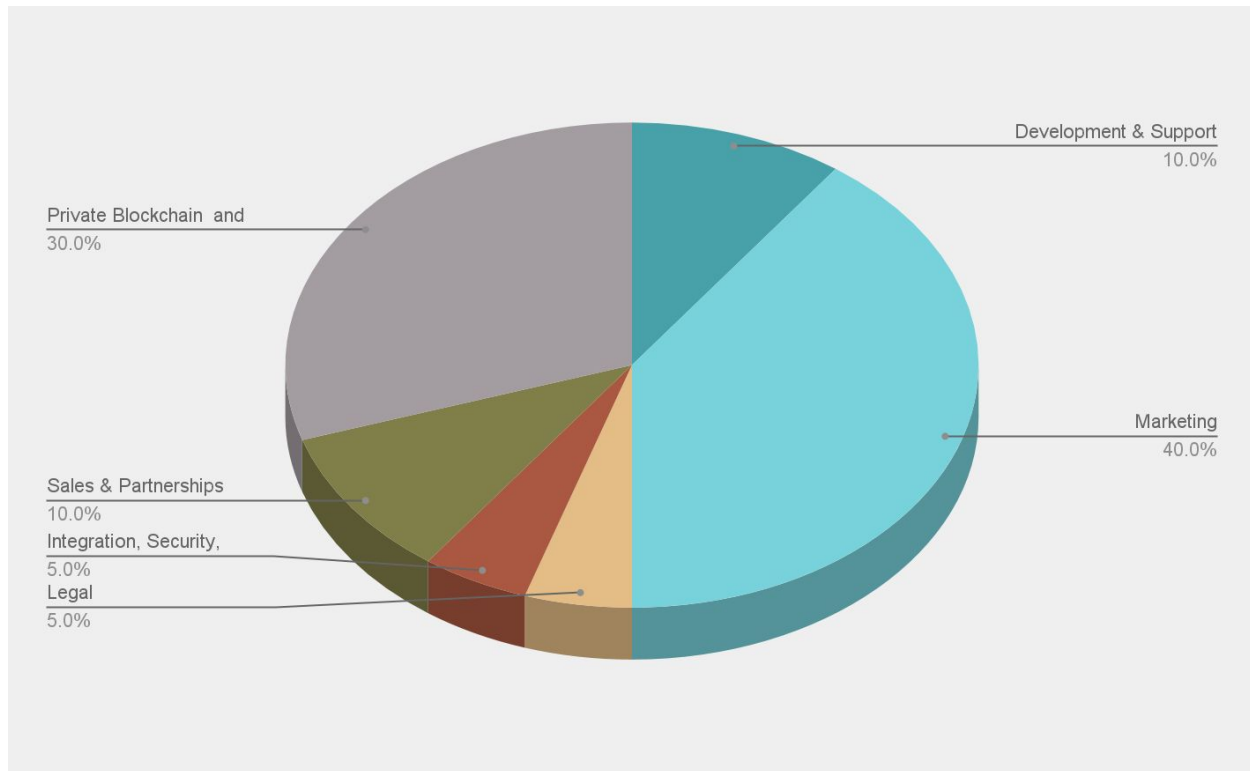
CAPITAL STRUCTURE	Percentage
Founders & Team	10%
Pre-IPL + Main IPL	42%
Advisory Board	5%
Reward Reserves	35%
Community	8%

Pre IPL Date	TBA
Pre IPL Bonus	TBA

Main IPL will be announced. During this period, bonus schemes are also being introduced to reward early adopters of Kalikoe.

Funds Allocation

Funds raised during IPL will be used for Development & Support (**10%**), Marketing (40%), Legal Fees (5%), Integration Security & Audits (5%), Sales & Partnerships (10%) and Private Blockchain & Nodes (Mining) (30%).



30% of the funds raised will be allocated for expanding the development of Kalikoe Blockchain Technologies and the platform to be able to cater the rapid growth of Kalikoe while 40% will be spent on the Marketing of the platform to create awareness and the adoption of Kalikoe among consumers and brands resulting in more customer-base for the brands signing up with Kalikoe. Legal fees for the crowdfunding campaigns and for the company will be covered by 5% of the funds raised while 5% will be spent on Integration, Security and Auditing of the processes. To build sales and partnerships, Kalikoe will spend 10% of the funds raised to capture potential markets geographically and to build partnerships in the targeted region.

Roadmap

Q1: Developed Alpha version of Kalikoe Wallet app available on Android.

- Upload and share photos to facebook and earn KSD
- Send and receive KSD tokens from other users on the Kalikoe app
- Gained 500 downloads first 2 weeks of promotion

Q2: Live social media ranking for audience

- Introducing the monthly airdrops of tokens to users so they can began ranking content for the best quality videos at the top.

- Different news threads for users to personalize on their newsfeed.
- Began earning KSD tokens from upvotes gained by audience

Q3: Blockchain Design

- POI design for social network
- Blockchain development
- Social interactions are being recorded on a daily basis
- Verifying different payment transactions with block verification based off social media hashing.

