UFREE

white paper

The solution to decentralized intelligent cooperation

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Introduction

UFREE is designed as a new type of globalized categorized social application with decentralized algorithm of information flow recommendation. It dedicates to solve the radical contradiction between making profits and keeping interests of users by executing a totally new business mode. We figured out the best applicable scene in public life to build the real valuable links among users for realizing information resource self-help integration and forming meaningful community blocks, which will be well prepared for future far-distance intelligent cooperation of IT era. When blockchain technique become more mature, it will be widely applied in symbiotic social system of UFREE to handle user data storage and transform the outdated commercial productive relations.

The filtering mechanism for junk & unrelated information and the social credit consensus system are the core values of UFREE. Users can publish or join to verify various information resource of sharing and complaints. UFREE combines its profit model tightly with the benefits of users by offering services for helping resource integration and intelligent cooperation. A new business mode will be realized basing on decentralized public information system.

Desiring reliable consumption experience and evaluation are the similarity of all users. As the typical user-center platform, UFREE cares about rights and interests of various groups of users and tries to provide transparent information environment with multidirectional value-links. Consumers all over the world can truly contact with each other and share their life and consumption experience. Besides, they would be helped to autonomously search, match and integrate all related information resources by some fair decentralized algorithm to develop their lives, work and intelligent co-operations.

Based on deep common demand of human being, UFREE makes two main social links as the entry points to lead-in individual information resources and tries to break up the global gap of could data from the level of economics, culture and business. One day the unified public data center will be established and supervised by all users. It will be the self-healing system and can be partially repaired according to traceable behavior chain of users. After liberating users' initiative to make valuable connections, UFREE will become an international service organization and benefit from promoting exponential growth of social and personal wealth.

Background & Timing

Outdated business model does not match advanced technology

In IT era, network technique empowers individuals and will reform the commercial productive relations of industrial age. It is going to eliminate centralized occupation of information and resource by minority in past thousands of years.

Through initial stage of internet commerce development, business model of industrial age was copied from the entities to on-line world with the transformation of commercial scenarios and implements of production. It was the transition period which prepared for coming radical revolution of commercial relations in real IT era. Undeniably, Those early internet giants, such as Facebook, Google, Amazon and Alibaba were great pioneers who had contributed to this preparation on popularizing related mindset and technical terminals. However, commercial productive relations and profit modes of them are still resting on the laggard models of industrial age.

When dividends made by technology on improving productivity touches the ceiling, the contradiction between empowered users and monopolistic commercial capitals would be exacerbated because of outdated business mode and laggard productive relations. Those giants mentioned above all built their careers on monopoly of information resources. It is very hard for them to transform main directions except completely giving up their original profit mode.

Now it is timing to make radical revolution in economic and business fields. UFREE will take mission of restructuring requirements and resetting allocation model of information resources to create a new business mode basing on real information technology era. Step by step fairly sharing of global information resources and a wide range of intelligent cooperation will be realized.

Decentralized access to information resources is the need

In the early days of the Internet era, information technology created social platforms which highly centralized information resources, such as Facebook, Twitter, Snapchat and WeChat. Users generate contents on these platforms, as well as obtain and disseminate information. At the same time their countless personal data will be grasped and sold, which formed the main profit mode of those social platforms.

In 2017, WeChat's social advertising revenue was approximately US$4,063 million, as to another social giant Facebook, its advertising revenue was approximately US$10.1 billion in just the third quarter of 2017. As of April 2018, it was reported that as many as 87 million users' personal data was leaked in recent scandal of Facebook.

Due to centralized social platform tightly tied its profit mode together with interests of commercial capitals, ordinary users can not obtain any profit or value repay they deserve as the generators of social contents and platform data. Even worse, their personal information will be sold to third-party institutions or commercial capitals by black-box operation of bidding. Undoubtedly, the more accurate user image analysis conducted by centralized platforms, the easier for them to control and induce the users. Science and technology are not guilty, but just see who grasp it.

As a real decentralized global social platform, UFREE will help users protect their privacy and achieve open-source information sharing and search under the completely open and transparent consensus mechanism. Each user of UFREE can be seen as a "decentralized center", we will strive to establish and constantly improve the public search methods that help users share, search, match, exchange and integrate massive amounts of information resources. We aim to provide worldwide traceable public social credit model to allow the public to make decisions about the authenticity and value of information resources. We not only make big data of UFREE serve for all users directly, but also help them grasp the methods of realizing the "value link" and "intelligent cooperation".

UFREE is destined to revolutionize the outdated business model of "user-platform confrontation" style, and realize the new business model of "service win-win"style by offering decentralized value-links for global users.

Pain Spots

Junk information and Fragmented resources

Interpersonal social contact of mankind can be divided into several levels. Some social connections are built on personalized interest, some bases on relations of workplace, and even some social connections can be developed by specific events.

The existing social softwares are keen on seizing specific domains or interpersonal circles, and sometimes split two main types of human social behaviors on their platform. Most of them would like to make choice between acquaintance social relations or stranger social relations, but not combine the deep demand of both organically.

In fact, social behaviors are similarity of whole mankind and complex intersecting social connections occur everywhere all the time. The social platform truly in line with the global information interaction in the Internet era must be an independent unified information processing center which based on excavation of common demand and all-inclusive tolerance. Only Under the classified and decentralized information system, users can customize their own information flow instead of passively receiving lots of spam and advertisements. Besides, massive amounts of junk information made by users also can be scientifically filtered.

Capitalized public space with false information

Advertising and selling personal information of users are main profit models of centralized social platforms. The precious public resource space becomes the place of scramble and competitive bidding of those commercial capitals. Such as Baidu and Alibaba, they both make money from bidding advertising by selling network traffic of precious public space. Most of information or products they pushed and promoted are fake or unworthy of their names, but still seriously influence the decisions and judgments of users. Because of unequal access to information resources, users become victims one by one but no ways and power to change.

