

APPICS AG

The Parent Company based in Zug, Switzerland

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APPICS AG is a blockchain ecosystem that contains several high quality services and products. The APPICS team has been in the fintech/blockchain space since 2011, mining, trading, marketing and scaling companies. APPICS AG aims to introduce the masses to the benefits of blockchain technology through its extensive network in the mainstream & blockchain industry, AI tools and expertise.

APPICS AG invests in purpose-driven unicorn startups.



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1. THE APPICS APP - Introduction

APPICS is a decentralized global social media dApp, that rewards users for creating and curating content. The integrated reward system let's users from anywhere in the world earn income for sharing, commenting and voting on content.

The APX tokens that are earned through content creation can be spent inside the app or the NFT marketplace. where you can also mint NFTs using the APX token.

Furthermore, APX tokens can be staked in order to increase voting weight and enable users to earn more rewards.

On Appics, users are in control of their information, distribution of rewards and directly benefit from the growth of the platform. APPICS was founded in 2018, in Zug, Switzerland. While in Beta, APPICS has been listed among the top 3 social decentralized apps.

Social media has never been more rewarding! We believe in our mission to return merits back to the user for the time they spend on social media. Based on a decentralized contribution-reward-system, the APPICS token (APX) is a cryptocurrency and reward-token that returns the value created via contribution back to the source, namely the creators and curators of the network. Rewards are attached to "likes" and by creating or recognizing the value of content, all participants get a fair share of the reward-pool. Attention is the asset of all businesses, and social media companies are currently owning it. APPICS aims at bringing a system to life where the power doesn't just come from, but stays within the network.

Cryptocurrency has never been easier!

With the ability to directly turn content into tokens users of APPICS don't depend on advertising companies but instead gain instant control over their influence and income. Unlike any other popular social media, APPICS presents full transparency via the blockchain and as a decentralized platform gives people back the control over their content, feed, and rewards. APPICS aims to seamlessly introduce the masses to the benefits of blockchain.

1.1 ACCOMPLISHMENTS

The APPICS APP is available for iOS and Android and has already been listed among the top 3 social decentralized apps. APPICS has a growing and actively engaged community with over 10,000 active users, an influencer network (100+ million followers combined) and global Ambassador network of over 70 representatives in over 25 countries. APPICS is founded in Switzerland with our headquarter being in Zug, Switzerland and marketing office in Los Angeles, California. The APPICS team has attended the biggest blockchain & crypto events across the world and was able to attain awards at Tribe Tokyo, Finovate Middle East, World Blockchain & Token Summit and Global Blockchain Expo.



2. SOCIAL MEDIA TODAY

In 2021, there are 4.2 Billion active social media users, of which 4.15 Billion people are accessing social media via mobile phones, and the number is growing exponentially at a rapid pace (*source: smartinsights.com*). Social media has changed the world and sparked the beginning of a new digital economy. There are some features that all popular social applications have in common and attract the majority of internet users. Visual content displayed in an easy-to-use application is one of the most successful concepts for mobile applications.

2.1 Social Media Platforms - Revenue Model

The user-generated content on social platforms has created billions of dollars worth of value that gets distributed among shareholders of the companies accordingly. However, without active users who spend many hours interacting, creating content, posting, sharing, and engaging via “likes” and comments, the platforms would not be of such value. The value is stored in the database of users, accessed by advertising companies and exploited through product placement. The database is detailed and exact. The valuable, reliable and accurate database has enabled highly niche and specifically strategic advertising for companies and business owners. Until now, the only source of value for social media companies remains solely in advertising. The company, the advertiser and the users – each party plays a crucial part in maintaining a sustainable network and growth of the platform.

The Centralized Company

The role of the company is to attract and retain users to their platform. By working with the psychology of the user’s mind, the owners create a “free” playground on which people can share their interests and connect with their friends. By doing so, users give away their ownership of their content, thoughts, and messages to the owner of the network, often unknowingly and without compensation. The data is owned by centralized authorities and is the product of the company which they sell to advertisers, benefiting directly from their users. Attention of users directed towards advertising is the glory asset of social media companies and thus users pay with their time and attention, as well as the content they provide and distribute for free.

