WHITE PAPER

PUBLIC
REPUTATION
NETWORK

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Public Reputation Protocol (PRP) is a solution offered by Public Reputation Network to add an extra layer of reputation on top of current internet protocol. In doing so, we offer rewards to our members on the basis of their contribution to depict the reputation of famous entities around the globe.

Based on a blockchain technology, our Balanced Binary Voting (BBV) mechanism creates a vortex-based environment, that ensures (1) the system is safe from bad actors and (2) to create a fair accurate and real-time reputation measurement platform.

Our members will be able to earn rewards by voting, in addition to creating valuable digital assets that may result in creating a new wave of millionaires. Based on a 12-tier Model, XPRs (Tokens) will start releasing from 20th April 2018. This model creates a balance between the supply and demand of XPRs. These XPRs will be available for purchase from PRN Platform.

INTRODUCTION

Reputation is the single, most-valuable currency, one can ever possess in entire life Span.

Reputation is a prime factor in awarding contracts that worth millions of dollars. Similarly, consumers make buying decisions based on the company reputation. Brightlocal's 2017 study revealed the importance of reputation[1]. According to their survey, 85% of consumers trust online reviews as much as personal recommendations. Furthermore, the same report revealed that Positive reviews make 73% of consumers trust a local business more.

Business entities and Public Figures know the importance of reputation, they manage their online reputation through paid endorsements. Haters also know it; therefore, they leave bad reviews that could result in the tarnished public image.

There is a need for a reputation measurement platform that offers fair, accurate and real-time measurement of reputation

Say welcome to Public Reputation Network.

Public Reputation Network offers, or will offer:

Community-Driven Reputation Measurement
Public Reputation Network (PRN) enable ordinary users to share their opinions about public figures, places, things, and ideas collectively known as "Entities". These opinions, in the form of simple (+) and (-) votes, will determine the real-time reputation of the evaluated entity.

Holistic Performance Appraisal
PRN will offer services for corporates by providing real-time Holistic Performance Appraisal of employees. This will enable the smart entrepreneurs or top-level executives in making Informed decisions about employee retention and ways to increase collective performance.

Digital Asset Creation
PR cards of the evaluated entities could become Digital Assets if they meet the minimum required Vote milestone. Members can purchase, sell, or exchange these digital assets through the PRN Marketplace.

While Public Reputation Network is the issuer of XPRs (The introduced currency), for technical security purposes, each user will have complete control over the XPRs they purchase. This feature will ensure the security of user pool. Furthermore, the user pool will be hack proof.

XPRs will be available for purchase from 20th April 2018.

(1) Local Consumer Review Survey 2017 | The Impact Of Online Reviews. (2018). BrightLocal. Retrieved 22 February 2018, from https://www.brightlocal.com/learn/local-consumer-review-survey/

PROBLEM WITH REPUTATION MEASUREMENT

The Problem with Reputation Measurement

In this digital era, positive reputation is the most sought-after asset. Having said that, online reputation takes time to build. Arduous work and smart decisions. However, some entities try to manipulate the system through paid endorsements. For instance, there are “like Mills” with the sole purpose of helping entities establish a positive reputation through fake followers and fake likes [2]. Thus, the reputation of an entity on traditional online platforms could be misleading.

Furthermore, if someone has a grudge against an entity, he can easily damage the reputation of that entity through posting negative reviews everywhere. This hate speech is a widespread problem on the internet. There is no way to stop these hate spreaders on traditional online platforms.

Both paid endorsements and hate speech make it hard to measure the real reputation of an entity. In a business environment, reputation matters for awarding contracts. Consumers also make their buying decisions by considering reputation.

Still, paid endorsements and hate speech are not the biggest problems. The single eye view of social media, which we call “Illuminate Pattern” is the biggest problem. The traditional social media only shows the “likes” or “followers” of an entity, whereas, the other side of the equation is not shown. Business decisions cannot be made based on a single eye view. Consumers cannot make buying decisions by only viewing one perspective. So, they check online reviews and as mentioned earlier, that through paid endorsements, entities can manipulate their online reputation.

In this context, there are three main stakeholders.

Decision Makers
They want a platform that could offer fair and accurate reputation measurement.

Entities
As reputation is hard to earn, they want a platform where neither the hate spreaders could tarnish their image, nor the competitors could surpass them through paid endorsements. The reputation should only be based on merit.

Public
They want a platform that could give them the ability to give their fair opinions. More specifically, a platform where they can give (+) or (-) votes to the entities that matter to them.

These Decision Makers, Entities, and Public want a solution for the common internet-based problems including Paid Endorsements and Hate Speech.

