



# Whitepaper

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## A Decentralized Social Influencer Network



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# DISCLAIMER

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# ABSTRACT

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**MySway** is a mobile app and web-based platform that allows micro and macro influencers and brands to connect for the purpose of conducting advertising deals on social media platforms. The introduction of an influencer ecosystem with the implementation of blockchain technology will allow for seamless connectivity and international transactions with brands. MySway is on a mission to bridge the gap between brands and influencers by providing a platform that fosters collaboration and creativity, leveraging the power of micro and macro influencers to produce unique and captivating content to convert audiences. Tokenizing this industry will disrupt and revolutionize the way brands and influencers transact, with the help of SwayCoin. By tokenizing the influencer marketing world, we are solving a wide range of issues and challenges between brands and influencers. The introduction of SwayCoin will bring standardization and stability to this emerging market where influencers will be enabled to effectively compete with traditional publishers, such as radio, tv, and newspapers, for the very first time.

# 01. A New Swayconomy

## Introduction

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### 01

#### 1.1 INTRODUCTION

There has been immense recent growth in the trend for businesses to use social media advertising as a means to connect with new customers, retain clients and promote their products and services. However, there is a gap between businesses who want to use influencers, and the influencers available to them. Currently, businesses are required to connect with individuals via their social media page, search for an email or use a more expensive alternative like an agency. One of the biggest issues for advertising payment and transactions, even with the use of an agency, is moving money around through wires and bank transfers. Content publishers must wait three to five business days to deposit or withdraw money from their bank accounts and must trust the advertiser site with their personal banking information. The brands or agencies in turn must secure the clients information, take appropriate security measures to protect their sites from hacking, and stay in compliance with a plethora of financial regulations in the various countries in which they operate, consequently limiting the countries in which they can operate in. Additionally, transacting in different countries requires supporting a variety of different currencies and banks, all of which further contribute to the complexity of the operation.



When it comes to successful commerce on the Internet, there are some required application features:

- » The application must handle frequent payment processing
- » The application must handle contracts from multiple different countries with multiple different currencies
- » The application must provide verifiable and consistent payment execution.

A blockchain solution [see section 9.7] addresses all these requirements. A blockchain solution allows advertisers and publishers to transfer money across borders easily for international campaigns and have guarantee that their compensation will be paid out in a timely fashion. MySway eliminates the 'middleman' by having social media users make deals with businesses to promote their products and services. Self-serve styled campaigns, fully automated payments, control over advertising content, and the ability to connect directly with the intended audience in a decentralized manner is revolutionary in the social media advertising industry.

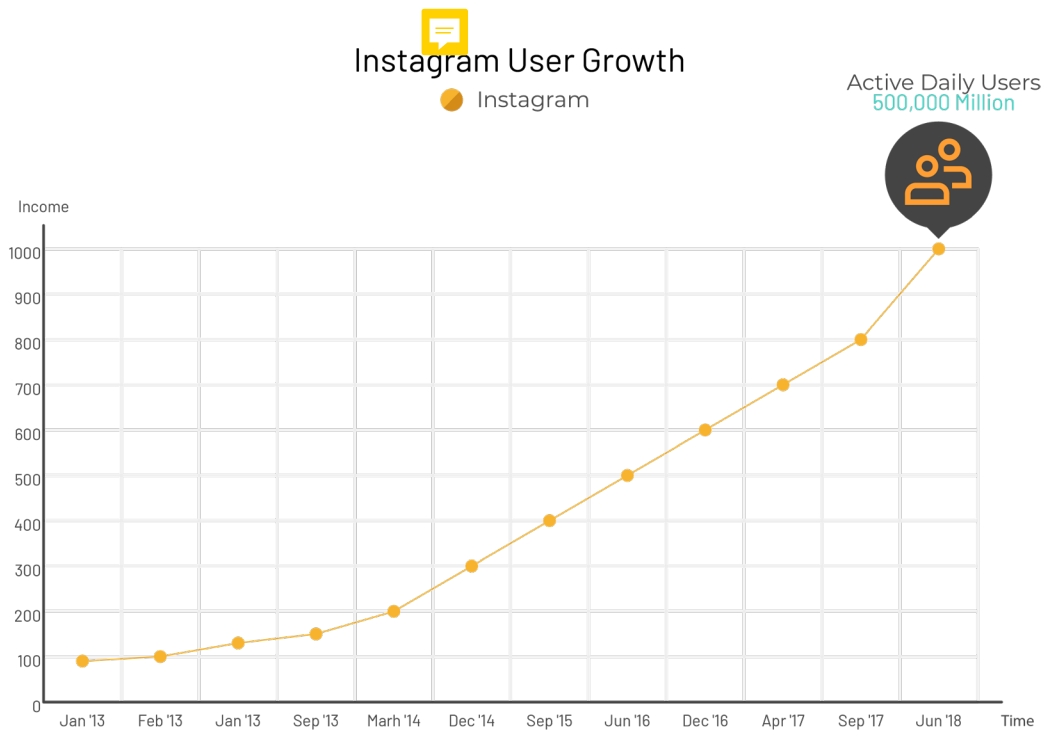
## 1.2 THE MARKET

According to a recent study by Mediakix, Instagram influencer marketing could reach US \$2 billion by the end of this year and up to \$10 billion market size by 2020. The decline of traditional television and the growth of social media have given a rise to influencer marketing and is now the fastest growing category in advertising.

Studies show 30% of potential customers overall are basing their shopping choices on recommendations from non-celebrity influencers. Surprisingly, 3% of consumers are following the advice of celebrities. Yes, you'll increase your reach but with barely any results. Micro influencers provide 60% higher engagement rates, make up for 22% social drive of conversations and have an impact that is 7 times more cost efficient than celebrities.

HUBSPOT research shows that an astonishing 71% of users make buying decisions based on recommendations in social media.

Today, 74% of users search for recommendations about services and products in social networks and 70% of millennials who are now able to pay, trust bloggers with average popularity. In addition, influencer marketing prevents KPI fraud and ensures only people click on your link. Influencer marketing is vital in achieving the primary marketing goal of reach and engagement and provides a much better ROI; an average of \$7.65 USD for every \$1 USD spent. Influencer marketing provides better ROI than any other marketing method and gives 11x more ROI than banner ads.



This year 65% of marketers have increased their spending on influencer marketing - double the amount from last year.

Majority of marketers agree it's challenging to find the best influencers for a campaign. Including influencers provides you with a completely new traffic source with an active audience and MySway's analytics will help pick the right influencer for your purposes.



