

TokenTuber

Your gateway to the crypto world

November 2020

Abstract

TokenTuber aims to lower the barriers to entry for blockchain novices and create mass adoption for cryptocurrency by initially creating a curated video content platform combined with a token economy that targets blockchain novices and crypto traders globally. TokenTuber combines concepts from platforms like Youtube and Steemit with lessons from building cryptocurrencies and their communities. All contributors of the TokenTuber platform can expect to be rewarded fairly for their contributions.

TokenTuber also aims to build a positive ecosystem in the crypto space, attracting the following major players to our platform: quality blockchain projects, traders, top exchanges, investors, and Key Opinion Leaders (KOLs). TokenTuber is built by blockchain enthusiasts for the blockchain/crypto community, with the goal of helping individuals profit from investing in crypto assets. TokenTuber will rigorously filter out high quality projects and recommend the ones that have high growth potential.

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1. Introduction

"TokenTuber - Your gateway to the crypto world."

TokenTuber aims to lower the barriers to entry for blockchain novices and create mass adoption for cryptocurrency, hoping one day that everyone who has heard about blockchain or bitcoin will have and use cryptocurrency. TokenTuber will build a Dapp that can become the largest user portal for crypto novices and traders in the world and will initially start with a video-sharing platform combined with a token economy to serve as a gateway to help users jumpstart their crypto journey. TokenTuber is built by blockchain enthusiasts for the blockchain/crypto community, with the goal of helping individuals profit from investing in crypto assets. TokenTuber will rigorously filter out high quality projects and recommend the ones that have high growth potential.

2. Market Overview

According to Statista¹, the blockchain space has been growing incredibly fast, effectively doubling in size every year from 2015-2018. There are currently about 30 million crypto wallets globally, which still represents only 0.7% of global internet users². The biggest opportunity remains in the billions of blockchain novices globally. **However, a pain point for crypto novices is that there is a high barrier to entry to the crypto world due to the lack of a good dedicated gateway.**

Pain Point 1: Search of blockchain video content is not optimized

Learning about blockchain and cryptocurrency is difficult for novices. Though there are some educational platforms, they typically are article-based and lack effectiveness. 70% of English-language users enter the blockchain and crypto world by watching instructional videos. BDCenter data shows that the largest source of traffic from social network to the crypto world is Youtube³. Roughly 3000 blockchain related videos are published on Youtube every day, but the tags and search system are not optimized for blockchain content. Youtube may not be the best source of learning for crypto novices. A simple question may take hours to find the right video with a suitable answer.

1 "Number of Blockchain Wallets 2018 | Statistic." Statista. Accessed January 27, 2019.

<https://www.statista.com/statistics/647374/worldwide-blockchain-wallet-users/>.

2 "World Internet Users Statistics and 2018 World Population Stats." Senegal Internet Usage and Telecommunications Reports. Accessed January 27, 2019. <https://www.internetworldstats.com/stats.htm>.

3 "Youtube Drives the Most Traffic to Cryptocurrency Exchanges." The Block. Accessed January 27, 2019. <https://www.theblockcrypto.com/tiny/youtube-drives-the-most-traffic-to-crypto-currency-exchanges/>.

Pain Point 2: Too many scam blockchain projects

The crypto industry remains fairly unregulated and there are over thousands of air projects and scam projects out there. The task is daunting for the average cryptocurrency investor looking for investment opportunities while remaining safe from fraudulent ICOs and air projects. Blockchain and cryptocurrency develops at a rapid pace, and even experienced investors may find it difficult to keep up and properly review a project before investing.

3. Opportunity

Opportunity for TokenTuber

- TokenTuber aims to target and attract billions of blockchain novices who are interested in learning about the crypto world and will act as the gateway to help them transition to experienced crypto users or investors.
- TokenTuber will be their first encounter with Dapps, and TUBER (TokenTuber's native token) will be their first cryptocurrency.
- Build a positive ecosystem that can benefit projects, investors, and exchanges.

Opportunity for Video Creators

- TokenTuber can define a value for each video using TUBER based on users' upvotes.
- Blockchain video creators from Youtube can earn an additional source of income.

Opportunity for Users

- Users who come to TokenTuber can gain knowledge quickly due to our high quality curated blockchain content and optimized tag system.
- TokenTuber will reward all platform contributors, whether its content creation, content discovery (upvote + investment game to top videos, see [Appendix 2](#)), or content curation (down vote + report).
- Users can transition from blockchain novice to an experienced blockchain expert and crypto trader.
- Look for job opportunities from fast growing companies in the blockchain space.

