

Siva Whitepaper

Unique Engage2Earn Blockchain Ecosystem



by Ew0x Labs

ew0x.com

Abstract

Sivacoin (short: Siva) is a blockchain backed **Engage-to-Earn Ecosystem** for Discord (and soon Slack and Telegram), complemented by an integrated generic leveling bot for communities, **solving the problem of low or missing engagement** between community members, by frequently rewarding them with cryptocurrencies and tokens for successful engagements.

Furthermore we provide a **unique way for new and existing Web3 projects**, like Play2Earn Games, DAOs or NFT-Collections, **to extend user coverage and unitize Token distribution**. Making their ecosystems easily accessible to a wide audience.

Siva can be used by **anyone, anytime, anywhere**, implementing the newest Web 2.0+3.0, database and API technologies in one amazing, easy to use ecosystem.

In fact, it's the easiest to use blockchain project you'll ever see!

Embracing blockchain technology in all its facets, most features were implemented using smart contracts and established standards, like **ERC-20** (fungible token) for Sivacoin (SIVA) and **ERC-721** (non-fungible token) for Mintpass NFTs, which are required to enable withdrawal.

Everyone can earn SIVA Governance Token, popular Cryptocurrencies or Tokens from cool, serious and KYC'd projects by engaging with other people on Discord (and soon on Telegram and Slack too), with ease of use, fast deployment and full app integration as main selling points.

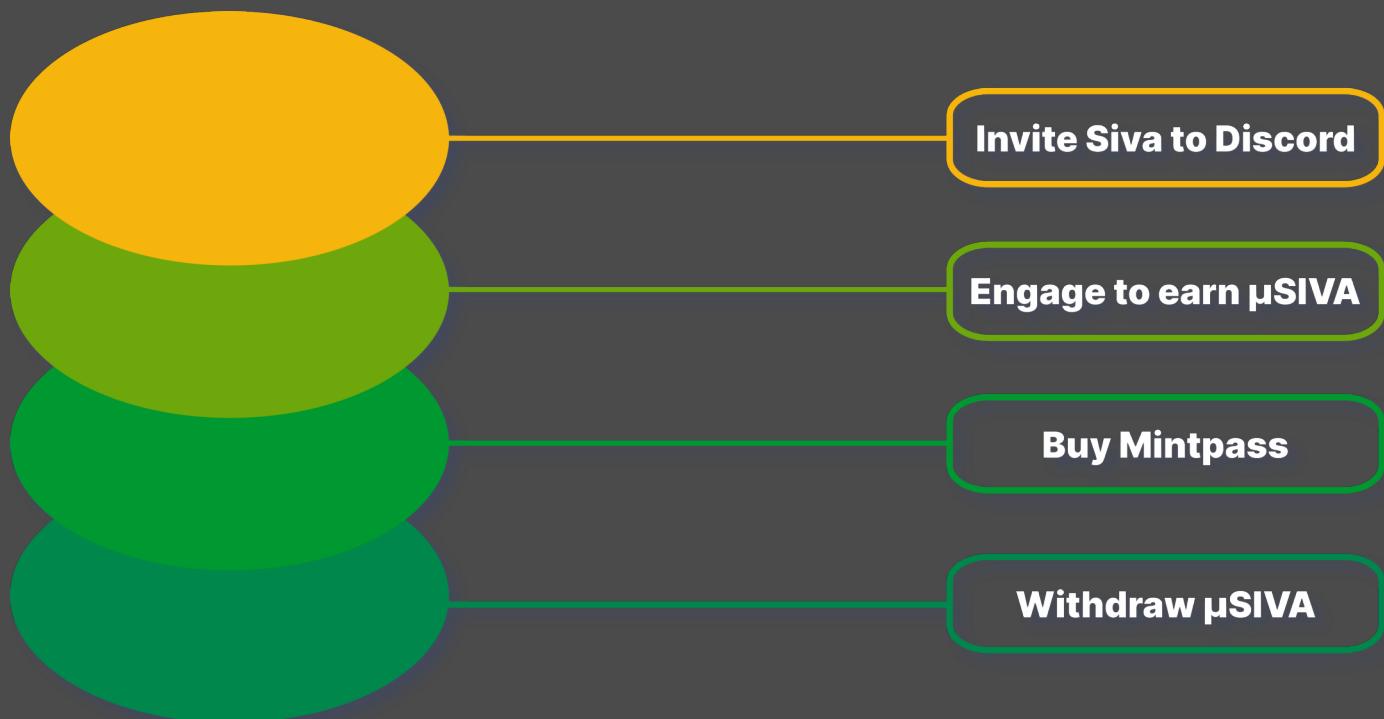
All Sivacoin ERC contracts were developed by Ew0x Labs with **security as the main priority**, resulting in all contracts being deployed behind newest proxy technology (using UUPS pattern), which also enables upgradeability and **governance functionality**, while retaining full standard compliance.