In 2016, a Chinese college student named Wei Zexi died soon after receiving improper treatment in an unqualified hospital which he learned from a promoted result on Baidu, a search engine tool of China. That was one of typical harms made by outdated business model to ordinary users.

Concentration of information resources

The existing social platforms grasp the power of content distribution basing on centralized algorithm of information flow recommendation. This algorithm and information interaction rules of platforms are not transparent. The interests and demands of a large number of third-party platforms have been infiltrating those internet public space for the past decades. Social platforms always skillfully violate user agreement to collect personal information and execute targeted content distribution. Ordinary users can not carry out effective complain to safeguard their legal rights because those social platforms grasp one-sided privilege of blocking, tampering with information and deleting data.

Information leakage and abuse of big data

In IT era, information is resource. Present business model of social platforms was built on unequal access to social resources, which came from industrial age. Information resources in the hands of minority will make a danger unbalanced monitoring system. The more active users on platform, the higher risk of information leakage.

So far, lots of large-scale public protests occurred because of serious issues referring to user information leakage. The scandal of Facebook has further revealed that how centralized social platform and its business model viciously influence those big political events, such as US presidential election and Brexit voting.

One-way value chain leads to difficult realization

Value chain refers to the creation of new relationship chains basing on the recognition of values, but now nearly all Value chains on the social platforms belong to "one-way" style.

A few internet celebrities can obtain countless of attention from netizen, but it is the "one-way" attention and value link, which can not produce the real large-scale and equal exchanges. The Fan Economy is more likely to be an realizable probability of profit from one-sided emotional links, not from the real demands of netizen. Some individuals who wish to integrate information resources for improving their lives can not find the effective way to realize value links. Only mutual recognition of values and real demands can produce reliable and stable profits by building effective value chains.

Demands

Purification --- Filtration of junk information

The centralized social platforms indiscriminately allowed various yellow information or other spam to attract as many users as possible for improve their network traffic, so there is not any filtering mechanism which can be independently handled by users to filter junk information.

UFREE is designed as a classified virtual public space, which focuses on various life and consumption scenes. Our customized algorithm of information recommendation will help users filter those junk information that has nothing to do with their current attention and concerns.

Initiative --- Independent access to big data

UFREE provides the fair information search rules and transparent consensus credit system for users. It will help global users effectively handle the big data of the platform to realize links of value and intelligent cooperation with others. Most of time, demands of people often show characteristics of "real-time and changeable" according to the transformation of environment. Those centralized social platforms always ignored the changeable needs of users and pushed possible solutions to them according to some moments of big data analysis.

However, UFREE is dedicated to empowering users autonomy and independent right of handling big data. It will focus on "clue coding" and "retrieval design" to those potential "multi-directional value chains" under the mass information, then the retrieval path of searching solutions and the initiative will be given to all users.

Security --- Encryption of Blockchain

All data of UFREE will be stored on the block chain. The authenticity of public information resources can be verified again and again from multi-dimensions through traceable storage paths and global consensus credit system. A large amount of verification and contribution of individual experience to classified communities will become social credit of users which will be the foundation of information integration and resources cooperation. Under this system, UFREE provides the most feasible solution to traceability and protection of intellectual property rights in IT era.

Product Features

Strong Social Attributes

UFREE combines the acquaintances social links together with the expanding stranger social links to be the uniform system. It contains Instant Message in friends circle and infinite information resources searching in communities. Users can enjoy the customization of social information space. Besides, two types of social information——"wonderful sharing and bad experience" help users to understand the real world comprehensively and utilize related resources from communities.

