GLOBEFOLD

Access and broadcast relevant and unobstructed user-specific content: Using blockchain technology for facilitating peer-reviewed knowledge.

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ABSTRACT

While the internet is quite possibly one of the greatest resources of all time for acquiring knowledge, there are several frustrations when accessing the internet to seek highly specific and reliable information. Knowledge seekers are met with information that is: outdated, irrelevant, too general, fake news, mutable, information hostage through sign-up or paid services, ads and pop-ups, without video or live results, lack of a rating system, tainted with search engine optimization tricks, privacy breaching, and influenced by bots that game the system. Despite decades of these frustrations, we relentlessly continue our search for knowledge using existing infrastructures, and all too often accept a substandard return, even for the price of our privacy. Sadly, more vulnerable information seekers can be forced to make ill-informed decisions and embrace distorted opinions. In the worst cases, some of us give up the quest for knowledge and allow social media platforms to spoon feed us our personalized algorithmic content for someone else's monetary or political gain. This whitepaper will introduce an innovative social media application that will remove the frustration of obtaining individualized information needs, and facilitate the acquisition of authentic, peer-reviewed, unobstructed, and instant knowledge. Users of this application will be able to share and inform others in real-time on any topic desired or explored without privacy breaching algorithms or invasive bots, while providing with full access to a monetized and immutable archive of data that can never be taken down.

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INTRODUCTION

Search Engines

When it comes to searching the internet, there are three resources that unequivocally dominate the US market: Google, Bing, and Yahoo.[1] Educators cringe at the idea that search engine results are used for "research" purposes, however, search engine results can be helpful in locating peer reviewed research articles and journals. We aren't only searching for the cutting edge theory of everything, and search engines are useful in general exploration, but not without the influence of complex algorithms and exploitation of our respective online habits.

Humans are hard-wired to follow the path of least resistance.[2] The tenacity of the information seeker to overcome digital barriers when searching for information will determine his or her perception on the content being returned. The quantitative threshold of overcoming these barriers is respective, especially when we are up against an algorithm that can predict everyone's next move. The average web user will not look beyond the first five results on a search engine results page, and websites on the first page receive almost 95% of web traffic.[3] This is why $65.26 billion was spent on search engine optimization (SEO) in the US alone in 2016 ($613 billion globally), with a projected spending of $79.27 billion by 2020.[4] Our search engine results are greatly influenced by a billion dollar industry that banks on the fact the average path to least resistance user will accept the first five results. Is the search engine optimization industry in our best interest, making sure we see the most relevant information?

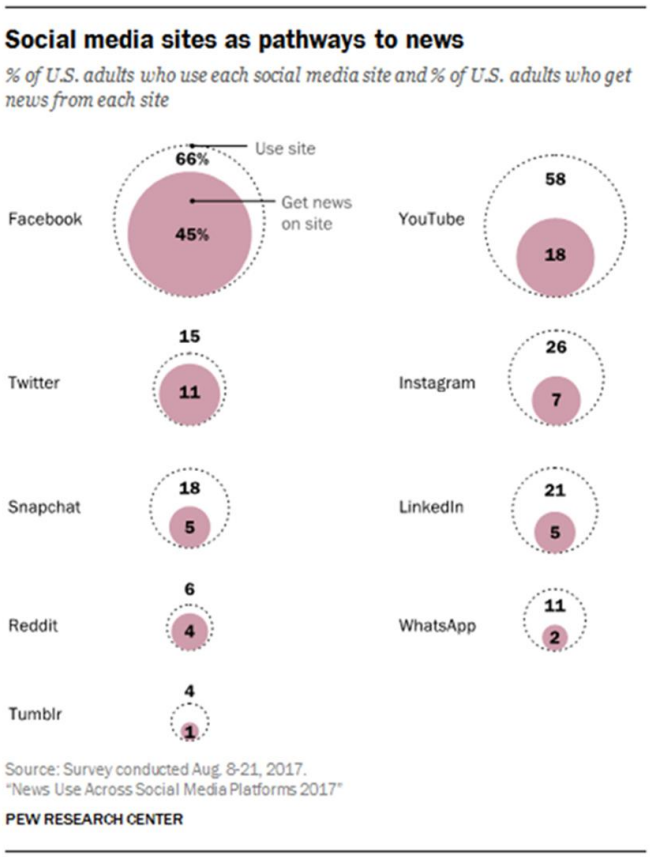
Social Media

Since the advent of social media in the early 2000s, we now have hundreds of applications to fit every social niche currently known, with plenty of room for the unknowns. In 2005, only 5% of American adults used a social media platform, and today, about seven-in-ten of Americans use social media to connect with one

[1] NET MARKETSHARE. (2018). Market Share Statistics for Internet Technologies. Retrieved from https://netmarketshare.com/search-engine-market-share.aspx
[2] University College London (2017, February 21). Humans Are Hard Wired to Follow the Path of Least Resistance. NeuroscienceNew. Retrieved from http://neurosciencenews.com/path-of-least-resistance-6139/
[3] Jacobson, Madeline (2017). How Far Down the Search Engine Results Page Will Most People Go? [Web log post]. Retrieved from https://www.theleverageway.com/blog/how-far-down-the-search-engine-results-page-will-most-people-go/
[4] Agadi, Mohith (2017). SEO Industry Report 2017: Facts and Interesting statistics [Web log post]. Retrieved from https://gusture.com/2017/04/seo-industry-report-2017-facts-and-interesting-statistics/

another, engage with news content, share information and entertain themselves.[5] Two thirds of Americans report that they get at least some of their news on social media.[6]

A study in 2017 shows that the majority of adults use Facebook and YouTube. While the user base is similar between the two, far more users are getting their news from Facebook. Only 45% of these users use Facebook for news. With the ongoing privacy issues with Facebook since 2007, and a recent campaign to stop using Facebook, we can expect that Facebooks user base will decrease along with the number of users receiving news, possibly going to YouTube or finding another social media alternative.



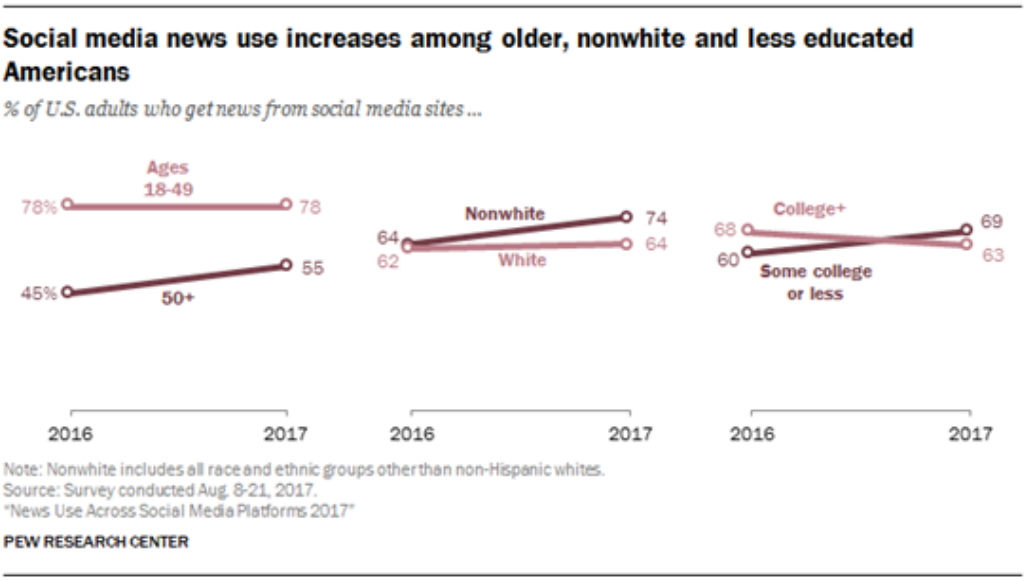
The application preference of Facebook and YouTube suggests users enjoy an experience that includes the ability to share, explore, and watch videos. Marketing strategy between the applications shows that 87% of surveyed

[5] "Social Media Fact Sheet." Pew Research Center, Washington, D.C. (February 5, 2018). http://www.pewinternet.org/fact-sheet/social-media/

[6] "News Use Across Social Media Platforms 2017." Pew Research Center, Washington, D.C. (September 7, 2017). www.journalism.org/2017/09/07/news-use-across-social-media-platforms-2017/

marketers published video content on YouTube, where only 68% of marketers have published video content on Facebook. In a study, 72% of people would rather watch a video to learn about a product or service versus reading text.[7]

As social media news use is increasing among older, nonwhite and less educated Americans, there is potential in causing a terrible inequity in authentic knowledge: misleading a target population creating an information gap. In a recent study at the University of Oxford, ethnographic evidence shows widespread use of social media being used to promote lies, misinformation and propaganda by governments and individuals using bots and supported social media algorithms.[8] The implications of this are colossal when considering the influence of social media on significant global issues, the increase in target population use, coupled with how information is infiltrated into our household and extended families.



