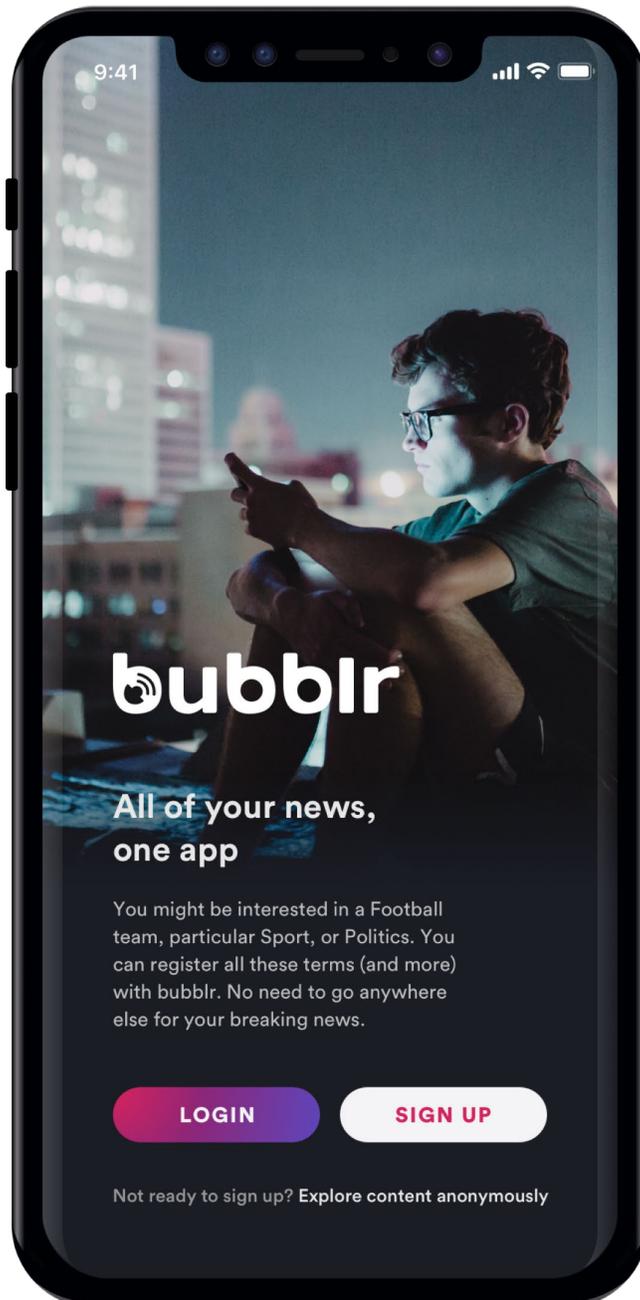




Disrupting the Economics of Content Creation and Consumption



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Part 1: Introduction

The Standard Model of Content Distribution and Consumption is in Crisis

One need only look at the increasing polarization of our society on all sides of hot-button issues and the evolution of increasingly niche and outlandish shared “micro-realities” to see that we are at a crossroads. As the internet's promise of total connectivity and access to virtually infinite information comes of age, we are starting to see the darker side of this grand vision - and are thus far largely failing to counter it.

Terms like “Fake News” or “Alternate Facts” are most notable manifestation of this phenomenon, yet represent just the tip of an iceberg of lost trust and extreme self-selection. The result is a larger culture which is rapidly diverging away from any accepted shared realities. This trend is likely to continue fragmenting society at a time when humanity most needs to work together to address prevalent global issues.

While there exists a multitude of greater social and economic reasons behind this phenomenon extending well beyond the scope of this project, the Bubblr team has identified certain fundamental failures in the modern content distribution and consumption model which contribute to the problem. These are the key issues the project seeks to counter.

At the core of the so-called “Content Problem” lies three key elements, one at each layer of content flow, to wit:

- Proliferation of unreliable sources
- Centralization of content curation
- Monetization of the confirmation bias



How does each element function within this flow?

Proliferation of Unreliable Sources

At the content generation layer, there exists an exponential growth in verifiably false information. As the barrier of entry for content creation approaches zero from a technological capability standpoint, virtually anyone can publish content at will with zero accountability for factual accuracy, or perhaps even with malicious intent to deceive consumers.

Centralization of Content Dissemination

At the selection and distribution layer, there exists a large-scale failure of the traditional “gatekeepers” of information as it relates to their key verification functions. As the majority of dissemination remains centralized within channels such as news websites, TV networks and services such as Facebook or Twitter, consumers are forced to rely on (and in many cases view) these platforms as the solely exclusive arbiters of truth. Regardless of whether these content distributors choose to select displayed material algorithmically or editorially, they remain a centralized authority over perceived truth. Unfortunately, the very nature of the content dissemination business model funnels these entities and distributors away from objectively shared facts in favor of niche “micro-realities.” The cause of this effect may be observed in the third and final element.