Ew0x Labs' Sivacoin Ecosystem combines state of the art Web 2.0 and Web 3.0 technologies using enterprise-grade hardware and software for IT infrastructure, to bring people together and **raise blockchain awareness worldwide with tokenized rewards** for engagements.

The Idea

Users interact with other community members to earn µSIVA within all servers that have invited the free Siva Discord Bot.

µSIVA can be withdrawn to mint SIVA token, popular cryptocurrencies or coins/tokens from serious KYC'd Web3 projects, straight from within the chat window, once a predefined amount is reached.



Scan QR Code to invite Siva



How it works

Users interact with other users on Discord Servers (and soon Telegram Groups and Slack Teams) to **earn µSIVA**. Once a user has accumulated enough µSIVA (currently 1.000 µSIVA = 1 SIVA), they can be **withdrawn for SIVA tokens, popular Cryptocurrencies or Coins/Tokens from serious KYC'd Web3 projects**, effectively minting the Coins or Tokens to their Ethereum wallet address, straight from each clients chat window.

Simply invite the Siva Bot to your own server and start earning in less than 1 minute by engaging with others (add reactions or write messages). A **Mintpass is required** to withdraw to an Ethereum compatible wallet address.

Clients

The first community software supported by Siva Bot – Discord – exists since 2013, has 300 million registered users (150 million active and 15 million daily users) and is backed by a company worth 7 billion dollars.

According to Venture Beat, 850 million messages are sent every day, six billion each week, 25 billion every month on Discord. With ~7 million registered servers and a peak of 10.6 million concurrent users.

EwOx Labs plans to support at least two more clients, Slack and Telegram (see Market Analysis). Both clients are predestined for the engagement-boosting Sivacoin Ecosystem.

Our API centric approach allows for fast development and implementation of new clients.

Engagements

When users interact with other community members, the engaging user earns an amount of µSIVA depending on the type and effort of his interaction, like adding a reaction or creating a message.

The rewarded µSIVA amount depends furthermore on the security score and active boosters of a user, thus ranging from e.g. +1 µSIVA up to +20 µSIVA for adding a reaction to a message of another user in the same community.

In version 0.1.2 (deployed 2022/06/13), EwOx Labs implemented a feature that rewards creators of messages with shared µSIVA (20% in v0.1.2), if they get a reaction to their content.

This feature is capped at 100 reactions per message and was implemented to reward creators of valuable content.

Deployment

Deploying the Siva Engage2Earn Ecosystem to a new server, takes only two simple steps and less than a minute:

Step 1: Invite Siva Bot to the new server by clicking on the invite link on our website

Step 2: Make a first engagement to initialize the database

Cooldown

A random cooldown time after each valid engagement, denying further µSIVA gains within the given time period, prevents excessive exploitation. The timer can be governed by SIVA Token holders to adapt to different market situations.

µSIVA translate to supported Coins and Tokens on a predefined, fixed value, which in case of the Sivacoin Governance Token, can also be governed by SIVA token holders. At launch 1 µSIVA equals 0.001 SIVA, with 1 SIVA being the minimum withdraw amount.

