



TRYBE

www.trybe.one

Decentralized Intelligence.

A knowledge sharing economy for the cryptocurrency and blockchain community

Trybe is a professional and educational network for the cryptocurrency and blockchain communities, providing an aggregated pool of knowledge, advice, information and training, as well as a great way to connect with others in the industry. All participants on the platform are rewarded for their contribution via a native token.

DRAFT WHITEPAPER

PROBLEMS TO BE SOLVED:

At present, one of the main issues facing the cryptocurrency and blockchain industry is lack of knowledge and education.

Experts on the subject don't share their knowledge with the community as much as they otherwise might because there is no financial incentive to do so. And when they do, there is no good curation mechanism on most social network sites apart from "popularity" which often means low quality content rises to the top simply because it's sensationalist or otherwise provocative.

This last mechanism can even have effects outside the network and in many areas of life - for example promoting the content of sensationalist politicians over that of more reliable ones. Given that the majority of people rely on social media as their main news source these days, this problem is potentially dangerous for the world at large.

Specifically in the crypto and blockchain communities, this lack of reliable information is dangerous to the industry as a whole (giving it a bad reputation) and also financially risky for those involved (particularly newcomers) who might fall victim to scams or hacks.

2. SOLUTION:

Trybe aims to establish a social network for the crypto and blockchain communities which promotes high quality educational content and advice by verified experts.

The platform will contain a range of both free and paid content in the form of knowledge, advice, education and training - articles, video, and audio such as podcasts.

Free content will allow experts to get discovered by the community, whereas paid content will allow them to monetize their knowledge and advice.

Apart from monetizing content, all contributors to the platform will also get paid through sharing the advertising revenue of the platform.

Experts will get the majority share of this revenue based on engagement with their content, but regular users who contribute to the platform by commenting, sharing to other networks, or inviting friends will also get rewarded with the native token - ONE.

3. USER TYPES AND MAIN FEATURES

There will be a number of user types:

A) People who want to learn more about crypto or blockchain technology (traders, developers, or amateurs)

B) Experts who want to create great advice/content/training/educational materials about crypto or blockchain and get paid for it as well as building a following and network

C) Experts who want to connect with each other for professional reasons - such as entrepreneurs who want to connect with developers, or developers looking for other developers, or companies looking for ICO marketing specialists

D) People who want to promote the platform and get rewarded

E) Companies who wish to advertise crypto/blockchain related products or services, such as ICOs, other education providers, consultants, developers, etc.

Features:

For each user type, there will be a range of features:

A) For people who want to learn more.

This will cover a wide range of users, such as amateurs who want to learn how to trade, or developers who want to learn how to code on a certain blockchain.

- A great range of both free and paid educational/training content - both articles and videos.
- A curated feed of information based on the highest quality content available - unlike regular social networks that require you to follow individuals before seeing content, this feed will automatically choose the best content for the user, based on their interests and their experience level. Content will be prioritized based on quality - as rated by the community at large but with more weight given to the ratings of experts.
- A messaging feature which allows users to connect with others on the platform, including experts.
- A subscription for people who do not want to see advertising
- A way for them to ask questions and get answers from the community
- A way for them to verify people's trading experience via a "trading simulator" that has a leaderboard of scores.
- A way for them to practice their own trading skills on the trading simulator before placing actual trades on the market. This will also be a fun way for them to compete with other users on the platform.

B) For experts who want to create educational/training content and get paid for it

- An easy way for them to create content - both articles and videos (free and paid)
- Some great tools which allow them to create nice looking content - such as video editing tools, image editing tools, and animation tools
- A way for them to create subscription tiers for their paid content
- Each expert will have their own forum where users can contact them and ask questions (similar to Reddit).
- Each expert who wants to offer trading advice will need to participate in the trading simulator on a regular basis to prove their skills as a trader. This simulator will be linked

to real time crypto prices. Buy and sell orders will be in real time at real prices - so there will be no way to manipulate scores. The simulator will show how much profit that person would have made if they'd really been trading.

