Obee Network WhitePaperV2.0 EN

Introduction

Obee Network is a social incentive platform based on Proof of Contribution. The team is positioned as the first social product for ordinary users to enter the blockchain. Through the contribution proof rules, users will be rewarded with power. Users will be rewarded for publishing articles, creating blogs, liking, and commenting. Both creators and participants will be motivated to solve the problem of low integration between technology and users. Obee Network breaks the traditional content social platform, and the income authority is only controlled by the status quo of the platform. It returns the income to the content creators and participants of the article, uses the contribution rule algorithm, and gives Token rewards after accurate calculation.

On Obee Network, you can see the creations, hot posts, comments, and applications of users around the world, and creators, participants, and advertisers can all get their own revenue from Token. In the end, social networking has no boundaries, and you can share wonderful moments with other users anytime, anywhere.

Contents

1. Content social status and outlook

1.1 The status quo of content social

In traditional content social applications, Internet platforms have absolute benefits, and it is difficult for creators and users to obtain the benefits they deserve in applications. For example, creators create many excellent articles and blogs through the platform and obtain a large number of users outside the application to browse and read, and participants post good eye-catching comments to attract many users to view the articles. These activities attract countless users for the development of social applications, making the content platform Obtain huge profits, the application reaps huge profits or obtains hundreds of millions of dollars in investment, but these seem to be not proportional to the benefits that users should get because we cannot be free from centralized applications, data ownership, and revenue rights The allocation is only in the hands of the platform's creation team, and the allocation of resources is very uneven.

It is difficult for us to change the division of profits in traditional social networking. The uneven distribution of contributors and the profits they deserve is a common problem in traditional social networking.

1.2 Obee Network's solution

The centralization of behavior is difficult for us to change, but the uneven distribution of resources, decentralized methods can change the distribution of income, and give investors the rewards they deserve through proof of contribution.

Therefore, we need a set of PoC (Proof of Contribution) design mechanism for proof of contribution: any user who contributes to the platform can get corresponding rewards.

2．What is Obee Network

2.1 Obee Network's vision

In the vision of Obee Network, a complete social system will be developed. In addition to the existing basic functional modules such as posting, news blogs, forums, shopping, movies, etc., more other modules that are convenient for all users will be developed to realize the unbounded nature of users. The design of unbounded attributes also meets the original intention of decentralization, so that the user group is not limited to the national group so that users have the same opportunity to participate in contributing mining. To solve the uneven distribution of contribution value and revenue by means of proof of contribution, such as users publishing articles, attracting a large number of users in a certain industry, the use of products by users and the number of times they participate in daily activities of the product will determine the amount of token revenue that users receive, Reward users through token incentives.

Obee Network will be committed to the first product for ordinary users to enter the blockchain social network, and share wonderful moments with friends anytime, anywhere.

2.2 Obee Network's infrastructure

Obee Network provides a decentralized social network linking all users. By connecting everyone's social network, it uses the power of socialization to spread dissemination and achieve close connections between users through incentives.

The application has a content distribution system, comment forwarding, account system, commodity market, news blog, search component, and wallet component. Through incentive mechanism, token empowerment, etc., apply the token system to user rewards, membership purchases, and advertising consumption.

2.3 The core values of Obee Network

Obee Network subverts the traditional content design and profit-oriented social mode and is a platform for service contribution to all users. To maximize the integration of content creators and participants, all users will benefit from the growth of the platform.

In Obee Network, the following core concepts will be implemented throughout:

