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# ideaGround LLC

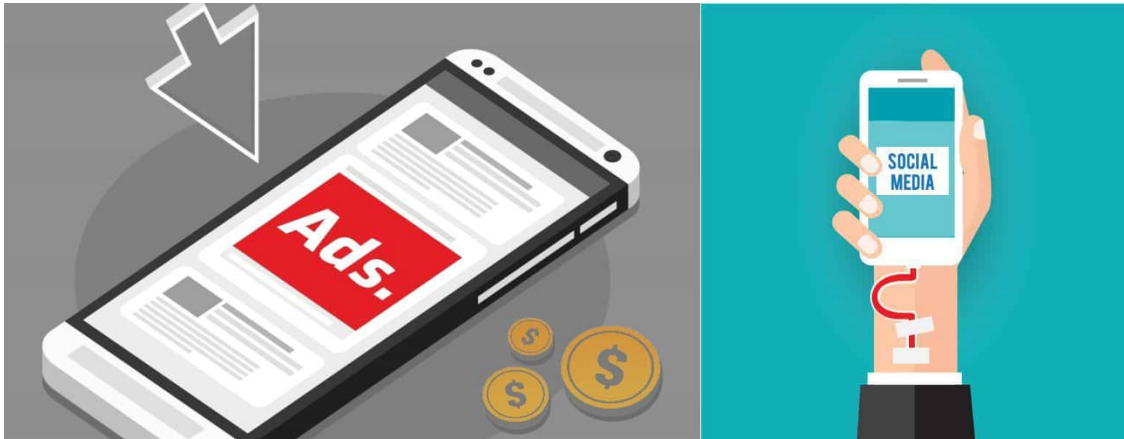
## Earning on Social Media

Kshitiz Dadhich & Ruming Liu

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# Anomalies on social media

- Users and creators generate great value for the community.
- Platforms exploit users' efforts for their own profit.
- Most users are not compensated.
- Other issues: Censorship, Privacy, Misinformation, IP Protection, etc.





# Our Solution

**The ideaGround will be the game changer of social media and Web.**

→ **Innovative Framework**

The ideaGround Social Media Economics (SME) introduces a novel approach to value redistribution.

→ **Uniqueness**

Uniqueness with other projects on Web 2 and Web 3.

→ **Business Model**

A sustainable ecosystem that fosters value discovery and growth.

# How much tangible value does social media **steal from** **users?**



## YouTube

takes a **45%** cut of the ad revenue.

## TikTok

Takes **77%** of gifts users send to creators.

# How much intangible value does social media **steal from** **users?**



## Unable to price!

An asset is priced by its  
future cash flow.

However, when it comes to  
users' **intellectual  
properties**, determining a  
price is currently not feasible.

# Social Media Economics

designed by ideaGround  
gives a framework to solve  
the exploitation happened  
on Web 2.



Revenue "Sharing"

Social Media on Web 2



Social Media on Web 3

## Social Media Economics

It applies principles from economic game theory, computer science, management, and finance.

It is painkiller to treat the pain points of users.



# Fundamental Principles of SME

The mechanism design of SME is based these principles:

→ **Efforts should be recorded**

Tippings, investment, and non-monetary efforts are all important to a content.

→ **Efforts are compensated through revenue sharing**

The record of efforts is the coupon for future cash flow.

