Rewards for Helping Humans

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Executive Summary

HumanixR is a decentralized application (DApp) built on Ethereum Blockchain. HumanixR is designed to disrupt and replace the traditional methods of social human interaction over current famous social media networks.

HumanixR is a completely transparent platform where each user can help any other user and get rewarded for the help they provide.

HumanixR is the next stage in the evolution of human interaction over the internet. With the advent of Blockchain technology combined with the trust of smart contracts we are trying to give back what every human deserves - control and rewards for their effort.

We are at a time in the history of humankind when we have the opportunity to use technology for the greater good of the community. For too long the data pertaining to people’s interaction over the internet has been monetized and used by corporations while the real content creators or users get nothing but only a platform to connect with each other.

HumanixR intends to disrupt this traditional model and give back to the users or the community through our unique revolutionary DApp.

At HumanixR we are trying to leverage the power of people and the information each individual possesses.

We at HumanixR will give people a means to create dynamic content in real time based on the needs of their peers while getting rewarded for creating information within the network.

To demonstrate the platform and be profitable from the word “Go”, we will build a DApp over the human network, “HumanixR”. HumanixR is a mobile application, which facilitates human interaction incentivizes it.

HumanixR is a self-sustaining dynamic content ecosystem where the whole community is in charge and gets paid for the information they create.

The basic economic motive of HumanixR is to reward all the users for the valuable content they create. The revenue model revolves around Targeted and unobtrusive Advertisements.
For use in our Network we have developed an ERC20 compliant Token, HNX Token – which is backed by an escrow account that contains 50% of all the earnings of the network.

All transactions, revenue and interactions on the HumanixR network are logged and managed using the smart contracts and Blockchain technology making it transparent, irrefutable and fair for everyone. The community guides the development process and has the right to propose changes while ensuring the freedom to vote for various proposals.

The basic tenets guiding us are Technology, Community, and Transparency.
Background

The Crypto Currency journey has its starting in the white paper which was released by Satoshi Nakamoto outlining the proposal for Bitcoin – a decentralized crypto currency based on Proof of Work Consensus Algorithm.

With Bitcoin, the capabilities of Blockchain as a building block of the future were established.

Blockchain is transparent and decentralized; anyone can view any transactions and anyone can participate. Everyone is the owner of the data and everyone is responsible.

As a result, Ethereum was born which is a massive globally distributed computer to execute codes on Blockchain. Ethereum allowed developers to build truly distributed applications using smart contracts.

Ethereum enabled Blockchain to become mainstream and allowed developers to build apps with Blockchain as the backbone.

The DApps and the Ethereum Blockchain are revolutionizing a lot of existing fields and challenging the status quo of traditional industries. We at HumanixR see ourselves at the cusp of a technological revolution driven by openness, community and accountability, all enabled by technology.
Problem Overview

Social Network: No Economic Benefit for Users

In current social media networks there is no economic or monetary benefit for the user who is the ultimate content creator. The social media giants use the user’s data and content with the sole motive of increasing their own profits. The people who create content get nothing for the ad revenues they generate.

Solution:
HumanixR will disrupt this biased culture and give back to users a fair share of the revenue generated by them. The plan is to give back 50% of all earnings to the community.

Centralization and Censorship

In today’s world social network have complete control in deciding what and who can be promoted on their platform and who can be blocked. There is no transparency in decision making and the community is not taken into account. This is centralization of power.

Solution:
HumanixR is using Blockchain technology to resolve this issue. Blockchain technology will enable the community to take decisions to block anyone or promote someone with full transparency. All decisions will be available on the Blockchain to be questioned and will keep the network accountable.

Intrusive Ads

There is little or no control over what type of ads a user sees. The ads are targeted at users based on the demographics the advertiser chooses at the time of making the campaign on the social network. If the advertiser makes a mistake or chooses wrong demographics then the ad will be shown to people who may not be interested in seeing it or in some cases it may be offensive.

