Eyeseek - Game plan v1

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Introduction

Eyeseek is a social app using blockchain technology and its financial properties to gamify day-by-day activities and reward good behavior that benefits all other app users.

Mobile and web applications contain **three open functional frameworks**, all with different purposes using game theory mechanisms to unite communities by doing common good:

1. **Quests:** *Ask for help or Answer and get rewarded.*
2. **Shark tank:** *Promote ideas, services, products and get honest feedback*
3. **Chain funding:** *Gamified crowdfunding oriented on charity, science and education*

Main motivation and challenge of this project is to spread the mentality that **"*being kind could be fun too*"**, applying concepts where addictive social applications or games drain lifetimes for profit and transform the effort rather into support of good deeds like self-improving, science and open-source project contribution or charity donation. All in the environment where each user profits from the application's success.

Disclaimer

This document serves for general information purposes only. It does not constitute investment advice or a recommendation to buy or sell any investment and should not be used in the evaluation of the merits of making any investment decision. It should not be relied upon for accounting, legal or tax advice, or investment recommendations.

This document also cannot be defined as an academic paper. It serves as a set of guidelines the project will follow, targeted for the future team and users to understand the thought directions behind.

1. Key concepts

Eyeseek's philosophy is composed of 4 principles that are easy to define but complex to follow in every application aspect in order to grow.

Gamification

No matter which content is offered to the user, the journey's feeling must always be playful, fun and satisfying. Using the **mobile app must be always more entertaining than doing nothing** or browsing socials like Facebook or Twitter to reach the level of probability that users will engage in their spare time. Application variant in mobile form is a necessary way how to support user engagement because of its simple user interface, 24/7 accessibility, and push notifications keeping users in touch.

The target is **get inspired by** successfully implemented **gamification concepts** in daily routines, similar to projects like Runtastic, which achieved a prominent position in a healthy lifestyle (10m+

downloads in Google Store), or Duolingo in language education (100m + downloads in Google Store).

The primary **motivation of use** by design **must have a form of enjoyment** rather than the expectation of wealthy income, which current *play-to-earn games suffer*. Helping people has to be similarly fulfilling like doing quests in World of Warcraft, evaluating products and services have to bring similar enjoyment like "*swapping"* opposites on Tinder, and donations to charity projects have to be similarly engaging, like betting on Pittsburgh Penguins hockey games.

Reputation

All wallet actions will create a picture of the personality behind without any knowledge of his identity, as Eyeseek will not require email or identity pairing with a wallet address. Address reputation profile will consist of dozens of partial profiles developed by activities done in each application module.

Any other user would be able to see whether a specific address behaves fairly in general, and which specific skill he handles best. For example, users often contributing to software development issues in React will have a publicly known level of React mastery (*let's call it Proof of Skill*). Based on that, other users could rely on this person and ask for help.

Designing a fair reputation system is the fundamental pillar to

1) Achieving **autonomous content regulation**, keeping long-term valid content and natural anti-spam protection without the need for the development team's or DAO's intervention in later stages.
2) Create a **network of specialists** based on proven effort in a given industry in hobby time, as an alternative or complement to talking shit on Linked just to build a likable personal brand.

The main **challenges** to face would be to detect and eliminate spam bots or **organized fraud** aiming to take advantage of the reward system or reputation benefits. Detection algorithms will evaluate behavior in each application's functional modules, add time dimension and combine the effort of the community and team in the early stages to put together a reliable environment.

Total reputation score could be, in theory, supplemented by 3rd party services. This would help mainly in the initial phases (together with data from beta access) to determine some of the reliable actors the application could trust. (*more in chapter 4. Reputation system)*

Community-driven content

Eyeseek's modules **are use case agnostic by design** to gain longevity and shape the product image users care about rather than the development team. We aim to deliver a framework - ways to show how the application could be used and open doors to adopt new industrial use cases without the need for code interventions.

This fundamental concept is retaken from the gaming space, where top sold games in history are those providing modding tools and freedom to build new content (#1 Minecraft, #2 GTA V) on top of the engaging core. Of course, Eyeseek cannot be compared to top titles in the gaming industry, but there is a certain lesson to let the community participate in building additional product blocks.

Despite the probability that first use cases will relate to software development and online services, blindness caused by Eyseek's team's geopolitical position must not limit the product's direction. Power will be given to the community by providing a possibility to express feedback and tooling to design own use cases inside the app without technical knowledge.

Technically this will be achieved by using NoSQL database with application categories and different skills, which could be extended by users from the application interface without knowledge of any code. To prevent spam we either allow this feature accessible only to users with trusted reputation or implement a verification process and involve the product team or DAO.

Reward system

Design of the reward system and token supply is another key role to take in mind. Token value has to be high and stable enough to let users feel like putting skin in the game, as an advantage over regular web apps, although **Eyeseek's reward economy is not designed for users to replace daily job**.

The **target** of the reward system is mainly to **incentivize personal challenge**s by solving quests generated by other users, and spending rewarded pennies on charity, self-promotion or doing fun challenges in-app.

Eyeseek will introduce a **reward system with a flexible difficulty** to avoid wild overflowing of tokens in the total supply after the end of vesting periods. (*more in chapter 5. Tokenomics)*

