

# VIPER.NETWORK



## TABLE OF CONTENT

Summary.....	2
Objectives.....	3
Description.....	4
Environment.....	5
Economical environment.....	5
Spiritual environment.....	5
Market.....	6
Blockchain market.....	6
Knowledge market.....	6
Online learning market.....	6
Blogging social media market.....	9
Informations century.....	9
Social media.....	9
Competitors.....	11
Online learning competitors.....	11
SWOT analysis.....	13
Strategies.....	14
Bringing new visitors.....	14
Converting visitors into users.....	16
Keeping users active.....	16
Making users investing.....	16
Other strategies.....	17

## **Summary**

HIVOC is a fully automatic system running on the blockchain technology targeting the knowledge sector including multiple services based upon a shared token for the system's capitalization and incentives system. This decentralized system is mainly composed of three sub-systems being a chat application, a blogging social media platform and an online courses platform covering together the wide range of knowledge and information sharing.

This system has been designed to be economically sustainable and optimally achieve its objectives.

## Objectives

Digitalization has driven major advances in the economy and society. This progress has had a powerful positive impact on the lives of people in developing and emerging countries. Today, more children are educated, fewer people suffer from hunger, child mortality has receded and a global middle class has taken shape.

VIPER primary objective is to provide a free and secure worldwide access to unbiased and quality knowledge related materials such as posts, articles, and courses in the educational and information sharing sector through a pleasant yet efficient experience while fairly incentivizing content creators and curators using the inflation of the capitalized value of the network subjectively increased during the creation of their materials.

VIPER secondary objective is to establish an open knowledge market and a transparent competition in the information creation sector as the cornerstones of digital growth stimuli, creating innovation-friendly environment and thus giving people the opportunity for social advancement and greater economic prosperity.

VIPER stand for an efficient world with more equal opportunities through a fluid access to high quality unbiased knowledge materials while reinforcing diversity and freedom of opinion.

The system's economics objectives are meant to be fair and sustainable oppositely to a purely speculative and non-fair economic model.

## Description

Viewed as a system, this business is mainly composed of three sub-systems being three platforms providing services.

- The first platform focus on providing a service to efficiently exchange private information between two or more peers trough an highly secure multi-platform chat application providing a simple and pleasant user experience.
- The second platform focus on providing a service to read and write articles and blog posts in a social media way trough a pleasant and efficient experience. This platform is looking like a popular social media platform meant attract a wide range of people but focus on the blogging aspect meant to gather high quality content.
- The third platform focus on providing a service to read and write online courses in the education domain trough a pleasant and efficient experience. This platform focusing on more specific skills is meant to provide a complementary approach to the blogging platform to cover the whole knowledge domain.

Together, theses complementary platform cover the wide knowledge domain trough messages, posts, articles, and courses. Theses three platforms will use the same technology called [Steem](#) that include the same account system and economical model to reward content creators and curators trough shares in the network as the network size and value is increasing, therefore, a user can use the same account to access all three platforms and seamlessly chat from one platform to another.

## **Environment**

Successful businesses adapt their internal environment in function of their external objectives and environment, therefore here is an analysis of our external environment that matter for our internal environment and objectives.

### **Economical environment**

The VIPER system's external economical environment is mainly FIAT currencies. According to fundamental economical law, as FIAT currencies become weaker, our token become proportionally stronger to FIAT currencies, therefore, weakness in the external economics are an internal economical strength.

### **Spiritual environment**

Theses system's objectives are fair and have a positive impact on people lives, therefore, it often trigger a good response and participation rate as theses kind of objectives are becoming more appreciated.

## Market

### Blockchain market

Many musicians, photographers, artists, designers, scientists, architects, engineers and authors have not received proper compensation for their intellectual property on the internet.

Blockchain technology has unlocked new business model that can solve this problem while improving trust, safety, and reliability. Blockchain technology can also provide native payment systems, trustable reputation systems, and uncensorable content.<sup>1</sup>

Thus make the blockchain technology very interesting for creating new business strategy. The technology is still very young, therefore there are still a plethora of opportunities with a quite low competition in services upon blockchain domains.

### Knowledge market

Economics are like a game where every players compete with each others to climb higher in this pyramidal scheme. Every player from the beginning of their game experience have started to learn trough experience and information such as articles, courses, and books in order to become more efficient.

Most players playing this game are actually collecting information trough experience and knowledge materials to be successful, therefore, the market is big and the demand is very sustainable. The main question is which business is the most competitive into this sector to provide the most valuable informations trough the most efficient experience for a human being.

