



OurNet

White paper

Carlos Adrian Soto Botero
Julio 2017, Barcelona Spain
sotobotero@gmail.com

Abstract Every month the social networks earns thousands of millions of dollars [7] by using the users and their data. The social Networks never retribuite a single penny or benefit to them beyond the ofert to use the platform itself, Majority of users see social network as a services but the reality is that they are consumers of one big business model (digital advertising) and free producers of the raw material for another big and profitable business model (big data and analytics), all they work for free and some cases they are unaware of power and value of your work. We are proposing to create a new fairer social network with its own token (GAT General Advertising Token), that have a variety of business models to generate money of course, because we are aware that money doesn't grow on the trees, but we are also aware that everybody should be rewarded by their work. This model is better because economic growth is more likely when wealth well distributed instead of saving it, "Higher cash flow to the poorest is growth enhancing while a higher cash flow to the rich boosts savings. If people on lower incomes have more money, there will be more spending, more jobs and a stronger economy" [6], more jobs in context must be understood as more users wining money and spending in products and services and this while making our network economy growing.

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1. Project structure

2.1- The platform

The project consist on creating a global social network (apps for web browsers and mobiles) with its own token (GAT General Advertising Token, for the network's transactions functionalities) that connecting people with people, integrating social interactions, news, E-commerce and professional services (each one would be implemented in differents phases), the goal is to attract as much audience as possible, to generate a lot of content, interactions and data, allowing to build sustainable business models based on these and obtain enough money to enable the rewarding of the users that are the network's engine, generating revenues for the company, establishing a collaborative economy and guaranteeing its spread and quickly adoption.

The rewards are the main incentive to ensure that users that are motivated by money, start and keep growing the network (here are our early adopters and influencers); this incentive should be good enough to guarantee that social network spread enough until we attract other users who are motivated by social contagion theory [1] or other motivation instead of money.

The social network should be better that most popular social networks that exist nowadays in a way in which it will achieve to cover all kind of user alike, keeping in mind that motivations are different by each individual [2] , [1]. This new social network should be friendly user, (simple, util, usable, desirable, universal), carefully over content, rewarding valuable content and penalizing trash content according valoration of the users, always trying achieve both, keep good user experience and creation of enough content, user traffic and data in order to ensure and establish sustainable business models based on digital advertising, subscriptions, commissions by transactions with micropayments or any other business model based on social platforms such as facebook, linkedin, Vkontakte, weibo, google etc.

All transactions on this platform should be paid only with its own token(GAT). This token will be distributed in our platform or any other market trade due to is a standard ERC20 token [6], so you can hold, transfer or exchange it.

To ensure fast and massive adoption, raising users, and make sustainable the ecosystem the company must promise to allocate 90% of its net profits for rewarding the users monthly through a model of prizes or raffles represented on money as it does the radio stations and other means to catch audience. These reward models combined with excellent application built, base on research of social behavior psychological profile, guarantee massive spread of the social network which ensures to keep growing it.

