B U S

Blockchain Unbound Social

Data, Opinion and Time in Customers' Hands

Issues

Most of social networks suffers of well known problems:

- Users (and their data) are the product, not the customers [1]

- Censorship [2], fake news spread [3] and high influence on people's opinion [4a] [4b]

- Content creators are not fairly rewarded [5]

Solution

BUS

The first blockchain based on social network that empowers both users and creators

Users Rewarding

Data Lending

Creators funding

Community exclusivity

Censorshipless & Fact Check

The more you use, the more you earn. We pay for your attention (BUS Token)

Earn by lending your data to third parties

Earned Token can be used to finance creators projects

Creators can create communities accessible with their own NFTs

Free to express themselves while promoting validated sources

Legal aspect of BUS discussed in Annex 1
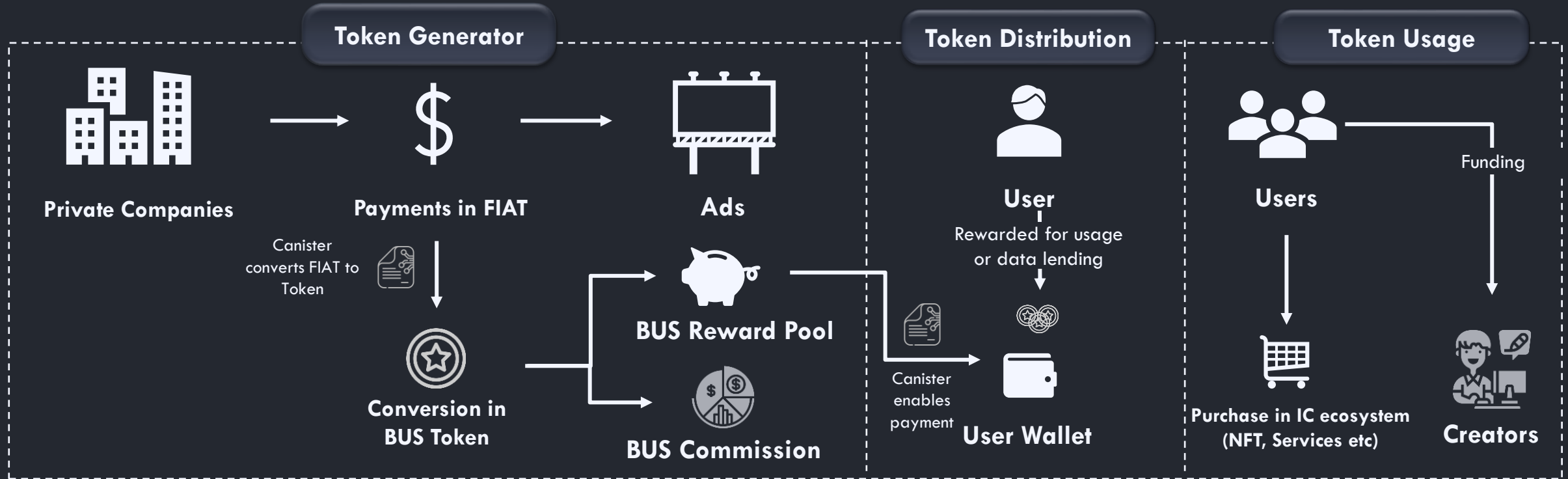*User personas analysis in Annex 2*

BUS

Why ICP?