Solution:
HumanixR will show the ads to the user only when the user desires to see them and the ads will be precisely relevant because we will utilize machine learning models to determine the ads most likely to benefit the user. Hence, mutually beneficial for both the user and advertiser but giving complete control to the user. This will also lead to high conversion rate of the ads.
Data Privacy Concerns

In almost all major social media networks the users can do nothing about threats of data leaks and clearly have no control of how much their data is exactly shared with the advertisers and third parties.

Even when social media networks agree to not share identities with third parties there is a risk of tracing the identity of the users as the exchange of data takes place over a centralized network.

Solution:
Since HumanixR is decentralized and all exchange of data is through layers of Blockchain and gives users anonymity, complete privacy, and safety. The advertisers only see the data about the user, when user allows them to see and that too in real time need based form without revealing the demographics of the user.

Lack of Real Time Validated Content

Often there is no validated or accurate information about a subject or problem on the static search results of internet. A user has to scroll through huge number of results and find the information which may or may not be reliable.

There are reviews of service providers, but say a small-town car mechanic may not even have a website but he may have excellent services. In such cases it is not possible for a traveller or someone to find that particular car repair service.

Solution:
By using HumanixR application the problem is solved easily in real time and user gets a validated response from people of that area without scrolling through heaps of static results.
Use Cases

Local Opinions

The user can post a simple query and get the responses from the community in real time. The people are requested for a response based on their interests and proximity to the user or according to the proximity of the location in question.

Here John (Query Poster) asks a question to the community about the best Pizza in Rome. Emmanuel Answers (Responder) and Shelly (Validator) Validates the answer.

In this scenario all are eligible for Rewards. Even John (query poster) will be rewarded because his query is enriching the community.

The reward percentages are proposed to be:
- Query Poster – 5%
- Validator – 30%
- Responder – 65%

If there are more than one Responder and Validator, the reward percentage is distributed according to the weighted average of user rating.

All participants have a chance to rate each other based on their interaction.

“Every one is rewarded”

All Responses are vetted by the community

John: “Where can I get the best pizza in Rome?”

Emmanuel: “You should definitely try – Pizzeria da Remus”.

Shelly : “Yes, I have been there, it’s a really nice place for Wood Fired Pizzas!!!”
Emergency Help

To be used only in case of Emergencies, where the user wants immediate answers.

Will is a doctor and he has helped John. Will rewarded for helping John and he gets rewarded even for his expertise

Katherine helps by vetting the responses in the network but is not required for emergency queries.

The only difference is that we do not wait for validation before showing the result of the query. Validation from another user usually takes time. We believe since it is an emergency – The original poster wants the answers immediately. The validation still happens on all answers and the validation results are shown to the user.

The reward percentage of John is also distributed to the Responder and Validators.

User Polls

Users can conduct local polls to get opinions about any service provider such as restaurants, tailors, local tourist attractions or basically any service provider and places.

Here all the responders for the Poll are rewarded for their participation. The proportion of reward is based on their value to the network.
Salient Features

Human Network is the next iteration for a lot of existing paradigms and in some cases we have tried to be a little more innovative.

**Why Blockchain?**
We use the Blockchain in multiple ways. We store all human interactions on Blockchain so that they can be moderated by the community and without any centralized censorship.

We keep our financial books on the Blockchain to ensure transparency in the reward distribution and that allows complete accountability to our community.

We keep our ideas and votes about each proposal on the Blockchain and that enables us to remain driven by the community. Unlike other ventures the share of initial Founders will continue to decline with time unlike any other venture out there. This strategy allows the community to actually own the network.

The Blockchain is **transparent, decentralized, secure, and fair.**

**Next Evolution of the Web**
How we serve information over the internet has been always evolving. Initially it was static websites serving static content to all its users.

Then with the advent of dynamic websites, the websites themselves became dynamic but the content largely remained static. With HumanixR, we are about to enter a new age of the internet, where the content is generated specific to a user and in near real time.

When a user asks a query the responses to that query are provided by the community in real time and the responses are for that specific user only.

The responses to queries posted by the users are moderated by the community and are visible for a very small period of time.