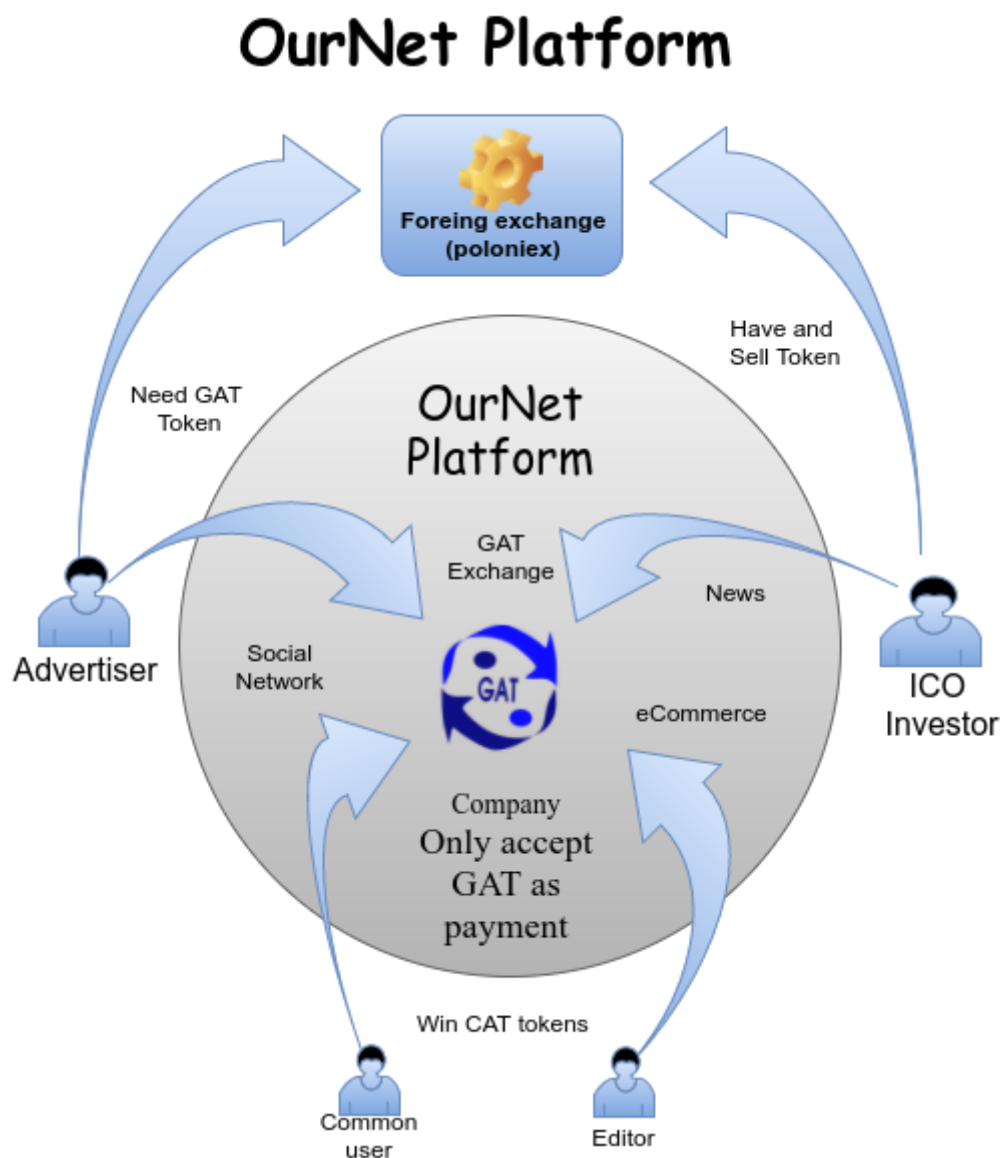
2.2- The Token

The General Advertising Token (GAT), It's designed and used by the company for its transactions. The company will develop a market medium where everyone that have a token

can sell it to the advertisers who will need it for pay by ads because OurNet company only will accept as payment method these token.

As the network boom increases, advertising costs rise and demand for tokens also increases, which leads to a safe increase in the price of the token by the law of supply and demand. The company will not be able to issue more coins that those which were issued and announced in the ICO (1.000.000.000) and to promise open the market with a price 150% over the presale cost of token guaranteeing valuation for investors.

The market developed by company should be easy for exchange between tokens and any type of fiduciary or cryptographic currency. This token also could be exchanged in any other market.



2. Business model of the company

The functionality of the platform will be similar as whatever social network that exists today but will focus on improving their defects and shortcomings and combine their best functionalities as entertainment, news, e-commerce, professional services. Always looking to increase the user experience.

2.1- Users

Every user must make his account in the social network, then start to use it and spread the network, making his profile, sharing content, photos, news, selling, inviting and adding referees or friends, exchange he will get the possibility for earning a compensation.

The users can win tokens by use the social network and see the content, write news, sell products or get jobs for example, them can exchange your tokens by products or also fiat money selling theses to the advertiser.

2.2- Company

The company's employees will organize on different fronts to work on research and innovation, monetizing network and making more business models, the business possibilities in this field are many and are very profitably [5] [14].

Due that the main source of money is digital advertising, the company will destinate much of its budget in promote (spread) and improve its platform looking make an effective attractive channel of sells for get advertisers.

2.3- Investors

The company can not issue more tokens that those were issued and announced in the ICO (1000.000.000), and will open the market with a price 150% over the presale cost of token, It seeking that the donor recover their investment and start wining 150% and can continue winning as the token increase its cost, because it's need to satisfice of demand of advertiser that need pay the ads with tokens on the platform.