## 1.3 PLATFORM OVERVIEW



### Access

A self-serve micro influencer (ranging from 1k – 100k Instagram followers) and macro influencer (ranging from 100k and above) marketing platform that provides direct access to brands.



### Analytics

Campaign reporting with insights and analytics displaying relevant campaign statistics such as engagement, reach, relative performance, and more.



### Secure Payments

Secure automated payments through blockchain integration.



### Filters

Easy to use search filters to find the best suited influencers (topic, hash- tags, price range, geo location, gender etc.)



### Support

Fully 24/7 customer support system.



### Rewards

Businesses can offer rewards for new products, services and discounts which are 'unlocked' by influencers within the topic who meet or exceed the influencer threshold.



### Statistics

Influencers have access to various statistics about their profile (SWAY, engagement, likes, comments, top posts, audience interests, Instagram audience size, connections etc.

# 02. The ELEPHANT IN THE ROOM

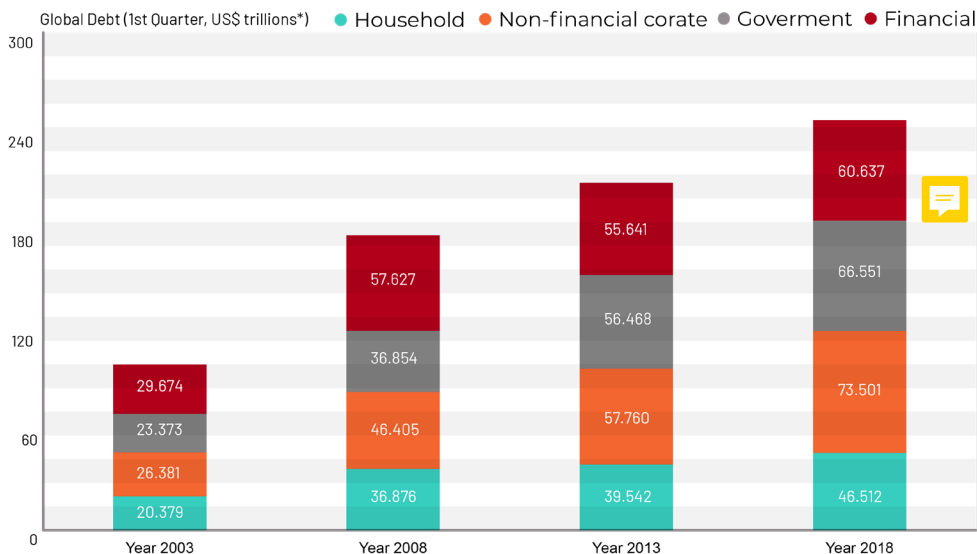
## Introduction

The system we use now for banking activities and asset management dates back to the time of the Medici family of the Florentine Renaissance, when banks first assumed dominance in the monetary economy of Europe. To say it is an outdated and unrealistic solution within our current technologically advanced society would be an understatement.

The global financial crisis of 2008 is considered to have been the greatest financial crisis since the Great Depression primarily caused by 'deregulation' in the financial industry. The public believes this won't happen again because of the now difficult regulatory motions put into place as a safeguard to the issues that led to the collapse of '08. Unfortunately, however difficult, the essence of the system remains the same. The risks are not fundamentally different, they are just better managed. The root problem and cause of the financial collapse lies in the configuration of how trust is created and maintained within the global financial system. [See Section 2.2] Banking institutions know that they will be rescued allowing them to take irresponsible risks, which is why as of late 2019 the US government public debt surpassed 23 trillion USD. It is due time for a much more radical solution.

### World Debt Hits Record \$247 Trillion

Global debt rose to a record US\$247 trillion in the year to the end of March, piling pressure on emerging markets. World debt has surged almost \$150 trillion over the past 15 years.

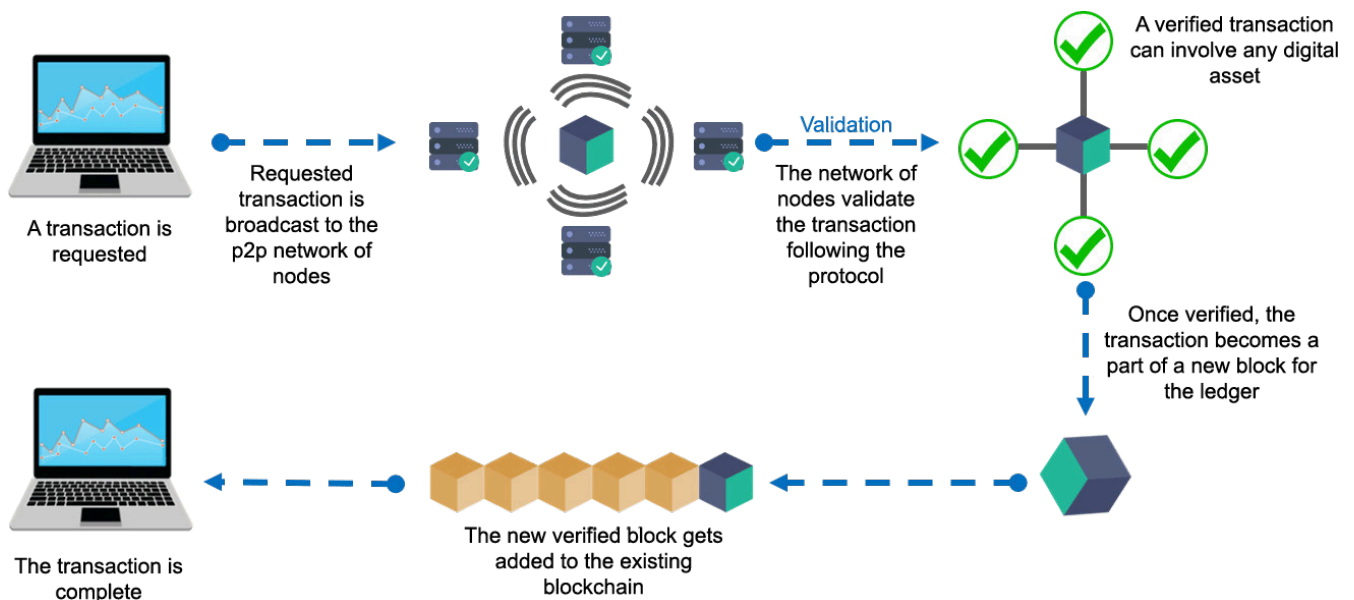


## 2.1 BABYLON TO BITCOIN

One year later in 2009 bitcoin [see section 9.2] offered an alternative to the existing financial system that was blowing itself up and threatening to take a few billion people down with it. Encoded in the genesis block [see section 9.21] was a hidden message: “The Times 03/Jan/2009 Chancellor on brink of second bailout for banks” This text is a headline of an article in The London Times regarding the UK government’s failure to stimulate the economy following the collapse of ’08.

