ALEPY

DECENTERALIZED BLOCKCHAIN BASED SOCIAL REWARDS PLATFORM

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INTRODUCTION

Alepy is a decentralized platform for creating, editing, and sharing content. The platform enables users to post articles, pictures, videos, and other kinds of creative content on a publicly shared platform supported by the blockchain technology. Users can then view content, appreciate and give their feedback to the creators. Through such continuous engagement the content creators then get to earn rewards in form of the Alepy community reward (ACR). The development of the Alepy blockchain is motivated by the current exploitation of content creators on the centralized internet whereby middlemen earn commissions and fees for only providing a platform for content sharing. The decentralized technology adopted by Alepy will enable content authors to earn directly from the number of impressions, views and appreciations made by the users within the platform. In this respect, the more one can publish the more they stand to gain. Moreover, the more their content gets viewed and appreciated the more they stand to gain through the blockchain's rewards. The Alepy platform also recognizes that the consumers of the content are a core component in regards to its sharing and consumption and as such, also provides publishers with the option to reward them. As such, the creators can decide the proportion of their rewards that is to be shared amongst the public which in turn creates a symbiotic kind of relationship. With this kind of unique reward system Alepy provides everyone the ability to be actively engaged in the ecosystem and makes it a blockchain for everyone, from anywhere in the world.

ALEPY BACKGROUND

Content creators have always depended on individually or corporate owned platform to publish their content such as videos, texts, and pictures. This has seen the rise of modern tech giants such as Youtube, Facebook, Twitter, Wordpress, and Pinterest amongst others. Whereas the creators are the owners of the digital content aired on these channels, they get a small proportion of the revenue that is generated from these platforms. These online channels get a large share of the proceeds gained from consumption of the content which has often left the content creators unsatisfied by the income they obtain from their creativity. Moreover, the content creators lack control over the manner in which the content

is published or indexed in these centralized platforms which may limit their visibility from their potential audiences. On the other hand, the consumers of the content usually pay varying prices to view content with some premium creation requiring users to pay exorbitant prices for their viewership.
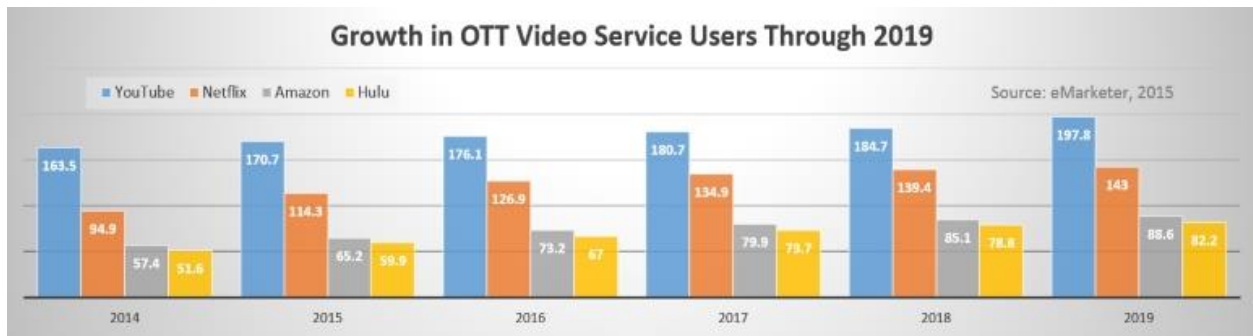

Figure 1: Growth in OTT Video services users through 2019

Source: emarketer.com

Content creators such as musicians, videographers, filmmakers, and photographers often times enter into deals with content distributors such as Netflix, Hulu, Amazon and Youtube amongst others whereby they get only a fraction of the total revenues generated. As seen from figure 1 the users on these centralized channels are expected to grow significantly through to 2019 and beyond. Oftentimes these deals are in favour of the distributors who make huge profits while leveraging the creativity of the real artists. These organisations are able to charge such huge commissions and fees due to their investment in distribution infrastructure and the centralization of the content distribution market. These organisations also obtain and control data on the viewership including how many people are viewing the content, for how long, and what devices they are using. This control over the market gives the third party organisations a higher bargaining power which in turn makes it hard for content creators to make substantial return from their productions. Consumers too are limited in terms of the content they prefer to view with subscription fees often segregating the customer base depending on the amount they pay. The centralization of this content distribution has therefore become a demotivating factor as creators feel that they do not get paid sufficiently for their production.

