



# White Paper

Executive Summary

Sep 2018

# Mission Statement

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Our mission is to create a decentralized social media platform which is:

Allowing users to control their private data

Transparent in use of personal data

Self governed by the community

Allocation of revenues

Relationship focused



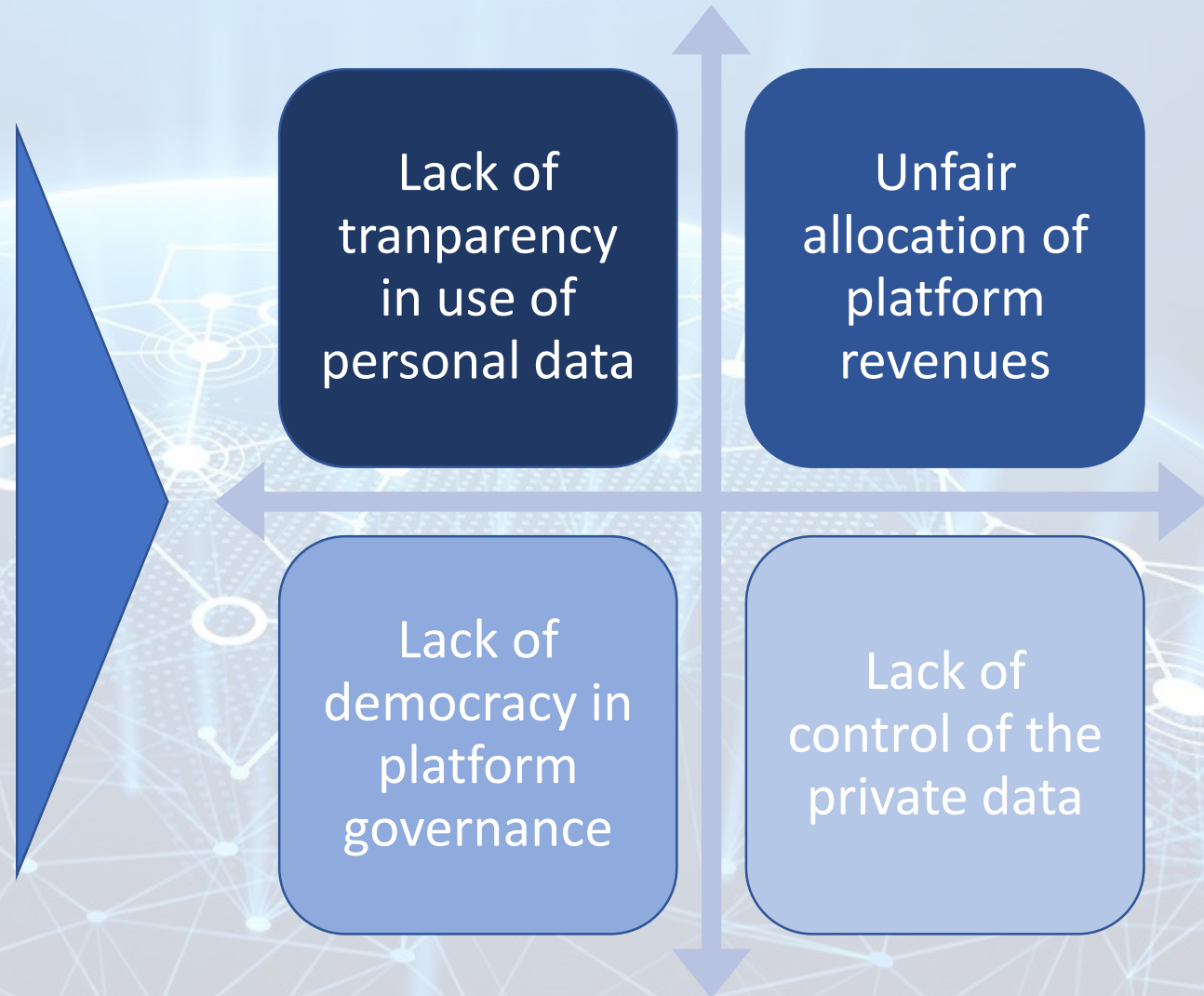
**WEOS**



# Problem

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Despite creating no content, centralized social media platforms have full power on the personal data, platform policies and revenues.