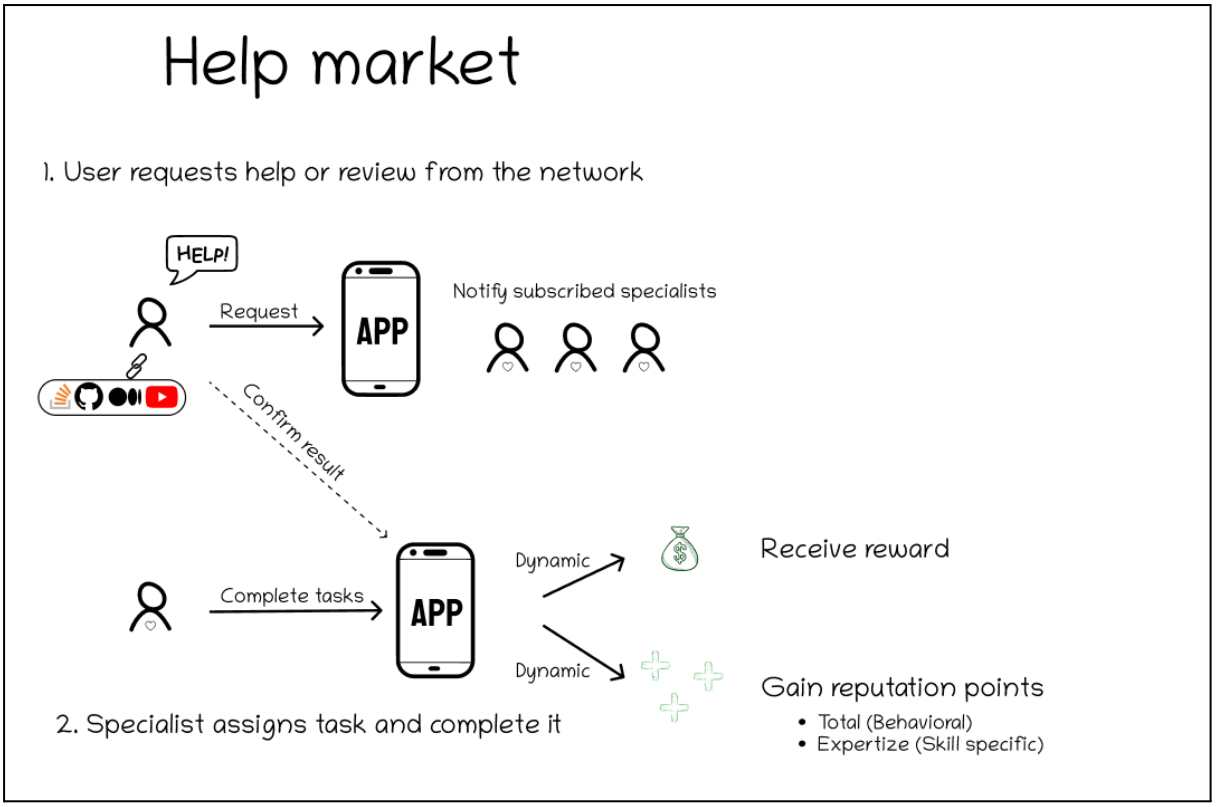
2. Application modules

2.1 Quests

First module called "Quests" will serve as a platform where a user (**Quest giver**) can place a **request** for a limited time to overcome an obstacle requiring a **specific skill** or **expert opinion**. Eyeseek will ideally operate as a **2nd layer on top of existing web products** (StackOverflow, Youtube, Medium, Bandcamp, GitHub), organize and evaluate tasks in areas like:

- **Code development** issue report with GitHub link as a reference
- **Music production** review request with Bandcamp link as a reference
- **Copywriting** review request with Medium link as a reference
- **Research methodology** review request with ResearchGate link as a reference

On the other side a group of **Quest hunters** with specific skills will watch for quest opportunities to get **in-app token rewards**, **behavioral reputation**, and **skill reputation** if the quest is fulfilled and confirmed by Quest giver. More skill reputation a user has, the more reliable status he gets between the community and more possibilities will be unlocked in the app.



Examples of **behavioral reputation**:

- *Anti-spam, users can filter content based on achieved reputation score and erase low-quality content or spam this way. False repetitive behavior proven by high-reputational users will lead to temporary or permanent blacklisting. The blacklist algorithm must be designed carefully not to harm any decent users.*
- *Access to additional content. High-reputational users will be awarded by app features like feeless transactions or cross-wallet messages to make direct communication easier for processing OTC trades or hiring specialists with the required skill reputation.*

Examples of **skill reputation** usage:

- *Quest givers will have the possibility to offer quests only to users with a higher level of a specific skill.*
- *Proof of skill - create a ranking system followed by RPG titles and NFT arts for each skill group supported by the app. For example "Java Master, rank 314" could receive a golden NFT badge stored permanently in the wallet as a soulbond, proving user's rightful title of an experienced Java coder complementary to his CV.*

Reputations and rewards will not be granted immediately after completed quests. A **daily settlement** process will evaluate all deeds done by users, the reliability of all sides, and historical engagement between users paired with Quests. This has to be done **to keep malicious actors out of the game**. Rewards (mainly in the beginning stages) will be multiple times advantageous over fees for Quest entries, daily settlement should detect users given quests for themselves or arranged groups abusing the system.

Reporting mechanism

Users will have an **option to report** any quest if they would think content is **spam**, **abusive** or **unrelated**. The backend algorithm will evaluate periodically the ratio in which a quest was reported and if it was reported by reliable users based on behavioral reputation.

In early app stages, manual review by the team would be often required until algorithm ratios would not fit the situation it could evaluate report situations autonomously.

Quest fees

Fee for putting a request in the market will start with zero in testnet stage, production quest will require **2 Eyeseek tokens** to pay as minimum anti-spam protection and deflationary mechanism. **1 token will be burnt** immediately and **1 sent to the treasury** address to benefit future Eyeseek DAO. DAO could also parametrize both fees in the future with a successful voting proposal.

Bounties

Any user will be able to create **bounties incentivizing specific behavio**r in the Quests module. The Application will keep public statistics about the structure of user preferences, anyone can see, for example, that most Eyeseek users are Solidity specialists and offer a targeted $1000 bounty to those with the highest weekly Solidity skill point achieved. A smart contract will secure the bounty without additional settlement fees.

Our team could use bounties to show fun directions on how the app could be used, or by companies in specific industries to get help for their quests, or as a tool to find talent.

Quests use cases

Categorization of subjects that could be reviewed will be in initial project phases updated manually by the development team. The community will have options to propose additional ways this module could help with their interest. Eyeseek will provide a two-click feature to provide feedback in the mobile app, aiming to catch new proposed use cases or any type of feedback.

Example of the initial set of app categories:

- *Academic*
    - *Paper review*
    - *Homework assignments review*
    - *Grammar review*
    - *Opinion request*
- *Software development*
    - *Code review*
    - *Bug review*
    - *Test request*
    - *Design review*
    - *Opinion request*
- *Writing*
    - *Techwriting format/grammar review*
    - *Copywriting format/grammar review*

- *Voice services*
    - *Voiceover service request*
- *Music/Art/Media*
    - *Opinion request*

Framework of use cases would be open without limits, each newly added catgory will be categorized initially be the development team, evaluated if eligible to receive rewards or added as just fun section. If approved, the team creates set of bounties to engage the community in making the ranking system with NFT badges and establish a full-fledged skill reputational system.

Possible extensions with entitlements for a reward in IT sphere could be for example review of *data set designs*, *DAO proposals*, *documentation structures*, *API designs*, *architectural designs*. Depending on the future team's and community's composition Eyeseek can leverage an open-source codebase and add bots/scripts as expert users. Creators of the best bots could then collect rewards on their behalf, or split rewards thanks to the smart contracts if larger teams contributed to the script.

2.2 Shark tank

One of the more challenging parts is to keep Eyseek's token utility alive in a way that will still follow key project concepts and fuel other modules together with user engagement. The long-term devaluating token could cause losing engagement due to the usage of the token as a rewarding mechanism, the target is to avoid the scenario Stepn experienced after few months of launch, when their token rapidly devaluated, lacking real utility.

To balance a stable token supply and add reason to use the app, Eyeseek comes with a concept of **useful ads and promotions** to expose ideas in exchange for quality feedback and a precisely targeted user base. The challenge here is **to transfer a traditionally annoying experience into something fun** and valuable for users to make promotion likable and demanded.