The Advertisers

The advertisers are those who use social media as a means for targeting an audience, buying the organized and detailed user-database and renting the attention of the user from the centralized company. Business is conducted between the owner and advertiser. The company sells, the advertisers buy and the users are the hot commodity product of the owner.

The Users

Despite the users playing an important role, in the traditional social media world only the shareholders and advertisers benefit from the value of the platform. While the shareholders and advertisers extract all the value from the platform, the users are not just left with nothing, but they are taken advantage of and leeched dry.



The feed of social media users has changed drastically over the last years. New algorithms manipulate the user's feed, which is no longer chronological, but changes depending on the user's interests and behaviors, with the intention of presenting the user more relevant advertisements based on their personal interests. The ads are getting smarter at targeting the vulnerabilities of the users and the user is no longer in control over their presented feed. They often unknowingly become consumers of thousands of ads every month, despite their reason for initially being on and engaging with the platform to connect with friends/family/supporters and share their interests and ideas peacefully. They have no other option but to accept being exploited by the platform and advertisers, or leave the platform entirely, disconnecting from their network and shared content.

APPICS will solve this problem, by giving all contributing parties a fair share of the created value. We put the user first and give them back control over the network and their content. The users of APPICS are in control of the monetary reward distribution simply by participating and voting on content with their "like".

3. PROBLEM OVERVIEW

3.1 Social Media

3.1.1 Centralization

Almost all forms of media today are centralized, controlled and censored. While that offers some benefits regarding security, it also limits users from the opportunity to receive uncensored information and to express themselves in a completely independent way. APPICS, unlike any popular social media platform, eliminates the ownership of the database and disrupts the traditional business model between owner and advertiser. APPICS is a decentralized platform, giving back to its users the freedom of speech, which they rightfully deserve, as well as the power to democratically decide on the direction of the platform and distribution of value.

3.1.2 Censorship

It is commonly known that censorship is widespread in many different ways on social media. While there's a general censorship of nudity and violence across all media platforms, some have taken it further than others, limiting the creativity and possibilities of its users.

In recent times we have seen that some platforms started to remove advertisement revenue from smaller channels as well as those who expressed opinions different from the mainstream media, which resulted in an outrage by the community.

APPICS aims to be a fully decentralized and censorship-free app, allowing its users to share their creativity and passion without boundaries. Despite that, violent, hateful, racist, or detrimentally harming behavior towards others will not be tolerated to ensure a desired user experience as well as protecting users from such negatively damaging engagement.

3.1.3 Lack of Transparency

The demand for transparency of social media platforms has drastically increased in the last few years. The algorithm on current social media platforms that determines the content in the newsfeed of a user has been questioned multiple times, because it interferes with the privacy of the user. It now presents unique feeds, according to the data statistics of the



individual user. It filters out most of what the user would like to see as well as share, which most people are unaware of.

Such filtering limits the content being displayed, the potential outreach of intended audiences as well as the user's growth, influence and usability of the social media platform. Therefore, the user is "abused" and is ultimately controlled by the owner and their platform's manipulative and highly profitable regulation system.

APPICS runs on a blockchain that offers the advantage of full transparency, via its decentralized structure. Since submissions and transactions are manifested on the blockchain with a timestamp, there is no way to alter it afterwards, ensuring security, trust, and a manipulation-free environment.

3.1.4 Distribution of Value

The distribution of value in traditional social media is clearly disadvantageous to the users. While they are doing all of the work - creating content, posting, liking and sharing - they don't receive any rewards. But despite this well-known fact most people are not aware of the injustice; and those who are, mainly feel powerless without a clue of what to do.

While there are some platforms, which share a tiny fraction of their revenue - in contrast to the large sum of generated value - with the content creators, other social media companies disregard the situation completely. APPICS has a fundamentally different approach by distributing the rewards to its rightful owners, the creators of the content, the community of the network. >>>>>>>>

3.1.5 Influencer Payouts

There is a minority of users on social media platforms who get paid a small cut by the company, for doing a particularly good job at growing an audience of hundreds of thousands, to tens of millions of users. Few companies have recognized the value of contribution and have created partner-programs, where users with a large follower base are directly paid by the companies for their contribution, which in this limiting economy results in the user's dependency on the company.