[2] Giovinco, S. (2017). Three Major Ways an Online Reputation Can be Damaged - Boutique Online Reputation Management and Repair. Boutique Online Reputation Management and Repair. Retrieved 22 February 2018, from https://www.recoverreputation.com/three-major-ways-an-online-reputation-can-be-damaged/

SOLUTION: PUBLIC REPUTATION PROTOCOL (PRP)

PUBLIC REPUTATION NETWORK

PRP uses Balanced Binary Voting Mechanism to creates a vortex-based environment. This environment delivers a harmonic growth by preventing the bad actors. Furthermore, it will add credibility to the PR ecosystem/voting protocols.

The concepts of Balanced Binary Voting (BBV) and Vortex-based Environment are the algorithmic functions based on concepts that govern the nature. To understand the concept in detail, let us examine the traditional Chinese concept of Yin and Yang.

Yin yang theory

When people see things as beautiful,
ugliness is created.
When people see things as good,
Evil is created

Being and non-being produce each other.
Difficult and easy complement each other.
Long and short define each other.
High and Low oppose each other.
Fore and aft follow each other.

The above passage is from the book “Tao Te Ching” written in 6th Century BCE by Chinese Sage Laozi. The book introduced the theory of Yin and Yang. Yin refers to “shady side” of a slope whereas Yang refers to the “Sunnyside”. Together both yin and yang make a whole picture. In other words, yin and yang are indispensable elements of nature[3].

From thousands of years, the concept of yin and yang offered a simplified explanation of life and the energy surrounding it. The basic concepts defining yin-yang theory are

[3] Yin / Yang Theory | TCM World. (2017). TCM World. Retrieved 22 February 2018, from https://www.tcmworld.org/what-is-tcm/yin-yang-theory/

Neither Yin nor Yang is absolute

Day becomes night and night becomes day. They both are interdependent upon each other, and one requires the definition of other to be complete

Yin Yang is not static

he yin may change into yang and yang may change into yin. For example, length of day and night are changing, in summer, daytime is longer, while in winter, the nights are longer.

Summation of Yin and Yang form a Whole

Both yin and yang form the whole. However, their percentage might change. For instance, as one aspect increase, the other might decreases, to maintain the overall balance of the whole.

The perfect situation is a balance between Yin and Yang

The imbalances are paired. For instance, an excess of Yin can simulate a Yang deficiency. The theory of Yin and Yang inspired the Binary Balanced Voting Mechanism.

Balanced Binary Voting (BBV)
BBV refers to creating a balance between (+) and (-) votes. It is the simplest solution that will transform the problems faced by the stakeholders (Decision Makers, Entities, and Public).

The basic concepts that define the BBV mechanism are

Neither (+) nor (-) is absolute

Neither an entity can have 100 percent (+) votes, nor it can have 100 percent (-) votes. Each entity could have a combination of both (+) and (-) votes.

(+) and (-) are not Static

The (+) and (-) votes are not static. For instance, both these values are changeable. This change correlates with the real-time actions of that entity

Summation of (+) and (-) form a whole

Both (+) and (-) votes will reflect the real reputation of the evaluated entity

The perfect situation is a balance between (+) and (-)

The (+) and (-) votes are not static. For instance, both these values are changeable. This change correlates with the real-time actions of that entity

Balanced Vote

An individual cast a vote in favor of an entity means that he/she likes the most, however, this also means that he does not like the competitors. So, In BBV if an individual gives (+) to an entity, this should be balanced with a (-) for the competitor and vice versa.

Technical Explanation of BBV

Consider a voting pool of N individuals casting a balanced vote. Let us express plus vote by “+1” and minus vote by “-1”. Source refers to the Individual who cannot give a +1 and -1 to the same entity in a voting cycle.

In BBV, winning proposition not only depends on the number of sources voted Plus (+1), It also takes into consideration the sources voted Minus (-1). After a voting cycle closes, the final PR score of the evaluated entity is calculated using the “Negation Balancing Algorithm”

Entity final score = Number of Plus (+1) Votes - Number of Minus (-1) Votes

Let us consider three scenarios and see how the final PR score differs in each Scenario.

Scenario 3: Entities = 2, Sources = 3

Entity / Source	E_1	E_2
S_1	+	-
S_2	-	+
S_3	+	-
Final	1+	1-

Scenario 3: Entities = 3, Sources = 4

Entity / Source	E_1	E_2	E_3
S_1	+	-	
S_2		+	-
S_3		-	+
S_4		+	-
Final	1+	0	1-

Scenario 3: Entities = 4, Sources = 8

Entity / Source	E_1	E_2	E_3	E_4
S_1	+	-		
S_2		+	-	
S_3			+	-
S_4		-		+
S_5		+	-	
S_6			+	-
S_7		-		+
S_8		+	-	
Final	1+	0	1-	0

In each of the scenarios, Plus and Minus balance each other and only the excessive vote remains, that will decide the winning pool in each PR cycle.

