

The ingenious way to make \$ without user paying

without using ad

By Solomon Wu



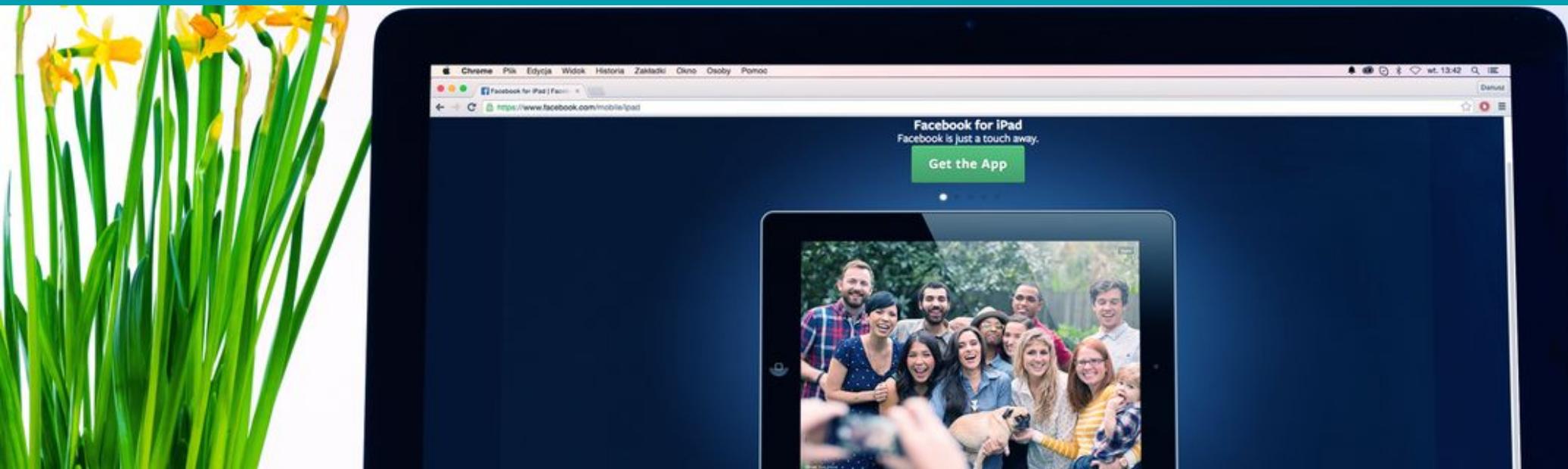
**this is an “explan” deck,
not a “presentation” deck.
it could be wordy.**

Business use case

FOR CONTENT CREATORS

The ingenious way to generating revenue from web/app traffic without ad

without using ad, premium membership, or transactions



FOR USERS

Viewing paywall content for free

The Times Sale.
Subscribe for \$1 a week.
Ends soon.

You can cancel anytime.



READER FAVORITE

BASIC SUBSCRIPTION

Unlimited articles on any device.

GET BASIC

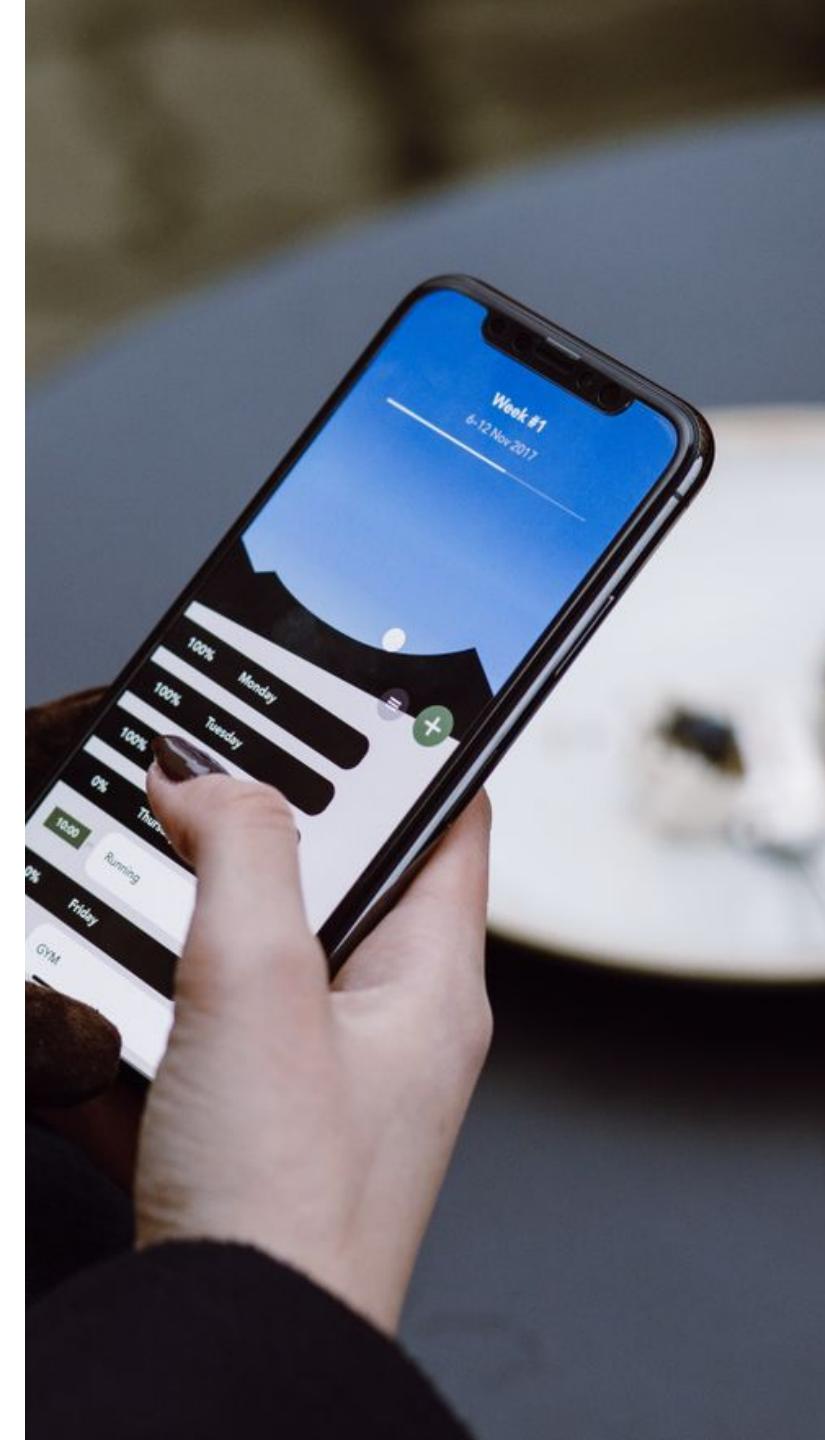
~~\$3.75~~ \$1.00 a week for one year.

Unlimited articles

Subscriber exclusives

FOR USERS

viewing membership content for free



WHAT DOES THIS REALLY MEAN

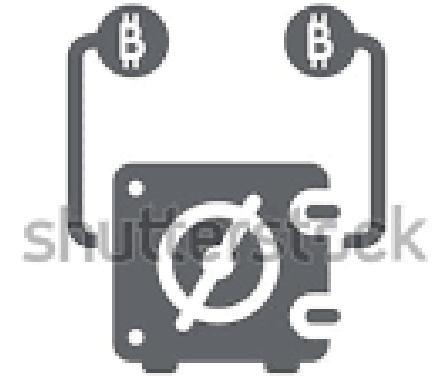
Website viewing/software usage using the power of staking rewards

Yes, it's so new and ingenious, I bet you haven't heard of it.



