



World's First Decentralized Linksharing Reward



Disrupting the Link Sharing and Online Revenue Models

WHITE PAPER

Contents

- Introduction3
- The Problem: Unbalanced Distribution of Revenue from Online Engagement.....5
- The Solution: VuzzBee5
- Introducing the VuzzBee Platform.....6
- The VBEE Token 16
- Roadmap18
- Members18
- Investors 19
- Summary.....20

Introduction

Content platform owners, social media sites, and digital content makers receive a huge number of page views every year. Likewise, they generate a huge amount of profit year over year through sponsorships, ad placements, purchases, and pay-per-views. There is no stopping the growth of online content and activity in the coming decades.

Consider the following numbers:

- There were 3.77 billion global internet users in 2017.
- Every minute:

527,760	Photos are shared on Snapchat
456,000	Tweets are posted by Twitter users
74,220	Posts are re-blogged by Tumblr users
50,925.92	Articles and posts are viewed by BuzzFeed users
46,740	Posts are shared by Instagram users
510,000	Comments are added on Facebook
293,000	Statuses are updated on Facebook
136,000	Photos are posted on Facebook

SOURCE: <https://www.statista.com/statistics/195140/new-user-generated-content-uploaded-by-users-per-minute/>

- Reddit has an estimated 250 million users as of 2018. In 2015, it received an impressive 82.54 billion page views.
- Facebook's average advertising revenue per user in 2016 was \$15.98. With its billions of users, this translated to \$26.89 billion in advertising revenue for just that year.
- In 2015, YouTube's net advertising revenue reached \$4.28 billion.

Online activity and engagement will continue to grow — and so will the revenue from publication, syndication, sponsorships, and advertisements. With articles, images, audio, and videos created constantly, and the continual engagement of content consumers through likes, upvotes, comments and shares, there is a huge potential for a reward system that benefits both creators, platforms, and users.

VuzzBee aims to fill the gap in the industry and address the need for a fair and more equitable system of rewards and earnings.

The Problem: Unbalanced Distribution of Revenue from Online Engagement

In just 1 minute, hundreds of thousands of content are created and shared on the Internet, from tweets and articles to photos and videos. Global internet users grew to more than 3 billion in 2017. The massive growth in online users, content, and activity has been leveraged by websites and social media mainly through marketing and advertising. Revenue for popular platforms like Facebook and YouTube reached billions of dollars in just a single year.

But while site owners, content makers, and social influencers profit from traffic and sales, the larger online community has not reaped the same rewards. This is a problem since users -- by constantly reading, posting, commenting, and sharing -- drive the success of any online business or content provider. How can common users benefit from their own online activity as much as content creators and social media marketers do?

The Solution: VuzzBee

VuzzBee seeks to change the internet landscape by providing common users the ability to earn from their own online activities the same way creators and websites earn from them. It is a decentralized link-sharing website which allows users to view and share a variety of content such as articles, images, videos and links — and earn rewards! Whether you are a content creator or a content reader, you will be rewarded for interacting with the website. Think of VuzzBee as “Reddit” but with a reward system that goes beyond karma points.