Similar to search engine optimization, marketing and the use of bots and algorithms within social media has a profound impact on how we receive and perceive information. Social media applications are brilliant in exploiting our path of least resistance wiring. Algorithms are beginning to know more about us then we know ourselves. As social media habits are analyzed, passive social media users are navigated to subjective news and information that we aren't actively searching for. This creates unfair bias and manipulation towards a variety of new topics, as users generally embrace published content as truth without much fact checking.

[7] Hayes, Adam (2018, April 18). The State of Video Marketing in 2018. Retrieved from https://blog.hubspot.com/marketing/state-of-video-marketing-new-data

[8] Samuel C. Woolley & Douglas Guilbeault (2017). Computational Propaganda in the United States of America: Manufacturing Consensus Online. Retrieved from http://comprop.oii.ox.ac.uk/research/working-papers/computational-propaganda-in-the-united-states-of-america-manufacturing-consensus-online/

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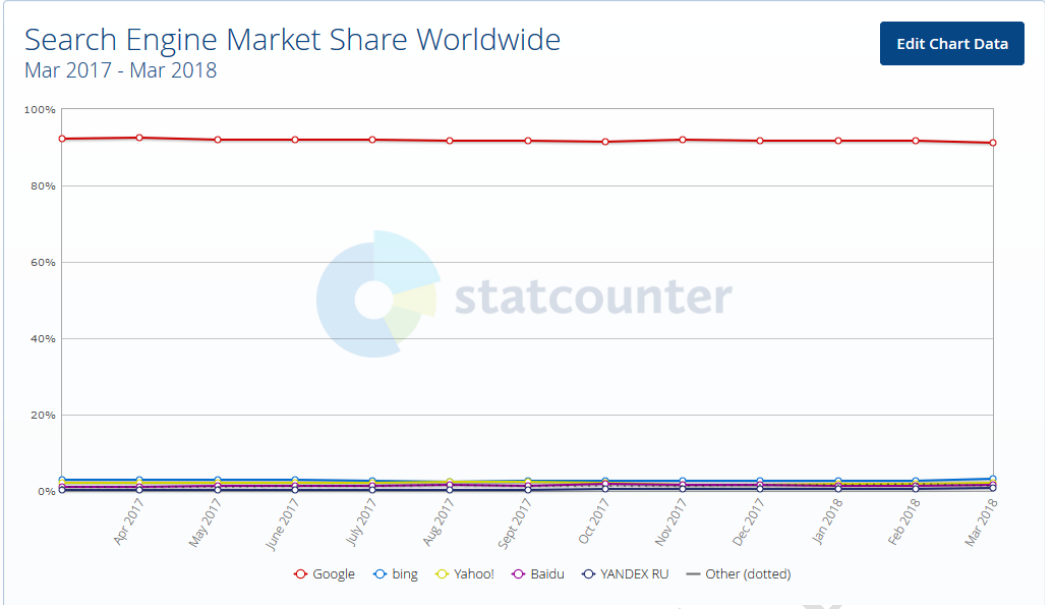
PROBLEM

No matter the platform, knowledge seekers are forced to spend unnecessary time navigating through information barriers. Depending on technological proficiency and persistence, user satisfaction will vary, but may be ultimately irrelevant because the search results are algorithmically calculated instead of wanted. Search engine algorithms have a tremendous impact on search results. Google, for example, attempts to predict the question a user may be asking, even predisposing the user to an answer or outcome with the prediction. The question chosen by the user will then have corresponding results to support the inveigled question, leading to a wormhole of fake news.

Algorithms aside, general information searches yield information that is considerably outdated. Performing a Google search for "irrelevant search results" returns several articles, blogs, and even support pages that describe user frustration with Google's search function, without Google being written in the search engine! These search results range from the year 2012 to 2017, all on the first page, which supports the fundamental problem: searching for relevant information online is difficult. While Google offers some support to improve search results through tools, such as the 'remove outdated content tool', these efforts can be thwarted when other Google services enable manipulation of search results through SEO. Google's mission is to "organize the world's information and make it universally accessible and useful". As the most used search engine on the internet covering 91.25% of the world's share of search on the internet[9], Google is organizing the world's information, but through whomever they are paid to do it. Like a dream within a dream, it is common that a search engine result directs the user to a sufficient source, only to find that the information is being held hostage through more ads, a sign-up process, message board, or paid only access. Searching the internet may seem to be free, but in reality the cost is your digital persona which defines your predisposition to consumerism.

[9] "Search Engine Market Share Worldwide" Statcounter GlobalStats, (March, 2018). http://gs.statcounter.com/search-engine-market-share

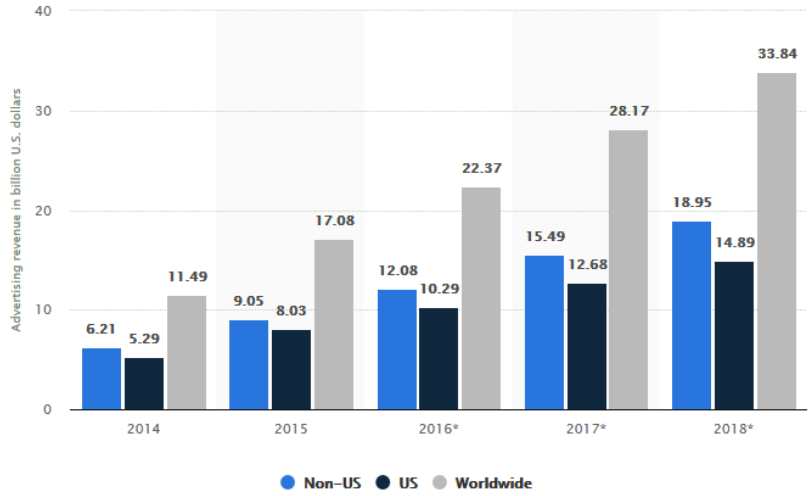


One of the most veiled and concerning issues with using a search engine is privacy. The implications are unknown to the user, as they do not have access to the database of information collected from online usage and resulting analysis. While users do not think of this when performing searches, search engines combine IP addresses and search terms and create a profile for advertisers to use to get an idea of the searchers interests and purchasing habits. Combined with a Google email account that can extract your gender, birthdate, and scrub your email content, users have a comprehensive digital footprint that can reveal more about themselves than a close family member. There are no rules about how this data can be used, but we do know that users can be targeted for advertisement, and other campaigns to manipulate the online habits of the user. Coupled with the acceleration of Artificial Intelligence as seen in Google's DeepMind AI, there is potential for users to be influenced in ways that have not even been discovered yet.

