KREDS

A P2P cryptocurrency focused on monetizing digital participation

- Kreds team -

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Introduction

The bulk of our digital world and social networks can essentially be described as an economic model driven by predatory monetization. People around the planet commit their time, energy and intelligence to helping shape the very fabric of our online society, not realizing that their digital identities and content are the actual product sought by the corporations who own these networks. Each user's work, opinions and comments are being used to farm advertising for big data, or promote financial growth for companies like Google and Facebook.

What if there was a way we could give everyone the opportunity to focus on the quality of content created, and be rewarded for it through a system where the user community decides on what is a positive contribution to the online discussion taking place? Such a system will be designed so that each user action has an opportunity cost associated with it: the underlying goal of such a setup is that positive contributions are rewarded and online trolls are discouraged because it actually costs them money to post.

Our team would like to reward your valuable contributions with electronic cash[1] you can earn, trade and spend. We will provide the technology to reward users who contribute great follow up articles and opinion columns to the latest events and news. If you have inspiring words to share regarding the latest news we feature, you can now monetize your contribution and be assured that your reward is defined by the collective judgement of our user base rather than a single editor who may (or may not) like your point of view.

Overview

The Kreds[2] currency will be used by our team to create an ecosystem of real world utility, action-based reward, and payments within several media and news websites. Fifty percent of the total supply of Kreds will be allocated to the Kreds action rewards on-site model, and introduced into circulation as user growth incentive. Ten percent (of the 50%) of Kreds currency will be allocated to new ecosystem partners that adopt Kreds as a payment model or method.

As Kreds gains monetary value, the action reward can be altered in sites under our control to meet market demand. For future partners, Kreds could constitute as economic incentive for integration with this cryptocurrency[3]. Our team expects that a significant part of Kreds adoption will come from partnerships using Kreds for future business, and has reserved ten percent of the coins mined in the first block to facilitate these collaborations.

1 "A Peer-to-Peer Electronic Cash System - Bitcoin.org."
https://bitcoin.org/bitcoin.pdf Accessed 7 Feb. 2018.
2 „[ANN] Kreds (KREDS) Utility Action Currency Segwit + Masternodes + ..." 8 Feb. 2018,
https://bitcointalk.org/index.php?topic=2886837.100 Accessed 9 Feb. 2018.
3 „What is Cryptocurrency: Everything You Need To Know [Ultimate Guide]."
https://blockgeeks.com/guides/what-is-cryptocurrency/ Accessed 7 Feb. 2018.

To increase the enjoyment of subscribers and users of our business sites, varying amounts of Kreds will be awarded to users for engaging in certain actions and content creation. The actions can be something as basic as upvoting another person's comments and will evolve dramatically over time. When an established cryptocurrency exchange is reached, Kreds currency will then be added for payment for business services, subscriptions, and more.
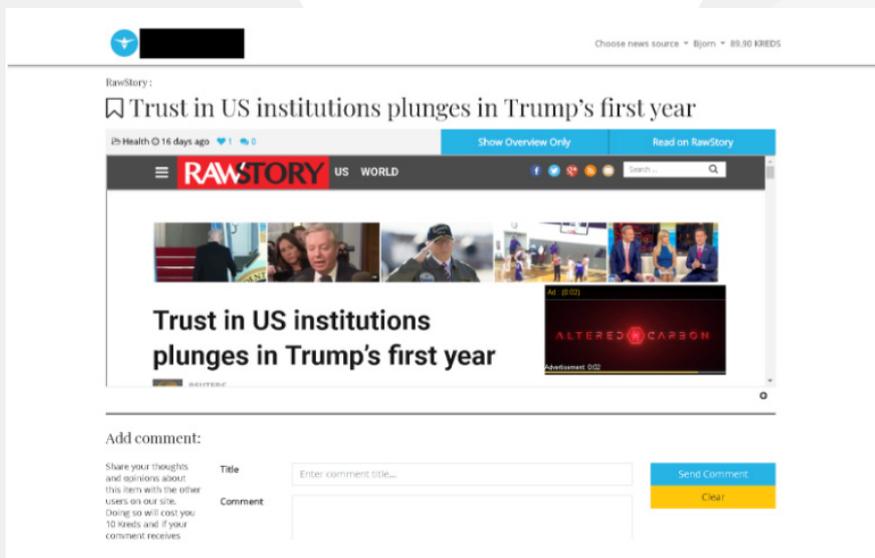
Earning methods and models

With any currency to function as a proper store of value it has to be used and accepted by enough people to validate its utility and function for this purpose. Distribution of Kreds is extremely important and this is why our team chose several methods to distribute.