Power of Staking Rewards

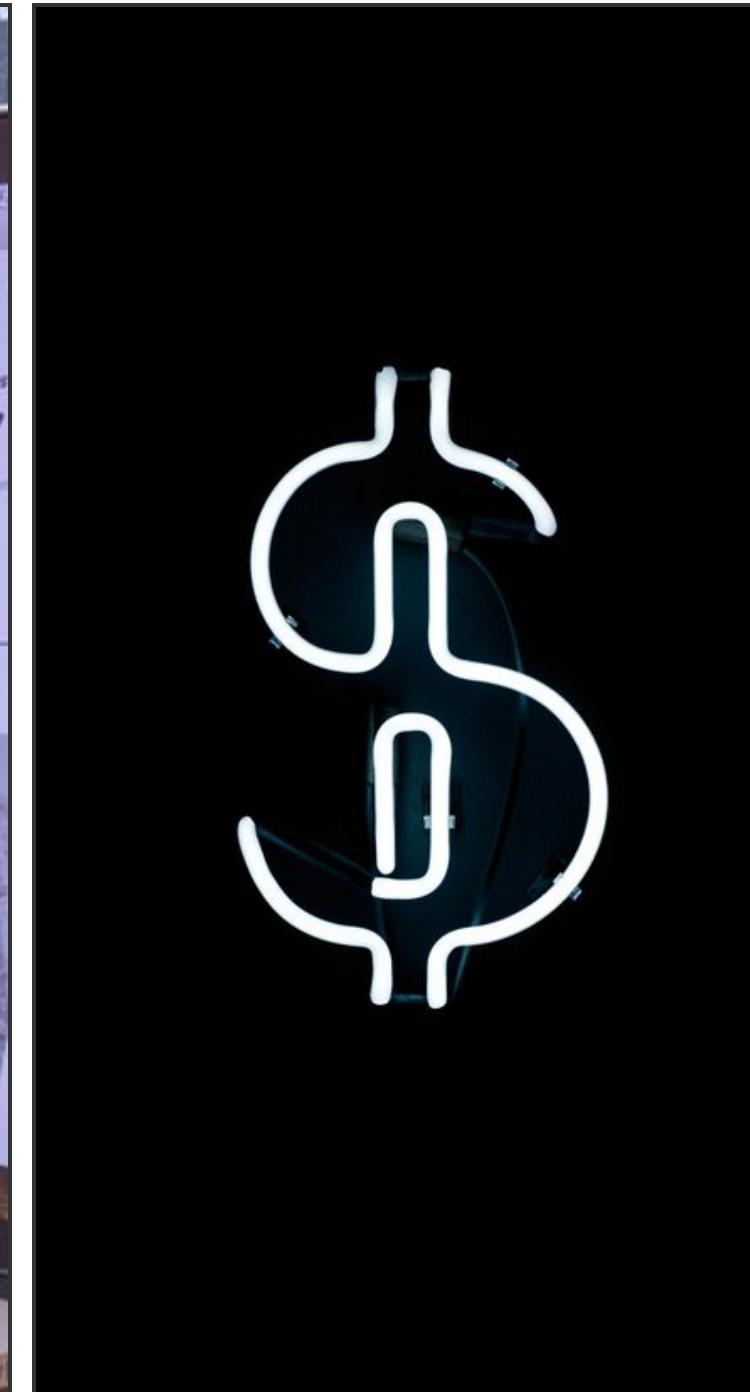
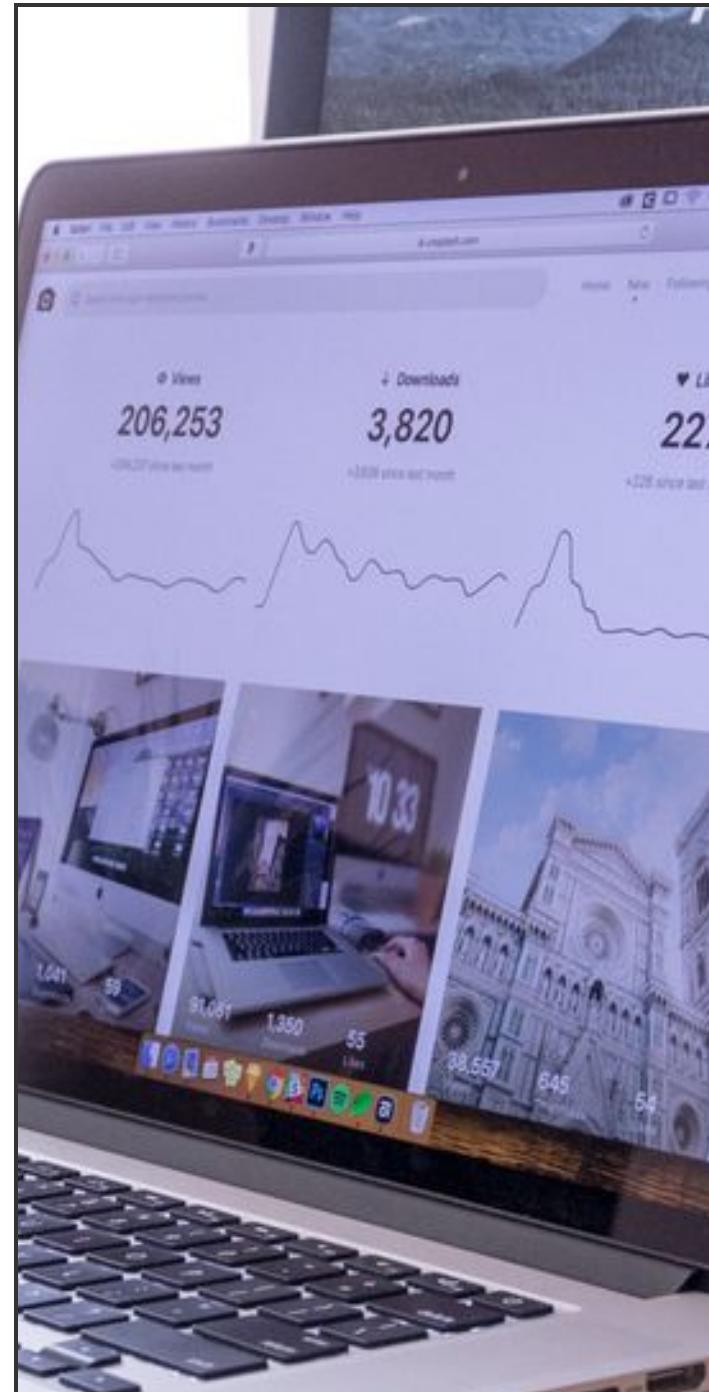
**If you don't know what staking means
in crypto, I will explain it later**



PROOF OF STAKE

www.shutterstock.com • 1227508642

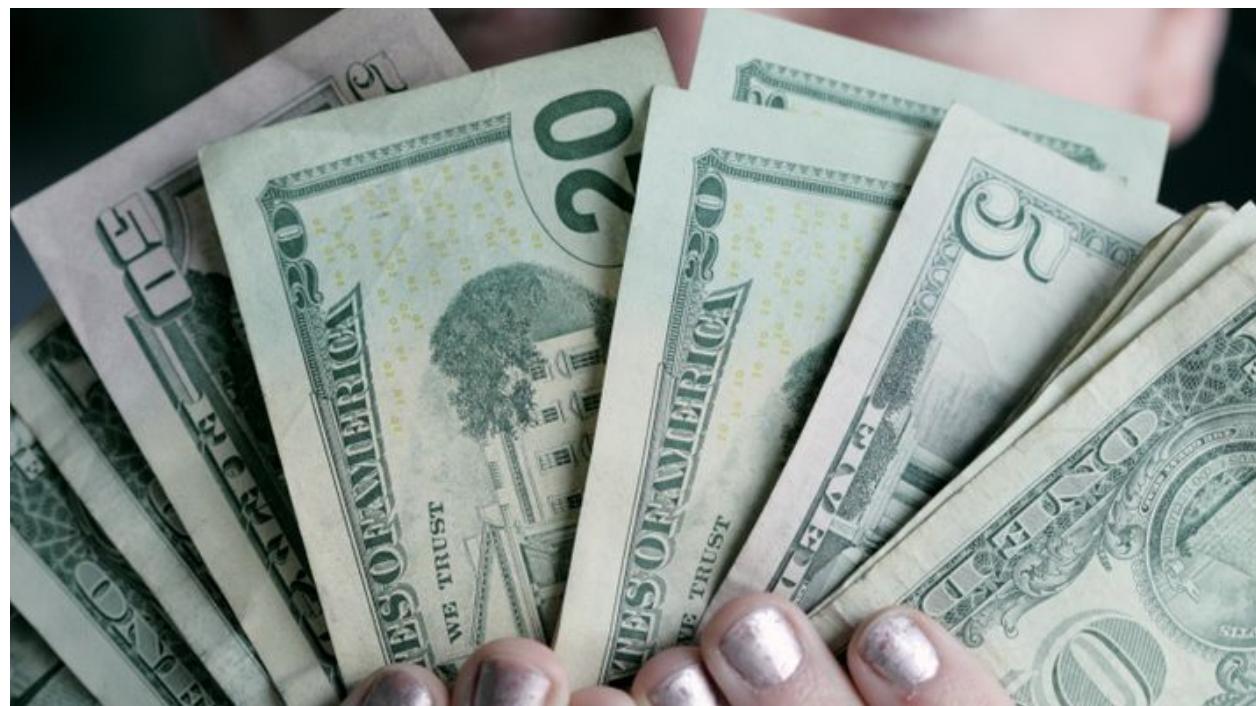
**You have a
website/app,
you want to
make \$ from
the user**