Problems of most ads are that they are **not aligned** with the target's interest, penetrate space where **not required**, and offer services or products which are often **not trustworthy**. Eyeseek will apply three Tinder-like mechanisms to solve these issues:

- **Criteria parametrization**, users will evaluate only ideas matching their preferences, to keep interests aligned.
- **Upvote/Downvote** options leaning on behavioral reputation, to filter spam or easily recognized low-quality content
- **Matching mechanism**, follow-up activities after positive interactions.

In a similar manner Tinder users can parametrize preferred age of opposites, or their interests and location range. Eyeseek users can parametrize which industry and subcategories they are interested in to display only related ads and promotions. All ads and promotions will be shown only in a specific part of the application accessible by free will, motivated by reputation points.

We'll take Tinder's game to the next level and allow to compare "liked" products between each other and provide valuable stats (similarly to Sourceforge). This way app produces a fair Shark tank-like environment for existing or rising products. Good products will be recognized, users giving cheap

upvotes could be exposed to reputational risks, and comparing products between each other by users will categorize them into tree structures more precisely without the team's involvement.

It's like Tinder would give a chance to compare historically appreciated opposites between each other and create micro contests from partial parameters, like for example "Miss pink-haired Asian designer in Bulgaria". If the user recognizes an item from the set that does not match the specification (the hair is not exactly pink), he suggests a category change for reputation reward or token reward.

Shark tank challenges
Similar to bounties, promoters, users or the development team would be able to incentivize feedback rounds by creating community challenges for a limited time.

Shark tank will use **smart contracts to gamify advertisement** in two ways

a) **Location (geo) based challenges**

A **promoter can target multiple tags in the application map for a time-limited period** to visit, in return for discounted service/product or custom entitlement given by the event's creator.
Geo-challenges will cost no fee but require a certain stage of the adopted network to be attractive for the creators.

Example: Tour de beer
Promoter can tag 10 pubs on a city map with a limited time of one month to visit and taste a local specialty. Pubs will have to confirm users' attendance. If all tags are collected, the user is rewarded by increased behavioral reputation, a possible reward created by promoter or custom entitlement like "Prague Beermaster" which won't affect any of the application's features.

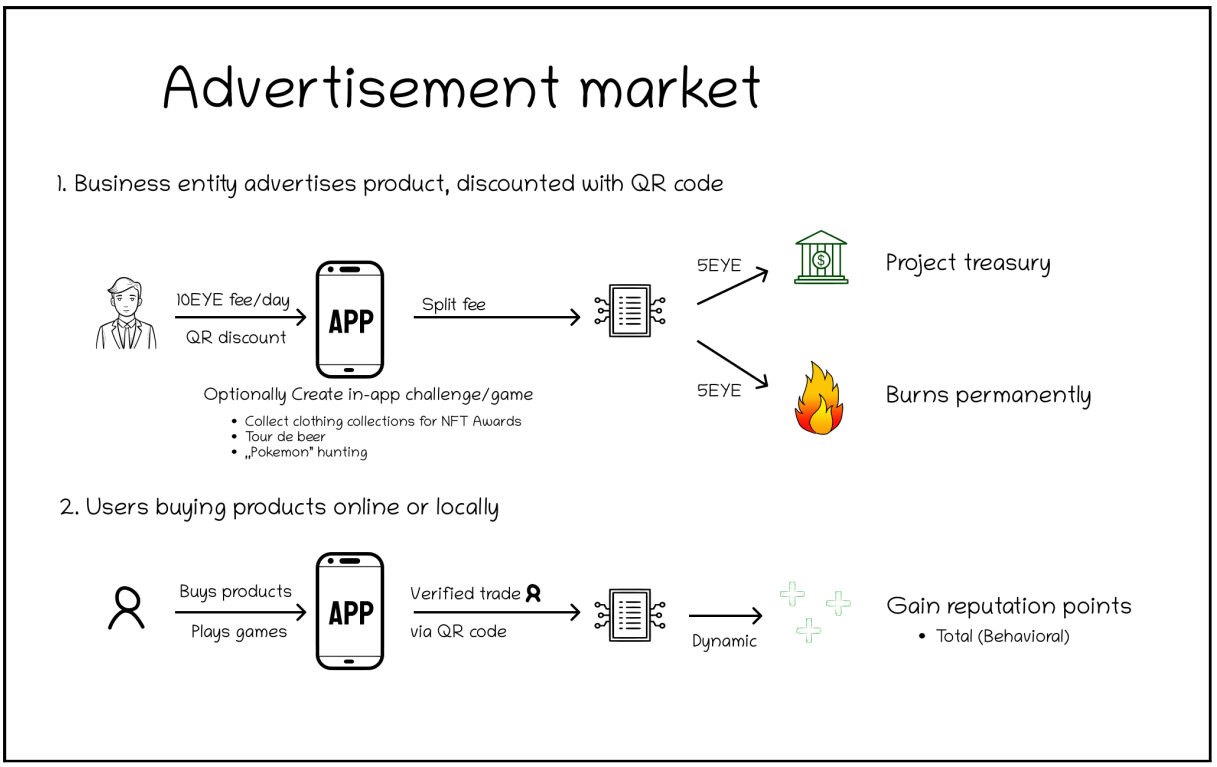
b) **General challenges**

Promoter can use a network of industry specialists and public stats to **request** their **feedback** for the existing product or service, backed by the number of tokens to give away if the challenge is fulfilled.

Example: Best web3 data provider voting
Promoter can raise an incentivization governed by a smart contract: "I'll let burn 10 000 tokens if products in category [Software development] - [Web3] - [Data provider] will get 1000 votes and 500 comparison decisions from userbase, with condition voting is allowed only to users with Solidity skill reputation over 20.

Advertisement fees

Advertisement fees will start on **10 Eyeseek tokens per day** for Questlog exposure**,** which should be a matter of pennies (or even less with approx. token supply of 3b), cost easily achievable by receival of 1-2 rewards in the Quests module. Gas costs could be avoided by directly paying for uncollected rewards by the wallet. If the advertisement receives positive feedback, it will be categorized in the system's catalog and visible in public stats permanently for free.



Shark tank challenges could be generated **for free** as a motivation to do creative in-app content for the community.

Both advertisements and challenges could be reported by users, and in case of abusive or non-related content to the assigned category canceled without refund.

Shark tank use cases

This module could serve as a **promotion** of ideas and business **across any industry** both on a global level or in given local markets using an application map. Examples:

- *Global mode*
  - *New literature focused on astrophysics*
  - *Web3 node provider for Arbitrum blockchain*
  - *Rate: Best spaghetti recipe in the world*
  - *Job request: Copywriter*
  - *Online talk: How to fight inner devils*
  - *Gaming: Age of Empires 2v2 elite league*

- *Local mode with interactive map*
  - *Tourist recommendation: Sightseeing place in Lisbon*
  - *Cheapest internet provider in Bogota*
  - *Rate: Best pizzeria in Miami*
  - *Work brigade available: Rockfest in Helsinki*
  - *Math exam preparation: Beijing masterclass*
  - *LAN party: Chennai's Minecraft madhouse*

Local/geo-based features will not be implemented in the early Eyeseek stages as they are attractive to work with only if the number of users and community reaches certain boundaries when the app spreads worldwide or achieve concentrated communities in specific cities.

