SOCIALBLOX

"A privacy first social media platform "

WHITEPAPER V1.

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''JOIN THE REVOLUTION!''

INTRODUCTION

With the launch of SocialBlox, users will be able to discover whole new social media features. By using blockchain technology it is now possible to set challenges to other users worldwide without the issue of trust. Conditional transactions will provide the much-needed safety to interact and bring social media to the next level. So, are you ready to accept a challenge, post the content and collect SBLX-tokens?

SOCIALBLOX PLATFORM

With this all-in-one social media platform that gives you the power to regain control over your privacy, it is time to join the revolution! Go for the default privacy-mode and don't be annoyed by random ads. Or select the brand-mode and start earning on ads yourself.

The most exiting part of the platform is where it comes to challenges. It is now possible to collect SBLX-tokens if you accept a challenge from a single user or multiple users. Track a challenge and receive updates on it with just one click.

Transparent voting is here to stay and the verifiable character of blockchain ensures us fake voting rounds belong to the past. Users can let their followers decide about their next holiday destination, the color of their car, or what they will eat. Thanks to a transparent voting system, the majority decides what it will be. This is also a big opportunity for companies to attract more people for their voting rounds.

Where current social media platforms lack innovation and sometimes have malfunctioning solutions plagued by errors and trust problems, SocialBlox becomes the most complete platform regarding social media experience. By using blockchain technology, SocialBlox aims to eradicate all problems mentioned above.

"Are you part of the future of Social Media?"

FUNCTIONALITIES

Privacy data secured

Current social media platforms generate the majority of their income by selling the privacy data of their users. SocialBlox has no revenue model in selling data. SocialBlox will not disclose nor sell the private data of users on our platform to third parties.

Earn from ads or go for full privacy-mode

Sick and tired of being the product? We've got your back. By default the accounts will be running in the privacy-mode. This means no annoying pop-ups or ads while using the app. Interested in earning tokens? Users can allow companies to show ads and collect SBLX tokens as a reward. So an ad -free app or collect tokens by selecting your favorite brands , the choice is yours.

Reversed marketplace

Instead of a time-wasting search through thousands of items in a marketplace, ask the community instead what you're looking for. Let sellers contact you with their offers, review them and buy your desired product with SBLX.

Challenges

Smart contracts enable new ways to interact with other users. Challenge them to create content or accept a challenge yourself and collect SBLX-tokens. More users can add on to the challenge and increase the amount of Socialblox-tokens. This makes accepting the challenge more attractive. ''Following'' a challenge is also possible. You will receive a message with updates on that challenge.

NFT's

Create, upload and sell your unique NFT or limited edition item in the SocialBlox marketplace.

Transparant voting

Users and companies can start transparent and verifiable voting rounds using SocialBlox. Users will participate more easily, increasing their involvement on the platform.

Community verifies

Once a challenge is completed the community decides by voting whether the content is real or fake.. This means that the community has a controlling role in verifying the authenticity of the content. When the majority agrees on the status the tokens will be released. If a user does not vote truthfully, he will lose the used tokens and they will be divided evenly amongst the users who did cast their vote truthfully.

Community building

SocialBlox is designed to support millions of engaged users on the platform. SocialBlox' scope is reaching millions of highly engaged users socializing and working together to create unique communities, content, and tokenized items. By providing the tools and platform they need, SocialBlox empowers these creators to live a more decentralized life.

Build-in merchandise store

It is possible to use funds in the wallet, like the SBLX-tokens or Bitcoin, to buy amazing merchandise directly in the app. Due to the underlaying integration of a secure Wallet as a technical backbone of the platform, users do not even notice that their latest app runs on blockchain. User-friendliness is the starting point and fundamental base of the app. By using the built-in marketplace, it is possible to offer NFT's or (limited) merchandise.

Integrating AI to filter content

The aim of the team is to integrate AI (artificial intelligence) into the SBLX-platform to prevent the uploading of prohibited content like abusive and pornographic content. AI will be used to identify and filter content before it reaches the platform. In a split-second, newly uploaded content will be reviewed and marked as appropriate and approved or labeled as prohibited and be directly removed before reaching the page of the uploader. The team receives an immediate warning and takes action against the uploader of the prohibited content.

Reward system

The SBLX-tokens can be acquired as a reward for performing certain tasks. For example, confirming the authenticity of content and accepting ads on your timeline.

User-friendly build-in wallet

With our build-in wallet, there is no hassling around with signing smart contracts to make or create a vote. Voting is done with just one click on the desired option.
This combines ease of use and the technology of blockchain are combined in one platform. The SBLX-tokens will be securely stored in a crypto wallet : the backbone of the platform.