Advantages of BBV
There are numerous benefits of BBV for different stakeholders.

Decision Makers
Though BBV they will get fair and accurate reputation measurement for the evaluated entities. For instance, they will have the information about (+) and (-) features of an entity

Entities
They will get a real-time assessment of their reputation. If any of their characteristics are getting repetitive (-) votes, they can take actions to improve their reputation

Public
Through BBV, the public can give (+) or (-) votes to the entities that matter to them. BBV balances everything out. (-) votes with (+) votes and negative emotions with positive emotions. Thus, it creates a harmonious state that we call "Vortex-Based Environment"

Vortex-Based Environment

Ester and Jerry Hicks introduced the concept of Vortex in their affluential book "The law of attraction"[4]. They defined vortex as the alignment of source energy. More specifically, vortex revolves around an axis line (Source). A moving vortex carries some form of linear energy, momentum, or mass.

BBV will create a Vortex-based environment because the reputation will be moving along an individual voter. As one of the main components of BBV is Balanced votes, the voters will be required to create a harmony by creating a full vortex. A Full vortex means that voters must stabilize their energy, by giving two votes instead of one, however, these votes to be in the opposite direction.

Balancing votes is important because it will balance the source energy. Being out of vortex means that the voter is energetically volatile. The vortex-based environment of BBV will enable the voters to stabilize their energy.

The theory in its entirely is stable and offers value for the voters and decision-makers alike. Rafal Wyszomirski developed this theory and he has been using the beta version in the innovative startup known as "Public Reputation Network (PRN)".

Initial Use Case: Public Reputation Network

PRN is a blockchain-based Reputation Measurement platform, where individuals get rewards for making a correct prediction about an entity's reputation. PRN ensures accurate, fair, and real-time reputation measurement through its blockchain-based balanced binary voting mechanism.

[4] Abraham, Hicks, E., & Hicks, J. (2010). The vortex. Carlsbad, Calif.: Hay House, Inc.

Each member should vote in a set of two. For instance, let us take the example of sports stars.
Every individual has a favorite player and a least favorite player. If a member places a (+) vote for his favorite player, then to balance the vote, they should give a (-) vote to the least favorite player. However, this may damage the reputation of the entity that received the (-) vote. PRN has a solution for this problem.

PRN requires the members to assign a bid amount to their votes. All votes polled in the 24-hour period form a Vote Block. The system automatically validates the voting block at the end of the day. If the entity receives more (+) votes, then the members who have given the (-) vote, will lose their bid amount. The members who predicted correctly, receive a reward. Only the majority votes count towards the overall reputation of that entity. This process ensures a fair and accurate reputation of the evaluated entity.

PRN uses a "PRO RATA REWARD CALCULATOR" to assign rewards to the members, who have made the correct prediction (i.e. the members of the majority pool)

$$PRR = \frac{\sum \$ \downarrow}{x \uparrow} \times 2\%$$

Where
PRR = Pro Rata Return
$\sum \$ \downarrow$ = Summation of Bid amount in the Loser's pool
$x \uparrow$ = Number of Individuals in the Winner's pool Percentage= The amount that everyone will receive

Through this calculator, PRN ensures equal distribution of reward in the winner's pool.

PRN goes beyond being a simple reputation measuring platform. The network allows the members to create and own digital assets. If the PR card receives more than 100 votes they will become a digital asset. Members can purchase, sell, or trade their digital assets in the marketplace. This digital asset creation feature can result in creating a new wave of millionaires that history will remember as "PR Millionaires".

How PRN will offer value to different stakeholders?

PRN will offer to many stakeholders including

Decision Makers
Though PRN they will get fair and accurate reputation measurement for the evaluated entities. Furthermore, they will have information regarding the individual features. This unique opportunity will allow the decision makers to compare two entities of equal stature.

Entities
They will get a real-time assessment of their reputation. If any of their characteristics are getting repetitive (-) votes, they can take actions to improve their reputation. Furthermore, as PRN validates the votes through blockchain, so the data will have high accuracy.

Public
Through BBV, the public can give (+) or (-) votes to the entities that matter to them. In addition, they will also be able to create and trade digital assets of their favorite entities.

Corporates
PRN will offer holistic performance appraisal solutions to corporates. This feature will enable the smart entrepreneurs to make informed decisions about improving collective performance of employees.

The benefits offered by PRN will increase the value of PRN in general and its coin in particular.

XPR Token Distribution

XPRs are Utility Tokens the members need to create digital assets on PR Network. Furthermore, these XPRs can also be used to vote on PR cards. In short, XPR is a Utility token required to submit a request to PRN protocol.