It is a truly special scenario where a user can ask queries and get real time responses (Even chat on the responses).
Next Evolution of Social Network

When we connected computers, we got the Internet. When we connected to our Friends and Family over the internet, we got the Social Network.

When we connect people (locally first) over the internet, we get the human network. At the HumanixR, we are harnessing the power of people to help each other. This has an unlimited potential.

Transparency as a business tenet

We, at HumanixR - the human network take pride in thinking about the community first and maintaining highest level of transparency.

We as an organization want to ensure that all financial transactions of the organization should exist on the Blockchain (Ethereum) for the community to view and hold us to the highest standards.

Tokens with Intrinsic Value

The value of most crypto tokens is determined by the exchange and they tend to have no intrinsic value associated with them.

We at HumanixR firmly believe that the community should be a partner in any venture. We ensure that each HNX Token has some intrinsic value and can be converted immediately to ETH or corresponding USD Value.
This is done so that we can pass more “Real World” benefits to our community and hence increase adoption by the larger populace outside the realms of current crypto currency enthusiasts.

The user can submit a Token to the Community account and get ETH/USD depending on the Exchange rate.

At HumanixR, we give 50% of all earnings back to the community. 45% is given to the participants involved in a particular Interaction (More details ahead).

5% is divided amongst the community as incentive and paid every 2-weeks or as configured by the user.

For Example, if the HumanixR Network has earned $10,000, $4500 are given to all people involved in the interactions (based on an attribution) and $500 are given back to the community (All Token Holders).

\[
\text{Exchange Rate} = \frac{\text{Number Of ETH in Community Account}}{\text{Total Number of HNX Tokens}}
\]

“50% back to the community, 45% to participants involved in any transaction and 5% distributed in the community”

KYC/AML are required for disbursing rewards. Users without KYC/AML can get coupons in exchange for their Token

“Tokens are backed by ETH”
Overview

The HumanixR Network is built on top of Ethereum Blockchain.

There is a core platform layer which has a basic functionality incorporated in the HumanixR Network layer.

It has 4 major modules:
1. Interaction API
2. Rewards Module
3. Proposal Module
4. User Profiles Models

The Human Interaction Platform

This is the core platform and encapsulates the basic functionality of the HumanixR network.
Interaction API

The interaction API layer exposes functions to work around Interactions. The HumanixR App can call the interaction API Layers to create interactions, respond to interactions, close interactions etc.

Interactions are usually Text based but also can have Images and Video content. Storing them in the Ethereum Blockchain is very expensive. Below is the estimated cost with Gas Price @ 20 Gwei and Ethereum @ $540.

<table>
<thead>
<tr>
<th>Size</th>
<th>Gas</th>
<th>ETH Cost</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>256 Bits</td>
<td>20,000</td>
<td>0.00038 ETH</td>
<td>$0.21964</td>
</tr>
<tr>
<td>1 KB</td>
<td>640,000</td>
<td>0.01216 ETH</td>
<td>$7.02848</td>
</tr>
<tr>
<td>1 MB</td>
<td>655,360,000</td>
<td>12.45 ETH</td>
<td>$7222.06</td>
</tr>
<tr>
<td>1 GB</td>
<td>671,088,640,000</td>
<td>12748.8 ETH</td>
<td>$7.4 Mill</td>
</tr>
</tbody>
</table>

As you can see with the table – The price to store 1 GB of Data on Ethereum is over $7 Million.

We are going to store all our content on Inter Planetary File System (IPFS). IPFS gives us the benefit of Blockchain at a lower cost. All files stored in IPFS will encrypted and storing 1 GB of data will cost ~ $100.
Proposal Module

The proposal module handles the governance activities of the network. It accepts proposals from the community and facilitates voting on the proposals.

The Voting Smart contract is stored in Ethereum and the actual proposals are stored on the HumanixR server.

The Proposal module keeps a mapping of Smart Contract to Proposals submitted. It also handles the voting per proposal. It abstracts out the complexity of actually sending a vote to smart contract, maintaining voting window, counting votes and sharing results.