Monetization of Confirmation Bias

Observed at the consumer layer, confirmation bias is the well-documented phenomenon of human preference for information that aligns with preconceived notions. From a neurological perspective, discovering or viewing information that fits pre-established mental



pathways (preconceived notions) triggers reward centers in the brain, whereas information that does not conform creates an unpleasant cognitive dissonance. While the effect itself is well-known, the advent of digital tracking and segmenting technology (utilized in virtually all online marketing and provides the greatest monetary incentive for content generation) has allowed platforms to deliver uniquely tailored content to consumers at an individual level. Given that consumers will consistently react favorably to content that already fits their beliefs (regardless of its truthfulness or basis in reality) and that consumer sentiment drives further consumption and monetization potential, there is a greater economic incentive for platforms to deliver content that conforms to consumer confirmation bias rather than that which reflects an objective reality.



The Bubblr Solution

Content Consequence, Decentralization and Reformed Incentives

To tackle the aforementioned problems and ultimately create a superior consumer/creator experience, the Bubblr team leverages the unique strengths of blockchain technology. Indeed, all the key advantages of blockchain — namely, decentralization, immutability and transparency — all present themselves as powerful remedies to the failing content paradigm.

In addition to the native advantages of a blockchain platform, Bubblr will implement several layers of market-based mechanisms to ensure economic incentives run parallel to verifiable realities encompassing every step of the colloquial content “journey,” from creation to consumption. For further efficiency, these sectors of the system will be divided across two apps, a back-end one for creators and a front-end one for consumers.

At the Creation Layer

Non-fungible tokens created using the ERC-721 standard will link every piece of content on the platform to a unique creator by conferring intellectual property rights, as well as serving as an immutable and transparent presentation of a content creator's track record. Consequently, low quality or unverified content results in automatically degraded reach and monetization potential.

The content marketplace allows creators to sell their content to publishers by transferring rights via their ERC-721 tokens, thereby providing the option to “safely” monetize content rather than through the risks of independent release.



At the Consumption Layer

Content consumers will be able to shape Bubblr content via a “Wishing” request system, as well as reward creators through tipping. This tip-sharing concept is the first element of a system that incentivizes quality over confirmation bias; in order to successfully profit from content, creators must appeal to a wider (and therefore more intellectually diverse) population than just those sharing their same beliefs. “Wishes” are a direct reflection of what the Bubblr consumer base wants to be informed on — fulfilling demand with high quality content is therefore rewarded accordingly and results in a more neutrally-informative environment.

By engaging this decentralized content ecosystem at every step of the process, Bubblr creates a deeply customizable and reliably factual content source for consumers while simultaneously providing a highly profitable content channel and marketplace for creators, publishers and marketers.



Part 2: Role Models

There are a number of excellent extant role models that provide influence to the Bubblr ecosystem and serve as a proof of concept for several of the mechanisms that it will implement. In many cases, some of planned features have already undergone partial development, but not in a fashion that corresponds to what consumers ultimately want. The following examples provide a look into similar approaches to content creation and distribution:

Yours

Yours.org is a Medium-like platform developed by Ryan X. Charles which allows writers to publish articles to earn Bitcoin Cash (BCH). In the platform, every consumer has a BCH wallet which may be funded and withdrawn from in addition to their ability to publish. It is a fairly simple layout, with only 10 categories organized in a classical manner. Curation occurs in the sense that consumers can tip authors for content. This in of itself is not terribly original nor innovative (cryptocurrency component aside), however, what is particularly interesting is that consumers can earn BCH from tipping. If an article attains popularity and attracts generous tipping, the earliest tippers are rewarded with a small percentage of tipping revenue for their foresight in identifying good content. Consumers can also leave reviews, recommendations and of course, comments.

Steemit

Steemit is somewhat similar to Yours.org, but nevertheless presents its differences. If Yours is a kind of "crypto-Medium," Steemit may be considered "crypto-Reddit."



content creators (when their work gets upvoted) and consumers who curate the best content on the site by upvoting others' work. It has its own currency (called Steem), which was developed by Dan Larimer (the founder of Bitshares and EOS). Content creators have earned considerable revenue by publishing on Steemit, however sometimes the quality of content can be poor as creators essentially start producing reams of irrelevant content in order to earn more upvotes and money. Both Yours and Steemit have curation “markets,” centered only around content produced and published directly on their respective platforms. This does not include content available globally by existing publishers, which is its own inherent limitation (although perhaps not within the scope of those platforms).