The **INTERNET COMPUTER PROTOCOL (ICP)** is the first blockchain protocol that aims at decentralizing the internet [1]
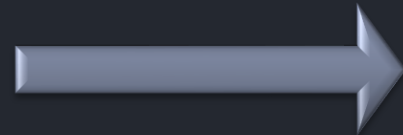
Compared to other protocols:

- Both front-end and back-end stored on blockchain (others only back-end – semi-decentralized), allowing a **fully decentralized** approach [2a] [2b]

- Internet's identity [3]: one identity for all ICP services, allowing easy and robust access

- Crosschain Integration [4]: interoperability with different blockchains in a native way (e.g. smart contracts on Bitcoin)

- Reverse Gas Model [5]: users do not pay for the service, what usually happens for other blockchain-based services
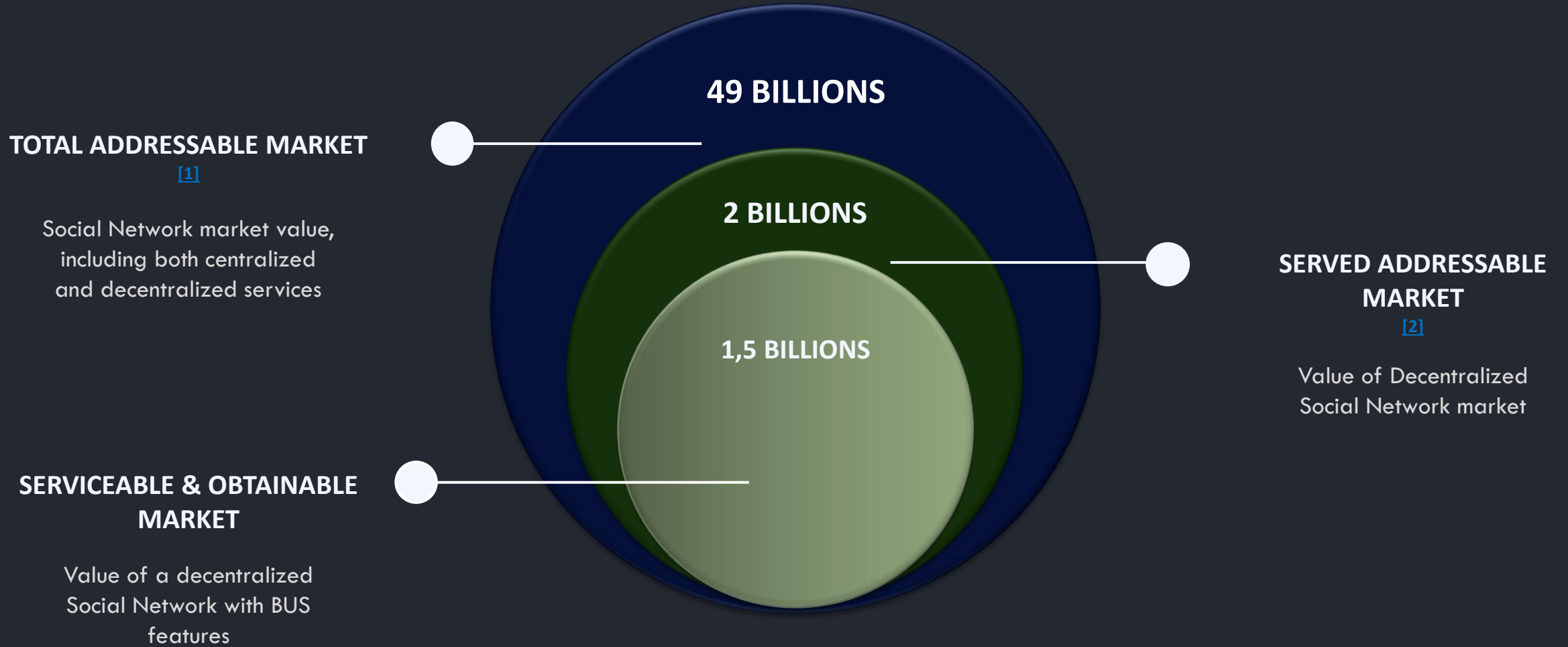
Tokenomics

Token Generator

Private Companies → Payments in FIAT → Ads

Canister converts FIAT to Token

Conversion in BUS Token

BUS Reward Pool

BUS Commission

Token Distribution

User
Rewarded for usage or data lending

Canister enables payment

User Wallet

Token Usage

Users

Funding

Purchase in IC ecosystem (NFT, Services etc)

