



Find Events. Build Communities. Get Paid.

Whitepaper Prepared by Webblen Inc

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"...Just like a tree is worth more as lumber and a whale is worth more dead than alive—in the attention extraction economy, a human is worth more when we are depressed, outraged, polarized, and addicted.....

We need radically reimagined technology, infrastructure, and business models that actually align with humanity's best interests."

- Center of Humane Technology

Intro

Throughout history, communities have been the driving force for health and growth within society. A group that is well connected is able to support, guide, and grow the individuals within it. Thanks to the birth of social media, we are able to connect with each other and join communities more easily than ever before.

At least... that's what we all thought.

Social platforms like Facebook, Twitter, Reddit, and YouTube allow users to consume preferred content with like-minded individuals. Even though the entertainment and informational value of these platforms have an incredible influence on society today, they have been detrimental to the psychological health of us all. This is because these platforms are designed to capture your attention and portray a view of the world unique to you and those who think like you. They are not designed to truly connect you with others and have you engage in a shared reality with the people around you.

The business behind "isolation of individuals", fundamentally undermines societies by breaking the social fabrics of real-life communities. It's not a huge surprise, either. How are we able to truly connect and communicate effectively with those around us if our replacement for human interaction is looking at words and pictures on a screen? This is further exacerbated by technology companies tailoring their applications to be as addictive as possible. They do this by engineering the platform to give dopamine spikes with likes, animations, and notifications, verbiage, etc.

What are the consequences of this?

MANIPULATION.

We are left feeling empty, depressed, and unfulfilled. Instead of finding other ways to cope with these feelings, many of us turn back toward the "drug-like" instant gratification of dopamine hits from our preferred social media and continue the cycle. It is the lack of authentic social connections that have led to a variety of health issues such as chronic loneliness, anxiety, and depression that we see today.

How Do We Fix This?

What if there was a way to incentivize people to get out more?

What if there was a way to encourage people to get more out of life?

What if there was a way to promote people being involved?

If you think about it, the solution is very clear.

We need a solution that incentivizes being involved in the community.

WE NEED A SOLUTION THAT REWARDS YOU FOR BEING A SOCIAL HUMAN.

WHAT IS WEBBLEN?



THE SOCIAL ECONOMY

Webblen is blockchain-based app that builds communities through local events and live streams.

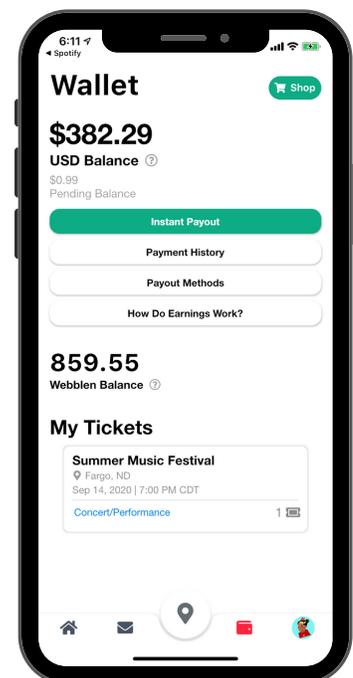
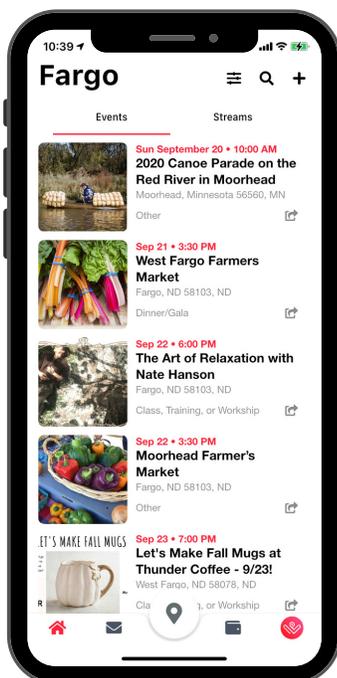
With Webblen, You Can:

- *Sell Tickets to Your Live & Digital Events for Free
- *Stream Directly to Local Audiences
- *Earn Webblen (our crypto) for attending live events and viewing local streams.

Webblen builds bridges between people while solving the issues of decreased social interaction, as well as cultivating an increase in community involvement. In a nutshell, Webblen pays users to be involved in their community. Whether the user is partying, volunteering, or shopping at a garage sale, as long as an event or stream is hosted on the Webblen platform, the user is making money. In the end, people are rewarded for doing things with other people in their community.

Boom.

Now we live in a world where it pays to be involved.



HOW IT WORKS



Using Algorand to Develop the Social Economy

Webblen uses the Algorand blockchain to encourage community building and social interactions with cryptocurrency rewards. By creating a specialized blockchain-based accounting system, we are able to create a "Proof of Attendance" system that ensures each user of Webblen is rewarded for their attendance to local events and live streams.