WildSpark

Developed by Synereo, Wildspark is a blockchain-based content sharing “meta-layer” that sits on top of existing media hubs and social networks such as Youtube or Facebook. Using their native AMP token, WildSpark rewards consumers who create popular content and those who curate it by sharing it. Through what it calls an “amplification chain,” the Wildspark system allows consumers that actively tip and share content a portion of profits from future tips. Thus, consumers who invest into popular content early on, as well as those who do the best job of spreading it, are financially rewarded. Unlike Bublrr, Wildspark has no original content marketplace of its own or any unique curation layer. Rather, it simply acts as an amplification and reward system on top of existing platforms.

Trive

Trive is a browser plugin designed primarily to combat fake news. Researchers in the Trive ecosystem can use the plugin to screenshot pieces of content which contain inaccuracies, lies or misleading information, then “Trive” it to the Ethereum blockchain. Following that,



consumers who have installed the Trive plugin will find flagged sections in media articles highlighted in green, with links to better sources of information. Available exclusively for Google Chrome consumers, Trive also has its own cryptocurrencies, which sets up an adversarial relationship between researchers and verifiers as both sides are rewarded for keeping the other honest.

Flipboard

Flipboard is a well-known app, and perhaps the best role model for Bubblr in terms of front-end consumer interface. Flipboard implements many of the features of a “personalized newspaper,” with consumers able to pick topics and themes to receive updates on. However, the Flipboard model is highly centralized and contains no element of curation markets or truth-mining. Flipboard is, in many ways, similar to an “app-ified” Google Alerts setup in terms of the process it uses to organize and disseminate content or marketing.

Google Alerts

Google Alerts, in a fairly loose interpretation, may be considered a primitive version of the Bubblr vision. With Google Alerts, a consumer can input desired keywords and receive email alerts delivered every morning with pieces of news containing those specific terms. This approach, simple as it may be, completely lacks curation or quality control. As a result, consumers often disengage, leaving emails unread and eventually unsubscribing.

Bubblr builds upon many of the partial solutions implemented in the examples above to deliver a comprehensive solution to consumption ecosystem based on consensus facts and monetization — without manipulation.



Part 3: Technology & Functionality

By repurposing the Ethereum blockchain as a powerful tool, Bubblr creates and uses two types of tokens in its ecosystem:

- The basic utility ERC-20 BBLR token
- Unique, non-fungible ERC-721 tokens (created to uniquely identify each piece of content submitted to the platform)

One Ecosystem, Two Apps

The Bubblr system is spread across two apps to optimize performance and user experience — the Bubblr app itself (for content consumption) and Citizen Journalist (for content producers). The content creation layer, marketplace and verification systems will operate on a single “back-end” app optimized to serve the content discovery and surfacing process, as well as the more monetization-minded users. This app will smoothly integrate to the simpler “front-end” consumer app, which will contain the consumer-facing side of the Wish system as well as sharing and tipping options. It will be optimized for high traffic and standard content consumption mechanics.



3.1: Citizen Journalist

Content with Consequence: Robust Rights & Falsehood Deterrents

The Citizen Journalist app is a powerful tool built by Bubblr to empower consumers with the power of content creation. Through this mobile platform, users can write articles and produce original video content. All content can, of course, be verified and fact-checked by Bubblr content consumers.

The video, audio and photo capture feature of Citizen Journalist is a secured software “wrapper” designed to use a smartphone’s visual and audio capabilities to document events with content that is 100% free of editing or modifications.

3.1.1: Consumer Journey

Upon launching and logging into Citizen Journalist, a user chooses a media format to record with (photo, video or audio). From there, the user captures an event. Once finished, the content is then automatically uploaded to a secure server and made available to the Bubblr community for review.

Unlike other mobile media applications, Citizen Journalist preserves content by immutably encrypting it once it has been taken, preventing documentation from being cropped, edited or otherwise changed. A user may capture an event and then choose to write about it themselves or simply make it available for others that wish to. This functionality provides an unprecedented amount of transparency in journalistic reporting and encourages high-quality documentation.



Bubblr attaches a unique identifier to every piece of content as it submitted to the network. This identifier is embedded within a unique ERC-721 token, which establishes a link to the content and confers upon its creator all rights to sale, marketing and distribution.

3.1.2: Creator Reputation

All written content creators are issued a Reputation rating, which will rise or fall depending on how often their content fails or passes verification and how widely it is consumed.

As each creator is clearly linked to all their content on the blockchain, a single failed verification would negatively impact the rating of their entire catalog, therefore making the distribution of even occasional falsehoods extremely damaging to any creator hoping to consistently monetize their work or continue to benefit from previously successful pieces.