The industry-agnostic approach of the architecture and user interface would allow Eyeseek to establish contact with anyone. The logical strategy is to cooperate initially with teams sharing similar backgrounds - web3 startups pushing their first real ideas forward. Thousands of small teams and dreamers across 50+ blockchains are trying to succeed in web3, young groups open for mutual aid.

The next step after reaching credibility and community size would be to penetrate in traditional space based on our community decomposition.

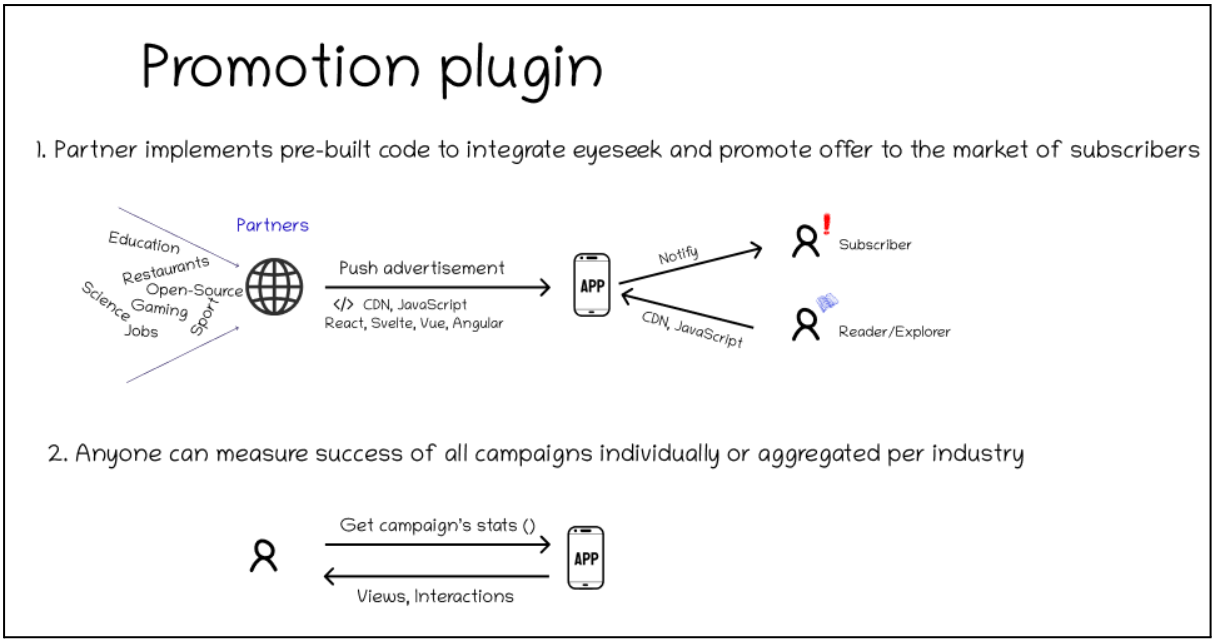
Accessible on click

A benefit of making a social app concept is its target audience, where everyone is a potential user. Although the primary focus starts from the web3 community because of their engagement in the space, the app has to be designed to be attractive also for blockchain outsiders, regular folks and businesses.

To achieve that, integrations must happen with current web services and companies behind them. Eyeseek will offer **scripts to connect with the Shark tank** module easily. From a user perspective **one-click solution to share an idea** or campaign is similar to sharing on Twitter or Facebook. The script will include wallet authentication and a predefined template for promotion.

The **onboarding process** has to be simple to avoid repetitive technical obstacles and **documented for developers, business owners and user**s. Documentation is often an underestimated tool for ideas clarification to 3rd parties. We'll mix strategies to distribute essential information across the Eyeseek website, mobile app, and documentation portal with smart search, easy to maintain (tools like Gitbook or Docusaurus).

The success of Eyeseek will depend on the ability to be integrated by partnered projects. Rather than directly compete with other businesses, we will provide a layer from which everyone could benefit and use it as an additional engagement tool in business strategy.



2.3 Chain funding

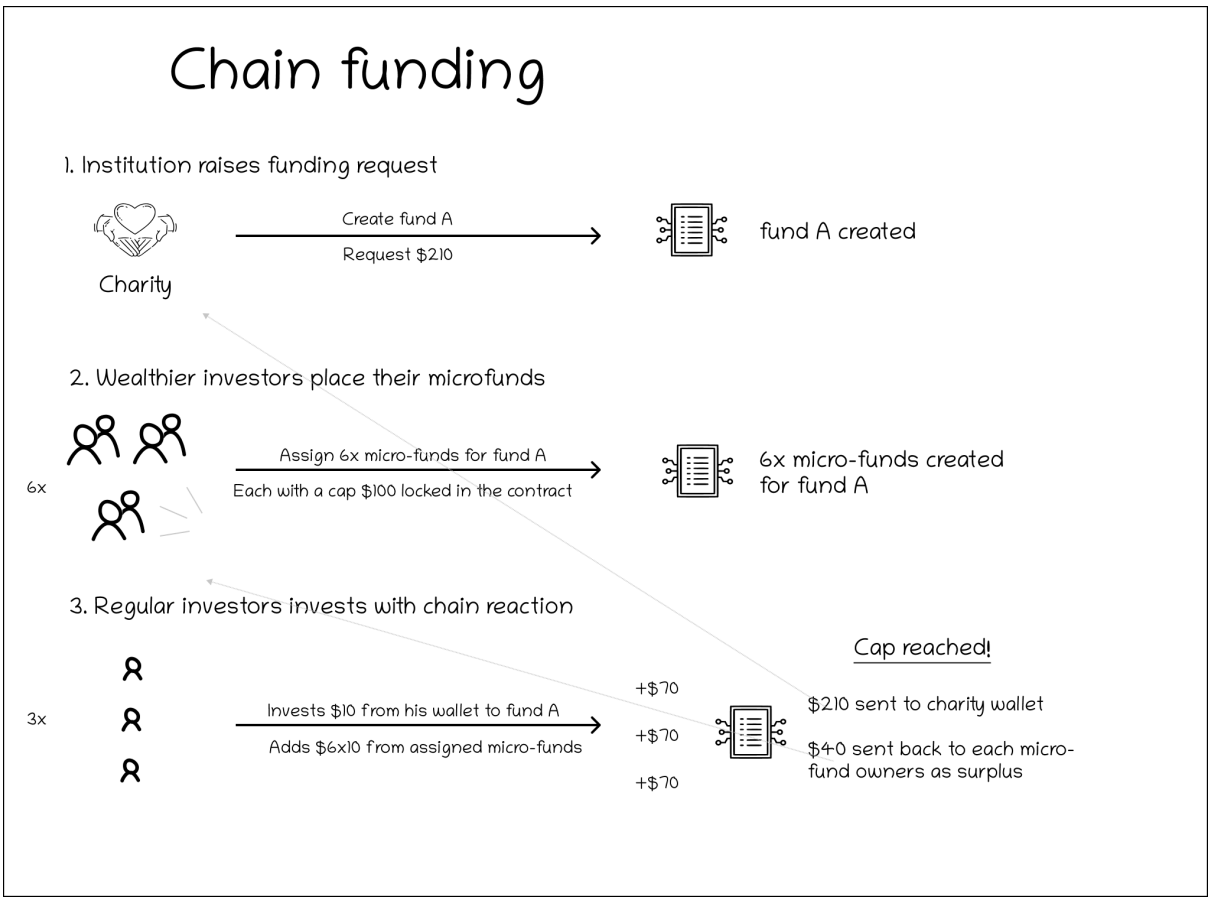
Eyseek's third module incentivizes users to spend tokens received in other modules on **crowdfunding** projects specialized in common goods like **educational** projects, **science** projects or **charity**.

