

REPUBLIKE

*Algo-transparent, user-owned
and self-managed Digital Nation*

Republike
contact@republike.io

*“Far beyond family chats, photo updates,
and public relations campaigns, social media
now has a sweeping impact on nearly every aspect of society.*

*Social media is rewiring the central nervous system
of humanity in real time and we're now at a crossroads
between its promise and its peril”¹*

¹ Sinal Aral, director of the MIT Initiative on the Digital Economy, at the Social Media Summit he led at MIT on April 2021 <https://www.yumpu.com/en/document/read/65717082/the-smsmit-report>

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ABSTRACT

Our Beliefs

Hypertargeting and intensive use of algos for financing purposes have changed social networks' users into the product sold to third parties and led to extreme polarization of the digital landscape, violence and censorship. **This situation has a direct and massive impact in the "real world".**

Our Mission

Operate a 180° revolution of the actual global social media top-down model (capital concentration, revenue concentration, governance, censorship) and **build a true digital nation where free and safe expression is possible.** We do that by switching to a 100% bottom-up vision that gives power back to users, from the elaboration of Terms of Services to the Governance and the ownership of the platform.

Fundamentally, Republike' rough value proposition is very simple: be the perfect model of a UX-transparent switch from a generation of social networks where the user is the product (Web 2.0), resulting in numerous vicious bias, to a new digital era where social networks are managed and owned by users (Web3).

I. INTRODUCTION

It's now obvious for the larger part of the general public that today social media too often spread and amplify misinformation, lead to harmful and addictive behaviors, censor content arbitrarily and contribute more to polarize the digital landscape² than to bring people together, which yet was their original claim and mission. Especially since mainstream Netflix documentaries such as the Great Hack and The Social Dilemma popped up.

From another angle and out of any political consideration, is it normal that a global platform censor top-down a US President without even consulting its users? Doesn't that open the door to fundamental dangers for democracy? (fun fact: Twitter founder Jack Dorsey argues with VC Marc Andreessen about the fact that social platforms should not be owned by anyone except users...³)?

However, the roots of evil go back much further in time, to the origins of the first global social networks and the business model they adopted, which became the dominating standard in the social medias' landscape: to be able to propose a "free" service to users while securing their revenue, they are actually selling users' data to third party entities, such as corporate companies or governments, mainly for advertising purposes.

Despite an obvious lack of transparency, it would be false or extremely exaggerated to state without caution that these companies (Facebook, Youtube, Twitter and so on) had deliberate intentions to harm people. They were more probably just looking for a model that could offer a service that users would not financially pay for, the legitimate financial needs for platform development and operating costs being covered by third-parties clients. But as a consequence, the worm has insidiously been introduced in the apple from the very start, making concrete at a global scale the famous saying "*if it's free, then users are the product*".

Beside the morally arguable fact that users have become the product, what in the ads based models would drive to the abovementioned harmful behaviors such as violence? Long story short, the need to target the user as precisely as possible for business purposes, coupled with the exponential increase in technological power in the past 15 years, has led to hyper targeting not only in the product / service field but also in the one of thought and ideas, serving to users the same ideas again and again on a machine learning / algo basis, leading to still more polarization (phenomenon of "filter bubbles") and addiction.

Now conscious of the problem, most of actors (platform themselves, politics, researchers) present solutions basically falling in two categories:

- **Individual discipline** and self-responsibility (limit your and your kids' screentime), which brings up other difficulties:
 - It's obvious that, when it comes to discipline, human beings are not equals, and that, said straight to the point, it eliminates *a priori* a huge part of the concerned population
 - Even with a mindset capable of stepping back and of a certain dose of self-control / discipline, the design of actual social networks and its consequences deeply rooted in years of domination make it nearly impossible, or at least extremely rare to meet people able by themselves to step back from their conditioned state.

²

<https://www.brookings.edu/blog/techtank/2021/09/27/how-tech-platforms-fuel-u-s-political-polarization-and-what-government-can-do-about-it/>

³ <https://twitter.com/jack/status/1473139010197508098>

People able to have a neutral overview of what's happening under their eyes and thus capable to act rather than react. And we are all concerned, from far or nearer.

- **Censorship:** The solution adopted by most of the platforms to counter the extreme polarisation of opinion and resulting violence has been censorship. Too often directly considered as planned strategies to manipulate the crowd, censorship is in numerous cases (probably not always, that's not our purpose but it highlights the fact that such a design is, in itself, dangerous) just the emergency reaction of global platforms to limit the expansion of violence and hatred.

Beside the fact that the efficiency of such policies is very limited and that their cost is huge (billions USD), they are often counterproductive since by nature arbitrary and consequently generating in the different users communities a "pressure cooker effect" due to frustration and feeling of counting for nothing.

Actually, as it becomes more and more obvious for more and more internet users: *"the reality is that the harms we are seeing amplified by social media are systemic. Facebook didn't create conspiracy theories any more than video games created violence. We can and should demand policies that address the harms done by surveillance capitalist business models. Things like banning microtargeted advertising and nontransparent algorithmic amplification that's maximized for engagement (Facebook's so-called "rage machine" that artificially makes some of the worst stuff on the Internet go viral.)"*⁴

And to conclude, *"If we fall into the trap of framing the Internet as cigarettes, rather than recognizing its complexity as more like sex, drugs, and rock and roll, then we're playing into the hands of those who would love to see our voices censored and a return to traditional power structures."*

4

Since the advent of the Internet 2.0, aka « the Internet of social network » and following the rise and over domination of global platforms such as Facebook, Twitter or YouTube, there have been many attempts to envision a social network model that would put users back in total control of their data, place them in the center of the design not as products but as valuable individuals rewarded for their contribution, and, in general, propose a credible alternative to these centralized platforms financed by the intensive use of personal data for advertising purposes.

We think that some of these attempts really brought something new, each of them in a different way or trying to solve a particular pain, at least in terms of visions and concepts. Among others we think in particular to:

- Reddit - *general global discussion forum with tailored users' moderation*
- Vero - *data privacy*
- Discord - *extended flexible messenger allowing to set up any kind of rules*
- Steemit - *deceased, rewarding users for their contribution*
- Planetary - *decentralized governance*
- Parler - *freedom of expression*
- uHive - *rewarding users for their contribution, no censorship*
- Bitclout - *rewarding users for their contribution, data privacy*
- Twitch - *full web3 business model with 100% expense / reward interactions*

and probably even the upcoming Donald Trumps' TruthSocial social network.

As long as there have been vision, work and release of a product, we have a huge respect for these

⁴ https://mobile.twitter.com/evan_greer/status/1306341569965027330

works and we clearly admit that some of these platforms were at some points sources of inspiration when designing Republike as well as intellectual “sparring partners” for our concept and features.

However, despite these great and laudable attempts and their undoubtable sincerity for most of them if not all of them, we humbly assess that they all miss something, either because the solution to the problem is not complete nor sharp enough or simply because they were not time-to-market. Most of the time for these two reasons.

In our opinion, none of them proposed a complete solution to all the pains embedded in the ad-driven business model itself nor a global “plug-and-play” solution that would meet the average non-geek / nerd user’s (i.e.: the Facebook / Twitter basic user) needs and usages.

Republike aims to disrupt the whole social media landscape by offering a complete social network platform solving all the pains embedded in the algo / ads-driven business model while remaining totally transparent in terms of usages, so that average Facebook / Twitter users could become familiar with it in seconds. We also plan to offer users a one-click transfer feature of their twitter or Facebook accounts.

Our core thesis is that this goal can only be achieved through the dismantling of this old model and its replacement by a new one at the exclusive advantage of users: a business model where users become truly the owners of the platform by being granted tokens at paying subscription as well as for each contribution considered useful by the Community instead of giving for free their data to finance companies they don’t own.

II. THE PROBLEM: ADS-BASED BUSINESS MODELS

“None of this is to say that there aren't HUGE problems with Big Tech social media companies like Facebook and Google. There are. In fact, their business models are fundamentally incompatible with basic human rights and democracy. But no one wants to address the business model.”⁵

Republike core team and advisors fully share this view have identified and understood for months the major importance of what is at stake, this observation being at the origin of the project.