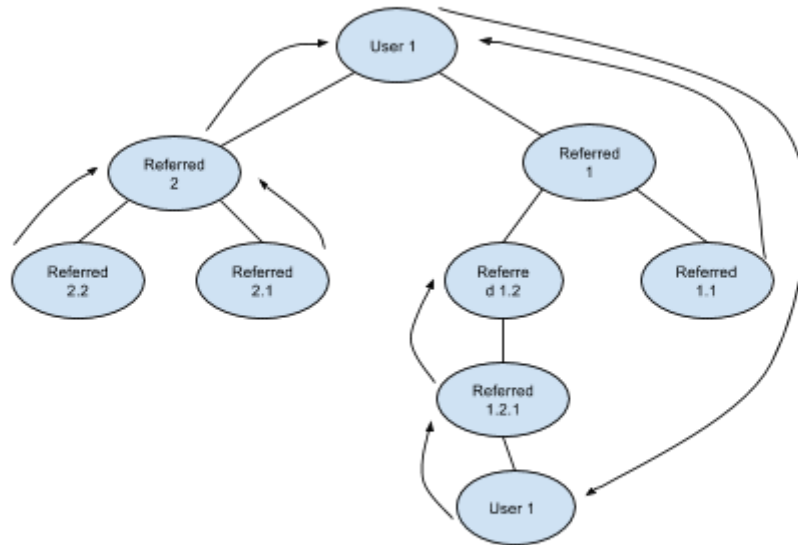
2.4- Growing strategy

When company starters, we will need to define enough amount of budget for paying rewards before company can achieve be self sufficiency (Reach the break-even point).

To ensure rewards distribution and spread the network, we are working on making an algorithm that allows to distribute the rewards keeping the harmony between equality and utility, it is because if we distribute in equal way, at the end each person will end up a penny and this will be of no use.

This algorithm will give points and increase the chances of winning the most referenced person as in a binary network, but once he wins a prize, he will be put on deep in order to ensure that each person in the network get the rewarded for their work.

Draft approach for delivery rewards



- 1- User 1 starting using social network as usually do with any other.
- 2- Referred 1 and 2 increase user 1 chance of winning and they keep inviting more people.
- 3- Each referred receive votes from your more large leg, the short leg send votes for your father
- 4- Once user won a prize, he will be put on deep into your higher leg, in order to ensure that each person in the network will get the rewards for their work, and network is split.

2.5- Rewards

Every month the expenses, provisions, budget and net profit should be calculated by the company in order to determinate how much amount of net profit could be added to budget in order to share with their users cross specialized kinds of algorithms for through a model of prizes or raffles that will be developed.

3. Business justification

Social Networks nowadays generate thousand of millions of dollar per month without giving any reward of money to the users, following chart regarding business Insider publications [3] , [4] you can look facebook and LinkedIn revenues as main social networks.