Withdraw/Mint

If a user accumulates enough µSIVA to withdraw the minimum amount of a Token or Coin, he must purchase and hold a Mintpass NFT to enable the withdraw functionality (the license to mint will be passed to the new owner on NFT sale).

Moderator benefits

Besides users gaining µSIVA, servers also get a share of every µSIVA earned by one of its members. The idea is to provide a cool, new way of income for server admins and moderators. Currently admins and mods have to be paid for their work, resulting in most of them doing their job free of charge or voluntary.

With the Siva Engage2Earn Ecosystem onboarded on a server, server-owners have an automated way to reward their admins and mods with µSIVA, by purchasing a Founder Mintpass – enabling the payout of accumulated server µSIVA to customizable roles (defaults to the admin and moderator roles).

Competition

A Sivacoin alike project does not exist, and if similar, wants to build their own social network, again, and again. Ew0x Labs takes another approach utilizing the huge already existing communities of Discord (and soon Telegram and Slack) for its Ecosystem and providing cool benefits for communities in general (free level bot, engage to earn model, new engagement boosting opportunities).

In the Sivacoin Ecosystem, “miners” are essentially the community members of each server implementing Siva bot. In that sense, every community server can be seen as a separate “mining-pool”, although mining is not the correct wording in a technical sense.

Mintpass Starter Edition

Utility: License to withdraw and +2 µSIVA for engagements. Access to the Minters-Club, our exclusive Discord Channel, were contributers and team members meet and hangout.

To buy on OpenSea and mintable on our website, with unlimited supply.



Scan QR Code to view Starter Mintpass on OpenSea



Ecosystem

Technology wise, the Sivacoin Ecosystem consists of sophisticated Web 2.0 and Web 3.0 Micro-Services – combining the best of both worlds. Ew0x Labs' has build a **high performance, scalable**, business-grade IT-Infrastructure, hosted on industry leading **secure and reliable** providers and the decentralized Polygon blockchain, to **guarantee rock solid operations** of all systems.

After two month successfully testing the alpha version of the ecosystem, the project has now launched its **production ready beta version** on the Polygon Mainnet.

API

The single source of truth in Siva's Ecosystem.

Authentication and authorization is done via OAuth2 combined with secure high performance hosting at Heroku, a leading edge computing platform for enterprises, with Continuous Development and Integration (CD/CI) support.

Thanks to the generic API design, Ew0x Labs can efficiently implement new clients to horizontally scale in the market.

Siva Bot

The sensor to communities. Respecting privacy for 100%, Ew0x Labs only collects interaction events.

Siva Bot is hosted at Heroku to ensure secure and reliable operations.

Currently Siva Bot supports Discord, but is planned to be released on two more platforms, namely Telegram and Slack. All three apps have a huge user base and are used extensively by blockchain communities (see Market Analysis).

Data Disclaimer

In no point in time does nor will Ew0x Labs ever collect or sell user data. Both founders are from Germany and have to adhere to world's most strict government laws and regulations regarding privacy standards. Sivacoin is fully GDPR compliant and never stores privacy-related data of its users. Only partial data required to provide the Sivacoin services are stored in our database.

Database

Highly scalable, secure, industry-grade MongoDB databases hosted at Atlas (maintained by a MongoDB company team) on AWS (Amazons Web Services), drive the backend of the Sivacoin ecosystem.

MongoDB allows secure and fast horizontal as well as vertical scaling, when the need for more resources arises.

Website

Hosted at Heroku and managed via Cloudflare, we can rely on highest industry security standards, bot detection, anti DDOS and much more. We offer to mint a Mintpass on our website with a Metamask wallet and therefore we have to ensure to provide maximum security measurements at any given time.

Shop

Items can be sold via Siva Bot through the upcoming Sivashop feature, for example Partner project related merchandise, NFTs or Whitelist spots. Holders can spend SIVA on a selling-slot to promote and sell their own products. 95% of the sale price (SIVA only) will be paid out to the seller, 5% will be burned by Ew0x.