During MIT Summit, several Social Media issues came up and were discussed, all falling in the following 4 categories:

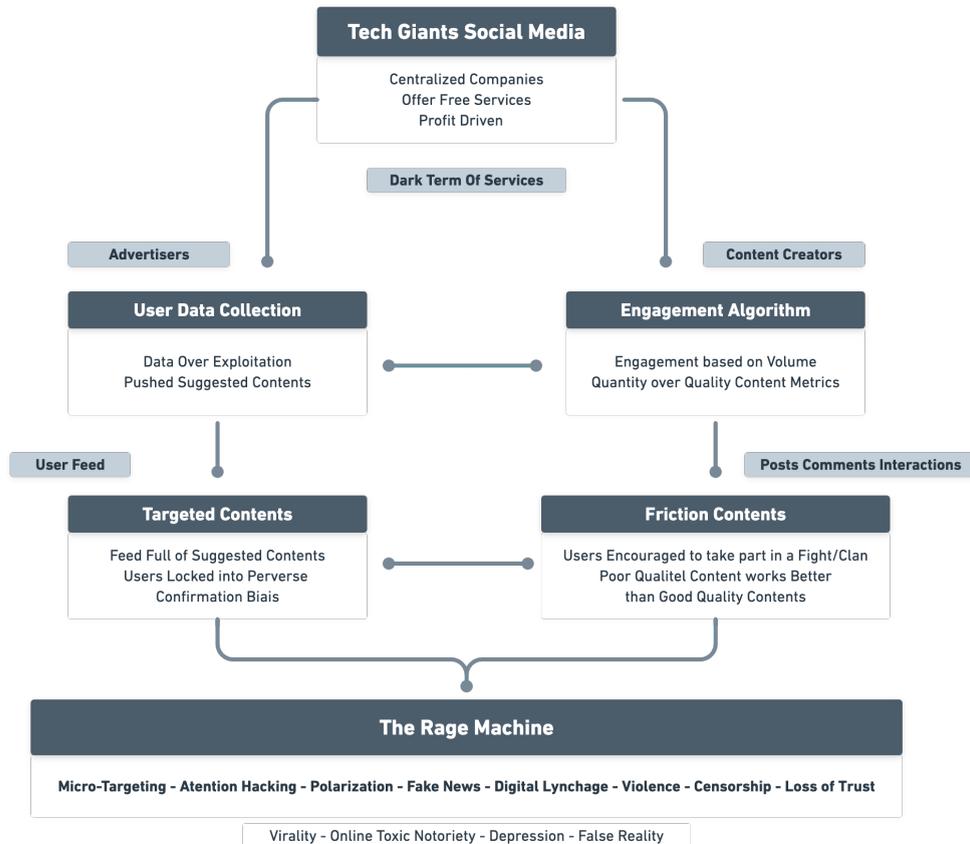
- **Concentration:** Too much power in too few corporate hands that stymies innovation and competition.
- **Profit-only oriented:** The perception—and in many cases, the reality—that corporate profits and speed to market threaten consumer privacy, election integrity, and democratic goal.
- **Fake news amplified by algos buzz-focused:** A proliferation of fake news reports amplified by algorithmic tools and network effects⁶.
- **Lack of transparency:** Insufficient platform oversight, transparency, and regulatory pressure, particularly in the U.S.

Republike aims to solve all of these problems by addressing the business model, which we believe is the very root of all the ills identified.

⁵ https://mobile.twitter.com/evan_greer/status/1306341569965027330

⁶ <https://www.watson.ch/fr/international/economie/558508779-facebook-a-perdu-le-controle-du-fonctionnement-de-ses-algorithmes>

II.1 The Rage Machine⁷



The ads-based business model induces directly and necessarily the following logical path:

Users give their data to the platforms (in Terms of Services) → Hyper-targeting for advertising purpose → separated experiences / display universes → “filter bubbles” / confirmation bias → polarization → rise of extremes → violence and / or unpleasant user experience → censorship → frustration → polarization / rise of extremes / violence → censorship → ...

II.2 A structurally polarizing model

In details, the implications and consequences of this chain of cause and effect are the followings:

a) Advertising side:

- **Collecting users’ data:** In order to offer a “free” service to their users, today’s global platforms have been forced to find sustainable and predictable sources of revenue. The most evident are the ones directly related to the users themselves. That’s why we can say without exaggeration that the dominating business model consists in selling the users

⁷ *The Hype Machine: How Social Media Disrupts Our Elections, Our Economy, and Our Health — And How We Must Adapt:* <https://mitsloan.mit.edu/ideas-made-to-matter/promise-and-peril-hype-machine>

(their data) to third party companies, mainly for advertising purposes. The Internet 2.0 and 3.0 is undoubtedly not only the “Internet of Things” or “The Internet of Social Networks” but also the Internet of Big Data. Among the enormous amount of data created online, the social networks are harvesting a large part of this 'digital gold' for their own interest only. Not only are the users manipulated by apps that are more and more intrusive but their data, metadata and even personal data are monetized without their **conscious** consent to the sole benefit of corporations who are never held accountable for this digital hold-up of data.

- **Targeted content:** Aiming to get max ROI from their paid ads based on the data collection above-mentioned, third-party companies must sell products and services to the users. For this purpose the platforms offer super sophisticated targeting tools that lead to hyper personalized digital displays. Today all evolve in universes which apparently fit perfectly with what we like / love / are interested in. Whatever it is about products, services or even **ideas**.

b) Users (creators) side:

- **Maximum engagement algorithms:** In order to keep people the longest possible on the platforms, algorithms are designed to trigger engagement, defined on a quantity rather than a quality basis. Quality often takes time: time to think, time to design, mainly time offline. From a marketer point of view, all that is wasted time. We could even assume that user thinking time is useless from a sales perspective. On a mere revenue view, it has to be fast, instinctive, compulsive. Therefore, we can roughly say that algos are designed to trigger instincts and compulsive behaviors to keep us on the screens.
- **Polemic (aggressive) content:** Consequently, the most efficient way to generate engagement is to encourage users / creators to post so-called “hot” content, most often aggressively polemic therefore generating reactions (engagement) from other users without any other goal than keeping them on the platforms. As a major side-effect, targeting and personalizing news feeds makes it difficult to uncover the source of false news online and for consumers to discern fact from fiction. *“The companies that run them [social networks] are interested in a profit imperative that has nothing to do with democracy, civil rights, human rights, and broader issues of justice and fairness in our societies. The problem with prioritizing return on investment at all costs is that the people who are most vulnerable are exploited for a tremendous profit”⁸.*

III.3 Effects on behaviors and society

On a behavioral plan, directly impacting the “real world”, the translation of this business model in the User Experience leads to the followings:

- **Enclosure of the mind and polarization:** The extensive use of algorithms in news feeds due to the hypertargeting and data-intensive-based advertising model on which GAFaish companies and their monopoly are built are structuring the social web and enclosing users in narrow bubbles of opinion aka “filter bubbles” from which they are not conscious and therefore not able to get out. Actually, social communities appear to be more and more polarized, a trend and vicious circle that are fed and worsened by the exponentially growing power of technologies. And this phenomenon has a direct and

⁸ Safiya Noble, co-founder of the Center for Critical Internet Inquiry at UCLA at Social Networks MIT Summit (April 2021)

massive influence on how people and communities interact (or don't interact) with each other in the real world.

- **Rise of conspiracy theories and 'fake news':** By offering a global audience to anyone, the global social platforms offer also to any individual willing to propagate rumors, disinformation or conspiracy theories, a very powerful tool. This phenomenon is aggravated by the loss of legitimacy suffered by traditional media and political elites. It corresponds to what the US cartoonist Stephen Colbert called 'the era of truthiness' in 2005⁹ and what the Oxford Dictionary described, in 2016, as the creation of a "subjective truth" where reality had become optional and facts are no longer considered as a valid criterion, replaced by the belief or assertion that a particular statement is true based on the perceptions of some individual or individuals, without regard to evidence, logic, intellectual examination, or facts. *"Truthiness is tearing apart our country, and I don't mean the argument over who came up with the word ...It used to be, everyone was entitled to their own opinion, but not their own facts."* (Stephen Colbert. 2005). This phenomenon, observed as early as 2005, before the rise of social networks, by Colbert, has followed a huge trend up to nowadays, exponentially aggravated by the polarization dynamic embedded in ads-based business models.
- **Related explosion of 'hate speech':** The social networks also offered the opportunity for anyone to express his/her hatred of any community/individual/category of persons/idea, that kind of expression taking in worst case the shape of calls to murder toward any individuals or communities targeted by 'haters' hiding, in most of the case, behind the curtain of online anonymity. One could observe that the rise of politically correct dominance and the surge of hate speech are two phenomena closely entangled. And again, the more polarized is the digital space, the more hatred grows.
- **Growing influence of political correctness:** Directly linked with concerns about preserving reputation online. This led to the development of self-censorship as a strong social trend and increased the weight of active minorities or groups of users monitoring the web and social networks to track down anything that could be assimilated to a form of discriminating speech, annihilating by itself the possibility of real sane discussions on more and more topics.
- **Visibility and reputation:** With the rise of huge and influential social networks such as Facebook, Instagram and Twitter, the online reputation became a key aspect of the public image. This public image is now built largely online and can in the same way be destroyed instantly by any mistake – or considered as - leading to powerful and often rageful online defamation, cabals or even digital lynching.
- **Online harassment:** As a consequence of above, a problem which is even more resented by the youngsters, who grew up in a "social networked" world and, to a certain extent, whose social relationships had been shaped by this newly added virtual reality.
- **Threat on freedom of speech:** The digital deactivation of former POTUS Donald Trump followed by the "unplugging" of Parler by AWS highlighted the problem of censorship and its derivatives on the main social networks. But is it censorship? Facebook or Twitter are social networks so important that people tend to forget that they are also private companies and that the space they offer *is not a public space but is still subjected to the internal rules of private companies*. The major questions here are the following: can these global platforms pretend to offer true freedom of speech as long as they choose which content can be posted or not? Is true freedom of speech possible on global social networks in general? And if yes, what are the conditions needed to make it possible?