APPICS utilizes the power of social media influencers by integrating them into the ecosystem as judges for a category. This way, they not only get rewarded, but can also support and put other users into the spotlight with their vote. On APPICS, every user can generate an income, while simultaneously growing an audience.

3.1.6 The Alternative Way

The dream of all social media users: "If only likes could directly turn into currency". APPICS makes this dream reality, by distributing the content-generated reward among all contributors and letting the people decide over the distribution. APPICS gives its users the opportunity to receive rewards directly from their content, instead of a third party platform, or even their own audience. Content creators no longer depend on the money of their following, but can earn from receiving "digital votes" directly via blockchain technology using smart contracts, which enables users to give and support creatives without losing on their end, but



incentivizes users to earn simultaneously as they vote on posts of other content creators. So you earn income for posting and sharing your created content, and users who act as voters, benefit from supporting the content and user as well? Yes! Exactly, you got it right. This is a brand new win-win concept!

3.2 Online Business

Those who seek to become financially and location independent, without turning themselves into a brand and becoming famous, have turned into digital entrepreneurs, creating online businesses, e-commerce shops, using social media to sell their brand and drive targeted traffic.

In the sea of endless opportunities that the internet has to offer, amongst all the guides to read and strategies to implement, it's easy to feel overwhelmed.

The people successfully running online businesses understand that it is crucial to build a brand and audience first, before conducting business. There are simple steps to follow in order to build a brand, expand it and then create an online store with physical or digital products.

A minority of people have figured out how to create a website, link the different social media accordingly and drive traffic consistently, but for the majority of people the many possible approaches still create confusion and financial independence is still regarded as something very difficult to achieve. Imagine a platform, where the control and dignity is given back to the users of the network. Imagine a platform, where the value is distributed among all parties, mostly the users. Imagine a social media application where everyone benefits.

3.3 Charity Foundations

The biggest and commonly known problem that charity organizations have been facing for years is the lack of transparency. When a nonprofit lacks transparency, it's easy for someone to abuse the funds and take advantage of donors and the organization.

With APPICS, foundations have a new incentive to offer transparency by posting on the APPICS application and sharing insights through images and videos and thus allowing users to rebuild trust in their organization while directly receiving donations in form of APPICS tokens.

Through APPICS the world is likely to become more charitable. Furthermore, for people living in third world countries, where the banking system is on a constant downward spiral, earning cryptocurrency via content sharing has the potential to change lives on a global scale. "Ok now you mentioned this blockchain thing a few times. But what really is it and how does it work?"

3.4 Art Forgeries

Art forgeries have always existed. Art forgeries are real, always present components of the art world. On the art market, you do research on art history, but falsifications of the artists are just as present. In addition to the falsified research, the buyers and auction houses suffer losses and reputational damage.



4. THE SOLUTION: A SOCIAL NETWORK BASED ON BLOCKCHAIN

Bridging the Gap

APPICS introduces the average social media user to the benefits of blockchain by turning contribution in a social network into cryptocurrency (APX).

To use APPICS, there is no prior knowledge about cryptocurrencies needed – people from all over the world can benefit from the system effortlessly, receiving cryptocurrency reward tokens for their social media activity. This creates a unique community of APPICS users that represents both cryptocurrency enthusiasts and average social media users.

4.1 Main Objectives

- Next generation social network for content creators and curators
- Combining Social Media, E-commerce and NFTs
- User-friendly and secure cryptocurrency wallet
- New economy, based on token-rewards
- Decentralized environment

4.2 Mission Statement

Content & Contribution is the new currency and APPICS is the environment appreciating this. Content and engagement are the source of value of a social media platform. Users who spend their time and energy, creating and curating content are keeping any such platform alive.

For the first time, it is now possible to turn the traditional social media hierarchy around and reward all contributors on the platform with a cryptocurrency reward-token via the benefits of blockchain technology. The value of content has been overlooked by many, although it is the core of any social media platform. APPICS values and appreciates any content creator who contributes and actively engages in the social network and, for that reason, the generated revenue is distributed accordingly.