# Solution

## Protection of Private Data

- All of the private data will be encrypted and will be visible only to people, who are allowed by the originator. Hence, collection and misuse of private data will not be possible.

## Democratic Governance

- The platform users will be able to participate to the governance directly through a voting system.

## Allocation of Revenues

- Advertisement will be the key revenue driver of the platform. Advert spaces will be traded only with a specific token, i.e. Wecash. A certain percentage of advertisement revenues will be allocated to its users. Users will be able to manage WECASH tokens through a wallet plug in included in the application.

## Focus on Relationships

- The Platform will have a special focus on how communication and interaction relates to relationships. Contacts will be labeled with relationships and there will be private posting space (i.e. a “wall” or “bulletin board”) between two people or groups. We believe best friends, for example, will cherish their own private posting-space, rather than the use of ordinary messaging tools, like Facebook messenger or WeChat.



# WEOS!

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WEOS is the world's first sharing platform organized by relationship. Not every contact is a friend and depending on the case, we may not need to treat every person we share to like a friend. We have different needs for different relationships. WEOS starts with relationships, so users can easily direct their posts accordingly. WEOS users can share with friends, family, and coworkers and review and search all posts to those relationships.

WEOS treats 1-on-1 private communication between friends as special. Each contact receives their own special "wall" with post-comment format so the subject of conversations don't get lost in endless linear messages. And, each private wall comes with a header that reflects their friendship, with statistics about their communication and badges that reflect activity.

WEOS comes with tools like reply to-dos and *in-post* sticky notes that, we believe, are an industry first. Productivity.

We believe people will use WEOS because people value their relationships and want a special place to share for friends and family, forever.



# WEOS!

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## WEOS Features:

- Special posting-space between friends and family to post and share
- Self-determined posting; user selects where post is to be directed
- Inbox, sorted by relationship and searchable
- Users get paid to watch ads
- Cryptowallet(s)
- Built-in peer-to-peer exchange (Bancor protocol)
- Blockchain storage
- Post-comment format throughout
- Productivity features like reply to-do's and sticky notes
- Text formatting for posts for clearer communication, throughout.

## Future Features

- Games & Apps
- Custom groups
- *The World* (our version of Steemit)
- E-commerce implementation and messaging (see UPD)
- World's first geo-temporal eyewitness database of information

## Potential WEOS Notifications (examples)

- "Mom shared a picture with you."
- "Terry has an idea."
- "Tutor, Jamie, posted homework (read sticky note first)."
- "8 new posts from family. 15 posts from friends."
- "Max, sent you 12 WCASH for 'Car Wash'."
- "Janet posted a new event."
- "\$3648 in dividends deposited to your account."
- "Maria shared a video with you and 10 friends."
- "3 new questionnaire offers."
- "New tribute posted to Elvis Presley, TN, 1952."
- "Joe remembers you in 1984 in London, England."

# WEOS Screenshots (concepts)

9:41 "Love ya always, buddy!"

Me 18 HashTags 1290 Comments 387 Posts Traci


Traci ...

Traci new! 6 sec

Need your advice on the party Saturday night. Should we invite Sally and what are we doing for food? I can't wait! #partytime

0 Comments • 0 Likes • + To-do ☆

Traci 1 hr



Here's that pic from last summer 😊

8 Comments • 2 Likes • + To-do ☆

Me 2 hr

👤 3 👥 12 🔔 9 💰 2

**WEOS**

New + i

Search

- Fred
- Carmen**
- Jerry
- David
- Annette
- Michael
- Nancy
- Jon

Inbox (10)

People

Favorites

To-dos

Settings

**THE Flip Side**

Carmen Flores "Love sharing with my awesome friend, Jami. We have the best times."

& "Carmen is one cool, talented and smart chick. Love this girl!"

Me We started sharing 9-14-2014

346 messages, 122 pictures, 55 videos  
98 links, 77 calls, 42 Skype, 722 sms, 57 chats  
9 interests in common. You live 1746 mi apart.


APPS OFFERS WCASH: 436.72

To Carmen...