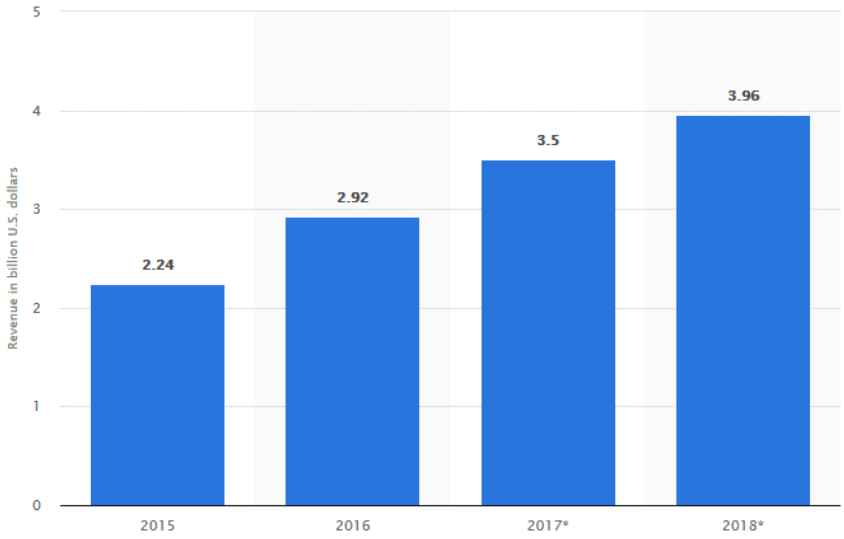
Outside of search engine use, every action performed on social media applications provides your information to 3rd parties just the same. Companies like Facebook and YouTube are making billions of dollars using targeted advertisements, increasing each year, despite the controversy of fake news, inappropriate use of livestream, privacy breach, etc. Facebook's U.S. and non-

U.S. advertising revenue from 2014 to 2018 can be seen in the chart below[10]. YouTube U.S. advertising revenue from 2015 to 2018 follows[11].

Facebook's U.S. and non-U.S. advertising revenue from 2014 to 2018



YouTube U.S. advertising revenue from 2015 to 2018



Live video streaming is used on the Facebook and YouTube platform, but primarily as a result of the broadcaster's intent instead of a user specific query. Users that may be interested in a specific topic may choose to watch a broadcast

[10] "Facebook's U.S. and non-U.S. advertising revenue from 2014 to 2018 (in billion U.S. dollars)" Statista (April, 2016). https://www.statista.com/statistics/544001/facebooks-advertising-revenue-worldwide-usa/

[11] "Net advertising revenues of YouTube in the United States from 2015 to 2018 (in billion U.S. dollars)" Statista (2018). https://www.statista.com/statistics/289660/youtube-us-net-advertising-revenues/

to learn, but could benefit greatly if the broadcast was catered to their specific need. In general, content quality rating systems do not exist for Facebook live streams, and YouTube utilizes an objective thumbs up or down system. Regardless of a thumb, the goal is number of views, and gaming the system to attract others to your content.

For these information platforms, advertising is the bottom line. Companies are more interested in how user data can be used to direct traffic to third parties for other products, services, and agendas rather than the user's quest for knowledge. If the content of a YouTube video or a Facebook post is objectively determined to be against mainstream opinion, content will be censored. Companies like YouTube are so reliant on advertisers, the company has ensured that specific filters are associated with "controversial" videos so that advertisers do not place their ads that they do not feel comfortable with. While YouTube does not take some of these videos down, the chances of affected videos being monetized are much slimmer[12]. At YouTube, users are not allowed to have an alternative perspective or point of view when questioning mainstream news reports, such as the recent Florida school shooting. Google eliminated a popular natural health website from its search results, not allowing users to decide make their own opinions. Facebook deletes comments, posts, or videos when mainstream events are questioned, not allowing alternative perspectives[13]. All of these platforms will however, will allow you to be inundated with pop up advertisements based on your digital footprint. Users have no idea how their digital footprint is created, let alone the option to restrict applications from using it. Anecdotally, Facebook users have sponsored ads on the exact products they have researched on Google show up on their Facebook feed. There is even discussion if Facebook uses the microphone of mobile devices to listen, then suggest other ads.

More data has been created in the past two years than in the entire previous history of the human race, and by 2020, 1.7 megabytes of new information will be created every second for every human being on the planet[14]. This may seem like a lot of data, but think about every time you post on facebook, upload a video, or send a message to someone. These activities are opportunities to collect data. In an article in April 2018, it is revealed that Facebook messenger scans photos

[12] Alexander, Julia (2018, March 7). Controversial YouTubers head to alternative platforms in wake of 'purge'. Retrieved from https://www.polygon.com/2018/3/7/17087668/steemit-dtube-bitchute-youtube-purge

[13] Ketler, Alanna (2018, March 1). Facebook, Google & YouTube Censorship At An All Time High-What Ever Happened To Free Speech? Retrieved from http://www.collective-evolution.com/2018/03/01/facebook-google-youtube-censorship-at-an-all-time-high-what-ever-happened-to-free-speech/

[14] Bansal, Manju (2014, September 2). Big Data: Creating the Power to Move Heaven and Earth. Retrieved from https://www.technologyreview.com/s/530371/big-data-creating-the-power-to-move-heaven-and-earth/

and links sent by users to check for "policy violations"[15]. Whether Google or Facebook is collecting a portion of this online activity, as the data is owned and managed by the respective company, there is a probability of data breach. With the recent issue at Facebook involving Cambridge Analytica, Facebook contends that their technology was working as intended, and Cambridge Analytica violated Facebook's terms of service. At the end of the day, Facebook allowed Cambridge Analytica to obtain data for 50 million users, which is said to have been used to manipulate the presidential election.[16] The Cambridge Analytica-Facebook drama is debatably a malicious event, and in contrast the world has experienced other major malicious data breaches at other companies such as Equifax, where 143 million users were affected by the release of personal information including credit card numbers. Yahoo also suffered from two cyberattacks that affected 500 million accounts! In a full page ad in March 2018, published within multiple newspapers, Mark Zuckerberg said,"We have a responsibility to protect your information. If we can't, we don't deserve it". Centralized companies simply cannot be trusted to safeguard our personal data, and they do not deserve it.

We have shown in the preceding text where knowledge seekers are met with information that is: outdated, irrelevant, too general, fake news, mutable, information hostage through sign-up or paid services, ads and pop-ups, without video or live results, lack of a rating system, tainted with search engine optimization tricks, privacy breaching, and influenced by bots that game the system. Despite decades of these frustrations (and new ones to come), we relentlessly continue our search for knowledge using existing infrastructures, and all too often accept a substandard return, even for the heavy price of our privacy. Solving these issues requires a fundamental change in the way we search for information, and the resource we use to acquire it. The potential benefit of solving these issues will create a safe and effective platform for users to acquire specific knowledge without the influence of advertising that caters to popular opinion, information hostage, and corporate greed. Knowledge is power, and the only one knowing anything, is the company that owns the algorithm that knows everything about you. This inequity and struggle to acquire authentic information ends with the development of a new global knowledge platform that integrates blockchain technology.

[15] Ciccotta, Tom (2018, April 4). Facebook Admits Spying on Messenger, 'Scanning' Private Photos. Retrieved from http://www.breitbart.com/tech/2018/04/04/report-facebook-messenger-analyzes-what-you-send-to-friends-family/

[16] Wagner, Kurt (2018, March 17). Here's how Facebook allowed Cambridge Analytica to get data for 50 million users. Retrieved from https://www.recode.net/2018/3/17/17134072/facebook-cambridge-analytica-trump-explained-user-data

SOLUTION

GLOBEFOLD is a new decentralized social media and global knowledge base application that solves the problem of search engine frustration, information manipulation, censorship, and provides users with highly specific answers to search criteria. GLOBEFOLD combines the best features of the most popular information and social media platforms, while keeping user data private and avoiding the use of invasive algorithms. GLOBEFOLD users are part of their own peer to peer global network, and learn by exploring content, and/or live broadcasting requests for information to each other through the integration of blockchain technology. The GLOBEFOLD knowledge base is dependent on active users, therefore, activity is rewarded with its own cryptocurrency that can be converted to fiat or exchanged for goods and services within the application. Blockchain technology is also utilized for the purpose of smart contracts involving information requests, immutable storage, and authentication of information. The possibilities of using GLOBEFOLD as a social media platform and knowledge base are endless. Below is a brief description of how GLOBEFOLD works, with just a few ways that GLOBEFOLD can be used in the real world.