Opportunity for Quality Projects

- Good projects will gain more visibility on TokenTuber platform with targeted audience.
- TokenTuber can help quality projects accelerate and scale globally, get listed on top global exchanges, and market to primary and secondary market investors.

Opportunity for Exchanges

- TokenTuber can bring quality projects and traders to its partnered exchanges.

4. Product Design

TokenTuber's product is designed to guide blockchain novices on their journey to become experienced crypto users.

Product Positioning

- All videos on TokenTuber will be curated and blockchain related.
- TokenTuber will have an abundance of educational videos for blockchain novices and will provide guidance for these novices to become crypto users.
- TokenTuber will initially be a web platform targeting English speaking countries. Mobile applications and support for other languages will come at a later stage.
- TokenTuber is collaborating with Youtube instead of competing with Youtube, thus all hyperlinks are taken from Youtube to direct users towards Youtube, rather than taking users away from Youtube.

Reward and Penalty System

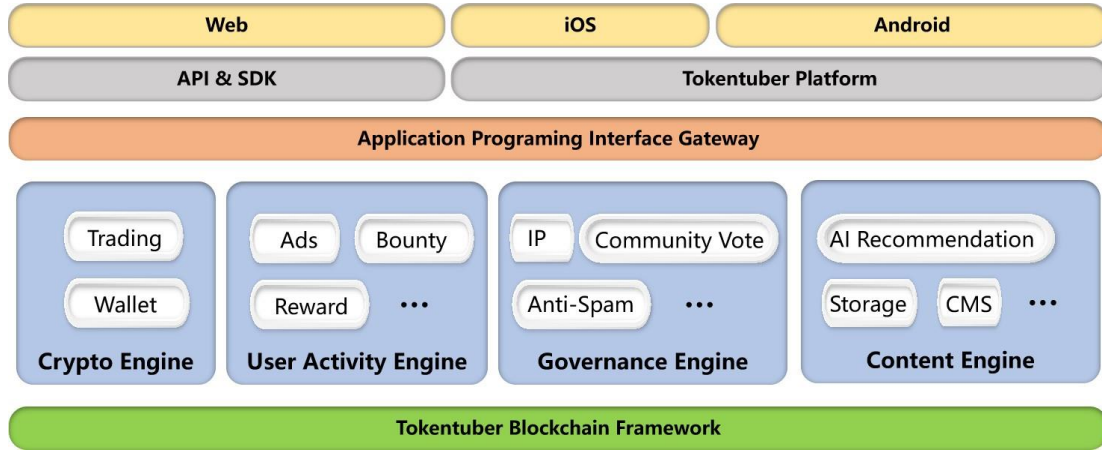
- Users will receive TUBER by positively contributing to the TokenTuber platform, actions such as upvoting, investing videos, inviting KOLs (Key Opinion Leaders) or friends to the platform, reporting videos, etc. For details of reward calculations, please refer to [Appendix 1](#).
- Content creators will receive fair values in TUBER for their video content.
- Users' unfavorable behaviors such as posting pirated videos, posting irrelevant or junk videos, botting registration, malicious links, etc. will be penalized.

Unique Features Using TUBER

- Investment Game: Users can invest in videos that they like using TUBER to pin the video in the Top category, increasing its chance to earn upvotes. Users who invest will have a chance to earn TUBER if there are follow-up investors in the same video. For details of the investment game, please refer to [Appendix 2](#).
- Staking: Users will be able to stake TUBER (locking it up) to receive VIP benefits. VIP benefits include special rights in community voting campaigns, and early investment opportunities into high quality projects that have passed TokenTuber reviews.
- Job Posting: Projects can use TUBER to promote job posts and buy ads space.

5. Technical Infrastructure

The technical infrastructure of TokenTuber will consist of 5 layers.



The bottom fundamental layer is the TokenTuber Blockchain Framework that provides the basic blockchain services such as data storage, consensus algorithm, etc. Mainnet will be used to resolve the scalability challenge.

The Engine layer is the cornerstone for upstream applications. It consists of several key components such as the User Activity Engine, which will implement the essential rules for bounties, user behavior and rewards. The Content Engine will be used to store, manage and recommend content (AI algorithm) to support the growth of the community in a highly scalable way. The Governance Engine will be used to let the community participate in voting, anti-spam, and IP protection. The Crypto Engine will provide the core functions to support trading and wallet functionalities.