Bitcoin is a cryptocurrency [see section 9.10] that allows for borderless, P2P [see section 9.32], decentralized [see section 9.12] and secure transactions. At its core, BTC is just a digital network [see section 9.30] that lists accounts and money like a ledger. A copy of this file is maintained on every computer in the BTC network. These numbers don’t represent anything in real life, they only have value because people are willing to trade real goods and services for a higher number next to their account and believe others will do the same, just like fiat.

To send money you broadcast to the network that the amount on your account should go down and the amount on the receiver’s account up.



Nodes [see section 9.31] in the BTC network apply that transaction to their copy of the ledger and then pass on the transaction to other nodes. This with some encryption-based security is all there is, a system that lets a group of computers maintain a ledger.

[SEE SECTION 4]

The blockchain is beautifully designed so that no trust is needed. Mathematic functions secure every aspect of the network allowing for a group of strangers to manage each other's financial transactions.

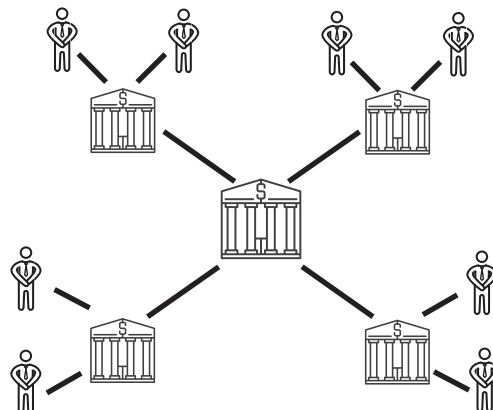
It didn't take long before an entire countercultural movement was formed around cryptocurrencies and has continued to grow exponentially. Without the crisis of '08 painfully exposing the flaws of the world's financial system, it would be difficult to presume where cryptocurrencies and tokens alike would be today.

## 2.2 THE TRUST PROBLEM

In any attempt at cooperation between two individuals or a within a collective without being vulnerable to deception and subsequent disappointment, trust is required.

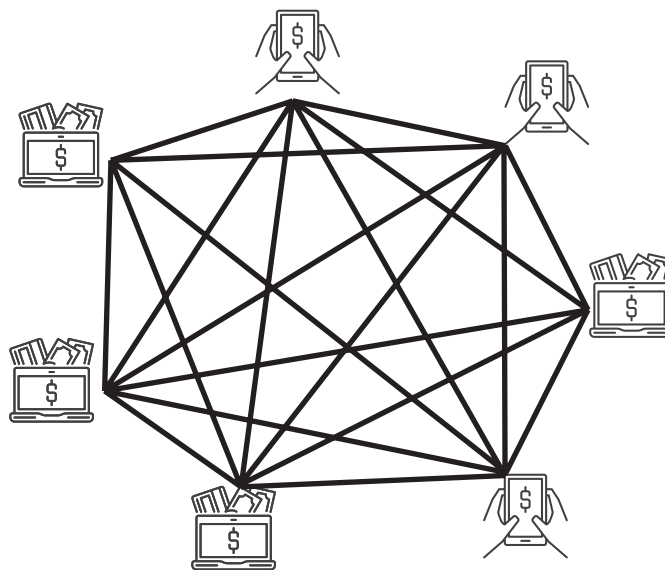
In an attempt to address this issue societies throughout the history of time have passed laws, enforced rituals and even installed governance processes. One way to address the problem of trust is to use a 'trusted' third party such as banks and other institutions. In the case of finance, party A's transaction will go through an average of nine clearing houses before settling into party B's account. The bank can also step in and resolve any disputes the parties may have. But this is still a highly centralized way to solve the problem of trust.

### CENTRALIZED PAYMENT CIRCUIT



Another way is to use a distributed ledger [see section 9.14] combined with consensus [see section 9.9] methodology. Instead of logging transactions with a single third party, you send a single copy of each transaction to all parties in the network. All participating parties in the network would be required to keep an on-going ledger of all transactions, therefore, every party in the network would have the exact same set of transactions at all times. At any point everybody would know how much party A owes to party B without needing to know the identities of either party. If a dispute arises the consensus of the ledger keepers would decide what is owed.

## DECENTRALIZED TRANSACTIONS ON BLOCKCHAIN



It is with this technology that the blockchain resolves the problem of trust; through a decentralized, distributed and publicly verifiable open ledger. When data is permanent and reliable in a digital format, you can transact with businesses online in ways that were only possible offline.

## 03. EVERYONE'S A CREATOR

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### 3.1 PARISA'S STORY

Parisa Ahmadi was top of her class at her high school in Afghanistan. Her family was initially against her enrolling in classes being offered by a private venture that promised to teach young girls' internet and social media skills and even pay them for their efforts. The venture backing these classes was Film Annex, a US based arts group that uses social media and an online site to pay their 300 000 bloggers and filmmakers who contribute their work. In Afghanistan girls are not exposed to the Internet, not at home and not at school. Another thing they are not exposed to is the ability to have a bank account. If the Afghani teen ever had money, she had to transfer it into her fathers or brothers bank accounts. This is simply the way it is for most girls where she lives. Parisa's luck changed in 2014. Film Annex, aware of the difficulty faced by women like Parisa and frustrated by the transaction costs incurred in sending relatively small amounts of money around the world, implemented a big change to their payment system; they would use Bitcoin. Bitcoins can be used by anyone with access to the Internet. There is no trip to the bank, no need to set up an account and no required proof that you're a man, allowing women in patriarchal societies to control their own money. This cannot be overstated. Within a couple months Parisa used the bitcoins she made to buy herself a new laptop, something that would have been impossible just a few years ago.

Tokenizing the influencer industry is more than just a technological breakthrough, it is a revolution. Where girls like Parisa and people of all ages around the world can be compensated for their work without even the need for any enrolment or aid in a centralized third party.

Creators of content don't receive fair compensation of value because the system for intellectual property is broken; broken by the first era of the Internet -data. The new era of the Internet -the Internet of Value- will transform prosperity as we ensure compensation for the creators of value and protect their rights through immutable smart contract [\[see section 9.37\]](#) records. We now have a new opportunity to rewrite the economic power grid, and with the help of blockchain, MySway intends to decentralize prosperity and tackle some of the world's most difficult problems that push beyond the borders of technology.



