



HYMM

A Content Publishing Platform Whitepaper

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Contents

1.	Background	3
2.	What is Hymm?	4
	2.1 Current Snapshot	4
	2.2 Timeline	5
	2.3 Our Approach	6
3.	How Does Everyone Benefit?	7
	3.1 Content Creators	7
	3.2 Consumers	8
	3.3 Businesses / Advertisers	8
4.	Hymm Platform	9
	4.1 Platform Components	9
	4.2 Token Economy	10
	4.3 Economic Model	11-12
	4.4 Development Roadmap	13
5.	Hymm Token Sale	14
	5.1 Token Overview	14
	5.2 Specifications	15
	5.2 Sales Process	16
	5.3 Use of Proceeds	16

1. Background



You should own your data and profit from it

We believe that everyone has the right to profit from their online content and user data. Unfortunately, that's not the case in today's internet. As user data is becoming increasingly valuable, the company, not the user profits.

Every time someone switches on a digital device, a data trail is created. With every log-in to a social network, every entry into a search engine, every use of a digital map, airline ticket booking or purchase from an e-commerce, we create valuable data points. We leave millions of data trails on the internet: our behavior, movements, interests, relationships, moods, politics, places and property. Although most people are aware that user data is collected in many instances such as when we “like” a post on Instagram or when we search for directions on Google Maps, it doesn't occur to us that companies profit from our data and in certain cases, misuse our data by sharing it with 3rd parties without our knowledge or consent.

We want to create a transparent platform where users that generate data or content online can earn a profit in the form of digital currency that can then be sold and exchanged.

The Hymm platform gives users choice and control on how they want to monetize their content and data online. But what sets this platform apart is the commitment to transparency: users have greater understanding about his or her data trail, how it is used and how to profit from it.

2. What is Hymm?



Hymm is a content publishing platform that makes sharing and monetizing content and data smarter, redefining the relationship between advertisers and users. Our goal is to establish an ecosystem that directly connects businesses, content creators and consumers so they can work together in a more transparent and efficient content monetization system through the power of blockchain.