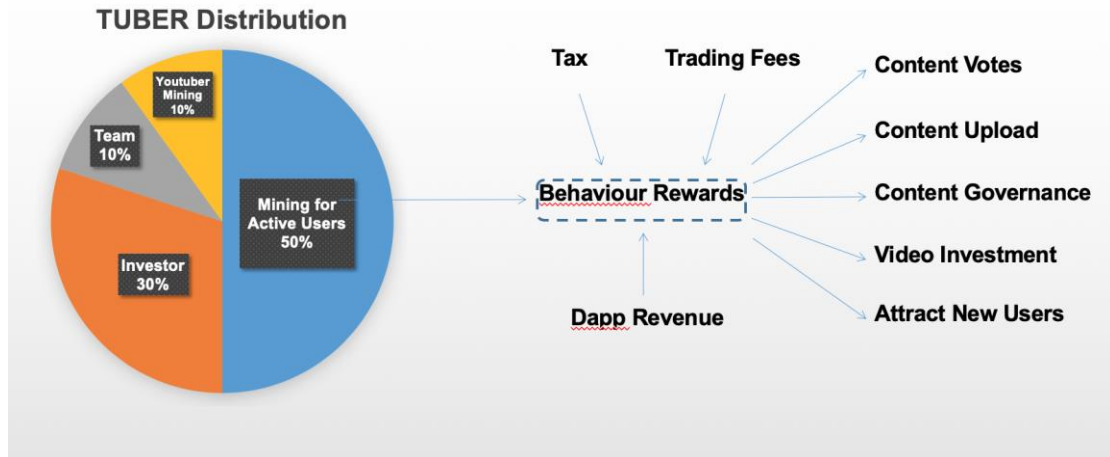
The middle layer is an Application Programming Interface Gateway. It will provide an unified API schema with access control. It will also provide a channel for our partners to utilize our core services.

Above the API Gateway layer is the TokenTuber Platform, which will enable specific user cases and business flow by leveraging multiple core engines. Distributed cache will be implemented at this layer to boost the performance.

At the top is the Application layer. We will build web applications first, followed by iOS and Android apps for users around the world.

6. Token Economics

Total Supply - 10 Billion TUBER



TUBER Flow

Platform to User

- *Behaviour Rewards*: Actions such as uploading videos, upvoting, investing videos, inviting KOLs or friends to the platform, reporting videos, etc.
- *Marketing Activities*: Promotion, airdrop, special events, etc.

Platform to Youtubers

- *Youtuber Mining*: 10% of the TUBER supply will be reserved for Youtubers who are a part of our “Featured Channels” section. We will invite these Youtubers to bring their Youtube subscribers to TokenTuber and they will be rewarded TUBER for each subscriber that successfully joins TokenTuber.

User to User

- *Investment Game*: Users who participate in the investment game will receive TUBER from subsequent investors. For details of the investment game, please refer to [Appendix 2](#).
- *Donations*: All claimed videos will have a Donation feature, allowing video creator to receive TUBER donations from their viewers.

User to Platform

- *Tax Revenue:* A portion of the TUBER that users invest in videos will be collected by the TokenTuber platform.
- *Staking:* Users will be able to stake TUBER to receive VIP benefits. This TUBER will be locked until it is unstaked by the user.
- *Investors:* Investors who wish to access our quality projects under fundraising and TokenTuber's exclusive reviews must stake TUBER.

7. Governance

This section outlines the two main governance systems that will exist within the TokenTuber ecosystem.

Chain Governance

The TokenTuber super nodes will be tasked with making major decisions and governing the TokenTuber chain along with the TokenTuber team. TokenTuber super nodes will be selected by the community through a vote and will be required to stake a certain amount of TUBER. Potential super nodes must meet minimum requirements to be eligible to vote including holding a minimum amount of TUBER.

Community Governance

TokenTuber will recruit committee members from the community to govern the following aspects:

- Curate video by reviewing all reported videos
- Curate video tags

The committee members who help govern TokenTuber will be rewarded with TUBER.

8. Roadmap

Milestone 1: Q3 2019

- Beta product launch
- Attract first batch of KOLs to upload videos
- Reach 100+ curated videos
- Launch and test token economics

Milestone 2: Q4 2019

- Anti-spam and fake account prevention
- Launch exchange alliance and crypto quiz
- Launch viral marketing campaigns to reach a total of 100k+ users

Milestone 3: Q1 2020

- Launch crypto handbook (Education section)
- Launch video recommendation engine
- Architect upgrade for better scalability

Milestone 4: Q2 2020

- Launch Staking feature
- Launch Altcoin Intro Video category on home page and partner with top projects
- Launch Exchange Listing section and partner with top exchanges