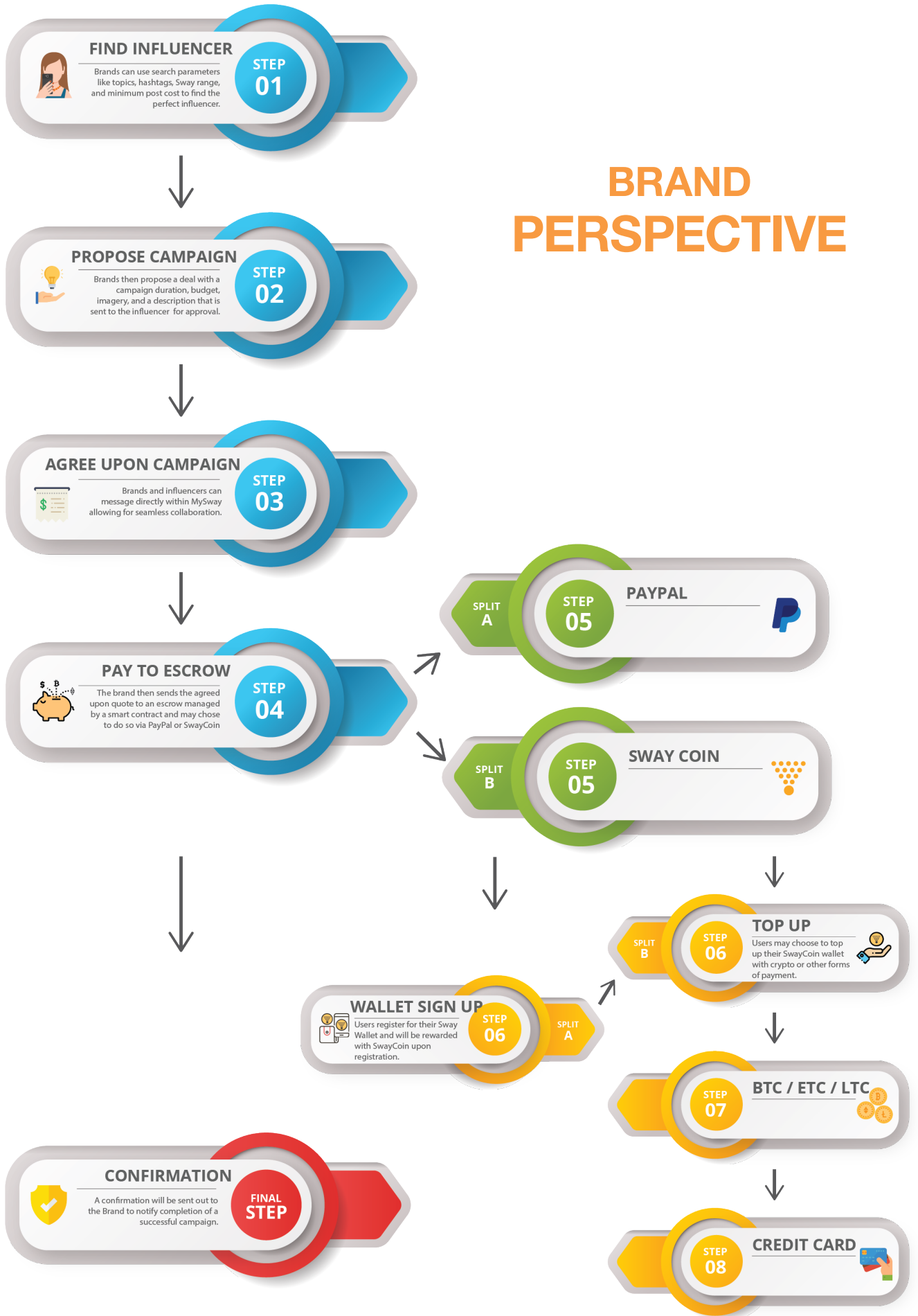
### 3.2 THE PLATFORM

MySway will be connected to all major social platforms giving businesses a larger audience to promote their products from Facebook, Instagram, YouTube, Twitter and so on. Accessing these platforms through their API, our proprietary algorithm evaluates the user's performance and produces a score we call their SWAY. This score is based largely on followers, engagement, and performance relative to similar influencers. Brands can use this to easily track and compare influencers; influencers can use it to monitor and improve their own performance over time.

### 3.3 THE BRAND

Once the brands have filtered out the best suited influencer using MySway's algorithms, they will propose a deal and launch their social campaign. The influencer then accepts the deal making the campaign live as the influencer makes their post. Upon campaign completion, MySway compiles all relevant data from the post and automatically generates a report for the brand.