⁹ <https://fr.wikipedia.org/wiki/Truthiness>

II.4 The prerequisites for a next era of social media

Consequently, the key issues we must focus on if we want to build another kind of social networking, triggering virtuous circles instead of vicious chains of cause and effect, are the followings:

- Stop giving our data to Big Techs for advertising purposes while acknowledging that global platforms must find ways to finance their development and maintenance (digital freedom can't be free of any costs nor it can be at any costs...)
- Stop being censored top-down with too many times no reason or explanation while keeping the social media experience safe for users and for the world
- Stop having our minds shaped unconsciously by an algo-driven digital world and being trapped in interests / filter bubbles while keeping the comfort of being suggested amazing content we love

This logically calls for:

- A new business model
- A new moderation system
- A new way to approach and design algorithmic

So far, in our opinion, and to say it with a huge humility but directly though, none of the attempts of designing a new kind of global social network that would fix all these pains has truly succeeded in proposing a technological and economical credible alternative to the centralized and ads-driven business model of the global platforms.

We design Republike in this view and we also hope people will sign-up with a clear concern of what is at stake.

III. SOLUTION: A 180° TURNAROUND OF THE MODEL

Consequently, and in order to meet an obvious and exponentially growing demand for a new kind of social networks which respect more their users, we propose a **design of application conceived to be censorship resistant, allowing a true freedom of speech while at the same time keeping the digital space safe and rewarding its users**. We believe this vision comes back to the versatility and flexibility that are embedded in the original concept of social media while using the potentialities offered by modern technologies.

III.1 Users as owners

We share the same Naval Ravikant¹⁰ view “*Decentralized social networking is waiting for its Satoshi moment*”¹¹ and we are designing a product we hope could be this thing or at least which would contribute to this much-awaited global solution.

In order to switch from a model where the user is the product to a model where the user is the owner, the only fair and efficient model is, in our view, the subscription model. This model shall be supported by decentralization and blockchain technology.

Indeed, if we don't want to:

- Exploit users' data
- Depend on external financing especially by financial investors
- Let the Governance of the platform to external people / structure
- Let the Ownership of the platform to external people / structure

III.2 1\$ monthly Subscription

The subscription model is the best and fairest tool we can imagine, as long as we can keep the subscription fee very low, thus democratic and inclusive (1 USD / Month).

This model allows the project to:

- Be self-owned
- Be self-governed
- Fully redistributes the profits to users

Actually, instead of giving their data for free, with all the abovementioned bias, users are the investors and owners of their own platform. As such, they all participate in the maintenance of their asset.

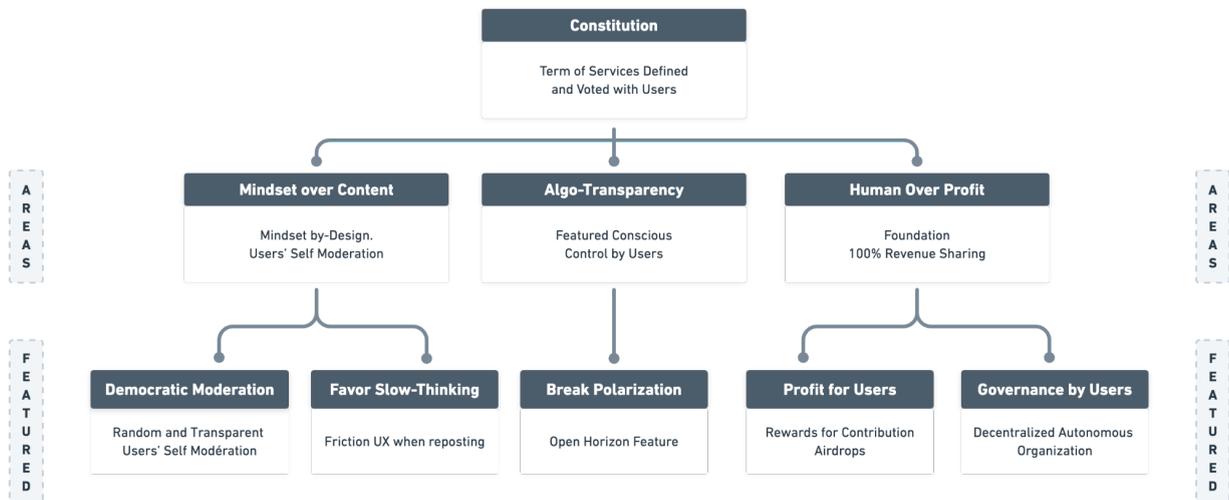
Doing so, we propose a model of social platform which puts the user in the center of the game, considers the values of data shared and created by the users and prevents the algocracy that prevails in the present models of social platforms. We emphasize the value of this view and conceive a business model which will favorize the implication of the community.

By humanizing design, we guarantee that the platform will get rid of advertising and obscure algorithms.

¹⁰ https://en.wikipedia.org/wiki/Naval_Ravikant

¹¹ <https://twitter.com/naval/status/1439795223064834050>

III.3 Humanizing design



Republike is a whole new kind of social network that operates a 180° revolution of the current model of social platforms while remaining a Facebook-like on the user-journey aspect in order to allow a totally transparent and easy switch for users in term of habits and codes (nonetheless, with a far more immersive, innovative, simple and powerful UX/UI).

In order to develop such a model of social platform, involving a high level of participation and commitment from the users, we worked on 3 main axis:

a) Truly democratic model:

Unlike traditional platforms, Republike is 100% bottom-up, and as so, with the exception of its Core Intangible Principle which is the guarantor of its very DNA and which is carved in stone (and in the Constitution), fully adjustable depending on the Community expectations and proposals.

In this view, we designed democratic / meritocratic Governance processes. Indeed, we want the Governance to be meritocratic and not demagogic nor oligarchic (see [DAO](#)).

That's why different Governance levels will be granted, each of them depending on involvement and contribution, based on specific actions and recurrence of these actions on the platform, such as % of moderation respecting the Constitution, % of upvote, etc. Technically, these levels will replace the concept of governance tokens share. Actually, for the sake of transparent switch from Web 2.0 to web3, in terms of UI the governance power status will only be perceived as different profile designs.

b) Mindset-over-Content:

We designed a unique transparent safe self-moderation system based on a mindset (rather than censoring content by nature) “[by-design](#)”.

Indeed we deeply think that censoring content is most of the time inefficient, very often frustrating for a lot of users and intrinsically dangerous (model-wise with dictatorship potential, as well as users-wise when leading to what we call “pressure-cooker” syndrome, often translated in rage and resulting in over-polarized universes), and always very expensive. In the same way, we also assume that an apparently safe content can be posted with a badly intentioned mindset and reciprocally.

Our vision is based on the radical belief that if we can favor, establish and ensure the perennality of a constructive / positive mindset on the platform, we don’t need to censor any content.

This postulate goes along with the fact that we acknowledge from the very start that anyone can be wrong in good faith since most of the time we all have partial and / or relative information, and that admitting it is the basis of a healthy exchange.

c) No advertising, no user’s data exploitation:

This choice calls for a particular business model where monthly subscription, maintained at an inclusive price of 1 USD / month, will mostly ensure the financial viability of the model. The important fact is that this subscription will grant a piece of ownership of the platform through its native [AUREUS token](#). Therefore it is not only paying for a service (charge only) but mainly an investment.

In the same view, we also offer to the users the possibility to get rid of algorithm opacity and, therefore, to get control back over their data and consciously control the type of content they can see, either based on machine learning or on randomized high quality content in other fields than those of user’s habits and choices.

d) Rewarding users:

Republike would therefore be a blockchain based social platform that supports community building and social interaction with cryptocurrency rewards using the blockchain and smart contract technology. The rewards would mainly fall in two categories:

- a. Peers’ rewards attributed by other users: publications by other users.
- b. Rewards attributed by the platform: quality of contribution (moderation, best content of the month / in the category involvement in platform improvement, in DAO, participation in monthly Agoras).

e) User’s ownership:

To go to the end of the vision, we think that Republike must be owned by the Community.

Consequently, the native utility token (AUREUS) granted at paid subscription as well as awarded for involvement and contribution will ultimately be the security token of the future foundation.

We also plan to work on mechanisms allowing any shareholder / early investor to switch from classic share capital in the corporate structure to tokenized capital in the future foundation.

In the same view that Republike is not meant to be owned by financial investors, we must add here that from the early funding stages, we commit to respect 2 criteria:

Quantitative:

We will cap any financial investor at 5% maximum of the “ignition” corporate structure. We are thinking of setting it in the smart contracts and also to combine it with a deadline for the team to respect this 5% threshold too. For the future investors, this percentage shall diminish.

Qualitative:

We will pay the greatest attention to get investors who feel concerned by the vision and what is at stake and want to spread it by any means at their disposal.

IV. PRODUCT & FEATURES

IV.1 Mindset

a) Designing mindset

We are deeply convinced that the only way to allow fair, healthy and value-adding exchanges between any people around the world is to set in stone an healthy and open users' mindset, based on the shared self-awareness [of the above](#), and **put at the core of the platform's design**, rather than censoring *a priori* some kinds of content rather than some others.

This core assumption is based on the fundamental facts that we are all conditioned by our background (family, friends, socio-professional category, country, age, such criteria having direct effects on basic things such as the fact we love cats or dogs but also obviously on some fundamental "components" such as religion, sexual orientation or political orientation).