Tokenizing items

Items acquired on a journey, used at a concert, or earned in a challenge can be tokenized by users on the platform. By installing a RFID-chip on the item it can be scanned onto the blockchain. For example a limited-edition t-shirt worn by an artist at a concert can be tokenized and sold on the platform. The authenticity can be easily checked by scanning the chip. It is also possible to display valuable information on a specific item (product details, previous owners,...). Digitalized items can also be traded between users on the platform.

SOCIALBLOX TOKEN (SBLX)

Our utility token, called the SocialBlox-token will be issued as SBLX. A strict limit of 21B SBLX will be created, never to be increased in the future. SBLX will run natively on the Ethereum blockchain as an ERC-20 token.

SBLX TOKEN USAGE

You can use SBLX to pay for any item on our platform, including but not limited to:

- Voting

- Setting Challenges

- Redeem reward

- Acquiring of merchandise

- Reversed marketplace

- NFT's
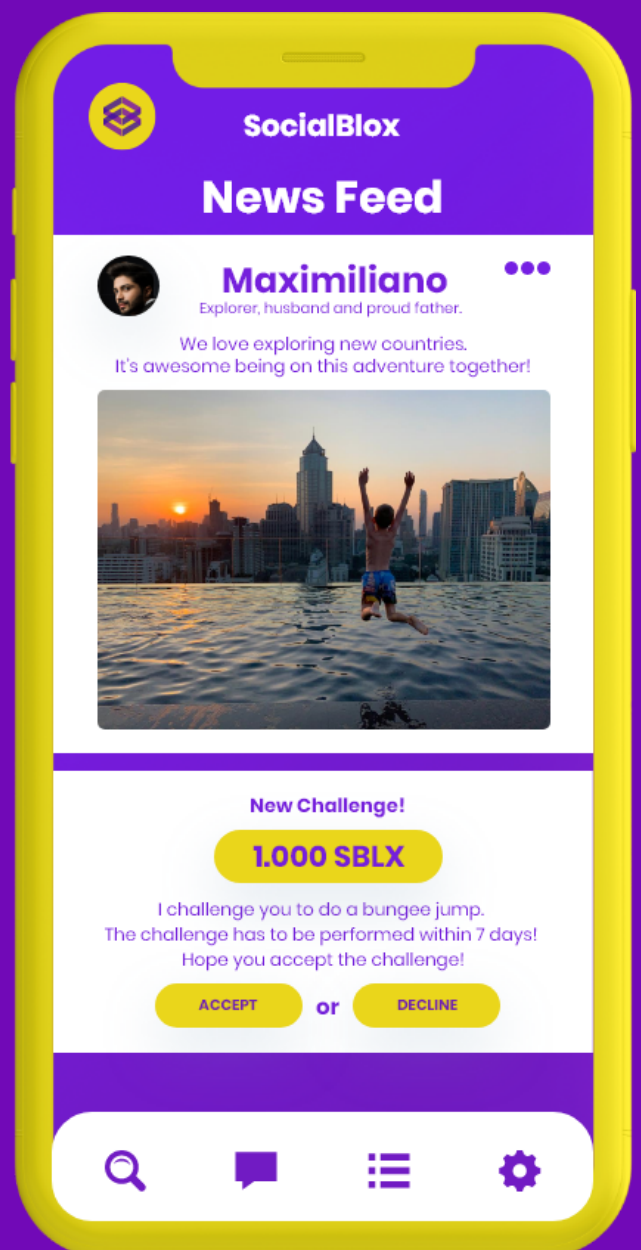
SOCIALBLOX COIN OFFERING

The Token Sale will be done in USDT in three phases on a first-come, first-served basis until the hard cap of that specific round is reached.

SEED ROUND SALE

A maximum of 4.2B* tokens will be offered in Q2 2021. During this period SBLX will be offered for the price of 0.0008 USDT** per token. These tokens will require a partial lockup-period.

Seed Round sale lockup period
 Maximum of 4.2B tokens will be offered for 0.0008 USDT**.
- 30% will be freely tradable after the public Token Sale.
- 50% is locked for 6m, starting at the day the public Token Sale closes.
- 20% is locked for 12m, starting at the day the public Token Sale closes.

EARLY ADOPTERS

During the early adopters phase, a hard cap of 4.2B tokens will be offered at a price range of 0.0013 - 0.0018 USDT. These tokens require a partial lockup period.

Early adopters lockup period (starts at the ending of the public round)
- 50% of the tokens 12 months lockup period: 0.0013 usdt per token.
- 50% of the tokens 6 months lockup period: 0.0015 usdt per token.
- 50% of the tokens 3 months lockup period: 0.0018 usdt per token.