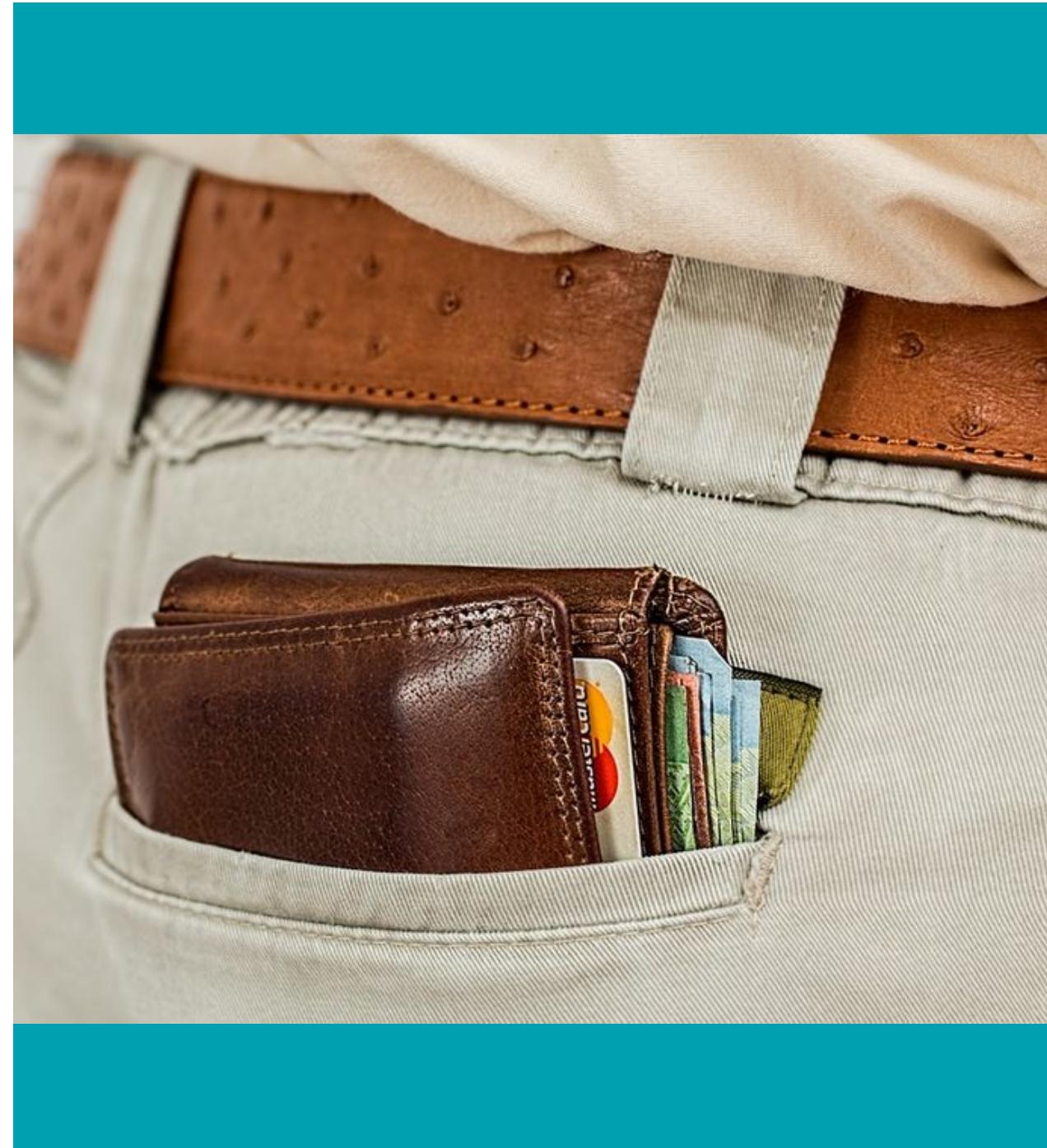


**What if there
is a way to
generate
additional
revenue
besides ad**

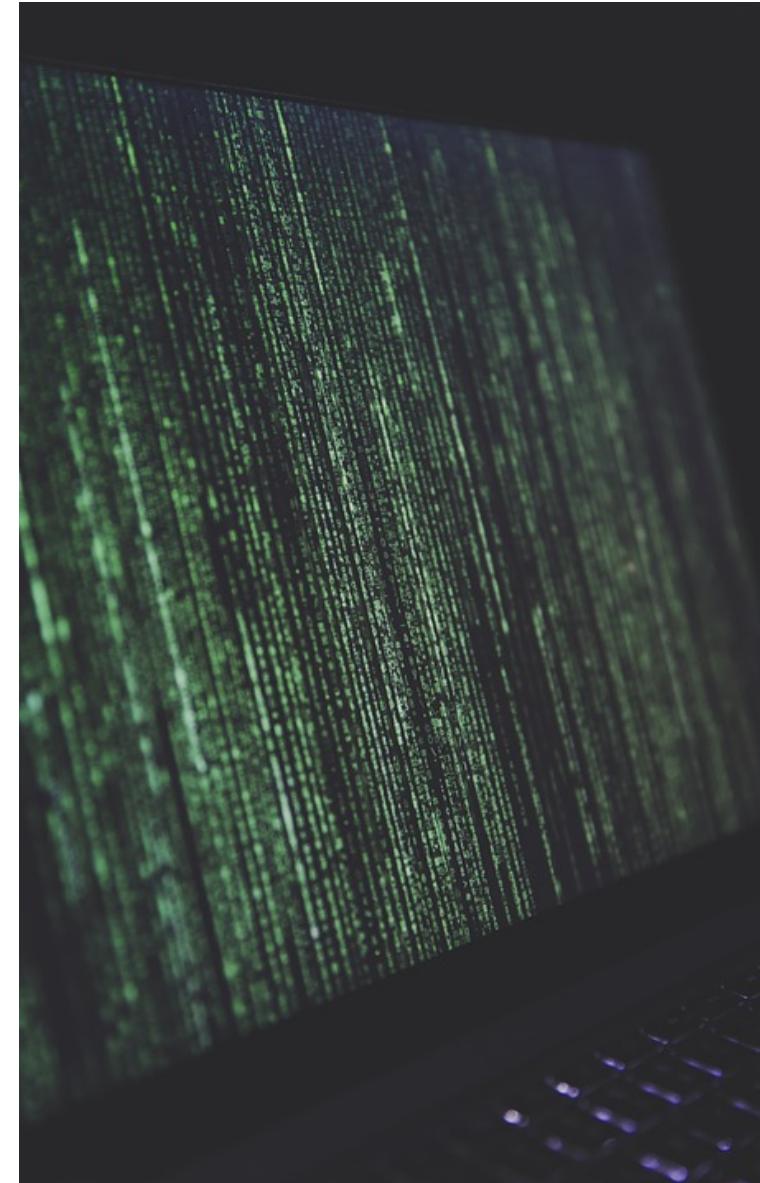
New way of making \$



**Better yet,
Users doesn't
have to pay!
Wait. What!**



**Moreover, the solution helps you
Prevent spam
and DDOS**



This is amazing!