Searching for Information

The primary screen within the GLOBEFOLD application is the search feature. When the user types in their search criteria, the resulting return will display users that are available to provide knowledge based on the following parameters:

1. Maps and GPS location: Users in the searchers general area can be sourced for information, additionally, live broadcasts anywhere in the world can be accessed by simply exploring the globe, and selecting a broadcasting user or to request a broadcast
2. GLOBEFOLD user profile: The search criteria is cross referenced with information contained within GLOBEFOLD user profiles indicating expertise in a particular field of study or interest
3. GLOBEFOLD archive: The request database archive including all information smart contracts will be referenced to see if previous searches on the topic satisfy the information request
4. GLOBEFOLD broadcasts: Live streams that may provide similarly matched keywords through written communication within the stream
5. GLOBEFOLD trends: Searches will filter through trending events to help users search for the latest information who may be using ineffective search criteria
6. GLOBEFOLD quality control rating system: Search results will find the most relevant source for information for the query, and display the quality control rating of the user to pre-screen for reliability

Broadcasting Information

When GLOBEFOLD searchers are unable to find the specific information they are looking for amongst other users, they can create a request for knowledge. GLOBEFOLD users can then become broadcasters, and answer these requests for knowledge. Over time, these answered requests will fortify the GLOBEFOLD knowledge base and provide users with easily accessible archived search results. Additionally, broadcasters can broadcast anytime, for any topic, which can be accessed by other users when they type in search terms that identify with their broadcast.

Real World Use Case: Education

GLOBEFOLD is an application to facilitate user specific knowledge. Educational institutions and students can benefit greatly from GLOBEFOLD for collecting information for research. While typical search engines pull existing information that can be outdated by half a decade, users will have an opportunity to experience the current state of whatever is being searched.

Example 1: A high school student in the United States performing research on the Great Pyramids of Giza, specifically wanting to understand how the pyramids were built: what material, what does it look like up close, how far are the joints between the stones, what does it feel like, and what is the general feel for the structure in its climate. The student enters the search term “Great Pyramids of Giza” into the search field, and is met with a list of search results indicating users who have identified themselves with the searched topic within their profile. A corresponding globe is also presented, pinpointing actual live users on-location at the Great Pyramids of Giza. The student can select any of the displayed users, which will send a request to connect to the potential broadcaster. Once the student chooses the user, a connection is made and the student will be able to see real-time video of the pyramids, while either typing or talking to the broadcaster, the specific questions of the student can be met with real data. The interaction is recorded and saved, and can be later embedded into their project. At the end of the broadcast, the interaction becomes available in search results for other users.

Example 2: A student is having some trouble with an algebra homework problem, specific to expanding polynomial factors. The student can perform a search for “Algebra help”, and the results page will attempt to connect users who have indicated math expertise within their profile. The student can learn from the broadcaster in real-time how to solve the math problem.

Real World Use Case: Travel

GLOBEFOLD not only facilitates educational knowledge, but can help its users make choices on travel opportunities without the influence of paid advertisements and fake reviews.

Example 1: The searcher is interested in a quick getaway to Las Vegas, specifically at the Cosmopolitan because the rate was very low on a travel booking site. The searcher types in the search term 'Cosmopolitan Las Vegas' and is presented with a globe indicating users on or near location. The search selects one of these users, who then begins to broadcast the surroundings, giving an objective report based on direct evidence. The searcher now knows why the rates are comparatively lower at the Cosmopolitan… they are performing renovations, and some of the amenities are not available.

Example 2: A user in Australia searches through the request for knowledge listings, and notices that a user in Buffalo, New York is interested in knowing if these are any safety issues for travel to Cairns, Australia. The request also specifically asks for any insight on typical struggles that locals face when living in the area, so that the potential traveler is better prepared. The broadcaster lets the potential traveler know that traveling to Cairns at this time is during their summer season. In the summer, the most dangerous jellyfish are present in the waters, and it is very important to avoid swimming without a bodysuit. The broadcaster suggests a number of freshwater sites to visit- but also warns against crocodiles.

Real World Use Case: News

GLOBEFOLD presents an innovative way to become part of news and events as they unfold. Because GLOBEFOLD users can be connected on demand, anywhere in the world, users can experience firsthand knowledge as events unfold, before any mainstream media censorship or political spin.

Example 1: A GLOBEFOLD user is walking in downtown Chicago participating in a peaceful protest. The GLOBEFOLD user can begin broadcasting, and tag the event. This broadcast will then be available to the world to also observe the event, without mainstream commentary.

Example 2: A retired GLOBEFOLD user has a home in Florida, and currently residing in Buffalo, New York. After devastating news of the latest hurricane, the user has no idea how his retirement home has held up. The GLOBEFOLD user types in the location of the home in the search filed, and is presented with users in the area. After connecting with a user, the user broadcasts the area, specifically the retirement home, which appears to have suffer no damage.

Real World Use Case: Exploration and Connecting Others

Social media connects users, and social media users love to explore and stumble upon things in which they had no idea would interest them. GLOBEFOLD offers a space for its users to express their creativity through broadcasting, and to be accessible to the entire world. Social media users who have been censored for going against mainstream opinions have a platform to express freely to users across the globe who chose to listen.

Live stream CCTV integration will also allow GLOBEFOLD users to take a peek at life across the globe in real time. Access to public cameras will be available for GLOBEFOLD users to peruse abiding by local laws.

Niche groups can be formed and monetized by having users pay for access to their content using GLOBEFOLD coins.

Real World Use Case: Solicitations

GLOBEFOLD users can indicate their interests, locations, expertise, or any other service they can offer for searchers to obtain useful information from their completed profile. Searchers can also provide incentives, such as donations, to facilitate a sophisticated request.

Example 1: A GLOBEFOLD user has a damaged phone screen and searches for 'Cracked phone screen repair'. The search will show general location of users who are providing service or advice on repairing their phone, according to the cross referenced information in their profile.

Example 2: A GLOBEFOLD user is interested in getting into shape, and searches for 'Weight loss coaching' or 'body building form' search will indicate other GLOBEFOLD users that are willing to help or coach individuals who are beginning their fitness journey.

Example 3: A GLOBEFOLD user can request exclusive and specific broadcasts that involve ticketed events. The searchers request could be: 'Interested in seeing the Chicago Art Museum- paying any associated fees in getting to the location, plus additional 200 GLOBEFOLD coins per hour'. GLOBEFOLD broadcasters can answer the request, and allow others to view the broadcasted event for donations.

Example 4: GLOBEFOLD broadcasters can work as independent contractors using the GLOBEFOLD platform. Broadcasters can maintain a live stream at a fixed cost to the searcher. Searchers have the ability to 'buyout' a room using GLOBEFOLD coins. This allows the user to have one on one interaction with broadcaster.

Example 5: The GLOBEFOLD broadcaster is a school tutor, offering a course on preparing for college entry exams. Searchers can pay using GLOBEFOLD coins to join the session, and learn these valuable skills.

Example 6: Businesses can use GLOBEFOLD (consulting lawyers, CFPS, CPAS, any fee based personal service) as a constant broadcasting space for potential clients.

Example 7: GLOBEFOLD can be a platform for artists to perform virtual performances to fans through GLOBEFOLD broadcasts. Extreme sport athletes can connect their device and broadcast live using their favorite camera accessories.