There will be a capped supply of 100 Million XPRs. In line with the basic theme of PRN, the XPR allocation will follow a balanced approach. For instance, 50% Public Ownership and 50% Private ownership. These XPRs will be allocated as follows:

50% XPR Crowd sale:
PRN will offer 50 Million XPRs to the public through crowd sale. Purchasers will be able to buy XPR through smart contracts using the Steller protocol. PRN will ensure the fairness of this sale through accounting audit process.

20% Platform Reserve:
PRN plans to launch the largest airdrop scheme in the history of cryptocurrency. This amount will stimulate the society and to establish an active ecosystem within PRN. For instance, the members will get XPRs in proportion to their stake in the PR Network.

15% Management Team:
Management of PRN has spent countless hours and endless resources in creating this platform. Management will reserve the rights of 15% of the XPRs. This allocation is equally distributed between the PR Network and PRN Foundation – A social initiative that will add value to the society by improving the quality of life.

15% Consultants and Advisors:
PRN is standing on the shoulders of smart people. These people include developers, graphic designers, copywriters, lawyers, and managerial consultants among others. PRN will offer 15% XPRs to these people.

This distribution will create a balance between the privately held XPRs and Publicly held XPRs. For instance, the 50% XPRs will be sold to Public whereas, the remaining 50% will be held by Management team, Platform reserve and for the consults and advisors. So, this Token distribution reflects the core of PRN that is about creating balance.

XPR Crowdsale

PRN introduced a new (balanced) approach to public Token Sale with built-in decentralized exchanges. This is not possible on traditional blockchain due to limited scalability and excessive costs.

To PRN uses a “Balanced Trading Bot” to execute the entire pre-sale and public. On 20th April 2018, PRN Bot will start releasing Tokens on the Stellar exchange network, and participants can create orders for XPR – XLM currency pair in the decentralized stellar exchange.

Rules of the Balanced Binary Trading:

Only XLM (Lumens) will be accepted in the sale.

"N" amount Tokens will be released every 2 seconds

There will be 12 tiers of token releases.

Tier level defines the quantity of XPR released every 2 seconds.

Tier 1, 0.00000002 XPRs will be released every 2 seconds.

The token sales will continue until 50 Million tokens are released in the market.

Out of these 50 Million Tokens, 10 Million will be sold at pre-sale price equivalent to 0.12$/XPR, remaining 40 Million Tokens will be sold at public sale equivalent to 0.22$/XPR

Inflation/Deflation Trading Model
In a situation when the actual market price will be higher than the baseline price, the bot will release the token considering the actual market price.

In a situation, the market price of XPR goes below the 0.12$ at the pre-sale or 0.22$ at the public sale, the bot will get back to tier 1 and release only 2 Velos.

Token generation in each tier is 10x greater than the previous tier. The min in 0.00000002 (2 Velos) and the cap is at 2000 XPR (200 Billion Velos) per 2 seconds. The Token release schedule in each tier is given below

Tier 1 - 0.00000002 XPR
Tier 2 - 0.00000020 XPR
Tier 3 - 0.00000200 XPR
Tier 4 - 0.00002000 XPR
Tier 5 - 0.00020000 XPR
Tier 6 - 0.00200000 XPR
Tier 7 - 0.02000000 XPR
Tier 8 - 0.20000000 XPR
Tier 9 - 2.00000000 XPR
Tier 10 - 20.00000000 XPR
Tier 11 - 200.00000000 XPR
Tier 12 - 2000.0000000 XPR

If there is the low demand for XPR, only limited XPRs will be released as per the demand. However, in case of maximum demand, up to 3.6 Million XPRs will be released in 1 Hour at 2000 XPRs per second.

How bot switches between tiers
The bot works the binary way. For instance, it releases coin, at the same time it checks how many tokens have been sold at the last minute. The tier level depends on last minutes sales. it works like this:

By default, the BOT releases 2 VELO after every 2 seconds. This means that 60 Velos can be sold per minute. If maximum limit is reached at the last minute, the bot will automatically start releasing the tokens as per the next tier. If the maximum of tier 12 is reached, then the auction system gets turned on.

It is possible that the sale will start to decrease, in this case, the bot will go back to the previous tier to make sure that the balance is maintained between demand and supply of XPRs.

How to Participate
Purchasers will need to set up an account on PRN.

They can purchase the XPRs through the inbuilt platform using their stellar wallets. Users will be able to specify how much XPRs they would like to buy based on their available XLM (Lumens) balance.

Once payment has been made, users will see a receipt detailing the number of XPRs they purchase. Users can also earn additional XPRs by betting on the PR cards.