Options Search posts

Carmen 1hr ago

What do you think of this kitchen? #remodelcarmen



HGTV Remodels  
Cutting-edge, contemporary kitchen: Pro Galleries  
Browse 207 kitchens  
URL: <http://www.hgtvremodels.com/pro-galleries/kitchens/cutting-edge-contemporary-kitchen/11564/index.html#/space/Kitchens>

"I like it, but I think you'll be happier if you go more rustic."

More (3)

Jami 5hrs ago

"I got a promotion and I'm wondering if I should take it or move to Florida. I like the weather there, but the pay is good with the new promotion. Not sure what to do about this opportunity."

"Maybe you should go for it, but maybe you would be happier in Florida, and you would be closer to me!!!" + to-do

More (8)

Jami 5hrs ago



# Target

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## Users

- who actively use social media applications,
- who attach particular importance to their privacy and relationships,
- who wants to make money while using a social media platform,
- who believe in decentralization and democratic governance
- who has limited access to the banking system.

## Businesses

- who wish to publish online adverts, particularly to the targetted user group of the Platform,
- who wish to connect directly with their targetted customers,
- who has limited access to the banking system

The relative advantages over the centralized social media platforms and WEOS's pioneering status amongst the decentralized applications will attract interest both from the social media users and businesses who wish publish online adverts.



# Total Available Market

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**2.46 billion** active users on social media (Statista, 2017)

Internet users spend an average of over **two hours** a day on social media (Global Web Index, 2017)

Digital Advertising Market to reach **USD350 billion** by 2022 (Magna, 2017)

Almost **40%** of users follow their favorite brands on social media (Global Web Index, 2016)

Facebook had **+62%** y/y advertising revenue growth in 2017

**40%** of consumers have purchased an item online after seeing it used on Instagram, Twitter, Vine or YouTube (Simply Measured, 2016)

**52%** of organizations say they publish to social media multiple times a day, and **27%** post once a day (Regalix, 2015)

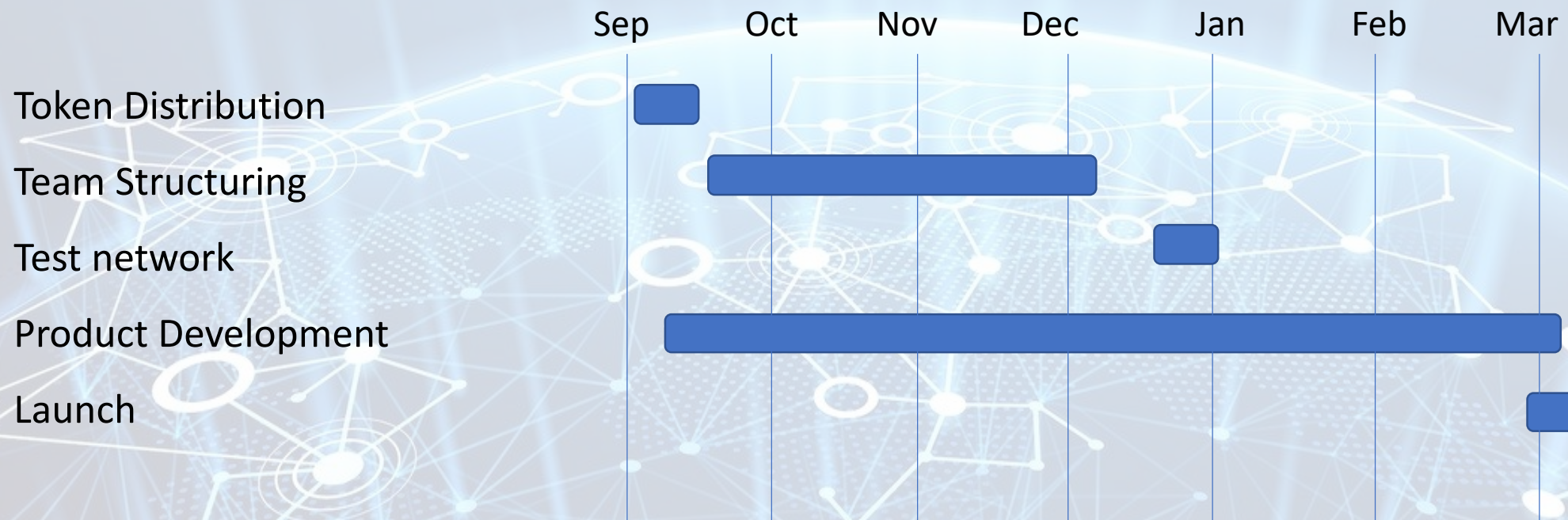
The average internet user has **eight** social media accounts! (Global Web Index, 2017)