Primary method: Action and social rewards play a large role in the usage of Kreds on our sites. We are marketing the message 'your thoughts have value' in order to allow global users to exchange Kreds in return for posts, comments, blogs, media that they feel is worth monetary value. To future-proof emissions rates, the amount earned from actions can easily be changed to reflect Kreds popularity and maintain both market balance, plus demand distribution. As new sites are created and Kreds integrated, more actions and further earning models will develop.

Over the past year we have been building the framework for a diverse news aggregator in order to draw users to our websites. Several popular articles from multiple outlets such as CNN[4], RawStory[5], USA Today[6] and many more. This product has not launched yet but development has been completed and we are currently in the final testing phase and preparing for launch in Q1 2018.

An early clip from the first of four websites developed using Kreds utility model:

4 „CNN.com." https://www.cnn.com/ Accessed 7 Feb. 2018.
5 „RawStory." https://www.rawstory.com/ Accessed 7 Feb. 2018.
6 „USA Today." https://www.usatoday.com/ Accessed 7 Feb. 2018.

Kreds economic action earning (liquid) launch model

Actions:	Costs:
Upvote (Like)	0.01
Downvote	0.01
Remove Upvote or downvote	0
Create Comment	0.02
Edit Comment	0.01
Remove Comment	0.01
Bookmark Article	0
Propose tag	0.01

Users get bonus for

Sign up	50

User promote bonus	
to rank 1	10
to rank 2	20
to rank 3	30
to rank 4	40
to rank 5	50

Daily coins per rank/level:

rank 0	0
rank 1	0.5
rank 2	1
rank 3	1.5
rank 4	2
rank 5	3
For upvoted comment[1]	0.02
If proposed tag was accepted	0.02
Sharing an article to social media	0.01

[1] the original comment must be minimum 60 characters in length to receive Kreds.

Secondary Distribution Method

The second method is more technical and involves a combination of Proof of Work mining[7] and the setup of Masternodes[8]. Through mining people can participate in the earning of Kreds with their GPU[9] worldwide. This can be accomplished through the use of mining pools[10], or in some cases solo mining[11] if a Kreds miner possess enough hardware to accomplish block earnings without pooling resources. The addition of blockchain security with Proof of Work is arguably the best current practice for the validation of transactions on the Kreds network.

Masternodes give Kreds cryptocurrency owners the option to run a network node that helps validate transactions and in return for stable node operation, delivers rewards. At Kreds block height #15,000, Masternodes will begin giving everyone who operates a Masternode fifty percent of the coins from each block mined. This is then divided by the number of Masternodes running and disbursed throughout the Kreds blockchain.

Third Distribution Method

Our earliest members of the Kreds team started working together in 2014 we have since built a community of cryptocurrency users, website fans, and investors. In 2016 our team launched the Janus project[12] and Kreds utility currency is an extension of our work in order to facilitate the earnings model on websites we developed/developing.

To give our existing community a means to acquire Kreds we have scheduled an 'airdrop[13]' in order to grow Kreds adoption at an early accelerated stage. Details of this will be available once the Kreds network is deemed ready for an early influx of thousands of users. Scheduled tentatively in the first 90 days post launch.