Example 8: A GLOBEFOLD user may be in the vicinity of a request for information. An alert will push to the GLOBEFOLD active device when the user is in proximity to satisfy a request.

Block chain Technology Integration

GLOBEFOLD is an application that will be built integrating blockchain technology for the purpose of its own cryptocurrency, verification and authentication of data, and storage.

Reward System

GLOBEFOLD is only effective with a large participating user base because we provide information to each other according to our expertise and on-location experience. To ensure that we have an increasing and sustainable number of users, we have employed a rewards system using experience points, and cryptocurrency. Users collect experience points for performing certain actions within the app that defines aptitude in using the application. Users can accumulate GLOBEFOLD coins and spend them within the GLOBEFOLD application for a variety of customizations and products, but mainly used to initiate smart contracts for information between other users. GLOBEFOLD coin can also be converted to fiat currency in a cryptocurrency exchange.

GLOBEFOLD coins can be accumulated by:

1- Proof of Participation mining: Allowing GLOBEFOLD to run in the background with the devices GPS location services and notifications turned on will be rewarded with a constant stream of GLOBEFOLD coins. Depending on your application settings, this reward is equivalent to accessibility features activated.

Visibility: Completing and updating the user profile so that users can be appropriately matched to search criteria will provide an initial balance of GLOBEFOLD coins to begin using the application.

Participation: By answering requests for knowledge, you will be rewarded for participation in conjunction with GLOBEFOLD's proof of knowledge system. Because answers to requests for information will be accessible to the GLOBEFOLD knowledge base, GLOBEFOLD coins will continue to be rewarded upon repeated access.

User rating system: Depending on how users respond to questions, a rating will be calculated. This rating acts as a multiplier when receiving the base accessibility reward.

2- Proof of Knowledge mining: Proof of knowledge is a self-governing mechanism to check for quality control. Before users are rewarded for answering requests for information, a minimal number of manual confirmations must be achieved before the information is rewarded and stored on the blockchain. This is a form of manual 'mining', where users are presented with a list of previously answered requests, and rate the quality of information. Contributors to the Proof of Knowledge mining process are rewarded GLOBEFOLD coins, and are awarded with bonuses if a user voted in favor of overall knowledge consensus. Certain user criteria must be met in order to participate in the Proof of Knowledge mining process to prevent attacks on the platform from artificial influencers.

3- Proof of Stake forging: Off application, GLOBEFOLD coins can be acquired through the validation of transactions earning transaction fees, or forging of a new block to the blockchain.

4- Cryptocurrency exchange: Users can purchase GLOBEFOLD coins from cryptocurrency exchanges that support GLOBEFOLD coin. The GLOBEFOLD application is a GLOBEFOLD coin wallet, and the option to purchase GLOBEFOLD coins will be available pending applicable KYC laws.

GLOBEFOLD coins are spent when:

1- Searching/Requesting: Specialized search functions or requests for knowledge may require payment using the GLOBEFOLD coins. These costs are offset with participation within the GLOBEFOLD application through participation. The cost encourages users to be active members of the GLOBEFOLD knowledge base, and also prevents fake accounts from compromising the application. Depending on the request for information, the price willing to be paid is set by the requestor.

2- Broadcasting: Users may be required to use their GLOBEFOLD coins to broadcast live streams. The cost is variable, and can be offset by active participants within the stream.

3- Proof of Knowledge mining: Users can stake their GLOBEFOLD coins for information consensus. If users have selected the majority consensus, they will be awarded a bonus at the end of X confirmations from other users. When deciding on consensus, users will not be able to see current ratings until X confirmations are reached. Multiple answers can reach consensus, however the most voted answer will be featured. Because users will be staking their coins to vote, this will ensure that the most comprehensive answer to the user is chosen.

4- Application enhancements: Users can purchase enhancements within the GLOBEFOLD application to stand out from other users, and be able to perform additional features when interacting with other users. Application enhancements can also be purchased using experience points.

Experience Points

In addition to cryptocurrency rewards, users can obtain points from a variety of application usage milestones. GLOBEFOLD users can also exchange experience points to GLOBEFOLD coins, and vice versa. Experience points demonstrate evidence of user proficiency within the application, and adds a friendly and competitive nature to the learning process. Experience points can be used for application features to help stand out from the crowd in certain broadcasting situations.

Blockchain Storage

In order to provide tamper proof data, GLOBEFOLD media must be stored on a blockchain. This is challenging considering the potential size of broadcasted information, and cloud storage with cryptographic access may be implemented in the interim. In addition to storage, blockchain provides authenticity of information that can trace back to the user in order to reward for participation in a successful request for knowledge transaction. This way, users will not be able to link archived content and receive for rewards for content that they did not publish.

Marketing

There are better ways to market our users than the use of algorithms and bots to manipulate them into buying products or swaying opinions. GLOBEFOLD can be integrated into commerce with the addition of a simple icon that can launch the GLOBEFOLD app within a variety of markets. GLOBEFOLD partners can be established to provide our users with incentives for providing information to their consumer base.

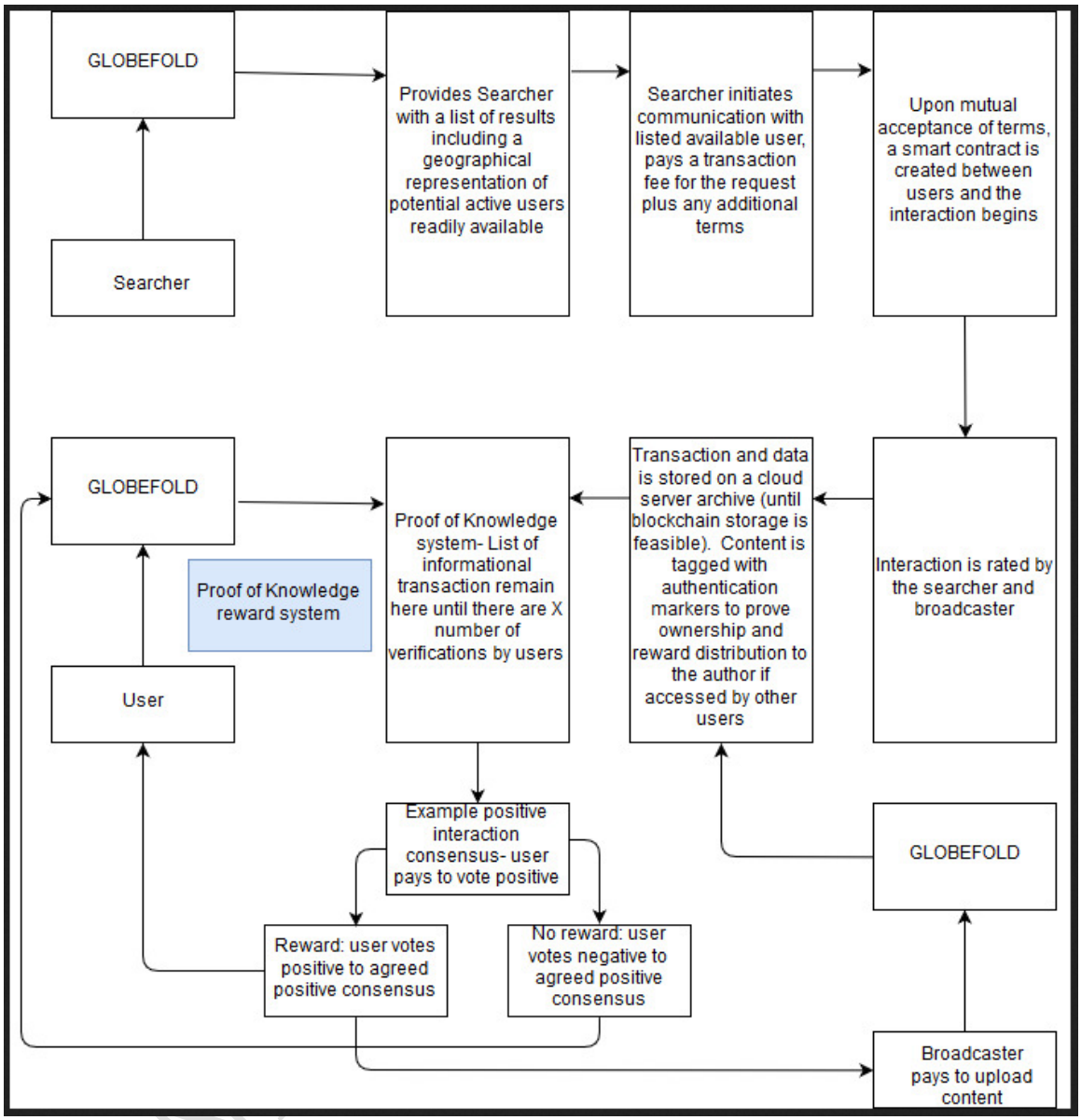
Earn GLOBEFOLD coins for watching videos from advertisers and other users through GLOBEFOLD partnerships