*   Unsold tokens during the Token Sale will be partially used for liquidity pools and/or locked for a preset period of time, determined by the growth of the platform. If expansion of the platform requires tokens to be released to secure the continuation and growth of SocialBlox.

**   During the Seed Round, a small part of the tokens will be offered for   0.0006$ to 0.0008$ to bigger parties.
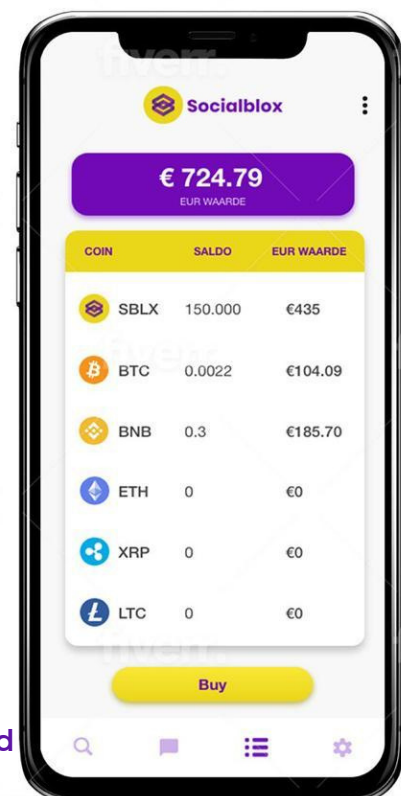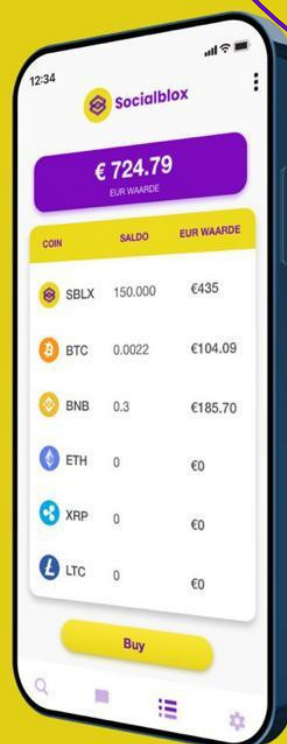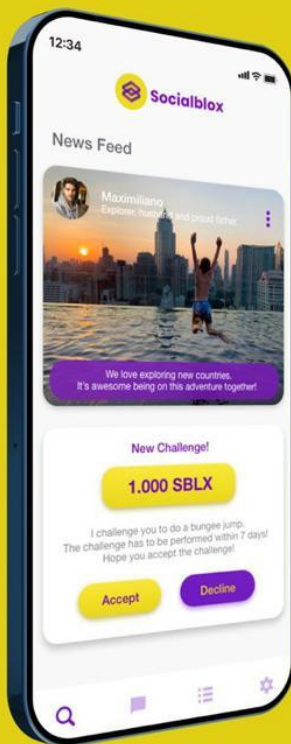
PUBLIC ROUND

In the Public round, a hard cap of 4.2B tokens will be offered at a price of 0.0020 USDT. These tokens will be issued and freely tradable after the Token Sale ends.