7 „Proof of work - Bitcoin Wiki.“ 15 May. 2016, https://en.bitcoin.it/wiki/Proof_of_work Accessed 7 Feb. 2018
8 „What are Masternodes? Complete Beginner's Guide - Blockonomi.“ 11 Jan. 2018
    https://blockonomi.com/masternode-guide/ Accessed 7 Feb. 2018
9 „Graphics processing unit - Wikipedia.“ https://en.wikipedia.org/wiki/Graphics_processing_unit Accessed 7 Feb. 2018
10 „Mining pool - Wikipedia.“ https://en.wikipedia.org/wiki/Mining_pool Accessed 7 Feb. 2018
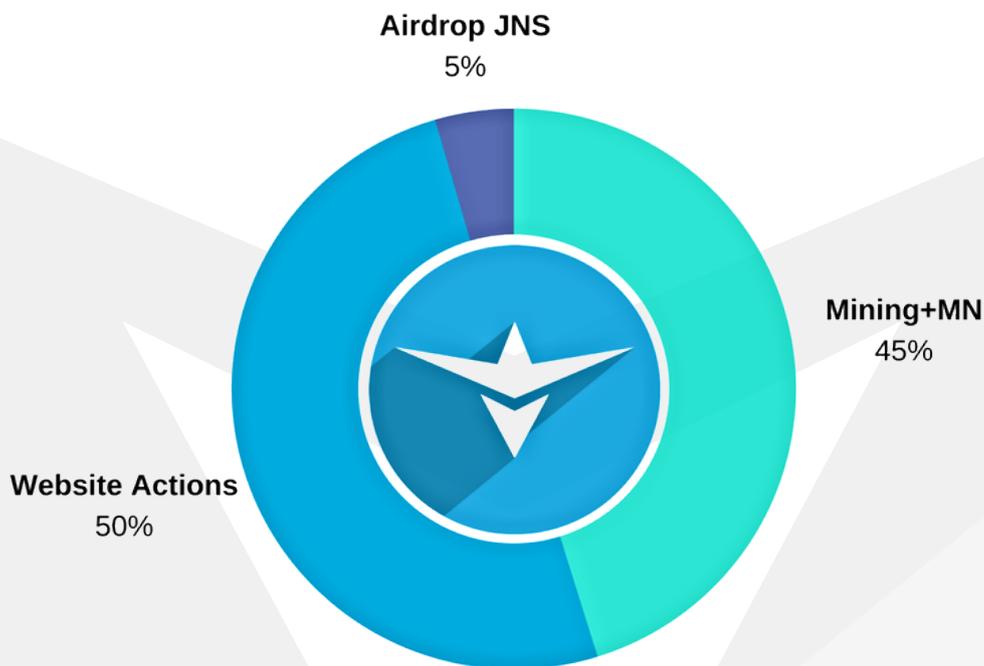11 „What is Solo Mining & How it Works for the miners in the bitcoin ....“ 8 Aug. 2017
    https://www.blockchain-council.org/blockchain/solo-mining-works/ Accessed 7 Feb. 2018
12 „JanusToken :: Blockchain-Based Business.“ https://janustoken.com/ Accessed 7 Feb. 2018
13 "The latest crypto PR craze: ‚Airdropping' free coins into your wallet ....“ 6 Sep. 2017,
    https://venturebeat.com/2017/09/06/the-latest-crypto-pr-craze-airdropping-free-coins-into-your-wallet/ Accessed 7 Feb. 2018

Visual Representation of Distribution

From its creation Kreds cryptocurrency will have four distinct distribution methods. The first and most common is proof of work mining, which provides the network security. The second is the network earning and operation of a Masternode. The third is an airdrop to the community of Janus token users. Finally, the fourth distribution method is earning from the global community that inhabit all websites utilizing Kreds as a utility currency onsite.

The following is a visual representation of the coin distribution from coin launch:

Airdrop JNS
5%

Mining+MN
45%

Website Actions
50%

KREDS DISTRIBUTION CHART

Year 1 Mininig + Masternodes		Year 2
Month	Total coins estimate per month	Total coins estimate per month
1	4,860,000.00	4,715,293.50
2	4,860,000.00	4,715,293.50
3	4,860,000.00	4,715,293.50
4	4,860,000.00	4,715,293.50
5	4,860,000.00	4,715,293.50
6	4,860,000.00	4,715,293.50
7	4,787,100.00	4,644,564.10
8	4,787,10.00	4,644,829.33
9	4,787,100.00	4,644,829.33
10	4,787,100.00	4,644,829.33
11	4,787,100.00	4,644,829.33
12	4,787,100.00	4,644,829.33