50% of SIVA paid for an item offered by Ew0x Labs (e.g. μ SIVA Booster Packs) will be used to develop the Ecosystem and the other 50% get distributed to SIVA holders.

A web version of the Sivashop is on our Roadmap.

Mintpass Founder Edition

Utility: License to withdraw and +5 µSIVA for engagements. Limited to 5.000 NFTs. Access to our Minters-Club and Founders channels. Server-License included (unlock µSIVA payouts for your admins and mods).

To buy on OpenSea and mintable on our website until max supply is reached. SIVA Token holders can vote to raise the max supply.



Scan QR Code to view Founder Mintpass on OpenSea



Financials

All funds contributed in initial token offerings and Mintpass sales will be used **solely for the development, promotion, operation and growth** of our unique Engage2Earn Ecosystem.

EwOx Labs seeks to fund and support full-time development of the Siva Engage2Earn Ecosystem by holding a **Seed Round, Private Sale, Pre-Sale and Public Sale** (see Tokenomics for details). All expenses for development and operations until the launch of Siva bot v0.1.0 beta are carried by the two founders of EwOx Labs.

Mintpass sells

By selling Mintpass editions (Starter and Founder) to enable withdrawal of Coins and Tokens in Discord, EwOx Labs seeks to support the funding and ongoing support of the Siva Engage2Earn Ecosystem. Holders of a Mintpass have even more utility than just being eligible to withdraw Coins and Tokens.

Utilities include engagement boosts, airdrops, access to members-only areas, incentives and premium features.

Booster Packs

Duration 1 month.

Taking the role of the most influential Engage2Earn Ecosystem affecting variable, the amount of Nano Siva (μ SIVA) earned per engagement can be boosted (+2, +5, +10) by purchasing an μ SIVA Booster Pack in the Sivashop.

Furthermore all Packs can be purchased by non SIVA holders with fiat money or credit card to jump-start their Siva experience and μ SIVA gains.

Token Offerings

EwOx Labs goal is to raise USD \$3.700.000 to **secure the development and operations** of the Engage2Earn Ecosystem for at least 3 years. With USD \$1.132.000 being the **minimum required amount** to secure the development and operations for at least one year.

Our Roadmap leads to establish liquidity pools for SIVA on decentralized exchanges (DEX). Supported exchanges will be easily accessible to all Siva users via Bot commands.

Provided liquidity will be locked for at least one year to build trust with our investors and pledge allegiance to our community.

Holders of SIVA get huge discounts for all purchases in the Sivacoin Ecosystem (e.g. 50% on both Mintpass editions and Booster Packs).

Tokenomics

Total Supply: 500.000.000 SIVA

Description	Percent
Seed Round	1%
Private Sale	10%
Pre-Sale	5%
Public Sale	10%
Reserves & Legal	9%
Marketing	10%
User Payouts	30%
Development & Operations	15%
Team, Advisors & Partners	10%

Token
5.000.000 SIVA @0,01 USD
50.000.000 SIVA @0,05 USD
25.000.000 SIVA @0,08USD
50.000.000 SIVA @0,10USD
45.000.000 SIVA
50.000.000 SIVA
150.000.000 SIVA
75.000.000 SIVA
50.000.000 SIVA

Seed Round

During the Seed round, 10 million SIVA will be priced at \$0.01 for initial investments and the development of the Ecosystem (up to v0.2.1 beta).

Private Sale

The Private Sale will feature issuance of 10% of the total SIVA supply at a price level of \$0.05 and will be offered exclusively to venture capitalists.

Pre-Sale

The Pre-Sale issuance of SIVA will include 5% of token supply added to the already available 12%, making it 17% of total token supply. These 25 million \$SIVA will be sold at a price level of \$0.08. All \$SIVA tokens that have not been sold during the Private Sale, will be included in the Pre-Sale.

Public Sale

Initial Coin Offering of governance token SIVA will issue 10% of tokens with a token price at 10 cents per token. All governance tokens that have not been sold during the Pre-Sale, will be added to the Public Sale.

Reserves and Legal

Ew0x Labs will hold 9% as reserve tokens and for legal advice.