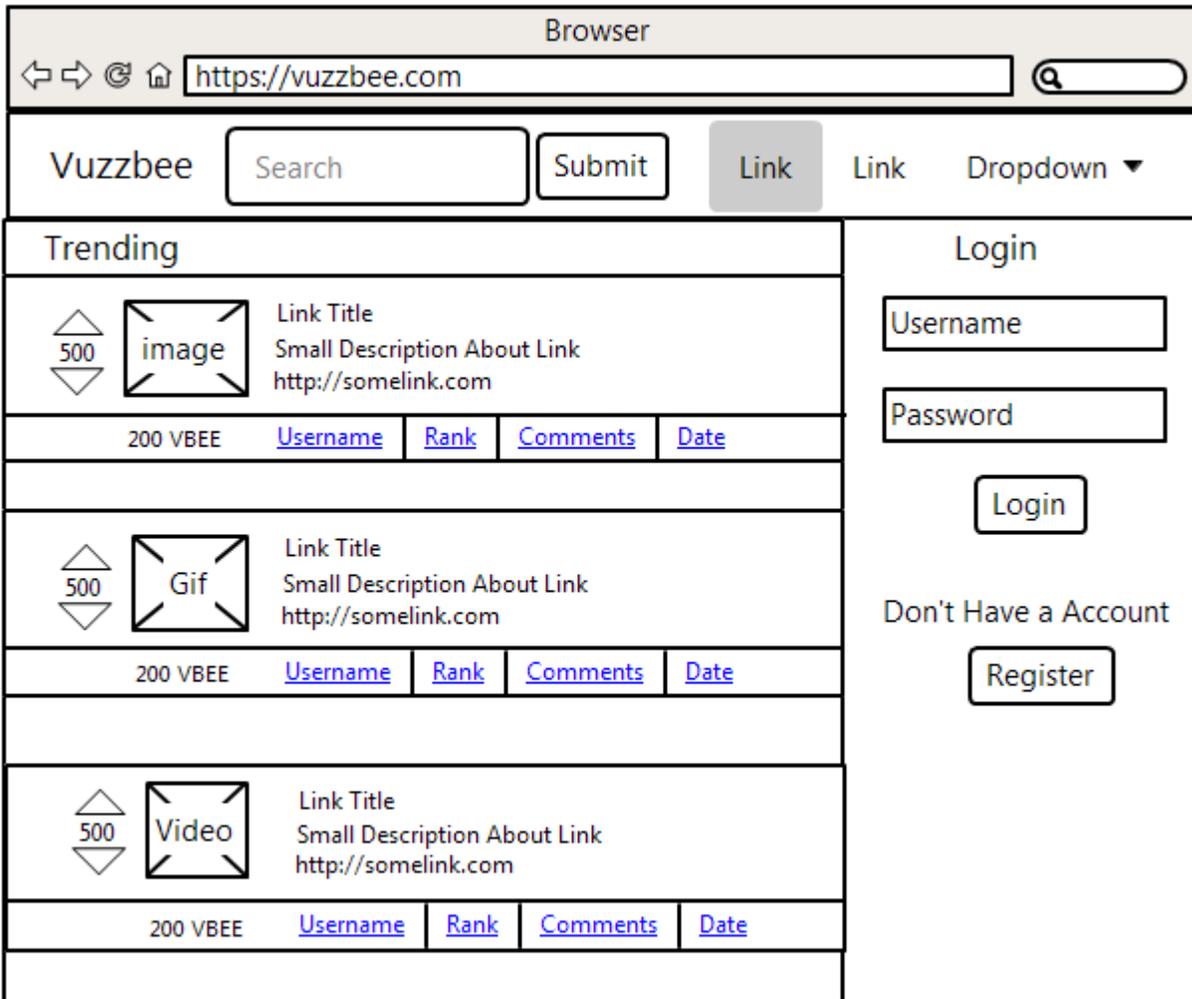
In using VuzzBee, creators benefit by being rewarded for their own content and at the same time enabling them to give their supporters and fans the chance to earn. Users, likewise, gain something for the time they spend viewing and promoting content and creators. It will be the world’s first blockchain and decentralized link-sharing reward system.

Introducing the VuzzBee Platform

VuzzBee's goal is not to be the top publisher of digital content. There is already a plethora of websites where users can produce and publish their content for the internet community to browse and share. Rather, our aim is to provide a platform where:

- Content creators such as writers, graphic artists and video producers can post and share their content without drawing traffic away from their own website
- Content creators as well as website and platform owners can promote their links and build their audience
- Content consumers can find creative, informative and engaging content such as articles, images, and videos from all over the web in one place
- Members can maximize their online activity and engagement by earning from their interactions with content shared by others
- The reward system can be monetized and still leveraged against depreciation of fiat currency

The VuzzBee website is exactly the platform that provides all these. The website will enable users to share a variety of content, whether they are content creators or consumers. The website will have a user-friendly design with an interface that is simple and familiar. Users will be able to easily toggle from one page to another and one feature to the next. The overall theme will be modern and eye-catching instead of the usual plain content aggregator websites.