User Profiles

This is the module which manages user profiles – Their identity, interests, ratings, keeps a track of their contribution to the network. We will support Multi Factor Authentication and password resets.

HumanixR will store only minimal personal information just enough to complete KYC and AML. All personal information will be encrypted and stored in a highly secure database.

All other information like interests, ratings, ongoing interactions etc. will be stored in HumanixR Server in an encrypted and anonymized format.
Rewards

The Rewards module manages the rewards. The major features of the rewards module are –

1. **The community Escrow Account**: The common account where the 50% of the community ETH is kept.
2. The method to convert HNX Token to ETH.
3. The method to issue New HNX Token when rewards are added.
4. **Issue rewards to Users**: This method disburses rewards to Users based on their contribution to the network and their corresponding ratings.
5. Currently it supports only ETH and ETH based token, in future this will be expanded to make rewards pluggable.

In each payout cycle of a particular user the HumanixR will payout the rewards in HNX tokens based on the user’s activity in that payout period and updates the same in the user’s profile.

Each user will collect multiple reward tokens based on his activity as a query poster, responder or as a validator.

If the user prefers to receive rewards in fiat currency (USD/Euro) or coupons then the payment will be made via a third party (PayPal, Groupon etc.) after the requisite conversion fee. After every cycle the user will see the current balance and previously credited tokens.

Community Escrow account is maintained in the Ethereum Blockchain

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**Rewards Module – Interactions with Ethereum Blockchain**
The HumanixR Application

The HumanixR Application refers to the mobile app we are building to monetize the network and be profitable. It will also serve as Proof of Concept for development on top of the Human Interaction Platform.

Building on Top of Human Interaction Platform

We will design the Human Interaction Platform in such a manner which would make it scalable and also enable development of other applications on top of it. Any application will be able to interact with the platform layer as long as it adheres to the rewards based principles of HumanixR and all rewards are ERC20 compliant.

“HumanixR application will be launched to keep the network profitable”

“The Human Interaction Platform will be open to be used by anyone. As long value is being added to the network.”
Workflows

We will now cover a few workflows of the HumanixR network.

**Calculate User’s Value to the Network**

Each query is active for 7 days where people can respond and validate responses on the query. After 7 days, the network determines the value of the users to the network. This calculation is based on many attributes:

- Interests
- Location
- Ratings

If users are predominantly responders or validators

If a user uses offers or guides other users to use offers (If they are better)

We will track each user’s contribution to the network at the time of closing an interaction and we will see the performance (in the last 7 days) of each person involved.

Users will be rewarded based on their rating and the role they play in the query life-cycle.

**Detailed Query Flowchart**

The following things happen in a workflow:

1. The user sends the request
2. Two things can happen:
   1. The request is forwarded to users with similar interests
   2. The App generated Static (Web Based) Results are shown to the user
3. People respond and their responses are validated and shown to the user.

During validation, the user can mark the query or responses as “SPAM” or malicious.

If the response is marked as malicious no rewards are disbursed to the user and the rating of the user is also reduced. If the query is marked as malicious no reward is disbursed to anyone and the query poster is
penalized by reducing the user’s rating and stopping the user from using the network further. We might also ask a community member to validate if the Query Poster is a serial spammer and then we will deactivate the user’s account.

**Reward Disbursement Flow**

The Reward Disbursement flow kicks in after 7 days of the transaction.

It consists of the following steps:

1. Once the reward is received by HumanixR it is converted to ETH
2. Calculate all the transactions that have been used to generate the rewards
3. Get all the users involved in the transactions
4. Check if the user has done his KYC/AML. In case the user has not completed his KYC/AML then user will be overlooked
5. Calculate the worth based on the user’s rating/usage/impact etc.
6. Normalize the worth score for each user
7. Distribute the HNX token in normalized worth score

“In the worst case scenario, the results from HumanixR will be as good as a web search”

“The Human Interaction Platform will be open to be used by anyone. As long value is being added to the network.”
Rewards are Received

Get All Transaction

Get All people involved in Transactions

Calculate Value of User

Generate HNX from ETH

Distribute based on Contribution

Check KYC and AML

Normalize Score

End

Rewards Disbursement Workflow
HNX Token

Introduction

The HNX Coin is an ERC 20 compliant token.