The issued tokens will give no voting power nor rights in the company **SocialBlox BV.** registered in the Netherlands. However, it is a utility token that later on can be used on the **SocialBlox** platform (website and SBLX-application).
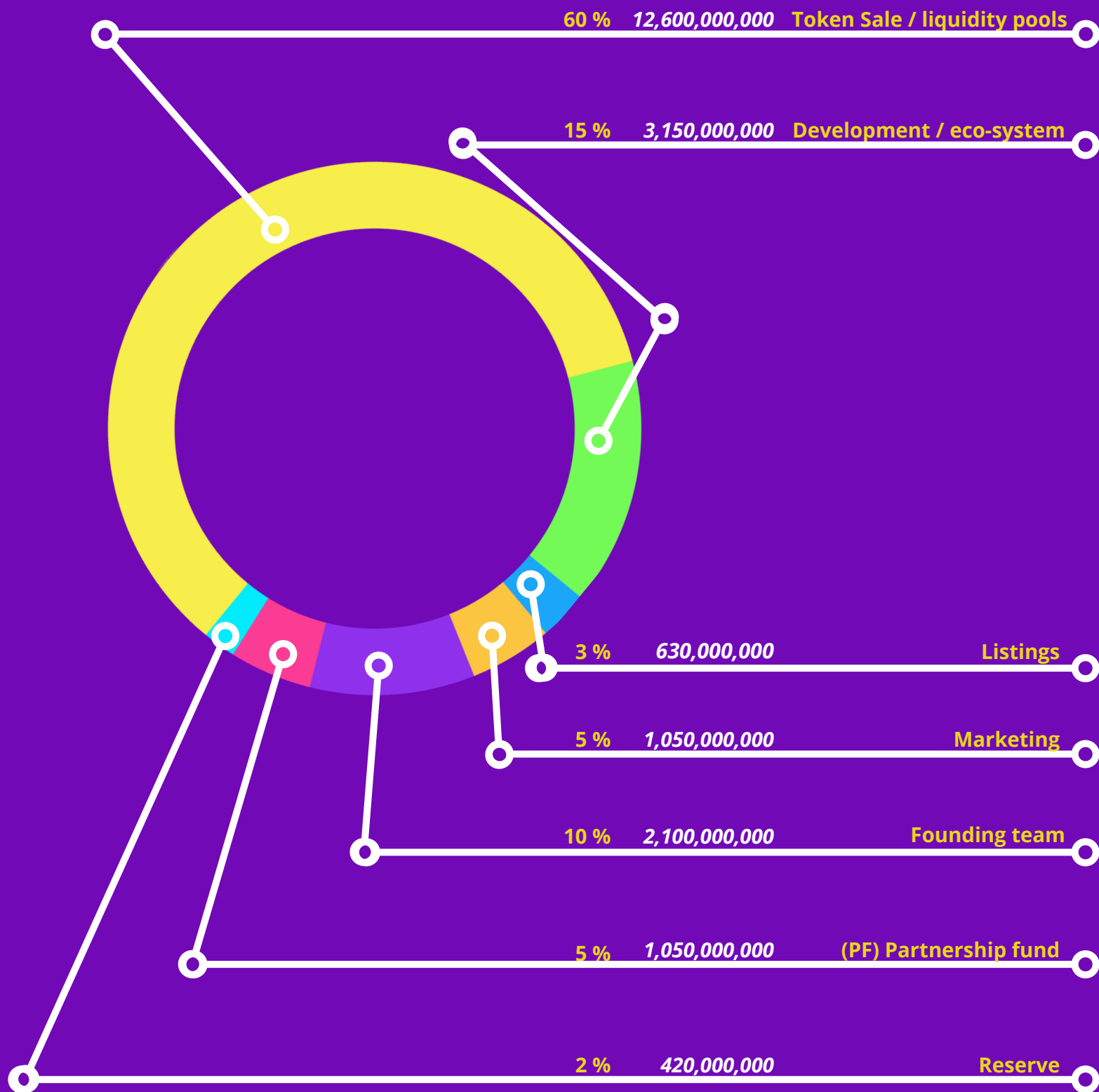
VESTING PLAN TEAM

Vesting schedule for the team;
- **10% directly**
- **15% locked for 4 months**
- **15% locked for 7 months**
- **15% locked for 1 year**
- **15% locked for 2 years**
- **15% locked for 3 years**
- **15% locked for 4 years**

ALLOCATION SBLX

60 %   12,600,000,000   **Token Sale / liquidity pools**

15 %   3,150,000,000   **Development / eco-system**

3 %   630,000,000   **Listings**

5 %   1,050,000,000   **Marketing**

10 %   2,100,000,000   **Founding team**

5 %   1,050,000,000   **(PF) Partnership fund**

2 %   420,000,000   **Reserve**

* Unsold tokens during the Token Sale-rounds will be partially used for liquidity pools and/or locked for a preset period of time, determined by growth of the platform. If expansion of the platform requires tokens to be released to secure the continuation and growth of SocialBlox.

FUNDS USAGE

- 60% of the SBLX-tokens will be used for the Token Sale and liquidity pools.

- 10% will be reserved for the team.

- 5% will be reserved for the partnership fund and community startup.

- 5% a sufficient budget will be reserved for various advertisement activities to help SocialBlox become popular among investors and to attract active users to the platform.