Marketing

10% of total SIVA supply will be reserved for marketing efforts, to ensure success of the project.

Ecosystem-Users Payout

Siva Ecosystem will hold 30% of 500 million token to keep enough liquidity in the system for user payouts.

Ecosystem Development and Operations

Ew0x Labs will reserve 15% of total SIVA supply for the development and operations of the Engage2Earn Ecosystem.

Advisors, Partners and Team

10% of total SIVA supply will be allocated to ensure Ew0x Labs can attract the best talents and professional support of appropriate advisors and partners to ensure success of the company.

Fund Distribution

Ew0x Labs understands the importance of accountability and transparency, if we want to remain credible with our SIVA token holders. This is why we have mapped out exactly how we plan to utilize the funds projected from our initial offerings of SIVA.

10% of funds raised will be used to be listed on either a centralized exchange (CEX) or (DEX) as soon as possible. We will also make sure to list the token on a variety of exchanges of varying sizes and popularity.

Another **20% of the funds raised** will go towards any new technology that must be developed and operated for the Siva Engage2Earn Token Ecosystem to work.

15% of the funds will be reserved for marketing campaigns and business development purposes. We know that especially in the Web3 space, community is an essential part of a company's ecosystem. To establish a loyal community we will increase exposure and the visibility of our Engage2Earn Ecosystem and it's Partners.

15% of the funds will be reserved for the SIVA token ecosystem. To offer more stability, improve token holder confidence and to efficiently react to emergencies that may occur (like a correction in cryptocurrency markets), we believe reserving funds is essential to successfully operate the Engage2Earn Ecosystem in the long term.

Ew0x Labs recognizes that with new innovations come all sorts of legal and regulatory challenges, which is why **we will reserve 20%** for both, the Siva Engage2EarnEcosystem operation costs, as well as legal costs.

Lastly, **20% of the funds** raised will be reserved for current and future employee salaries and affiliate payouts, to help us advance and grow the Siva Ecosystem.

Regulation and Compliance to ensure SIVA is categorized as a utility token in the jurisdiction it is launched, currently intended to be Germany (Mülheim a.d.R.).

Market Analysis

In this chapter we'll have a closer look at **Siva's competition and companies behind supported clients**, and clients we intend to support in future updates of the Siva Engage2Earn Ecosystem. We begin with an overview of projects which can be called similar to Siva's Ecosystem, before we head over to the examination of relevant development organizations behind Discord, Telegram and Slack.

Similar projects

Albeit we call this part "similar", all following projects have distinctive different approaches than Sivacoin. The similarity lies within the sector each projects operates in, which could be largely described as the "social" or "community" sector.

Crypter

Social media platform with engage-to-earn cryptocurrency rewards for user engagement, which aims to be the next Facebook (meta) in the crypto space. Onboarding of a broad user base is a main challenge for Crypter.

Taki

A global social network in which the \$TAKI token gets distributed for user engagements like writing content or commenting with half a million users supposed to have entered on the wait list. Main distribution country is India – Taki lets its users create their own \$USERCOIN, which implies they use an ERC-1155 token as a base contract.

Chingari App

Video-sharing mobile app in the likes of Youtube & Co. Users get \$GARI token rewards based on the views their video attracts.

BOMB Crypto

Interesting play-to-earn game based on NFTs. Players can earn BCOIN for accomplishing various tasks in the game. BCOIN is used to trade in the ecosystem and allows players to be a part of the game's development and governance.

Brave Browser

Chromium based web browser with a focus on rewarding users with BAT tokens for watching advertisements via push notifications.

Axie Infinity

More a play-to-earn game than an engage-to-earn social platform, but taken into consideration due to its massive user base, innovative concepts and AXS/SLP token structure.

Conclusion

Taunt Battleworld

Another upcoming NFT play-to-earn game with cool visuals and concepts, while being out of focus for Ew0x Labs, this thing looks awesome (no, we're not affiliated in any way).

Uhive

A social media network in the Metaverse, as it describes itself, users can earn revenue by creating and buying/selling digital assets like NFTs.