### Online learning market

Currently in the developed world, people are now going to have an average of 5-6 different jobs during their careers. Therefore the concept of paying \$250,000 for a four year degree is a scam in a context where one degree cannot possibly prepare an individual for the learning/educational challenges of those subsequent six jobs.<sup>2</sup>

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1 [https://www.rolandberger.com/publications/publication\\_pdf/roland\\_berger\\_thinkact\\_21\\_vigilant\\_en.pdf](https://www.rolandberger.com/publications/publication_pdf/roland_berger_thinkact_21_vigilant_en.pdf)

2 <https://trends.ifla.org/expert-meeting-summary/the-future-impact-of-the-internet-on-education-and-lifelong-learning>

Workers must be given the opportunities and the skills they need to adapt to the changes brought about by digitalization and keep pace with new requirements at all times. As with school education, corporate learning are facing many changes and competitors, thus will probably strengthen the pressure for a cheap ongoing development and training throughout individuals' entire working lives.

“Education is experience, and the essence of experience is self-reliance.”  
— T.H. White

Over the next 5 years online education and Massive Open Online Courses (MOOCs) will cause serious disruption to the incumbent players in the higher education market. Online education will open up new learning opportunities in the developing world.<sup>3</sup>

The availability of MOOCs is expanding rapidly – according to the Chancellor of the University of Southern California, that institution currently generates around \$114 million per year from operating such courses. It was predicted that in the next 5-10 years online courses will be serving more learners than the combined provision of physical courses offered by the world's universities. This will have both revolutionary and disruptive effects on the global education landscape over the next 10 years.<sup>4</sup>

The rapid global expansion in online education resources will make learning opportunities more abundant, cheaper and more accessible. There will be increased value on lifelong learning and more recognition of non-formal and informal learning.<sup>5</sup>

### 13%

is the growth in 2014 setted to double by 2018: these are the forecasts for the entire e-learning market – actually valued at 170 billions, it's one of the most impressive success stories in the education sector, itself already enjoying strong growth.

### 77%

In 1995, only 4% of US companies offered e-learning in their professional development programs, in 2014 it was 77%.<sup>6</sup>

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3 <https://trends.ifla.org/the-disruptive-democratisation-of-education>

4 <https://trends.ifla.org/expert-meeting-summary/the-rise-of-massive-open-online-courses-moocs>

5 [https://trends.ifla.org/files/trends/assets/insights-from-the-ifla-trend-report\\_v3.pdf](https://trends.ifla.org/files/trends/assets/insights-from-the-ifla-trend-report_v3.pdf)

6 [https://www.rolandberger.com/publications/publication\\_pdf/roland\\_berger\\_tab\\_corporate\\_learning\\_e\\_20140602.pdf](https://www.rolandberger.com/publications/publication_pdf/roland_berger_tab_corporate_learning_e_20140602.pdf)

Individuals learning including schools and universities being in the pre-workforce and corporate learning being in the workforce do compose the online learning domain. As mentioned above, the market is rapidly changing, therefore the need for a workforce to be up-to date is not only an advantage but also an important need to stay competitive in this fast changing market.



## **Blogging social media market**

### **Informations century**

Digital information is the oil of the 21<sup>st</sup> century, every two years, the global volume of data doubles in size. Digitalization is unstoppable because it makes knowledge available anywhere at any time for everyone.

We are heading toward a "social" economy in which people and systems are constantly linked up and communicate in real time. Our life is becoming a huge network in which the real and virtual worlds flow into each other, with lasting effects on the way we think and our social relationships too.

Digitalization and social media are constantly changing the way we communicate, consume and create. Those that get a handle on the network economy early on can tap new value-creation potential.

More and more products and services from the analog world are facing their equivalent on the social web. Newspapers and magazines have become websites and applications while library and shops have become marketplaces and online shops.

These new medium have opened many possibilities while digitalizing services from the analog world – users have received the power of creation through the process of helping to shape a blog or a magazine and having the possibility to create their own.

### **Social media**

Social media is spreading exponentially. It has already changed the world as much as radio did in the last century and it has turned the internet from a passively used medium to an interactive one.

**1/4**

of Internet users time is spent doing social networking.

**3/4**

of users access social media using their mobile device.

Social media meets many basic human needs: inquisitiveness, sharing, communication – not to forget visibility and recognition.

From the interactive side of this medium, one of the strongest reasons for getting involved in a community is the chance to boost one's own social status. This urge can be triggered by awards like badges or other playful elements like gamification.