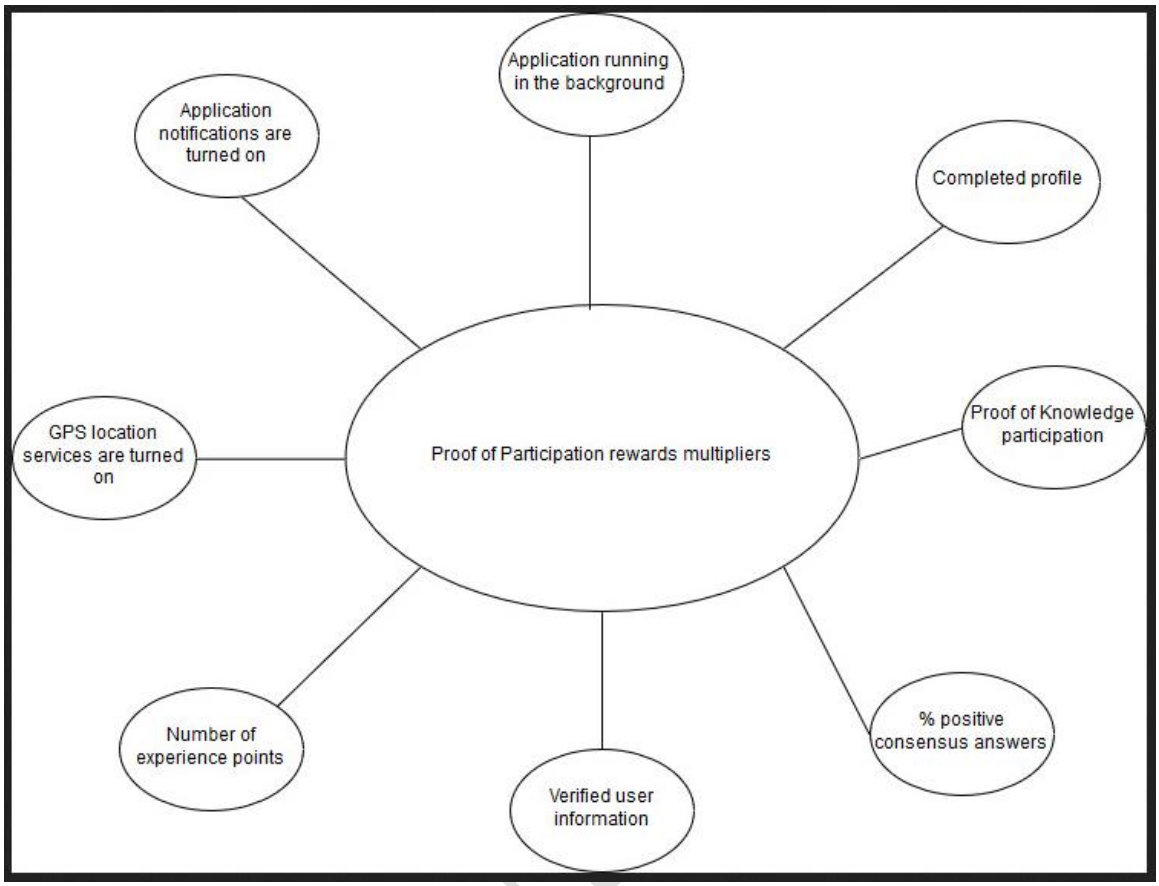
GLOBEFOLD Education Integration: A GLOBEFOLD icon can be displayed within a web browser toolbar. A GLOBEFOLD icon can be embedded within educational websites. Partnerships can be established with school districts, colleges, and universities for live tutoring help using the GLOBEFOLD application.

GLOBEFOLD Travel Integration: A GLOBEFOLD icon can be added to popular travel websites for users to search for popular resorts and hotels. GLOBEFOLD users staying at these locations can provide searchers with useful feedback on the quality of accommodations, etc. In addition to hotel ratings on popular travel websites, hotels can provide a GLOBEFOLD link for users to provide instant feedback to other GLOBEFOLD users that are interested in future travel.

GLOBEFOLD News Integration: A GLOBEFOLD application icon can be placed within search engine searches for live feeds and mainstream media news outlet sites.

GLOBEFOLD Social Media Integration: GLOBEFOLD feeds can be linked/advertised to popular social media applications. GLOBEFOLD accountability metrics can be displayed through social media (reporting accuracy, user ratings, awards, etc).


GLOBEFOLD
Provides Searcher with a list of results including a geographical representation of potential active users readily available
Searcher initiates communication with listed available user, pays a transaction fee for the request plus any additional terms
Upon mutual acceptance of terms, a smart contract is created between users and the interaction begins
Searcher
GLOBEFOLD
Proof of Knowledge system- List of informational transaction remain here until there are X number of verifications by users
Transaction and data is stored on a cloud server archive (until blockchain storage is feasible). Content is tagged with authentication markers to prove ownership and reward distribution to the author if accessed by other users
Interaction is rated by the searcher and broadcaster
Proof of Knowledge reward system
User
Example positive interaction consensus- user pays to vote positive
GLOBEFOLD
Reward: user votes positive to agreed positive consensus
No reward: user votes negative to agreed positive consensus
Broadcaster pays to upload content

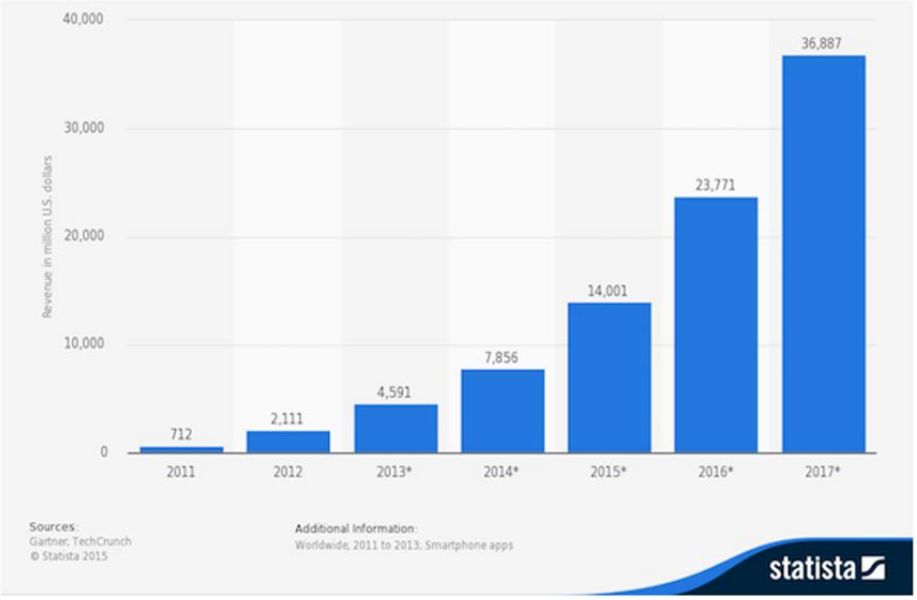


Free vs Monetized information

Earlier in the paper, we provided some insight into how the larger platforms make money through advertising and using your personal data. GLOBEFOLD requires a large infrastructure to hold a vast amount of data, so we also need to develop ways for revenue to make sure the application is running smoothly, and that information can be stored and shared between users. GLOBEFOLD will employ a variety of methods for revenue such as in-app purchases and advertising, using the GLOBEFOLD coin.