The magic of gamified crowdfunding rests in the combination of blockchain capability to settle payments in any cryptocurrency and smart contracts' ability to let anyone write bank-like services, for example payment orders, limited orders, or **collections**.

Our smart contract will alternate today's crowdfunding method by mixing two funding methods:

1. **Direct payment** - The user can simply send any amount of tokens to a project, if the project achieves funding goals, the amount will be accounted to the project's address. If not, tokens will be returned back to the original backer.
2. **Microfunds** - Users can create a structure similar to a bank collection, called ***microfund***. Microfund is charged by any amount sent by the user and activates the following rule guaranteed by smart contract code: *If any following user directly donates, charge the same amount to funded project from the Microfund until the limit is exceeded."*

The idea has a few similarities with the Quadratic funding mechanism (QF) implemented in Gitcoin grants. With the key difference QF pushes optimized math algorithms to spread funding decentralization and eliminate whales to achieve democracy. Eyeseek offers a tool written with few lines of Solidity to game-fi cooperation between whales and regular users together, accompanied by engaging aspects of the mobile environment. To differentiate these two models, let's call ours **Chain funding.**



The **more microfunds are created, the more impactful small donations are** at the end of the funding cycle, causing a chain reaction with a multiplier of dozens, hundreds and event thousands in case the funding project gains popularity.

Let's define two groups of potential backers in categories per their financial engagement in a project:

- **Engaged user** = strongly motivated backer, the wealthy user or impacted in some way by project's success
- **Holiday user** = most typical type of user, enjoying features in Eyeseek and does not seek proactively crowdfunding opportunities

The goal of this game for "engaged" users is to accumulate the most resources for a given project to accomplish the funding goal. "Engaged" users create microfunds, a psychological tool to motivate both "holiday" users and other "engaged" users to join and optimize their donations. "Holiday" users not participating under usual circumstances now have a practical tool to drain most of "engaged" users' resources for a good cause.

60 deployed microfunds for a project ensures that $1 donation after will drain additional $60 dollars from microfund owners, leading to a total donation of $61.

Kickstarter reports that over 60% of funded projects ended unsuccessfully, either by lack of awareness (10% projects zero funded), project quality or ambitious goals (40% met 1%-20% goals. Chain funding concept will help beginning projects to show up thanks to the push notifications and

blockchain hype around new ideas. Microfund strategy will also support 80-90% backed projects to complete the goal by involving “holiday” donors.

Project verification process

Our team will contact charities in the fields of humanity, environment, and religion to find the first partners willing to cooperate with us. We will **offer** institutions from the beginning:

- Account **onboarding** on chain
- **Guidance** how to provide details about the funding project
- **Support** to **cash out** cryptocurrencies to fiat

If the idea turns out to be working and service demand increases, the team role changes from “requesters” to “verifiers”, where charity requests will be evaluated together with the community. The final step in the evolution of the process would be to automate the verification process and set DAO as verifying entity

Under consideration is to run part of the module for ***non-verified entities*** as an alternative service to Kickstarter to crowdfund regular businesses outside common good topics. Projects marked as non-verified would lose some functional features and be marked as non-verified to separate them from core verified projects. Against this idea are two handicaps we wouldn’t like to be responsible for:

1. *Guarantee of crowdfunding rewards* and customer support to settle complaints
2. Risks of *low-quality project* income could discourage partnerships with serious institutions in science and education domains.

The ideal state is to present Chain funding module with a clean sheet to attract genuine and helpful projects to participate in and at the same time, support smart contract implementation for 3rd party services similar to Kickstarter to let them handle customers with higher quality than Eyseek would be able to support.

Implementation of DID (Decentralized Identity) to verify autonomously institutions is also under consideration for later project phases. Right now the market with identities is not mature enough to let charity institutions create funds trustlessly on their own without manual validation. It is expected oracle technologies like Chainlink will provide a service in 2023 solving this issue.

Gamification aspects of Chain funding

Outside this little game between “engaged” and “holiday” users, the app introduces two more concepts known more from games than crowdfunding.

1. **Real-time stats** (push notifications, statistic tables)

Statistics from Sports/Bets environment to compare funding projects in similar categories or geographical locality and race between each other. Users will be informed how the project’s funding was successful, how impactful his activity was on others, and what precisely the project did with all the financing after the successful round. One reason why people don’t engage in charity is often the transparency issue - rarely do donors get information on how much percentage was spent on the actual cause and become rightfully skeptical.

2. Combination of **Bounties** and **Microfunds**

Our team or users could challenge the community with token rewards for completing extraordinary milestones in a specific industry, locality or service category.

Example:
"I'll give $1000 to a user closing the most amount of wealth this month in all microfunds related to projects in Astrophysics science discipline."

Our community management's task is to show paths to how the app can become more effective than traditional services, incentivize the most effective ways and create an environment to let the community take the lead by pushing imagination further.

Crowdfunding fees

Chain funding will follow two pricing models based on the chosen payment currency:

- **Eyseek token payments** will require a **0% platform fee** and the ability to pay directly from uncollected app rewards to avoid gas fees with blockchain native token.
- Using **stablecoins** or **blockchain native tokens** will cost a **0.1% fee** if the project achieves backing goals and the total amount is distributed to the wallet address.
- Resources from underachieved projects will be returned back to users.

Payment with currencies available in major exchanges will make the settlement process and cashout process easier but without any benefit for the team and token holders. We'll use 0.1% of successful donations to buy back the Eyeseek token and spend it in the ecosystem by creating in-game challenges like bounties, adding liquidity, and spending time to attract new partnered projects.