# BRAND PERSPECTIVE





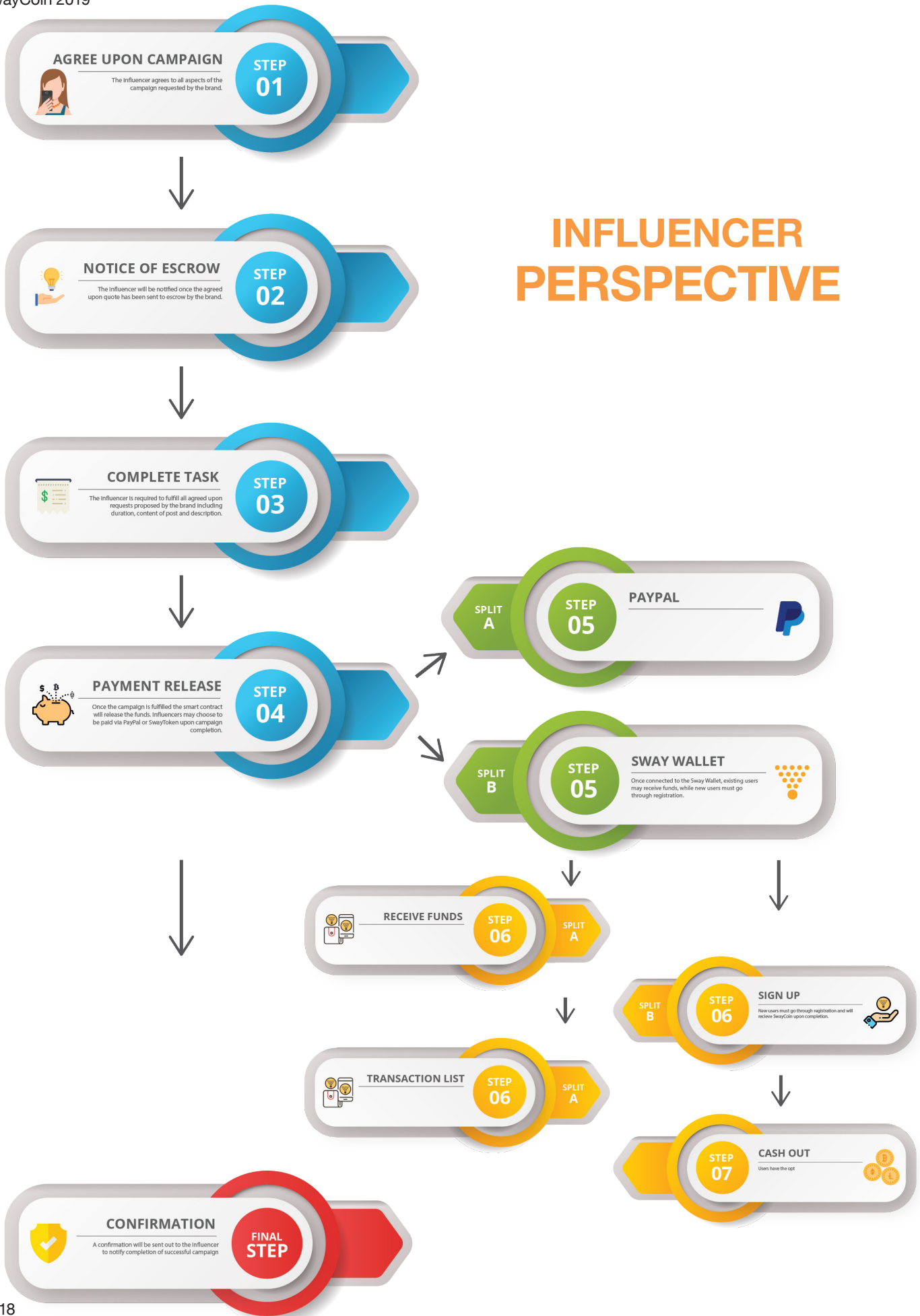
### 3.3.1 PROPERTIES AND BENEFITS

- » Create adequate standards of marketing and cooperation with influencers
- » Option to provide automated discounts for the influencer for specific products
- » First reach to most effective influencers when launching new products
- » International transfers with one global token
- » Automated process of exchange for running campaigns
- » Sign up bonuses for new MySway brands

### 3.4 THE INFLUENCER

Influencers connect using their existing social platforms to create a MySway profile, upload a profile image, discover their SWAY, set their post pricing, select 3 topics they are most influential in, add hashtags, and discover photos for brands and other influencers to more easily find them. Influencers then receive a proposal from brands who want to work with them. MySway also pulls stats from each influencers page and turns them into meaningful insights and analytics that they can then use to monitor and improve their performance over time.

# INFLUENCER PERSPECTIVE



### 3.4.1 PROPERTIES AND BENEFITS

- » Built direct relationships with brands
- » Early access to prestigious products, exclusive events and discounts
- » Immediate settlement of transactions
- » Lower remittance fees for SWY [\[see section 9.39\]](#) holders
- » Sign up bonuses for new MySway Influencers

## 04. A CHAIN OF BLOCKS

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### 4.1 WHAT EXACTLY IS BLOCKCHAIN?

A blockchain is a data structure that makes it possible to create a digital ledger of data and share it among a network of independent parties. All blockchains use cryptography to allow each participant on any network to manage the ledger in a secure way without the need for a central authority, such as banks or governments, to enforce rules. This removal of central authority here is key.

A blockchain is a data structure that makes it possible to create a digital ledger of data and share it among a network of independent parties. All blockchains use cryptography to allow each participant on any network to manage the ledger in a secure way without the need for a central authority, such as banks or governments, to enforce rules. This removal of central authority here is key.

It is a P2P system with no central authority managing data flow. One of the key ways to removing central authority while maintaining data integrity is to have a large distributed network of independent users known as nodes. When a Tx [\[see section 9.41\]](#) is sent, every node that receives it will update their copy of the ledger. Authenticity of the request is proven using a digital signature [\[see section 9.36\]](#) which acts as a 'password unlock'. A mathematical algorithm prevents copying or forgery in the digital realm. Unlike a static password, a different digital signature is required for ever Tx.

Blockchains create permanent records and transactions by basing the permanence on the network. A large portion of the community would have to agree to change the information on the network and are incentivized not to. When someone wants to add a record to a blockchain, known as a Tx, users in the network who have validated control verify the proposed transaction. How this works and who can validate a transaction differs from blockchain to blockchain. In the case of SwayCoin [\[see section 9.39\]](#), it will be following the consensus of the Ethereum [\[see section 9.16\]](#) blockchain [\[See Section 5\]](#)



To prevent the network from being corrupted, not only are the blockchains decentralized, they often use a cryptocurrency – a digital token with a market value that can be traded on exchanges. Known as the fifth evolution of computing, this is the missing trust layer for the Internet. When information has been written into the blockchain, it is nearly impossible to remove or change it. This capability has never existed before.

## 4.2 ADVANTAGES OF USING BLOCKCHAIN FOR BRAND/INFLUENCER PAYMENT APPLICATION

- » Cryptographically secure authentication
- » Fast, frictionless low fee payments
- » A network with 100% uptime
- » Publicly verifiable and guaranteed code transaction execution

## 4.3 DISADVANTAGES OF USING BLOCKCHAIN FOR BRAND/INFLUENCER PAYMENT APPLICATION

There are no real disadvantages to using blockchain as the general complaints relative to the network are not relative to the MySway use case. Here is why:

- » The relatively 'slow' blockchain network is not an issue as it is still much faster than manual billing
- » The relatively limited Tx rate is not an issue as it still much faster than manual billing
- » Contract code deployment cannot exceed the block [\[see section 9.3\]](#) gas limit [\[see section 9.20\]](#)

In summary blockchain – the distributed database technology with the capability to execute smart contracts – is more than a platform for cryptography. The universe of use cases is expanding exponentially. The efficiencies and cost savings provided by blockchain technologies will result in widespread adoption causing this technology to mature at a rapid rate.

## 05. SWAYCOIN

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### 5.1 CRYPTOCURRENCY OR TOKEN?

SwayCoin will serve as an ERC20 [\[see section 9.17\]](#) utility token creating a decentralized, community driven virtual economy. Utilizing the potentials of an Ethereum based utility token and automated smart contract systems for conducting campaigns, SwayCoin will transform the entire brands/influencer industry and enable features that would not be possible without tokenization.