Specifically, the VuzzBee website will have the following features.

- **Open Discussions**

Users will be able to write text-based content such as articles. Text-based content remains popular among the general online community, and forums are still go-to places for various people to engage and discuss.

The image shows a browser window with the URL `https://vuzzbee.com`. The page title is "Vuzzbee". There is a search bar with the text "Search" and a "Submit" button. A "Link" button is highlighted. A "Dropdown" menu is visible. The main content area is divided into two sections: "Open Discussion" and "User info".

Open Discussion

Title

Write Something....

Subvuzz

Submit

User info

Total VBEE
200

Total Links
100

Voting Power
100

- **Share Images and GIFs**

Users can share creative, fascinating, funny, or intriguing images and GIFs hosted on other websites by posting the full image URL, similar to Reddit. The popularity of image-based content like memes and posters as well as GIFs grow as more tools for image creation are available.

Browser	
<input type="text" value="https://vuzzbee.com"/>	
<p>Vuzzbee <input type="text" value="Search"/> <input type="button" value="Submit"/> <input type="button" value="Link"/> <input type="button" value="Link"/> <input type="button" value="Dropdown"/> ▾</p>	
Share image /gif	User info
<input type="text" value="http:// image / gif link"/> <input type="text" value="Title"/> <input type="button" value="fetch title"/> <input type="text" value="Description"/> <input type="text" value="Subvuzz"/> <input type="button" value="Submit"/>	<p>Total VBEE 200</p> <p>Total Links 100</p> <p>Voting Power 100</p>
<hr/>	

- **Share Videos**

Users can share videos (only YouTube initially). YouTube is still the #1 video hosting platform for vloggers, musicians and performers. While YouTube has its own algorithm in home page featured videos and suggested videos, VuzzBee will give users freedom in such choices.

Share Video		User info
<input type="text" value="http:// Video Link (youtube, dailymotion etc)"/> <input type="text" value="Title"/> <input type="button" value="Fetch title"/> <input type="text" value="Video Description"/> <input type="button" value="Fetch desc"/> <input type="text" value="Subvuzz"/> <input type="button" value="Submit"/>		<p>Total VBEE 200</p> <p>Total Links 100</p> <p>Voting Power 100</p>

- **Share Links to News, Articles, Etc.**

Non-visual-based content can be shared too, such as news snippets, articles, and blogs. Websites and social media can limit the news and articles users see due to changing algorithms. With VuzzBee, users can share as well as find content that they want and enjoy.

Browser	
<input type="text" value="https://vuzzbee.com"/>	
<p>Vuzzbee <input type="text" value="Search"/> <input type="button" value="Submit"/> <input type="button" value="Link"/> <input type="button" value="Link"/> <input type="button" value="Dropdown"/> ▾</p>	
Share Link / Article	User info
<input type="text" value="http:// link to article"/> <input type="text" value="Title"/> <input type="button" value="fetch title"/> <input type="text" value="small description"/> <input type="button" value="fetch desc"/> <input type="text" value="Subvuzz"/> <input type="button" value="Submit"/>	<p>Total VBEE 200</p> <p>Total Links 100</p> <p>Voting Power 100</p>
<hr/>	

- **Upvote**

Users can upvote shared content and links that they find to be helpful, funny, informative, etc. Voting gets rewarded with VuzzBee tokens. The more votes, the more VBee tokens. This is one of the fundamental changes VuzzBee will bring about. Users will benefit from their own actions.

- **Comment**

Users can post comments as well as upvote comments by other users. The more votes, the more VBee tokens. This is in line with Upvote feature.