PRN: INCENTIVIZED REPUTATION MEASUREMENT PLATFORM

PUBLIC REPUTATION NETWORK

PRN: INCENTIVIZED REPUTATION MEASUREMENT PLATFORM

Features

Blockchain-Based Reputation Measurement
In past, measuring reputation was not a possibility, however, with the advent of the blockchain technology, it is now a possibility. PRN used the Blockchain technology to measure the reputation. The process is simple, PRN forms vote blocks and after every 24 hours, the system verifies the voting block. Based on the principle of "Majority is Authority", PRN validates the majority votes. Based on their fair opinion, the majority voters receive a reward in terms of XPR.

This blockchain-based reputation measurement enables PRN to tackle the common issues of online reputation like paid endorsements and hate speech.

PRN offers greater value than mere reputation measurement. The system records the reputation of evaluated entities and reproduces them in form of graphs. This data could assist decision makers in making informed decisions about the evaluated entities. Furthermore, the evaluated entities can improve their performance by focusing on the low rated areas.

Digital Asset Creation
The main benefit of PRN is its feature that allows the users to create digital assets. This feature could result in creating a new wave of millionaires that we will proudly call as the PR Millionaires.

Members can create PR card of any famous entity in the World. By entity, we mean everything including famous people, organizations, place, things, and even ideas. These PR cards can become digital assets if they are able to accumulate 100 Votes.

Members can purchase, sell, or even exchange these PR cards in the integrated Marketplace. The value of these Digital Assets will base on many factors including Interest in a particular card, Demand and Supply of cards, The popularity of card, and the ratio of Votes/time.

Holistic Performance Appraisal
This feature, though reversed for future, will revolutionize the organizational performance appraisal domain. Currently, the organizations can measure the performance of their employees after a certain time. However, organizations are in need to find a solution that will enable them to measure the reputation of their employees in real-time. Those employees who are constantly getting negative votes, they will have week nodes. This graph will enable the management to spot the week nodes in their team and could replace these nodes with a more reliable option.

Planned Improvements

Token Distribution Models
In the beginning, we will support only 1 distribution model based on Proof of Vote, but there will be other distribution models that are not active yet

Proof of Vote

users that voted on the card that has a token created (must also be active that voting cycle)

Proof of Burn

users that burned the biggest number of XPR get coin pro-rata.

Proof of Stake

users with the biggest stake XPR get coin pro-rata

Proof of inflation destination

users that get inflation destination to PRN get the most

Invitation only Network:
After the milestone of 12000 users, the membership model will be changed from public to invitation based. This approach will ensure that the network is not polluted with the bad actors who only interested in making money or scamming the network.

Decentralized Network
Until total decentralization PRN founders will manage the main parameters of the protocol until all XPR is released, after that the voting consensus based on of XPR Stake will make decisions about:

Token management:
- Yearly Inflation rate which will be adjustable from (0%-2%)
- Minimum votes required to create a Token for a card (currently 100)
- PR Points: allocation, how many, and who gets what, or price

Management of Users:
- PR Cards: acceptance/rejection/duplicates merging/editing
- Users/Voters: acceptance/rejections/banning

Final decentralized Public Reputation Protocol
In the final decentralized PRN protocol release - only community members (those with the highest stack in XPR) will have the ability to vote to change the governing parameters of PRN. These community members will be able to ban users, edit, merge cards within available range locket by smart contracts. We call these as Elite members - Users with a minimum of 20,000 XPR. Front- end interface will have additional features for these elite members to perform Collective influence on the network parameters.

There will also be XLM Inflation distribution and Digital Asset Market to enable the members to make their PRN experience enjoyable and beneficial.

XLM Inflation – Inflation Distribution logic:
Elite members will decide on the inflation rate which will be possible to be set in between 0% and 2% yearly. Inflation just like, inflation of lumens (XLM) will be redistributed weekly. Redistribution will happen binary per the below:

1) 50% of the inflation: will be redistributed based on Proof of Stake to members (XLM holders) whose wallets vote on PRN as the stellar inflation destination, however, the members need to have at least 0.05% Votes to be considered for this redistribution. In return - People setting up XLM inflation destination to PRN will receive inflation of XPR token pro rata based on the XLM that voted on PRN. (users will be able to use many accounts to direct their inflations - also these accounts are not required to have accounts at PRN, they only need to set trust to be able to receive XPR on their accounts - If no trust is set up inflation portion cannot be redistributed and is only redistributed among addresses with Trust set to accept XPR. In stellar, it is required to trust the issuer and currency code “signature” to be able to receive it.

2) On top of our inflation, we will be paying 50% of XLM received back to the member based on contribution. Over time this will help us to pursue PRN to become the biggest Stellar "inflation" Pool, and the main source of financing for PRN operations when the platform is fully decentralized. Artificial intelligence governed by the global community based on XPR Stack will run the network.