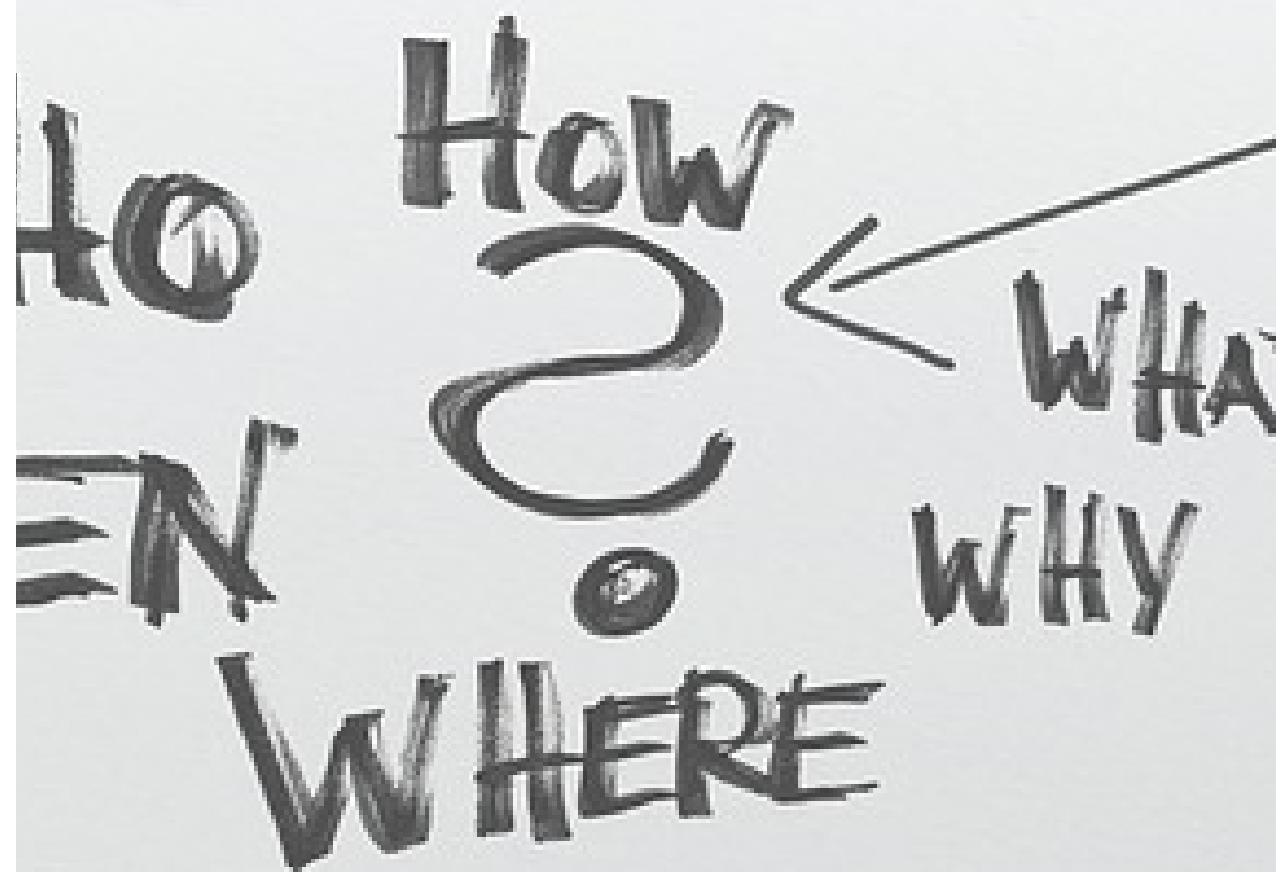
Are you guys for real?

Yes

A photograph showing the word "REAL" spelled out in large, blue, textured letters. The letters are resting on a light-colored, possibly sandy or dirt surface. In the background, there is a blurred green and brown landscape, suggesting an outdoor setting like a park or garden.

How?

How?



**The user needs to stake
a certain amount.
The staking reward
generated is delegated
to the site/app or
content provider.**



Step by step explanation

the user stakes some crypto tokens

stake

visit site/app

staking will generate interest in certain cryptocurrency. The interest is distributed to site/app owners proportional to the visiting.

staking interest distributed

the user visits site/app

**I don't know what
cryptocurrency or blockchain is?
You need a lot of explaining. You will need lots of
Googling for this.**

I know what cryptocurrency is.

I don't know what **staking** means?

Staking means you **lock** your cryptocurrency token for a certain period of time for a certain purpose.

In this use case, **staking** means you lock your cryptocurrency token to **earn staking rewards/interest**.



Staking

At the end of locking period, you get your staking back. You don't lose anything by staking.



Staking

The stakes are locked by the cryptocurrency network, no one can steal it.



DDOS and spam protection

Users can access resources proportional to staking.

DDOS and spam become very expensive.

Even though access one resource may be very cheap, accessing a ton of resources add up very quickly.

They will need a tremendous amount of staking to do large scale spam or DDOS attack



Benefits

Important note:

They earn the native network tokens, ETH, EOS, etc

Not the new ERC20 tokens made by us

This is important because we don't need to give the new tokens value

There is no liquidity issue, etc

Why should site owner use this?

- new revenue stream
- low friction, transparent to user

as you know, payment is a high friction action
- does not clutter up page like ad
- avoid risk of user losing money due to credit card getting stolen or becoming victim of identity theft
- does not interfere with ad, payment, membership, or other way of generating revenues
- global (unlike payment)

payment are often country-specific.
ad are often regional.
- this gives the native tokens to site/app owners. not a new made-up erc20 tokens



Why should users use this?

- users gain access to exclusive contents and features without paying
 - people with low stake are not getting staking benefit anyway without this scheme
- So they are not losing anything.
- Usually there is only one winner per block for staking reward. Chances of winning staking reward is proportional to stake amount.
- Normal users do not have a chance of winning stake reward anyway.



Why should crypto owners adopt this?

- The real killer app
 - Staking reduces circulation => increase price
 - supply decrease => price increase
 - More usage and utility on the network => increase price
- Makes crypto an integral, inseparable part of the tech ecosystem and infrastructure
 - ties the entire tech community with crypto community



The Killer App for Crypto

A large, bold word cloud centered on the words "KILLER APP". The words are rendered in various sizes and colors (brown, blue, red, purple) and are surrounded by smaller, semi-transparent words such as "crypto", "stake", "user", "mainstream", "price up", and "KILLER APP". The overall effect is a dense, dynamic composition where the central concept is highlighted by its surrounding context.

KILLER APP

Win-Win-Win (site owner, user, crypto owner)



Why isn't this available before?

Can't exist without staking capable cryptocurrency

Some problem are easily solved with technology. Some problem are easily solved with economics. Some requires both. This is one of them.

```
self.fingerprints.update(fp)
self.fingerprints

@classmethod
def from_settings(cls, settings):
    debug = settings.getbool('debug')
    return cls(job_dir(settings), debug)

def request_seen(self, request):
    fp = self.request_fingerprint(request)
    if fp in self.fingerprints:
        return True
```



Network just ready

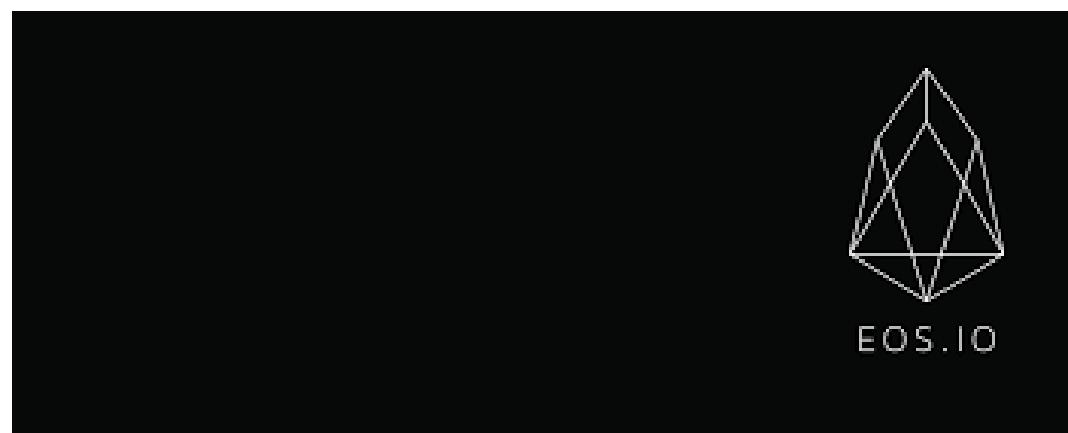
Requires the network tokens to have critical mass of values.