There are two key features SwayCoin provides. First, SwayCoin will act as a means of payment on platforms that support this specific economic transaction. For example, SwayCoin is creating a digital campaign marketplace where brands and influencers may exchange, communicate and transact without the need for multiple nor international intermediaries. Second, user adoption exhibits network effects. In both cases, the more users the platform has, the easier it is for any user to find a counterparty to transact with, and thus the more useful the tokens are. Consequently, the market price of tokens and the platform size (active users) naturally arise as two key endogenous variables when it comes to considering tokenomics. [\[See Section 8.\]](#)

Tokens affect user adoption through the expected price appreciation, such as the investment motive, while userbase affects token prices by entering into the flow utility of tokens and increasing token demand. Without tokens, under-adoption of promising platforms arises because a user does not internalize the positive externality from their adoption on others. Introducing tokens improves welfare by inducing more adoption through the users' expectation of token price appreciation and investment motive. MySway's cryptocurrency will behave not only as a payment solution but also as a rewards token for influencers and businesses. Users will be encouraged through incentives to purchase, trade and utilize SwayCoin.

## 5.2 INCENTIVES

- » Allow users to pay with ERC-20 Tokens (BTC/ETC/LTC/etc.)
- » Remove friction in market for seamless transactions
- » Remove value extracting intermediaries
- » Provide holders with governance [\[see section 9.22\]](#) rights
- » Give users the option to pay with SWY
- » Incentivize users to hold and transact SWY for growing economy
- » Expand user base and increase adoption
- » Dividends on money held in Sway Wallet [\[see section 9.42\]](#)
- » Create a decentralized community for brands/influencers
- » Exchange SwayCoin on open market

## 5.3 PAY WITH SWAY

- » Immediate almost costless settlement of transfers
- » Borderless and decentralized, no extra third parties need to be integrated
- » No minimum or maximum transfer limits
- » Superior privacy
- » Additional incentives such as sign up and rating bonuses

## 5.4 BENEFITS TO BRANDS

- » Create adequate standards of marketing and cooperation with influencers
- » Option to provide automated discounts for the influencer for specific products
- » First reach to effective influencers when launching new products
- » International transfers with one global cryptocurrency
- » Automated process of exchange for running campaigns
- » Sign up bonuses for new MySway brands

## 5.5 BENEFITS TO INFLUENCER

- » Built direct relationships with brands
- » Early access to prestigious products, exclusive events, and discounts
- » Immediate settlement of transactions
- » Better rates for SwayCoin holders
- » Sign up bonuses for new MySway influencers

Brands rewarding influencers with SwayCoin will receive additional benefits and incentives, such as lower rates and campaign listing priority, instead of settlements in fiat currencies. Influencers may use SwayCoin for early access to many prestigious products, events and discounts of the brand. Brands, in turn, will want to launch new products by reaching trendsetting influencers.



## 06. STATE OF THE DAPP

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Blockchain based decentralized applications [see section 9.11] and cryptocurrencies have taken a center stage role among fintech breakthroughs. The global market capitalization of cryptocurrencies and tokens alike has grown close to a quarter trillion USD. However, more than a majority of these applications are scrutinized for lacking enough use cases and decentralization. Decentralized applications on the Ethereum blockchain all tend to fit the following profile:

### Decentralized

The complete record of the operation must be stored on a public blockchain that is designed to prevent pitfalls of centralization

### Incentivized

The validating miners of the blockchain are incentivized with rewards of cryptographic tokens or value.

### Open source

Ideally, it should be governed by autonomy and all changes must be decided by the consensus or a majority of its users and its code base should be available for scrutiny

### Protocol

The application community must agree on a cryptographic algorithm to show proof of value

SwayCoin can be thought of not only as a means of currency but also as a distributed ledger that provides the transfer of value without intermediaries or governing authorities and satisfies all of the above profile entries.

## 6.1 WHY ETHEREUM?

Blockchain technology is being used to create applications that go beyond just enabling a digital currency. Launched in July of 2015, Ethereum is the largest and most well-established, open-ended decentralized software platform. Ethereum enables the deployment of smart contracts and allows Dapps [\[see section 9.11\]](#) to be built and run without any downtime, fraud, control or interference from a third party. Ethereum comes complete with its own turing complete programming language [\[SEE SECTION 7.2\]](#) enabling developers to build and run distributed applications.

The MySway token economy will be developed on the Ethereum blockchain utilizing the innovation of decentralized applications and smart contracts. Ethereum uses blockchain technology not only for maintaining a decentralized payment network, but also for storing computer code, which can be used to power tamper-proof contracts and applications. Ethereum currently scales at 15 transactions per second or 1.3 million transaction per day. [This is more than sufficient to support expected SwayCoin transaction volumes, however, as we aim for mass adoption of SwayCoin for brand/influencer marketing we may need to upgrade the blockchain infrastructure. Solving such scalability issues are now under development. To put into perspective, the Bitcoin blockchain can only handle 7 transactions per second.](#)

## 6.2 SMART CONTRACTS

Today, large tech companies are easily getting away with mining our data and personal information. In the future this will change drastically thanks to smart contracts.

Smart contracts are self-executing agreements where the terms between buyer and seller are directly written into the code itself. This mechanism allows for unalterable, impossible to hack transactions that helps guarantee both the brands and influencers are secured. It allows for more complex transactions to be carried out between two anonymous parties without the need for central authority, an enforcement system or legal guidance.

A smart contract is a way of implementing the usage of an “if... then... else...” construct combined with the capabilities to enforce the obligations automatically. The required conditions are coded in the smart contract and once they are met the contract obligations are automatically executed. Unlike in the real world however, there is no need for courts or mediation. The facts are available to the contract alone so it cannot make the wrong decision.

The SwayCoin ecosystem will build a smart contract for each campaign and each brand/influencer cooperation. In this sense, it will act as an autonomous manager of transactions as well as a secure escrow service.

The SwayCoin infrastructure will allow influencers to own and control their digital identity including passwords, data, digital assets and other records. This is known as the **third generation of internet**; “Internet of Value” - where by utilizing blockchain technology, influencers can own their data and choose which organizations get access to it. Above all, we are heading into a revolution where almost all aspects of our digital lives will be changed as a result of these innovations. MySway leads this change of brand/influencer marketing as an early adopter.



## 07. UNDER THE HOOD

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Ether (ETH) is the native asset used as a source of payment to miners and developers for computational costs, known as **gas** fees, needed to verify blocks, execute smart contracts and develop Dapps on the Ethereum blockchain. Currently Ethereum is the biggest and most reputable platform for developing decentralized apps.

A Tx on the Ethereum blockchain is a cryptographically signed data packet that contains a message [\[see section 9.27\]](#) sent from an externally owned account. There are essentially 3 types of Tx's that can be found on Ethereum; a transfer of value from one entity to another, the creation of a smart contract and the invocation of a smart contract. An Ethereum transaction is made up of the following:

**FROM** – a signed address [\[see section 9.1\]](#) for the sending account. It is signed in order to prove that the sender intended to send the transaction to the recipient.