The Bubblr content marketplace allows the buying and selling of ERC-721 tokens via smart contracts. This allows publishers to easily and securely gain full distribution rights to any piece of original content and enables content creators to effectively “trade” content to add to their own channels. For example:

Blogger John goes on vacation and needs one month's worth of original content for his site. Whereas traditionally he would have little recourse but to create and schedule future pieces in advance, he may now instead simply purchase a few relevant posts from fellow creators and seamlessly schedule their distribution while he's away.

Via this system, even content creators or publishers with low popularity scores can easily monetize their work by selling it to highly-rated creators in need of new content.



3.1.3: Boosted Content

Both marketers and editorial content creators will be allowed to use their BBLR token to pay for “boosts,” that is, paid promotion of a piece of content. Boosting essentially works as a bounty, to be placed on the content given to consumers who open and engage it as desired. Within the Bubblr context, engagement is defined as a consumer spending at least one minute engaging with content after opening it.

Boosted content will be given higher placement in reader feeds than similarly-ranked content without boosts, however consumers will not initially know if the content was boosted until they successfully engage (and subsequently win the BBLR bounty). This mechanism prevents consumers from attempting to collect bounties by engaging only with boosted content.

The amount spent to boost a publication is public and consumers may search for them by size. Consumers can challenge facts by staking either their Reputation score or an amount of BBLR up to 10% of the total bounty to challenge the piece. If they are proven correct, they will be awarded that amount of BBLR and the content creator will have to pay out 110% of the original stake to fact-checkers. Consumers that correctly support challengers receive 10% of the total stake, distributed equally. If no false reporting is found, 30% of the total bounty is paid to those that read and verified the piece as factual.

In order to boost a piece of content, creators and marketers will be required to stake the amount they wish to spend in BBLR to have the content verified. If the content fails verification (after a period of time has elapsed), the stake is then paid out to fact-checkers and any excess destroyed. Boost campaign spend minimums will adjust automatically depending on creator ratings and boost history.



Boosts can be a way for new publishers to quickly establish credibility among consumers. By staking a large amount of BBLR on new content, publishers essentially “challenge” readers to verify its accuracy while simultaneously demonstrating their confidence in its integrity. Should the piece be successfully verified, the publisher will then have begun to develop a reputation for factual reporting.

Example of this mechanism:

Bob wants to boost his new blog post and sets a campaign spend of 10,000 BBLR tokens. Bob pays the full amount, then submits his campaign for verification. The content is successfully verified by the Bubblr community, so Bob is refunded 9,000 BBLR (90% of his original spend). The campaign will now run until 1,000 consumers have opened, engaged and claimed the entire amount as rewards.

3.2: Content Consumption Layer

The third and “top-most” layer of the Bubblr ecosystem is where highly targeted and verified content reaches its intended audience. The economic incentives at this stage converge in a way that allows creators and consumers to proportionally benefit from the widespread dissemination of high quality, factually accurate content.

3.2.1: Reader Signals

Content consumers first contribute to the system via public signals. These include:

- Traditional “passive” signals (open rates and click-throughs)
- Active signals (upvotes/downvotes)
- Flagging problematic content
- Bubblr’s unique “Wish” content request system.



- Result acceptance or decline

While these signals are all made readily available to creators as metrics for optimization, Wish requests also carry a small economic incentive, as Wishes that catalyze particularly successful content chains are rewarded by 5% of tips accumulated for that content piece. In order to claim this reward, a Wish must be recorded as the originating "seed" of a piece and the subsequent verification chain that resulted in a global Top 100 piece on the weekly content leaderboard. The leaderboards will also be segmented into various categories and used to keep track of all top shared and consumed content.

This, however, is just the smallest of the numerous incentives woven into this layer.

3.2.2: Challenge Mechanism

After content creators submit an original piece to the Bubblr ecosystem, it becomes eligible to be challenged by consumers. Challenges make up the core of the Bubblr model and are the mechanism the community uses to assess content quality.

Consumers that hold an account can challenge a claim made in a piece by highlighting a selection of text and flagging it for one of three potential issues: "doxxing" (the deliberate exposure of a person's private information for malicious purposes), fake news or plagiarism. All challenges on Bubblr are posted publicly and affect a consumer's Reputation score either positively or negatively depending on the result.

Doxxing challenges monitor whether or not private information was shared publicly in a manner that violates community guidelines. If a consumer challenges a piece of content for doxxing, community moderators vote on whether or not the information shared has substantial news value based on publicly available guidelines. If the challenge succeeds, the section or all of the article is removed as appropriate, the creator's Reputation score



drops, a strike is added to their account and the challenger's Reputation score rises. If it fails, the challenger loses Reputation points.