Therefore, **we are building the whole platform on this core assumption and we designed specific UX, processes and features which, we believe, will be smart and strong enough to ensure the establishment and maintenance of this mindset in all interactions.**

b) Definition of healthy mindset

Our definition of a healthy mindset is the following:

- User' self-awareness and acknowledgement of being somehow conditioned by his / her background
- User' self-awareness and acknowledgement of the possibility to have only a partial information and understanding of any situation
- User' willingness to improve if wrong
- User' willingness to share and not convince

c) Featuring mindset

We assume that human eyes, especially when several pairs of them are involved, are able to state if the mindset matches these criteria.

On this basis, we feature the mindset in-app as follows:

1) The Core Principle Mindset-over-Content "carved in stone"

Thus, in a readable form on the platform in order to be able to estimate the legitimacy of a content, it results in the following criteria, that have to be taken altogether, none missing:

- No manifestation of hatred or violence, incitation to hatred or violence
- No obvious badly intentioned cynicism

This principle, taking into account all the [above](#), is the cornerstone of Republike. It is the foundation and the DNA of the platform, the only intangible part of the Constitution. To commit to respect and defend this principle is mandatory to onboard on Republike. It is validated in the UX at sign-up.

2) The Constitution

The Constitution is the founding document resulting from the ideas brought up in Republike Manifesto. As mentioned, it is also rooted in the Core Principle above. The Constitution, in a condensed version, has to be agreed by every Citizen at onboarding.

The first version of this document was designed by the team then submitted to the [Founding Fathers / Mothers](#) and the [Founding Citizens](#) and discussed and amended with them.

It includes basically two parts:

- a) **The Intangible Principle** and extensively C.O.M.M.U.N.I.S. (see [Appendix I](#)):
 - Constructive mindset, not censorship (Core Principle).
 - Opinions aren't dictated by algorithms.
 - Makers, creators, explorers and open minds are valued on Republike.
 - Merge with a community.
 - Unity around shared values.
 - Negativity is unwelcome.
 - Ideas can change and are not the only thing that defines us.
 - Safe users data.

- b) **The votable part, the Terms of Services (TOS)**, gathering all the legal topics and product details as well as strategic and operational choices such as:
 - Data concerns and algorithmic
 - Rewards modalities
 - Governance
 - Charity and Research Strategies
 - Any other operational and user's concern (anytime propositions can be brought to the attention of the Community through Republike's [Governance](#) mechanism)

To meet Republike's view, **this second part is put to vote pre-opening to any Founding statuses through our early "DAO"**.

3) The Self-moderation

Based on the Intangible Principles and resulting commonly agreed Constitution, this core feature is designed as follows:

- Any user can report any content he / she considers as problematic (i.e. not respecting the Core Principle).
- The platform then randomly nominates an impermanent "Board of Citizens" of a limited number (7 then 13 in the future). These Citizens:
 - Are necessarily connected to the app in order to allow a fast evaluation of the content.
 - Don't know each other in order to avoid collusion.
 - Have agreed in their profile to be potentially selected as random moderators.

- The content is submitted to the validation of these 7 Citizens. Each of them has to evaluate on his / her own if this content meet the essence of the [Core Principle](#) and therefore respects the [Constitution](#). Once the majority has decided, the content is either accepted or rejected (when on-chain, it will be then masked).
- If a content is rejected, thus masked, the author receives a warning. After 3 warnings, the author is banned from the platform for one month the first time, 3 months the second time and 1 year the third time.
We plan potentially different levels of “Boards of Citizens”, if some contents are raising complex issues as well as the possibility for the author of the post to appeal.
- The participation in this process of moderation is rewarded by tokens when users vote in the direction of the majority (we assume that every user will try to make sure the content respects the Constitution since none of them knows who the others are).

Regarding the moderation field, we also intend to implement an A.I. monitoring the content on the same Core Principle in support of the Community as well as being able to detect violence and online harassment and reporting the doubted content for users’ moderation.

IV.2 Algo-awareness & privacy

We addressed this topic by covering the following axes:

- Algo transparency
- 100% configurable display and content feed calibration
- Algo settings improved on an ongoing basis and submitted to vote
- Open source code
- Data ownership and privacy

This is resulting in the features below:

a) Algo-transparent sliders

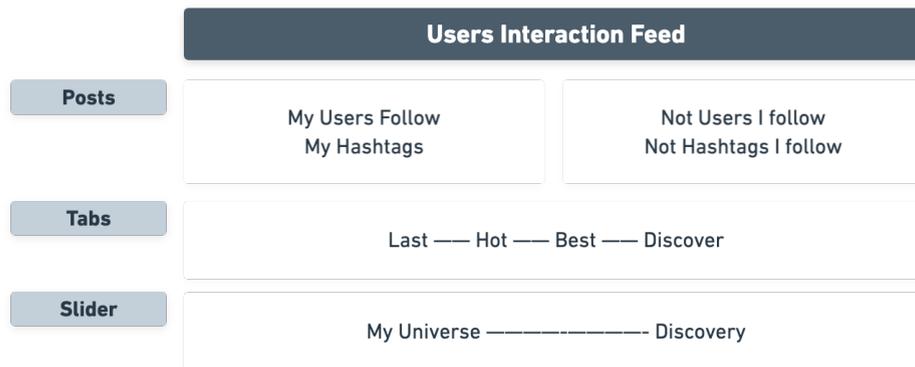
These sliders, as equalizers for sound systems, allows users to take consciously the full control of their digital environment by enabling them to choose themselves on-the-fly where they want to stand on the spread between:

- My universe (machine learning and algo based on user’s choices and behaviors) and
- Discovery (most engaged content in fields others than the ones of the 1st category).

They address 2 different types of content by giving to the user the control over display algos:

- Users content: Users display Feed algorithm
- Media content: News Feed algorithm

Here, we also aim to add a feature offering the option to filter and qualify the content that doesn’t have a source or whose source is unclear. Potentially, here is a huge field of ethical and technical investigation. We intend to dig in by involving the Community at further stages (addressing topics such as “is it possible to identify fake news efficiently?” “what is the best way to feature it?”).



b) Anti virality rage-based system

In order to limit unhealthy virality, we want to avoid instinctive and potentially harmful reposting. For this purpose, we aim to solicit the frontal cortex before posting. Indeed, the dominant algos are based on the fast activation of primal instincts in order to engage users' attention at maximum pace¹².

Thinking is slower than instincts but more engaging and can prevent the effects of negative emotions such as anger, fear and similar.

Assuming this we designed (to come in V1) a friction pop-up which appears when a user is reposting a content without adding anything. The purpose of this pop-up is to ask the user if he / she takes ownership of the content. Slowing down the process of reposting obliges users to think, and endorse clearly or not what they repost.

c) Open source

Republike will be a fully open-source project and in its future versions and as soon as technically and strategically possible, there will be no company behind it. Just a Foundation and code.

d) Data control

Data is (and should have always remained) users property. For us of Republike it is a no-brainer and it has to be translated in clear and simple features.

- Data deletion: We implemented a simple feature allowing users to delete their account in 1 click.
- Data selling: In future versions we aim to add the possibility to sell one's own data and thus get paid for that. On the platform side, we will put to vote the type of buyers we accept (i.e. shall we sell our data to GAFA? Oil & Gas? Any Governments?)

¹² <https://www.yumpu.com/en/document/read/65717082/the-smsmit-report>

IV.3 Rewards

Republike's model is based on sharing the value with the Community, and on a "1 for 1" basis, meaning that no task, contribution, involvement, investment can be remunerated to one person differently than the other.

At this stage, rewards will exclusively be in AUREUS tokens.

As already mentioned, the rewards are of 2 types:

- Peer rewards attributed by other users:

Publications by other users (1 like = 1 tip expressed in tokens). Note that at the Beta stage we keep 2 distinct CTAs in order to decorellate the fact of liking a content and the one of wanting to tip a Citizen for his / her work. We have in mind to keep only one CTA (the like), with financial incentive, in future versions in order to make it simpler, more straightforward and favor engagement. We then would penalize users who wouldn't spend a short fraction of their tokens in the month of subscription (TBD, incl. possibly Community vote).

- Rewards attributed by the platform:

Quality of contribution (moderation, based on social contract commonly agreed, best content of the month / in the category, involvement in platform improvement, in DAO, participation in monthly Agoras).

Rewards by platform will take the form of tokens airdrops at specific triggering events such as moderation occurrences, end of months, etc.

(It is important to keep in mind that rewards are directly linked to [ownership](#) and [governance](#)).

IV.4 Other democratic tools

Monthly Agoras

In order to maintain a permanent and constant link between the team and the Community we have planned and featured in the application some live events allowing to discuss any topics either directly relating to the platform (user experience, features) or to deep societal concerns, or any other topics that would be brought up.

Republike can obviously also support all the basic or complex social network interactions such as likes, posts, profiles, follows and much more at significantly higher throughput and scale.