C) For experts who want to connect with each other for professional reasons

- Each user will have a profile showing their skills, their availability, their prices (if they're available for freelance work) and a range of other information.
- The platform will have great search functionality which will help users find other users (such as developers)
- When assessing someone for potential collaboration, it will be possible to see that persons' content as well as their profile, which will give a more accurate picture of who they are and what their skills are

D) For influencers or marketers who want to promote the platform

- There will be an affiliate marketing system, so people who refer other users to the platform will get rewarded. See our website for more information on how this works.

E) For companies or individuals wishing to advertise on the platform:

There will need to be a very careful balance of revenue from advertising and value to the users of the platform - so only "verified" advertisers will be allowed to use the platform for advertising, and even then the amount of advertising and the kinds of advertising will need to be strictly controlled. Also, there will be the option for users to not see advertising at all, by paying a monthly subscription fee.

However, because the platform (and content creators) needs to make revenue, advertising will be allowed in a number of ways.

People who wish to promote their paid content will have the ability to boost their content to make it appear more often in people's feeds.

ICOs or other related companies will have the ability to promote themselves on the platform.

4. CONTENT CREATION, CURATION, REPUTATION, and CONTENT DISPLAY RULES

In the beginning, a range of verified experts will be asked to produce content. Content will be rated by other users on the platform, but the ratings of experts will be more heavily weighted.

As time goes by, all users will acquire a “reputation score” which will help decide how often their content gets displayed in the public realm.

The reputation score will also affect how much weight is given to their ratings of other people’s content.

There will be a maximum reputation score (5 stars) and people’s reputation scores can go up or down. This maximum will help newer users compete with older users.

There will be two reputation scores: one for content and one for trading. The trading reputation will work as explained above - by showing the person’s profit/loss given their trading history inside the simulator. This will help anyone establish themselves as knowledgeable (or not) in the trading realm.

People with higher reputations will have their articles and reviews features more prominently on the site, meaning engagement with them will be higher and they will receive a larger share of the monthly revenue.

News feed and homepage content:

The news feed will show ALL posts from people you are following, but it will only show a curated selection of the highest quality posts from people you are not following.

The home page will show a range of the best articles and videos on topics that you’re interested in, with the ability to select other categories to be displayed as well.

Content rating on other platforms:

A future feature of Trybe will be the ability to rate content all across the web. Just as existing social platforms allow you to share content from other sources directly into your account via a social share button, Trybe will work in a similar way. However, as well as sharing the content, users will be asked to rate the content as well. When other users share the content, their rating will also be added to the overall rating for that content.

Eventually, a browser plugin will be developed that will display the TRYBE rating of any URL that you are visiting.

5. DEVELOPERS and NEW APPS

As the platform grows to meet the needs of other communities, developers will be invited to create new apps on the platform that suit the requirements of these specific communities.

The platform will be built in a modular system, easily allowing for other apps to be added on.

6. TECHNOLOGY

The main website will be built on Wordpress, which is the perfect CMS for managing, categorizing, and organising large amounts of content.

The token will be built on the EOS blockchain and will be integrated with the website initially via a custom built Wordpress wallet that allows users to transfer their off-chain tokens (from our platform) into their EOS wallets.

After the initial beta testing phase is over, we will port the entire tokenization system of the platform onto EOS.

7. INITIAL TOKEN DISTRIBUTION

The main currency of TRYBE will be ONE.

The initial circulation will be 1 billion ONE (1,000,000,000)

Each year 100 million new ONE will be created (100,000,000)

Airdrop

An airdrop of 50,000,000 ONE will be distributed a few months after EOS mainnet launch (around August 2018). 100 ONE will be given to all EOS holders from the original June 2 snapshot.

Founding Team

A total of 250,000,000 ONE will be used to support the founding team for the ongoing development, growth, operation and maintenance of the TRYBE social media network and the maintenance of the TRYBE ecosystem.