HOW THE ALEPY IDEA EMERGED (THE PROBLEM)

The thought of these problems and difficulties that creators undergo in monetizing their art thus led to the pursuit of a solution for the various problems that they are subjected to. Evidently, the creators of this platform wanted a decentralized system that allowed for more rewards for all users hence the Alepy system. Creators of this online content have a hard time getting traffic for their content online and the manner in which their content finally appears on such sites as Wordpress and Youtube is not in their control. As such, they put more effort to have their content more visible. Additionally, they have to attract a lot of views in order to start getting paid. Middlemen in these traditional online systems earn more than the creators of the content since they provide a centralized system for the creators to host their content.

Figure 2: Monthly charges for major video content subscriptions

Source: Forbes

The technology companies have stood to gain in large bounds and with their growth, the amount of fees and rates they charge for hosting and having this content in their platforms increases. The viewers are also charged to view the content and the rates are not constant. The premium charges that apply to certain viewers requiring them to pay exorbitant prices for viewership also discourage some of the viewers especially in cases where the information they need is of high importance hence, they are left with no choice but to pay in order to access the information. Through this, only the system creators have high returns, when the creators of the content should be the ones having a larger share. The Alepy idea is powered by the blockchain technology that seeks to increase peer-to-peer transactions and other relevant activities across the globe. Through this, authors from across the world will be able to have their content on a decentralized system that increases their viewership and impact, increasing their earnings.

HOW ALEPY WILL SOLVE THIS PROBLEM

Alepy provides a system that allows the authors to earn more from their posts and publications and also be able to publish more on the platform. This decentralized technology adopted will enable content authors to earn directly from the number of impressions, views and appreciations made by the users of the platform. Therefore, the more authors can publish the more they stand to gain. Moreover, the more their content gets viewed and appreciated the more they stand to gain through the blockchain's rewards. Additionally, with the Alepy tokens they receive, they are able to use them online to transact or they can withdraw or change them into other currencies.

Figure 3: Next generation of content creators

With this possibility, the users are able to have more options for their money, which can even earn more once invested in the cryptocurrency system. The Alepy platform also recognizes that the consumers of the content are a core component in regards to its sharing and consumption and therefore, provide the authors with the option to reward them. Through this, the creators can decide the proportion of their rewards that is to be shared amongst the public. Through the platform, users are able to gain rewards and use them for online transactions. When this portion that is set to be shared among the public is exhausted, the viewers of the published media can no longer benefit from viewing, commenting or appreciating it.

With this kind of unique reward system Alepy provides everyone the ability to be actively engaged in the ecosystem and makes it a blockchain for everyone, from anywhere. This is a new system since there are no other platforms that provide viewers with any reward when they view, like or read content on their platforms. By so doing, Alepy will attract both authors and also users in the platform who stand to benefit from one another. Also, the amount of fees charged to view the content is greatly reduced and they can enjoy the same services at a much lower rate, while at the same time earning and increasing their tokens in the platform.

VALUE PROPOSITION

Alepy has a platform called Alepy Community Reward (ACR) which is a carefully designed decentralized system that connects individuals together and rewards them for performing informative, entertaining and interesting tasks such as uploading videos, publishing blogs/articles and uploading pictures from e-launchers. Once these have been uploaded on the system, they receive a remark, appreciation and an observation within the platform from the viewers. The e-launchers gain more ACR strength with the amount of reward, observe and appreciation they get from users of the platform. With an increase in this strength also, then the author will be able to publish more on the platform per day, hence they can enjoy more reward and features. This activity by users on an author or e-launchers publication also earns them points.