Open and transparent, ensure data security, and user ownership of the token

The original content belongs to the individual and does not belong to the platform. The original creator has the ownership of the content
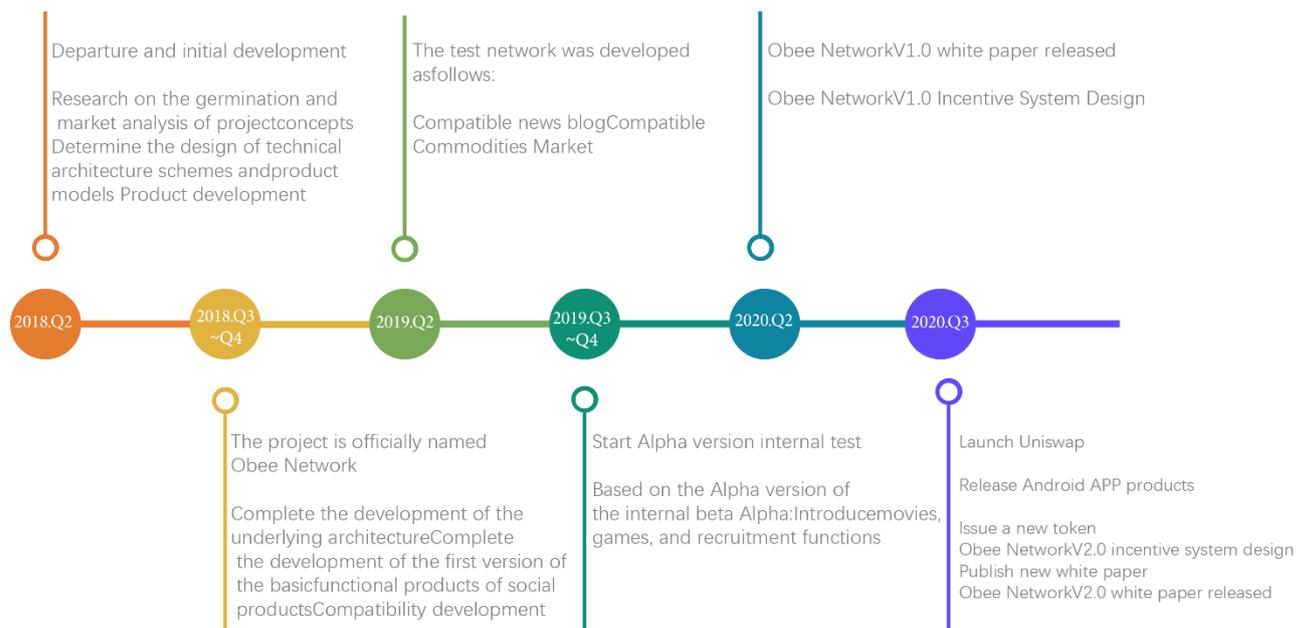
Users of all platforms will get quantifiable benefits

The platform's incentives are fair and just for all users

A series of activities such as user postings, comments, purchases, etc. will be based on the user's participation and relevant regulations.

Then and the formula, calculate the reward.

3. Development Path

Departure and initial development

Research on the germination and market analysis of projectconcepts Determine the design of technical architecture schemes andproduct models Product development

The test network was developed asfollows:

Compatible news blogCompatible Commodities Market

Obee NetworkV1.0 white paper released

Obee NetworkV1.0 Incentive System Design

2018.Q2   2018.Q3~Q4   2019.Q2   2019.Q3~Q4   2020.Q2   2020.Q3

The project is officially named Obee Network

Complete the development of the underlying architectureComplete the development of the first version of the basicfunctional products of social productsCompatibility development

Start Alpha version internal test

Based on the Alpha version of the internal beta Alpha:Introducemovies, games, and recruitment functions

Launch Uniswap

Release Android APP products

Issue a new token
Obee NetworkV2.0 incentive system design
Publish new white paper
Obee NetworkV2.0 white paper released

4. Product architecture

4.1 Product elements

User system

Obee Network provides a complete account system that users can use through registration. The platform provides each user with a digital ID that uniquely proves his identity, and each ID uniquely corresponds to a unique user public key. These transaction data will be recorded on the blockchain network of the Obee Network. Users can enjoy the various rich functions brought by using the unique identity to enter the Obee Network. All activities such as posting updates, transcribing blogs, shopping, watching movies, etc. will be mapped to the user's unique digital ID, personal information, user nickname, email, country, birthday and other results will also be associated with the unique digital identity.

Dynamic release

Obee Network supports the distribution of different types of media content: text, images, video, music, voting, shopping, and even voice. More multimedia content will be supported, including check-in, q&A, etc. Dynamic can set all the dynamics in the

station or the dynamics of concern.

Interactive function

The design of the interaction module can enhance the communication of users, including: follow, like, comment, share, save articles and so on.

Follow: Users can follow other users on the homepage, and filter their favorite articles by following.

Like: users can watch the content of articles on the site according to their favorite content thumb up. Thumb up can also be done in the forwarding content, and the data will be accumulated into the original.

Comments: When browsing an article on the site, users can interact with the creator of the content through comments based on the article.

Sharing: Support users to share interesting content with their fans. Obee Network supports sharing high-quality or interesting content to third-party platforms.