Mithril

A decentralized social media platform on the Ethereum blockchain which rewards content creators for contributions to the network in MITH token, they call it social mining. Mithril is centered around its Instagram-style Lit app.

As seen in the short summary of each project, Ew0x Labs Engage2Earn concept is **truly unique** among akin projects. Without the technical complexity to develop and operate a secure and fully functional social platform or game and the daunting task of onboarding thousand or even millions of users to an app or website to reach a critical mass, Ew0x Labs can **focus entirely on developing a top-notch product** that can easily scale across various existing clients and user bases, with an **incredibly fast time-to-market**.

Rather than pushing a rivalry, Ew0x Labs will seek **peaceful collaborations** with some of the above mentioned projects, as we're all in the same blockchain-ship.

Clients: Discord

Founded in 2012 by Jason Citron and launched 13 May 2015, Discord quickly became the number one community software for e-sport teams and players. Since then it moved towards general communities, to align more with the target audience of market contenders like Microsoft Teams and Slack. The company even changed its motto from “Chat for Gamers” to “**Chat for Communities and Friends**” to accompany their new strategical alignment.

Discord key statistics

1. Raised over US \$482 million in VC funding
2. Over 150 million monthly active users
3. Discord has 390 million registered accounts
4. Reported revenue in 2021 was US \$130 million

The past has proven the company to be **adventurous and adaptable**, but at the same time **realistic and efficient**, as they tried to launch a Steam-like games storefront as a Discord feature in 2018, which was shelved in 2019 due to the lack of interest from the community and unsatisfying revenues for third party developers.

Since then, Discord found a way to support its development by selling Discord Nitro, giving owners cool new premium features and goodies to enhance the Discord experience. Nitro generated a revenue of US \$130 million in 2020 (according to Wall Street Journal).

Today Discord has over 140 million active monthly users and 300 registered accounts, and is currently valued at US \$7 billion (2020) to US \$15 billion (2021). According to our research, the average Discord users spends 310.2 minutes on the platform every month and there's a total of 21 million servers.

According to statistics at comparably the company behind Discord seems to have a wealthy and fair relationship with their employees. The software behind Discord is an open source solution called Element, highly modified by the Discord company.

More Stats

Messages sent: 960+ million per day, 6 billion per week, 25 billion every month (according to Venture Beat).

Minutes of conversation: 4 billion minutes of conversation each day (according to The Verge).

Largest Servers: having 571.000 members, Fortnite is the largest Server, with Minecraft coming in as a close second with 569.000 members.

Clients: Slack

Launched publicly in February 2014 by Stewart Butterfield, Slack has a **strong business focus**, integrating tools like Asana, GitHub, Google Drive, Salesforce and Zapier. There are about 2.000 apps and 750 bots on the App Directory of Slack. The rise of Slack was interrupted by the release of Microsoft Teams, as a result Slack's value dropped from \$23 billion to \$17 billion.

Slack was **acquired by Salesforce** for \$27.7 billion in December 2020. Slack generated \$902 million revenue between March 2020 to April 2021, has 12 million daily active users and 156,000 subscribed organizations.

Slack key statistics

1. According to Slack, 65 of the Fortune 100 use Slack in some capacity
2. IBM, Amazon, PayPal and Airbnb all use Slack
3. Users are active for 90 minutes per day on weekdays, according to Slack in 2019
4. Every week 1.5 billion messages are sent on the service

Clients: Telegram

Launched on August 14, 2013, as a privacy-focused, ad-free messaging app by Pavel Durov, Telegram is among **the top 10 most popular social networks** in the world. With 550 million active monthly users and 55.2 million daily active users as of July 2021. Average users spend 2.9 hours on the app each month and its user base has been **growing at a rate of more than 40% each year** since its launch.

With more than 63 million downloads (according to Sensor Tower data), Telegram was the most downloaded app globally (in January 2021).

