



MoneyTree

A New Social World on the blockchain

Abstract

MoneyTree is a new social world that will be developed on the Ethereum blockchain. The Platform is envisioned as a decentralized social application that incorporates monetizing user content, lottery, art marketplace, crowd funding, and advertisement. Users of the platform will earn significant amounts of money with their videos, photos, and ideas instead of a corporation making money from their user-based content. Those earnings will be earned and spent in the form of the TREE token that can be cashed out for fiat currency (dollar, euro, yen), other cryptocurrencies, or in the form of a B Visa card.

Apart from the advantages brought by monetization, MoneyTree will also give the users an opportunity to post any content to the site and also have the right to vote on the monetization criteria to be used for rewards and profits generated by the platform. This site is different from other social media platforms because it uses blockchain technology, which is inherently transparent and free of censorship. Additionally, this technology will enable the users to advertise their businesses and services, as well as invite their friends and colleagues to use the platform.

This is the new world of social media.

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Introduction

Social media consists of computer-mediated technologies that ease creation and sharing of interests, information, data, and other expressions through virtual networks and communications. Users often create specific profiles within these social media platforms, which are maintained by the organization, such as Facebook or Twitter. Social media aides the development of online social networks through the connection of one user's profile to the profiles of other users or groups, and the content those users or groups makes available through the platform. Social media is driven and made functional by user-generated content such as digital media (photos, videos, audio, etc.), text posts, comments, and data that is generated through the online transactions and interactions. Social media users do not necessarily or usually get any benefits apart from the connection and communication enabled by these sites. Generally speaking, owners of these platforms stand to gain all income that is generated by the actions of the users and their presence on the site. The adoption of blockchain is meant to give the users of social media a more equal platform where they not only have a say in the monetization of the rewards, but a solid stake in them, and also prohibit the censorship that is largely practiced by social media organizations. In addition, current social media sites are prone to a lot of hacking, which compromises user profiles, exposing private information, pictures, and videos. The stolen data can then be used by hackers to con or give false information, or simply sold to the highest bidder, compromising users' privacy on incredibly grand scales. On the other hand, blockchain technology is a decentralized public ledger that cannot be hacked, keeping its users safe from these threats. Most importantly, MoneyTree intends to monetize the social media platform, so the users will benefit for all the time they spend on it and the interactions that they will generate.

Cryptocurrency

Our normal money is just tokens—whether in a digital form or in a symbolic paper or metal form—which people move around either by editing databases (electronic money) or by literally handing over the symbolic physical representation (cash). Cryptocurrencies in general have become associated with free-market thought. In particular, they have become associated with the hyper-individualism of conservative libertarianism, some adherents of which see cryptocurrency as a more efficient means to facilitate trade within a pure capitalist model.

Such champions of cryptocurrency may argue that the financial sector rips off customers, but rather than viewing this as a normal feature of profit-driven business within a naturally political marketplace (constructed over time in incremental fashion by politicized human institutions), the problem is often seen to be the infringement of the political into an imagined apolitical (and a-historical) realm of the market: banks are abusive because they are too intertwined with the political system, which stymies the workings of what would otherwise be a neutral free-market. The way to solve this is thus to dis-intermediate them via apolitical cryptocurrency technology.

To those with a more left-wing libertarian impulse, though, cryptocurrency is interesting because it has features that potentially allow for non-hierarchical self-organization and peer-to-peer collaboration within a communitarian network structure. There are thus emergent attempts to build cryptocurrencies that can be used as a means of exchange for explicitly cooperative and collaborative enterprises that exist outside the logic of normal market processes.

What makes the cryptocurrency element of this interesting, is that—traditionally — autonomous communities have often retreated to small-scale localism as a means to foster close human relationships. The vision of projects like Faircoin, on the other hand, is to build large-scale networks of solidarity-based collaboration using technology. It is in potentially enabling such “collaboration at scale” that cryptocurrency technology begins to look like a force for radical economic alternatives. On blockchain token systems have many applications ranging from sub-currencies representing assets such as USD or gold to company stocks, individual tokens representing smart property, secure unforgeable coupons, and even token systems with no ties to conventional value at all, used as point systems for incentivisation based meta-currencies lack: the ability to pay transaction fees directly in that currency. The way this would be implemented is that the contract would maintain an ether balance with which it would refund ether used to pay fees to the sender, and it would refill this balance by collecting the internal currency units that it takes in fees and reselling them in a constant running auction. Users would thus need to “activate” their accounts with ether, but once the ether is there it would be reusable because the contract would refund it each time. Cryptocurrencies often allow applications and users to encode semantic operations in blockchain transactions.