4.3 Core Values

Core values are what support the vision and describe the mission of a company; they shape the culture and reflect what the company stands for. They are the essence of the company's identity: the principles, beliefs and the philosophy of values.

1. We believe time is our most valuable asset and that an economy must be formed that rewards time spent contributing accordingly.
2. We believe in freedom of speech and expression.
3. We believe in giving people back their value for the time they spend on social media.
4. We believe that user experience comes first, always.
5. We believe in simplicity.



6. We believe in a decentralized economy, where the power belongs to the people.
7. We believe in fair distribution of power and rewards.
8. We believe in our ability to introduce the world to blockchain technology and smart contracts, through our social network.
9. We believe in the technology behind our network and are aware of its unique benefits.
10. We believe in deep collaboration, the power of social media and its influencers.
11. We understand the rapid growth, market and technology revolution, and work to constantly improve, prepare for, and be ahead of future changes.
12. We believe in the power of social media users. We believe in you.

5. TECHNOLOGY

5.1 Purpose & Utility of the Token (APX)

The APX token is the currency of the APPICS platform, a social media dApp and NFT marketplace based on the EOS.IO blockchain.

APX tokens can be earned through content creation and participation in the reward-system, by voting on content within the app.

APX tokens can be spent inside the APP or the NFT marketplace, where you can also mint NFTs using the APX token.

Furthermore, APX tokens can be staked in order to increase voting weight, which enables users to earn even more rewards.

The APX token is under Swiss law an approved utility token.

5.2 Blockchains

5.2.1 TELOS

APPICS has partnered with the Telos Foundation, to build the smart contract for the APPICS platform. The Foundation is a Decentralized Autonomous Organization (DAO) elected by holders of Telos Foundation Voting Tokens as defined in the Telos Blockchain Network Operating Agreement, a core Telos governance document.

With Telos the APPICS network can process - 10,000 + transactions per seconds, with zero fees, which is essential to operate. Unlike other blockchains Telos is a low energy, low carbon footprint blockchain.

Telos is a powerful and advanced smart contract network, general purpose blockchain and web 3.0 platform built and maintained by a talented decentralised community.



Telos utilises the EOS.IO protocol which we believe to be the best technology available and have augmented it with customised governance and product layer. Telos uniquely never did an Initial Coin Offering (ICO) and doesn't have a centralised entity in control of its blockchain platform. Find out more about Telos at telos.net.

5.2.2 The EOS Blockchain

EOSIO is a leading open-source platform for blockchain innovation and performance.

APPICS chose to build their social media platform on EOSIO, because the blockchain comes with some powerful key benefits like customized reward mechanism, faster transactions, cross-posting options and many more!

EOS blockchain architecture has the potential to scale to millions of transactions per second, eliminates user fees and allows for quick and easy deployment of decentralized applications. What also stood out to us was that EOS boasts as the most secure blockchain on the market and supports security delayed transactions and lost password recovery features. Like most of the blockchain projects, EOS is an open source project, you can find source code on [Github](https://github.com).

5.2.3 ETHEREUM

The Ethereum-based APX token allows users to be part of the DeFi space, mint and sell their NFTs to the largest NFT community within and outside the APPICS platform.

APPICS has a gateway between EOS, Telos and Ethereum that allows users within the ecosystem to easily transfer and convert their APX tokens. Ethereum is the second-largest, most well known public blockchain and cryptocurrency with one of the largest crypto communities and most applications built on top of it, which is why APPICS decided to build a bridge and join the Ethereum ecosystem.

6. APP FEATURES

6.1 Posting Content & Commenting

On APPICS users are able to share content in the form of photos and short videos. Comments are also regarded as a form of content and users can vote on comments as well, incentivizing people to add positive, helpful or encouraging comments.

6.2 Voting

Users who are voting content are like the engine of the network. The more active engagement we find on a platform, the higher the value rises of the platform. Currently, the curators of social media networks are overlooked and there are no implementation plans that would reward those who spend their time interacting on social media networks. We want to reward active users who give value to the content creators, by giving them back a proportional share of all payouts and distribute it accordingly.