2.1 Current Snapshot

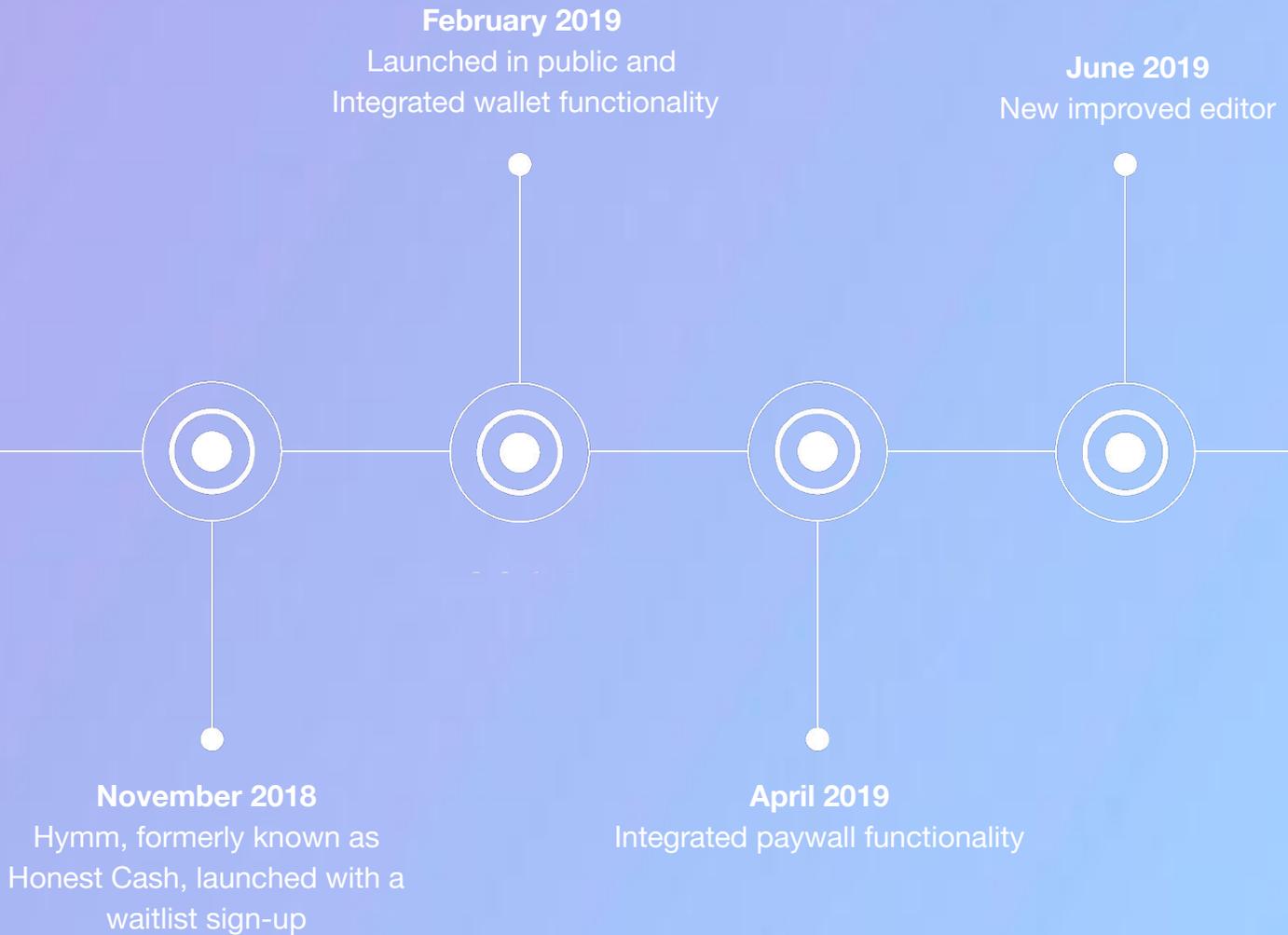
The Hymm platform will be based on the already operational platform, Honest.Cash. Rebranding is one of the first milestones.

Honest allows creators to publish free or premium content online. Users are able to upvote content by sending small amounts of digital money. If the content does become popular, they are rewarded with a percentage of the future transaction value.

Highlights

- ***Already started generating revenue***
- ***Over 3,500 users***
- ***Over 500 unique visitors***
- ***Transactions are powered by Bitcoin (BCH)***

2.2 Timeline



2.3 Our Approach

1. Create a trusted and engaged content publishing platform.

2. Provide transparency and auditability of monetization and advertising through blockchain.

3. Incentivize and empower users to curate quality content by supporting the content creator.

4. Enable content creators multiple options to earn an income.

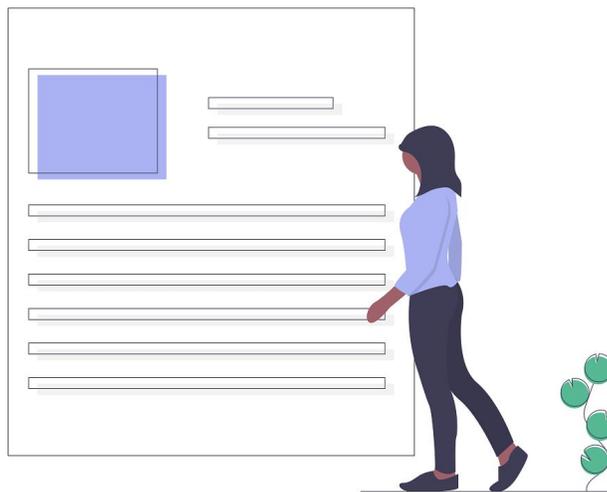
5. Enable businesses a more direct way of connecting with consumers.



