

# CryptoMeme

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# Objectives

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- ❖ Recap what's cryptomeme
  - What we want to achieve
- ❖ Why Blockchain
- ❖ Key roles of Cryptomeme
- ❖ Use cases + Demonstration
- ❖ QnA



# Recap



**Content Creators**

Content creators create content and post it on the social media platforms



**Viewers**

View content on social media platforms



**Social media platforms**

Gain profits largely from showing advertisement from users and selling user data to advertising companies

# Cryptomeme



**Social media platforms**

## Objectives

- **Incentivizes content creators**
  - Enable content producers to **get paid** for creating and sharing of content (Peperonis)
  - Establish **ownership** of content to creators
- **Remove middleman**
  - **Private Transactions** removes external fees from third party

# Using Blockchain

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- **Establishing ownership**
  - Immutability (transaction history cannot be altered)
  - Traceability
- **Better distributed payment**
  - Traditional social media platforms take a portion of users' earnings due to its role as a middleman
  - The nature of Blockchain removes the middleman and allows content creators to receive the amount that they deserve
- **Financial Payment**
  - Blockchain technology **automates** financial exchanges via use of smart contracts
    - Transaction process are recorded in a more transparent manner in comparison to traditional model that traditional social media platform offers

# ROLES <=> Key functions



## Viewer

- User Profile
- View Own Memes
- View Other Memes (Following, General)

For registered viewers only :

- Liking Memes
- Following other creators



## Content Creators

- Also a viewer
- Upload Meme



## Admin

- User management
  - Approve registration
  - Manage user accounts

# Use Cases



Use Case	Expected Outcome
<b>Registration</b> <ol style="list-style-type: none"><li>1. User registers an account in Cryptomeme using e-wallet address</li><li>2. Users tries to log-in before being approved and fails</li><li>3. Admin approves the account in Admin tab</li><li>4. User is now registered and can now login</li></ol>	<ol style="list-style-type: none"><li>1. User's account is listed for approval by admin</li><li>2. User cannot login before approval</li><li>3. Once account is approved, user can login using e-wallet address</li><li>4. User must sign the transaction on metamask before he can successfully login</li></ol>
<b>Meme Creation</b> <ol style="list-style-type: none"><li>1. <b>Registered</b> user creates a meme and upload onto Cryptomeme</li><li>2. Admin approves the meme in Admin Tab</li></ol>	<ol style="list-style-type: none"><li>1. User will be notified when meme is uploaded and pending approval to be shown in Cryptomeme</li><li>2. Once meme is approved, meme will be released on the Cryptomeme's feed<ol style="list-style-type: none"><li>a. User earns 50 tokens foruploading</li></ol></li></ol>

# Use Cases



Use Case	Expected Outcome
<b>Earning Peperoni</b> <ol style="list-style-type: none"><li>Admin sees meme and gives a like</li><li>Content creator earns 1 Peperoni and checks his/her profile</li><li>User checks leaderboard to see updated number of Peperonis</li></ol>	<ol style="list-style-type: none"><li>A Peperoni is transferred from the liker, admin, to the content creator</li><li>Content creator's number of Peperoni is uploaded</li><li>Leaderboard is updated with the Peperoni changes</li></ol>
<b>Flagging</b> <ol style="list-style-type: none"><li>User sees an inappropriate meme and flags the meme</li><li>Meme has been flagged by more than half of the community, it is automatically removed from Cryptomeme</li></ol>	<ol style="list-style-type: none"><li>Increase flag count of meme</li><li>Meme is deleted once flag count reaches the limit</li></ol>



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# Demonstration - Registration

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# Demonstration - Meme Creation

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# Demonstration - Earning Peperoni

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# Demonstration - Flagging

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# Future Plans

# Peperoni Value \$\$



CASH OUT THE  
MOOLAH



ethereum



# Blockchain could be the future of social networks

Cryptomeme is ideologically close to existing social networks which promises **fair compensation, privacy** and **transparency**.

- **Steemit:** "Your voice is worth something"

Reddit like social network where content creators, miners and users are rewarded with Steem tokens which can be traded for other currencies. It means that content creation has real value.

- **LinkedUp:** LinkedIn with privacy and transparency

Introduced as a demonstration by Dfinity, a crypto-startup that caught headlines with its massive valuation. LinkedUp ensure data privacy and transparency with the use of algorithms (open source code).



# Future plans for CryptoMeme : Real-Scale Application



- **Allow the cash-out and investment of pepe currency (Steemit inspired):**
  - Peperonis are created regularly → value of a Peperoni drops rapidly
  - Create a stable value token → pepeStable
  - Earning Peperonis → have the choice to cash-out their Peperonis **immediately** or to **invest** by trading their Peperonis for pepeStable
  - Create add-ons (games, e-services) where Peperonis could be used → to enhance the social network
- **Use a PoS inspired mechanism for meme Approval:**
  - Sufficient numbers of pepeStable, will be in charge of some meme Approval.





# Thank you

QNA plox