【Instant Message】

Users can add friends into their close circle by connection recommendation, account searching, nickname searching, QR codes scanning, contacts importing, and checking nearby people who share the common interests. Friends in close circle can chat by various instant messaging. In the future, UFREE will adopt technology of end-to-end encryption to ensure the security and privacy of users communication.
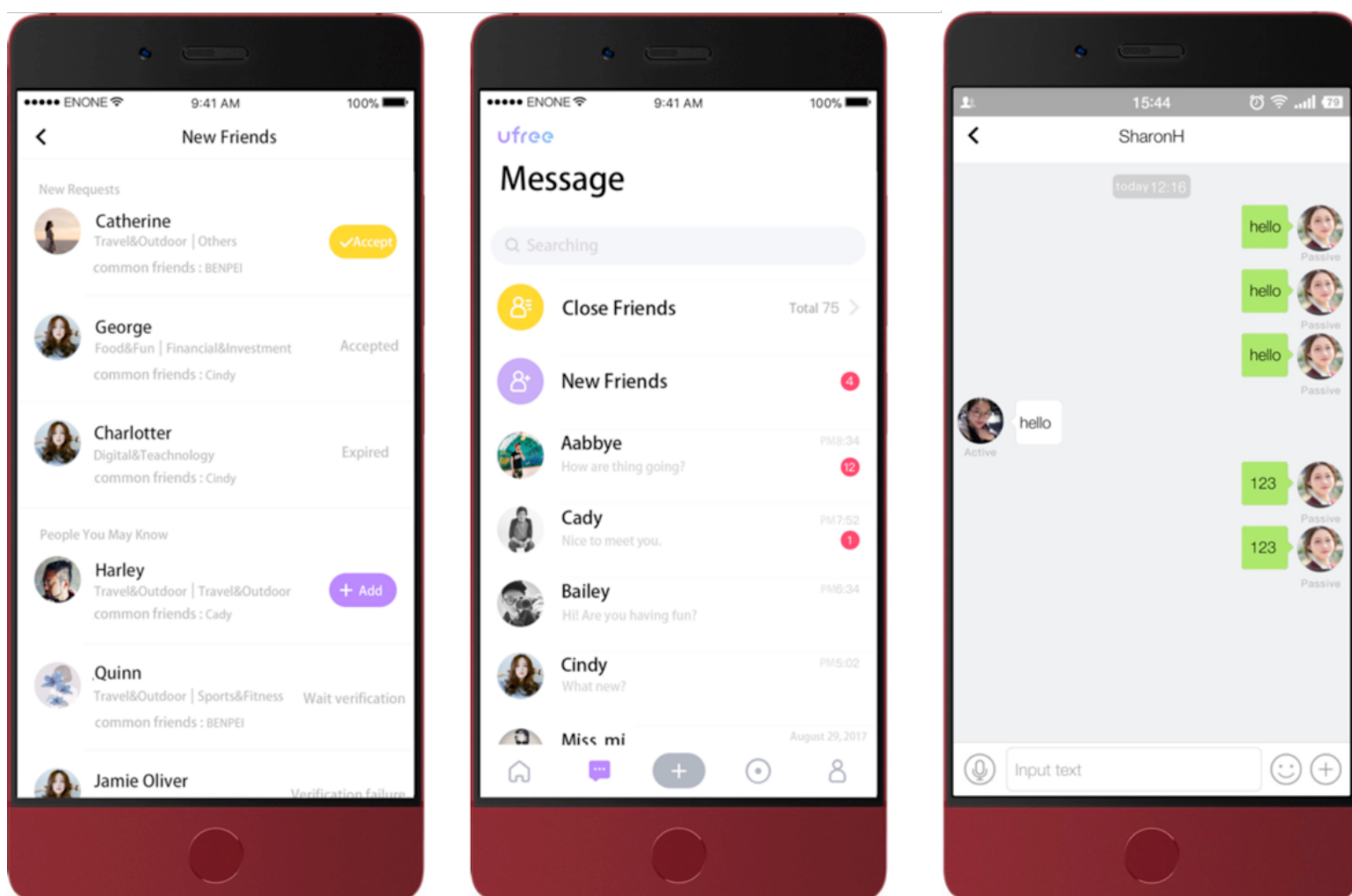
【Classified Post Sharing】

As to UFREE1.0, the form of public posts can be texts and images with the contents of sharing or complaint. Users will feel free to choose whether label their posts or not, such as location, price, fields of life. Only those posts with classified tags can be automatically identified as "valid information resources" and enter the classified public communities to be searched by global users. Those posts without any labels are going to be kept in your own personal space and can be displayed in close friends circle.
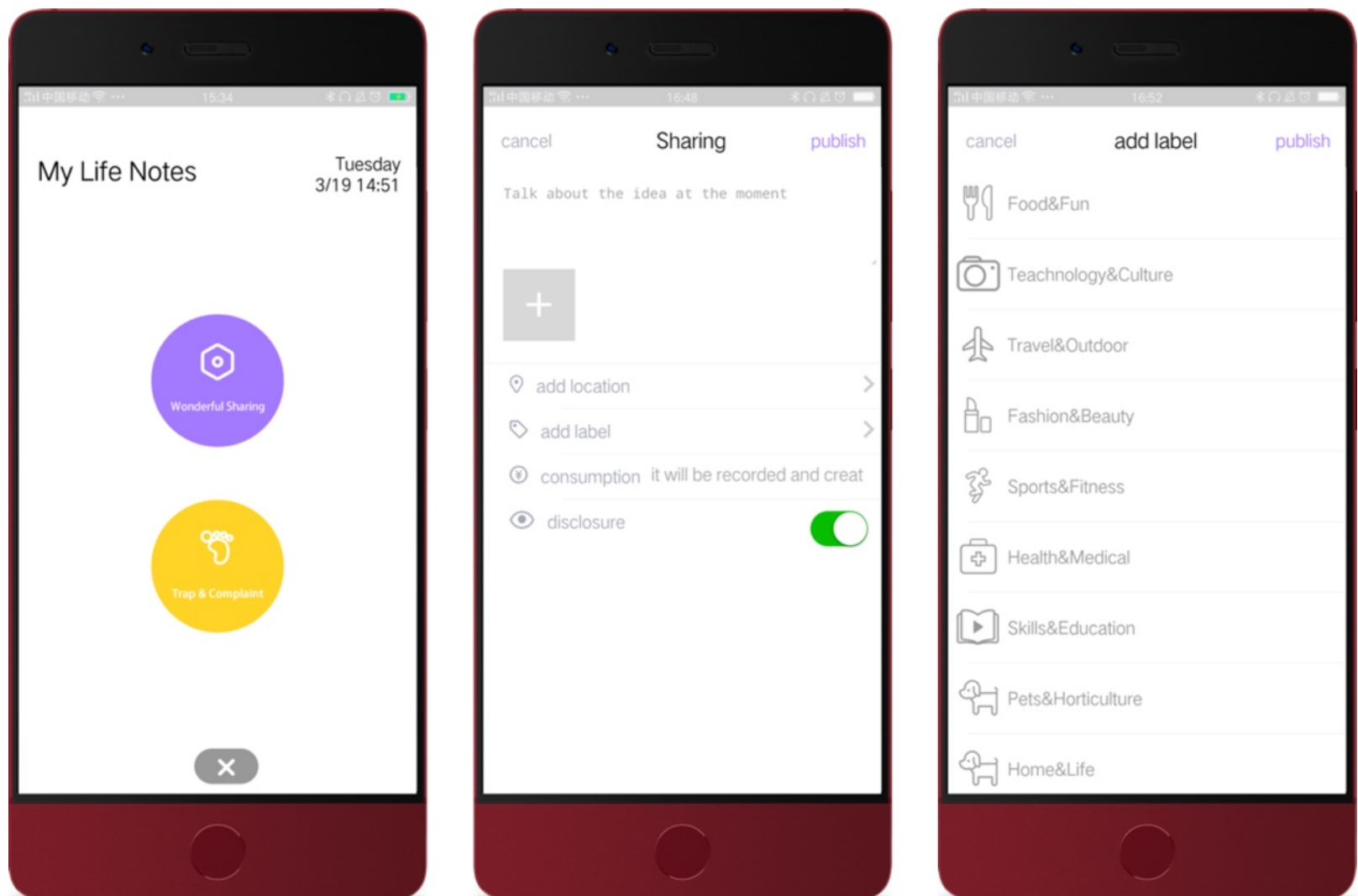
【Personal Space】