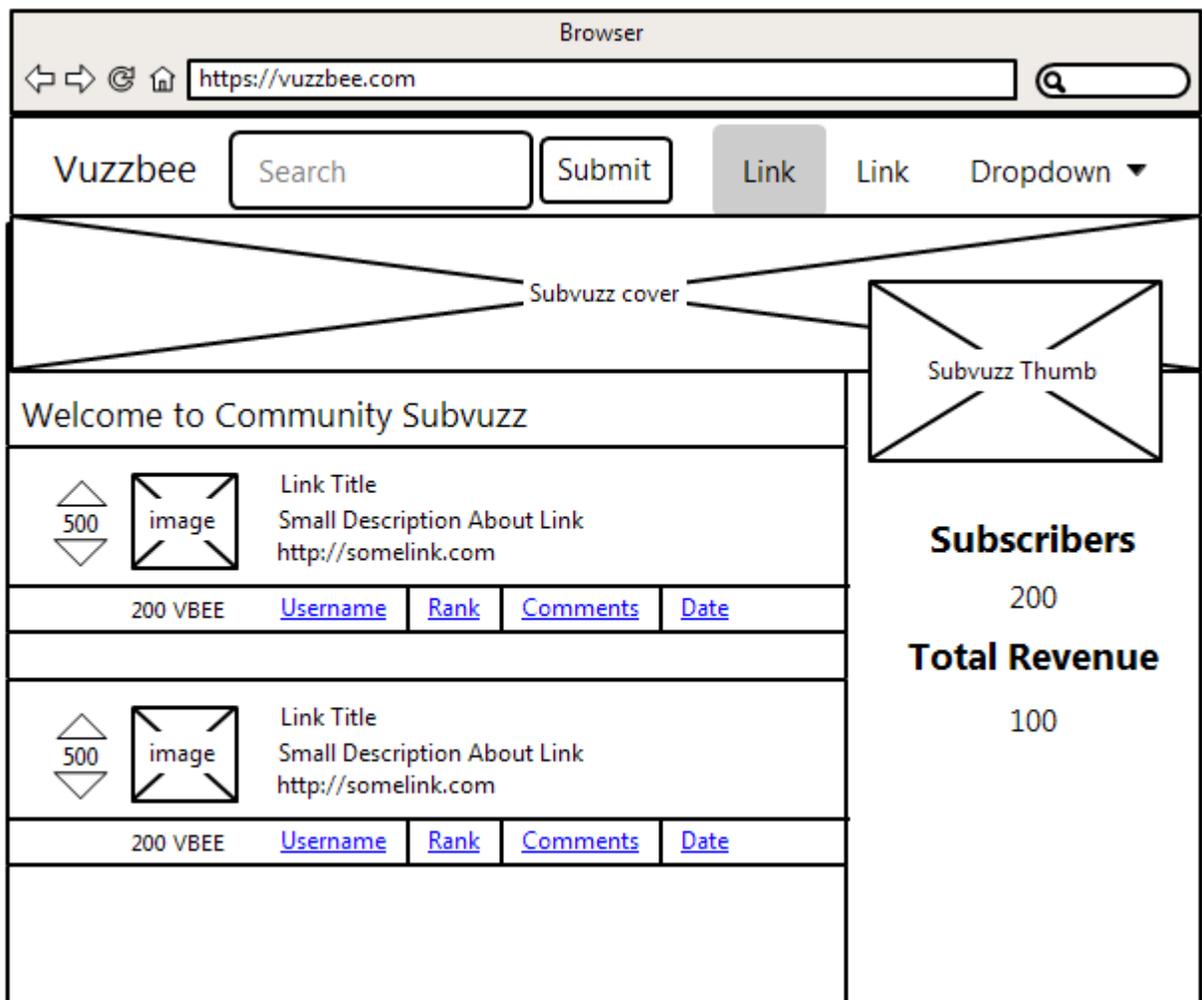
Browser	
https://vuzzbee.com	
Vuzzbee	Search <input type="text"/> Submit <input type="button"/> Link <input type="button"/> Link <input type="button"/> Dropdown ▼
Comment	User info
Title 500 image 200 VBEE Username Rank Comments Date	Total VBEE 200 Total Links 100 Voting Power 100
Write Comment... <input type="button" value="Submit"/>	

- **SubVuzz**

Users can create their own community that can be focused on a specific topic, group, fan base, or niche. Called SubVuzz, a subcommunity can have the following:

