CARROT

WHITEPAPER V1.1

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We will build the worlds first machine learning taste algorithm that will deliver instant permissioned opinions derived from our decentralised database of anonymised data.

By combining **Web3 technology** and the **'wisdom of the crowd'** we can deliver mass accuracy. And we will reward our pool of dedicated **tastemakers** along the way.

CARROT

We bring the CARROT, not the stick.

About

The global market research services market reached a value of nearly $74.4 billion in 2020, having increased at a compound annual growth rate (CAGR) of 1.7% since 2015. The global market research services market size is expected to grow from $74.4 billion in 2020 to $91.3 billion in 2025 at a rate of 4.2%.

With the impending economic downturn, the majority of public relations and ad agencies will be looking to streamline their operations in 2023-24 whilst offering the same impeccable service to their client brands. CARROT empowers agencies to provide the same or greater insights at a fraction of the cost, and with minimal internal support required.

The Problem

Knowing if a product is viable before launching is key to a companies success. Market research has historically been undertaken through small select groups of individuals to try and understand this. But how many opinions is enough to be an accurate representation of a market? And how do you know they are the correct ones?

The Solution

Our answer is **mass accuracy**. By delivering **the wisdom of the crowd**, we will be building the largest group of opinion providers ever seen. Utilising **web3 technology** to create a seamless reward mechanism to encourage anyone to take part, we'll both maximize the potential number of opinion givers for each client whilst empowering them to create the exact audience they want the opinion of.

The Execution

We are focused on three things:

1   **Building the worlds largest opinion pool.**

2   **Creating technology which maximises accuracy of opinion and minimises per opinion cost (POC)**

3   **By making our platform as accessible as possible to anyone. We'll do this by creating a taste algorithm using our pool of anonymised data, giving clients instant access to an opinion derived from hundreds of thousands of views. All the while monetising opinion, by creating a taste passport, which gives back the ownership and monetisation of data to each individual.**

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Blockchain

Using the Ethereum proof of stake blockchain (ERC) CARROT will provide an immutable ledger of its users permissioned data, enable brands and agencies to be able to onboard and reward individuals who provide their opinion on products, services and statements in a seamless and efficient manner.

Engage To Earn

CARROT will be a two way marketplace, offering individuals the opportunity to monetise their opinion and taste and providing validated and targeted insights for brands that wish to test market opinions on a range of subjects.To ensure clients get the optimal market research results, CARROT will reward participants with the CARROT token ($CRT). The more frequently participants engage with the platform, and the more accurate their responses, the more token rewards they can receive. Rewarding participants directly aims to ensure that token holders can be immediately incentivised for their participation, ensuring a motivated community and accuracy of opinion.

Participants will have the opportunity to progress through a tiered membership level within CARROT, depending on their engagement, accuracy and staked tokens.

LEVEL 1 - FAN

A fan is someone who matches the target audience of your brand. An individual who has previously purchased your brand or competitor brand and shows an interest in new products in that sector.

LEVEL 2 - INFLUENCER

An influencer is an individual who has provided more than 100 validated opinions within the market sector, and has had at least 10 community validations, showing they have a linear opinion curve.

LEVEL 3 - TASTEMAKER

A Tastemaker is a leader within our community who has provided more than 1000 validated opinions, with over 100 community validations. These opinion specialists are often used for new markets and products or for products or services which are cross-sector.

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Market Research

Clients will be able to subscribe to the CARROT platform which will give them direct access to engage with their target audience, permissioned data and give them the ability to create their own research brief through an easy to use framework creation tool.

CARROT will utilise a range of inbound marketing techniques to build a comprehensive user base, providing any brand with the most diverse and simple to target audience in the world.

User Acquisition Methodology

Brands and Agencies (Clients)

The internal team has already built a database of contacts for **over 2500 agencies** in the UK and Europe. An experienced agency native will be hired post launch to build out a business development team and contact these agencies to offer a trial of the platform and then upsell to paid plans.

Opinion Givers (Users)

These will be onboarded using established methods such as inbound marketing, PPC and social advertising methods. We will also make targeted airdrops to wallets which hold small amounts of consumer focused tokens, with a dedicated onboarding method for these new users.

Key Product Features

Client portal

As a client this will enable you to track any research projects you have in action, request realtime research from our taste algorithm and track any brand mentions in the community.