Using the GLOBEFOLD coin, and experience points, user will have the opportunity to purchase a variety of application enhancements, and products from our sponsors and partnerships. The in-application market is rising significantly year after year (figure 1), as well as revenue from advertisements via search, according to projections from Business Insider Intelligence (figure 2).

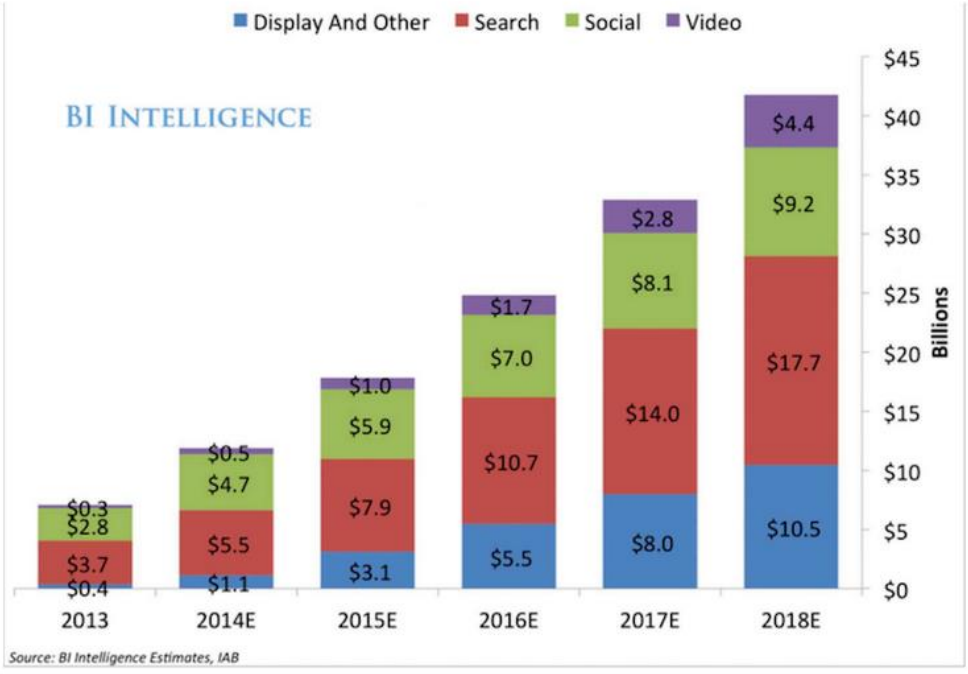
Global in-app purchase revenues from 2011 to 2017, in million U.S. dollars



Source: Statista

Figure 1

US mobile app advertising revenues from 2013 to 2018, in billion U.S. dollars

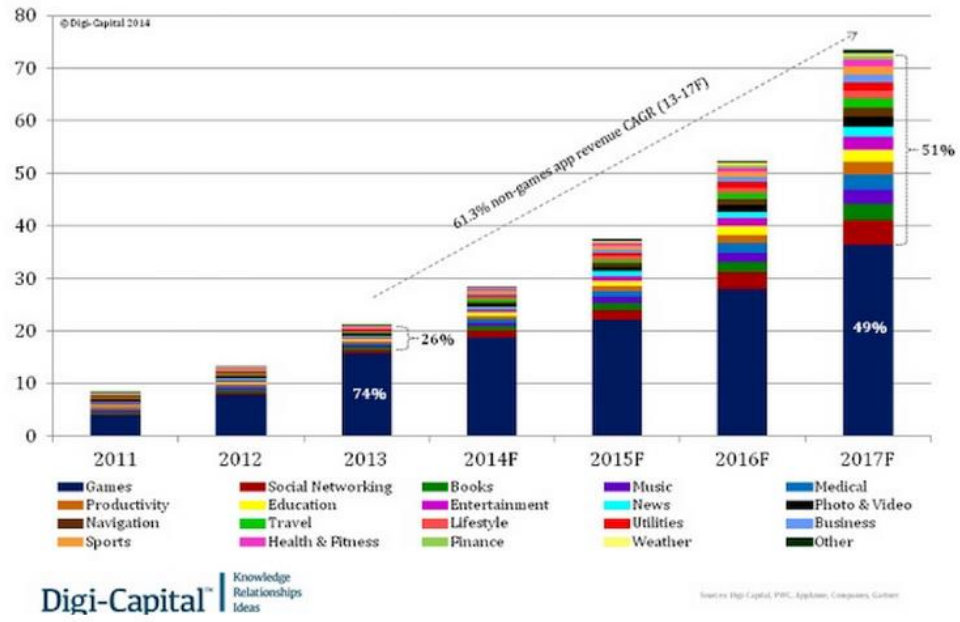


Source: BusinessInsider

Figure 2

Digi-Capital, an investment bank for mobile apps and games, said that in its first mobile apps study, non-game apps could double their percentage share of app revenue[17]. As you can see with the chart below, games account for 49% of mobile app revenue, while 51% is comprised of a combination of many of the features provided by the GLOBEFOLD application. GLOBEFOLD implements an experience points feature, which brings a game-like component to the application. Experience points can be purchased and used to unlock personal enhancements that enable the user to stand out from the crowd.

Global mobile app revenue, by category, 2014-2016, in billion U.S. dollars



Source: Venturebeat

Figure 3

Traditional methods of gathering information have the illusion of being free, but ultimately comes at a cost- user privacy, and manipulation. The GLOBEFOLD application is free for all users, however, there are certain features within the application that require payment using GLOBEFOLD coins. Through the rewards system, there are ample opportunities to collect GLOBEFOLD coins, and users will have very little issue accumulating enough coins performing the basic functions of the application. With enough coins, our partnerships will be essential in rewarding our users for authentic information.

[17] Takahashi, Dean (2014, April 29). Mobile apps could hit $70B in revenues by 2017 Retrieved from https://venturebeat.com/2014/04/29/mobile-apps-could-hit-70b-in-revenues-by-2017-as-non-game-categories-take-off/

The payment system dynamics will ensure that users are thoughtful in the way they use the application. Broadcasting superfluous content, and/or trolling users who ask questions can be fun at times, but it can become an unnecessary burden on not only server space, but other user's time. GLOBEFOLD does have a self-governing checks and balance system that will help filter questionable content, however, combined with the user expending part of their stake to participate, contribution can be more thoughtful and authentic. Additionally, when a user invests to participate and result of that participation is voted positively, they will acquire much more than their initial investment of GOBEFOLD coins through the rewards system.

Resources and revenue

Revenue coming from the use of GLOBEFOLD coins, experience points, and transactions will be used for application development, specifically for sustainability of the Proof of Knowledge, Proof of Participation, and User Ratings and rewards system. Substantial efforts will be made to obtain partnerships with industry leaders in education, news, travel, and entertainment industry. To this end, the majority of GLOBEFOLD coins will be used transparently for these purposes. The rewards system will be heavily scrutinized upon release, and data will be collected to determine flaws in the reward algorithm. Over time once the platform is operational and potential exploitations of the rewards system are obliterated, GLOBEFOLD will move to a fully automated Proof of Knowledge and Proof of Participation system.