A fake news challenge mitigates the spreading of false facts that a consumer can prove are false or inaccurate. Consumers who believe a piece of information in an article is incorrect can highlight the section in question and attach sources that back their counterclaim. After staking a challenge, content creators have the chance to post a rebuttal supported by their own evidence. Once both claims are submitted, consumers in the community can choose to side with either the challenger or the creator, staking their Reputation score in the process. If a challenge succeeds, moderators vote on whether to remove the article or simply modify the inaccurate section to reflect the corrected information. The challenger and consumers that backed the challenge gain Reputation points while the creator loses points. If the entire article is removed for being completely fake news, the creator receives a strike. If it fails, the creator and their supporters receive Reputation points while the challenger and their supporters lose points.

A plagiarism challenge monitors the outright theft of someone else's work. A consumer can make a plagiarism challenge by highlighting the text in question and submitting sources to back their claim. Like a fake news challenge, creators then have a chance to submit a counterclaim and community members can respond in defense of either creator or challenger. The evidence is reviewed by community moderators — if it succeeds, the article is removed, the creator is penalized with a large loss of Reputation points plus a strike on their record and the challenger and their supporters receive Reputation points. If it fails, the article remains, the creator and their supporters receive Reputation points while the challenger and their supporters lose points.



If a content creator receives three strikes within a two-year period, their posting rights are restricted. A fourth strike results in termination of posting rights altogether.

Once the BBLR token goes live, all challenges will be backed by a portion of a consumer's tokens.

Example of this mechanism:

Curator Chris finds a piece of content he believes will earn him a great tip commission once distributed. He stakes 100 BBLR on it.

The item, now available for verification, is seen by Verifier Victoria who decides to examine it. She reads through the piece, gathers some verifying evidence and submits a TRUE verification package along with her own BBLR stake. Since Victoria's account is in good standing and ranked highly, the amount required for her verification is low — only 50 BBLR.

The item now enters the dispute stage, where Contrarian Carol sees it and decides that some of the claims seem fishy. She conducts her own research, then submits a countering challenge package along with her own 100 BBLR stake, a 100% increase to Victoria's stake.

Staking is now open to the greater pool and enough people agree with Victoria (that Carol is wrong), so they pool together the 500% stake increase (500 BBLR) required and counter her challenge, submitting a new collaborative verification package.

Carol has few allies in her contrarian ways and the counterchallenge holds. The challenge window closes and Carol loses her full 100 BBLR stake.



Chris gets back 70 BBLR while Victoria is awarded 30 BBLR from the original stake, plus her own 100 BBLR stake and 50 BBLR (50% of Carol's lost stake). The final 50 BBLR are split proportionally among the counter challenger pool, who also get their own stakes back.

At last, the content, with the entire verification research chain attached, is ready to be distributed to consumers, all of whom can enjoy it knowing that its claims have been objectively researched, vetted, and thoroughly cited.

3.2.3: Wishes

This is the basic request mechanism for content within Bubblr. Consumers can navigate to increasingly narrow categories in the app and form a detailed query within a category (or independently of it), which is then released to the network. This is in stark contrast to the standard online search model, which still forces consumers to sort through reams of irrelevant content to find what they want. Even the most advanced Google algorithms still suffer from this inescapable machine search problem. The unique querying model in Bubblr solves this.

As detailed above, consumers will either discover, stake and verify new content or return already verified items for each Wish query. The results will be delivered to consumers as individual app notification items, which may be accepted or declined. Once an item is accepted, the consumer will be asked if they wish to continue receiving relevant results or not. Each accepted item increases the consumer's ratings, which in turn allows them to outcompete other consumers, as the highest rated ones will have their results delivered first. Items accepted first will also get a small bonus over subsequently accepted results for a



query. Because the Bubblr system also prioritizes unique direct content, result links to portals or aggregators will generally not be allowed.

3.2.4: Tipping & Sharing

Acting as the core reward mechanism for quality content and curation, the tipping system allows consumers to support their favorite content creators and their Curators, with BBLR tokens given as tips. Tipping has no upper or lower limit and is entirely dependent upon the generosity of each consumer.

When a tip is first given, 80% goes to the creator, 15% goes to the creator of the piece and 5% is reserved for consumers, who may also enter this profit chain by participating in the sharing system. In the event that no consumers generate any further tips through sharing, the creator's share grows to 20%.

When a consumer shares a piece of content to their network of friends on or off-platform, a unique link is generated marking them as a "consumer-creator." The consumer-creator title entitles them to up to 5% of future tips from their link chain. Every successive sharer on the link chain will also be able to collect a progressively smaller slice of the 5% from tips generated from their own link.

Example of this mechanism:

Creator Chris puts out an amazing video, which Sharing Sam picks up and successfully gets it verified.