Although a Facebook-like in term of user habits, on the value proposition side Republike puts literally upside down the old dominant model and disrupts it at every level:

	<i>Web 2.0 Social Media</i>	<i>Republike</i>
TOS	Imposed top-down by Corporate Governance	Discussed and Voted with Users
Legal Structure	Incorporated Company	Foundation - D.A.O
Moderation	Arbitrary top-down Control of Content	Mindset-over-content Design 100% bottom-up and safe
Business Model	Ads-based “free” BM using intensively users’ data	Ads-free BM Subscription : Democratic low fee of 1\$/ month granting tradable tokens (Aureus) and guarantying that personal data is neither sold nor store
Reward System	Content rewarded by likes on a polarized (followers, friends) basis	Users’ content rewarded by Aureus Tokens for its quality
Governance	Power Concentration in top management hands	Governance transferred to users via Decentralized Autonomous Organization
Ownership	Capital concentration in investors hands	Platform designed to have its ownership transferred to users depending on their contribution via profile levels
Infrastructure	Centralized global media	Decentralized infstructure: In the same way that Bitcoin’s blockchain is spread over millions of computers, Republike will be independent of centralized organization, as much as to stick to the democratic vision as to, in practice, be “turn off” resistant (that was not the case of Parler when Amazon switched them off)

V. COMMUNITY

In order to build an engaged community, actively committed and sharing the same vision and wish to start a new era for social networks and social interactions, able to nurture the project over its life, as well as to gather high quality content from the start, we built a strategy targeting these specific prospects and offering them fair roles and compensations.

We splitted this aspect of the project in 3 logically and smoothly articulated phases as follow:

<i>Phase</i>	<i>Code</i>	<i>Profile</i>	<i>Thresholds</i>	<i>Contribution</i>	<i>Rewards</i>	<i>Strategy</i>	<i>Timing</i>
1	Founding Fathers / Mothers	Experts in their fields + engaged in their cause, committed, strongly subscribing to the vision + audience Selection: High quality / verified profiles	100	Discuss the core issues and the Constitution. Feed the platform before opening. Ambassadors / Spread the word.	1% in token + lifetime frees + NFT badge Founding Fathers of the Republike	Direct approach (most of them in team network)	01/2022 (need LP ready)
2	Founding Citizens	Experts in their fields + committed, strongly subscribing to the vision + audience Selection: First come / first served (after target email)	5 K	Feed the platform after opening. Participate to Discord channel. Spread the word.	1 year free (tokens) + NFT Founding Citizen badge	Direct cold emails + Lite Paper + Social Media marketing on LP / Growth hacking	1) 01/2022 (Waitlist) 2) 02/2022 (TG Channel)
3	Early Citizens	Target persona (FB / Twitter average user, ranging from 30 to 55 old), first come / first serve	100 K	Feed the platform after phase 2 + invite 3 qualified citizens?	1 free month (tokens) + NFT Early Citizens badge + 3 invitations	PR + SMM	1) When app on AppStore and Google Store (open) => 03/2022 2) Idem

Phase 1, The Founding Fathers / Mothers are highly engaged people in the spheres of tech, ecology, politics, philosophy and transformation of the society and highly concerned by the stakes humans will be facing in the 21st Century in general.

They will be limited to a very small number of engaged people, very close to the Founders to discuss and feed the DNA and will have some exclusive and limited rewards / privileges of 1st rank in exchange for their early contribution (see in the table).

They will be involved before the opening and ASAP.

Phase 2, The Founding Citizens are the users who will take part actively to the discussion about the Constitution and also some features and beta tests (via Telegram / Discord channel). They will be selected on a 1st come / 1st served basis and limited to 5k people. They will be granted limited rewards / privileges of 2nd rank.

Phase 3, The Early citizens will also be selected on a 1st come / 1st served basis once the platform is available and limited to 100k people. They will get limited rewards / privilege of 3rd rank.

ICO: This option goes alongside with the choice of a social platform based on the blockchain technology and the creation of a dedicated token to ground our choices.

At a first stage of development, the possibility of launching an ICO will secure the financial resources necessary to the launch of the project while engaging directly the users in this financing, sticking by this way to our vision to make Republike a platform owned and managed by its Citizens.

VI. BLOCKCHAIN AND WEB3 DESIGN AS TOOLS, NOT GOALS

Republike is designed to be the logical next step "bridge" from social networks 2.0 to a global 3.0 framework. Blockchain and Web3 design are the tools supporting our vision, not technical goals in themselves in any means.

We believe blockchain coupled to Web3 design is the lethal weapon to get rid of the ads based model efficiently and painlessly if the solution is correctly designed. The potentialities offered we are interested in are the followings:

- Decentralization
- User-owned personal data
- User rewards
- Tokenized capital
- Ecosystem global economy
- DAO governance

a) Tokenemics

To support the Republike ecosystem, a utility token will be set up: AUREUS. The token will sustain and contribute to the ecosystem's efficiency and longevity by being the governance power base unit as well as the utility token of the platform (see [DAO](#)).

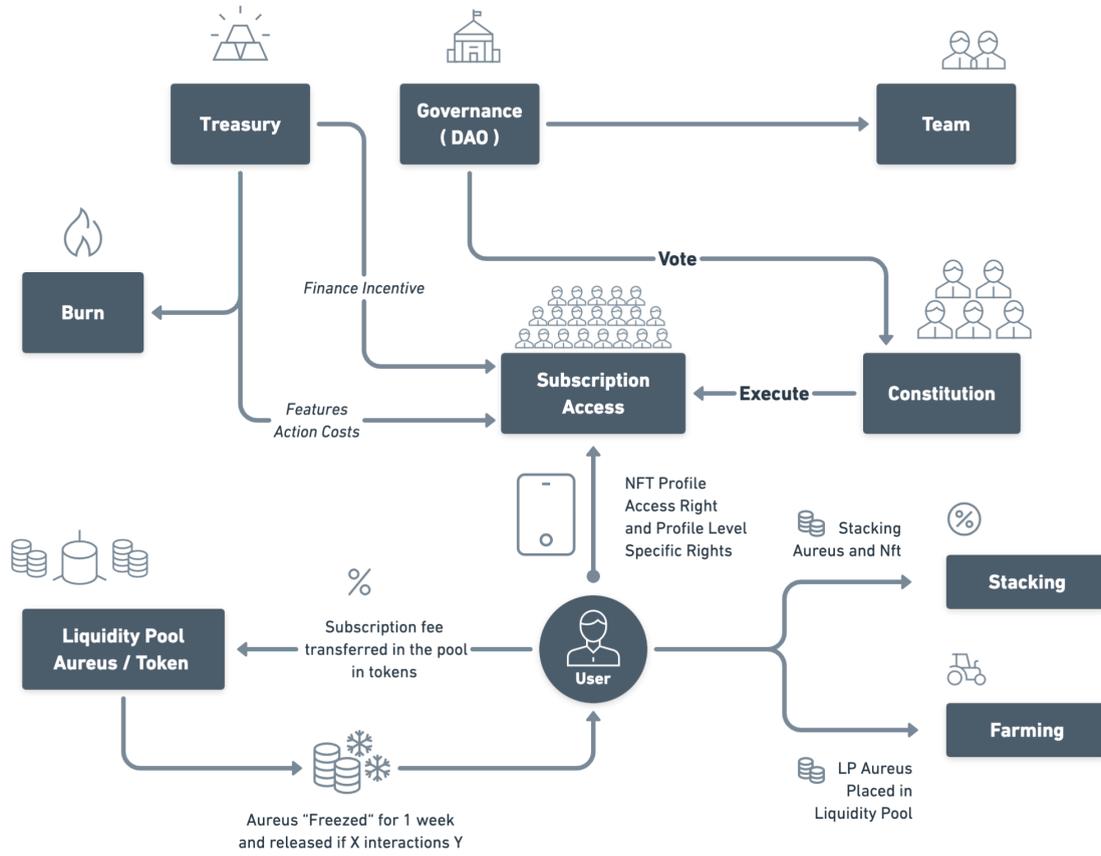
b) AUREUS Token specs

To match the needs of such a model our native token (AUREUS) will have the following characteristics:

- In-app utility allowing to perform key actions such as rewarding users' contribution (quality of content by pairs, moderation and other contributions by platform), buying some special features, and in the near future, buying content (posts / comments, etc.).
 -
- Governance of the platform by being the base unit of profiles calculation and rights (see [DAO](#)).
 -
- Ownership of the platform by allowing to establish an equivalence between the power of governance / voting power and the percentage of ownership of the future Republike Foundation (to be clearly stated in V1+ release).
-
- Token of value, tradable on crypto marketplaces.
 -
- Divisible to many decimal places in order to allow in-app tips on content, especially when token's value rises.

Symbolically, the total and maximum supply at release will be 1 AUREUS token for 1 inhabitant of Earth.

c) In-app tokenomics (Beta)



d) Wallet

The wallet is at the core of users' interactions with the blockchain. It is the main interface. To secure full control over our application we plan to develop our own wallet in order to integrate this feature early on and avoid dependence on third parties.

As one of our core commitments is to operate a transparent switch from web 2.0 to Web3, and more specifically to address the average social network users (average Facebook and Twitter users), this calls for a wallet that is both nearly invisible and highly accessible.