Q4: Partnership with Different Ecommerce platforms for acceptance of the ksd token

- Connect with different online stores for airdrop programs.
- Go to different local stores and create partnerships in the communities.

Team



Quentin Allen

CEO & Founder

LinkedIn: <https://www.linkedin.com/in/quentin-allen-17b53691/>

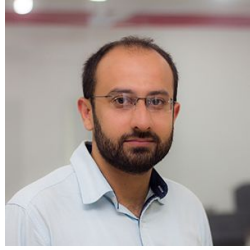


Mudaser Iqbal

Chief Technology Officer

LinkedIn: <https://www.linkedin.com/in/mudaseriqbal/>

Mudaser is a serial entrepreneur and is also CEO and founder of Blockchain Expert Solutions, a company which is dedicated purely to develop and solve blockchain related projects. Prior to launching BES, he has also co-founded Blisflix, a SaaS-based multi-tenant application for healthcare professionals and finTech based startup.

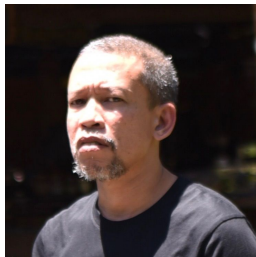


Hamzah Khalid

Project Manager

LinkedIn: <https://www.linkedin.com/in/hamzahkhalid/>

Hamzah is a passionate project manager with more than 7 years of experience in the field of Agile methodologies and processes.



Jonathan Nasution

UI/UX Designer

LinkedIn: <https://www.linkedin.com/in/yonaa/>

A graphic designer with more than 7 years working as a graphic designer and 5 years working as an art director, with more than 6 years handling UI UX.

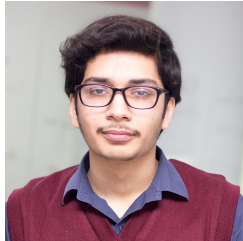


Vincent Villalta

Full Stack Developer

LinkedIn: <https://www.linkedin.com/in/vincent-villalta-38083970/>

Rocking objective-c code since 2009, passionate about technology and iOS development. Dozens of projects some small some huge but passion and dedication for each of them

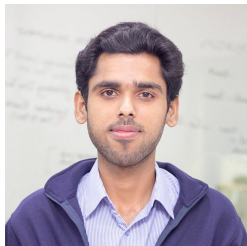


Zain Ul Abedin

Mobile App Developer

LinkedIn: <https://www.linkedin.com/in/zain-ul-abedin-201520148/>

Software Engineer having experience in java, javascript, android, sql databases and solidity interested in to manage normalized big data for large business industries. He is very committed towards his task.

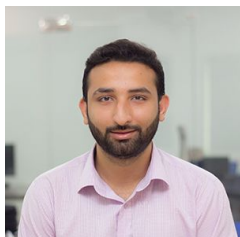


Qasid Labeed

Blockchain Financial Analyst

LinkedIn: <https://www.linkedin.com/in/qasid-labeed-2a28b59b/>

Qasid is the Blockchain Developer of our project and leads the development of business model feasibility with regards to Blockchain. He has expertise in Smart Contracts including crowd sale (Initial Coin Offerings), Dividend Bearing Tokens, Custom Wallet Creation (for Ethereum, Nem).



Talha Yusuf

Blockchain Developer

LinkedIn: <https://www.linkedin.com/in/talha-yusuf-66067610b/>

Tulah has developed multiple token sale projects, security audits and decentralized applications using tools like Meteor JS etc.



Hamza Yasin

Blockchain Developer

LinkedIn: <https://www.linkedin.com/in/hamzayasin/>

Hamza is a Java developer having experience in Swing framework, java core, smart contracts, Ethereum, and private blockchain development.

Advisors



Mohak Agawal

ICO/Blockchain Advisor

LinkedIn: <https://www.linkedin.com/in/mohakagr/>

Computer Science Engineer/ Software Developer interested in solving difficult problems and writing beautiful code, especially in the areas of high-performance massively scalable systems. Expertise in algorithms and software development in both start-up and established mission-critical products.

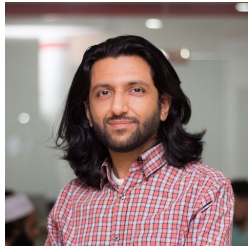


Jason Coles

ICO/Blockchain Advisor

LinkedIn: <https://www.linkedin.com/in/jason-coles-45043b76/>

Experienced Blockchain advisor, having helped over 75 different companies develop and release their own cryptocurrency. Having previously developed and released his own ICO Travel Coin.



Hassam Mahmood

Blockchain Advisor

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Zaid Munir

Blockchain Advisor

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Official Channels

Facebook: <https://www.facebook.com/KalikoeWallet/>

Twitter: <https://twitter.com/KalikoeWallet>

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