Staking hasn't been widely available before.

A high-value staking network is needed

Early cryptocurrency network tends to be POW

eg. eos mainnet is only stable late 2018



Seigniorage

Until recently, seigniorage is in the hand of central bankers

**The recent crypto development has put
the power of seigniorage on the hands
of users instead of a few bankers**



For decades, government uses increase monetary supply to pay for services.

Now, the power is at the hands of the masses.

We, the users, can decide whom to pay for the access of information and functionalities.



Spam fighting

Often you see forum or comments washed by spam from the same user.

Spammers create tons of accounts.

This new approach will make it expensive to generate lots of spam in a short amount of time.

This new way will give site owner new tool to fight this.

Banning anonymous users actually have real effect now!

- ?

رقم وكيل صيانة Toshiba | 01129347771 | (حلوان) 0235700997 وكلاء ديب فريزر توشيبا SQL Server > Database Design ... العالمية للصيانة تقدم Unanswered | 0 Replies | 15 Views | Created by anarahoooobaa - 1 hour 30 minutes ago
- ?

رقم وكيل صيانة دايو الزمالك | 01207619993 وكلاء مجففات دايو daewoo SQL Server > Database Design ... العالمية للصيانة تقدم صيانة دايو Unanswered | 0 Replies | 11 Views | Created by anarahoooobaa - 1 hour 31 minutes ago
- ?

رقم وكيل صيانة كلفينيتور الرحاب | 0235700997 + 01207619993 وكلاء غسالة اطباق كلفينيتور kelvinator SQL Server > Database Design ... العالمية للصيانة تقدم Unanswered | 0 Replies | 10 Views | Created by anarahoooobaa - 1 hour 31 minutes ago
- ?

رقم وكيل صيانة سامسونج روکسی | 01129347771 () وكلاء دراير سامسونج samsung SQL Server > Database Design ... العالمية للصيانة تقدم Unanswered | 0 Replies | 10 Views | Created by anarahoooobaa - 1 hour 32 minutes ago
- ?

رقم وكيل صيانة ويرلبول اكتوبر | 0235700997 && 01060037840 وكلاء مجفف ويرلبول whirlpool SQL Server > Data Mining ... العالمية للصيانة تقدم صيانة Unanswered | 0 Replies | 15 Views | Created by anarahoooobaa - 1 hour 32 minutes ago
- ?

رقم وكيل صيانة وستنجهاووس مدينة نصر | 0235700997 + + 01060037840 وكلاء غسالات Westinghouse SQL Server > Database Design ... العالمية للصيانة تقدم Unanswered | 0 Replies | 11 Views | Created by anarahoooobaa - 1 hour 32 minutes ago
- ?

رقم وكيل صيانة فريجيدير المقطم | 0235700997 && 01060037840 وكلاء ثلاجه فريجيدير frigidaire SQL Server > Database Design ... العالمية للصيانة تقدم Unanswered | 0 Replies | 10 Views | Created by anarahoooobaa - 1 hour 33 minutes ago

Proof-of-Access

Proof-of-access v0.1

every visit is signed by the user as proof.

url	time	challenge phrase	signature (url + time + challenge phrase)
site1	2018-01-01 00:00:00.000	(random phrase)	xxxxxxxx
site1	2018-01-02 00:00:00.000	lkq28Wj2O7	xxxxxxxx
site1	2018-01-03 00:00:00.000	qiu98Qt87Hfg	xxxxxxxx

Proof-of-access v0.2

every visit is signed by the user as proof.

address eg. an unique address. 1 resource can have multiple address.	time	challenge phrase	signature (url + time + challenge phrase)
0x3iojw8hSDkl9o3jkqH32yrh2	2018-01-01 00:00:00.000	(random phrase)	xxxxxx
0x3iojw8hSDkl9o3jkqH32yrh2	2018-01-02 00:00:00.000	lkq28Wj207	xxxxxx
0x3iojw8hSDkl9o3jkqH32yrh2	2018-01-03 00:00:00.000	qiu98Qt87Hfg	xxxxxx

Proof-of-access v0.2 note

- resource id = address
- site owner can generate any number of resource id for a same resource
- letting site/app owner arbitrarily change resource id gives more privacy
- it become harder to know which resource ids corresponds to the same url
- site/app owner are encouraged to give different resource to each user
- site/app owner are encouraged to change resource id frequently
- when a user visit the same site, they may get different address each time.
- disadvantage: may not be able to limit one resource to only claim one user's rewards once per day.
- advantage: increased privacy. people may not know which address corresponds to the same site.

Proof-of-Access

Site/app will create hash of the aggregate list of views (site, time, and user signature). The hash will be submitted on chain.

The massive view data will be stored in a side-chain. Older data will be purged after distribution of fund is made.

**should we call this
Proof-of-access
or
Proof-of-view
?**

What do you think?

Blockchain networks

Blockchain network requirements to support this

Staking

(required)

There must be some way to do the staking.

Most POS network can do this.

Staking reward

The network must give staking rewards or inflation. Some network have both.

Most POS network has staking rewards (block reward).

Monetary Inflation

Some network have inflation.

Some network has some kind of voting mechanism to distribute inflation. eg. Stellar, EOS.

Smart contract

This gives us a way to distribute the final rewards objectively using smart contract.

Otherwise, we will result to centralized party to distribute the rewards.

Blockchain network that can support this

All of these support POS and smart contract



EOS



Tezos



Dfinity



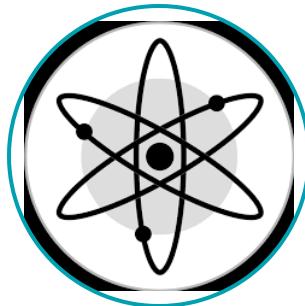
Hedera Hashgraph



Thundercore



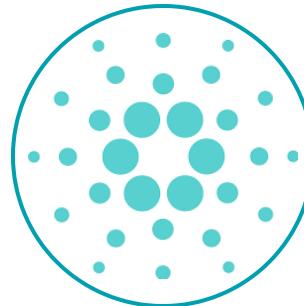
Algorand



Cosmos



Polkadot



Cardano

Blockchain network that can support this in the future



Ethereum

Ethereum will switch to POS in Ethereum 2.0.

Ethereum currently uses POW.

Blockchain network that can support this in a different way



Stellar

Stellar does not have native smart contract. It does have voting to vote on who gets the inflation. The inflation voting winners can distribute this.

Blockchain network that have special synergy with this



NKN

Their proof-of-relay proves the network relay traffic. This can be used in the place of proof-of-view we have.

Why not build our own blockchain?



Our own blockchain

Yes, we might do this later on. Right now, we want to give content providers the comfort of existing tokens and liquidity

Natural to EOS due to resource token model



EOS

EOS allows stakers to rent out the resource tokens generated from staking.

Even better, users could come together to vote the remaining 4% of inflation to this endeavor.