Revenue

In Millions

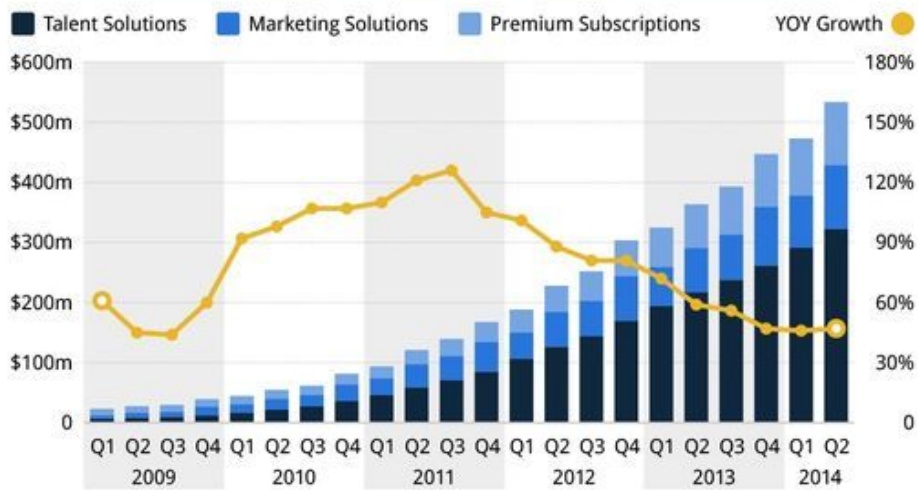
- Payments and Other Fees
- Advertising



Tech Chart of the Day

LinkedIn's Impressive Revenue Growth

LinkedIn's quarterly revenue since Q1 2009, by segment



BUSINESS INSIDER

Source: LinkedIn



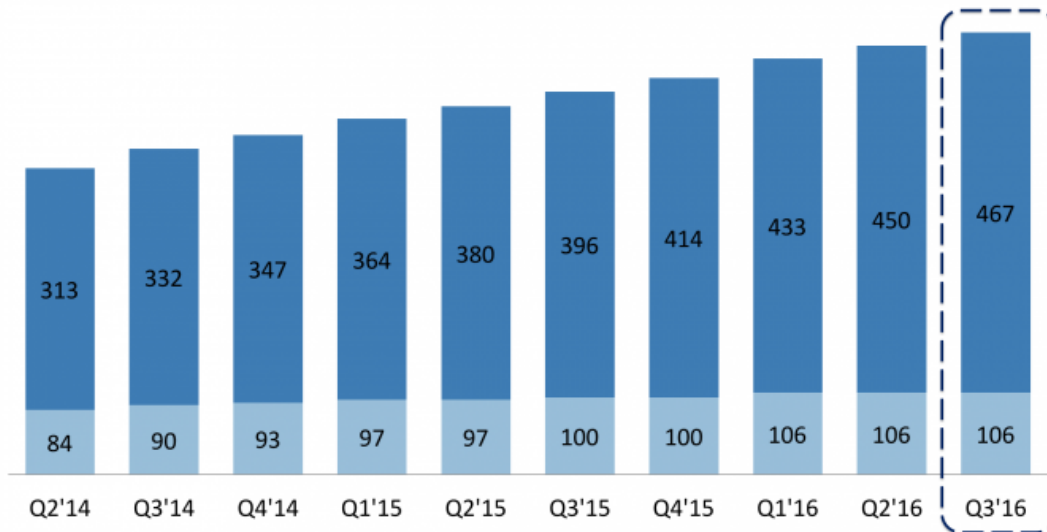
statista

LinkedIn Members Vs Monthly Active Users (Global)

Millions

- Total Members
- Monthly Active Users

Only 23% of members use LNKD on a monthly basis



Source: LinkedIn

BI INTELLIGENCE

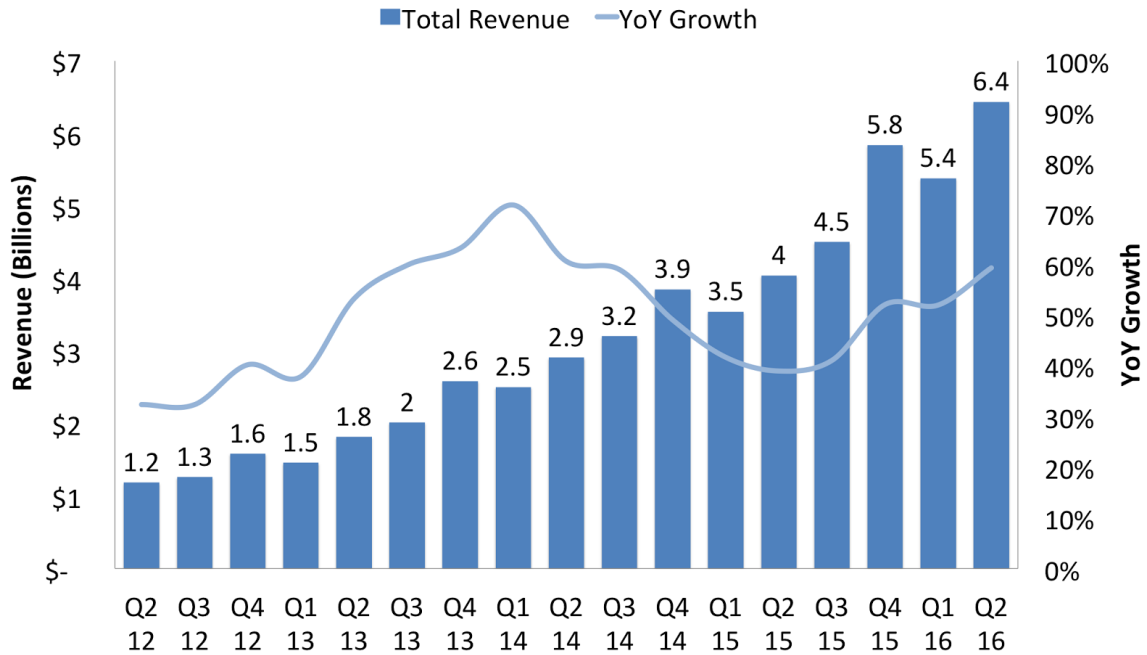
If these companies could grow on these proportions without sharing their revenues, we are confident that we can make a bigger and better company. We are focused in building a solid company with strong vision in the future that will compete with these and will claim enough market share for producing thousand of millions of dollars too and distribute it into our ecosystem(Investors, users, and editors), we need motivate and engage enough our users for expanding the network and take advantage of its potential across business models based on research and innovation about social behavior and digital advertising.