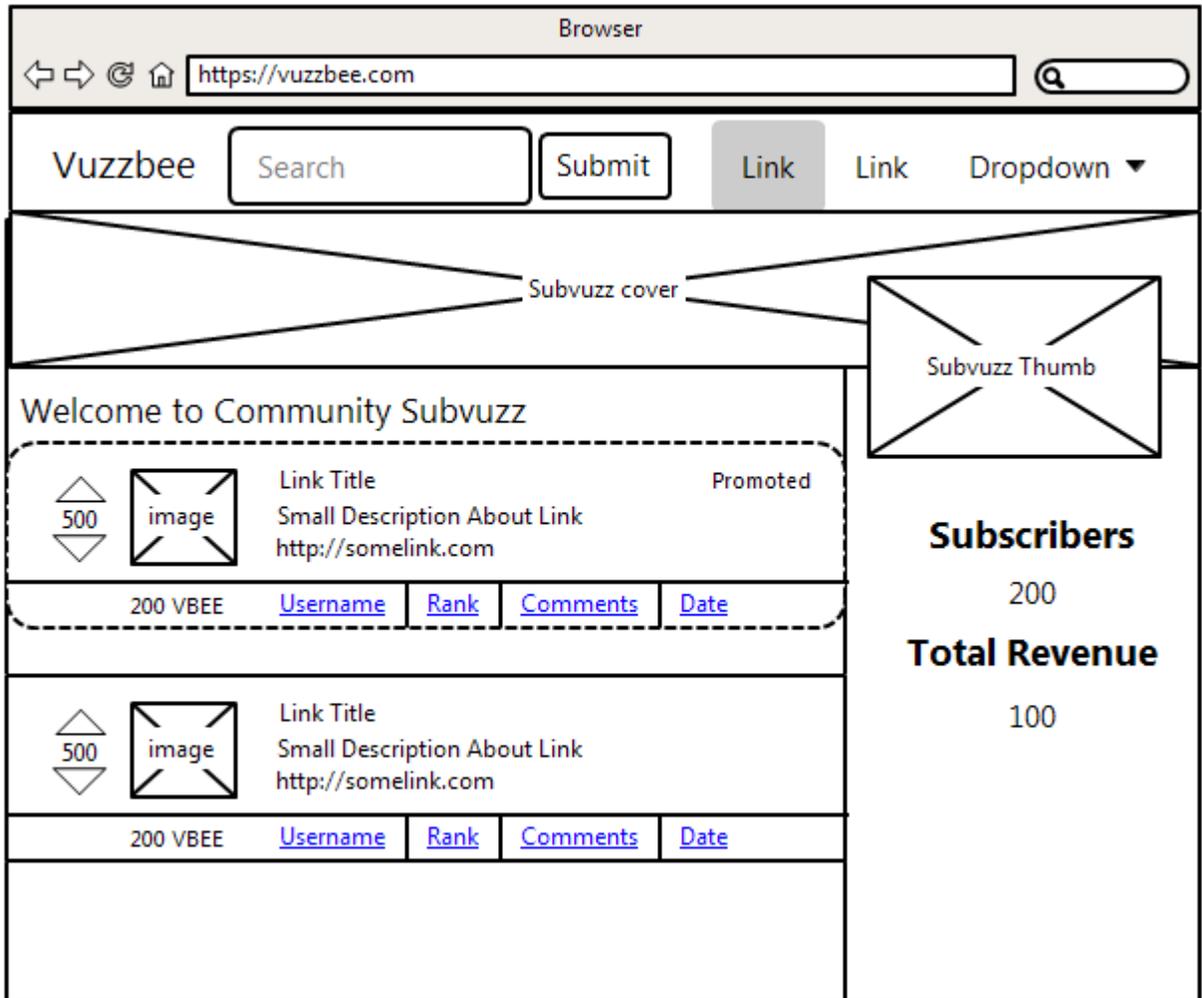
1. Have a dedicated admin assigned to the SubVuzz. The SubVuzz admin will be able to ban users and add other admins to the SubVuzz.
2. Customize the SubVuzz page by adding a cover photo and profile photo as well as pinned posts.

Some SubVuzz communities will be created by default and will be managed by the VuzzBee project team. These will be announced once determined.