*Interest compounded - 1,5% Every 6 monthly reduction

Block reward KREDS	225
Block reward Mnodes	112.5
Block reward Miners	112.5

Total $KREDS per day	162,000.00
Total $KREDS per month	4,860,000.00
Total $KREDS per Year	59,130,000.00
50% allocated to MN´s	26,608,500.00

The Kreds Team

Pranas (Pmal)
Software Developer - https://www.linkedin.com/in/pranas-m

Software/web developer. Pranas has worked on various enterprise projects with high traffic websites. (e.g. rehau.com). His primary focus was server side development and creating tools to help others in a team. He has independently written complex software solutions from the ground up to achieve team goals. Past professional accomplishments have led to website growth many times higher than their starting point. Now his primary focus is on creating software and websites to enrich Kreds ecosystem.

Lobos
Software and systems architect

Lobos has a Information Systems and Computer Science degree and has worked as a professional software developer and technical manager over the course of his 25 year career. He has been lead developer on enterprise content management and eCommerce projects, has been an avid contributor to various open source projects and has helped two startup companies grow from inception to a substantial increase in headcount, revenue and profits. He has the technical experience to write complex software and to lead technical teams and large projects, ensuring that projects are implemented in a manner which ensures security, performance and maintainability.

Victoria
Junior Software Developer

Victoria is our newest addition to our team. She has studied Java Programming and then became interested in web development and blockchain technologies. Independently started to learn every aspect how these technologies could be integrated with each other and currently continues to do so with veteran developer supervision. Her work with our team can be seen in current versions of https://janustoken.com/ and https://www.kredsblockchain.com/ which she designed and developed.

Luis Batista (Ascendus)
Operations Manager - https://www.linkedin.com/in/luis-batista-23059694/

Luis has studied public management and organizational management and is well acquainted with the bitcoin and altcoin world. He has proven himself to be reliable and resourceful in handling public relations issues and has solved any issue he faced, often providing creative solutions and ensuring that our users were kept aware and satisfied with the information we provided. Luis will assist in the coordination of the Kreds team and uphold the highest standards of public and business relations.

Bjorn (Kreds Marketing)
Product Design

Bjorn has performed marketing in various roles for a number of projects and has proven to be a highly resourceful and creative online marketeer. Before his marketing career, Bjorn worked as a contract negotiator involving several million in fiat and brokering B2B contracts. He excels in creative and viral campaigns which draw new audiences and spread the product's name. Bjorn will develop Kreds cryptocurrency long term strategy for utility and use cases, with a focus on acquiring new partners for integration of Kreds.

Alphonso Morris (Almo)
Information Analyst - http://www.linkedin.com/in/alphonso-morris-jr-b8a21170

Alphonso's prior experience in photography, event planning & promotions adds to the Kreds team in many aspects. He has been in positions such as, public relations director, artist management, personal assistant, music and television for over twenty years. Al will be helping with political bias article selection on the aggregators we built and gaining high profile business connections.

Tim Nolan (TJ)
Marketing Coordinator

Tim Nolan is the founder of Power Punch Boxing LLC, a professional management organization that develops and markets fighters within the sport of professional boxing and MMA. Before devoting his time in developing professional fighters, Tim served his country in Operation Iraqi Freedom with United States Army as a Platoon Sergeant with the 1- 24 Infantry Regiment. Tim retired from the Army in 2004 and attended Roberts Wesleyan College earning his Bachelor's Degree in Organizational Management with a minor in Information Technology. Upon graduation, Tim secured employment with Harris RF as the head of the USSOCOM, FBI, Whitehouse and Secrete Service contracts. Tim decided to relinquish his DoD Secret Security Clearance in pursuit of his employment with Fl3xMedia. Mass media marketing and mining deployment are his primary roles on the Kreds team.

Conclusion

Kreds will be positioned as a utility[14] token for use on the content networks we will be launching. As users realize the benefits user-driven monetization provides - encouragement of qualitative content and discouragement of negative online behavior - it's acceptance will grow and we expect that in due time other online content providers will see the benefits of joining an already established network of sites which reward positive user contribution with a proven electronic currency.

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14 „The Difference Between Utility Tokens and Equity Tokens - Strategic ...."
http://strategiccoin.com/difference-utility-tokens-equity-tokens/. Accessed 7 Feb. 2018.