90% of net profit after expenses, provision and budget for re-investment that has been calculated, will destined for pay rewards to users, looking to guarantee keep exponential growing of network and business possibilities.

Following chart show you evidences that social networks are business that have an exponentially growing on short time [8], [9] if the vision, management and budget are correct.

Facebook Revenue And Year-Over-Year Growth

Global, in billions



BI INTELLIGENCE

Source: Facebook, BI Intelligence calculations

Tech Chart of the Day

LinkedIn's Impressive Revenue Growth

LinkedIn's quarterly revenue since Q1 2009, by segment



BUSINESS INSIDER

Source: LinkedIn statista

4. Token Launch



4.1 Summary

Our token issue is based on ad cost that currently the social networks charge by click (CPC) or like (CPL) [11], [12], [13], so we will use the minimum cost found by to support the unit cost of our token \$0.03 cents USD and knowing that a token Ethereum based is divisible by 18 decimal places, we will issue a maximum of 1'000,000,000 (1 billion) of GAT that is enough and good alike for prevent inflation and to keep its valuation as the network keep growing.

4.2 Token distribution

- Available to public and launch 80 % (800 millions)
- OurNet Company 10 % for open the market and reserves (100 millions)
- Early Adopters incentive 5% (50 millions)
- OurNet employes ecosystems and collaboratives 5% (50 millions)

4.3 The ICO

- **Goal:** Our goal is to raise minimum \$500000 USD (1851 ETH) and maximum sale 80% of our tokens (800 millions), the amount in USD can change determined by ETH/USD exchange volatility (the estimations was did with a exchange ETH/USD of \$270 USD).
- **Time frame 45 Days** (26/08/2017 20:00:00 UTC/GMT Spain- 09/09/2017 20:00:00 UTC/GMT Spain)
- **Rate exchange:** 1 ETH= 9000 GAT
- **Bonus:** The bonus will be calculated according to the order of arrival of the contribution as follow.
 - Transactions between 1 to 1000 50%
 - Transactions between 1001 to 2000 20%
 - Transactions between 2001 to 3000 10%
 - Transactions between 3001 to 5000 5%
 - Transactions greater than 5001 0%
- **ICO end:** The ICO will end if maximum goal are raised or time frame is raised, if less than the minimum ETH are raised the holders of GAT can retrieves theirs ETH minus

gas paid to miners per processing, executing refund function from GATOurNetToken contract before 30 day after ICO ends 09/09/2017 20:00:00 UTC/GMT Spain).

- If the goal is not raised The donors can hold the tokens as souvenir and trade it on any market change since it is and standard tokens.
- The OutNet Team can stop the ICO on any time if something went wrong like an attack , do not transfer the tokens before the ICO being end.

5. Budgets Allocation

5.1 Development team (30%)

This team will be made by personnel that have the technical skills for development the social platform and rollout it, as developers engineers, graphic designers, software architects, big data specialist, security managers and other technical skills that could be necessities.

5.2 Marketing and business strategies (55%)

This and developers team together are the main fronts of work that have the responsibilities to build and make growing the social platform, monetizer the network and expand the businesses.

5.3 Administrative expenses (10%)

This expenses cover locations, computers, servers, networks and costo by administrative issues typicals of HHRR.

5.4 contingency plan (5%)

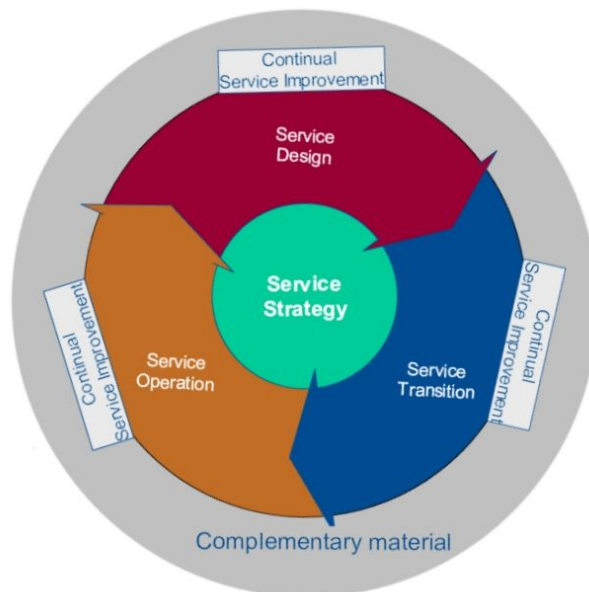
Budget to cover contingencies that may arise.