Example: Minimum funding amount of 1000USD would lead to Eyeseek's profit of 1$

Although the rate of 0.1% might not seem very profitable compared with Kickstarter's 5+%, Crowdcube 7%, taking profits from good deeds is against the core values mentioned in the introduction. Maintenance costs are close to zero as a public blockchain drives technical infrastructure. Our only service cost is given mainly by onboarding and offboarding projects not familiar with blockchain space.

Later-staged DAO will be granted possibility to add other payment currencies, change fee rates and decide how to handle the profit.

Feature modularization

Chain funding module will be designed to work as a **self-sufficient package integrable into other applications** to improve the possibility of more extensive outreach. Package will contain a set of UI components in multiple frontend frameworks integrated with deployed Eyeseek smart contracts on various blockchains, possibly to bend to custom contracts. Anyone should be able to pass code components into their own project and utilize it.

Each of the chains could support a different set of tokens as a payment currency, usually primary blockchain assets (USDC/MATIC on Polygon, BUSD/USDT/BNB on BNB chain, etc.).

Eyeseek token's payments will be supported initially only on the home chain due to the liquidity concerns of managing across multiple chains.

2.4 Localization

Another underestimated concept in the space is the presumption that everyone knows English. Mobile **app** will be **translated** to ~**20 languages** with a possibility to extend the number per community requests. Even though the **majority** of languages **won't be localized professionally** and instead by tools leading to lower translation quality, it removes barriers for non-technical users. It allows them to engage in social games created by local communities.

This approach will bring us two advantages and one disadvantage. Some translations will look in the beginning ridiculously incorrect, which might cause bad shades and discourage potential partners from involving. But to raise the probability Eyeseek will be used locally on a geographical level, any translation effort should open doors that are closed for most social dapps trying to break through.

Another advantage would be demonstrating an exemplary use case - incentivizing the community to review and correct texts by creating in-app bounties.

List of minimum supported languages in plan:

- English
- Mandarin
- Hindi
- Spanish
- French
- Arabic
- Bengali
- Russian
- Portuguese
- Indonesian
- Japanese
- Vietnamese
- German
- Korean
- Italian
- Czech

From which only **English** and **Czech** texts will be **processed manually**, (For other languages, we'll try tooling like Localazy or some of the Google services). English as the default project language, Czech as an experiment to see whether the effort pays off.

3. Decentralization

Eyeseek by its **open design** introduces **risks** leading to the sanctioning or **banning** of mobile apps from Google or Apple stores. This scenario may occur in the phase after DAO establishment if the autonomous reporting model will not cover all unacceptable cases and allow using the app for any illegal activity even for a limited time.

The **initial architecture** must rely in the beginning on **off-chain** computation so the team would be able to flexibly calibrate rewards and reputation models in testnet and **protect** against **malicious** users.

The pre-release phase will use blockchain mainly only as a reward distribution system. After beta, if the reputation model is set correctly, the core group of trusted users will take part in the auto-regulation process and auto-management mechanisms could be exposed on the chain in a transparent environment.

With the assumption the project successfully gains positive traction, the next decentralization step in the later stages after release would be to substitute centralized off-chain computation infrastructure - Client, Server, and NoSQL database.

Web decentralization

At the time (1 year) from now, it is expected to choose between two architectural concepts to migrate web parts into more censorship-resistant structures:

1. Refactor off-chain computation using a completely web3 stack (IPFS Layer 2 services for data and website, highly scalable blockchain solution to replace backend)
2. Deploy servers as-is in the decentralized market with computing resources (Akash, Flux)

Although there is plenty of time to decide which variant will suit best, the 2nd option seems to be more probable because it is working right now. It would be less complex to adopt in terms of the codebase migration, and also cheaper on a larger scale even though the state of blockchain transaction performance could rapidly increase in the following years thanks to rollup layers.

Mobile decentralization and its challenge

The last and most challenging question would lay in the reality of how much we would be able to decentralize the existence of a mobile app in Google and Apple Store. Eyeseek aims to be supported initially in both stores to increase the probability of becoming acknowledged. The project's idea is to give the community options to build new use cases, visuals and content, where other users and their "reporting" button are only regulatory.

We will consider using alternative app stores with decentralized backgrounds, but as for the current state, there is no reliable provider like that in the market. The second option is to move mobile apps into the hybrid web-mobile environment like PWA, where users could run mobile apps in the web browser with a mobile-like experience.

DAO

To **achieve application** running **autonomously** with the ability to develop long-term after all planned features are released, it will be needed to **establish a Decentralized Organization** (DAO) to distribute management power and responsibility to token holders.

DAO participants will be able to change immediately after passing proposals to

- Change protocol fees
- Change reward multipliers
- Develop new feature
- Decide about treasury distribution

With an estimation to establish **DAO approximately 1 year from mainnet release**, the set of DAO privileges will vary based on the direction project evolves. Our team has to prepare tools, templates, tutorials, and a list of recommendations, to prepare an environment capable of managing the project and resources without the intervention of the original team.

DAO will have an option to choose different suppliers for specific tasks and finance them from the reserves. With an open-source, well-documented codebase, DAO can acquire resources from communities worldwide for reasonable costs.

Eyeseek's original development team members can freely decide whether to engage in the project as tokenholders as DAO members or freelancers working on improvements after the DAO era. They will also be free to leave and choose different paths thanks to the independent state after DAO.

DAO Bounty

Another experiment with game characteristics is designed in **fee distribution** logic, where **50%** of the fee is **permanently burned** to regulate inflation caused by the reward module, **50%** is moved to the **treasury**. **Treasury will stay untouched** until the DAO era unless a critical fuckup happens in Eyeseek or its underlying blockchain. All resources gathered during the 1 year of existence would be available for DAO and possible to distribute after establishment - this concept will be called DAO Bounty.

Value of the treasury and potentially DAO Bounty will be real-time visible in both web & mobile applications for everyone to see an increasing number as a reward for long-term tokenholders. DAO Bounty will be attractive only with the assumption of a growing network; more users will lead proportionally to more spent resources into the promotion module and at the same time to token price appreciation thanks to in-game using and token speculations, causing a quadratic effect of the total amount in the bounty.

4. Reputation system

The user profile of Eyeseek will consist of dozens to hundreds of micro reputations to fulfill two goals:

1. **Determines autonomously between good and bad actors.**

Bad actors could be users reporting false information in the app just for trolling, undeservedly increasing expertise in a specific skill, or worse, creating harmful content.

Good actors are users enjoying the game, helping each other with quests, and engaging in entertaining content.