Telegram key statistics

1. Telegram is the 10th most used social media platform worldwide with 550 million active users
2. The most popular Telegram channels are related to Telegram itself, while the second most popular category is about cryptocurrencies
3. Telegram has 55.2 million daily active users across iOS and Android
4. Gram was a cryptocurrency developed by Telegram (sales stopped by SEC in 2019)

Team

Jörn Szech

Co-Founder, Lead Developer, CTO



Praying the Code of Practice for Information Security Management (ISO/IEC 27002). Entrepreneur with over 20 years experience in the IT industry and former KPMG Security Auditor (IRM – Information and Risk Management). Full-time Ew0x Labs lead developer.

Kristin Schneider

UI/UX Design



Specialized in UX Design and usability testing, she supports Ew0x Labs with her know-how. If you can't stand the truth, better don't ask her for critics. Always on point.

Philipp Natter

Crypto Expert



Owns more NFTs than socks, called Mr. ICO, a valued, irreplaceable core team member of Ew0x Labs. Strongly supports the development of the Sivacoin Ecosystem with his expertise.

Siva

Guard dog and engagement expert



Malinois are known for their extreme, sometimes over-the-top liveliness. Siva is a beautiful Groenendael and crazy for engagements since she was a little puppy.

Lars Szech

Co-Founder, Public Relations, CFO



Actively involved in the crypto-space for 10 years and experienced IT consultant with roots in Atari 2400 and C64. His strong social and marketing skills are now 100% dedicated to the growth and development of Ew0x Labs and the Sivacoin Ecosystem.

Justin Ondruch

System Administrator



Still getting better every day. Soon to be the first employee working full-time for Ew0x Labs to complete our DevOps Team. Breathes TCP/IP, Docker and Kubernetes.

Tanja Podvalej

Art Direction



As a real life and digital artist, Tanja holds the team members together and brings another realm of reality to the project spirit. Motivational business angel available 24/7 for all Ew0x Labs employees.

Advisory

Joachim Szech

Financial Advisory



Retired Portfolio Manager making his wisdom available for Ew0x Labs. Provides valuable insights and advice on DeFi- as well as banking systems, analytics, tokenomics and asset management.

Roadmap

- 1. Seed Round (Q1 2022)**
- 2. Discord client release v0.0.1 on Polygon Mumbai Testnet (Q1 2022)**
- 3. Alpha testing and development (Q1 2022)**
- 4. Discord client release v0.1.0 on Polygon Matic Mainnet (Q2 2022)**
- 5. First Collaborations and onboarding of Partners (Q3 2022)**
- 6. Private Sale (Q3-Q4 2022)**
7. Discord client release version v1.0.0 (Q4 2022)
8. Crosschain Support (Q1 2023)
9. Pre-Sale (Q1-Q2 2023)
10. Establish liquidity pools for \$SIVA (Q1 2023)
11. New Features and Dashboard (Q2 2023)
12. Public Sale (Q2-Q3 2023)
13. Telegram client release (Q4 2023)
14. Start of Ew0xDAO (Q1 2024)
15. Slack client release (Q3 2024)
16. Evaluation of other clients (Q4 2024)

Important Links

Following is a list of official links to Sivacoin Ecosystem related websites, social media accounts and blockchain contracts.

Official

Website

<https://siva.gg>

Discord

<https://siva.gg/join>

Twitter

<https://twitter.com/sivacoin>

OpenSea

<https://opensea.io/sivacoin>

OnePlanet

coming soon



Siva Bot Invite Link

<https://siva.gg/invite>

Mintpass on OpenSea

<https://opensea.io/starter-mintpass>
<https://opensea.io/founder-mintpass>

Contracts on Polygon Mainnet

Sivacoin (\$SIVA)

Address: 0x82D66eb98fFBF4173635FB349229aE96ceD8e20a

Mintpass: Starter Edition (SMP1)

Address: 0x8eDC54AE7361cDa41885f52D7AafaEda418B1481

Mintpass: Founder Edition (SMP2)

Address: 0x47bFA0Ae010b2C4D0CE8F3a3D5c997B15D0F989C

THANKS FOR YOUR ATTENTION