For example, Bitcoin and Ethereum both permit transaction scripts which allow users to specify conditions, or contracts, which corresponding transactions must satisfy prior to acceptance. Transaction scripts can encode many useful functions, such as validating that a payer owns a coin he is spending or enforcing rules for multi-party transactions.

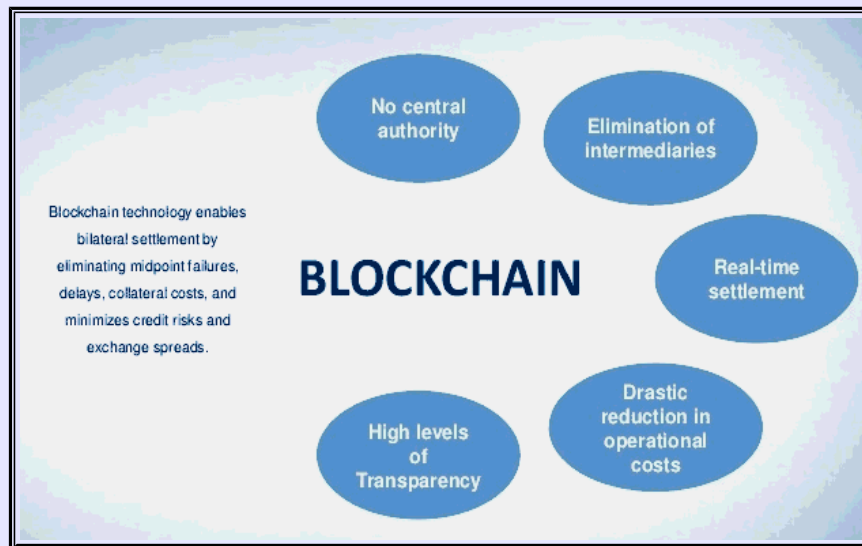


Figure: Blockchain (Source: IBM)

Bitcoin Blockchain Foundation

The Bitcoin system, at its most simple, consists of a widely distributed, and highly visible, public ledger (or database)—colloquially referred to as the blockchain—that people can use to record transactions of digital tokens between themselves. The database thus keeps score of their tokens on the system in a highly public and transparent way.

Imagine a coded blockchain-based script that is activated when two parties send bitcoins to an escrow Bitcoin account that is controlled by the script, and which will release the bitcoins in the future to whoever wins a bet on the average level of rainfall over a certain period. This smart-contract is programmed to read data from weather agencies, and after a set amount of time releases the bitcoins from the escrow, sending it to a farmer who requires protection against low rainfall. This is a blockchain-based weather derivatives contract.

Contract are essentially advanced multi-stage algorithms held in play on a decentralized network of computers, rather than controlled by a single management team.

William Blair partner Brian Singer explains how Bitcoin and blockchain encryption has a greater ability to bring more of the world's population out of poverty than anything we've seen in decades. Blockchain encryption is such a powerful tool. It'll be used by banks, it'll be used by credit card companies, it will become a standard. But what's more interesting is what it can do to poverty around the world to eliminate poverty.

The Problems with Social Media

One of the problems with Facebook, Twitter, and other social media sites today is that the parent corporation makes all the money from user content, while the user often makes little to none, at least not directly. This means that users pour remarkable time and energy into keeping the platform buzzing and active, while not getting their direct fair share of the success they're directly bringing it.

An even bigger problem with today's social media platforms is censorship and user data collection for profit. Censorship prohibits users from adding particular images, videos, and photos, or sharing such content with others. Terms of use on these sites limits the content that users can post or view, and some of the users may fail to get their desired data and information from their preferred sites. The collection of user data for profit is also another problem, since end users are not necessarily alerted about this or compensated for the data they provide, and their information is used by others to make money. Moreover, the privacy of their information is not practiced, nor their consent required, when these experiments and data collections are done.