Creators

From a lead-generation perspective, BUS is

SELF-FINANCED

Business model analysis in Annex 3

More Companies → More Ads → More Tokens → More Rewards → More Users

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Market Size (FY 2023)

49 BILLIONS

2 BILLIONS

1,5 BILLIONS

TOTAL ADDRESSABLE MARKET
[1]

Social Network market value, including both centralized and decentralized services

SERVED ADDRESSABLE MARKET
[2]

Value of Decentralized Social Network market

SERVICEABLE & OBTAINABLE MARKET

Value of a decentralized Social Network with BUS features

BUS

Market Trend (Forecast)

CAGR 2021/2030
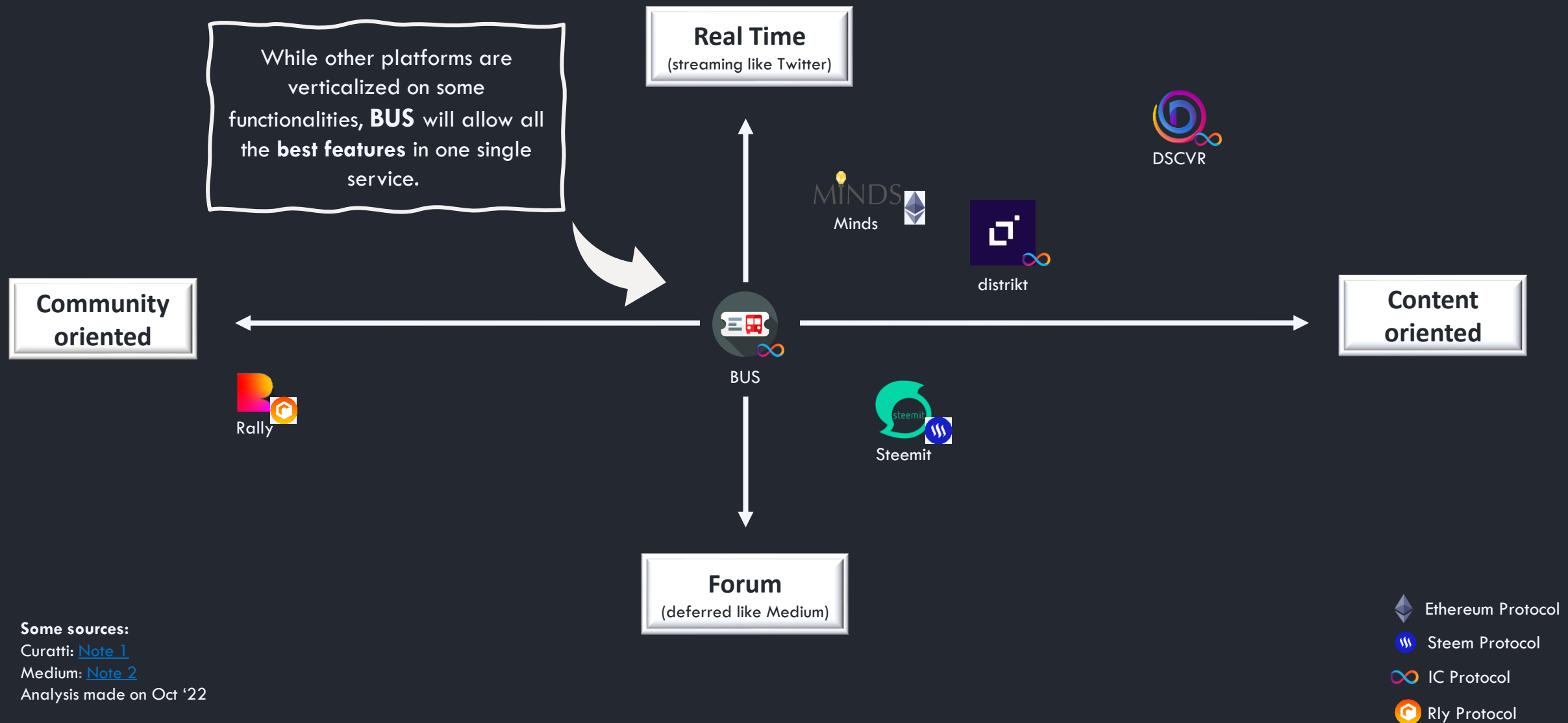
+9%
on Social Network total market Value