Possible ICO

The ICO will not provide the dollar amount to fully launch GLOBEFOLD. The hard cap for the ICO is set at $30,000,000

Coin allocation

Token supply: 1,000,000,000,000 (1 trillion)

Token sale: 100,000,000,000 (100 billion) – For operations and development

Founding member: 300,000,000,000 (300 billion) – Long term vesting

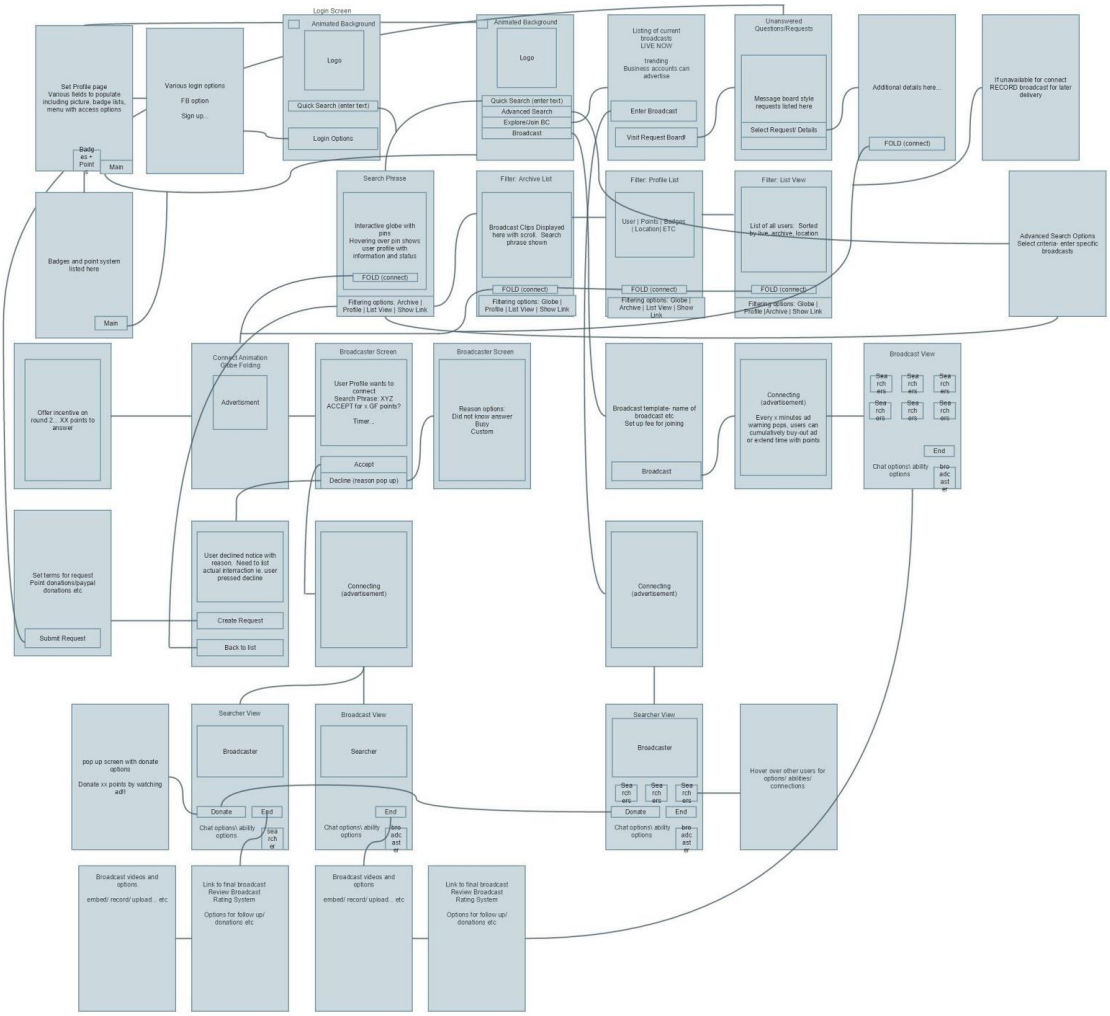
User sustainability: 600,000,000,000 (600 billion) – Rewards system

Gaining traction

CONCLUSION

Our vision is that the world will be informed in real-time on any topic desired or explored, with full access to an immutable archive of data that can never be taken down, and without violating user privacy. GLOBEFOLD can eliminate boundaries, hostage-takers of information, and information that has been vetted and seasoned for the purpose of personal or political agenda while at the same time influencing minds by exploiting our digital footprint. We want users to have the capacity to explore the world, without leaving the room, learn how to solve a math problem without having to wait for class the next day, book a hotel with confidence knowing that the review is unbiased, truthful, with live video as evidence. We want others who have the ability to spread knowledge, to do so whenever called upon- and get rewarded for doing so, every time it is accessed. We want users to monetize their specific search criteria, and allow users to come to the challenge in delivering quality information. Finally, we want data quality to be self-governed and measured through a comprehensive rating system and proof of knowledge concept. Today, this can finally be achieved with the integration of blockchain technology in the GLOBEFOLD application.

For more information, please contact John@GLOBEFOLD.io


Login Screen
Animated Background
Logo
Quick Search (enter text)
Login Options
Various login options
FB option
Sign up...
Set Profile page
Various fields to populate including picture, badge lists, menu with access options
Badg es + Point
Main
Badges and point system listed here
Main
Animated Background
Logo
Quick Search (enter text)
Advanced Search
Explore/Join BC
Broadcast
Listing of current broadcasts
LIVE NOW
trending
Business accounts can advertise
Enter Broadcast
Visit Request Board!
Unanswered Questions/Requests
Message board style requests listed here
Select Request/ Details
Additional details here...
FOLD (connect)
If unavailable for connect RECORD broadcast for later delivery
Search Phrase
Interactive globe with pins
Hovering over pin shows user profile with information and status
FOLD (connect)
Filtering options: Archive | Profile | List View | Show Link
Filter: Archive List
Broadcast Clips Displayed here with scroll. Search phrase shown
FOLD (connect)
Filtering options: Globe | Profile | List View | Show Link
Filter: Profile List
User | Points | Badges | Location| ETC
FOLD (connect)
Filtering options: Globe | Archive | List View | Show Link
Filter: List View
List of all users. Sorted by live, archive, location
FOLD (connect)
Filtering options: Globe | Profile |Archive | Show Link
Advanced Search Options
Select criteria- enter specific broadcasts
Offer incentive on round 2... XX points to answer
Connect Animation Globe Folding
Advertisment
Broadcaster Screen
User Profile wants to connect
Search Phrase: XYZ
ACCEPT for x GF points?
Timer...
Accept
Decline (reason pop up)
Broadcaster Screen
Reason options:
Did not know answer
Busy
Custom
Broadcast template- name of broadcast etc
Set up fee for joining
Broadcast
Connecting (advertisement)
Every x minutes ad warning pops, users can cumulatively buy-out ad or extend time with points
Broadcast View
Sea rch ers
End
Chat options\ ability options
bro adc ast er
Set terms for request
Point donations/paypal donations etc
Submit Request
User declined notice with reason. Need to list actual interaction ie. user pressed decline
Create Request
Back to list
Connecting (advertisement)
Connecting (advertisement)
pop up screen with donate options
Donate xx points by watching ad!
Searcher View
Broadcaster
Donate
End
Chat options\ ability options
Sea rch er
Broadcast View
Searcher
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bro adc ast er
Searcher View
Broadcaster
Sea rch ers
Donate
End
Chat options\ ability options
bro adc ast er
Hover over other users for options/ abilities/ connections
Broadcast videos and options
embed/ record/ upload... etc
Link to final broadcast Review Broadcast Rating System
Options for follow up/ donations etc
Broadcast videos and options
embed/ record/ upload... etc
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