Recently, decentralized social platforms have been popping up, but all of them to date have issues preventing adoption by the general, mainstream population. These issues include, but are not limited to: difficult interface for the average user, low monetary incentives, an imbalance between average users and platform "whales", unfair voting systems for monetization, and a discouraging atmosphere for the average user's content. These decentralized alternatives encourage an environment where any user without knowledge of blockchain technology does not have a place or the opportunity to thrive. Those with technical knowledge and a higher technical comfort level stand to gain more with these sites, while those who may understand less from a technical standpoint gain little, no matter how long they've been actively contributing to the site. Additionally, unfair voting systems give some users more power than others, so many decisions are made regardless of if the majority supports them.

The Solution to the Problem

MoneyTree is in the critical position to solve the recurring problems with the current social media stratosphere. As a social site on the Ethereum blockchain that isn't owned by a corporation, MoneyTree gives the power of their platform back to the users who contribute to it and bring it alive.

The core benefit of Moneytree is that it pays users for their content based on a fair algorithm, which calculates the value of what is posted and its reach. The platform also relies on a simple mathematical formula of incentives (input) and rewards (output). Aside from incentivizing an active community, MoneyTree seeks to solve the censorship problem by being a decentralized application on the Ethereum blockchain.

Through this, content will not be able to be deleted, nor will user data be collected; MoneyTree will use peer-to-peer (P2P) technology to operate with no central authority, spreading the power evenly, and ensuring a trusted, balanced ecosystem. In fact, the decentralized nature of the blockchain requires protocol, which means that data cannot be deleted by any party in the platform without the approval of a majority of the users. By having the data of the users stored in a public ledger that is globally accessible, there will be no single member with the ability to interfere with content or members; no one can play god.

There are several other social media sites built on the blockchain that use similar technology and methodology to avoid censoring user content. However, MoneyTree is much more than just an uncensored social site. MoneyTree's interface will accommodate non-technical users to establish low-barrier platform acceptance, perhaps the biggest challenge blockchain has a whole currently faces. MoneyTree is designed for mainstream use, and is a welcome community for people whether they have familiarity with blockchain technology or not. Unlike other platforms, subjective proof of work enables MoneyTree to collectively fund the development of the things it finds valuable, and enables the monetization of previously non-monetized time. In addition, MoneyTree ensures that the decision making process and omnipotent voting powers are not given to an exclusive few, but that all members will have an opportunity to make monetization decisions and have their voice be heard in the political process.

Ethereum Dapps

Token systems are surprisingly easy to implement in Ethereum. The key point to understand is that a currency, or token system, is just a database with one operation: subtract X units from A and give X units to B, with the proviso that (i) A had at least X units before the transaction and (ii) the transaction is approved by A. All that it takes to implement a token system is to implement this logic into a contract.

The basic code for implementing a token system in Serpent looks as follows:

```
def send(to, value):  
    if self.storage[msg.sender] >= value:  
        self.storage[msg.sender] = self.storage[msg.sender] - value  
        self.storage[to] = self.storage[to] + value
```

This is essentially a literal implementation of the "banking system" state transition function described further above in this document. A few extra lines of code need to be added to provide for the initial step of distributing the currency units in the first place and a few other edge cases, and ideally a function would be added to let other contracts query for the balance of an address. But that's all there is to it.

Theoretically, Ethereum-based token systems acting as sub-currencies can potentially include another important feature that on-chain Bitcoin Ethereum is an open-source software platform, based on blockchain technology, that enables developers to build and install decentralized applications, or dapps. In this blockchain, miners work to earn Ether tokens, the currency that fuels the network. Ether is also used by application developers as compensation for the transaction fees and services which occur on the Ethereum network. Ethereum allows developers to conceptualize and run the operations they desire with the help of the Ethereum Virtual Machine (EVM). The EVM is a virtual software solution which is language-agnostic, meaning developers can write their applications in their language(s) of choice, and thus, making the process of creating blockchain applications easier and more efficient.

The general concept of a "decentralized autonomous organization" is that of a virtual entity that has a certain set of members or shareholders which, perhaps with a 67% majority, have the right to spend the entity's funds and modify its code. The members would collectively decide on how the organization should allocate its funds. Methods for allocating a DAO's funds could range from bounties, salaries to even more exotic mechanisms such as an internal currency to reward work.