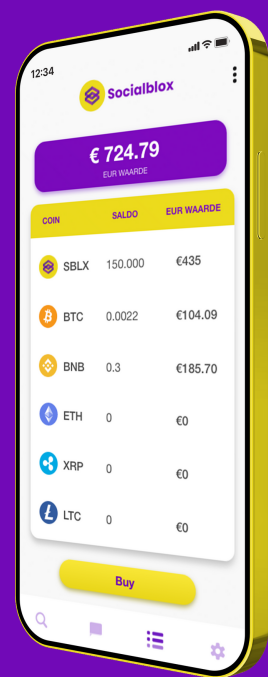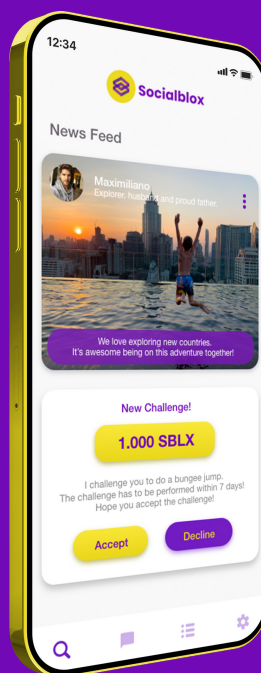- 15% of the tokens will be used to expand the SocialBlox-platform and upgrades to the system. This includes but is not limited to; team recruiting, training, and the development budget.

- 3% of the tokens will be used for listings.

- 2% are reserve funds.

SOURCE	DESCRIPTION
Challenges	0.25% of the SBLX-tokens used for challenges flows back to the platform for development.
Advertisement Sponsor deals	Companies are able to advertise on the platform in a unique way that will boost their products. SocialBlox will generate a significant income out of advertisement income. There will also be a variety of sponsor deals for featuring in videos and exposure on the platform.
Partnerships	Other projects are able to use build-in spaces on the SocialBlox platform.
Merchandise Tokenized items	0.2% percentage of the merchandise and tokenized items sold will flow back to the platform for further development.
NFT's	0.25% will be deducted on sold NFT's.
Fee	0.5% handling fee for the purchase of SBLX-tokens bought directly in the SocialBlox-App or website.

FUTURE

Social media has been developing along the way and new technology, such as blockchain, provides us new options. SocialBlox will be leading the way for innovations. Exploring new features will be our goal at any time. Together with the community, we will strive to become and stay the most innovative social media platform.

The community will play a huge role in selecting and testing new features. Are you in for VR-challenges? Or developing something awesome yourself? Let us build the future of social media step by step together!

CHALLENGES EXAMPLE

Through smart contracts, users can "challenge" each other to do all kinds of things. The construction of smart contracts allows you to set conditions for a transaction. For example, the challenged party has seven days to complete the challenge. When this period expires, the tokens are automatically returned to the challenging party in a few clicks.

* Example; Lisa follows Michael during his world trip via the app. She knows that Michael is afraid of heights and challenges him to go bungee jumping for 1,000 SBLX-tokens.

OPTION A:

Michael accepts the challenge and posts a video of the activity. This completes the conditions of the transaction on both sides.
The next step is for other users to "vote" whether the displayed content is true or false. This is where the community participates to verify authenticity. The tokens used for voting are neatly returned to the voters afterwards.

*It is also possible for other users of the platform to join the challenge and higher the amount of tokens set for the challenge.
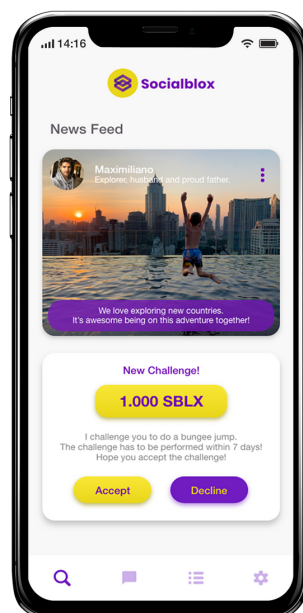
OPTION B:

Michael does not accept the challenge within "Period X", so after the expiration of the period the 1,000 tokens will go back to Lisa's Wallet.

The community takes over after the challenge and decides, by voting online, whether the content is real or fake. In this way the community has a role in verifying the authenticity of the content. When the majority agrees on the status the tokens will be released.

If a user does not vote truthfully, he will lose the used tokens and they will be divided evenly among the users who did cast their vote truthfully.

The users take action and help determine the content they are going to see by setting challenges or taking part in voting rounds. This renewed way of interacting and connecting takes social media to a new level.

BLOCKCHAIN SOLUTIONS

In brief, the solutions that blockchain offers are

- Users can make mutual transactions without trust issues.

- The platform offers the possibility to challenge others without the risk of losing tokens.

- Users are given the opportunity to receive compensation through the SocialBlox ecosystem without having millions of followers. Consequently, this makes it a platform for and by the users.

- A.I. (Artificial Intelligence) will be used to filter unwanted content.

- Data are better and easier to secure and permanently deleted.

- Blockchain transparency is used for community-based voting. The majority decides on a diverse variety of issues.

- Voting procedures are transparent and verifiable.

- Tokenized items or merchandise can be checked for authenticity using RFID chips. The online marketplace in the app makes selling easy.