Therefore, in order to provide the best and smoothest / non-geek experience without compromising on safety. In order to achieve this, we would need to develop a mobile application that offers a complete and accessible user experience probably based on a full-custodial design. This is the key to mass adoption. Coinbase is a good example of what we are striving for. Obviously the non-custodial approach (with wallets such as Metamask) will be available.

We know the key to mass adoption is affordability. To this end we will develop a mobile application offering a complete and accessible user experience. Developing a wallet requires very specific know-how, which some of our advisors and friend companies possess.

e) Staking

Staking a token is an excellent way to encourage owning/participating in the system.

Our staking smart contract code will be open source under MIT License and made accessible on GitHub.

Staking will also be used to vote on the [DAO](#). This endows staking with an additional, very concrete purpose. We also plan to use staking for other future products such as:

- Republike Ethical Launchpad
- Ethical returns sharing
- And any others upcoming projects

f) Blockchain choice

Since Republike will by nature generate billions of microtransactions, we need a superfast and low fees blockchain.

On the other hand, for building costs purposes, we also need an EVM compatible blockchain (or Cardano ?).

Therefore, we will probably rely on a layer 2 such as Polygon or an environment EVM compatible based on Solana such as Neon-Labs. These aspects are still to be clearly stated before we switch the beta version on-chain.

g) Token allocation proposal

Please note that the team will take very low or no salaries during the 1st year of releasing the project. Team members will have as only revenue their tokens share. This has been stated to show the high level of commitment of the team and guarantee its involvement over a long period of time as well as its absolute confidence in this game changing community project.

Supply *	7 874 966 000
Launch price	0,001 \$US
Marketcap at launch	1 204 870 \$US
Fully Diluted Marketcap	7 874 966 \$US

Private Sale	Approx 8%	Public Sale	10 to 20%
Nb tokens for sale	700 871 974	Nb tokens for sale	1 023 745 580
Selling price	0,00050 \$US	Selling price	0,0010 \$US
Allocation Min	1 000 \$US	Allocation Min	100 \$US
Allocation Max	40 000 \$US	Allocation Max	2 000 \$US
Soft Cap	150 000 \$US	Soft Cap	500 000 \$US
Hard Cap	350 436 \$US	Hard Cap	1 023 746 \$US

* Supply equivalent to the number of people on Earth at project's launch.

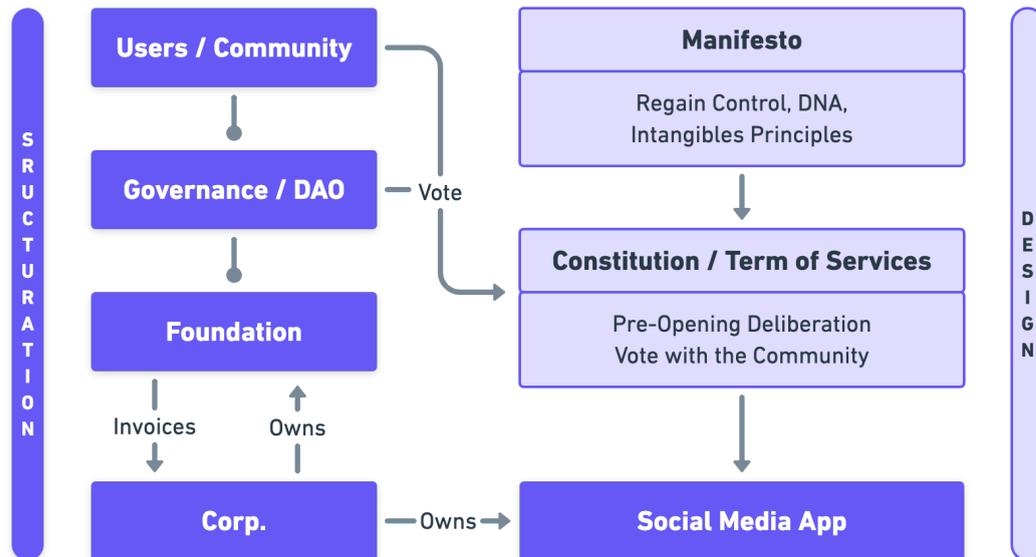
\$AUREUS	100%	Token
Republike Treasury	70,10 %	5 520 351 166
Team	3,00 %	236 248 980
Advisors	2,70 %	212 624 082
Ambassadors & Community	2,30 %	181 124 218
Private (Stade 01)	8,90 %	700 871 974
Private (Stade 02)	13,00 %	1 023 745 580
Total	100,00 %	7 874 966 000

To avoid token volatility, there will be a vesting schedule for the team structured as follow:

- Private sale: Lock 50% after 6 months & 50% after 12 months
- Team & Advisors: 85% 24 months locked then 25% every 6 month
- Treasury: 12 months lock and community governance
- Partnership: Lock 50% after 6 months & 50% after 12 months
- Ambassadors: Lock 50% after 6 months & 50% after 12 months
- Communication: Lock 50% after 6 months & 50% after 12 months

VII. DAO

In order to fulfill our objective of reversing the old model, we need to implement a Decentralized Autonomous Organization (DAO), that would be led democratically by users.



a) Objectives

We want to move towards a decentralized ecosystem. This stage is about getting the community fully involved in Republike's global strategy, management and decisions.

The main goal is to gain insights on community preferences to better inform our decision-making.

The voting power, unlike many blockchains, will not depend on governance tokens but on status (profile levels) materialized by a governance NFT. Indeed, in order to meet our commitment and the resulting specifications (democratic / meritocratic / non oligarchic power repartition, transparent switch from web 2.0 to web3,) the way our DAO would be structured would be based on the following criteria:

- **Content:** voting power cap (TBD) preventing a user or a group of users from gathering a too important share of the voting power by buying too many utility tokens, thus giving them an advantage on the platform over less wealthy users, which could result in an oligarchic power.

Tokenomics rewarding drivers based mainly on meritocratic interactions such as:

- Most upvoted content
- Moderation sticking to Constitution
- Involvement in the Community (TBD)
- Involvement in monthly Agoras (TBD)

- **Form:** in order to avoid too a technical / geek features, the governance power will be embedded in the UX through profile levels translated in profile's specific NFTs directly linked to specific rights / voting power for each level.

For the average Facebook / Twitter user, it would be traduced by “likes” and platform rewards directly linked to utility tokens, themselves being the basis of profile incremental and thus of voting power. Technically, each profile level being “encapsulated” in a related NFT.

b) Details

The voting power will be driven only by the status of each Citizen, each status being linked to a specific profile embedded in a NFT (i.e. Founding Father / Mother, Founding Citizen, Early Citizen, Citizen, see [Community](#)).

Pre-opening these status will be granted on the basis of involvement of early stage citizens, determined by the completion of some specific tasks (see [Community](#)). Therefore, the voting power would be the following basis, by proposition:

- Founding Father / Mother => max 10 votes
- Founding Citizen => max 5 votes
- Early Citizen => max 3 votes
- Citizen => max 1 vote

Later on, the status will evolve in the following way:

- Founding Fathers / Mothers, Founding Citizens, Early Citizens are numerus clausus until further decision (potentially to be submitted to the DAO)
- 7 other status / profiles will be implemented by splitting the Citizens status in 7 different ones, each one correlated to a specific NFT. **These profiles won't be limited in number but will depend on the amount of utility tokens (AUREUS) earned on the platform** (Thresholds to be determined). **Indeed, it is very important here to avoid the “oligarchic” bias. As a result, AUREUS tokens bought on external exchanges (after listing) or in-app would not be taken into account in the status upgrade.**

This mechanism allows Republike to run on 1 only token and keep the UX as simple as possible in order to meet our commitment to bridge Web 2.0 to Web3 in a perfectly smooth and transparent way.

In early stages and as long as the platform is not fully on-chain, tokens will be replaced by AUREUS points. We commit to convert these points into tokens as soon as Republike is on-chain.

Once on-chain, our medium-term ambition is to incentivize the participation of Community members in the process in order to build a community of Citizens who can increasingly contribute to and further develop the decentralized governance system. For this purpose, a staking system will be implemented.

c) The “stake-to-vote” system

The propositions will be presented via a standard template on a dedicated page on our website (In the early stage of the DAO, they will be pre-filtered by team and Founding Fathers / Mothers + Founding Citizens before being submitted to the community). The template will ensure the propositions respect the Intangible Principles of Republike by asking proposers to check boxes for each principle. The template will also describe the pain points and proposed solution, potentially the impact footprint. The community will be able to interact with proposers via a Discord link.

Community members will be invited to vote for the propositions they prefer by participating in a “voting by staking” system which will run for one month.

The rules are as follows:

- Each member can stake a part of his or her AUREUS tokens on the projects he/she likes the most, the maximum amount of AUREUS being determined by Citizen’s status.
- Member will receive a 7-8% annualized return on each staking i.e. 0.6% for a complete month
- We potentially reserve the possibility to set a minimum number (or %) of participants in order to give a minimum weight and consistency to the voted propositions

For each proposition, we determine the voting power based on two metrics:

- The volume of AUREUSs staked. The total number of tokens put into play per call for proposition
- The volume staked per Citizen.