In personal space of users, UFREE will offer some personalized and customized designs for enhancing the social attributes of platform. Such as there will be a statistical table of monthly consumption expenditure according to users' posts of valid information resources. Besides, some interesting constellation interactive games and peripheral decoration will increase users' experience of enjoyment and deepen understandings between friends in process of social interaction.
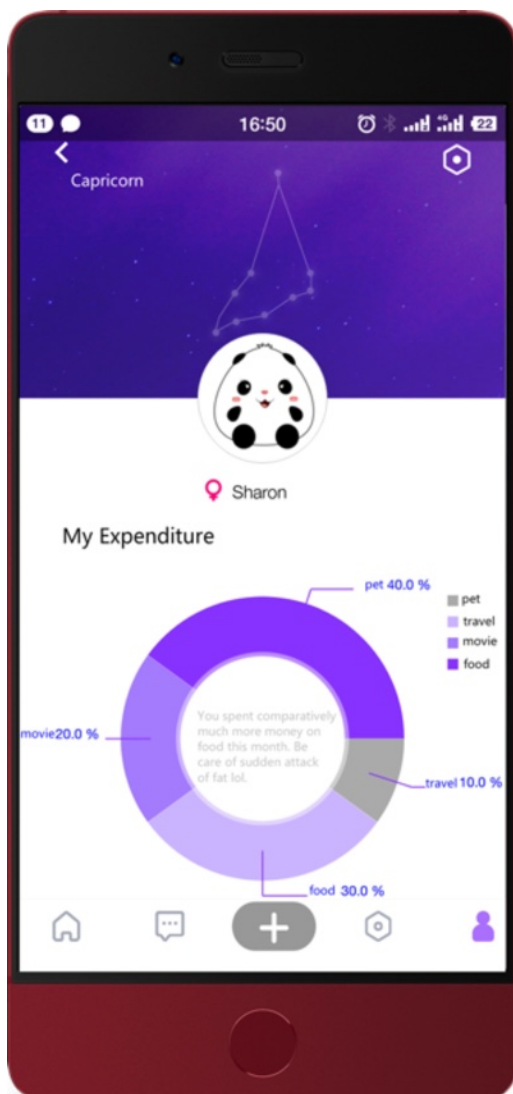
【Category search based on clusters information】

In the phase of UFREE1.0, all posts can be labelled as 10 fields of life and consumption experience of people. UFREE provides efficient category searching strategies for users to realize interest matching, information integration and intelligent cooperation. Later UFREE can open secondary space under the public communities for users to set self-defined channel.

The big data of UFREE will only serve for all ordinary users and will not be used for online marketing or sold to any commercial capitals. We try to ensure the authenticity of information resources and effective sharing behaviors of users as far as possible.
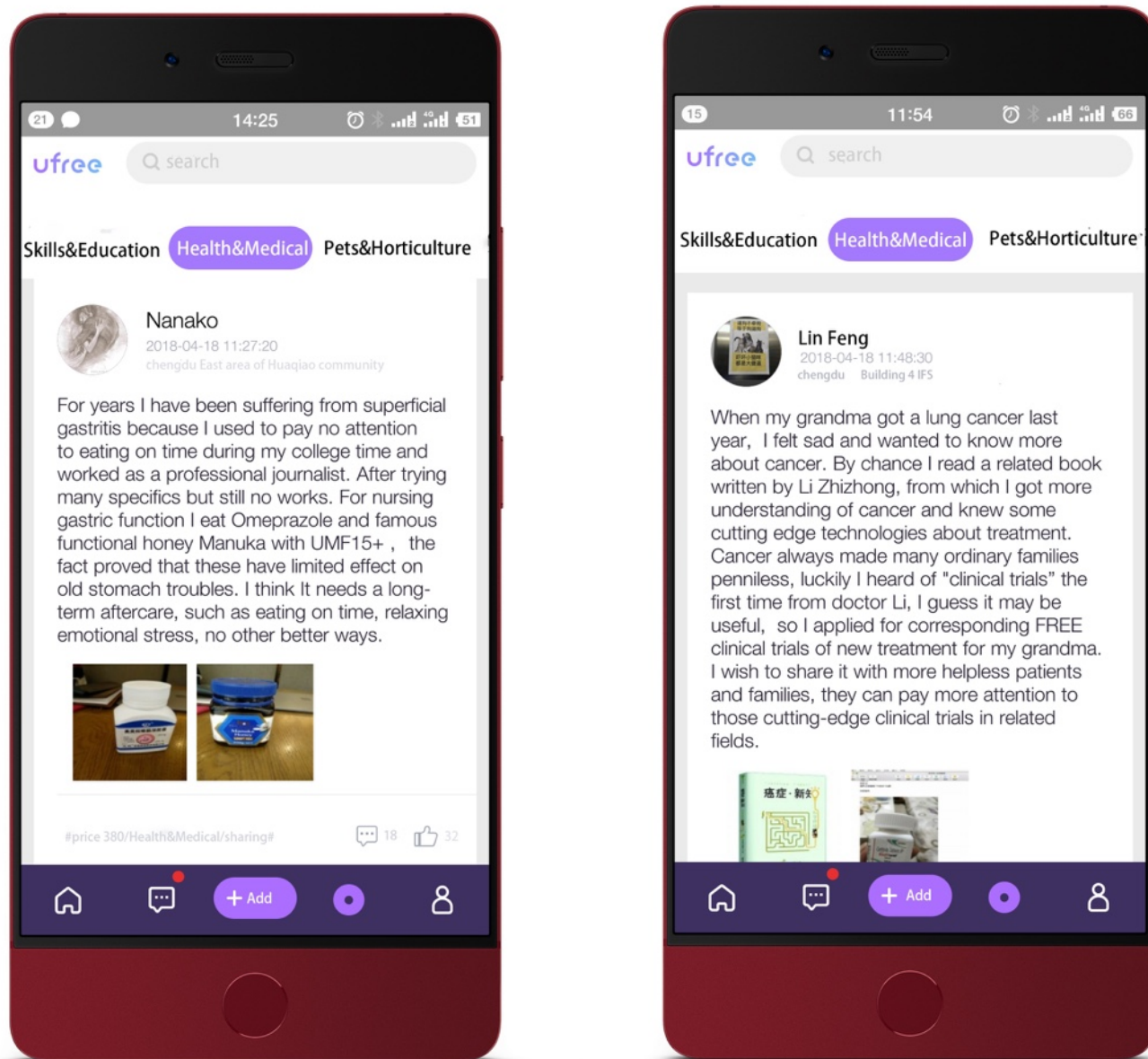
Unique operating mechanism