Digital Asset Market
All the digital assets created will automatically list on the Digital Asset Market. Users will be able to purchase tokens directly from digital Asset Market website known as “Market cap.Cards”. All necessary information about assets will be available here. For instance, how many tokens are released, what is the market capitalization of each asset.

Competitive Landscape

Competitors

PRN will cause disruption in the online reputation management industry as Bitcoin has caused a revolution in the financial industry. Currently, entities spend millions of dollars to make sure that they have a positive reputation online. According to United States' Search Marketing/Online Reputation Management(ORM) Report by Forrester Research Institute, the total market size of ORM is $3.5 Billion Dollars in 2016. The major competitors of PRN are Facebook, Twitter, and Google. These companies charge the entities massive amounts in terms to reach customers and to increase their fan base.

Differentiation

PRN has several points of differentiation with the traditional models.

Fairness and accuracy

PRN has developed a platform based on the blockchain technology. The common problems of the internet like hate speech and paid endorsements are dealt with voter block validation. Thus, creating an accurate and fair reputation measurement of evaluated entities.

Living by voting

PRN enables the members to make a living by voting. As the members will get rewards for predicting the reputation daily. Furthermore, the members will also be able to generate unique digital asset

Real-Time Results

PRN provides up to date, real-time reputation analysis of evaluated entities, As the voting cycle ends every 24 hours and new votes become part of the overall reputation of the evaluated entity.

ROADMAP

PUBLIC
REPUTATION
NETWORK

2014

- July – Balanced Binary Voting Concept Development
- September – Public Reputation Network's Initial Concept

2015

- March – Legal Analysis
- May – Company Registration
- November – Team formation

2016

- May 2016 – Front End Design Development
- December 2016 – Alpha Prototype of website launched 2017
- March – Completion of Incentive-based PR Prediction Protocol
- March – Cards Token Market Cap
- March – Decentralized Token Exchange
- December – Stellar and Mobius Integration

2018

- February – Creation of Utility Token & Token Factory
- March – XPR Presale
- April – XPR Public Sale
- May – Code Optimization
- June – Total Decentralization
- July – Rest API Release
- September - Institutional Partnerships
- October - Protocol Expansion & Community Development

FINANCIAL ASPECTS OF PRN

Participants of token sales should be confident that payments made for XPRs are directly attributed to benefits on the platform and the provision of better and more exciting experiences. With that said, we have established assurance and transparency policies that will directly govern the revenues received through our token sales.

PRN LLC acts as the issuing entity for XPRs purchasers around the globe. PRN LLC will be responsible for using the funds to ensure that the operations are running smoothly and to include new features through rigorous research and development procedures.

Monetization Strategy

PRN have a stable and sustainable monetization strategy to raise funds to manage the operations.

Premium membership Plans
PRN offers its verified users an ability to create and own PR Cards. However, to create a card, users need PR Points and blank cards. These can be purchased from other members or can be received as a reward by reaching next experience level in the community, or through subscribing to a premium plan.

Network Security Fees
Until the card doesn't have a token its Network security fees are collected by PRN dedicated to funding Community development. These network fees are attached to every Bet/Vote/Swipe in XRP Token.

Flexible Network fee prevents bad actors from flooding the network with fake opinions. PRN uses an algorithm that sets flexible fees, based on a checklist which affect the % of the fee. Baseline Network fee is always 2%, however, it can be increased to 80% based on the checklist to enable bad actors to take part in the voting – and if they still decided to do it, they'll simple always lose the bet amount because their vote will not match with the view of majority.

Token activation Fees
Every PR Card creator becomes the owner of the PR Card created. When the card collects 100 votes a new feature – emerges on the card's profile - to back the card with 100 tokens and the creator can tokenize the card by spending 100 XPR for this purpose. The feature is uniquely visible only to the PR Card creator for 12 months. If after that period, the user is unable to capitalize the opportunity to convert this card into a digital asset, the opportunity will be open to the entire community. With this scenario, the first community member(s) that submit 100 XPR will be considered as the creators of the token.

PR Card Tokens aren't simply released and given to the creator of the Card / Token at

once. Tokens are released over time, every time the card gets votes it releases some coins. If no votes are polled during a Vote cycle, then no tokens are released.

The number of Vote Cycles it takes to release/mine a token also depends on user's choice to give away a specified percentage to the PR community or Listed charities and Nonprofits. The charities will need to have a minimum of 100 votes and a positive reputation status to request a listing on the create a token list.

The user will select the percentages they give away to these organizations – max 2% per organization/per coin will be possible – based on added stakeholders the % will be summarized and interface will provide the feedback on how many active vote cycles are required to mine the token.