Consumers aged 18-32 say social commerce is the **most powerful** purchase influencer for them (Global Web Index, 2017)

# Quarter Plan

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It is envisaged that the Platform will be developed within two quarters.



Development expenses will be funded by the company reserves.

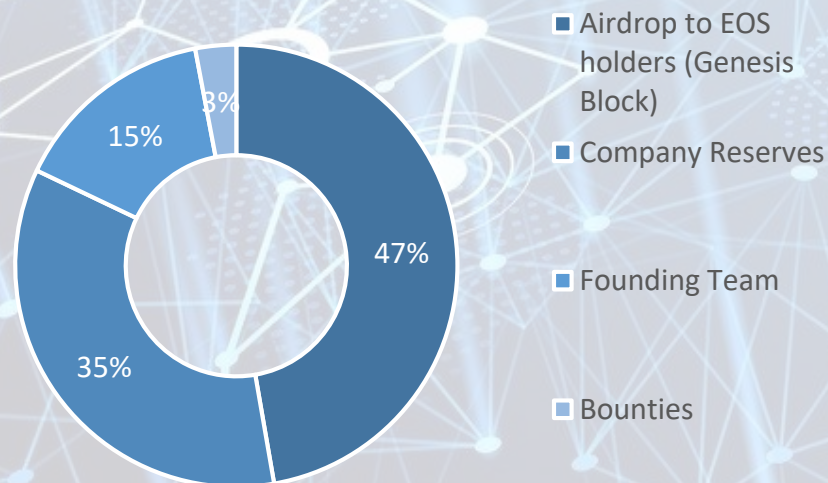


# Token Model

WEOS platform will use WeCash tokens (the «Tokens») for all monetary transactions within the platform. In particular, it will be used to:

- i. Pay for the services purchased on the platform (i.e. Buying advert space)
- ii. Allocate certain portion of the revenues to its users
- iii. Participate in the governance

Founding team has plans to extend the use of WeCash tokens to other platforms. Currently they are in discussions with developers of a decentralized trading platform and a ride sharing platform.