It is tradable and is used in the Human Network to reward interactions, payout loyalty bonuses, and help the community to submit proposals and to vote on them.

Intrinsic Value

HNX Token has 2 sources of value. Similar to other cryptographic tokens HNX can also be traded on any exchange it is listed and the price is decided by supply and demand.

Unlike other cryptographic tokens, the HNX token is also backed by an escrow account which is the community reward pool. This pool contains 50% of total earnings from the network.

This is used to immediately convert HNX to ETH without any intermediate exchange. HNX can be exchanged for Ethereum token with an exchange rate.

The Same ETH can be converted to USD and other currencies via exchange. This helps us provide direct value to our users who do not want the hassle of an exchange.

\[
\text{Exchange Rate} = \frac{\text{Number Of ETH in Community Account}}{\text{Total Number of HNX Tokens}}
\]

Reward Disbursement Program

We at HumanixR network want to continuously reward the community for their constant support.

We have proposed a 2-week payout cycle where we give out 5% of all earnings back to HNX Holders in the form of additional HNX Tokens.

So, if the total HNX Tokens are 100 Million and if John have 1000 HNX Token and the new tokens being added are 1 Million, then John receives 10 additional tokens.
Initial Offering

The initial amount of HNX token to be released will be 50 Million.

<table>
<thead>
<tr>
<th>Initial HNX Token</th>
<th>50,000,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation Rate</td>
<td>20% (5% to existing community, 15% based on interaction)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stage</th>
<th>Target</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre Sale Target</td>
<td>8 Million USD</td>
<td>3 Weeks duration</td>
</tr>
<tr>
<td>ICO Target</td>
<td>30 Million USD</td>
<td>4 Weeks duration</td>
</tr>
</tbody>
</table>

Fund Allocation

- Development: 40%
- Initial Team: 10%
- Reserve: 10%
- Marketing: 10%
- Founders: 10%
- Community Rewards: 20%

Initial Offering

Additional Tokens = \( \frac{\text{New Tokens Released}}{\text{Total HNX Tokens}} \) * (Number of Token Possessed)
Token Allocation

The initial amount of HNX token to be released will be 5 Million.
Plan

When we conceived the idea of the Human Network, the primary consideration was passing “Real World” rewards back to the community.

We have a business plan that actually keeps the community in the center.

Initially the idea is to provide the rewards in terms of ETH or USD (by exchanging ETH), but in the future, we can add Coupons, points etc. as suggested by the community.

Some of the amount we raise will be put in the community account to act as an incentive.

Revenue Model

The primary revenue model will be based on top of targeted ads. We will initially plug in already available Ad platforms. With time HumanixR will replace these ad platforms by the one built in-house at HumanixR.

We will have advertisers reach out directly to us and pay for using our platform.

Global Ad Revenue = 563.4 B USD

Growth Rate – 30% YOY

Targeted Ads

HumanixR will show unobtrusive and targeted Ads. To do this we will have detailed machine learning models depicting what a user actually needs and what will be beneficial to the user. These Ads/Offers will be placed in a separate tab and where the users can view them at their own leisure.

For example, If Sam had asked for Chinese food in London. HumanixR can show him offers/Ads about Chinese food in London.

He is more likely to visit the restaurant and benefit from their offers.

With In-house platform, almost 60% of the Ad value is passed back to the company

Average conversion rate: 1.5%

Targeted Conversion rate: 10-20%
User Acquisition

HumanixR puts community in the center of all endeavors and will look at the community to drive user acquisitions too.

The value of the network is maintained by the community and they will in-turn add to the value by inviting their friends and family. When they the benefits associated with being part of the HumanixR.

However, initially we may employ traditional methods to acquire users, Advertisements, Initial Offers etc.

Network Quality

What happens if we have scammers in the network whose main intention is to scam the network?

We would rely on 2 things to help us sort this issue .

Community:
The main benefiter of a good network is the community. Users are the ones who benefit most if the content in the network is of good quality.