On top of the % for organizations, charities - Token creators will also be able to give away tokens to PRN community.

Use of Funds

The funds will be used for various activities including Token/Platform, Marketing & Sakes, Payout for Founders, Payout for Contributors, General & administrative, and Product Development. The fund allocation scheme includes:

50% Token/ Platform
These revenues will be used to develop the XPR protocol and PRN Network. This includes hiring additional full-time developers, collaborating with a like-minded organization, and supporting operations for PRN. Generally, these revenues are earmarked to compensate all personal and partners involved in the technical development of PRN.

15% Co-founders
The concept is under development since June 2015, Founders have invested time and resources in the development of PRN. The payout will cover the expenses incurred by the founders and will reward them for their idea and efforts.

15% Development

20% Community

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Platform rewarded

Airdrops
PRN will organize the largest airdrop in the history of bitcoin. Airdrop is the reward for initial users and adopters. This will motivate the smart bitcoin users to become members of PRN and benefit from this scheme.

Voters
These will be the core members of the network. PRN will incentivize these individuals by offering them a reward if their opinion is validated in the voter block. Furthermore, these individuals will also gain a proportion of card ownership based on their contribution to the card.

Digital Asset Owners
These members will receive a network security fee that is attached to every vote received on the digital assets they own. The time to withdraw this earning is directly proportional to the contribution they make to the PR community. In case, if their PR cards have less than 100 votes, earning from their cards will go to PRN.

PRN's Approach

PRN creates a new layer on top of the internet, we call it public reputation protocol (PRP). Current information on the internet regarding the reputation of entities is in form of scattered bits and pieces. Fraudulent entities can manipulate their reputation through paid endorsements. Furthermore, haters can tarnish the reputation of entities easily.

PRP uses Balanced Binary Voting Mechanism to creates a vortex-based environment. This environment delivers a harmonic growth by preventing the bad actors. Furthermore, it will add credibility to the PR ecosystem/voting protocols.

Overall, PRN's public reputation protocol creates a layer of credibility on top of the internet, based on the decentralized blockchain. In addition, PRN's digital asset creation feature will enable the individuals to create value by purchasing, selling, and trade the digital assets

What does Public Reputation Network offer?

Community-Driven Reputation Measurement
Public Reputation Network (PRN) enable ordinary users to share their opinions about public figures, places, things, and ideas collectively known as “Entities”. These opinions, in the form of simple (+) and (-) votes, will determine the real-time reputation of the evaluated entity.

Holistic Performance Appraisal
PRN will offer services for corporates by providing real-time Holistic Performance Appraisal of employees. This will enable the smart entrepreneurs or top-level executives in making Informed decisions about employee retention and ways to increase collective performance.

Digital Asset Creation
PR cards of the evaluated entities could become Digital Assets if they meet the minimum required Vote milestone. Members can purchase, sell, or exchange these digital assets through the PRN Marketplace.

Who will get value from Public Reputation Network

PRN will offer value to many stakeholders. For instance,

Decision Makers
Though PRN they will get fair and accurate reputation measurement for the evaluated entities. Furthermore, they will have information regarding the individual features. This unique opportunity will allow the decision makers to compare two entities of equal stature.

Entities
They will get a real-time assessment of their reputation. If any of their characteristics are getting repetitive (-) votes, they can take actions to improve their reputation. Furthermore, as PRN validates the votes through blockchain, so the data will have high accuracy.

Public
Through BBV, the public can give (+) or (-) votes to the entities that matter to them. In addition, they will also be able to create and trade digital assets of their favorite entities.

Corporates
PRN will offer holistic performance appraisal solutions to corporates. This feature will enable the smart entrepreneurs to make informed decisions about improving collective performance of employees.

When will the XRPs be offered for sale?

XPRs will be offered for sale from 20th April 2018 in exchange for XLM (Lumens).

There will be 12 tiers of token releases.

Tier level defines the quantity of XPR released every 2 seconds.

In Tier 1, to bot will release 0.00000002 XPRs (after every 2 seconds) that will gradually increase to 2000 XPRs per second, depending upon demand.

The token sales will continue until 50 Million tokens are released in the market.

Out of these 50 Million Tokens, 10 Million will be sold at pre-sale price equivalent to 0.12$/XPR, remaining 40 Million Tokens will be sold at public sale equivalent to 0.22$/XPR

Where will XPRs be available?

They can purchase the XPRs through the inbuilt platform on PRN using their stellar wallets. Users will be able to specify how much XPRs they would like to buy based on their available XLM (Lumens) balance. Once payment has been made, users will see a receipt detailing the number of XPRs they purchase.