+30%
on Blockchain-based Social Network market Value

Estimations show that actual market value will reach Blockchain-based social Network by

2035

Chart data — All Social Network: 2019: 21,8 | 2020: 31,4 | 2021: 39,6 | 2022: 43,4 | 2023: 48,6 | 2024: 53,2 | 2025: 57,1 | 2026: 60,3 | 2027: 65,6 | 2028: 71,3 | 2029: 77,6 | 2030: 84,4

Blockchain-based Social Network: 2019: 0,6 | 2020: 0,8 | 2021: 1,1 | 2022: 1,4 | 2023: 1,8 | 2024: 2,4 | 2025: 3,1 | 2026: 4,1 | 2027: 5,3 | 2028: 6,9 | 2029: 9,0 | 2030: 11,8

Value ($) — Year

All Social Network —— Blockchain-based Social Network

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Competitive Landscape

While other platforms are verticalized on some functionalities, **BUS** will allow all the **best features** in one single service.

Real Time
(streaming like Twitter)

DSCVR

MINDS
Minds

distrikt

Community oriented

BUS

Content oriented

Rally

steemit
Steemit

Forum
(deferred like Medium)

Some sources:
Curatti: Note 1
Medium: Note 2
Analysis made on Oct '22

Ethereum Protocol

Steem Protocol

IC Protocol

Rly Protocol

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Revenue Streams

SMALL COMMISSION

5% percentage from
Advertisers

FREEMIUM

Subscription for using
dedicated features

AD-HOC SERVICES
PROVIDED BY BUS

e.g. support to communities
and creators etc.

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Funding

TECHNOLOGY

59%
(317 k$)

- Blockchain platform team (10 members) Annual costs: 300,000$

- Licensing and desktop software development cost 17,000$

MARKETING

18%
(100 k$)

- Marketing plan, annual costs: 100.000$

FIXED COSTS

23%
(125 k$)