For example: When John votes on a post from Sophia on the APPICS platform, John plays a part in contributing, giving the content created by Sophia value. Sophia receives a payout for creating the content and John also receives a share of Sophia's income for his supportive action. This is a win-win situation, encouraging and incentivizing support and engagement.



6.3 APPICS (APX) Power

APPICS power represents APPICS tokens, which have been integrated into a smart contract. The amount of APPICS power represents the level of influence that an account has compared to the rest of the network. The amount of tokens represents the power of one's "vote". Thus, the more APPICS power an account has, the higher the voting power aka. more impact its "vote" has. This creates a game-like competitive environment.

There are different milestones of APPICS power to be achieved that unlock features within the APPICS ecosystem and encourage the long-term commitment of new users even further.

APPICS power shows the belief in the platform and its future. APPICS wants to create a sustainable economy and therefore we use the mechanism of APPICS power to eliminate the risk of short-term dumping. Receiving APPICS power is like a commitment, which also encourages users to recognize the value of long-term commitment.

6.3.1 Voting Slider

This feature lets you distribute your voting power. With the "Voting Slider" you can choose what percentage of your voting power you want to "vote" on a post with. The voting slider let's users divide their voting power intuitively. Since users have limited voting power, we encourage users to vote less than 50% of their voting power on content they regard as "less high quality" and only choose to reward high quality posts with more than 50% voting power. Depending on the amount of voting power a user has, the more careful and with less percentage he/she should vote, since someone with more voting power can make a large difference voting with 10%, while someone who is brand new to the platform with less voting power has to use a high percentage to make a difference.

6.3.1 Voting Power Bar

The voting power bar displays the amount of voting power a user has left to take actions on the blockchain and works as followed: Here is an example of how voting power works:

100% voting power = 50 points

1 Blockchain action (100% upvote OR 1 post/comment) = 1 point

Therefore if a user upvotes with 50% of their voting power the voting power goes down 0,5%. However every hour 1 point gets added back to the voting power. So for example: if a user votes on 50 posts with 100% of their voting power within an hour, then their voting power is diminished and he can no longer post/upvote/comment and has to wait until his voting power fills up again. This mechanism counterfeits spam and encourages users to be selective with their votes.

6.3.2 APX Power Up / Down

When a user chooses to purchase APX tokens and use them as voting power on the APPICS platform, they can choose to "power up" their liquid balance, turning them into APPICS voting power, thus increasing the weight of their vote.

APPICS power (locked APX tokens) cannot be transferred or traded directly, but the account owner has the option to unlock and convert it back to liquid APPICS (APX) tokens in weekly payments through the feature "power down". Once the power down is initiated, the APPICS



tokens will then be paid out in weekly payments (1/10th of the total APPICS power that the account holds).

As the APPICS power decreases, the account also loses voting power proportionally to the amount of tokens withdrawn.

6.4 Payout Process & Donation

Every post can earn rewards for a period of 30 days. After the voting period, the voting power button turns into a donation button and enables users to send APX tokens to a user. Beyond supporting other users via upvoting content, users can also choose to donate APPICS tokens by clicking the "donate button" in the menu next to each post.

6.5 Wallets & Transfer

The wallet shows the tokens belonging to an account and can be compared to a digital bank account that enables the user to transfer, withdraw and deposit tokens. The wallet account will be directly connected to the user's APPICS account.

When a new account is registered the APPICS user automatically creates a personal online wallet. Since the blockchain is transparent all transactions are visible, however for the average user the wallet maintains his privacy due to pseudonymous accounts and the interface, which displays the appropriate transactions and allows access for the owner only.

The digital wallet stores the generated coins and can be compared to one's own personal banking account on the blockchain. Besides the features of direct messaging and instant transfer: APPICS users will have the option to directly send tokens to another user's wallet within seconds. For the first time a wallet is integrated inside a social media application that is simple, fast and secure.

Imagine being able to securely send tokens from your phone to your friend's in a matter of seconds, and never having to go through the hassle of traditional remittance.