Milestone 5: Q3 2020

- Launch Featured Crypto YouTube Channels
- Launch Star Project feature to disclose quality projects who have passed TokenTuber's rigorous reviews

Milestone 6: Q4 2020 +

- Start the first Private Sale Campaign
- Launch Investment Game
- Give investment advice on Star Projects
- Invite Youtuber KOLs to onboard TokenTuber
- Allow donation between users to video creator who claimed their videos
- Support quick trading feature

9. Team

David Zhou - Founder and CEO

Canadian, University of Waterloo, serial entrepreneur, Venture Partner of Gorvest Capital, startup mentor, angel investor

Bernie Gao - Cofounder and CTO

New Zealand Resident, Xidian University, Senior Developer and Architect at Microsoft, Autodesk, Greendot, blockchain consultant

Tim Lee - Cofounder and Head of Overseas Operations

Canadian, Western University - Ivey Business School, Community Manager of Banyan Network, experience in Finance industry

10. Conclusion

TokenTuber will be designed by combining the best aspects of cryptocurrency and social media to create its video content platform. All contributors to the platform, not just content creators, will be able to earn rewards that are directly correlated to their

contributions. TokenTuber will serve as a gateway to help users jumpstart their crypto journey and guide them to become experienced crypto users. The team's vision behind TokenTuber is to create a world class unicorn and the largest user portal in the crypto world.

Appendix 1: How are Rewards Calculated?

The reward system is designed to encourage content discovery and curation where early upvoters and viral content will earn greater rewards. All rewards are calculated and paid out daily.

Video Rewards

Users that upvote a video will be able to earn rewards that depend on a function of three variables: **time, ranking, and the total upvotes of the video:**

- The time variable refers to the date a video is published. Newer video will receive greater rewards, while older videos will receive smaller rewards. This time variable encourages users to frequently discover good videos from the Latest category.
- All the upvotes of a video will be ranked in order by first to last upvote. The first person to upvote a video will receive the greatest rewards. All subsequent upvoters will receive rewards in descending order, so that the second person to upvote the video gets the second most reward, etc. This ranking rule encourages users to follow certain video creators they like and to vote on good videos early.
- Rewards are dynamic and constantly changing. If subsequent users upvote content, earlier upvoters of that content will see an increase in their rewards. Rewards are recalculated and distributed every 24 hours.
- Viral videos with more upvotes will pay out more rewards, while videos with low upvotes will pay out fewer rewards. The total upvotes variable is a metric used to gauge how popular a video is.
- The total value of the video is equal to all the rewards paid out to all the upvoters. The video creator earns 1/3 of the total value of the video.

Appendix 2: Investment Game

Investment Game Process

- Users can invest in videos they like to pin the video in the Top category, increasing its visibility and chance to earn more upvotes.
- Other users can invest in the same video within 24 hours of the prior investment.
- Users must invest a minimum amount of TUBER, set by TokenTuber, which is 15-50% greater than the previous investment.
- Every time an investment is made, the TUBER invested will flow to two places; a portion of the TUBER will flow to the previous investor (base investment returned + 10% profit), and the rest of the TUBER will flow into the "Jackpot". The first investor of a video has 100% of his TUBER investment flow into the "Jackpot" and is called the "Activator" of the investment game.
- The last investor of a video will take away all the TUBER in the "Final Investor Prize". "Final Investor Prize" is a portion of the TUBER value of that video during the period of investment game and is publicly visible to all users.
- Every video can be invested in more than one round.
- Users can invest in a single video multiple times but cannot invest consecutively.

Risk Level

- "High Risk Investor" refers to an investor who invests a TUBER amount that's greater than the "Final Investor Prize". This means that the investor is betting that the "Final Investor Prize" will increase in the next 24 hours, thus there is the risk of losing TUBER.
- "Low Risk Investor" refers to an investor who invests a TUBER amount that's less than the "Final Investor Prize", thus there is little to no risk to this investment.
- Keep in mind that downvotes will decrease the "Final Investor Prize".

"Jackpot" and Tax

- All TUBER in the "Jackpot" will be split proportionally among all "High Risk Investors".
- Before distributing TUBER to all "High Risk Investors", TokenTuber will take tax out of "Jackpot" first from 10%-50% depending on the size of "Jackpot".
- The tax system for "Jackpot" is very similar to Income Tax, meaning the higher the income of "Jackpot", the more tax deducted.

Top Category

- The top most visible section of the TokenTuber homepage shows only the invested videos, ranked by the size of the "Jackpot".
- Videos will remain in the Top Category for only 24 hours, unless a new investment has been made to that video to reset for another 24 hours.