Cryptocurrency inflation rate

1/2

	Annual Inflation	Comments
XRP	0.00%	No inflation but 55bn XRP are privately owned by Ripple. Every month, 1 billion XRP will be unlocked from escrow and unused XRP at end of month will be sent to the back of the escrow queue. [source]
Stellar	1.00%	New lumens are added at the rate of 1% each year. Each week, the protocol distributes these lumens to any account that gets over 0.05% of the "votes" from other accounts in the network. [source]
EOS	≤ 5.00%	Block reward is determined by the median of the desired pay published by all block producers. The EOS.IO software enforce a cap on producer awards such that the total annual increase in token supply does not exceed 5%. [source]
TRON	0.77%	Tron has a block reward of 48 TRX at a rate of 1 block per 3s, which translates to an annual inflation rate of 0.77%. [source]
IOTA	0.00%	IOTA is an unconventional cryptocurrency that is not mineable. [source]
Binance	-4.66%	BNB has a deflationary supply. Each quarter, Binance uses 20% of profits to buy back and burn BNB, until 100MM BNB are burned. In 2018 Q4, 1,643,986 BNB were burned, which translate to annual deflation rate of -4.66%. [source]
NEM	0.00%	Miners are only paid transaction fees using coins already in circulation. [source]
NEO	18.00%	50% of total supply is kept by NEO during ICO. The 50% is distributed via the schedule according to this reddit post confirmed by Da Hongfei: 2017: 30%, 2018: 23%, 2019: 18%, 2020: 5%, 2021: 0% [source]
Tezos	≤ 5.51%	Inflation from block rewards and endorsement reward is capped at ENDORSERS_PER_BLOCK * ENDORSEMENT_REWARD + BLOCK_REWARD = 80 XTZ. This means at most 5.51% annual inflation. [source]

Cryptocurrency inflation rate

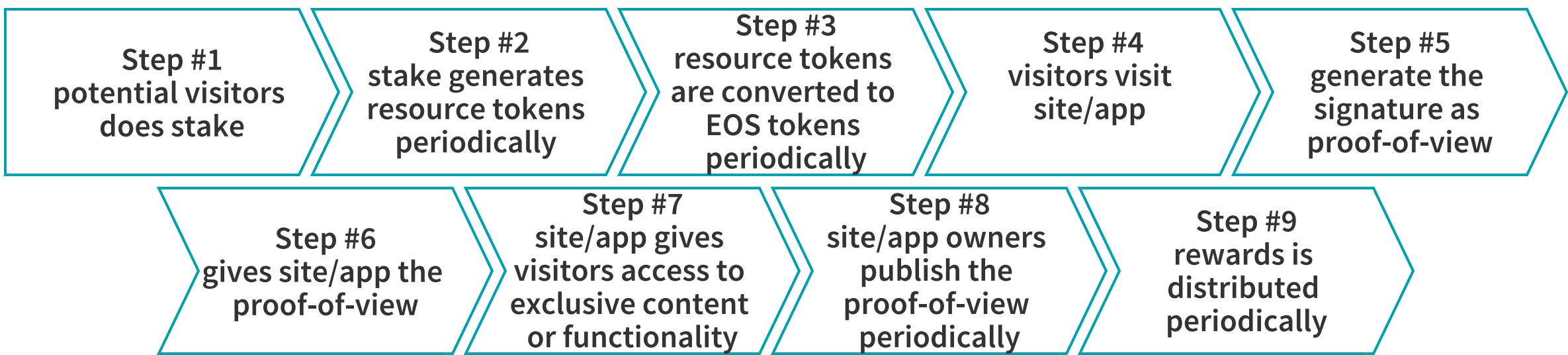
2/2

 VeChain	0.00%	Mining rewards are paid in another cryptocurrency, VTHOR. [source]
 Qtum	1.00%	Mining difficulty is pegged to achieve 1% inflation annually. [source]
 OmiseGo	0.00%	Stakers are paid transaction fees using tokens already in circulation. [source]
 0x	0.00%	No inflation but 50% total supply is held privately.
 Lisk	13.76%	Lisk has a block reward of 5 LSK at a rate of 1 block per 10s, which translates to an annual inflation of 13.76%. [source]
 Nano	0.00%	Nano is not mineable. Total supply was distributed via a faucet that ended in October 2017. [source]
 DigiByte	13.08%	DigiByte has a block reward of 704 DGB at a rate of 1 block per 15s, which translates to an annual inflation of 13.08%. [source]
 Basic Attention Token	0.00%	No inflation but 200mn BAT and 300mn BAT are given to development team and user growth pool respectively. [source]
 ICON	7.00% - 20.00%	ICX has a minimal annual inflation of 7% and a maximum cap at 20%. [source]