Obee Network supports the sharing of content to mainstream social platforms such as Facebook, Twitter, WeChat, Telegram, etc. Save the article: the user will browse to the article will be able to save the article menu bar favorites.

Advertising

The advertising system satisfies the media, the project party's interactive publicity, through the consumption of tokens to make the published articles get more attention.

Column

Any user on the Obee Network platform is allowed to create his or her own column, which will scroll through the home page timeline and can be promoted more.

My group

Users can choose to join groups of interest in Obee Network, and social networks can also recommend groups of interest to users.

News blog

The News blog at Obee Network is filled with exotic experiences, great article recommendations, and articles you might be interested in. News blogs can be popular films, educational sharing, economic trade, documentaries, etc. It allows every user to create, share, comment, collect, etc.

Commodity market

In the merchandise mart, users can post their idle merchandise, screen all potentially interested merchandise users' merchandise releases, purchases, and transactions between users for activity information that corresponds to the user's unique digital ID, and the records are stored in the Obee Network decentralized Network.

Search

As the community ecology improves and more sites are built, more users and groups will inevitably be generated. At this time, users who want to find interested users, groups, games, etc. in the Obee Network need to use certain mechanisms. The search mechanism developed by the team allows users to find users, groups, games, etc. they are interested in faster and more accurately.

Activity

In order to realize the diversification of the functions of social products, Obee Network allows users in the community to publish some activity arrangements among users through the platform. Interested users can participate in the activities, and the created activities will correspond to the user's digital ID.

Games, movies

Obee Network also offers games and movies, allowing any user to participate in games and watch movies. As Obee Network refines the blockchain technology, it will introduce third-party game interfaces that will allow any developer to offer a variety of games to the community based on the platform's API.

4.2 Incentive mechanism

4.2.1 PoC System

The PoC Proof of Contribution mechanism is extremely important in completing the Obee Network vision design. Only by effectively rewarding the daily labor contributions of all the community users can the whole ecology be properly motivated and the ecology will continue to develop in the direction of growth. All holders of cash will also get good returns along with ecological development. We must also be more market-driven and develop appropriate incentive.

4.2.2 Incentive formula

In the design of incentive mechanism, in order to ensure the fairness and justice of incentive mechanism, control the rate of deflation, according to incentive factors, formulate emission control formula, ordinary user incentive formula and member user incentive formula.

Emissions (/day) calculation formula:

$$p_{\text{Emissions}} = \left(1 + \tfrac{m}{M}\right) \times c_{\text{Circulate}} \div 100$$

$p_{\text{Emissions}}$ Emissions; $c_{\text{Circulate}}$ Circulation at the end of last month;

m− New members are added every month; M− Total number of recharge members

Obtain tokens through comments, likes, and articles published, which we call contribution factors：

$$\text{contribution} = \sum_{i}^{n} S_i$$

$(S_i Respectively\ represent\ thumb\ up, comment, publication, and\ other\ contributing$

$factors)$

Daily credit limit rules for ordinary users:

$$u_{\text{GeneralUser}} = u_{i-1} \times \left(1 - \frac{U_{i-1}}{\sum_{i}^{n} S_i}\right)$$

$u_{i-1} Ordinary\ users\ get\ OBEE\ every\ day，$

$U_{i-1} Ordinary\ users\ get\ the\ OBEE\ cap\ every\ month$

$$\sum_{i}^{n} S_i \; Indicates \; that \; ordinary \; users \; get \; OBEE \; every \; month, Star, \; Hot, \; Ultima$$

Total OBEE consumed to purchase

Rules for the upper limit of daily points for top-up users:

$$m_{Pr\,oUser} = m_{i-1} \times \left(1 + \frac{1}{3} \times \left(\frac{U_{i-1}}{\sum_{i}^{n} S_i}\right)\right)$$

U_{i-1} *The upper limit of last month points for ordinary users*

m_{i-1} *The upper limit of points for top − up users last month*

$$\sum_{i}^{n} S_i \; Indicates \; that \; ordinary \; users \; get \; OBEE \; every \; month, Star, \; Hot, \; Ultima$$