**TO** – the destination address of the transaction, this is left undefined for a transaction that creates a contract.

**VALUE** – the amount of value to be transferred, expressed in wei. [\[see section 9.43\]](#) For a transaction that creates a contract this field will typically hold the endowment.

**GAS** – this is the amount of fuel that is required for the transaction and represents the maximum number of computational steps for the transaction. Any unused fuel will be refunded to the sender.

**GAS PRICE** – the price of gas for this transaction (in wei). This represents the fee the sender pays per computational step.

**DATA** – this can be omitted or defined as a byte string containing data for the message. For a transaction that creates a contract, this may contain the initialization logic.

**NONCE** – this can be used to overwrite pending transactions that use the same nonce.

## 7.1 SOLIDITY

Solidity [see section 9.38] is a Turing complete contract-oriented high-level language, with similar syntax to JavaScript. It is statically typed, supports inheritance, libraries and complex user-defined types. It compiles to EVM [see section 9.18] assembly, which is run by the nodes. With Solidity you can create contracts for uses such as voting, crowdfunding, blind auctions, and multi signature wallets. [see section 9.29] The following is a sample code of what creating SwayCoin would like in Solidity on the EVM.

```
pragma solidity 0.5.11;

contract SwayCoin
  // declare variables
  address owner;
  string name: SwayCoin
  string symbol: SWAY
  uint256 totalSwayCoin; 50000000

  //create a mapping of addresses to their SwayCoin balance
  mapping (address => uint256) public balance;

  constructor (string memory _name, string memory _symbol, uint256 _totalSwayCoin)
    //this contract is constructed once
    owner = msg.sender;
    name = _name;
    symbol = _symbol;
    total SwayCoin = _totalSwayCoin;
```

## 7.2 ERC 20

ERC20 is a protocol that defines certain rules for using tokens on Ethereum's network. ERC stands for Ethereum Request for Comments and 20 is the id number to distinguish this standard from others. An ERC20 token can stored, sent, and received using Ethereum addresses and transactions and uses gas to cover the transaction fees. ERC20 is the universal language that all tokens on the Ethereum network use. It allows one token to be traded with another.

### 7.3 ETHEREUM VIRTUAL MACHINE (EVM)

The Ethereum Virtual Machine is the backbone of the Ethereum platform isolated for processing smart contracts only.

Virtual machines are essentially creating a level of abstraction between the executing code and the executing machine. This layer is needed to make sure applications (contracts, currencies) stay separated from each other and from their host as well as to improve the portability of the software.

## 08. TOKENOMICS

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In contrast to financial assets that derive their values from cash flow, the value of SwayCoin arises from a form of convenience yield that is specific to the MySway platform. Thus, we focus on the endogenous formation of a digital marketplace – the MySway platform – where its native token, SwayCoin, settles transactions and derives its value from underlying economic activities on the platform. We are developing a dynamic asset-pricing model of cryptocurrencies/tokens that facilitate P2P transactions on digital platforms. The equilibrium value of tokens is determined by users' transactional demand rather than cashflows as in standard valuation models. Endogenous platform adoption exhibits an S-curve. It starts slow, becomes volatile and eventually tapers off. Tokens allow for users to capitalize on platform growth, inducing an intertemporal feedback between user adoption and token price that accelerates platform adoption, reduces userbase volatility and improves welfare. SwayCoin is designed to provide outstanding benefits for token sale participants and early round investors.

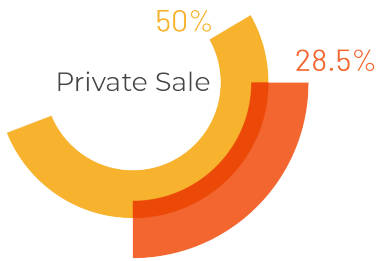
## 8.1 TOKEN DISTRIBUTION

Total Supply  
50 000 000 SWY

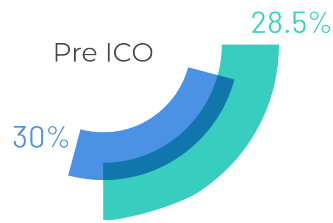
Total Crowdsale  
20 000 000 SWY

Soft Cap  
\$5 000 000 USD

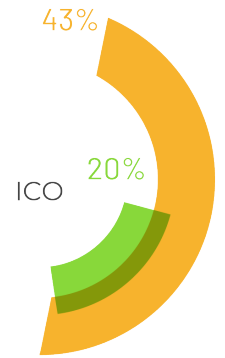
Hard Cap  
\$7 000 000 USD



10 000 000 SWY  
At \$0.20 USD



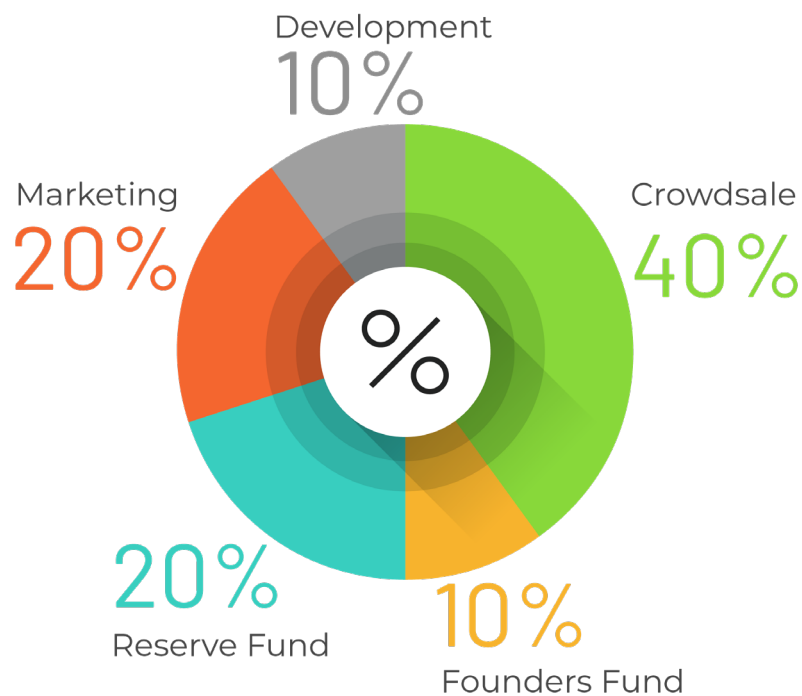
6 000 000 SWY  
At \$0.33 USD



4 000 000 SWY  
At \$0.75 USD

\*Inner circle represents percentage of Tokens allocated from Crowdsale  
\*Outer circle represents percentage of Funds raised based on Hard Cap

## 8.2 USE OF FUNDS



MySway is currently valued at \$10 million dollars and has been carefully developed to provide users and businesses a unique and captivating experience while streamlining the micro influencer marketing process. MySway utilizes a propriety recursive algorithm that has been developed and perfected since 2016 to facilitate the ease of use of the platform. Currently \$1.6 million dollars has been spent on just the technological advancement of the platform to a fully supported robust back end, research & development, iOS mobile application, Amazon AWS servers, customer and technical support, SSL certification, web and mobile integration, and operations.