A general outline for how to code a DAO is as follows. The simplest design is simply a piece of self-modifying code that changes if two thirds of members agree on a change. Although code is theoretically immutable, one can easily get around this and have de-facto mutability by having chunks of the code in separate contracts, and having the address of which contracts to call stored in the modifiable storage. In a simple implementation of such a DAO contract, there would be three transaction types, distinguished by the data provided in the transaction:



[0,i,K,V] to register a proposal with index. [i] to change the address at storage index [K] to value [V] [1,i] to register a vote in favor of proposal[i] [2,i] to finalize proposal if enough votes have been made

The contract would then have clauses for each of these. It would maintain a record of all open storage changes, along with a list of who voted for them. It would also have a list of all members. When any storage change gets to two thirds of members voting for it, a finalizing transaction could execute the change. A more sophisticated skeleton would also have built-in voting ability for features like sending a transaction, adding members and removing members, and may even provide for Liquid Democracy-style vote delegation (ie. anyone can assign someone to vote for them, and assignment is transitive so if A assigns B and B assigns C then C determines A's vote). This design would allow the DAO to grow organically as a decentralized community, allowing people to eventually delegate the task of filtering out who is a member to specialists, although unlike in the "current system" specialists can easily pop in and out of existence over time as individual community members change their alignments. The Ethereum cryptocurrency introduced smart contracts in which versatile scripts specify whether or not the network should accept given transactions. Ethereum is Turing-complete in the sense that one can encode any algorithm in its scripting language transactions.

Dapps are well protected against fraudulent activities and hacking attacks, because there is no central point of failure thanks to cryptographic security. With this knowledge, user data is protected and the platform cannot be attacked by any individual or group; Ethereum protocol protects dapps against such threats. Moreover, these apps can never go down or be switched off - users will keep benefiting from their interactions and time on the platform without worrying that it's a scam or fearing it could disappear overnight without notice. Because of this understanding, users will not ever feel forced to withdraw their TREE tokens or lose trust in them. Over time, the platform will grow and increase in value.

Smart contract programming requires an “economic thinking” perspective that traditional programmers may not have acquired.

Smart contracts are built on top of an underlying cryptocurrency platform. A cryptocurrency is a decentralized system for interacting with virtual money in a shared global ledger. Users transfer money and interact with contracts by publishing signed data called transactions to the cryptocurrency network.

Ultimately, the intention of Ethereum is to create an alternative procedure for building dapps with an emphasis on security, scalability, and cadence (development time). Ethereum allows developers to create smart contract dapps using the EVM, with real life use cases involving everything from resource planning to asset management. This is made possible because Ethereum has its own language and solidarity. Ether dapps are revolutionary to the blockchain because, instead of developers having to build entirely new and original blockchains for all the new applications, they can develop different applications on one platform. A smart contract dapp typically carries out functionality enabling for direct interactions between end users and providers - each interaction is, abstractly, a trusted contract between end-users. Dapps have their own suite of associated contracts on the blockchain which are used to encode business logic and allow consistent storage of their consensus-critical state. To sum it up, dapps can be said to be decentralized, open-source, protocol-administered, and incentivized. Dapps are, by definition, open-source, because they should be governed by autonomy and all changes are decided by consensus or a majority of the users. Additionally, their code should be available for inspection; they should not be black boxes of proprietary function. To take it a step further, being protocol-administered means that the application community should agree on the cryptographic algorithm to show proof of value or proof of work. Finally, the dapp must generate tokens in accordance to the cryptographic algorithm.

MoneyTree as an Ethereum Dapp

By building MoneyTree on Ethereum dapps, it will benefit from all of the properties of the blockchain. It will have immutability, whereby no third party can make any changes to the data in the network. This way, the posts and contributions of the users, and the users' accounts themselves, cannot be tampered with, even by the platform itself or its staff. Furthermore, MoneyTree will be corruption and tamper-proof, since it is based on a network created around the consensus principle; censorship of the data in the platform is impossible. Users have the ability to post any information, regardless of its nature, and see it shared and viewed publicly by other users without being censored or flagged. However, if the majority of the population finds certain content in poor taste or in need of moderation, they can use their voting power to eliminate it organically from the platform.

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Moreover, these apps can never go down or be switched off - users will keep benefiting from their interactions and time on the platform without worrying that it's a scam or fearing it could disappear overnight without notice. Because of this understanding, users will not ever feel forced to withdraw their TREE tokens or lose trust in them. Over time, the platform will grow and increase in value.