Consumer Connie is the first to see the content as it is a response to one of her Wish requests. She loves it and tips 100 BBLR. Chris receives 80 BBLR (80% of Connie's tip),



while Sam gets 15 BBLR (15% of Connie's tip for sharing the content). The remaining 5 BBLR (5% of Connie's tip) is reserved.

Connie decides to share Chris's video and her friend Bob, loves it too. Bob tips 200 BBLR.

Now Chris receives another 160 BBLR and Sam gets 30 BBLR. Since Connie was the original tipper and entitled to 5% of all future tips, she collects 10 BBLR for herself as well.

Bob too decides to share the link and his friend Kate tips 200 BBLR. Chris once again gets 160 BBLR and Sam 30 BBLR. However, since there are now two sharers in the same link chain (Connie and Chris), they must split the remaining 10 BBLR, or 5%.

The breakdown always follows a pattern where each successive "child," or referral, gets 30% of the "parent" referrer amount. In this case, Connie now gets 7 BBLR, while Bob collects 3 BBLR. If the chain repeats in the same way again, Connie (as the "parent" tipper) would still get 7 BBLR while Bob (Connie's "child") receives 1.8 BBLR, Kate with 1.2 BBLR and so on.



Part 4: Project Roadmap

Build Validate Video Deliverables

January 2019 - March 2019

Mobile Apps

We will deliver a new set of mobile apps that will deliver the following functionalities in both Android and iOS mobile and tablet devices. The apps will include the following functionalities:

- Register the app with confirmation through an SMS confirmation code
- Allow consumers to capture and upload media content including video, stills and audio
- Allow consumers to purchase a proof-of-authority kitemark by registering the content with Bubblr using a hash-derived genesis blockchain ID derived from the content and content URL
- The ability to publish this content to other platforms, such as news sites or social media platforms. Each publication will require a further block on the chain where the new URL is part of the blockchain hash

Validate Video Website

Build a basic single page website that will have the following capabilities:

- Explain the purpose of the validate video apps
- Contain links to the Google Play store and Apple App store to download the apps



- FAQ page
- Video tutorial on how to use it
- About Us page on what Bubblr represents
- Comments page

AWS Services

Provide the necessary API services using AWS Lambda and AWS Dynamic DB to provide the following API functionalities:

- Generate and store multimedia content with Bubblr cloud services using a genesis blockchain ID derived from a hash of the content and the stored URL.
- Copy the uploaded content with additional text to a new location with a new blockchain ID that includes the new content URL and any additional text
- An API to check the validity of any kitemarked content
- An API to list the history of any Bubblr kitemarked content
- An API to delete any Bubblr kitemarked content

Blockchain Backend Using Hyper Ledger

The open source Hyper ledger suite has a suite of interoperable “Greenhouses” that need to be deployed to facilitate the distributed ledger, blockchain generation, cryptocurrency integration and distributed identity and proof of authority required for Bubblr content authenticity checks and maintenance.



News Provider Console

Beginning January 2019 ending March 2019

A console which will allow news providers to maintain their news feeds and distributed identities for accredited (in-house) journalists to facilitate content submission peer-review processes. The news provider console will include the following functionalities:

- Ability to register and approve a news agency. This will require Bubblr staff verification of the news provider
- Ability to maintain a list of distributed identities for journalists to facilitate content submission and peer review process for proof of authority
- Ability make a Bubblr cryptocurrency payment for submission for peer review
- Ability to make a Bubblr cryptocurrency charge for peer review of a news content submission

Advertisers Console

April 2019 - November 2019

An online advertiser's console to allow advertisers to maintain a products and services profile. In addition, the advertiser's console provides the capability for registered suppliers to respond to requests for their goods and services. This console will include the following functionalities:

- Supplier registration process
- Supplier product and services maintenance. Allow suppliers to maintain a list of categorized goods and services



- Allow a supplier product to be associated with dialogue components to request further information about the request for supply
- A request viewer to allow suppliers to view requests for information
- An ML analysis tool to allow suppliers to analyze historical data on supplier requests and responses
- A supplier dashboard to illustrate current status and request/response performance
- A billing function to allow suppliers to be billed monthly, to generate invoices and to view invoice history
- Billing process to reimburse news partners and brand partners



Marketing and PR

There will ongoing marketing and PR occurring throughout the various stages of development:

News App Distribution

For the mobile ad platform to operate effectively, it requires at least 1 million regular app consumers. Therefore, advertising will be ongoing starting March 2019. In addition to promoting the news app directly, the possibility of engaging with significant brands where branded versions of the news apps are built to assist with distribution.