Research Builder

Our research builder enables you to create a market research project through a few simple steps. Simply define your target audience silos, product type, type of audience, and the specific questions you wish to ask and we'll action it within 72 hours.

TasteMaker Portal

As a tastemaker you will be able to keep track of your rewards, request for opinions, see brand offers and how accurate your opinion has been

Key Product Features

Taste Algorithm

A continually evolving codebase, our taste algorithm is a machine learning tool which is trained by (eventually) millions of opinions. It enables us to deliver an instant snapshot opinion on products and services, with manual research groups available as a follow on. Using every facet of machine learning, from image recognition to natural language processing, it gives you **the power of a million opinions and a thousand servers** in the palm of your hand.

Taste Passport

By curating anonymised, permissioned opinion we provide marketers with a new data source - **qualified, verified opinion**. Unlike the last wave of internet giants, who shared none of their revenue with their users, we'll pass the majority of income to you via your taste passport. Brands will buy access to opinion and interaction using our token via their client dashboard or via API.

PRODUCT ROADMAP

THE CARROT TEAM ARE CURRENTLY BUILDING THE FOLLOWING ROADMAP TO DELIVER THIS PROJECT

PHASE 1

- Develop Prototype illustrations
- Presale of $CRT token
- Launch marketing campaign to drive engagement in the $CRT token to retail customers
- Token listing on CoinGecko and Coin MarketCap
- Secure client brands/agencies trials for portal membership
- Build advisory board
- Develop CARROT portal ready for Beta access
- DEX Listing

PHASE 2

- Launch CARROT portal allowing users to register and create profiles
- Onboard first 1000 users
- Run dedicated ad-campaigns to build user base
- Build customer database to use and test the Beta environment based on global top 1000 advertising and public relations agencies

PHASE 3

- Progressive web application
- Direct Advertising through portal
- Metaverse integration - live taste tests on Meta / Sandbox etc
- NFT distribution for qualifying consumer level
- CEX Listing

PHASE 4

- Machine learning algorithm that defines what " Taste " is. Will enable brands to build highly focused virtual research groups and generate insights without human interaction, at much lower cost.
- "Taste Passport" - an ERC-1155 Non fungible token which will allow users to monetise their choices on the wider internet by providing permissioned access to their taste profile and allowing advertisers to target them. Will also allow brands to request real time feedback on any web accessible site content. Rewards will be in $CRT tokens providing upward buy pressure.

Tokenomics

CARROT is an engage-to-earn ecosystem building the worlds first market research protocol. Its platform will provide access to a continually growing repository of engaged consumers and their **permissioned, verified, opinion** driven **"taste"data**.This will enable brands to make more accurate business decisions based on a large customer focused sample size.

The benefits to this will be:

Using the "Wisdom of the Crowd" to gain impactful opinions - the larger the dataset, the more accurate the opinion.

Use targeted demographics to ensure the most relevant results - if a client wants ten thousand 19-21 year old white females opinion on a hair product CARROT will be the only solution.

Access to a database of users who are incentivised to deliver real and honest opinions which protect output integrity.

That's why the CARROT model is drastically different to current traditional market research options. It aims to **give clients the best feedback** from a targeted user base and gives users an incentive through its CARROT utility token ($CRT) incentivising delivery of the most streamlined market research response.

Accounting and Value Transfer

$CRT is the central unit of account and value transfer between the various stakeholders within the CARROT ecosystem.

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Revenue Transactions

Clients will be onboarded using fiat purchases which will be held in treasury to market make the token across the most liquid markets, in order to create a price curve which triggers traders and bots to enter.

Expense Transactions

$CRT token can be used to buy products and services within the ecosystem from clients at discounted prices.

Staking Transactions

Consumers will be able to stake their $CRT token which will give them access to greater usability and engagement with brands on the platform.

Reward Transactions

Consumers can be rewarded with the $CRT token for completing tasks

Token Utility

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As the central unit of accounting and value within the CARROT ecosystem, the $CRT token is essential to every aspect of CARROT. $CRT is the means to create an accelerating value cycle where community members consistently contribute and receive increasing value from their tokens the more they use the platform. Users can be rewarded primarily through Open and Fixed tasks. Open tasks leave participation up to the individual whereas Fixed tasks should be completed on a regular basis.

Both Open and Fixed tasks carry a reward and can be capped on a daily basis to control token supply.