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Currency Distribution Algorithms

In order for everyone to have an equal opportunity to get involved and earn currency, people must be given an opportunity to work. For example, Bitcoin is earned by a proof of work where mathematical problems are solved. MoneyTree's proof of work will be in users' content, proof of time, invitational rewards, and minimum monthly distribution. There may be some unavoidable abuses, but we agree with the notion that eliminating abuse is not possible and shouldn't be the goal. Even those who are attempting to abuse the system are still doing work, and some may argue that deserves reward. Any compensation they get for their successful attempts at abuse or collusion is at least valuable for the purpose of distributing the currency. In any case, the infrastructure of MoneyTree is not overtly conducive for abuse and hopes to foster a fair community.

Users will be rewarded in the following ways:

1. User content - Users will be able to post videos, photos, and ideas as they do on Facebook, Twitter, and other popular social media sites. They will earn currency when those posts are upvoted by other members of the community. For every upvote, users earn 1 TREE token. This insures that there is monetization equality and high incentive to post, as well as making it easy for users to understand and calculate the value of their work. This also ensures that content "whales" don't take all the incentives, leaving the majority of users with the short end of the stick, and causing them to abandon the platform with understandable negative feelings.
2. Invitational rewards - When a user invites a friend to the platform and that friend accepts using the link that was automatically generated, then that user earns TREE tokens for helping grow the platform.
3. Universal basic income - MoneyTree will be developed on the Ethereum platform, which costs fees ("gas") to run. Those fees shouldn't have to be paid by the users, though, since that would chip away at the other incentives for the platform and be counterintuitive. To solve this problem, MoneyTree will institute a minimum monthly distribution of the TREE token to all active users, which will be in a separately funded account only to be used for Ethereum fees.

4. Justifying Minimum Balances - The concept of forcing users to maintain a minimum balance flows naturally from the value of a user. Anyone running a business knows that every single user has significant value. Businesses spend anywhere from \$30 to \$200 to acquire a user (customer acquisition cost, or CAC). CAC can be calculated from how much customers are paid or cost outright to convert, how much was spent on advertising versus how many new users were acquired, or how much entire companies are bought for strictly because of the worth of their customer base. After a company acquires a user, they often continue to give away free services or incentives to stick around, until that customer proves profitable to the company. Hence a minimum balance has advantages.

Integrated Lottery Platform

A “Powerball”-esque lottery will be hosted on the MoneyTree platform for all users. The Lottery is the largest social and entertainment game in the world with a market of \$100 billion per year. MoneyTree’s lottery will belong to the community and not to a central government or corporation. Ticket purchasing, random number generation, and prize payouts are performed by a smart contract dapp without intervention by third parties. 1 TREE token will purchase 2 lottery tickets. The user would submit a ticket with five numbers between 1 and 44, and one number between 1 and 20. These smaller numbers significantly increase the odds of winning as opposed to Powerball's 75 numbers. Unlike Powerball where payouts may take years, the winner will get an instant payout in the form of TREE tokens, with all payouts recorded in the blockchain for transparency. In short, the blockchain acts as a decentralized trusted party that verifies ticket purchases and payouts. The blockchain essentially acts as a distributed database capable of maintaining a continuously growing list of records called blocks. By design, blockchains are inherently resistant to modification of the data; once recorded, the data in a block cannot be altered retroactively. After a ticket is purchased, the funds will be distributed as follows:

1. 70% = JACKPOT
2. 20%=MARKETING
3. 10%= OVERHEAD

Only registered users of MoneyTree, holding TREE tokens, will be able to participate in the lottery.

The blockchain will keep an inherently transparent and trusted record of every ticket sold, the details of every winning, the distribution of token holder rewards, and the overall financial results.

These protocols, however, require a deposit from each player which grows quadratically with the number of players. A particular kind of smart contract is the one which implements a lottery among a set of players.

Intuitively, this is an application where each one of N players puts their bets in a pot, and a winner — uniformly chosen among the players — gets the whole pot. These protocols enjoy a fairness property, which roughly guarantees that:

- (i) each honest player will have (on average) a non-negative payoff, even in the presence of adversaries who play against;
- (ii) when all the players are honest, the protocol behaves as an ideal lottery: one player wins the whole pot, while all the others lose their bets.

To obtain the result, these protocols require that, to bet e.g. 1 coin, each one of the N players must block a deposit of $O(N^2)$ coins throughout the whole protocol.