From the passive side of this medium, it provide a feed of informations about user's interests that can be used in a meaningful way to become an integral component of user's personnel development and passion feeding.

- The perceived fairness of the governance system has an impact on the effectiveness and durability of a community.
- Social media isn't just for youngsters – the over-45s are now the fastest growing segment of users.
- Platforms based on openness, self-regulation and implicit rules boost the commitment of those involved.
- Collaborative commitment is the top level engagement. More than simply disseminating content, it's about jointly creating, completing or modifying it.

Internal social media applications create a joint knowledge and innovation platform for users from all regions, functions, disciplines and hierarchical levels.<sup>7</sup>

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<sup>7</sup> [https://www.rolandberger.com/publications/publication\\_pdf/roland\\_berger\\_tab\\_socialize\\_your\\_business\\_20140718.pdf](https://www.rolandberger.com/publications/publication_pdf/roland_berger_tab_socialize_your_business_20140718.pdf)

## Competitors

### Online learning competitors

There are usually two monetization approach on the online learning market:

The first approach is to provide free courses and charge an amount for extra services such as certifications or help. This approach offers a great accessibility but often cause a lack of quality or diversity.

- Khan academy is a non-profit organization working on donation and providing free courses. The greatest advantages to use this platform is that high quality free courses are accessible anywhere, anytime and without being logged, therefore accessibility is very great. The downside is that this platform only offer general skills in classical domains but does not provide any specialization or advanced field probably due to non-existent incentivizes.

The second approach is paid courses which charge an amount per courses or per account in form of a single time licence or a monthly subscription. This approach often offers a great quality and/or diversity but is far less accessible.

- Coursera is a for-profit organization charging 3000\$ per universities to permit them to write courses and charging a one time payment between 25\$ and 8\$ per students to access the platform and it's courses. For individuals learning, some courses are free with paid certificate and some other are to pay in form of a subscription concerning a specific list of courses. Coursera offer a good quality and quite good diversity but accessibility is not great because of the high courses price and the obligation to create an account even on free courses.
- Lynda is a for-profit organization charging a 30\$ subscription fee per month per user to access all the courses. They distribute 90% of their revenue among authors based on their courses popularity and take a 10% fees. This platform offer a quite good accessibility trough an affordable price and provide a good quality and diversity.
- Udacity is for-profit organization charging huge amount to access courses in form of a subscription per courses or one time payment. Udacity is focused on

specific domains and offer a great quality. Accessibility is very bad, because of the very high courses price.

- EdX is a for-profit organization providing free courses and charging an amount for a certificate. This platform offer a good accessibility and provide a good quality and diversity.

NAME	FOUNDED IN ...	PARTNER UNIVERSITIES	MOOCs	USER
<b>Coursera</b>	2012 by Stanford Professors Andrew Ng and Daphne Koller	108 universities from various countries worldwide	627	6,400,000
<b>OpenupEd</b>	2013 by EADTU (Europe's Institutional Network for Open and Flexible Higher Education)	11 universities from various countries, mainly in Europe	272	n.a.
<b>edX</b>	2012 by the Massachusetts Institute of Technology (MIT) and Harvard University	31 universities from various countries worldwide	133	1,800,000
<b>Future Learn</b>	2013 by the Open University	26 universities mainly from the UK plus several from Ireland, Australia and New Zealand	44	200,000
<b>UDACITY</b>	2012 by former Stanford professor Sebastian Thrun plus David Stavens and Mike Sokolsky	3 universities	33	1,800,000
<b>iversity</b>	2011 by two German former students, Jonas Liepmann and Hannes Klöpper	23 universities from various countries, mainly in Europe	28	500,000

The competition in term of service quality is mainly based upon three parameters:

- Accessibility based on instant access capability and price.
- Diversity based on domain wide and domain depth.
- Quality based on overall user experience and courses quality.

Each parameter is indirectly defined trough the platform business plan also including partnerships, marketing and various other operations. Each platform have it's strength and weakness, making a platform more or less attractive for specific part of the online learning domain depending learners expectations.

## SWOT analysis

	<b>Helpful</b>	<b>Harmful</b>
<b>Internal</b>	<b>Strengths</b> <ul style="list-style-type: none"><li>• Great user experience</li><li>• New incentive model</li><li>• Wide services range</li><li>• Great accessibility</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• High server cost</li></ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"><li>• Trendy domain in expansion</li><li>• Life lasting market</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Skynet</li></ul>

Based upon a trendy domain in expansion for both the educational and information sector being part of the knowledge domain, we are facing a quite strong competition.