6.6 Delegation

The "delegation" feature allows users to lend others their voting power. For example: if someone holds APX tokens in their account wallet, but isn't very active with the account, not sharing content, commenting or upvoting - they could "delegate" their staked / "powered up" APX tokens to another account. The receiving account would be able to vote on content with much more voting power, thus distributing more APX tokens and having more influence over the reward distribution. The receiving account would therefore be able to use the voting power and earn more in return, but would not be able to withdraw or send the delegated tokens. The person on the delegating end can also enter a period and decide when the delegation should be removed and automatically return back to the owner account.

6.7 Categories

There will be up to categories within the application that provide structure and visibility for the user experience. While the option to search for "normal" hashtags remains, there will be fifteen separate categories that make it simple for content creators to be found and for



curators to find what they are interested in. The categories can be adjusted depending on the interests of the market. The following is an example of the categories:

1. Fashion
2. Beauty
3. Gaming
4. Sports
5. Fitness
6. Art
7. Music
8. Dance
9. Comedy
10. Lifestyle
11. Travel
12. Food
13. News
14. Tech
15. Wisdom
16. Purpose

The last category mentioned will be static and gives charity foundations a new solution for transparency. Under the category “purpose”, foundations and individuals can ask for support from the community. The community can help by donating via the “donate button” besides, up-voting the content. In cooperation with APPICS, foundations will have the unique opportunity to provide insight and build trust within their community and in return receive a reliable reputation score and funding.

6.8 E-Commerce

With APPICS, the road to online success has never been easier. APPICS will implement a shop feature that enables business owners and verified users to integrate their business directly into their social media profile. By only enabling the “shop function” once the verification status level has been reached, the built-in strategy automatically puts users on the track of building a brand and reputation before starting a business. Other users can directly buy items with their earned tokens.

During the main launch the focus will be on bug fixes and stability. Once all main features are added and the community has established, we will introduce the shop feature as an additional bonus feature for verified users. That way it incentivizes users to be active and by growing their following on APPICS, earn the ability to create their own integrated shop during the first period after the launch, as well as giving users a new option to make use of the tokens they have earned.

6.9 Discovery Page

APPICS introduces the discovery page, which is a page solely for sponsors, brands and advertisers. As stated in the core values of APPICS, the user experience comes first and will remain the focus of the application. Users feel abused and taken advantage of by advertising



companies, who sneak into their personal feed, which makes the user become upset with the brand being displayed on the AD.

With APPICS Users can choose what ADS they want to see, pick a category and consciously scroll through the latest trends, including ADS. That way the trust between user and advertiser can slowly be rebuilt.

6.10 NFT Marketplace

Non-Fungible Tokens (NFT) are cryptographic tokens that represent a unique asset; a non-duplicable certificate of authenticity and ownership.

Retailers, brands and verified users have the opportunity to mint NFTs using APX and display them in their profile, allowing them to buy, sell and own digital assets, music, goods, tickets and other various assets. On the APX NFT marketplace, content creators can turn their content (pictures, music, dance moves etc.) into NFTs and display them directly in their profile inside the APPICS app. This is a new way of combining social media with the NFT market, allowing anyone to display NFTs as content and engage with the community.

This Benefits for creatives / artists include:

1. Fraud-proof ticketing for live and virtual events (12% scam rate). Smart tickets can be made non-transferrable.
2. Indefinite income generated through smart-contracts that allow for fixed royalty rates. Artists can be the publishers and distributors of their art, dance-move or music.
3. Ability to offer collectibles to their loyal fanbase, which allows for a more meaningful and direct interaction. Collectors can own part of the artist's history and future success.
4. Much easier, quicker and more secure proof and transfer of ownership through smart contracts on a public blockchain.
5. Sell your NFTs as means for raising capital to fund your production costs.

7. Tokenomics & Token Distribution

7.1 Tokenomics

Ticker: APX

Total supply: 240,000,000 APX

Circulating supply: 210,000,000 APX

Inflation: 7,5% (decreasing 0,5% annually)

Token Type: Proof of Stake

7.2 Distribution of Rewards

Unlike other popular social media companies where 100% of the created value goes to the shareholders, APPICS uses smart contracts to distribute the created revenue among all contributing parties as followed: 65% goes to the content creator, 25% to the voters/curators and the remaining 10% will go towards sustaining the network and scaling of the platform.