The platform works in a way that the e-launcher will be able to set the percentage of his earned reward or ACR strength he will reward the public for giving him appreciation, observation or remark for his posts. This shows that the e-launcher never reviews any reward for the posts until he gets feedback or response from the users of the platform. It is from this reward that he sets the percentage that will go back to the public as a way of appreciation. The more the rewards that the e-launcher has, the more content he can post or publish in a day. The percentage of the giveaway to the public is shared by all users who review, observe or appreciate an author's post.

Figure 4: Content monetization

Source: newsbtc.com

Once the percentage is exhausted by the users, the author can withdraw their reward. The users can then convert their ACR strength and send it to their ALEPY wallet where they can exchange, trade into other currencies or make transactions through merchants that accept ALP Token as a method of payment. The ACR earning system for the user translates to 4 ACR strength for every 6 remarks, 1 ACR for every 10 likes or appreciate and 5 ACR for any 4 videos watched. For those members who would not want to convert these rewards, they can use them to strengthen their activity on the system. Alepy will have 1,000,000,000 alp tokens in supply. Also, there will be an exchange platform in the ecosystem to help users to instantly exchange all their tokens to other currencies.

ICO

ICO GOALS

Alepy seeks to build a platform where content creators are rewarded according to the kind of creative content they develop. In this respect, we seek to raise funds to develop the platform, market it to the content creators community and hence bring more people on board to harness the network effects of the blockchain. The Alepy platform will provide a free avenue for engagement between video, music, art, and text creative and their users thus providing an ecosystem where all can thrive by leveraging the site's coin. By rewarding both content creators and consumers, Alepy expects to create a large community that will continually drive usage and engagement.

There will be Alepy exchange platform in the ecosystem where users can instantly exchange their tokens to other currencies. This will help users of the system to convert their earnings to fiat in a seamless manner thus ensuring they can get paid instantaneously. This will help them manage their earnings in a much better way as compared to currently where control of how the funds are distributed to users is held by the third party companies. More importantly, the exchange will allow users such as content creators to reward their consumers with tokens that they can also exchange for fiat currencies. This is aimed at boosting the system's value through better liquidity and aspect deemed important for the growth of the platform's usage. Moreover, the Alepy platform will have multiple wallets for

different systems including Windows, Mac, Linux, IOS, and Android. This will ease the access to the members' tokens through multiple channels.

ICO PARAMETERS

There will be **1,000,000,000 ALP** Token to be issued, supply is closed.

The distribution of the tokens will be as follows:

20% to owners

5% Pre-sale

40% public sale

35% Reward for platform usage

The values of the ALP tokens and ACR will be as follows:

50 ACR = 1 ALP Token

1 ALP Token = $0.50 USD

Wallet for contributions: BTC, ETH, LTC, WAVES, DASH, DOGE

PRESALE: 5% = 50,000,000 token presale at $0.10

EARLY PUBLIC SALE CAPITALIZATION:

Stage 1: = 0.30 ===> 50,000,000 token

Stage 2: = 0.35 ===> 50,000,000 token

Stage 3: = 0.40 ===> 50,000,000 token

Stage 4: = 0.50 ===> 150,000,000 token

BOUNTY: 50% of unsold token will be shared to all who took part during the early Alepy token public sale, while the other 50% goes back to platform reward in the system.

TOKEN DISTRIBUTION: Alepy Token will be distributed to all who purchased after token sale is closed.

TOKEN DIVIDENDS: All early adopters will enjoy 60% profit share from what the company makes from advertisement and all other income generated within the system.