News Provider Engagement

News providers will be recruited and signed up as Bubblr partners. The benefits for the news providers will be immediate new content distribution and, once the mobile ad platform is launched at the end of 2019, a brand new and significant revenue stream. This recruitment process will begin in April 2019.

Video Validation Distribution

The video validation apps will need to be promoted and distributed once the first version of the video validate apps are available in June 2019. The assigned news providers are very likely to assist in the PR process.

SME Recruitment via Hosting Companies

Bubblr intends to target hosting companies (who are always on the lookout for new added-value services) with the objective of offering the Bubblr mobile ad platform to all their customers. They will be able to make an ongoing 10% per month of all the revenue they



generate from all customers recruited. The target will be SMEs who are currently exploited by the existing monopolistic internet mega businesses and established portals and are desperate for a low-cost access to the mobile advertising channel.

Ongoing Development and Support

Ongoing support and development will continue throughout and beyond the initial development phase.



Part 5: Company Profile

Bubblr: Our History

Bubblr Limited (company number 09012621) was originally incorporated in the United Kingdom on the 25th of April 2014 as Bubbling Search Limited. It was renamed on the 18th of February 2016 as Bubblr Limited. It was originally incorporated by Steve Morris the CTO, who is largely responsible for all IPR and early software design and development. Steve also recruited the board of directors and key development personnel. The company has always been run as a lean agile enterprise with minimal overhead. Much of the early funding was generated by consultancy work conducted by Steve Morris. The remaining funding has been provided by a group of 100+ small investors.

Foundation - Q2 2014 — Q1 2015

The company established, patents developed. Simulation model built and the first version of the trade secret algorithm derived by building a model simulator.

Start Trading - Q2 2015 — Q3 2016

Directors appointed and balance sheet secured, demonstration apps built. Seed capital raised. Development team recruited. Technical architecture completed and mobile app development begins.

Startup Phase - Q4 2016 — Q2 2017

Android and iOS apps developed to a professional standard. Bubblr limited investment ready. Patents secured in six territories.



Establishment phase - Q3 2017 — Q2 2018

Further developed the trade secret algorithm with Professor Ian McHale and formulation of cryptocurrency solution for authentication of news content as a solution to fake news.

Further funds were also raised for the ICO.



Part 6: Team



Bradley Hook

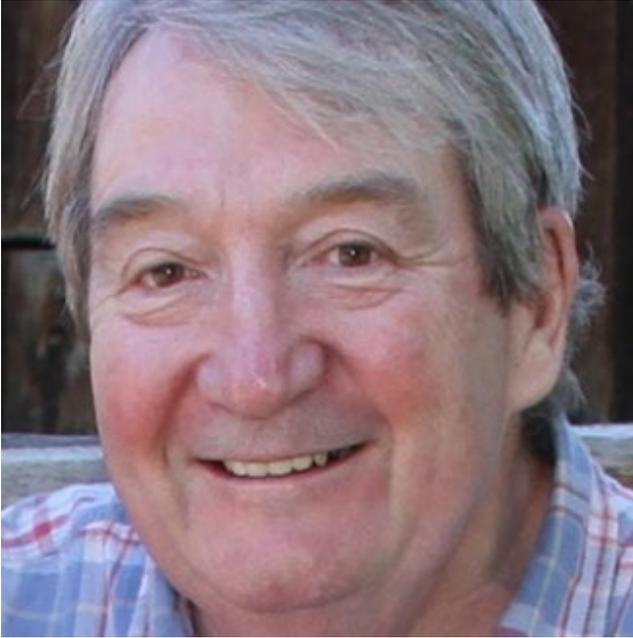
Chief Executive Officer

Bubblr

Bradley has over a decade of experience in business development and is an expert advisor in the blockchain space, specializing in sensitive project management. His work has been covered by the Guardian, Forbes, Bitcoin Talk and other publications worldwide.

Bradley currently serves as Bubblr's diplomatic point of contact for international clients.





Steve Morris

Chief Technology Officer

Bubblr

Steve is a software development guru with over 30 years' experience. He is regarded as a leading practitioner of Agile development practices and is a qualified Agile coach. Steve is a software developer at heart who is comfortable working in over a dozen languages including Java and Python. He was an early adopter and advocate of cloud computing and is now also familiar with much of the current open source blockchain technologies such as hyperledger fabric. Most recently Steve also provided high-level consultancy work advising Royal London Group on DevOps and blockchain technology opportunities in the insurance sector.





Ian McHale

Professor

Liverpool University

Ian was founding Chair of the Statistics in Sports Section of the Royal Statistical Society and serves as Associate Editor of the Journal of Quantitative Analysis in Sports, a journal of the American Statistical Association. Ian has been involved in several high-profile consultancy projects with, the General Medical Council, the Press Association, the Premier League and various bookmakers. He was co-creator of the EA SPORTS Player Performance Indicator, the official player rating system of the Barclays Premier League. Ian was an essential co-contributor with Steve to build the Bubblr trade secret algorithm.