The table below gives an example of Open and Fixed tasks:

NETWORK ACTIVITY	NETWORK ACTIVITIES	TOKEN REWARDS (PRE SALE VALUE $0.02 EST)
OPEN	Social Sharing	50 Tokens per action
	Referral Scheme	50 Tokens per action (10% of fan deposit)
FIXED	Survey	100 Tokens
	Watch Interactive Content	50 Tokens
	Comment/ Contribute	10 Tokens
	Share	50 Tokens
	Completion Bonus (All Daily Tasks)	25 Tokens

Token Value Drivers

There are a number of ways that will help generate demand for the $CRT token. Two key drivers will be:

1. Staking Requirements

There will be 3 levels of hierarchy for participants which will require an amount of $CRT tokens to be staked. The rewards at each level will increase for participants, incentivising them to stake their tokens and progress through the levels. Progress through the levels can only be achieved through staking tokens and earned through participation.

Staking requirements can also be increased over time to ensure continual supply pressure on $CRT.

HEIERARCHY	LOCK/STAKE	BRAND EVENTS	BRAND PRODUCT DISCOUNT
TASTEMAKER	5,000	1 x Free Entry	20%
INFLUENCER	2,500	50% Dicsount Entry + Tokens	10%
FAN	1000	Tokens only	No discount
		Brands may offer CARROT users access to certain exclusive events	Brands may offer CARROT users access to certain exclusive products

2. Treasury - Price Curve Management

Clients who subscribe to CARROT will pay fees based on a number of variables such as rarity of target market, size, speed of response etc. These fees will be invoiced as per normal business operations as we feel that the wider market is not structured to pay via digital assets yet.
This fee could be on a monthly, annual or one off basis . It will be held in a treasury account and used for dynamic token buybacks to maintain an attractive price curve for investors whils providing liquidity for the user rewards. Typical industry costs for a market research project are $20,000 to $50,000. Our aim is to halve these prices, and so attract large numbers of clients.

Team

Carrot will build a team of industry natives who speak the same language as our target client base. By hiring PR and marketing specialists we will be able to pivot from shared frustrations of existing solutions. It is also key that we lead the market in technological applications. We are actively looking for data scientists with specialties in graph databases and artificial intelligence amongst other technical roles.

Advisory Board

We will also build out an advisory board to provide strategic and scientific insights for continued platform growth. We are targeting individuals who hold doctorate degrees in marketing , behavioural science, and also thought leadership in public relations and/or marketing across a breadth of demographics.

RISK WARNING

Purchasing CARROT tokens involves an element of risk and may lead to the loss of a substantial part or the entirety of the principal monies advanced. Before purchasing CARROT tokens, carry our due dillegence and thorough assessment taking into account the risks identified in this whitepaper, as well as others risks not included or anticipated in this document.

Only purchase CARROT tokens if you fully understand the tokenomics of CARROT supply and issuance and the CARROT economy. Crypto assets can be subject to expropriation and/or theft. Computer hackers or other malicious groups or organisations may attempt to interfere with the CARROT platform in a number of different ways – these may include malware attacks, distributed denial of service attacks and consensus-based exploits such as a 51% attack that could result in the loss of CARROT tokens or the loss of the ability to access CARROT tokens.

Because of the immutable nature of blockchain transactions there may be no remedy if a successful attack by malicious actors was to take place against the Ethereum Chain that the CARROT platform is built on.

Crypto assets are not regulated as financial instruments and there is no refund or compensation available from regulatory bodies such as the UK's Financial Services Compensation Scheme and similar bodies in other jurisdictions. The regulatory status of crypto assets remains in flux and varies from jurisdiction to jurisdiction, presenting owners of crypto assets with a level of legal uncertainty. It is possible that in the future, certain laws, regulations, policies or rules relating to crypto assets, blockchain technology or decentralised applications may be implemented that affect or restrict token holders' acquisition, ownership rights, and ability to buy, sell, convert or use crypto assets such as the CARROT token.

Uncertainties regarding tax legislation relating to crypto assets could leave token holders exposed to unforeseen consequences such as taxable events retrospectively applied or to be applied in the future.

Each prospective CARROT purchaser should weigh up their own individual appetite for risk and consider consulting an independent financial adviser before making any decisions. Readers of this whitepaper may also need to consult a tax professional, accountant, lawyer or other professionals in order to fully satisfy themselves regarding any outstanding matters related to how the CARROT platform is designed and operated, before deciding whether a purchase of CARROT tokens would be in line with their risk profile.

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THANK YOU

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