- **Promoted Content**

Users can promote their content through banner placement at the top of any SubVuzz. This can help grow their community or audience. The promotion can be set up for a small fee. The VuzzBee platform will gain a part of its revenue from promoted content. Audience for promoted content will still gain rewards from their interaction with it. This is another fundamental differentiator of VuzzBee. By helping further promote promoted content, users get to share in revenues.



- **VuzzBee Token Payouts**

Users can earn VBee tokens from their interactions with the VuzzBee content platform, whether through posting, sharing, commenting, or upvoting. VuzzBee will pay users with VBee tokens. The tokens can be withdrawn weekly, with a limit of 30% of the VBee token balance per week. Users can withdraw 100% of their balance in 3-4 weeks. This mechanism is required to prevent users from spamming and then draining their accounts.

- **Spam Prevention**

To ensure the quality of content and control the quantity of links, the website will be equipped with mechanisms such as:

1. One user-one account limitation via IP blocking
2. Activate Google Recaptcha 2.0 as second level of spam prevention
3. Ranking system for users, with a certain minimum rank required for withdrawing earned VBee tokens to prevent the abuse of sign-up bonus tokens
4. Voting abuse prevention that will limit voting activity to a limited number of votes per day; (Rate Limited Voting) users will have 100% voting power
5. Payout schedule management wherein a payout will be made after 5 days for each post; after 5 days, no user can upvote that post
6. The user who shares the content will get 80% and the users who upvote it will get 20%, to be divided equally.

The VuzzBee website is one important aspect of the online change VuzzBee aims to achieve. The VBee token is another aspect that makes that change possible.