Webblen makes specific use of this available technology to create the following assets on our platform:

Webblen (WBLN)

WBLN is the liquid currency of the platform. They can be transferred, spent, or withdrawn into another wallet. When the worth of Webblen goes up due to demand and platform usages, users earn more.

Attendance Power (AP)

AP, or Attendance Power, is the concentrating force on the Webblen platform. When you earn rewards for attending an event or watching a local live stream, part of your payout is paid in AP. Increasing AP is equivalent to increasing one's "worth" within the platform. This allows for users to gain more control over their payouts by either investing time or resources. The higher a user's AP, the higher the value of his or her attendance. Due to one's participation on the platform, they can influence the worth of events based on how many "high worth" users attend. It also gives users a virtual stake in the future growth of Webblen and its economy, since most of the new currency tokens awarded and created are paid out to those with the highest amount of AP. However, AP is capped at a certain number as to limit how much power a single user has on an event's award distribution. Thus, a user's AP is more-so an indicator of how involved a user is on the Webblen platform.

Preventing Abusive with AP Protocols

AP has a built-in control system to limit the amount of events and streams a user can profit from within a given amount of time. Like a gas tank, attending events depletes the amount of AP a user has at a given time. Once you are low on AP, you must wait until it has been regenerated (which occurs automatically over time). Doing this encourages users to attend events that align with their interests over random events that they may not care about and prevents exploitation of the platform by checking into every event possible to maximize the amount of Webblen made in certain period of time.

How it Works, Step by Step

Webblen allows for users to get paid rewards for being involved on the platform through attending events and watching local streams.

Here's a step by step guide to the process:

1.) Event/Stream is Scheduled

The smallest distance an event can be broadcasted is 250 meters/0.15 miles and the largest distance being 10 kilometers/ 6.2 miles. The cost also fluctuates in times of high-use and demand. Low use would stimulate higher payouts to incentivize event participation and creation, and high use would slightly decrease the payouts as to limit the amount of Webblen being rewarded at one time. However, for most circumstances, users would rarely see these implications affect their payouts. Once an event is broadcasted, users with a possible interest in the event and within its broadcasting radius will be notified and have the ability to view the event from our platform's feed. From there, people can see the information about the event and choose to check in if they're within the chosen radius during the event's running period or while watching it if it's a live stream.

2.) Attending Event or Watching the Stream

Payouts are calculated according to the attendance of the event. If a user is within the proximity of where the event is taking place or in the live stream, they can log their attendance. Once the event is over, the event's value is locked and the accounts of those who attended are logged onto the Webblen platform showing their "Proof of Attendance". The value of the event is calculated according to the weighted sum of Webblen used to post an event on the platform, AP of all the attendees, as well as how much additional Webblen the event creator wants to add to the payout pool. The more users that attend an event, the more that is distributed. Depending on the type of event and how much is spent by the event creator, these numbers can fluctuate.

3.) Show Me the Money

For events paid for by an event host, the user-payouts are determined by taking 98% of the cost of hosting an event on the platform, and distributing it among users based on the aggregate AP, as described. The remaining 2% will be used for upkeep of the network, continuing development of the platform, and marketing. This is a win-win situation: users are rewarded for their attendance with a token payout, and event hosts and streamers have an effective way to build a local audience. For some events and streams that are hosted for free, there is a fixed amount of Webblen supplemented by the platform to encourage small get-togethers and increased participation on the app.

CAPITAL CONTRIBUTIONS

WHERE DOES THE MONEY COME FROM?



Where Does the Money Come From?

Imagine you have a country with own citizens and economy. In this economy, users are rewarded for attending events and watching live streams. In order for events and streams to take place, this country requires the use of Webblen. If you are have Webblen or are willing to pay a small fee, you have the liberty to post events and host streams. This fee can be seen as a "tax" that supports the health and growth of this country.

In a system like this, Webblen has value due to its utility. However, like any country's economy, for it to succeed, you still need to be able to attract foreign capital outside of the system.

This is why Webblen allows for local businesses to pay to advertise on Webblen, allows for users to sell tickets for a fee, and donate to streamers. These capital gains are used to not only keep Webblen profitable, but these gains are used to further drive the market value of Webblen's economy.



THE FUTURE

Creating a Social Economy through Humane Technology

By leveraging blockchain/crypto solutions, our goal is to create a social economy that pays and rewards us for being involved in our community.

We cannot continue with businesses models that crave and profit from our attention and nothing else. It is vital in the growth of our species that we create technology that grow us and reward behaviours that are good for us.

Webblen was created with our humanity in mind.