The total reputation model will be influenced by Stackoverflow's mechanisms with the already implemented reputation model, privilege model & badge model proven by years. Our architecture gives the models extended possibilities:

- **Reputation models** could be imported from 3rd party services thanks to the Eyeseek "layer 2" nature. We can synchronize reputations (if needed) with web2 services like Stackoverflow and web3 services like Chainlink oracles.
- Stackoverflow **privilege mode**l offers reliable users to create new tags; Eyeseek will grant the opportunity to develop subdomains from different areas (photo.stackexchange, scifi.stackexchange). The goal is to show users what kind of usage they would like to use actively.
- **Badges model will be transformed into soulbound NFTs as skill certificates (in the next point) or art NFTs exchangeable for real value in NFT marketplaces.**

1. **Generates proven expertise in a given skill**

Eyeseek will try to connect closer to the job market and contribute to solving issues on the internet. Models in Stackoverflow cannot afford that because its reputation model is wired up to user behavior and a complex system of badges wired up to a quantity of contribution and voting. Although the badge model will be a quality resource to adjust some of the Eyeseek's behavior, experts' determination in specific skills is ambiguous. For that, **a new dimension is needed to be introduced, the difficult**y.

Quest giver has to define the **difficulty** of given tasks to provide additional helpful background for "expert" scoring. There are two ways to determine the difficulty; one way is to design maturity models for each skill supported by the application - which is more precise but overkilling in the form of educating users and keeping models up to date. The second (less accurate but effective) is to **assign the difficulty level by** the spent **years in the skill of quest giver.**

Values between 1-5 will roughly differentiate between issues being solved by beginners and 5+ years of skilled veterans, even though everyone has unique learning curves based on daily spent time, talent, and previous experience from similar skills. With this scale:

- **Quest market can be optimized based on the skill level of users**
- **Quest givers can request experts** for a given problem by requiring a high-skill reputation for problem-solving
- **Experts in a specific skill can be united** naturally and form solution groups for complex projects.

The weakness of the 1-5 scale model is in its upper limit; there are skills where 5-year experience is still calculated as a newbie. For that, parametrization of scale in each industry will be considered with the note that more levels are introduced, and more inaccurately could be evaluated.

Reputation API

If the system of micro reputation values proves effective, it could keep malicious users away from the application and reliably define users level of skill and expertise; there is a space to expose reputation

scores via API or save it on-chain and expose them via smart contract. This score could serve as an additional deciding factor for other protocols in:

- Whitelisting process
- Defi lending collateralization
- Internal reputation scoring

5. Tokenomics

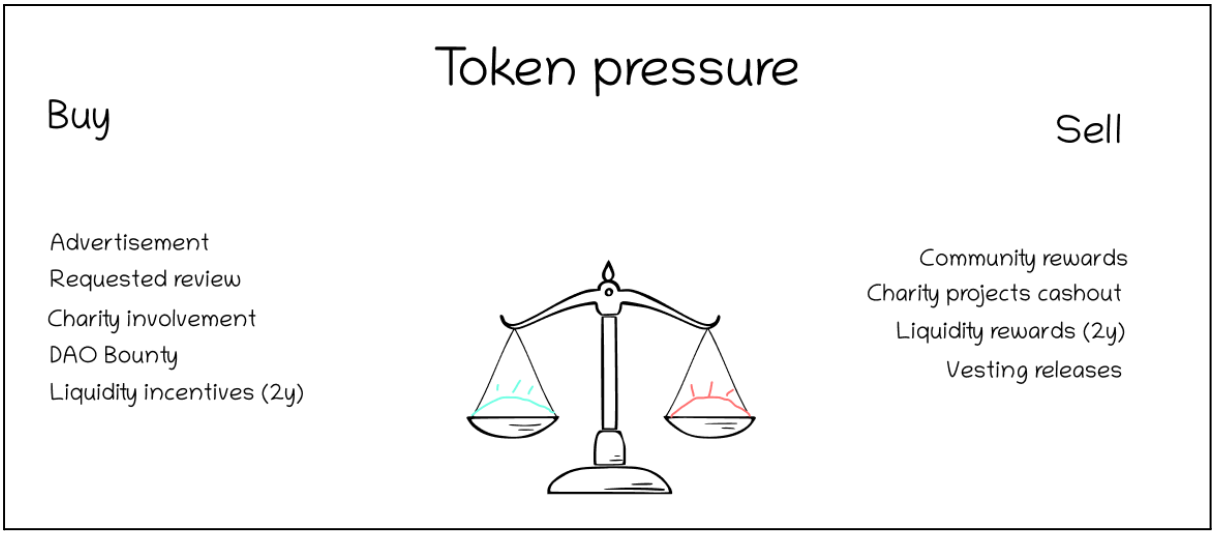
a) Stable token supply table

Type	%	EYE	Lock	Comment
Team	10	300m	1y	Bonus for team project commitment
Treasury	5	150m		Backup fund for flexible costs
Investment	15	450m	1y linear	Private and public investment rounds
Marketing	10	300m		Partnerships and public awareness
Community*	35	900m	1y linear	Incentivization, community challenges
Liquidity	25	750m	2y linear	Liquidity incentivization in DEXes

**Community as the largest fund portion will contain Airdrop for beta users (5%), Community Art Challenges (10%), Community App Challenges (10%), Community Management Rewards (10%).*

b) Buy/Sell pressure

The target is to create an attractive environment to balance sell pressure caused by rewarding factors and buy pressure caused by the need to use all application features, leveraging the interaction of the Eyeseek community.



Users will be **motivated to buy** Eyeseek's token in order to:

- **Advertise** an idea, product or service in Shark Tank
- **Ask** for a help in Quest market
- **Donate** or create **microfund** in a crowdfunding event
- **Offer a reward** in app challenges in all modules
- Take share profit from **DAO Bounty**
- **Create a liquidity pair** to receive incentivization rewards

Sell pressure will be caused by:

- **Community rewards.** Challenges to contribute to the application content, art and beta testing.
- **App rewards**. Users will be eligible to collect rewards after completing tasks and exchange Eyeseek tokens for other cryptocurrencies
- **Liquidity rewards** offered to incentivize enough DEX liquidity
- **Vesting release** of initial supply to the investors, team and project partners

c) Reward inflation

Eyeseek will experiment with a flexible inflation design; similarly to Bitcoin's difficulty adjustments, **fewer quests will be completed on a daily basis,** and **higher rewards users get**.

The smart contract responsible for rewards distribution will collect daily usage inputs and set multipliers for completing each quest based on application activity. Eyeseek will set 5 initial thresholds, gather data from beta in the testnet, simulate larger user loads and calibrate the multipliers with **two** simple **goals - make the reward** system **attractive** for new users **in** an **early phas**e, and **prevent supply overflow in large-scale** situations.