How it works with EOS

How it works with EOS

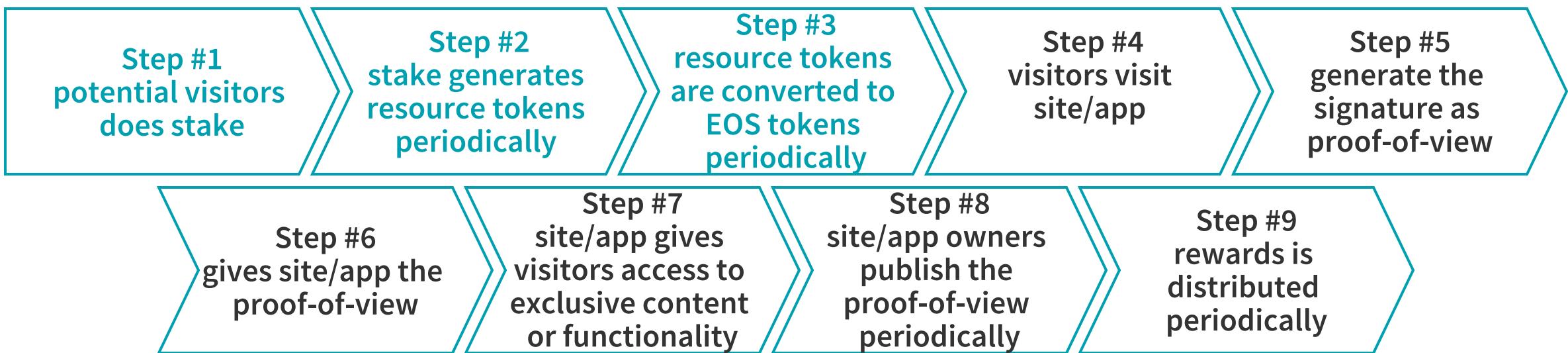
Flow



How it works with EOS

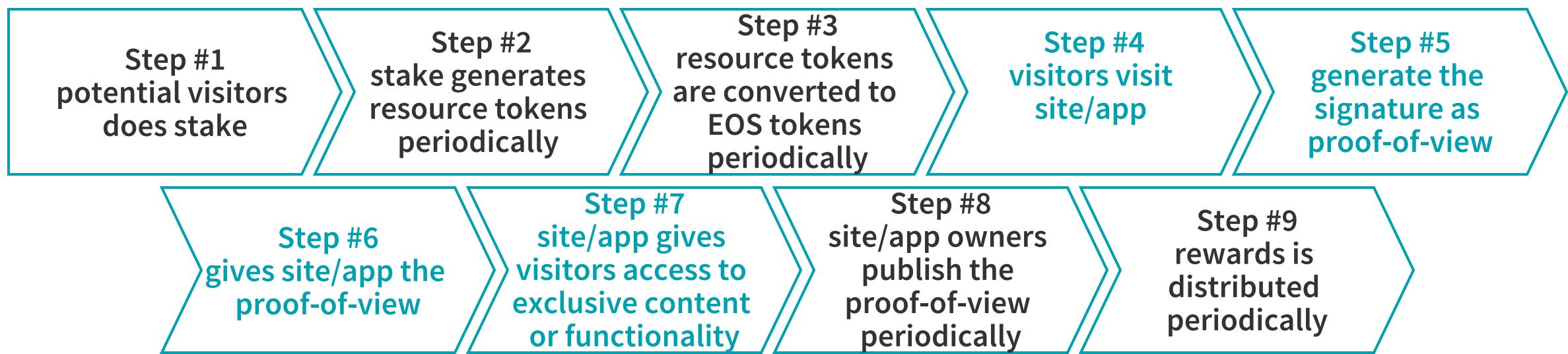
Staking sub-flow

staking portion have 3 steps



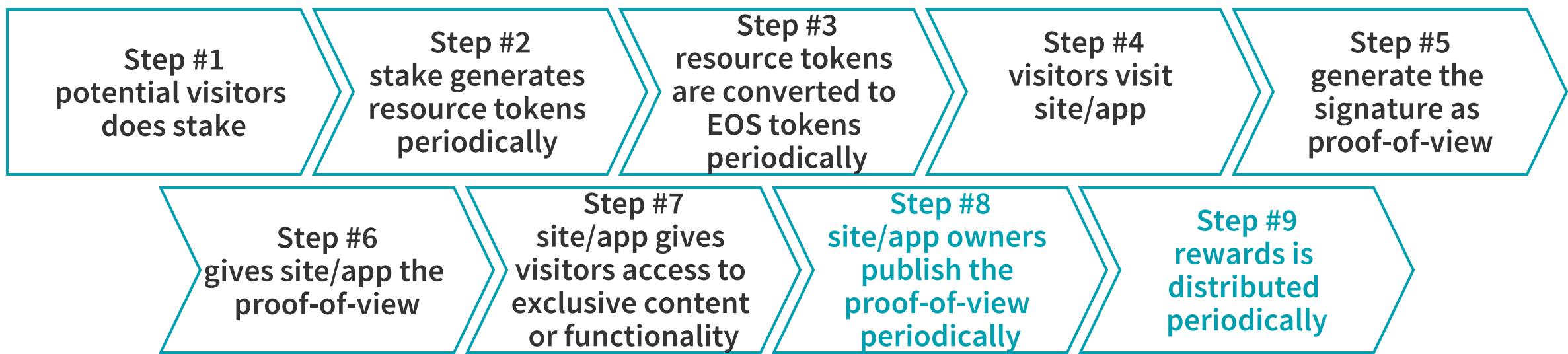
How it works with EOS

Visit sub-flow



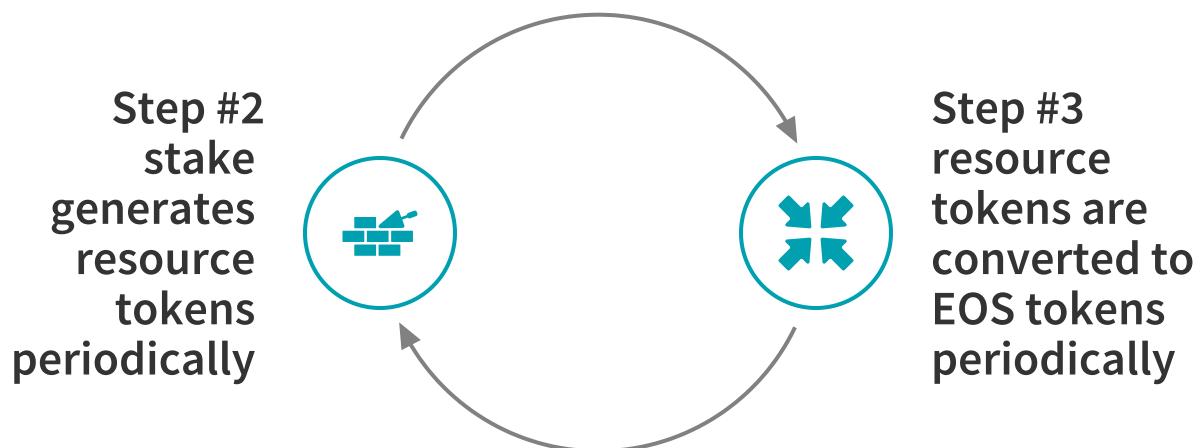
How it works with EOS

Reward sub-flow



How it works with EOS

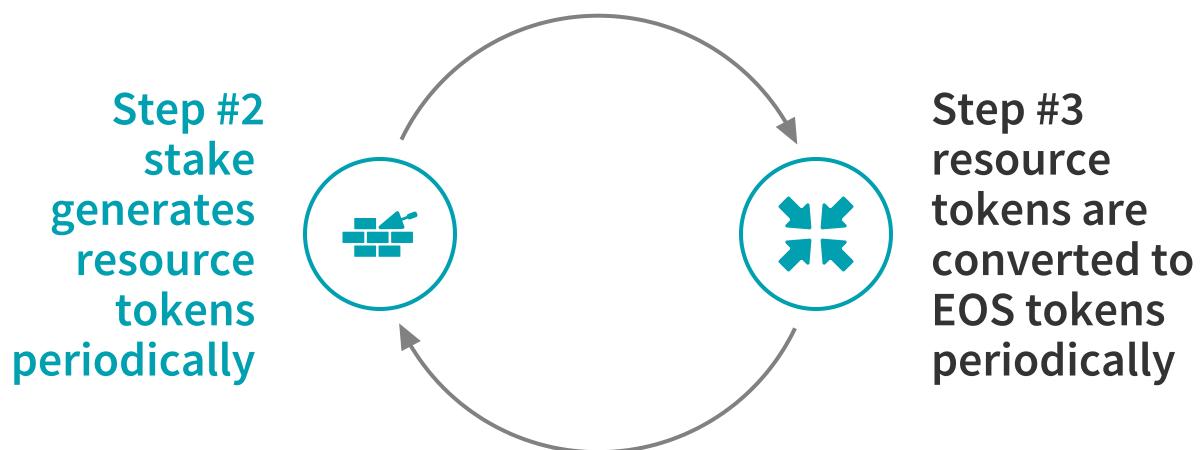
Staking sub-flow



**Step #2 & Step 3 are to be
done periodically**

How it works with EOS

Staking sub-flow

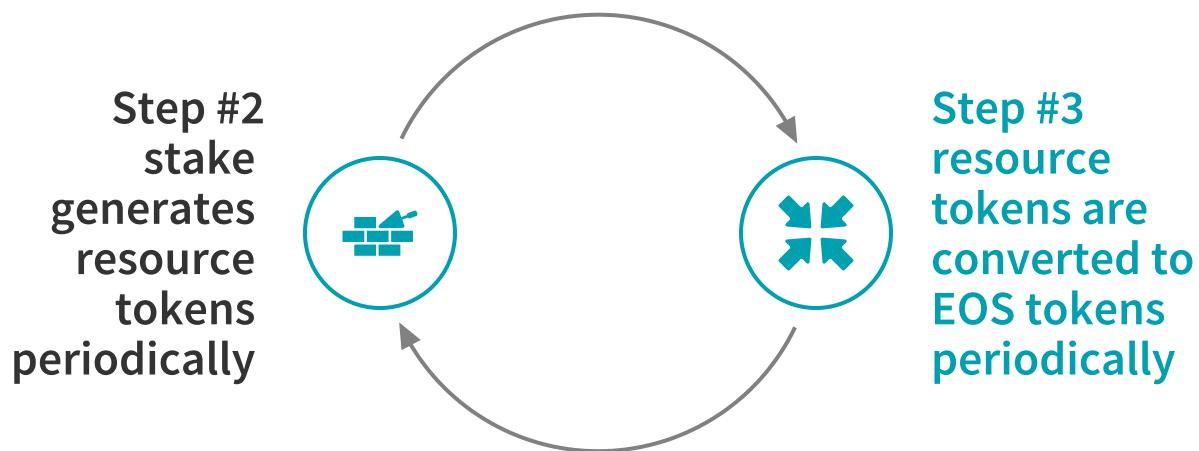


Step #2

In EOS, staking will generate resource tokens. This requires further explanation, but you can just think of this as an staking interest or staking reward.