Since the deposit grows quadratically with N , these protocols are only practical for a small number of players

We introduce our lottery protocol for $N = 2^L$ players; each player is represented by a bit-string in $P = \{0, 1\}^L$, ranged over by a, b, \dots . We assume that each player bets $1B$ in the lottery, and blocks a deposit of dB , for an arbitrary $d \geq 0$. Our protocol is based on a single-elimination tournament, where matches are organized as a complete binary tree of L levels. The tournament involves $N - 1$ two-player matches: the winners of the matches at level $\ell \in 1..L - 1$ play at the next level $\ell + 1$; the winner of the match at level L wins the whole NB stake. Let $\Pi = \{\{0, 1\}^n \mid n \leq L\}$ (i.e., sequences of n bits) be the set of tree paths. Intuitively, for every path in $\Pi \setminus P$ we have a two-player match. For any two paths $\pi, \pi_0 \in \Pi$, we write $\pi \vee \pi_0$ when π is a prefix of π_0 (@ for proper prefixes). Adversaries can move their wealth through transactions unrelated to the protocol.

Further, they can put on the ledger any transaction obtained by instantiating some transaction template of the protocol. In doing that, they can exploit the malleability of in fields, and make them redeem some previous transaction unrelated to the protocol, consuming part of their wealth in the process. This results in an improper transaction. Its presence on the ledger is not a problem per se, unless it can be exploited to interfere with a proper protocol transaction — e.g., by preventing it to be redeemed, and causing the tournament behavior to diverge from the protocol.

Art Marketplace

Online marketplaces can be categorized as centralized and decentralized. Two examples of each category are ebay and OpenBazaar. The common denominator of established online marketplaces is that the reputation of each vendor and client is typically expressed in the form of stars and user-generated reviews that are viewable by the whole network. There is no upper limit to trust; each player is only limited by her funds. We thus take advantage of the following remarkable property of money: To normalise subjective human preferences into objective value. A user has several incentives to join. First, she has access to otherwise inaccessible stores. Moreover, two friends can formalize their mutual trust by directly entrusting the same amount to each other.

. We use $in_{A,j}$, $out_{A,j}$ to refer to the total incoming and outgoing direct trust respectively

$$in_{A,j} = \sum_{v \in N \setminus \{A\}} j DTr_{v \rightarrow A}, j$$

$$out_{A,j} = \sum_{v \in N \setminus \{A\}} j DTr_{A \rightarrow v}, j$$

Vendors Online anonymous marketplaces are only successful when they manage to attract a large enough vendor pop- 0 500 1000 1500 2000 2500. Number of active vendors Agora Atlantis Black Flag BMR Cloud 9 Deepbay Evolution Flo Hydra Pandora Sheep Silk Road Silk Road 2 The Marketplace Tor Bazar Utopia. Evolution of the number of active sellers over time. Each “seller” here corresponds to a unique marketplace vendor name pair. Certain sellers participate in several marketplaces and are thus counted multiple times here to provide a critical mass of offerings. At the same time, vendors are not bound to a specific marketplace. Anecdotal evidence shows that certain sellers list products on several marketplaces at once; likewise, certain sellers “move” from marketplace to marketplace in response to law enforcement take-down or other marketplace failures. Here, we try to provide a good picture of the vendor dynamics across the entire ecosystem.

$$cd = 1 - \max_i C_i(s_j) / |C| - 1.$$

Intuitively, the coefficient of diversity is measuring how invested a seller is into their most popular category, normalized so that $cd \in [0,1]$. When evaluating the categories that different sellers are invested in, it only makes sense to consider successful sellers as less significant sellers are volatile and greatly influenced by an individual sale in some category. There is a clear discrepancy between sellers that experiment in the marketplaces and those who manage to leverage it to operate a successful business. Another 18% of sellers were observed to sell between \$1,000 and \$10,000 but only about 2% of vendors managed to sell more than \$100,000. In fact, 35 sellers were observed selling over \$1,000,000 worth of product and the top 1% most successful vendors were responsible for 51.5% of all the volume transacted.

1. 0 1 10 100 1,000 10,000 100,000 1,000,000 Total volume (USD) % of all vendors (all markets) Figure 11: Seller volumes. A very small fraction of sellers generate significant profit. On average, a typical seller only makes a couple of hundreds dollars. Direct trust is defined using shared bitcoin accounts via bitcoin's 1-of-2 multisig. Our system allows for concrete financial decisions on the subjective monetary amount a pseudonymous party can be trusted with. Risk remains invariant under a direct trust redistribution operation followed by a purchase.
2. Smart contract programming requires an "economic thinking" perspective that traditional programmers may not have acquired.