【Filtering Mechanism】

UFREE will automatically update public posts in real time according to classified labels to make the partition and integration for massive information resources. It provides the first layer filtration for users to block spam and customize information flow according to their own demands and interests. Since unlabeled posts will be displayed in close friends circle of users, "My active message circle" on the first interactive page was designed for the second layer filtration. All users have independent rights to select their interested domains, methods and depth of social contact.

【Decentralized Information Flow Recommendation】

UFREE makes offering the de-capitalized public information resources of platform as the life-long ideal. There will be no any bidding advertisements to bother using experience of users and influence their own judgments.

The value and degree of sharing of a single message will be the core indicators of tracking and recommending information flows. Each real and valuable information from users can be equally grabbed and recommended to the greatest extent.

In addition, UFREE cancels all indicators referring to traditional KOL(Key Opinion Leader) and effectively compresses living space of those minority opinion authorities. The real words of users will become the key factor of influencing users' judgment and decision.

Global consensus system

UFREE built a set of consensus social credit system "Fame" and the tradable virtual coin system "U-coin". Users can obtain corresponding virtual coins and credit through making contributions to open source information of public communities, such as sharing valuable information resources and joining to verification of other public information resources. The more contributions, the higher social credit will be rewarded under the consensus credit valuation. "U-coin" can be used for online trade of personalized peripheral products of platform and knowledge payment among users, even can be "earnest chips" while involving long-distance intelligent cooperation in the future.

【Social Credit --- Fame】

In order to establish the consensus symbiotic ecosystem, UFREE tries to introduce the global social credit system. The examination and approval of users' social credit will not be controlled by platform, but by positive participation of all users. "Fame" credit mechanism will be applied to various social ecosystems within the platform. The authenticity of information resources of users would be directly linked with credit system. Sharing real and effective information or taking part in verification of public information resources both can upgrade level of "Fame". Likewise, posting false information and offering false testimony may cause credit demotion under the monitor of public reporting system. Meanwhile, the consequence of reports and falsifications will also be linked to social credit level of the people who involved in reports and the information-sources themselves.

There is no upper limit for social credit of users. UFREE will adopt the hierarchical interval system as the criterion of valuation. The credit of all fresh users on UFREE will be set as "primary (Fame: 1-200)". In addition, for avoiding the credit from being centralized, UFREE does not give priority to release and push information resources of users who own high credit value, but always centers on "value of each information resource" itself. The messages with the high integrated credit value in various domains are targets of corresponding recommendation.

The "integrated credit value" was judged by a combination of the circumstances as below： the credit level of publisher, the credit level distribution analysis of users who participate verification of that information resources. In future intelligent cooperation system of UFREE, users can make a judgement whether to cooperate or not by reviewing credit level of project-providers and project partners.

【Virtual Coin --- U-coin】

Once user successfully register an account and login on UFREE, he will get 1 U-coin as reward. Posting "valid information resources" or inviting friends to join UFREE will be respectively rewarded 3 U-coins as well.

In the phase of UFREE1.0, early seed users will be entitled to special credits for "original community contribution". All seed users can obtain the triple U-coin rewards: 3U-coins, 9U-coins and 9U-coins, as long as they accomplish above three conventional tasks.