Our coin is being developed by passionate blockchain developers with over a decade of combined experience in the newly emerging world of blockchain. Blockchain integration will allow each user to have their own digital wallet, store coins and exchange funds for services without any third-party interaction while also offering secure, instantaneous, borderless transactions. Our blockchain solutions will not only provide the conveniences of a digital ledger, but also create a living diverse token economy where both brands and influencers may thrive. This shared securely encrypted database enables trust-less peer-to-peer interactions via the new protocols of Web 3.0. Brands and influencers will have the opportunity to set up their own automated networks for coordination and direct exchanges of value through the SwayCoin ecosystem.

MySway intends to be the number one advertising platform in the world that facilitates the direct connection between brands and micro-influencers. We will capitalize on a rapidly growing, relatively untapped and largely underrepresented tool for marketing that has significant, proven potential. We believe that all individuals have the potential and desire to become influencers through their digital media presence, but many misunderstand their potential or underestimate their capability – we will show them how easy it is. Like Uber, eBay, Airbnb, Turo, etc. we wholeheartedly believe that a decentralized platform for micro-influencer advertising is needed to disrupt the fast-moving social media advertising market – MySway is that platform.



# 09. TERMINOLOGY

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## 9.1. Address

Used to send or receive transactions on the network. An address is usually contained of a string of alphanumeric characters.

## 9.2. Bitcoin (BTC)

A type of digital currency in which a record of transactions is maintained and new units of currency are generated by the computational solution of mathematical problems, and which operates independently of a central bank.

## 9.3. Block

Packages of data that carry permanently recorded data on the blockchain network.

## 9.4. Block Explorer

An online tool to view the blockchain including the history of all transactions. This provides useful information such as network hash rate and transaction growth.

## 9.5. Block Height

The number of blocks connected on the blockchain.

## 9.6. Block Reward

The incentive for the miner who successfully calculated the hash in a block during the mining process.

## 9.7. Blockchain

A distributed ledger where records of transactions are permanently held by appending blocks. This chain of blocks serves as a historical record of all transactions that ever occurred, hence its name.

## 9.8. Confirmation

The successful act of hashing a transaction and adding it to the chain.

## 9.9. Consensus

Achieved when all participants of the network agree on the validity of the transactions, ensuring that the ledgers are exact copies of one another.

### 9.10. Cryptocurrency / Token

A representation of digital assets.

### 9.11. Dapp

A decentralized application is an application that is open source, operates autonomously, has its data stored on the blockchain, incentivized in the form of cryptographic token and operates on a protocol that shows proof of value.

### 9.12. Decentralization

The dispersion and distribution of functions and powers with no central authority.

### 9.13. Difficulty

The level of ease in which a data block of transaction information can be mined successfully.

### 9.14. Distributed Ledger

A ledger in which data is stored across a network of decentralized nodes.

### 9.15. Double Spending

An attack where the given set of coins is spent in more than one transaction.

### 9.16. Ethereum

A blockchain based decentralized platform for apps that run smart contracts and is aimed at solving issues associated with censorship, fraud and third-party interference.

### 9.17. ERC20

A protocol standard that defines certain rules and standards for issuing token on Ethereum's network.

### 9.18. EVM

The Ethereum Virtual Machine is a Turing complete virtual machine that allows anyone to execute arbitrary EVM Byte Code. Every Ethereum node runs on the EVM to maintain consensus across the blockchain.

### 9.19. Fork

Forks create an alternate version of the blockchain, leaving two blockchains to run simultaneously on different parts of the network.

### 9.20. Gas

The fee required to successfully conduct a transaction or execute a contract on the Ethereum blockchain platform.

### 9.21. Genesis Block

The very first block of a blockchain.

### 9.22. Governance

Blockchain governance refers to the mechanisms by which decentralized networks adapt and change over time. It is rooted in the fact that the interests of a network's stakeholders change as they interact with and generate value from the network.

### 9.23. Hash

The act of performing a hash function on the output data. This is used for confirming coin transactions.

### 9.24. Hash Rate

Measurement of performance for the mining rig is expressed in hashes per second.

### 9.25. Merkle Root

The hash of all the hashes of all the transactions in the block.

### 9.25. Merkle Tree

A hash based data structure that is a generalization of the hash list.

### 9.26. Messages

An Ethereum contract has the ability to send a message to another contract (it can do this multiple times). A message is very similar to a transaction.

### 9.27. Mining

The act of validating blockchain transactions. The necessity of validation warrants an incentive for the miners, usually in the form of coins.

### 9.28. Multi Sig

Multi Signature addresses provided an added layer of security by requiring more than one key to authorize a transaction.

### 9.29. Network

The collective group of nodes that acts as the fabric of the blockchain.

### 9.30. Node

A copy of the ledger operated by a participant of the blockchain network.

### 9.31. P2P

Peer to Peer refers to the decentralized interactions between two parties in a network.

### 9.32. PoS

Proof of Stake is a consensus distribution algorithm that rewards earnings based on the number of coins one holds.

### 9.33. PoW

Proof of Work is a consensus distribution algorithm that requires an active role in mining data blocks, often consuming resources such as electricity in the case of Bitcoin. The more work 'work' or computational power you provide, the more coins awarded.

### 9.34. SHA256

A cryptographic algorithm used by cryptocurrencies such as Bitcoin.

### 9.35. Signature

A signature is a mathematical technique used to validate the authenticity and integrity of a message or Tx.

### 9.36. Smart Contract

Encoded rules in a programmable language onto the blockchain and are enforced by the participants of the network.

### 9.37. Solidity

Ethereum's programming language for developing smart contracts

### 9.38. SwayCoin

The token issued by MySway set to act as a payment solution and rewards token for influencers and brands

### 9.39. TimeStamp

Marks the time for each Tx on the blockchain and proves the blocks are connected in chronological order. It is tamperproof.

### 9.40. Tx

A transaction on the blockchain that originates from an externally owned account and is open to the public.

### 9.41. Wallet

A file that holds private keys.

### 9.42. Wei

The smallest denomination of ETH.

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