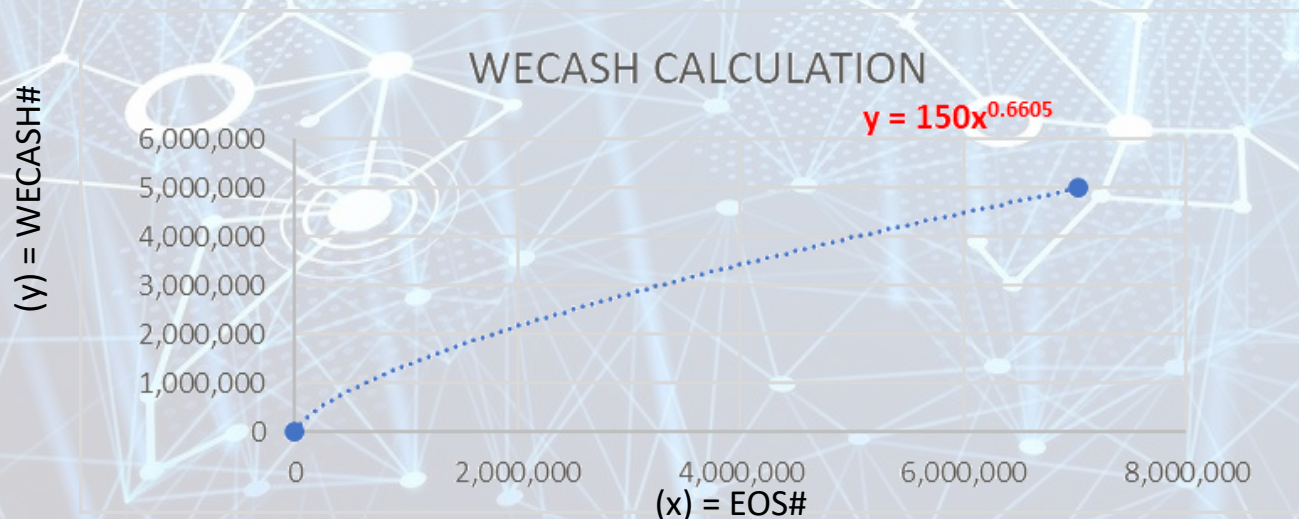


It is envisaged that 4 billion Tokens will be minted initially and there will be no additional minting of tokens. 1.9billion of these tokens will be airdropped to the EOS token holders based on the genesis snapshot. Another 100million will be used for bounties. 15% of the tokens will be distributed to the founding team. Remaining tokens will be used as company reserves to develop the WEOS and incubate other platforms on WeCash network.



# Airdrop

- The airdrop ratio will be calculated based on a mathematical formula whereby the number of WeCash tokens decrease as the number of EOS tokens increase and will be capped at 5m WeCash per account.
- The purpose of this methodology is to maximize the daily circulation of WeCash tokens. Indeed, through distribution of meaningful WeCash amounts to accounts with smaller amount of EOS, we aim to expand the basis of active users and prevent whales take out large amounts of WeCash out of daily circulation.
- Our airdrop strategy will also provide protection against the whales, who possessed a large percentage of EOS tokens in the genesis snapshot.
- Below is an overview how the airdrop will occur. It should be noted that the airdrop factor is  $>2$  for the accounts who has less than 330k EOS.



#EOS	#WECASH	Factor
1	150	150.00
10	674	67.42
100	3,030	30.30
1,000	13,620	13.62
10,000	61,220	6.12
100,000	275,164	2.75
1,000,000	1,236,777	1.24
5,000,000	3,988,053	0.56
7,000,000+	5,000,000	n.a.



# Business Model

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WEOS is essentially a decentralized social media platform generating revenues from online advertisement services.

Compared to other decentralized social media platforms, which reward their users through token inflation, this represents a more robust economic model, since it will not generate value only through speculation. The value creation will mainly occur through provision of services similar to the conventional social media apps (i.e. through advertisement). Since the revenue source is based on provision of conventional services, no inflation will be required for compensating the service providers.

Being a part of the Wecash ecosystem, all the payments within the platform will be tokenized and managed through smart contracts.



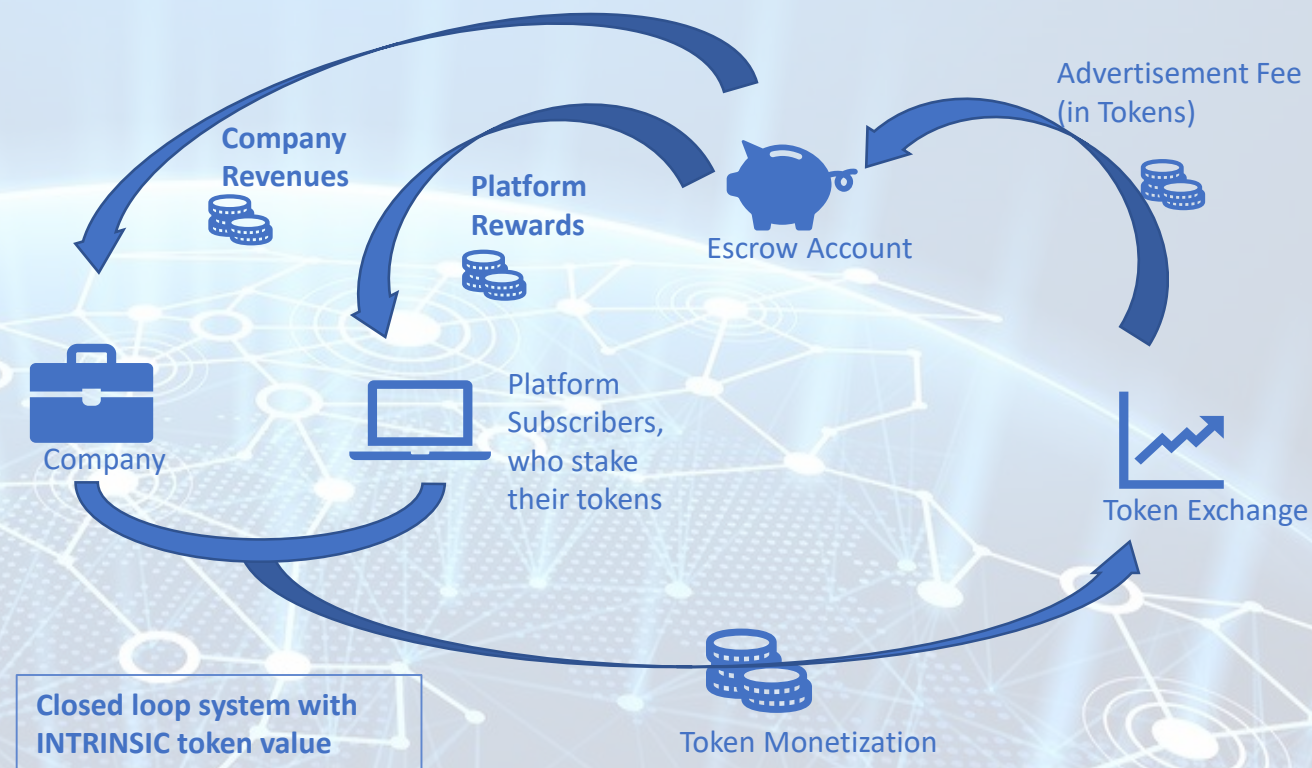
# Business Model (cnt'd)