Total OBEE consumed to purchase
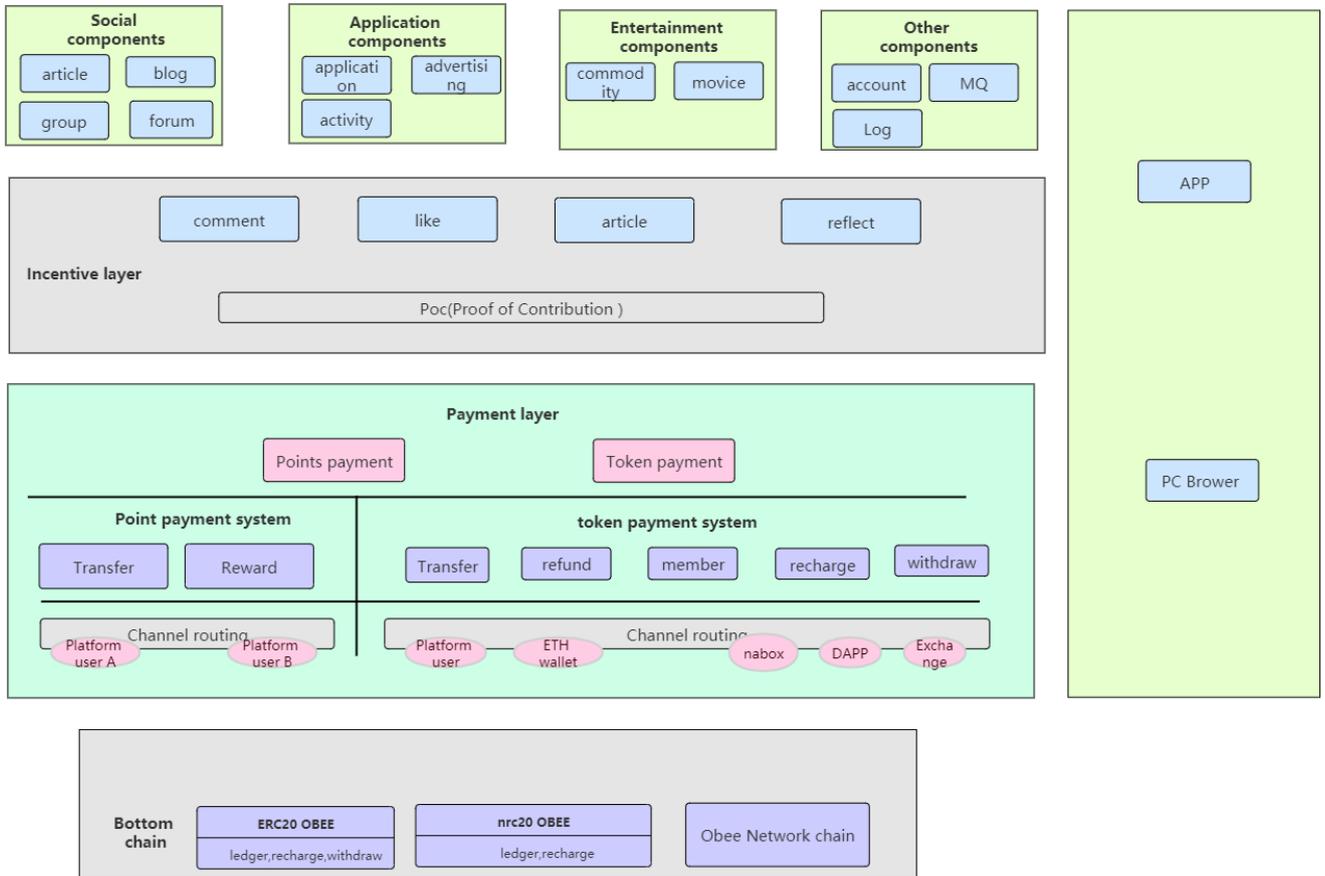
5. Recharge user system

Obee Network content social platform, in order to better promote the development of the content incentive model, will open a membership model. At present, ordinary users and member users will receive Token rewards. Member users can obtain more rights and interests through the payment of tokens, including post promotion, column.

There are four member modes in the membership mechanism: Star、Hot、Ultima、SVIP，Each type of member will enjoy different permissions and discounts.

Star、Hot、Ultima need to consume tokens to get，SVIP members need a pledge pass, which allows users to get their OBEE back at any time. Membership mechanism will help users better participate in PoC mining, and contribute to the circulation of Token.