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TEAM

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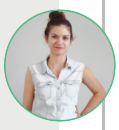
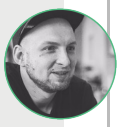
Name	Role	Credentials
Paulina Wyszomirska	Co-Founder	Education: Bachelor's in Pedagogics
		Experience: International Experience as a teacher and a corporate executive.
		Projects: Accountant, Clerk, Sales Admin, Team management.
Rafal Wyszomirski	Co-Founder	Education: Bachelor's Degree in Management
		Experience: 10 Years' Sales Management and Supply Chain Management, Early adopter of Ripple and Stellar, planner by heart.
		Projects worked: Western Digital, L.G. Electronics
		https://www.linkedin.com/in/rafal-wyszomirski/
 Agnieszka Zielonka	Project Management	Education: Bachelor's – Musical Journalism
		Experience: 6 years' Experience as a Project Manager
		Projects worked: YieldApart, JumpHall, iFirma, Satural, and more
		https://www.linkedin.com/in/agnieszkazielonka/
Marcin Wiercioch	Full Stack Developer	Education: Master, Information Technology
		Experience: 12 Years' Experience as a Full Stack Developer
		Projects worked: Racketo, Paper Station, Oferteo, and many more
		https://www.linkedin.com/in/marcin-wiercioch-417b5232/
 Tomek Tuz	Graphic Designer UI/UX	Education: Master of Engineering
		Experience: 12 Years' Experience as a Lead Designer
		Projects worked: Appsbooth, Infermedica, Showitbetter and more
		https://www.linkedin.com/in/tomek-tuz/
Borys Goncarz	Graphic Designer UI/UX	Education: Master, Informational Technology
		Experience: 10 years' Experience as a Graphic Designer
		Projects worked: Oferteo, Paper Station, Racketo an more
		https://www.linkedin.com/in/borys-goncerz-b24a4057/
Mateusz Falender	Legal Support	Education: Magister, Law in administration and economics
		Experience: Intelectual Property, Civil, Commercial law.
Adrianna Kowalska	Legal Support	Education: Magister, Law in administration and economics
		Experience: Financial Law, Investment funds, Commercial Law
Wojciech Czajkowski	Legal Support	Education: Magister, Law in administration and economics
		Experience: Business Entities, New Hires, Non-Profits
Saikar Jangala	Android Development	Education: BS (Computer Science)
		Experience: 5 years' Experience as an Android Developer
		Projects worked: Nivritri Solutions, Pixoplay, and GR Infotech
		https://www.linkedin.com/in/saikiran-jangala-a5154b90/

Name	Role	Credentials
Przemyslaw Kosinski	Front-End Development	Education: Master (Computer Science)
		Experience: 3 Years' Experience as a Front-End Developer
		Projects worked: Zlecenia, Navigator Apartments, JWW
		https://www.linkedin.com/in/przemyslaw-kosi%C5%84ski-792602159/
Darek Makowski	Back-End Development	Education: Master of Engineering (Informatyka)
		Experience: 4 years' Experience as a Back-End Developer
		Projects worked: YieldApart, iFirma, and Satural
		https://www.linkedin.com/in/dariusz-makowski-4107356a/
Will Wells	Community Development	Education: BA (Hons.) – International Business
		Experience: 3 Years' Experience of community development and Social Media Marketing
		Projects worked: Founders Media Limited, The Hive
		https://www.linkedin.com/in/willwells/
Nouman Pervez	IOS Development	Education: MS (Computer Science)
		Experience: 5 Years' Experience as an iOS Developer
		Projects worked: Pickzy Interactive, IPEDIS, and HighBrise Technologies
		https://www.linkedin.com/in/perveznouman/
Arsalan Faysal	Content Strategy	Education: MBA (Marketing)
		Experience: 3 Years' experience of Creating content for various organizations
		Projects worked: Curious Lion Consulting, ArticlePreneur, Inbound Junction, Data Shift
		https://www.linkedin.com/in/arsalanfaysal/
Raathesh	Adviser	Education: Bachelor's Degree in Computer Science
		Experience: 11 Years' Experience as a lead software developer
		Founder of PickZy Interactive Pvt. Ltd
		https://www.linkedin.com/in/macratheesh/
Jakub Woznica	Adviser	Education: Magister (Informatyka I ekonometria)
		Experience: 10 Years' Experience in developing websites and applications
		Founder of Okinet.pl
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		Experience: 25 Years' Experience as a Supply Chain Professional
		Projects worked: Director Operations – Ceva Logistics
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Aniket Kumar	Adviser	Co-Founder of Secureblocks
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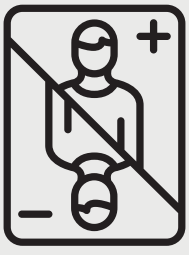

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