How it works with EOS

Staking sub-flow

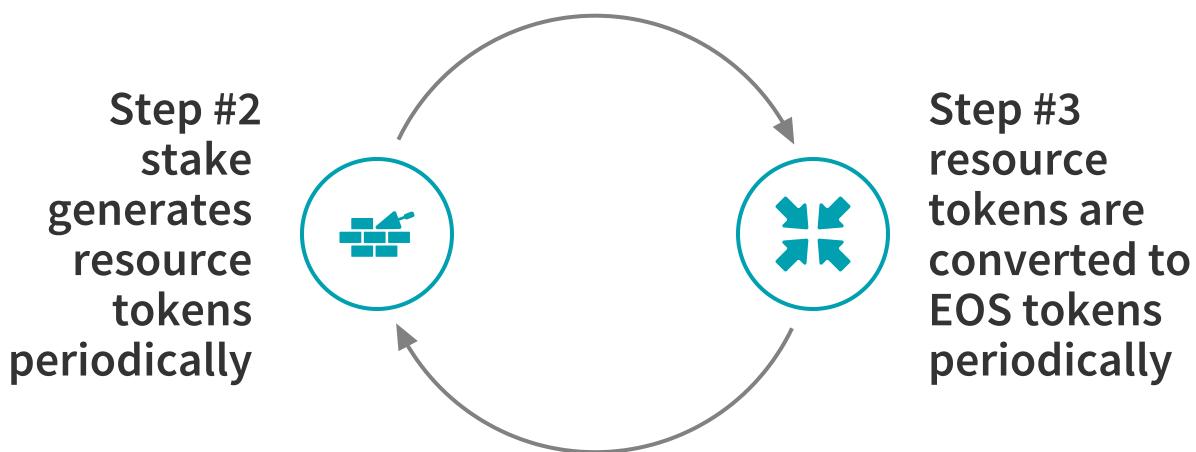


Step #3

Resource tokens are not EOS tokens. But we want to pay the users in EOS tokens. The resource tokens are converted to EOS tokens through REX (Resource Exchange) or ChinTai (3rd-party resource exchange).

How it works with EOS

Staking sub-flow



This could be confusing to people who are new to EOS. But the viewers do not need to know this. Site/app owners don't even need to know this. All these can be done transparently from users.

The resource exchange

Chintai
Eosrex

→ C https://chintai.io

CHINTAI

WHAT IS CHINTAI ROADMAP TEAM SPONSORS CONTACT WHITEPAPER

POWERING DELEGATION FOR THE NEW EOS BLOCKCHAIN

A global decentralized leasing platform. Now live on the EOS Mainnet.

LAUNCH PLATFORM (EOS MAINNET)



← → C https://eosrex.io

Not affiliated with eos.io or block.one. This version is on Jungle Testnet and not yet live on Mainnet. You must create a [Jungle account](#) to login using Scatter. X

  Learn Statistics **EOSREX**.io Blog Support

LEND Buy REX **UNLEND** Sell REX **BORROW** CPU and NET **MANAGE** REX Fund  Login with Scatter

REX / EOS 0.0003 EOS

EOS IN YOUR FUND (UNLENT) 0.0000 EOS

LEND DEPOSIT WITHDRAW

REX IN YOUR FUND 0.0000 REX

MATURITIES BUY REX SELL REX

Welcome to the EOS Resource Exchange!

EOSREX.IO is a free-to-use, user friendly interface to the EOS Mainnet's "REX" smart contract, where users can:

- ✓ Lend EOS to pool (Buy REX) to earn a share of the pool's income.
- ✓ Unlend EOS from pool (Sell REX) to get your EOS back plus a profit.
- ✓ Borrow CPU & NET resources for 30 days at current rates.
- ✓ Manage borrowed resources, REX maturities, and more.

EOS IN YOUR ACCOUNT 0.0000 EOS

Liquid: 0.0000 EOS
Staked: 0.0000 EOS

STAKED TO NET 0.0000 EOS

Staked: 0.0000 EOS
Delegated: 0.0000 EOS
Available: 0 MiB

STAKED TO CPU 0.0000 EOS

LEARN MORE SCATTER LOGIN

EOS Resource Price

from EOS Resource Planner

Resource Planner Overview Calculator

Current RAM Price

0.04407329 EOS per KiB

~ \$0.274 USD per KiB

Cost to persist 1 KiB of data in RAM

Current Network Price

0.00042248 EOS/KiB/Day

~ \$0.003 USD/KiB/Day

Cost to reserve 1 KiB/Day Network Bandwidth

Current CPU Price

0.00249461 EOS/ms/Day

~ \$0.015 USD/ms/Day

Cost to reserve 1 MS/Day CPU Bandwidth

INTRODUCTION

What is RAM?

RAM is required to store data on the blockchain and must be purchased. You get a set number of bytes of storage based on the current RAM market price. The price automatically adjusts up and down with buying and selling action. When you release storage you can sell RAM back to recover EOS at the current ram market price.

What is Network Bandwidth?

Network Bandwidth is measured as your average consumption in bytes over the last 3 days. Net bandwidth is temporarily consumed every time you send an action or transaction but decreases over time returning to 0. The more tokens you stake for net bandwidth the more you get to use. You can unstake at any time to reclaim your EOS tokens.

What is CPU Bandwidth?

CPU Bandwidth is measured as your average consumption in microseconds over the last 3 days. CPU bandwidth is temporarily consumed when you send an action or transaction but decreases over time returning to 0. The longer your transaction runs, the more CPU bandwidth it will consume. You can unstake at any time to reclaim your EOS tokens.

NETWORK STATISTICS

Overall RAM

This is the total amount of RAM that has been reserved across the network. Note: this is not indicative of RAM used by token holders and applications.

Total Available: 107.86 GiB

Total Reserved: 39.89 GiB

Reserved: 36.98 %

36.98%

Note: Block producers will manage the available RAM and add additional capacity as needed.

CPU Emergency

Enter your account name to receive 3 EOS of CPU delegated to you for 8 hours. If qualified, CPU will be delegated in less than 30 seconds.

EOS Account Name

SUBMIT

Partnership

- staking pool (decentralized)
- centralized staking distribution
- staking pool (centralized)
- venture fund staker
institutional staker
- coinbase
they also distribute staking interest

Market Size

Market Size

cryptocurrency	max inflation rate	market cap (2019/04/05)	inflation value per year (at current market cap)	market cap 10x	inflation value per year (at 10x market cap)
EOS	5.000%	5,000,000,000	250,000,000	50,000,000,000	2,500,000,000
Stellar	1.000%	2,400,000,000	24,000,000	24,000,000,000	240,000,000
Tezos	5.510%	650,000,000	35,815,000	6,500,000,000	358,150,000
TRON	0.770%	1,800,000,000	13,860,000	18,000,000,000	138,600,000
NEO	18.000%	860,000,000	154,800,000	8,600,000,000	1,548,000,000
Lisk	13.760%	250,000,000	34,400,000	2,500,000,000	344,000,000
ICON	20.000%	220,000,000	44,000,000	2,200,000,000	440,000,000
total			556,875,000		5,568,750,000

Market Size

cryptocurrency	max inflation rate	historical high market cap	inflation value per year (historical high market cap)
EOS	5.000%	17,660,000,000	883,000,000
Stellar	1.000%	15,230,000,000	152,300,000
Tezos	5.510%	1,460,000,000	80,446,000
TRON	0.770%	16,750,000,000	128,975,000
NEO	18.000%	10,540,000,000	1,897,200,000
Lisk	13.760%	4,480,000,000	616,448,000
ICON	20.000%	4,560,000,000	912,000,000
total			4,670,369,000

**Market size
\$4-6b/year**

And that does not even include Ethereum yet

We haven't include Ethereum because we have to wait for Ethereum 2.0

Additional benefits for developers

- can replace the need for user management

Naysayers point of view

**People are forfeiting their
staking rewards for this**

Regular users may not get staking rewards anyway

- Regular users' stakes are not large enough for them to be validators
- We are aggregating the stakes from large amount of users for it to mean something as validators

What do regular EOS holders get from staking?

Looks like EOS so far is privileged kings game. BP and backup BP gets EOS.

But regular EOS holders stakes too, why do regular EOS holders do not get EOS in return? The more i stake the more

Here is an example

This example comes from Reddit

Privacy?

This could be a problem.

**Solvable by applying zk-snark
on the aggregate data and only
submit the succinct proof.**

**side benefit of putting
little data on chain**

Pitch to crypto people

**To Crypto People
for years, we have been shouting to make crypto
mainstream**

**this is the chance to put crypto way beyond main stream
put money where our mouth is
and make ourself richer in the process**



image credit

<https://pixabay.com/illustrations/main-flow-mainstream-direction-2094396/>

**We want to get the
network utilized well**



This really is the
Killer App

for crypto

To crypto people

The real understandable blockchain stuff

- Admit it, you probably have invested on something without reading the whitepaper or before understanding the whitepaper
- Now, here is a blockchain stuff that everyone can understand. And we purposely make it easy to understand.
- Isn't that worth trying it out?



Any Questions?

Brought to you by

Solomon Wu

End