6. The technical architecture

Obee Network is a content reward platform constructed based on the underlying chain. The original intention is to use Token rewards to build a social platform for valuable content. The underlying design of the application focuses on incentive design, and the variety of important platform functional modules at the business layer is in order to facilitate the contribution of the proof algorithm. Iteration, in the initial stage Obee Network can be developed based on the existing public chain Ethereum or NULS. The technical architecture of Obee Network is mainly divided into 4 layers:

The underlying chain:

Implement the core mechanism including OBEE token system, account system, content addressing and acquisition, and content-based interactive incentive. The underlying chain realizes transaction query, OBEE token system corresponds to the

accounting system, and a complete accounting system for user information and revenue is built. The accounting system recharge records will be recorded in the underlying public chain. The underlying chain system initially realized PoC mechanism and other supporting services on the cloud, carried out relevant operations and tests, so as to improve the social setting and configuration of relevant content and prepare for the future extended iterative development.

Payment layer：

The level between the bottom chain and the excitation layer is a transfer station for the mutual mapping between tokens. Currently, the bottom chain is mainly developed based on Ethereum and NULS. The payment layer will improve the mapping between tokens to assist the cross-chain and payment operation. The payment layer involves the logic between the underlying chain and incentive layer. The payment system exists in both integral payment and Token payment, which allows the direct mapping between integral and Token, and the indirect mapping between Token and Token.

Incentive layer：

The upper-level logic realized by the incentive mechanism will give corresponding contribution rewards through user contributions. The design of the incentive mechanism is an expandable design. The corresponding incentive and reward activities are developed in the basic algorithm. At present, comments, likes, posts, and blog creation can all be rewarded with corresponding points, and the reward value will be mapped with Token. The amount of reward will be proportional to the user's contribution level, and proportional to the user's participation in the contribution. The user's malicious brushing behavior will be regarded as an illegal operation and will be punished accordingly.

Business Layer：

The social platform includes basic functional modules and internal components

of the Obee Network platform.

The internal component module will build load balancing, account verification, data statistics, authorization verification, service monitoring, log storage, search, and other components. The load balancing component adopts the IP load balancing component, which completes the data distribution in the kernel process, increases the redundancy unit, and avoids single points of failure. The community platform includes basic functional modules and internal components of the Obee Network platform.

The account component provides basic account services for the Obee Network. The Obee Network account is combined with the main net wallet to ensure the absolute safety of users' funds and at the same time facilitate the use of Obee Network's services. The Statistics component records various data to facilitate relevant analysis of the data. Data includes calculation of community user activity, calculation of data generation, and developer share. The Auth component guarantees the uniqueness of the user's assigned digital identity ID, and the user's unique identity to participate in Obee Network activities will also be mapped to the user's unique digital identity.

Social components, entertainment components, and applications provide chat, entertainment, and expanded application functions respectively. Obee Network will build a developer platform. Any developer can develop third-party applications suitable for users based on the interface provided by the platform. Obee Network will also improve the development of technical documents and cases to facilitate developer development.

7. Business prospects

Obee Network positioning: To be the first social product for ordinary users to enter the blockchain era. Become the most functional and active social user platform in the blockchain social industry. With the popularization of blockchain technology, the commercial value of the Obee Network has finally increased exponentially.

Content social platform

The platform adopts the evaluation and reward mechanism of the Obee Network. The platform will build a content-themed social reward platform similar to Steemit, and even further build social networks similar to Twitter and Facebook.

Column

Early allow any user to create their own column, the column can be used to promote products, projects, activities. Through column for users to accumulate a certain number of users, good publicity of their.