Businesses, who wish to publish adverts on the Platform will need to pay tokens in an escrow account, which will automatically distribute the payments to platform subscribers and the Company.

Platform Subscribers will be allocated a certain portion of the Platform's advertisement revenues, to the extent that the remaining portion is enough to cover the operating costs of the platform. Staking requirement will increase the token demand and generate rewards

Remaining tokens will be retained by the Company in order to payout the (i) operational expenses, and (ii) dividends to the Company's shareholders.

Platform Subscribers will also be able to directly earn tokens additional tokens through watching adverts, participating questionnaires etc. A certain portion of such payouts will be allocated to the Company.





# The Big Picture

WEOS platform will compete with traditional social media applications such as Facebook, Twitter and Instagram, as well as existing decentralized platforms.

	WEOS	Traditional SM	Existing Decentralized SM
Enhanced Privacy	√	X	X
Revenue Allocation	√	X	√
Relationship focused	√	X	X
Community Governed	√	X	√
Scalability	√	√	√
Utility Value of the Tokens	√	X	X

Future products and features will be supporting real demand to the WeCash token.

Shift to decentralization of the organization to help ensure the project has a chance to last forever.

# Key Players

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## Darren Collins

Social app and blockchain enthusiast. He is responsible for product design with WEOS. Dabbled in centralized startups Super-I and Egzist. He is the author of Fast Draw and the upcoming, Henry: From the Other World. Staunch libertarian believing that prices and personal choice result in better allocation of our resources than by bureaucrats. Extremely eager and willing to do his part in decentralizing a centralized world.

## Alkan Özyayla

A block chain enthusiast with 14 years of project development experience, mostly in infrastructure and real estate fields; both as engineer and project finance officer. Alkan is currently responsible for Strategy and Business Development of WEOS Project. He is also involved in an energy infrastructure investment fund, managing development of various power plants accross Africa and Mena regions with a total project cost of ca. USD500m. Prior to this, he worked 1 year in construction arm and 4 years at the strategy and project finance departments of an airport investment holding. During his days in airport industry, he had been involved in financing of USD 2billion worth of airport PPP transactions. He holds a Master Degree in Construction Management from Darmstadt Technical University, Germany.



# Key Players

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## Bill Tricarico

Bill brings 20 years of professional software experience, which spans industries such as casino gaming, e-commerce, telecommunications and consulting. In casino gaming, he has worked for two major Las Vegas properties, as well as casino vendors. He has been part of teams that built the first few business intelligence solutions for the gaming industry, using both tailored off-the-shelf enterprise software, as well as open source software. Bill has also worked on an in-game sports betting platform that use complex mathematical models to compute sports odds on the fly. Bill has also consulted for sports betting experts, and companies in areas such as streaming media, online retail, organized labor unions, online poker, and enterprise healthcare.