- annual fixed costs: 125.000$

ESTIMATED TIME

for creating a network platform

8 - 12 Months

MKTG
23%

FIXED
18%

IT
59%
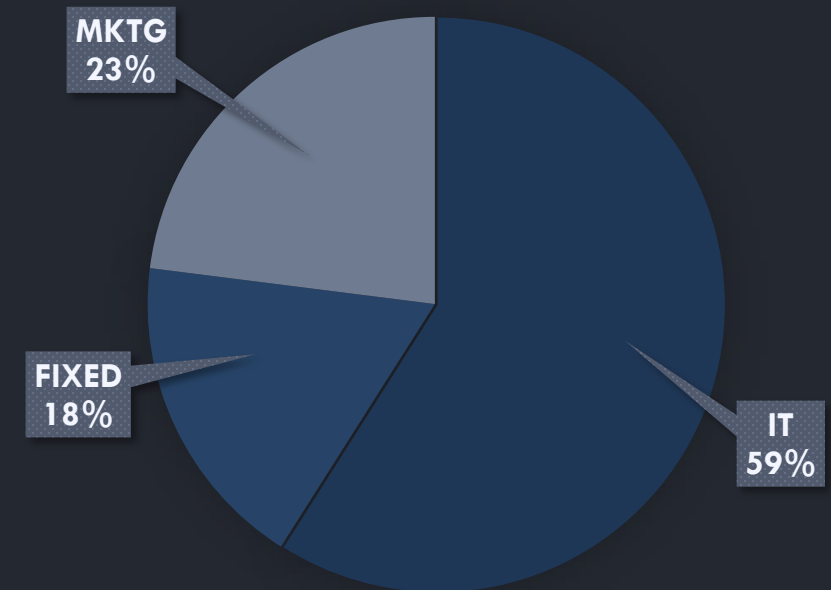
Seeding need
542.000 $
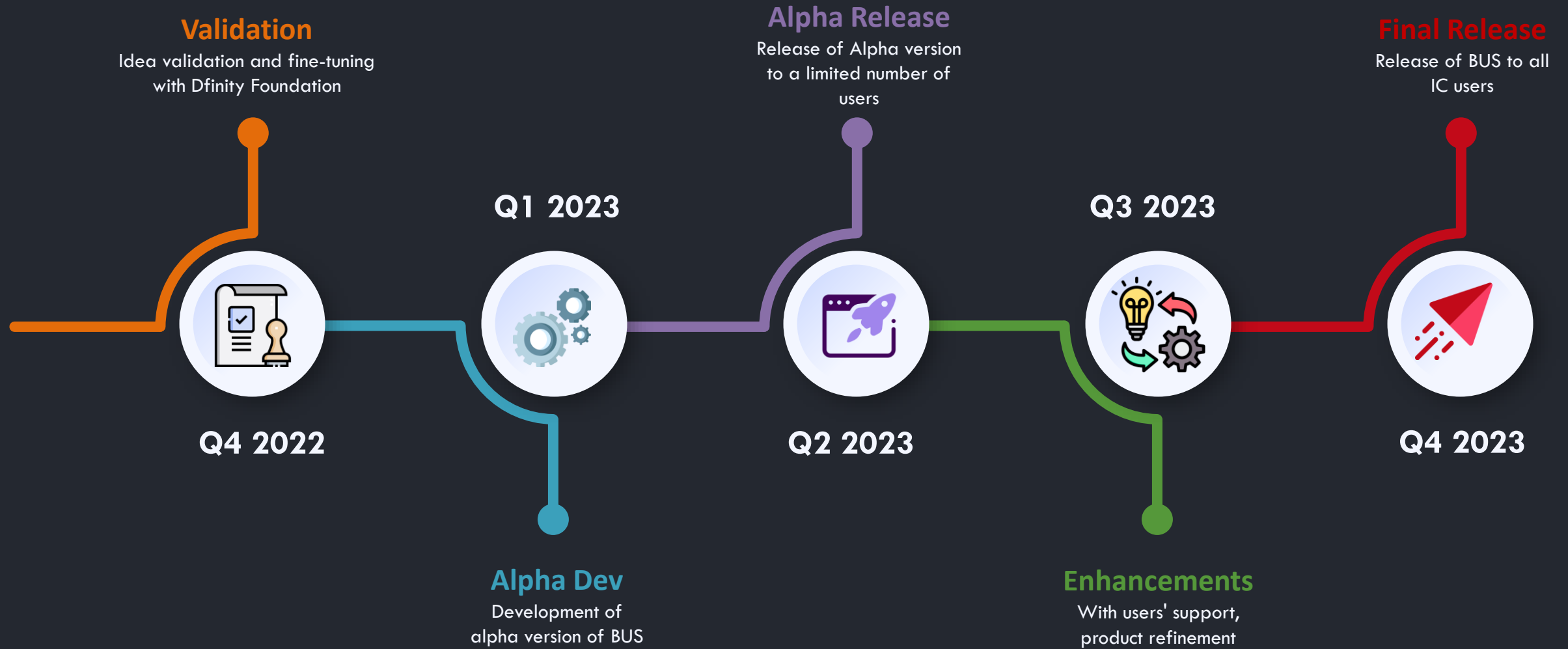
Team

ANDREA CHERUBINI
Legal Analyst

Graduated in law, working as legal counselor in the commercial sector and supply-chain operations. Passionate about legaltech and innovative technologies.

GLORIA TOMA
Project Manager

Young Legal student, passionate about European Institutions and Innovation. Skills in Project Management and Communication thanks to different working experiences at the European Parliament.

LUCA RICCARDI
Data Scientist

Mathematician as studies background and specialized in data analytics with 4+ years of experience in various fields (automotive, martech, retail). Skills in both IT and Business sides. Beer lover.