Advertising

Obee Network allows media, projects to create their own ads. The advertisement will be displayed randomly in the timeline to increase the promotion effect of the activity.
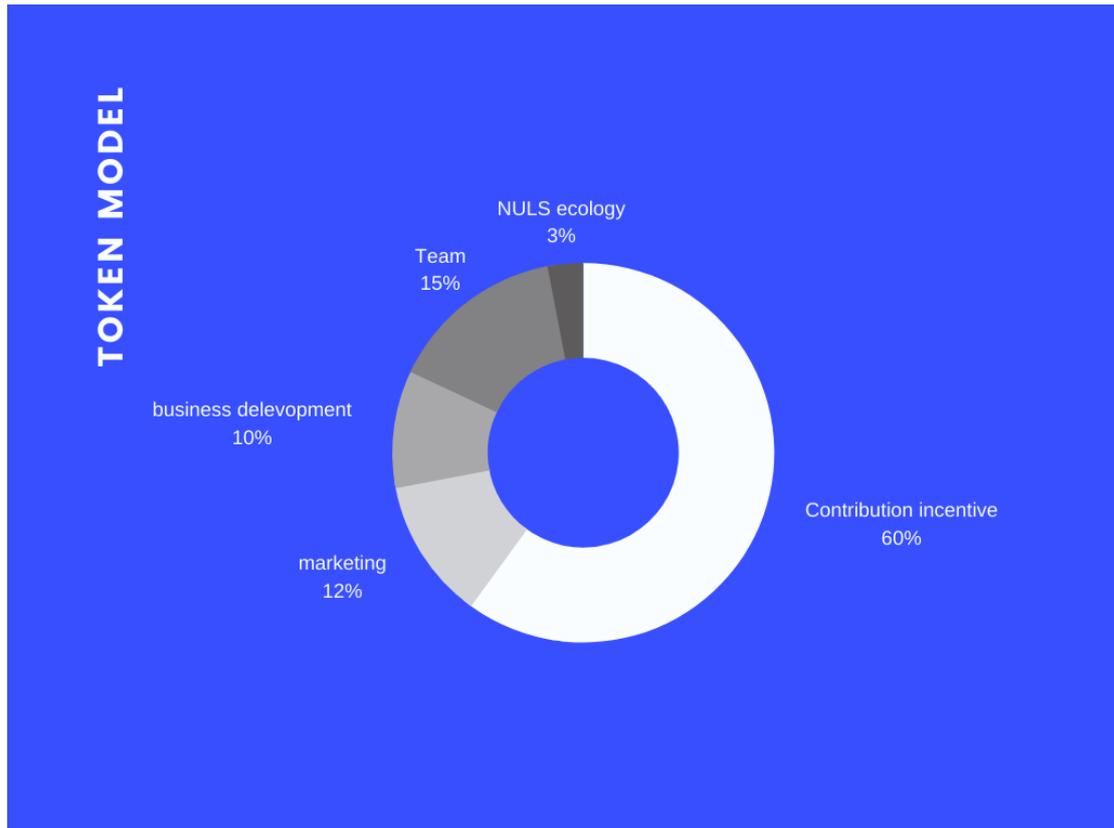
8. Token

The behaviors of all users in the proof of contribution are valuable and have contributed to the development of the community. We designed Token to reward all those who have contributed to the development of the Obee Network. Token builds ecological value, and OBEE will participate in the circulation of the entire platform as

the Obee Network Token.

OBEE issued 12 billion. In response to business development, Obee Network will develop a token economy, contributing 60% of the incentive pool, the team holding 15%, marketing 12%, business development 10%, and NULS ecology 3%.

Contribution incentive pool: 60% of the contribution incentive pool of OBEE tokens does not participate in circulation, but slowly discharges through contribution proof mining.

Team holding: account for 15%, unlock up to 6 million OBEE per month, which is used for daily operating expenses of the team, and unused tokens will be destroyed every month.

Marketing: Used for Obee Network activities to reward Obee Network community builders and community members for contributing to the development of the project.

Business development: To facilitate business partner building, business development, and Obee Network ecological advancement based on business needs.

NULS ecology: 3% of the production through NULS mining, support POCM pledge acquisition, support 1:1 mapping Token.

9. Team introduction

In view of the unclear attitude of some countries towards the blockchain industry, in order to avoid unnecessary policy risks, the team temporarily operates anonymously. After the policy is clear, the team will disclose information in a timely manner.

Technology：

The technical team has blockchain development experts and has in-depth research on intelligent contract development and cross-chain mechanism. Development team members with more than 3 years of experience in blockchain architecture and social product development are responsible for technology development and deployment of the Obee Network ecosystem.

Product：

The product team has worked in Facebook, Tencent and other enterprises, with the ability of in-depth analysis, resource integration and innovation, and is responsible for the functional design of Obee network ecology.

Operating：

The Obee Network operation team has an advanced community operation concept and is committed to operating ObeeNetwork and empowering the development of Obee Network.

10. Partner

11. Statement of responsibility

11.1 Standard liability statement

This white paper is only used for information transmission and is for reference only. It does not constitute any recommendation or solicitation to sell stocks or securities in Obee Network and its related companies. Such invitations must comply with relevant securities laws and other laws.

Participating in Obee Network means that participants have reached the age standard and have the complete civil capacity, and the contract signed with Obee Network is

true and effective.