3. How Does Everyone Benefit?

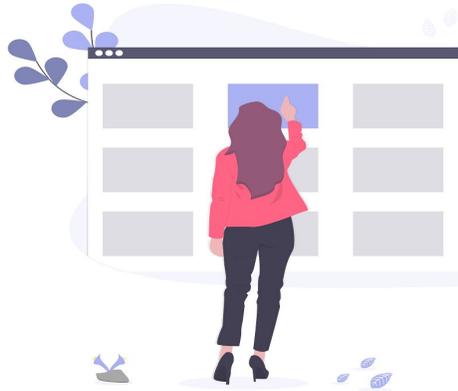
We want to incentivize content creators, content consumers and businesses to work in an ecosystem where ideas, content, and ads are shared in a transparent way:

3.1 Content Creators



Content creators are given multiple options to monetize. The platform allows tipping content in multiple cryptocurrencies and selling premium content behind paywalls and subscription-based content. Creators also receive Hymm Tokens by creating highly-engaging content, opting-in for display of advertisements on the content. They also have the option to sell their earned Hymm Tokens to online businesses.

3.2 Content Consumers



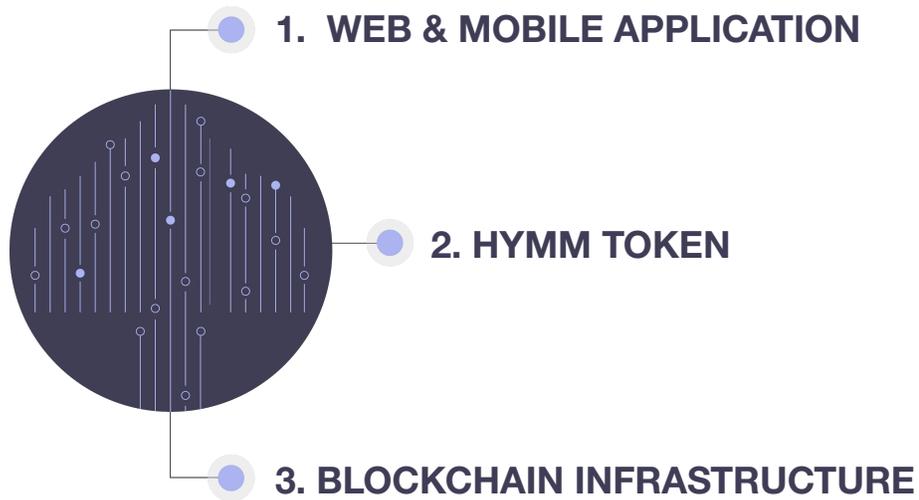
Content consumers discover, consume and interact with the content from writers and creators in a single platform. They receive Hymm Tokens by adding value to the content and curating it (upvoting, commenting, and sharing), opting-in for viewing advertisements and providing their profile data for personalised targeting of the advertisements. They also have the option to sell their earned Hymm Tokens to online businesses.

3.3 Businesses / Advertisers



Businesses get access to the cryptocurrency community and can engage with this audience more directly. Businesses need the Hymm Token to be able to display advertisements.