→ **Value discovery**

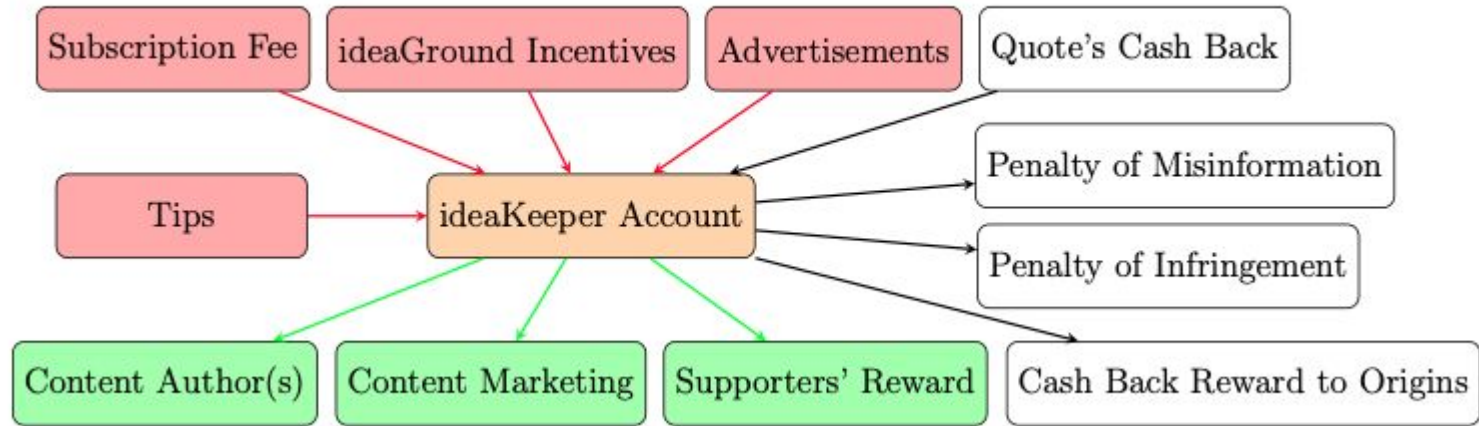
Users put efforts on content with higher ROI, and lead value discovery.

→ **Users are incentivized to act with integrity**

To overcome adverse selection and moral hazard.

# SME Revenue Sharing System

Figure 1: Funds Flow of an ideaKeeper.





# IP Pricing

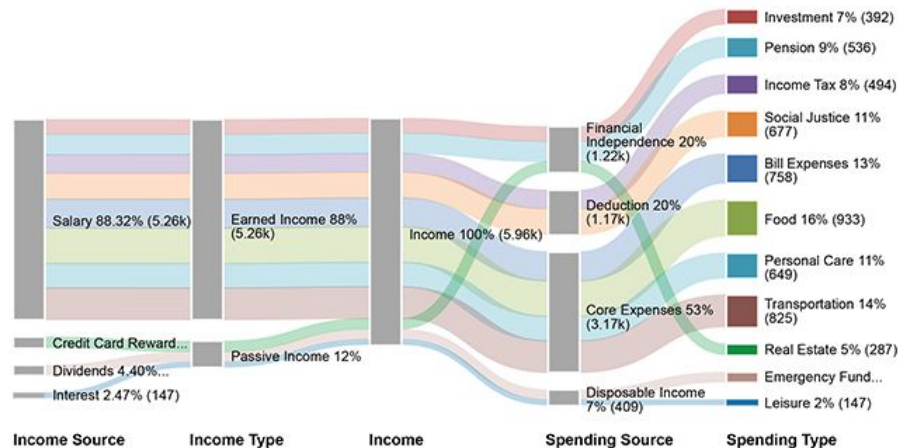
Previously, intellectual property pricing is hard because its opaque cash flow structure.

SME implements a transparent cash flow structure to ensure fair pricing for content investors.

## Why Jack Dorsey's First-Tweet NFT Plummeted 99% In Value In A Year

### Digital Asset Pricing

For the first time, digital content can be valued and priced fairly!



A hand holding a smartphone is visible in the foreground, slightly out of focus. The background shows a crowd of people wearing red clothing, also blurred. The text is overlaid on this image.

**SME** not only brings **profitability** to users but also addresses key challenges such as **censorship**, **privacy**, **misinformation**, **IP protection**, and **fair pricing**!

# Uniqueness of ideaGroud

## Compare with Web 2.0

The ideaGround can take any shape within the SME framework. It is more than just social media—it's a social media sandbox.

- ✓ Subscription based social media
- ✓ Moderator based social media
- ✓ Cooperation based social media
- ✓ .....

# Uniqueness of ideaGroud

## Compare with Web 3.0

The ideaGround not only creates **equality** in social media but, more importantly, **introduces fundamental value** to social media in the Web3 era.

# Our Visions

Renovate the  
exploitative  
social media  
system in Web 2.

Introduce  
fundamental  
investment in  
Web 3.

ideaGround  
merges social  
media with the  
financial system,  
creating a unified  
ecosystem.