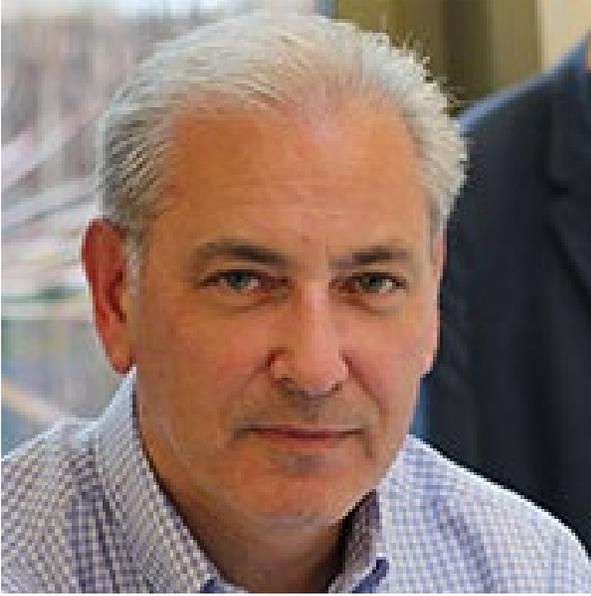
Mark Challinor

Insider

News Industry

Mark is a well-known professional in the print and digital media world. As a former president of the International News Media Association (INMA), he is sought after to present to news industry audiences all over the world, new online monetization strategies. Previously he successfully led the Daily Telegraph's mobile commercialisation strategy and has worked at senior levels for Trinity Mirror and DMGT. Until the very recently Mark was the commercial director of the Trinity Mirror Group, the largest publisher of newspapers in the UK.





Paul Munn

Finance Director & Chartered Accountant

Bubblr

Paul has a Bachelor of Laws degree and is a Chartered Accountant who is currently a partner in Par Equity LLP in Edinburgh. Paul worked for Hermes Fund Managers, successfully setting up their corporate governance and active shareholder engagement services, which it offers to large institutional investors.





Eleesa Dadiani

Chairperson

Bubblr

In 2014, Ms. Dadiani firmly established herself as a figurehead in the world of European fine art as the founder and curator of the Dadiani Fine Art gallery.

Working in the heart of London's historic Mayfair art district, Ms. Dadiani developed a reputation among museums, artists and collectors alike as an innovator. Within three years, she broke new ground as Dadiani Fine Art became the world's first gallery to transact in cryptocurrency.



A pioneer in uncharted territory, Ms. Dadiani soon leveraged her newfound recognition as a writer and contributor in the crypto-space to launch Dadiani Syndicate, where she now devotes her energies to helping clients take advantage of her unique brand of peer-to-peer borderless trading.



Part 8: Conclusion

Yes, the standard content model is in crisis, but blockchain technology offers the perfect tool for implementing lasting solutions to this problem. By replacing the hierarchical model of creation and distribution within a decentralized ecosystem (where every participant can have a meaningful impact), the Bubblr project creates a superior method of matching content to consumers.

By removing the corrupting influence of centralized curation, the Bubblr model allows content to flow and flourish solely on its own merits, all while filtering out false information far more efficiently than any top-down censorship scheme through rigorous verification mechanisms. The curation and validation market mechanics are designed to effectively minimize or even completely eliminate the influence of agenda-driven dissemination and negate the ability of bad actors to cast doubt upon content output. Transparency on the blockchain further dilutes arguments in favor of hyper-niche “sources,” the most common of which constantly claim all other outlets are compromised.

The Bubblr content model is also one where inclusivity is paramount, as all parts of the equation, from creators to consumers, can help shepherd truth and quality forward, while monetizing their activities flexibly and without compromising integrous reporting. Whether it is through intuitive sharing, creative action or rigorous research, everyone has a part to play in the ecosystem and thus a stake in its success. This radically inclusive approach stands in stark contrast to the hyperpolarization of the so-called “old media” model and the micro segmentation of social media feeds that have been so damaging to the culture at large.

Ultimately, the ecosystem described within this whitepaper is primarily designed to incentivize individuals into greater participation in the shared goal of finding truth while



providing powerful tools to support its spread. Through the various openly observable mechanisms of the system, consumers can (and in fact are encouraged to) observe how content takes shape and makes its way to them without notions of a dark force twisting their reality. They can see how fact-checking and research are the best weapons against falsehood and come to a mutual understand that actively fostering the creativity of others is the greatest path towards a more united culture.