At the end of the staking period:

- Propositions that whose majority of votes is positive AND which meet the voting Citizens threshold will be validated by the community
- Each member will get back the amount they staked plus interest

VIII. TEAM

At Republike, the team is a dynamic element that lives and evolves with the project. As a community project, Republike aims to onboard anyone truly willing to take a part in the change proposed. Therefore the team, as the product, is subject to several versions. Hereafter, the MVP.

Original Citizens (OC's)

Etienne de Sainte Marie - *Chief Executive Officer*

Julien Gerardot - *Chief Product Officer*

Tufan Gok - *Head of Growth*

Ethical Blockchain Activist & Writer

Laurent Gayard - *Ethical Blockchain Activist & Writer*

Dev Artisans

Tarik Ince - *Lead Developer*

Tech Oracles (Advisors)

Adrien Hubert - *COO Blockchain at Smart-Chain*

Florian de Miramon - *Lead Blockchain Architect at Consensus*

Maieutics (Advisor)

Antoine Meunier - *Social Networks Philosopher*

Legal Oracle (Advisor)

Charles-Noel Van Den Broek - *Guardian of the Law*

IX. CONTEXT : A PERFECT TIME-TO-MARKET

A perfect time-to-market to start a revolution. In ten years, the perceptions of social media have changed 180 °. It is the perfect time to release the product that embodies these changes.

From the company of the year 10 years ago, Facebook and all it stands for have become public enemy #1 and billion USD are flooding toward this change.



12/2010



10/2021

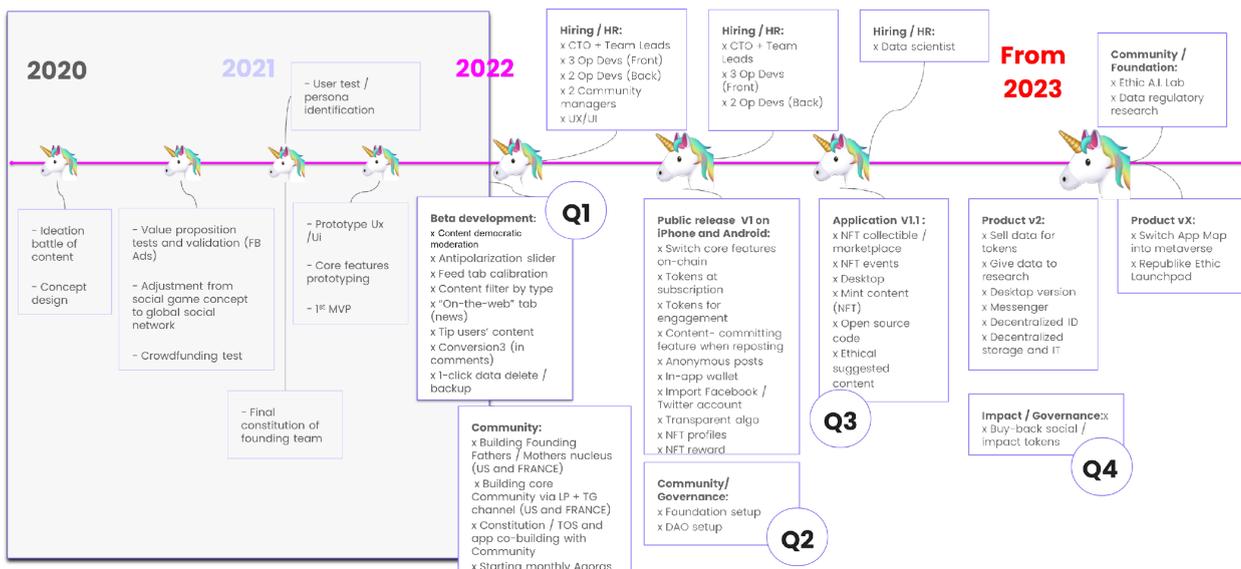
X. ROADMAP

Republike' purpose is to operate a 180° turnaround of the existing social media model, replacing the user in a strong as well as uplifting position.

Our strategy for achieving this goal begins with the release of a Beta “barebones” (Q1 2022). This will be the container as well as the enabler of Republike active Core Community. This Age of Republike will highlight required technical or functional enablers that will feed into our 2nd and 3rd Ages roadmap.

In the short term we are targeting Facebook-like users ranging from 30 to 50, strongly complaining about social networks but very active on it, as well as, as a side effect of the blockchain / web3 / DAO hype, some blockchain enthusiasts, but our ultimate goal is to have the broader public participate in Republike as we really want to draw the contours of a new global model.

Therefore, providing a robust, smooth and easy-to-adopt user experience is our top priority. We aim to change the behaviors by disrupting the mechanics but not the façade.



a) AGE 1, build core product and community

This Age is dedicated to the establishment of strong foundations sticking to our vision and deploying its core DNA in 2 “seed” poles: Product and Community.

1) Product:

Implementing all the basics features solving the main pains / irritants which are the symptoms of the problem (see [Product](#)). The goal here is to be able to iterate quickly on a very quintessential basis in order to validate *off-chain* our tokenemic options (mainly rewards system) and core features.

2) Community:

The objective here is twofold:

- Build a very dense community of “Ambassadors” which will feed the DNA, nurture the living reflection around the project over its lifetime and spread the word (See Phase 1).
- Build a second rank wider core community of active users, corresponding to the persona on user’s side but also involved (and engaged) in one specific field / cause on social medias and ideally having an audience. The goal here is to exponentially leverage on existing communities without betraying the vision thanks to identified trustable voices in these communities (see Phase 2).

We will continuously iterate with communities from Phase 1 and Phase 2, in separated channels as well as, from time to time, in mixed channels to confront these different angles and thus liberate more value.

b) AGE II, go global, develop new features and shape the structure

The 2nd Age’s focus will be to deploy the vision around 3 axes:

1) Product:

- Switch *on-chain* the skeleton and core features of the application:
 - Moderation process
 - Tokens Reward
 - NFT Profile Passport status
 - NFT Governance status
- Design and development of new features such as:
 - Paid subscription for tokens
 - Content-committing feature when reposting
 - Anonymous posts
 - In-app wallet
 - Import Facebook / Twitter account,
 - NFT collectible / marketplace,
 - NFT events,
 - Ethical suggested content.

b) Community:

- Go viral and scale on a DNA / vision basis by capitalizing on our community through invitation / incentive process
- PR campaign to favorize mass adoption and disruption of the business model through subscription

c) Structuration / Governance:

Our model must by essence permeate all the components of the project, it must also be reflected in the organizational structure. Age 2 will be the moment when we setup a Foundation and shape a solid DAO structure (see [DAO](#)).

C) AGE III, spread the model

While a lot of projects brand themselves as Web3, often insisting on technical aspects, we focus on creating a bridge offering a plug-and-play tool to switch from web 2.0 to web3. Once our model is tested and validated, and beside the ongoing development of features, we aim to capitalize on this model to propose a set of tools, frameworks and templates for the digital world that trigger virtuous initiatives at the sole benefit of users and societies. In background there is the conviction that the impact on the real world must be massive too.

Among other avenues, we are thinking in particular of the following axes:

- Research on Ethic AI
- Feed Research lab with users data (for tokens granted to users)
- Zero-carbon tokenemic
- Republike Ethical Launchpad
- Republike Ethical Metaverse
- Republike Declaration of Digital World Rights and Duties smart-contract

XI. METAVERSE

As much because it's the most hyped Internet evolution discussed in all mouths and because it could also potentially embody the problem that we intend to solve in a much more blatant way than current global platforms do, the metaverse's section is perfectly appropriate to conclude Republike's White Paper.

In other words, it might just as well reinforce the problem on a much deeper level or be part of the solution.

a) Hype or premises of a deep transformation of digital behaviors?

By the end of 2021, "metaverse" is most hyped.

Republike has been designed to bring solutions to the biggest problem of the digital world, and consequently to one of the biggest of the "real" world, not to be a hype.

At the same time, in order to be a valuable and powerfully efficient solution, Republike has to consider the whole spectrum of available technical possibilities and to embrace firmly the ones that could serve its purpose.

Therefore, we must ask ourselves if metaverse is an absurdity that will soon collapse, a danger for the future generations or an unlimited source of potential benefits for humans? We think it could be all of that depending on the usage made of it and saying that, we think that the possibility of applications dedicated to the greatest benefit of any human on Earth or beyond exists.

Actually, the metaverse concept encompasses all types of virtual medias that many of us already use: social networks, video games, e-sports, digital collectibles, cryptocurrencies and NFT.

In our opinion, chances are big that, in a few years, we see "meta" economies that use these elements, and which will allow to:

- Trade virtual products for their real-world analogues;
- Work in a virtual office near colleagues in the real world;
- Attend sporting events in virtual stadiums with real world fans;
- Play games or complete quests that will reward users with digital assets usable outside.

It can be useful to remember the "old" world of the early 90s and what any average citizen would have thought if hearing "In 20 years, billions of people will be buying and selling goods on the Internet, for trillions of dollars." In 1991 most people were thinking, "This is crazy. I'll never use my credit card online".

E-commerce has gone from virtually nothing to 1991 to a global market of 4.9 trillion USD in 2021 and Amazon - which started in 1994 - is now the fourth largest company in the World in terms of market capitalization.