We get more advertisers and the value of their Token rises.

They have a huge incentive to mark spammers and keep the network clean. It is pertinent that the community plays a major role in ensuring that platform is spam-free and curated.

Modified Proof of Activity:
In short Proof of Activity selects a random peer from the network to sign a new block. HumanixR will modify this to select the user to send the query for response and the query validators This ensures that the same people are not always answering the same query and the same people are not validating it and ensures fraud prevention and a healthy network.
Roadmap

2017 Q3
• Idea Inception
• Product Description

2018 Q2
• “Go Live” – Application Launch
• Stability Releases

2018 Q4
• Expand Platform
• Support for ETH based Rewards

2019
• Add More Rewards Platform
• Build In house Ad-Platform
• Enable BOT based Interactions*

Following features can be looked at after the feature development in complete.
1. Enable BOTs on the network to service/interact with humans.
2. Enable more intelligence on the network.
3. Human Centric Development
Humanixr is a visionary endeavour and we are not just professionals but one team of likeminded humans who are striving hard to build the world’s first human network hence, the diversity in our team.

**Yasar Siddiqui** - Yasar has been passionate about Coding since he was in high school as evident from the glasses he wears. He is a strong decentralization promoter, crypto investor and a very good cook with an insatiable hunger to solve complex problems. In his professional experiences, he has worked at top MNC’s been part of many start-ups. He brings in a balance of sound technical know-how and proven delivery record. He is a strong advocate of open source projects and how Blockchain will help in creating a meritocracy.

**Ahmed Shervani** - Ahmed has been a lifelong Entrepreneur and Founder of several Start-ups. A Professional with proven record of driving revenues and establishing new markets. He has lead companies in Travel and Real Estate. He is passionate about travelling and various cuisines. Ahmed heads our investor relations and legal department. He is a crypto enthusiast and truly believes in revolutions.

**Ewelina Jurzyk** - With 10 years of experience working in Finance, Ewelina Brings a lot of debit and credit control to our humble start-up. She is not only good with accounting, taxation, bookkeeping and market risk management but also does corporate compliances. She is an avid crypto enthusiast and works well under extreme pressure situations while always finishing tasks before deadlines which is shown by her passion for adventurous hiking trips.

**Ishrat Masood** - Ishrat is an experienced Project Engineer and has played an instrumental role the development of Automated Multilevel parking system in India. A cool headed executor of projects with experience in coordinating between diverse teams and making certain the timely delivery of projects by thorough checks and balances. His methods are precise, dependable, with smoothness he performs like clockwork even under stress and thus the interest in Philosophy.
Team

**Anna korzeniowska** - Anna is a Sales and Marketing Professional who likes to achieve targets and enjoys new challenges. Since last 2 years she has been passionate about the progress and benefits that Blockchain revolution brings to the industries and society. She uses her superpower of Polish language for developing our business in the Polish region and as a core team member provides valuable insights. In short she is a crypto and Innovation lover, Humanitarian, Marketer and a proud mom.

**Ebad Ashfaque** – He is our head of Strategy and Evangelical activity. He has done his MBA from Boston University. Before that he doubled down as a business analyst in the renewable energy space.

He is dynamic person with always on the look out to contribute more - we have him contributing in almost all activities, predominantly thinking about the ecosystem of HNX Token and future growth areas.
Notice

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BY ACQUIRING HUMANIXR’S TOKEN AND TO THE EXTENT PERMITTED BY APPLICABLE LAW, THE BUYER AGREES NOT TO HOLD HUMANIXR’S TOKEN OR ANY EMPLOYEE OR CONTRACTOR OF HUMANIXR LIABLE FOR ANY LOSSES OR DAMAGES ARISING OUT OF OR IN ANY WAY CONNECTED TO BUYER’S FAILURE TO PROPERLY SECURE THE PRIVATE KEY TO THE WALLET CONTAINING THEIR HUMANIXR TOKENS: HACKERS ATTACKS, STOLEN DEVICES, LOSS OF PASSWORDS, etc.
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