The Obee Network team will continue to make reasonable changes to ensure that the information in the white paper is true and accurate. During the development process, updates and adjustments may be made, including but not limited to community mechanisms, tokens and their mechanisms, and token distribution. Part of the content of the white paper may be adjusted accordingly in the new version of the white paper as the project progresses. The team will publish the updated content to the public by publishing announcements or new white papers on the website. Participants must obtain the latest version of the white paper in time, and adjust their decisions in time according to the updated content. Obee Network expressly stated that it will not bear any losses caused by participants' reliance on the content of text files, inaccuracies in the text consultation information, and any actions caused by this article.

The Obee Network team will spare no effort to achieve the goals mentioned in this white paper. However, due to the existence of force majeure, the team cannot fully fulfill its promise.

As the official token of Obee Network, OBEE is an important tool for the smooth operation of the platform, not an investment product. Owning OBEE does not mean granting its owner the ownership, control, and decision-making power over the Obee Network platform. OBEE, as an encrypted token used in Obee Network, does not belong to the following categories: (1) any kind of currency; (2) securities; (3) equity of legal entities; (4) stocks, bonds, notes, stock options Certificates, certificates or other documents that grant any rights.

To the maximum extent permitted by applicable laws, the team will not be liable for damages and risks arising from participation in private equity, including but not limited to direct or indirect personal damage, loss of commercial profits, loss of commercial information, or any other economic losses responsibility.

Obee Network complies with any regulatory regulations and industry self-discipline

declarations that are conducive to the healthy development of the industry. Participants' participation means that they will fully accept and comply with such inspections. At the same time, all information disclosed by participants to complete such inspections must be complete and accurate.

Obee Network clearly communicates possible risks to participants. Once participants participate in the project, they have confirmed that they understand and agree to the various terms and conditions in the detailed rules, accept potential risks, and bear the consequences.

11.2 Risk warning

There are risks in the development, maintenance, and operation of Obee Network, many of which are beyond the developer's control. You acknowledge that you understand and agree to the following risks:

Laws and regulations for OBEE and blockchain technologies are still unclear in many jurisdictions. It is also impossible to predict when or if regulators will apply existing regulations or develop new regulations regarding the emergence of such technologies and their applications, including THE OBEE and OBEE Network platforms. Regulatory action may adversely affect OBEE and OBEE Network in different circumstances. The Foundation (or its affiliates) may cease to operate within its jurisdiction in the event of a change in regulatory conduct, laws, and regulations, or for commercial purposes only after obtaining appropriate approval to operate within such jurisdiction.

After consulting with legal counsel in most different fields and conducting ongoing research into the development and legal structure of virtual currencies, the Foundation is cautious about the release of OBEE. Therefore, for crowdfunding, the foundation will constantly adjust its sales strategy to avoid relevant legal risks as much as possible.

competitors

You may see networks that attempt to copy similar functionality using the underlying code of the OBEE and OBEE Network platforms or similar protocols. The Obee Network platform will have to compete with these variants, and this is not good for the Obee /Obee Network platform.

Brain drain

The DEVELOPMENT of the Obee Network platform depends on the ongoing cooperation of the current technical team and professional consultants. They are both experienced and successful in their respective fields. The loss of any member negatively impacts the future development of the Obee Network platform.

Development of failure

The Obee Network platform is at risk of not being developed or implemented as expected. For a variety of reasons, including, but not limited to, the occurrence of a decline in the price of digital assets, including virtual currencies or OBEE COINS, as well as unforeseen technical difficulties, and a lack of funding for various developments.

Security vulnerabilities

Hackers and other malicious groups or organizations may attempt to attack the OBEE and OBEE Network platforms in a variety of ways, including, but not limited to, ransomware attacks, denial-of-service attacks (DOS), Consensus attacks (51% attacks), witch attacks, and Smurfing attacks. In addition, there is a risk that a third party or a member of the Foundation or its affiliates will knowingly or unknowingly disclose the core architecture of the OBEE, OBEE Network Platform.

Other risks

In addition to the risks mentioned above, there may be other risks in your purchase, holding, and use of OBEE, including contingencies that the Foundation cannot anticipate. These risks may evolve into unexpected risks or a combination of the risks

mentioned above. Before purchasing OBEE, you should conduct thorough due diligence with the Foundation (and its affiliates) and the OBEE Network team to understand the overall framework and vision for the OBEE Network platform.