Metaverse trend is only in its infancy. Compared to current tech trends, the metaverse is a small seed ready for rapid growth. Apple started developing the iPhone in 2005, but it took 16 years to reach 1 billion active users. Apple's standalone market capitalization is assessed at 2,500 billion dollars while the metaverse is currently valued at 35.6 billion USD.

In 2020, during the Covid-19 pandemic, we saw real fans virtually attend live games, when the

NBA held its playoffs in a “bubble” in Orlando.

Fortnite, the best-selling online game, even tested virtual concerts: in August 2021, players could bounce in large bubbles during a virtual performance of the global pop star Ariana Grande. Millions of people attended the show. And last year it was over 12 million people who watched rapper Travis Scott’s concert on Fortnite.

In our view, things are clear: as it happened for the Internet and then Bitcoin, the trend that will lead to the advent of the metaverse is inescapable. It doesn’t matter whether we believe it or not. It’s already happening, and it’s gaining momentum.

If we believe in the above, and we do, we can’t ignore metaverse and our role in this field is to separate the core value for users from the noise around the short-term hype in order to identify from now truly useful and virtuous applications empowering Republique’s vision.

b) Issues and dangers.

Obviously, an evolution with such a huge potential of disruption brings up a lot of questions and dangers, especially at a so early stage¹³. Among others, some of the obvious are the followings:

- 1) *Could the metaverse replace reality, become our daily life and put people on an addictive drip of virtuality at the expense of full real human interactions?*
- 2) *Will it lead to reflection on a new way of living, perhaps more compatible with environmental constraints or opposingly will it be an accelerator to forget the outside world for good?*
- 3) *Will it favorize democracy and decentralization or be preempted by brands or companies?*
- 4) *Will it continue to destroy the planet with a massive carbon footprint, everyone wearing a powerful (and power consuming) VR headset or will it favor the research and extraction of clean energy?*
- 5) *Who tells us that the universe will be built according to ethical reasoning and not commercial partnerships?*

All these issues need to be addressed from the beginning, at the risk if it is not the case, of exponentially accelerating the disconnection between human beings and their ecosystem, in the very first meaning of the word.

In a few words, metaverse, like the Internet, money or power must remain a tool, not a drug nor even a goal.

¹³

https://www.liberation.fr/economie/economie-numerique/ce-qui-minquiete-cest-que-le-metaverse-soit-preempte-par-des-entreprises-20210814_BMASKRPF5HQLC7Z5FWOK6UOJI/

c) Design a new engagement KPI

As a consequence, we of Republike, as much from a philosophical and ethical point of view as from a practical one, are convinced that our vision must be supported by a radically new definition of the concept of engagement and the resulting KPI.

Unlike existing platforms, we certainly must not focus on keeping users as long as possible on the platform at the expense for them of a balanced life and real useful and gratifying interactions in the material world and especially with their human relatives.

Nor shall we focus on money, individual reward and ownership but on Commons.¹⁴

We probably even must go **against** this profit-only centric KPI.

From this viewpoint, we pretend to go beyond Web3's usual perspective which is mainly to make the user again an autonomous (and profitable) cell of the global structure. Indeed, if we do not deny this aspect, we deeply think that the Common Good must be placed above the, essential by the way, individual interests.

In order to design a new virtuous engagement KPI, we must probably start from our goal / purpose. But then what is our goal?

Simply but directly put, our purpose is to bring entertainment to users while at the same time giving them a tool and environment offering the possibility to become better persons, more open, more cultivated, more generous, more intelligent, more tolerant, more kind, more useful, less self-centered

We then must ask ourselves what could be the metrics for such a tool. The main ones or at least work areas would probably be these ones:

- Minimum offline time (yes!) favoring refreshed, quieted minds and potentially marker of self-will
- Ability / willingness to give, share and help others without expectation (Commons)
- Culture / knowledge increasement

In this view, we are working on others criteria of rewards, such as:

- Minimum offline time / 24h / Detox day
- Self-improvement (quests by topics, profile completion / pairs endorsement by area of knowledge LinkedIn like)
- Give-back / Donations / Sharing / Rewards to others (expressed in % of rewards received)
- While at the same time the above mentioned reward for the contribution to the moderation (expressed in %) is in itself a sign of open mindedness and critical mind.
- Involvement in platform life, evolution and improvements (DAO, Agoras)

Logically, in the same way the problem of the actual ads-based business model is rooted in an obsession for volume rather than for quality, our solution is based on quality rather than quantity.

¹⁴ <https://jacobinmag.com/2022/01/crypto-blockchain-daos-decentralized-power-capitalism>

d) Applications for Republike

For all these reasons, relating indifferently to the dangers, the opportunities or this inescapable trend, Republike must plan from now on its “metaversal” evolution.

Despite all that is still very early and far too hyped for a deep grounded project such as Republike, whose base is located below - or prior to - any moods or short-term trends, we see the potential uses and usefulness, and even some smooth and evident ways to translate Republike from a 3D “reactive” model (2D application + time dimension) to a 4D immersive one (3 spatial dimension + time dimension).

They are mainly falling under the following axes:

- Metaverse collaborative incentivized quests around a specific topic crowned by a physical event where the rewards (NFTs, tokens) would be awarded
- Embodiment of the Digital Nation / of the DAO: moving the activity in the application to virtual spaces containing these interactions and allowing 360° real-time interactions and discussions
- Give more visibility to the vision: allowing interactions with other metaverses, other world, other people outside of the platform

CONTACT

Republike
contact@republike.io

APPENDIX I

Core and ethical principles

Republike is based on eight intangible principles which are at the core of the project and completely adamant. C.O.M.M.U.N.I.S. Which, for our latin ancestors who conceived the ideal of the Republic, means : « common ». Common good, common interests, common passions but also common fears or anxiety but, most important of all, a common platform of discussion to ensure that people could talk, exchange, build and learn without being constrained by dogma, sectarianism and demagoguery. We hope to allow the social media culture in a new era and avoid the mistakes made by the present giants of social networking, which are exploiting the data of their users and endangering dangerously freedom of speech and willingness to discuss and act collectively. Which is at the core of the ideal of the Republic.

- 1) **Constructive mindset, not censorship.** The essential requirement for the users on the Republic platform is to demonstrate a positive mindset and a willingness to participate in exchanges and discussions in a constructive manner. When there is open-mindedness, humility is possible. Where there is real humility, violence and hatred are not possible and we can learn from others or just have fun with them. Anyone on Republike stay open-minded and humble. And that certainly does not mean that we can't be kindly cynical / ironic or make jokes. Just keep in mind that as in a SMS thread, in 99% cases, it is easy for human eyes to state if the post / comment is malicious or not.
- 2) **Opinions aren't dictated by Algorithms.** Republike doesn't lock down users in algorithmic bubbles. Thus it means that the recommended content and news feeds are not determined by algorithm but instead chosen by users. Users are invited to actively visit the pages, share contents and participate in the dissemination and discussion of ideas between themselves, not constrained by judgement or algorithm.
- 3) **Makers, creators, explorers and open minds are valued on Republike.** Whereas it is an opinion paper, a piece of art, a specific knowledge or music, the user of Republike is encouraged to share original content which can appeal to others and help to revive the spirit of curiosity and discovery that was supposed to be the founding principle of the Internet in its prime. This is encouraged by a content and user rewarding system.
- 4) **Merge with a community.** The users are encouraged to participate on a regular basis to events, evaluation of content, agoras and discussions to participate directly to the evolution of the platform, be gratified for their contribution by a transparent reward system and fully integrate a creative online community.
- 5) **Unity around shared values.** Republike isn't another social media platform. By ensuring privacy protection, algorithm free use of the platform, valuation of content, open discussions and exchanges and a participation of the users to the improvement of the platform, Republike aims to gather and unites users around a basic and essential set of values which are summarized by this charter : constructivity, responsibility, maturity, creativity, community and resistance to algocracy. This would be ensured by a smart voting, moderating and rewarding system which will integrate users instead of controlling them.
- 6) **Negativity is not welcome.** Whereas you'd be full of hatred or idolizing censorship, speechcontrol or a dogma lover, full of unmovable certitude and eruptive oversensibility, Republike is not for you. Here, you don't troll, insult or deliberately try to offend others. And you don't stalk and annoy others to impose your personal views on political correctness either. Republike is a mature social media which relies on freedom but also on maturity of speech. Let the judgmental part of your subjectivity outside: it's not accepted on the platform. And if some of

us change our mind from time to time, it will mean that we have learned and Republike will have achieved one of its main goals.

- 7) **Ideas can change and are not the only thing that defines us.** If you were born into a family where there were cool cats, chances are you like cats (and maybe not dogs). Here, keep in mind that algorithms are dumb: if you love cats, they'll always show you cats. Do you want to stay locked in there? It's the same process for religions, political views, music, football teams, etc. Republike IS NOT a political platform. It is a new way of social networking. But if you're a Democrat and think it's impossible to have a cool talk with a Republican (and vice versa) and even possibly be friends, this platform IS NOT for you. Let's take a fresh start!
- 8) **Safe users data.** We consider that personal data and content are the property of users. We don't collect it and we'll never use it without user's validation and certainly NEVER for advertising of any kind. We assert that this business model has messed up the whole social networks world as well as part of the "real" world".

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