U-coin can be recharged online, also can be given and transfered to each other in close friends circle.
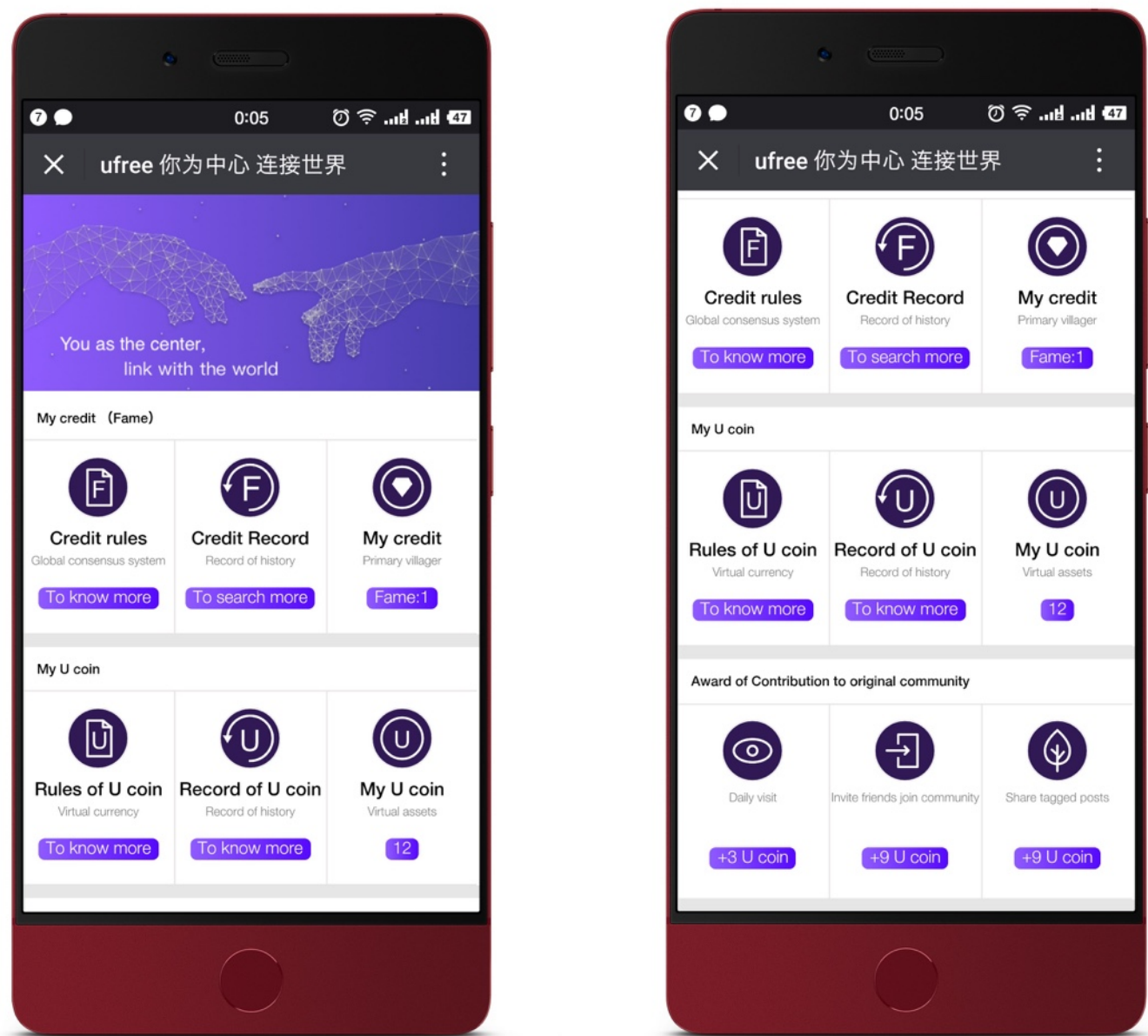
Business model

The business model of traditional social platforms can not solve the contradiction between making profits and keeping interests of users. However, UFREE ties its business model tightly together with the deep needs and benefits of all users. It is the real "service type" symbiosis.

UFREE will not sell network traffic and personal information of users, so traditional advertising will not be our profit model. UFREE provides effective coding and retrieval methods for users to independently handle big data and benefits from helping them integrate information resources to develop their lives. We want to totally transform the outdated growth mode of social wealth and achieve exponential growth of social and individual wealth. UFREE mainly makes profits through providing"triple-win" integration service after a comparative long time. Maybe for a period of time after project started UFREE would be a non-profit service platform.

Knowledge payment --- Realization of experiences

On UFREE, each unique life and consumption experience of users can be shared in public communities to be others' reference. In a global context users can pay for consultation or useful information to solve their problems by searching according to needs on UFREE. It can make individual experience valuable and improve conversion rate of value links. Besides, such a cost-effective knowledge payment can help users reduce the apportionment of advertising costs which was imposed by commercial capitals.

Intellectual property protection --- Storage services of Blockchain

Through blockchain technology, UFREE can provide traceable information resource storage systems for user and protect their intellectual property rights. As an originator of specific information or resource content, users can submit intellectual property protection to the platform, which will be recorded by the UFREE information chain and can be displayed as open source information. Applicants can be able to apply for testimony and protection from UFREE when their intellectual property rights are infringed. UFREE will charge a certain amount of service fee to maintain operation while users apply intellectual property protection for specific information and resource content.

Intelligent cooperation --- Long-distance division of labor+crowd funding

While a large amount of users gathering on UFREE, they can create sharing channels under various public communities to share their specific information resources to upgrade their social credit. In addition, UFREE will open the public cooperative space to incubate the no-boundary in-depth cooperation. Any user who has related resources and cooperative ideas can publish cooperative plans and solicit the feedback and related referendum from communities. Under this system the real socia cooperation crowdfunding can be realized by forming the cross-space social division of labor.

UFREE offers solution to integration of information resources and promotion of comprehensive cooperation. UFREE just takes a few service charge from providing service for each intelligent cooperation.

Media transformation --- Crowdsourcing news and Precise sorting.

Based on the complete liberation of user initiative and mass information resources, UFREE will derive more diversified ecological industrial chain to serve ordinary users and incubate more healthy business model which conforms to the long-term developing interests of mankind. Such as in the second phase of development, UFREE will grab and integrate the latest information and resources of users in various classified communities through artificial intelligence, then edit to be the most real and hot news in various social life fields. It is destined to transform the business model of traditional media organizations and realize the real crowdsourcing news and precise sorting of information.