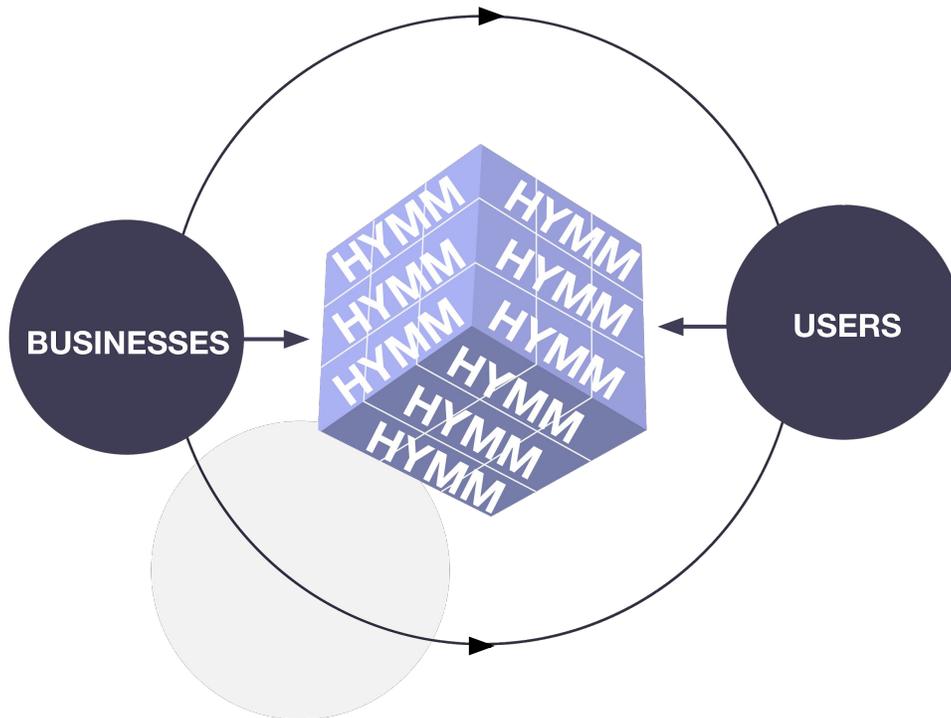
4. Hymm Platform



4.1 Platform Components

The first component of the platform will be the Hymm Web and Mobile- Application allowing for the creation and exploration of content as well as social networking among users. The second component is the Hymm Token, a new utility token for digital advertising on the platform. The third component is the public blockchain infrastructure used for facilitating the transactions on the platform.

4.2 Token Economy



The Hymm Token is a digital asset within the Hymm ecosystem that's traded between users (content creators and consumers) and advertisers.

Businesses need to acquire the Hymm Token to be able to publish campaigns. They can target users that opt into advertisements on content that is chosen to be monetized by the creator.

Users are given the choice to exchange their data for Hymm Tokens and creators are rewarded with tokens for allowing the use of their content.

Users also receive the Hymm Token for engaging with the content, for example by leaving comments and voting.

4.3 Economic Model

This is the model for Hymm Token's supply and demand.

Factors that drive the demand:

- D_a : Demand for advertisement in a period t - the more users the platform has, the bigger the demand for advertisement. Here, we may also require advertisers to hold a specific number of tokens before they are allowed to advertise on the platform.
- D_s : Demand caused due to long-running subscriptions for follower circles locking N tokens for at least a month (e.g: a user becomes a member of the close circle for 12 months and pays it upfront into the smart contract - this amount N gets locked in for this time amount, with $N / 12$ released monthly to the writer.

Factors that drive the supply:

- S_e : Supply caused by tokens that are distributed to users for generating engagement in one period t .
- S_w : Supply caused by tokens that are distributed to creators for their posts monetized through advertisements.
- R : The supply tokens that aren't currently on a free market, but locked by the platform. the value can also be negative if the platform's number of outgoing tokens is smaller than the number of incoming tokens. R also includes tokens reserved for employee rewards.

The equation for demand/supply curve using the number of incoming and outgoing tokens in a period:

$$N_i * (D_a + D_s) = N_o * (S_e + S_w + R)$$

Where

- N_i : Number of tokens received (inflowing) in a period t ,
- N_o : Number of tokens distributed (outflowing) in a period t .

Hymm controls the amount of tokens distributed between the creators and engagement rewards, which are kept in the reserve.

Assuming that the the supply factors and demand factors add up to 1, respectively, we can write for the supply side and the token reserve:

$$S_e = 1 - S_w - R$$

$$S_w = 1 - S_e - R$$

$$R = 1 - S_w - S_e$$

Hymm determines the parameters based on the following:

- Stability of market trading value of the token
- Stability of income for the writers

These values will be announced every period t alongside payouts.

We can consider both situations, when the onboarding of new advertisers and users grows or stagnates in one period.

If the rate of the advertisers grows and the number of users stays at the same level, we may decide to:

- Increase payouts for writers.
- Increase payouts for engagement.
- Unlock internal bonuses for employees.
- Lock / burn tokens to marginal token value for everyone.