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Don't miss the ride and get on BUS!

Thank you!

Annex 1 – Legal Aspect Deepening

Censorship: Centralized Social Media vs Centralized Social Media

Often traditional social media models (e.g. Facebook), being characterized by a totally centralized structure, are able to concentrate enormous power in the hands of their owners, who can decide who and what to censor.

This does not happen in a decentralized infrastructure such as BUS, organized in nodes that are all the same and on the model of the blockchain, which, by putting much of the control power in the hands of users, is able to solve this type of problem.

Blockchain technology, by virtue of its decentralized nature, is not in fact subject to the same centralized control as existing social media platforms: decentralized social media and content platforms focus on putting power back into the hands of users through a series of initiatives. .

For example, the blockchain-based Mastodon platform allows users to host a personal server on top of the blockchain using their own infrastructure and domain name. These servers are entirely under the control of the user, who can establish rules and establish a direction for discussion. Despite the freedom of users, within Mastodon there are also communities that deal with the "active moderation" of social content; the moderation preferences, however, are set not by Mastodon platform, but by the creators of the communities themselves.

Similarly, Minds is also exploring a voting-based system where users can vote to remove content, without any central and direct moderation by the Minds team, which would make it one of the first truly decentralized social media platforms.

This also occurs in a decentralized social network such as BUS, where the various sub-communities respect not only the "democratic" guidelines chosen by the members of the community to which they belong, but also the "general guidelines" (T&C) on which the BUS itself is based, which, in particular, allow BUS to protect itself in a "decentralized" way also from any illegal contents and/or acts that could be published and / or undertaken on the platform (e.g.: attempts at extortion; hypothesis of terrorism; etc.) - (see the Steemit case).

Through the BUS blockchain technology it achieves a distributed moderation process driven by individual communities, which is not based on the censorship of a centralized custodian who holds absolute power, but on careful moderation through a democratic process that is authorized by each individual user. through decentralized technology. In this way, the entire BUS ecosystem can decide the direction of its community and give good actors the opportunity to participate.

BUS, therefore, puts the power back into the hands of users, allowing them to establish the direction and rules of their online communities and to decide what type of content to publish and read according to the preferences chosen by the community rather than those approved by centralized authorities.

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Annex 2 - User personas

Blockchain Enthusiast
Connoisseur of technology,
one of the earliest adopter

Opportunists
Want to monetize
their time and data

Creators
They don't want restrictions and
fear of demonetization, while
getting fairly rewarded

Anti-censorship
Tired of centralized platforms
censorship, they want to express
their opinion without restriction

Curious
Tester of new trend, they will be
attracted by the various number
of features BUS offers

AGE

18-35   70%

36-55   25%

56+   5%

Due to the emergent
technology, BUS is
oriented towards
young people

INTERESTS

Blockchain

Projects to fund

Non-fungible Tokens

Communities

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Annex 3 - Business Model

KEY PARTNERS
- Ads agencies
- Consultant Agencies
- Investors
- Users
- Creators

KEY ACTIVITIES
- Platform Development
- Platform Maintenance
- Token production

KEY RESOURCES
- BUS Platform
- Token
- Human Resources

VALUE PROPOSITION

Blockchain based on social network that empowers both users and creators.

Users get rewarded by the time they spend on BUS and the data they lend for advertisers.

Creators can create and manage their content and communities in a decentralized way

CUSTOMER RELATIONSHIP
- Same side network effects
- Cross side network effects

CHANNELS
- BUS website
- Mobile App

CUSTOMER SEGMENTS
- WW Internet users
- Crypto experts
- Content creators

COST STRUCTURE
- Fixed Costs
- Marketing Advertising for awareness
- CRs Development

REVENUE STREAMS
- Commission on advertising
- Freemium
- Ad-hoc B2Creators&Customers services.

BUS

Link to video pitch

https://www.youtube.com/watch?v=ZctZZ2xJs2U