Vision & User scale

The survival and development of mankind is built on the high frequency of necessary consumption and constantly pursuit of better quality of life. Therefore, sharing life and consumption experience is the common primary requirement of global users. It can be predicted that in the next five years there would be 3 billion active users gathering on UFREE. Finally UFREE will become a truly open-source online "global village" (an international organization) which was managed and monitored by users all over the world. It can totally breaks down the barriers of global cloud data and establish a unified public data center.

The typical centralized social platform Facebook owns about 2 billion users worldwide, but its backward business model has led to serious leakage and abuse of user personal information, which caused a worldwide boycott. Meanwhile, for long years Facebook had no way to enter the Chinese market no matter how it tried hard because of its chaotic virtual information environment. Various invisible interest groups hided behind that space to handle black-box business, politics, terrorist activities and other uncertain activities, most of which are the source of social conflicts and contradictions.

Otherwise, as the biggest traditional social platform WeChat was designed for enclosed acquaintances connections. It can not satisfied the deep demands of Chinese users to make new friends and extend social resources. Most of Chinese complained but have no choice to change their online social situation because no other mainstream social tools appeared till now. What's more, its business model is the same with other centralized social platforms, which brought so many potential dangers to information security.

UFREE will be promoted as the first global social platform in China with the comparatively clean and safe information environment. It can filter chaotic information from original design and solve the radical contradiction of "user-platform". So we trust UFREE has big potential to replace WeChat and Facebook in not very long time.

Marketing Strategy

In the early stages of development, UFREE would like to seek more international resources referring to relevant industry chain and establish international cooperation to create a globalized information context for all users.In Chinese market, UFREE wil be promoted as "the first global social platform" with the functions of cross-cultural exchange and business cooperation all over the world. It conforms to current public opinion atmosphere of caring "Community of Human Destiny" in China.

As to our worldwide brand strategy, three basic declarations of UFREE will be propagandized in various groups of users：Firstly, UFREE has no commercial advertisements bothering experience or decision of users at any phase. Users can contact with real words of global consumers instead of commercial advertisements in various life fields. Secondly, the big data of UFREE which was created by users will only serve for themselves. No one can collect and analyze personal information of users for selling to the third party and commercial capitals. Thirdly, UFREE ties its profit model tightly together with the developing benefits of all ordinary users.

History of product

April, 2016: A Chinese college student named Wei Zexi died soon after accepting improper treatment in an unqualified hospital which he learned from a promoted result on Baidu, a search engine tool of China. This thought-provoking social event made the founder of UFREE rethink the deep-rooted cause of "aggravation of information resources gap" and try to explore the feasibility of transforming the existing commercial system and commercial production relationship of the revolution.

June, 2017: The founder of UFREE conceived the prototype and finished detailed design.

September, 2017: Team of UFREE was established.

March, 2018: Original DEMO was finished.

April, 2018: Android1.0 of UFREE was finished.

May, 2018: Android1.0 private beta will be released.

June, 2018: Android1.0 will be officially open for registration.

December, 2018: The users are expected to reach 8 million.

Technology and Challenge

As increase in the number of social network users of UFREE, content production speed and capacity of users will explode absolutely, which would make huge stress to the user data storage. For keeping the traceability and decentralized information resources environment, UFREE will adopt IPFS for completing single-task uploading and multi-task downloadings, and alleviate the pressure surge on data volume. IPFS is a peer-to-peer network of distributed storage which is the good solution for social network.

Definitely with the exponential increase of the amount of user data and based on the characteristics of blockchain, more advanced technologies will be introduced to solve the problems about efficiency pressure and enhance user experience. Soon later EOS based on DPOS will be used in whole social community. For long-term technical support in the future, BFT based on DPOS would be the better solution to the need of data development.

At very early phase, UFREE will continue to use traditional technical system to support a large number of behaviors of users and promote to form valuable blocks from the level of public social links and the commercial mechanism. When various ecological value blocks gathering on UFREE, we can introduce more advanced technologies and algorithms to ensure the realization of new commercial productive relations.
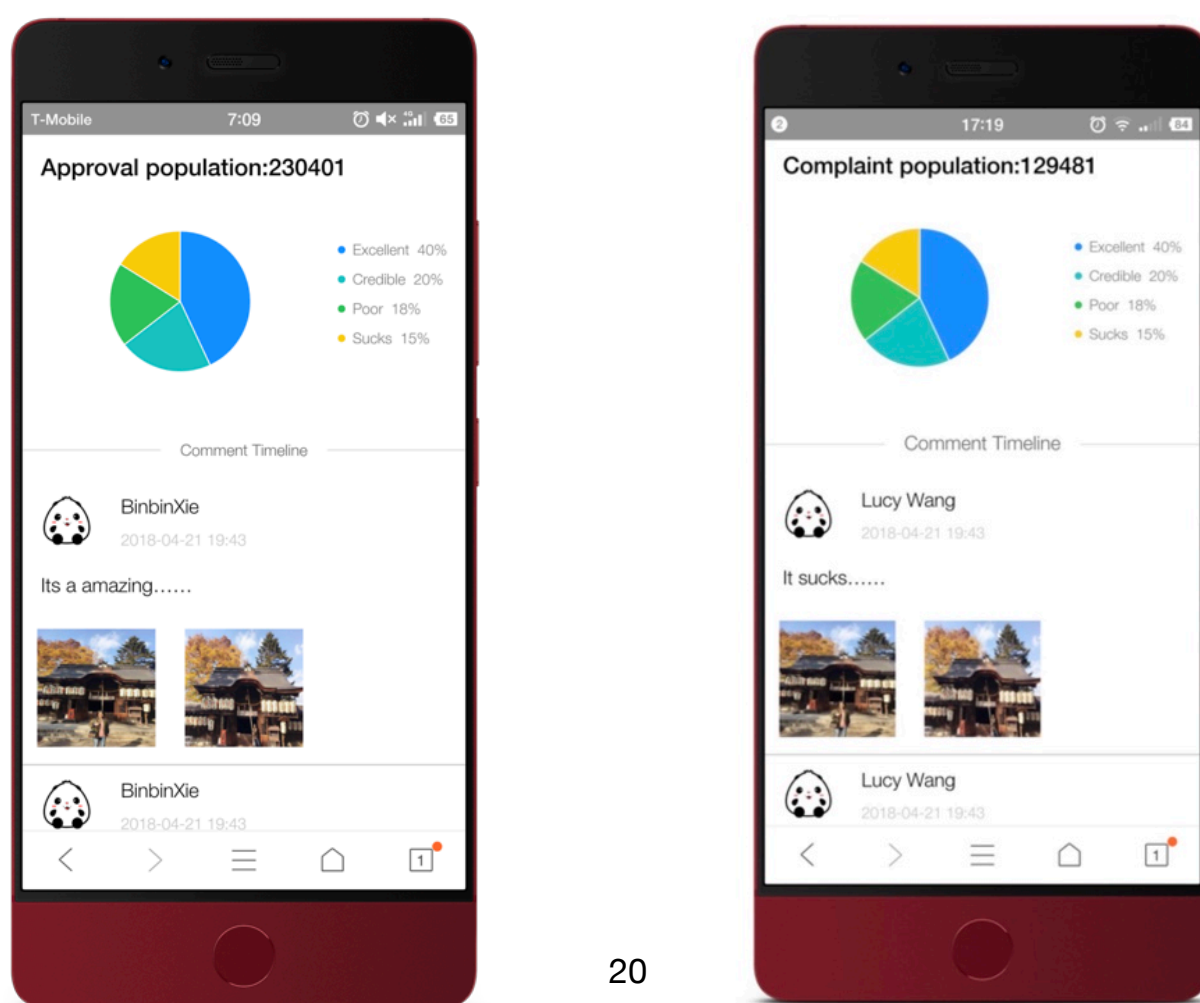
Core Team