WHY CONTRIBUTE TO ALEPY

Alepy is a platform that seeks to give power back to the content creators and help them avoid the exploitation that they are facing from internet companies. by investing in the Alepy platform you will not only be giving the power back to the creative and talented people but also stand a chance to benefit and earn income through consumption of the content. Also, by contributing to Alepy you will be able to improve the livelihoods of the content creators as they get to earn directly from the site unlike under the current situation where they only receive a proportion of their labour. Being an early investor in the platform also has some benefits as you get bonus coins that you can exchange once the platform goes live and more people get into the network. With the marketing strategies set to be deployed by the platform there will be millions of content creators that can easily leverage the networking capabilities to boost the value of the coins. By joining the Alepy ICO sale you will be booking your seat on the decentralized social content that is based on blockchain technology and ready to redefine an industry worth over 100's of billions of dollars.
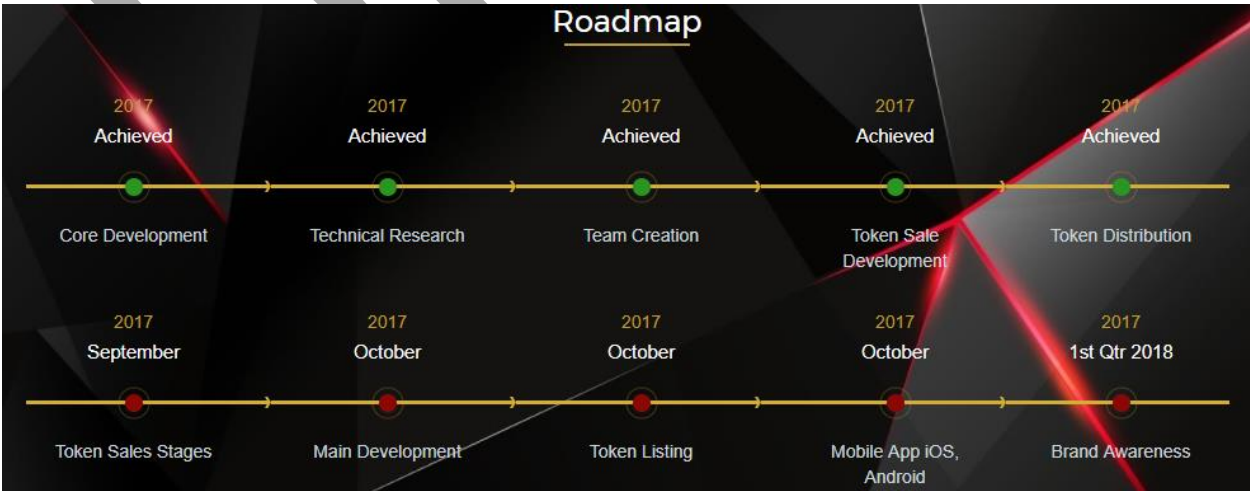
ROADMAP AND DEVELOPMENT PLAN

Figure 5: Roadmap for Alepy

1. Core development of the project. The ground work, conceptualization of the Alepy platform has already been completed after 2 years of constant planning, development and implementation. This was completed in June 2016.

2. Alepy entire social network and technical research. The research that informed the Alepy idea was conducted with review of various solutions for content creators. Substantial investment has been made to have solid research that led to identification of this opportunity. This was completed in October 2016.

3. Meeting with developers and team creation. This has been completed and Alepy has some of the most talented developers, coders, and advisors in the industry. The ideal team is set and will ensure the completion of this project and its subsequent success. This was completed in January 2017.

4. Token sale development. These plans have already been completed in the lead up to the development of this white paper. Extensive research and consultations were made to arrive at the ideal token structure and supply. This was completed in February 2017.

5. Alepy.io website launched for token distribution. The website has already been setup and is fully operational. Visitors can get access to the site for information on the ICO and the Alepy platform.

6. Token sale for stages. This will commence in September 2017 where interested investors can purchase our tokens. Alepy will reward the early investors with them being viable to share in the organisation's profits.

7. Token distribution. This will take place beginning October 2017 with token owners issued with their proportionate number of ALP tokens.

8. Alepy main development phase will commence in October 2017 with token wallet, chatting system, exchange/trading platform all set to be created to support the platform's operations.

9. Token listing will commence on October 2017

10. Mobile Apps for both iOS, Android will also be developed in October 2017

10. Alepy brand awareness will begin in the 1st Quarter of 2018 and will continue as the organisations seeks to bring more users on board and raise its popularity as the platform of choice for content creators and consumers.

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