Initial thresholds

q = number of completed daily quests
m = reward multiplier

*Daily rewards = m * q * k; k <= 1*

- ***q < 100 => m = 50*** (if number of passed quests are less than 100, set quest reward multiplier to 50)
- *100 < q < 1000 => m = 20*
- *1000 < q < 10000 => m = 10*
- *10000 < q < 100000 => m = 5*
- *100 000 < q < 1 000 000 => m= 1*
- *q >1 000 000 => m= 1 000 000/ q*

This model will not allow inflation of more than 1mil/day (~12% year with traffic of tens of millions of active users), traffic around 50 000 quests will require hundreds of thousands of active users, causing inflation ~1-3$ per year without calculation of deflation effects.

If the app would ever process more than a million daily quest exchanges, the reward would no longer matter. Eyeseek would accomplish the gamification model works, and engagement outweighs the desire for rewards. In this scenario Shark tank promotion module would take over with importance on scalable technical infrastructure and quality reputation model.

Another challenge would be to **set a fairly reward distribution across multiple task types -** for example review of an audio track with ~3-minute length could not be rewarded with the same amount as a review of an academic paper with 20 pages, which will probably be a more time demanding activity.

One way to handle this is to set up a table with constants and break down possible quest categories by length. This is an unsustainable approach if we consider an extreme situation, in which Eyeseek will maintain tasks across all industries and activities worldwide.

The second approach gives power to the Quest giver and lets him define task difficulty and satisfaction from the result. This approach requires high discipline guaranteed by the reputation system mentioned in previous chapter 4.

d) Deflation

The **deflation rate will depend** on the design success of the **Shark tank** module. The project's first year is expected to be highly inflationary to distribute initial supply locked in vesting. Based on a rough calculation in the previous point, **a very high amount of active users will swap the supply trend** from inflation in small percentage units to deflation in small percentage units.

Only extreme scenarios with millions of active ads daily would burn significantly more tokens than reward *(5 million burned, 1 million minted per 1 million quests, and 1 million ads)*. This scenario would require approximately 10-20m active users, which is more than FTX app downloads and therefore, less probable.

Even in extreme cases, a high burning rate will not damage the Eyeseek. The less liquid token would lead to the increased price, more attractive for Quest hunters and less for promoters in Shark tank. This effect would lead to an equilibrium of the number of ads and token price.

The home chain dilemma

An unresolved question impacting token liquidity and some of the features will be which blockchain will be picked as the home of Eyeseek. There is no silver bullet to satisfy all impactful aspects:

- **Investment opportunities**. Smaller chains will offer financial and business support key for the project development; larger chains are more convenient for token sales and options to address ecosystem partners. As Eyeseek starts from zero awareness and investments, the ecosystem offering help to boost the growth will be a probable winner.
- **Multichain vs. Single** deployment. The multichain strategy would create awareness in the userbase across various web3 projects but would also harm token health with higher volatility. Eyeseek will be forced to start single-chain for the Quests module and Shark tank module. The chain donation module is designed token-agnostic and should be deployed everywhere possible to open doors for new partners and users.
- **Security tooling**. Blockchains supported by Gnosis safe are preferable to adopt multisig transactions, critical for easy and secure funds management.
- **Fiat on/off ramp** is a preferable feature the home chain will allow. The more bridges and steps in the cash out process there are, the more security risks and fees are introduced into the Chain funding processes.

6. Roadmap

Target roadmap could eventually change based on community voice and gathered data during beta testing. But on a high-level we can foresee one year ahead of team commitment if the project finds enough resources to cover all roles needed.

Current visual roadmap could be find on official website https://www.eyeseek.org/

Q4 2022	***PROJECT SETUP***
Project establishment	*Vision, goals and values. Tone of visual voice*
Whitepaper publication	*Description of major concepts and features.*
Reputation model design	*Putting together all variables needed for the equation to settle reputation algorithm*
Tokenomics design	*Defining incentivization mechanisms, possible buying/selling pressure, and inflationary/deflationary effects*
Landing page & docs portal	*Website and documentation presenting whitepaper parts in more readable way*
Grant round	*Ecosystem resources requests to assemble core project team until the token sale in Q1 2023*

Q1 2023	***BETA***

Testnet release	*Limited access to beta web app, mobile app accessible in Google Store*
Quests	*Global market for good help and good deeds*
Shark tank	*Gamified advertisement to promote ideas, products and services*
Chain funding	*Gamified crowdfunding using smart contracts to create microfunds and chain reactions.*
Investment round	*Token sale to cover development costs for 2023*

Q2 2023	***ROAD TO MAINNET***
MVP	*Mainnet release of web app and mobile apps in Google/Apple stores*
Gamified charity	*First real projects available in Chain funding module*
Token release	*Liquidity incentives, airdrop for beta users*
Web dashboard	*Statistics and tables supporting user engagement*
Geo-advertisement	*Geographical map enabling the promotion of local services and products*

Q3 2023	***ACCESSIBILITY TO THE WORLD***
Localization	*Supported modest translation quality to 20+ languages*
3rd party plugin	*Script allowing 3rd party application to generate Eyseek promotions and Quests*
Bounties	*Rewards for participants in unique challenges and bounties*
Cross-wallet messaging	*Additional features based on initialization of communication between two users*
Content builder	*An interface allowing users to create new categories and skill trees in the system.*

Q4 2023	***ROAD TO DECENTRALIZATION***
Decentralized infrastructure	*Servers migration to decentralized market (Akash, Flux)*

DAO establishment	*Implementation of a decentralized management system (tools, proposal structure, rules, responsibilities). Allowing users to vote in mobile app.*
Decentralized charity verification	*Using DID to automate the verification process of incoming charity projects into the Chain Funding module.*
DAO bounty	*Handover of the project's treasury to DAO accumulated over 2023.*

7. Privacy & Security

All funds governed by the team will be **secured with multisigs** to prevent individual failures.

Eyeseek will never require user personal information to reveal his identity (name, email, age, gender etc.). Blockchain wallets like Metamask will secure authentication, and user profiles and preferences will only be related to the wallet address.

Eyseek will publicly expose (under the agreement) preferences about interests and skills related to wallet address as it is used to customize most application features. Users can reveal their identity only by themselves by completing a specific task in module *Quests*. For example, a connection is created between the Github account and the wallet address by solving a Github issue. Solving the issue will produce public proof of skill traceable on-chain.

Smart contracts will be publicly accessible, verified by blockchain explorer, and scanned by **security analysis tooling** Slither and Manticore. All of the project's smart contracts won't have the backdoor possibility to drain locked resources by any user or team; this will eliminate the risk of attack on crowdfunding features.

Security **audits will be considered** in case of Eyeseek's success in investment rounds. Despite the fact that the app will not operate with such amounts as dapps in Defi or NFT space, smart contracts will still handle token supply and reward distribution worthy of auditing for the satisfaction of users and potential investors**.**

Key references

1. Chain funding model reference: Quadratic funding whitepaper
2. Game-fi model reference: Stepn whitepaper
3. Reputation model reference: StackOverflow reputation model