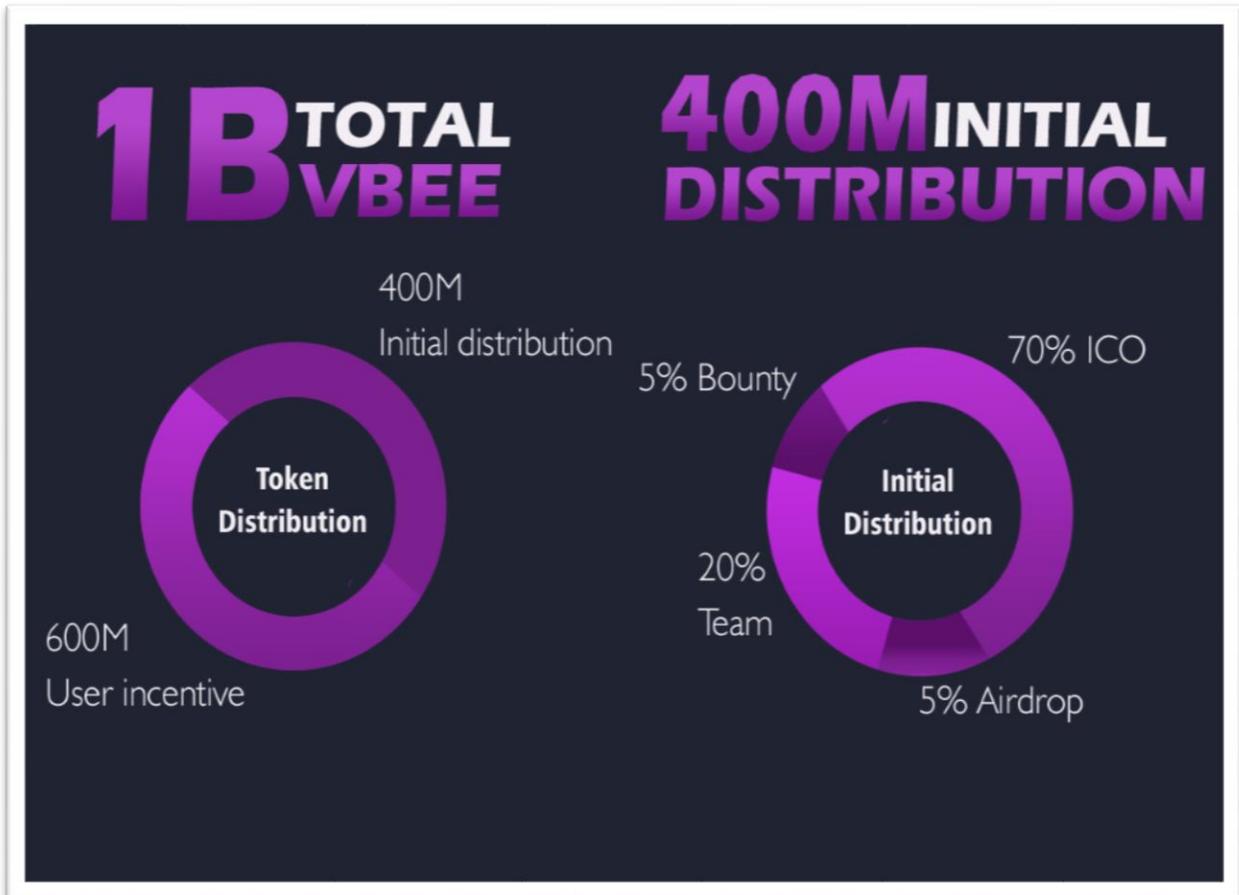
The VBEE Token

The currency for the VuzzBee platform is the VBee token. By having its own token system, VuzzBee protects the reward system from the effects of inflation or fiat currency depreciation.

The VBee token is based on the Ethereum platform and is an ERC20 token. Ethereum is a blockchain that allows individuals and companies to run decentralized applications on the Ethereum network. By utilizing an already established network, VuzzBee will be able to immediately implement the token contract and integrate it with the website. As Ethereum is the network of choice of a multitude of websites and businesses launching new products and services or migrating existing ones to the blockchain, the continuity and stability of the platform and token are ensured.

The VBee token will be used as the payment mechanism for rewarding users of the VuzzBee website. There will only be 1 billion VBee tokens created as a fixed supply. Initially, only 300 million tokens will be in circulation on the platform for use. There will also be a constant supply and need ratio sustained.

The VBee token can be expected to appreciate as users who want to promote content, users who want to hold it for long term, and users who want to use it will increase demand. Token holders will also be rewarded the more VBee tokens they hold.