We can explore the S_w factor; how are the tokens split between writers and based on which criteria?

Advertisement value is based on the number of interactions (views and clicks) and the topic of the post (posts about technology are more valuable than posts about traveling). Also, clicks should carry more weight than views. We can write:

$$S_w = F_t * (w_c * s_c + w_v * s_v)$$

F_t topic factor/weight

s_c = Number of clicks in a period

s_v = Number of views in a period

w_c : View weight

w_v : Click weight

4.4 Development Roadmap

Milestone 1	<ul style="list-style-type: none"> - Complete migration to a new technology stack - Complete beta version and become production-ready platform - Rebrand
Milestone 2	<ul style="list-style-type: none"> - Include analytics for content creators - Include analytics for general user data points - Develop a model for token income for content creators based on advertisement views
Milestone 3	<ul style="list-style-type: none"> - Allow content creators to choose monetization methods: paywall and advertisements - Launch the onboarding process for the first five advertisers
Milestone 4	<ul style="list-style-type: none"> - Launch the monetization of user data - Further onboard another five advertisers onto the platform
Milestone 5	<ul style="list-style-type: none"> - Launch a token rewards system for user engagements - Further onboard another five advertisers onto the platform
Milestone 6	<ul style="list-style-type: none"> - Add an additional stream of revenue for content creators with subscription-based content - Onboard the next five advertisers onto the platform
Milestone 7	<ul style="list-style-type: none"> - Mobile applications for iOS and Android - Onboard the next five advertisers onto the platform
Milestone 8	<ul style="list-style-type: none"> - Automate the onboarding process for advertisers
Milestone 9	<ul style="list-style-type: none"> - Token holders will have the ability to vote for proposed features - Add new ways of engagement and features such as developing forums for questions and answers as well as self-moderated chat forums

5. Hymm Token Sale

5.1 Token Overview

What is the token for?

The token is intended for businesses that would like to advertise on the Honest platform (hymm.io after rebranding). The tokens will be required in order to advertise on the platform. We will also initiate advertising pilot projects with the biggest token holders.

How many tokens will be sold?

There will be a maximum of 14,000,000 tokens available for sale with the target price of 0.10 euro cents. The conversion rate lock-in will occur on the start date on January 6th, 2020 (ET).

Where can I get information about the addresses?

The addresses for the sale will be announced ONLY on the website <https://hymm.io>. We will never inform you about the addresses in any other form (email, private message, Telegram, Twitter, blog posts). The only credible information can be found on the website <https://hymm.io>.

When will the tokens become available to trade?

The purchased tokens will be sent to your SLP address on the first day after the sale closes.
Transfers from non-whitelisted addresses will be sent back!

What is the ticker for the token?

The ticker will be announced before the sale starts.

What technology will the token be based on?

The token will be based on Bitcoin Cash technology, Simple Ledger Protocol.

What will be the conversion rate for the cryptocurrencies?

The conversion rate will be locked in on January 6th, 2020 (ET).

5.2 Specifications

Token Name	HYMM
Code	HYMM
Token Sale Price	<p>Base price for 1 HYMM = €0.10</p> <p>Discounts</p> <p>Jan. 6 - Feb. 15, 2020: Presale with 50% discount if you are a member of Honest Cash and published at least one post before Nov. 15th 2019; 30% off for all other participants</p> <p>Feb. 16 - Mar. 1, 2020: Presale with 10% discount</p> <p>Mar. 2 - 15, 2020: Sale without discount</p>
Details	Bitcoin (BCH), Ethereum (ETH) and Bitcoin Core (BTC)
Token amount offered for sale	70% of total supply
Minimum Sale	1000€
Total Token Supply	20,000,000 HYMM

5.3 Sales Process

Sales process will be split into two main phases:

- **Presale Period:** *January 6, 2020 - March 1, 2020*
- **Token Sale Period:** *March 2, 2020 - March 15, 2020*

Please refer to Section 5.2 for more details.

5.4 Use of Proceeds