7.2.1 Smart Contract Design:

Reward Period - 30 days

Inflation - Inflation is generated by the contract admin calling the mint() action. This will mint new APX into circulation and deposit them into the liquid balance belonging to the **apx** account.

Rewards Calculation - Rewards are processed and distributed one vote at a time by calling the **process pay** action (however a **loops** parameter can be provided to do this in batches). This action will select the oldest unpaid post and calculate rewards for the first vote entry. The rewards for a single vote are calculated with the following formula at the moment of processing:

$$P = C / U$$

P: Post Rewards (total APX available to distribute among voters on post)

C: Rewards Pool (apx liquid balance)

U: Number of Unpaid Posts (last_post_id - last_paid_post)

Note A post is not considered “paid” until all votes on it have been processed.

$$W = A / T$$

W: Weighted Vote

A: Vote Power (powered APX + delegated APX) * vote_percent **T: Total Upvotes on post**

Note vote_percent is the 1-100% amount selected by the voter when upvoting/downvoting

$$R = P * W$$

R: Final Rewards for Vote

When a vote is processed, the final rewards amount **R** will be subtracted from the rewards pool **C** and added to the voter’s liquid APX balance. The vote entry is then removed from RAM, allowing the next vote to be processed by the next **process pay** call.

EXAMPLE:

The process pay action is called and state is retrieved.

Relevant Config State:

- last_post_id = 7
- last_paid_post = 2



Relevant Account State:

- apx liquid account = 500.0000 APX
- voter liquid balance = 10.0000 APX

Proof:

C = 500.0000 APX

U = 5 (7 - 2)

A = 25.0000 APX (95 + 5) * .25 T = 3000.0000 APX

R = (500.0000 / 5) * (25.0000 / 3000.0000) R = (100) * (0.0083)

R = 0.83 APX

Voter Liquid Delta: **+0.83 APX** New Voter Balance: **1 0.83 APX**

Apx Liquid Delta: **-0.83 APX** New APX Balance: **499.17 APX**

8. Guidelines

8.1 Content Regulation

Although APPICS is a decentralized application without direct censorship, there will still be regulations upheld for the content that can be posted. Any content promoting violence, hate, criminal activity, racism or inappropriate nudity will not be tolerated. Abusive content will be filtered by moderators. Users have the ability to report certain content, which will be reviewed by moderators within 24 hours and if the content doesn't comply with our regulations, the visibility in the app and rewards will be removed immediately. Furthermore APPICS has a decentralized self-governing mechanism through the feature "downvoting", which allows users to take responsibility and action to remove rewards and visibility from inappropriate content themselves.

8.2 Ownership of Keys

APPICS users are in ownership and full control over their keys. This allows for appropriate wallet security while at the same time preserving usability.

8.4 Fake Accounts

While all network transactions will be completely secured by the nature of the Blockchain, APPICS accounts will be secured by passwords and mobile phone number verification. It's our priority to provide our users with a platform that is secure and safe in every way. Measures to prevent multiple account creation: A downside of the gamification of social media is that people will attempt to create more than one account, subsequently post and "vote multiple times, thereby manipulating the system and subverting its purpose. APPICS will require users to register also through their social accounts. Furthermore, APPICS will ensure the authenticity of accounts through several methods, such as mobile phone verification and e-mail verification.



9. Blockchain Education

Despite APPICS aiming at introducing the mainstream world to the benefits of blockchain without the need of prior knowledge, APPICS also believes in education that is appropriate to the world post-digital-revolution.

For that reason, APPICS will provide a series of tutorials and informational videos for those looking to understand the world of finances, currency and how blockchain technology has introduced a revolutionary concept to the way banking works and how it provides a solution to over 2 billion people in the world who are unbanked today.

Blockchain Education serves the purpose of helping people to understand the world of blockchain and cryptocurrencies.