曹筱樱/ Mavis Cao Founder / CEO

Double Master degree with sociology and journalism of The Chinese University of Hong Kong. An experienced multi-media practitioner who always deeply concerned about long-term development of society and public affairs. I was awarded 2010 Taiwan Cross-strait Civil Journalism Award for the work as a professional journalist. I had engaged in strategy management for various multi-media platforms, such as Sichuan Daily Press Group and some famous video portals. My first startup was built in 2007, I had ever tried to build a real self-help website and serve for those who had to pay high costs for information gap of the oversea further study and investment. For years, my exploration of how to realize fair sharing of social resources in commercial space with the help of information technology never stopped. UFREE is a certainty, moreover a kind of vocation.

代莱 / Ley Dai Co-founder / Chief Brand Director

I was graduated from Monash University in Australia with Master of communication and media. I had worked in the field of journalism and public relation for many years. About 5 years ago I worked for Western China Metropolis Daily as a professional journalist. Before joining in UFREE, I took charge of the PR department of Bluegogo, a sharing bike branch under operation of Didi Chuxing. I always expected to usher in the real "era of sharing" with the help of Internet technologies. So when I contacted with the conception of UFREE at first time, I decided to join in and dedicated wholeheartedly to the team.

李洪 / Hong Lee Co-founder / Chief Technical Director

Master of optical engineering in Sichuan University. I had devoted most of my time into the research of 3D image matching technology before. I excel in using c ++ and openCV to develop camera applications fit for commercial panoramic shooting. Besides, I took part in developing several apps, such as Youyue Home Decoration, Liandong Yunwei and HiBeam by adopting related technologies of Java and Android. I have a firm belief of "Just go to carry out what you believe" ,which accords with the team spirit of UFREE. I will insist on it and see it through.

詹涛 / Asher Zhan Multi-media Director

An expert in multi-media production. I excel in video producing and the visual special effects. I had made various video works for a number of large enterprises and publicity institutions while worked for a special effects production company. As a profound social observer, I felt idea of UFREE about effective sharing among users is in line with my imagination of the positive information environment, so I chose to join in UFREE without hesitation.

谢彬彬 / Xie Binbin Software Web Developer

I had ever engaged in the development of web applications and become technical Co-founder of Xishi Aesthetics Workshop. I independently developed a interesting reading app for the workshop. I am keen on deep learning and independent thinking. I took part in UFREE because of my ideal of realizing fair and transparent information environment in the future. I am determined to make information technology service for ordinary people openly and equally.

张秘 / Mi Zhang   Back-end engineer

I got bachelor degree of information engineering from Xi Hua University. I have rich experience in application development and rigorous logical thinking ability during my work. I specializes in PHP back-end engineering and excels in database construction, optimization and back-end data cache processing. I am very happy to join the primary development of UFREE because it is really a good chance for me to release my mind from the chaotic internet environment and build some new cognition.

龙伟 / Wei Long   UI Designer

I graduated from Department of Animation of Chengdu University. I had worked for Ubi Soft Chengdu Studio and had nine years of working experience in UI design of mobile apps. I am a Pisces designer and adept in animation and interface creation. Actually I was shocked by subversive idea of UFREE and its founder, I just want to join that amazing intelligent cooperation of UFREE to see what will happen. You know, I always would like to challenge highly difficult missions and implement impossible things."

Our Declaration

The interests of UFREE is consistent with that of all users；

Providing value links and intelligent integration of information resources for global users is the most important mission of UFREE;

There is no any commercial advertisement on UFREE bothering social experience of users or influencing the decisions and judgments of them；

The platform big data produced by UFREE users will be open to all users in a completely fair and transparent manner under the premise of guaranteeing relevant personal privacy.

UFREE official website: www.ufree.me