Total supply: 1 billion

User incentives: 600 Million

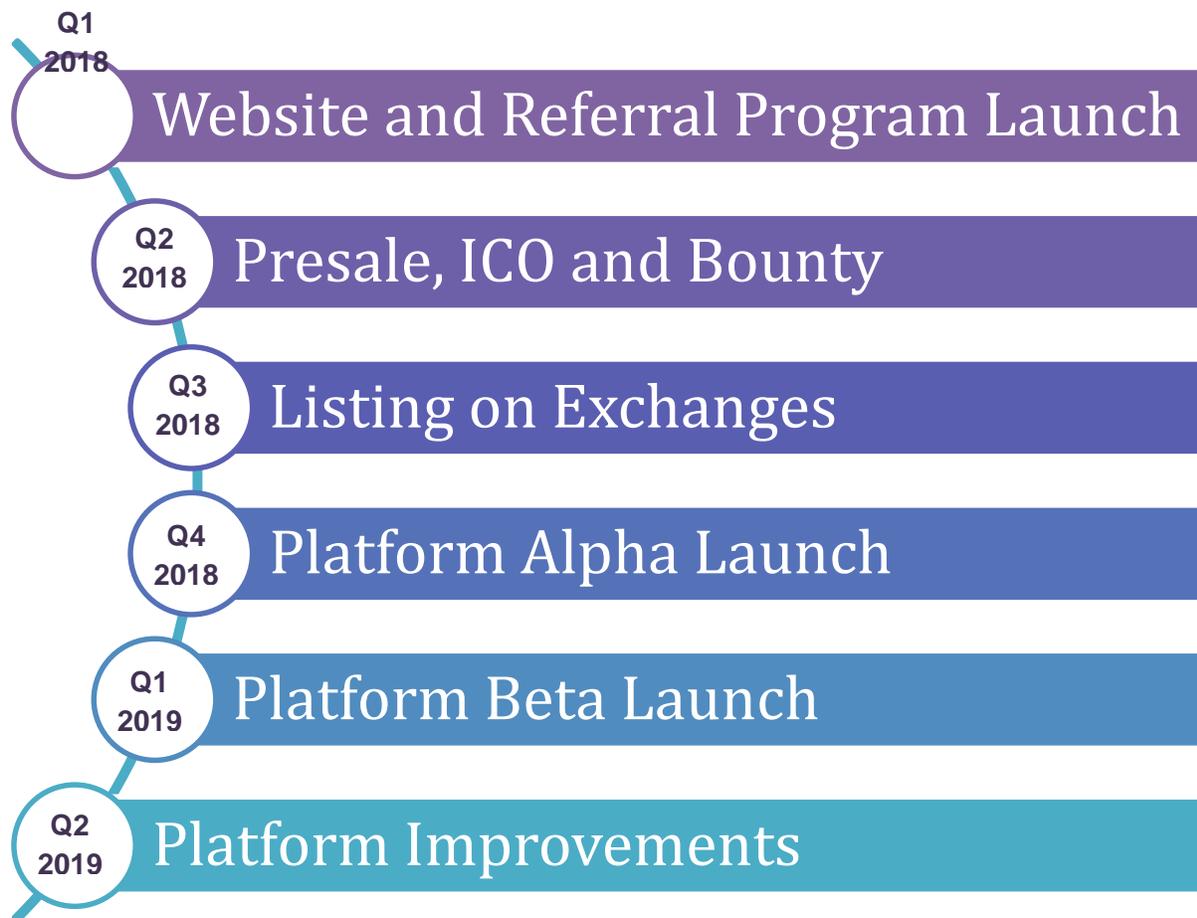
Initial distribution: 400 million (70% for ICO, 20% for team members, and 5% for airdrop; 5% for bounty rewards)

VBee tokens can be used to pay for link and content promotions. Users can choose to hold the tokens and keep them in the VuzzBee platform for higher voting power, thereby increasing their VBee token earning power as well. VBee tokens will also be convertible to fiat cash through exchange listings.

The VBee token has a real-life use for a specific platform and can also be liquid for those who want to trade. These will allow it to appreciate in value over time.

Roadmap

In order for VuzzBee to become the premiere link-sharing website and deploy its platform and system with the help of blockchain technology, the VuzzBee team has planned a roadmap with specific milestones.



Members

The VuzzBee website will be open for membership to all, whether content creator or audience. Every user that signs up will be granted a specific amount of voting power based on that user's number of posts, upvotes made, comments posted, and how many VBee tokens he/she has in the VBee token wallet. Users have a high earning potential by having more activity as well as more VBee tokens.

More Tokens = More Voting Power = More Earnings

Investors

Investors are one of the most important members of a project. Our ICO will provide investors an opportunity to gain early access to the platform. This will allow them to share content on the platform right away and earn rewards from Day One as well as be the first to create specific Subvuzzes that can dominate the website after launch. This is the same as subreddits on Reddit with millions of subscribers and the moderators have full control and power.

Only investors with a specified minimum number of tokens will be granted early access to the website. Therefore, investors with higher numbers of purchased tokens will get higher chances of owning their chosen Subvuzzes.

Summary

With the exponential growth of social media and online sites, and the ease of access for users to both devices and internet connection, the revenue-generating aspect of the internet community is here to stay. From giants like Facebook and Google to small, independent artists, the potential to leverage the online sharing activity of the World Wide Web is unmistakable.

What is lacking, however, is the same potential being made available for regular users. Content consumers and sharers have yet to find a major multimedia platform where their online engagement with digital content is rewarded with currency – not just website points. VuzzBee will fill the gap in the online revenue model by providing users incentives for sharing, liking, and commenting on a variety of linked content. By giving back to the online community using VBee tokens, the ERC20 cryptocurrency of the VuzzBee platform, VuzzBee can also grow in value and influence as a space for finding and sharing a multitude of creative content and people — thereby, increasing further the demand and value for VBee token.