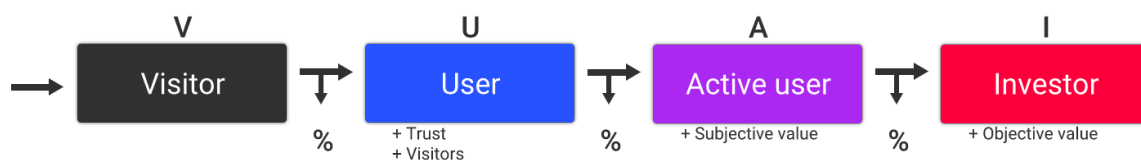
## Strategies

VIPER is a fully automatic system designed to act like a gravity force with sub-systems meant to focus this force in a way that this system automatically grow in a sustainable way.

Classical compartmentalized strategy such as advertising and marketing are not well designed for such systems growth you'll nearly never see such platforms doing classical advertising, marketing often reside in multiple details, therefore, this section describe strategies presented differently focusing on multiple details working together to achieve the same purpose with a better efficiency considering the system environment and composition.

“Details make perfection, and perfection is not a detail.”  
— Leonardo da Vinci

VIPER is designed like a system including nested sub-systems, the first thing to be planned is the objective, then come the system composition meant to reach theses objectives. Each sub-systems is then analysed and optimized one by one in the deepest.



The main strategy is to increase the number of visitors through automatic process and then optimize each evolution of a user to get the best conversion rate in order to extract the maximum value from a user.

The most efficient in terms of cost and result is to make users bring visitors through word of mouth, social sharing and natural search engine process. It is then a need to optimize each conversion rate.

## Bringing new visitors

Platforms have their natural competitive attractiveness with their strengths and their advantages. This section describes the optimization made to each process in order to increase the new visitors number.

- Word of mouth
  - A stream will be engineered to push forward the will of a natural word of mouth process among users for these platform through call to action. This is the most difficult system to engineer, it is a result of a plethora of little details mostly spiritual environment, high quality and hype.
  - The chat application provide a far more better security than most other competitors and an equivalent quality, therefore it provide a breach to reach the market. When a group of people use a chat application, there are easily willing to invite their friends if the application provide an enough important advantage to induce a switch. The process of inviting friends will be optimized to maximize the conversion rate.
  - The HIVOC strength is that each little details are optimized to make the whole great. The brand and it's platform will be designed in such a way to make the product so good that natural advertising will be automatically done through users.
- Web sharing
  - Users sharing their post are one of the best advertising possible, it is the natural way content is shared on the internet. Hivoc system is designed to maximize the share rate among post through tips, gamification and analytics's.
- SEO
  - Natural referencing is a strong source of traffic, SEO will be technically optimized and short tips to optimize content will be shared to maximize this source of traffics.
- Cross login
  - Cross login is simple yet powerful, if a user has created an account to use the chat application, it will be able to access to all others platform without creating a new account. Each platform will provide a link to access other platform in such a way that users will flow from a platform to another.
- Hypesquad

- An hypesquad will be created where user can identify themselves to the brand and access to branding materials such as stickers, wallpapers and promote the platform, [example here](#).

## Converting visitors into users

- Login modal
  - When browsing a platform after some time, users will see a modal appearing to purpose them to sign up to get advantages.
- Easy login
  - Login and sign up process must be easy and fast, users will be able to login/sign up using an other account such as Google or Facebook.

## Keeping users active

- Email
  - Email will be regularly send to users.
- Gamification
  - Playful elements such as badges will be given to user to increase the participation rate.
- Notifications
  - Notifications will be regularly send to users.

## Making users investing

- Creating the need to add fund.
  - Tipping authors and promoting post will compose an important part of this system, users can support an author or an event by making a small donation. Gamification will promote this action. In order to make a small donation, users need to add fund to their balance, therefore, this system act like a bate that break the mental barrier of adding the first fund.
- Easily adding fund.



- Adding fund should be easy as fuck, we will ensure a proper help onto the user interface to interactively guide user through this process while reducing this process difficulty and duration. User will be able to know how to add fund using their bank account, cryptocurrencies or credit card through a simple and interactive guide with very few steps.
- Call to action
  - A call to action will be displayed onto the wallet section with the token value gained the past month and 6 month in order to trigger investment.

## **Other strategies**

- Tips
  - Some tips will be displayed to increase the scope of visibility of a user, it's engagement, and therefore the platform.