The TREE Token

The essence of the blockchain is currency. Anyone can create a currency, give it away in any manner they see fit - whether it be mining (proof of work), proof of stake, or what have you. MoneyTree is a social-economic world on the blockchain, using the a currency handcrafted for this context called the TREE token. Integrating several platforms means users can experience the most important parts of the technological social world in one space, with one token. Users will earn TREE tokens and be able to spend them on the TREE Lottery, in the Art Market, or for Share crowdfunding. The TREE token will be listed on an exchange; if the user wants to cash out for Ether, fiat currency, or the B Visa card, the token will have real-world value, allowing them to do so.

The TREE Token (TREE) is implemented as an ERC20-compatible token over the public Ethereum blockchain. Ethereum is the natural fit for as it is quickly becoming the industry-standard for issuing custom digital assets. Compatibility with the ERC20 standard leverages the rich existing infrastructure of the Ethereum ecosystem such as development tools, wallets and exchanges. The ability to program trustless smart contracts over Ethereum with a Turing-complete language allows for robust and secure customization of the cryptocurrency to the domain-specific requirements of the MoneyTree network in a fully decentralized manner. One of the primary goals of MoneyTree is the introduction of decentralized social economics to mainstream audiences. Such audiences are likely to have little experience with cryptocurrencies and likely to have little to no knowledge of blockchain-based technologies.

Earn TREE Tokens by:

- Posting videos
- Participating in the TREE lottery
- Posting photos
- Converting referrals
- Posting content
- Selling in the Real Art Marketplace

Spend TREE Tokens by:

- Purchasing lottery tickets
- Purchasing ad space
- Sending tokens to other users
- Purchasing in the Real Art Marketplace

ICO Goals

MoneyTree seeks to build a platform where all social media users are rewarded for their contributions and time spent engaging with one another, as well as a site where all content, regardless of its nature, can be freely shared.



In this respect, we seek to raise funds for development, marketing to users and potential partners, and growing the team, to harness the benefits of the network under blockchain and Ethereum.

The MoneyTree platform will provide an avenue where users can share videos, photos, and other posts, communicate with other users, and invite new users to the platform, thus giving rise to an ecosystem where all can thrive and benefit by leveraging the site's coin (the TREE token). By rewarding its users, MoneyTree expects to create a large community that will continually drive engagement and usage, positively correlated with the value of the coin.

The MoneyTree exchange platform is a system enabling users to exchange their tokens instantly to other currencies; they can seamlessly cash out their rewards to fiat money. Therefore, users will be able to manage their earnings in a better way and also enjoy the benefits that having earnings from their contributions on social media will bring. Additionally, this system will encourage the users to invite more of their friends and acquaintances into the platform for the chance to generate more rewards. The value of the TREE token is expected to increase with the steady growth in the number of users, and their corresponding exchange of currencies within the system.

ICO Parameters

The Pre ICO commencing on Oct 25th till Nov 7th will be open for everyone to buy Tree Tokens.

The ICO commencing Nov 17th till Dec 17th will be open for accredited investors only. Those purchasing Tree Tokens during the ICO are entitled to.

- Voting rights
- Advertisement profits
- 20% of lottery jackpots
- 3 % Art market sales fee
- 5% Crowdfund fee

The profits will be divided based on how many Tree Tokens are held by ICO purchasers at the time of monthly disbursements.

PRE ICO - Oct. 25th to Nov 9nd 2017

1 Eth = 300 TREE Tokens

Whitelist Bonus - 25% Discount - 10/24 to 10/25

Week 1 Bonus - 15% Discount - 10/25 to 11/1

Week 2 Bonus - 10% Discount – 11/2 to 11/9

ICO – Dec. 1 st to Jan 1 st

Total Tokens – 90,000,000

Total Tokens available for ICO - 85,000,000

Founders Tokens – 5,000,000

ICO Cap - \$85,000,000

- ◆ Any reserve tokens will be used for the platform including Lottery jackpot

Road Map

October 2017

TREE Token Pre ICO - 10/25 to 11/09

November 2017

end TREE Token Pre ICO - 11/09

December 2017

Tree Token ICO

January 2018

List TREE token on major exchanges

Implement the first design of MoneyTree platform

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