The founding team will comprise of approximately 10-15 people - executives, developers, business developers, marketers, and administrators.

Contributors and Early Adopters

A total of 250,000,000 ONE will be distributed to contributors and early adopters during the beta phase. Details of how this will work can be found on our website.

Liquidity fund:

A total of 200,000,000 ONE will be kept in a liquidity fund that will be used by TRYBE to distribute to users when payments are made on the platform.

ICO fund:

A total of 250,000,000 ONE will be kept in a fund to be distributed at the time an ICO is launched (once the user base reaches 1 million users). Money derived from the ICO will be put towards marketing and scaling the infrastructure.

Founder and partner distribution:

Initially, the main contributors will be the co-founders and partners. All co-founders and partners will be paid in tokens for their work.

8. ONGOING TOKEN CREATION AND DISTRIBUTION (INFLATION):

Contribution Incentive Pool:

An annual increment of 100,000,000 ONE will continue to be used to pay the operational costs of the network and reward users for their contributions.

The ongoing token distribution will be as follows:

75% will go to TRYBE for operational costs.

Out of these tokens, enough tokens will be sold by TRYBE each month to cover operational costs of the network. This includes hosting, staffing, infrastructure, and other resources required.

TRYBE will be totally transparent in its use of these funds, in a way that can be audited by a third party.

If there are any tokens left at the end of each month, these tokens will go into the RESERVE FUND (see below).

25% of the new tokens will go to contributors.

Rewards will include:

- Content creation - videos or articles
- Engagement with content - creators will get paid more for content with higher engagement (in terms of time spent consuming it as well as shares/ratings/etc.)
- Commenting on content
- Answering questions from the community
- Rating content (there will be a 5 star rating system)
- Sharing content within the network
- Sharing content outside the network onto other networks
- Referring friends to the network

Each action will have a value placed on it and a total score will be given to each person at the end of each day based on their contribution.

The number of ONE awarded to each person will be:

TOTAL ONE DISTRIBUTED FOR THAT DAY/TOTAL POINTS OF USER/TOTAL POINTS OF ALL USERS

9. PAYMENTS ON THE PLATFORM:

Premium content payments

When somebody purchases premium content on the site, they will need to do so with dollars or tokens.

All premium content prices will be set in USD, and the token price will vary dynamically based on the current token value.

If they purchase with dollars, then the tokens will be issued to the content creator from a liquidity pool maintained by TRYBE.

This liquidity pool will never run out, because as it is drained the price of ONE will increase.

Subscriptions to channels:

Users will be able to subscribe to the channels of other users or content creators.

If the user has set a price for subscription, the cost of subscription will also be in USD, and the token price for the subscription will vary dynamically.

Users will be able to create multiple subscription tiers for their content.

If a user sets a subscription price for one of their tiers at US\$5, then every time they create content with a value of US\$5 or less, all subscribers to that tier will be able to see it.

Advertising

When someone purchases advertising with dollars on the site:

As with premium content, when someone purchases advertising with dollars on the site, the tokens required to display that advertising will come out of a liquidity pool held by TRYBE.

When someone pays with tokens:

If someone owns tokens, purchases tokens on the market, or earns tokens, they can then use these tokens to purchase ads.

When tokens are spent on advertising, they go into the RESERVE FUND.

10. RESERVE FUND:

As mentioned above, left over funds from operational costs will go to the RESERVE FUND.

Also, when tokens are spent on advertising, they go to the RESERVE FUND.

Tokens in the RESERVE FUND can not be moved until the end of each financial year.

Depending on the economy, they can be (a) burned or (b) distributed to existing token holders.

If they are distributed to existing token holders, then those token holders should get benefits for having held their tokens for a long time. Eg. someone who's held 10 tokens for 5 years might get more than someone who's held 100 tokens just for a week.

NOTE:

This document is still a draft and we are seeking feedback from the community. Please email Tom and tom@trybe.one to let us know your thoughts :)