6. Road Map

The project is provided for start as soon the pre-ICO and the ICO end (September-October) and continue being developed in phases each one with its own goals clearly defined.

- Q4 2017 to Q2 2018 developer and rollout the beta version of social network platform that include social, basic E-commerce functionalities and market exchange for trade the token between advertiser, user, investors and company.
- Q1 of 2018 Parallely plan design for lunch campaigns of marketing for get user, spread the network and establish OurNet community.

- Q3 of 2018 campaigns for promote the platform as social network of the future fairer and better.
- Q4 of 2018 starting campaigns for get advertiser and promote the platform as like option for digital advertising a sell channel for the future, Increase the capabilities of social platform adding news and jobs functionalities.
- After Q4 of 2018 keep growing, improving, promoting, extend the network, services and business strategies continuously like in ITIL model.



7. Team



Carlos Soto

Founder and CEO

Blockchain Entrepreneur

Master degree as design and management of technological projects and System Engineer degree. More than 6 years as IT consultant and solutions architect across different countries on financial and telecom sectors.

[linkedin.com/in/sotobotero](https://www.linkedin.com/in/sotobotero)



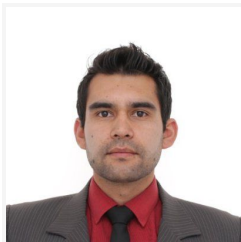
Fanny Rubiano

Co-founder

Software Engineer Specialist and System engineer degree.

More than 10 years as Consultant on banking sectors across different countries.

[linkedin.com/in/fannybrubianov](https://www.linkedin.com/in/fannybrubianov)



Oscar Pulido

Co-founder

Big Data Architect - Globant CIFF Business School

More than 5 years working on Java developer and data engineer.

[linkedin.com/in/oscarpulido55](https://www.linkedin.com/in/oscarpulido55)



Bryan Dussan

Co-founder

Solidity Developer, Software Engineer, blockchain research, more than 4 years working on TI sectors.

[linkedin.com/in/bryan-dussan-0678578a](https://www.linkedin.com/in/bryan-dussan-0678578a)



Daniela Gonzales

Co-founder

Big Data Engineer, more than 3 years working on TI sectors.

[linkedin.com/in/daniela-gonzalez-37149bb4](https://www.linkedin.com/in/daniela-gonzalez-37149bb4)

The others members of team that will be need according project needs will be selected and hiring being carefully about people that could be qualify, passionate and share the vision of the project.

8. OurNet FAQs

1. What crypto-currencies are accepted in the ICO?

ETH will be accepted in the crowdsale. You will be required to have an Ethereum wallet to participate in the ICO. If you hold BTC or some other crypto-currency it can be exchanged for ETH and used to participate in the ICO.

2. What is OurNet?

OurNet is the name of project and the company, it mean one fairer company for everyone when everybody can gain.

3. What project consist of?

Create a social network platform with its own token, to attract users and make businesses through digital advertising, distribute the net profit with the users and grow the token price; everything across a collaborative economy.

4. What GAT mean?

General Advertising Token is the token that will be use for all transactions on the OurNet platform, the company only accept it as pay for ads, if one advertiser want publish one ad on our platform he should buy GAT tokens, the company help him across mark trade.

5. What can I do with GAT token?

Due it is a standard ERC 20 token you can hold or trade it on any trade market.

6. How I can get some benefit for this tokens that I bought?

You will can trade GAT token in any cryptocurrencies market.

As the network boom increases, advertising costs rise and demand for tokens also increases, which leads to a safe increase in the price of the token by the law of supply and demand.

The company to promise open the market with a price 150% over the presale cost of token, guaranteeing valuation for investors.

7. GAT Tokens, give me some participation or rights about OurNet company?

No, the token not represent shares or rights over the company.

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