## Eddie So

Ed is a senior-level developer and team lead with 17+ years of software development experience in the areas of gaming, hardware asset management (via RFID), digital media procurement and management, and customer relation management (CRM) systems. His responsibilities with WEOS includes all architecture design, senior development and lead any developers that are hired post funding. Some accomplishments include pushing mobile gaming through legal regulations and audits, creating software for managing customer relations (especially VIPs) for 13+ casino properties, and creating a horizontally auto scalable system for handing 1+ million concurrent connections for streaming



# Key Players

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## **Ravi A. Bahadursingh**

Ravi has over 20 years of legal experience, particularly in the areas of corporate, commercial and financial law. He is responsible for the legal affairs of WEOS. He has an LLM in International Economic Law and has considerable experience with in-depth cross border litigation. He was involved professionally with the legal issues facing some of the earliest financial cryptography efforts. Ravi is the co-author of the recently enacted Anguilla Utility Token Offering Act and is currently working on several projects to build out the blockchain ecosystem in Anguilla and elsewhere. Ravi is a graduate of Trinity College Dublin.

## **Randall Johnson**

Randall has more than 30 years experience as a securities and capital markets lawyer in the technology, investments and specialty finance industries, and is acknowledged as a leader in international regulations applicable to the Blockchain economy. He is responsible for the legal affairs of WEOS. He also serves as an advisor to Cofound.it, a leading Blockchain incubator and launch consultancy. Randall provides legal services through Sinnott & Company, LLC, a specialty finance and capital markets law firm. He is a graduate of Emory University School of Law.



# Key Points Summary

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Why WEOS?

Users own their data

Community governed

Revenue Allocation

Relationship focused

Intrinsic token value

Booming online advertising market

Strong development team

# Disclaimer

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- All material in the WEOS deck/white paper, website or other official publication is for general informational purposes only and is subject to change or update at any time and without prior notice.
- There is no guarantee that the WECASH tokens or the WEOS platform envisaged on the WEOS deck/white paper, website or any official publication will actually be delivered or realized in full or in part or as envisaged.
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- Nothing in the WEOS deck/white paper, website or other official publication is intended to act as an invitation to any person to enter into any investment or constitute or relate in any way to an offer of securities in any jurisdiction or shall be construed as any recommendation thereof.
- Any information in the WEOS deck/white paper, website or other official publication is given for general information purposes only and neither WEOS Ltd nor any other person related thereto shall be construed as providing any representation or warranty as to the accuracy and completeness of such information.
- There are no representations, warranties, promises or guarantees, express, implied or statutory arising or related to WECASH tokens or the WEOS platform and same are expressly disclaimed, including but not limited to any representations, warranties, promises or guarantees, express, implied or statutory, relating to title, non infringement, merchantability, usage, suitability or fitness for any particular purpose, or as to workmanship or technology (including technical coding), or the absence of any defects, whether latent or patent.
- Any acceptance, use and/or participation of WECASH tokens or the use thereof on the WEOS platform shall be strictly subject to the [Terms and Conditions](#), which shall be available upon request from WEOS Ltd. Prior to any such acceptance, use and/or participation, please read the entirety of the [Terms and Conditions](#) and other material, as amended from time to time, applicable to the deck/white paper, website, WECASH tokens or WEOS platform.
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- WECASH tokens and/or the WEOS platform is/are based on or utilizes the EOS protocol and, accordingly, any delay, malfunction, unplanned function or unexpected operation of the EOS protocol may cause the WECASH token and/or WEOS platform to be delayed, malfunction or operate in a way that is not expected.
- No U.S. Persons: WECASH tokens are not intended to be available to any United States person, resident or entity (“Excluded Person”), or any person on behalf of an Excluded Person and/or no Excluded Person is authorized to accept any distribution of WECASH tokens by WEOS Ltd.



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# THANK YOU!

WEOS Founding Team

Web: [weosapp.io](https://weosapp.io)

Telegram: <https://t.me/weoschat>