

Ziktalk

A Web 3.0 Social Platform

Whitepaper v 2.0

1. Introduction

The Problem

The rapid growth of the Internet and proliferation of smart mobile devices have made online social media networks accessible to a vast number of people, with *We Are Social* reporting 3.8 billion social media users worldwide [1]. Facebook, YouTube, Instagram, TikTok, and Twitch in particular have emerged over the years as popular platforms for users to share stories and provide entertaining content. While users of these services can monetize their accounts and content as they grow in popularity to reap rewards, these platforms do not enable instant and direct user-to-user compensation. In order to reward creators, users must expose themselves to unwanted advertisements or promoted content, or they must purchase cash or items from the platform to be sent to their favorite creators. In this way, users must rely on the platform's facilitation of user-to-user transactions.

Our Solution

A platform that enables users to directly reward each other for their content incentivizes active network participation while ensuring that users are properly compensated for their value contribution. Ziktalk is a web 3.0 social platform that allows users to post content and receive rewards for its popularity. At the core of Ziktalk is the ZIK token that can be earned through a process called *Social Mining*. Users will receive free tokens for completing tasks like registering for an account, referring a friend, logging in, and more. These tokens will then be spent to reward other users who generate enjoyable content. The transfer of value in the form of ZIK tokens will be near instant with zero transaction fees to minimize friction. Therefore, users will be able to directly reward each other within the Ziktalk ecosystem with the tokens

they earn for free. Furthermore, Ziktalk users can directly participate in the operation of the app such as content validation to prevent centralized content censorship.

2. Ziktalk

User Reward for Participation

Social Pool, representing 50% of the total supply, rewards tokens to users when they perform social activities on the app. Content creators can receive more tokens when the posted videos are viewed by others and receiving likes/favorites. Users can also receive rewards for validate videos for violation of community rules in order to become a self-moderating community.

Reward Distribution Method

Daily Block Generation

Everyday, a block containing the same amount of ZIKs are created to be mined. Since the blocks contains the same amount until halving, users can earn more during days with low DAU and earn less when the app is crowded. After each day, the rewards are distributed to the users from three components of the *Social Pool: Activity Pool, Sign-up Pool, Referral Pool* according to the user activity during the period and user level.

Earning Power Weighted by User Level

On Ziktalk, user levels are rated from 0~5 where each level upgrade results in the ability to mine more ZIKs within a block for performing the same activities. Users are given Level 0, which equates a possible bot account, upon sign-up and must level up in order to be able to withdraw and earn more. The system is designed to discourage bot/spam behavior with financial disadvantage

*Daily Earnings = Daily Activity Points * User Level.*

Users can level up by being actively engaged with the platform, posting quality content, staying away from bad behavior and participating in self-moderation of the platform through content validation. The ability to earn more for being a good user is expected to be a good incentive to induce good behavior from the user.

Self-Moderating Community

Ziktalk's vision is to create an incentive-based self-moderating community on the platform where users grow the platform by posting/consuming content, performing social activities and moderate itself by validating content for rule violation and submitting valid reports - all without centralized censorship. By successfully implementing a structure to create a user-oriented and user-operated social platform, Ziktalk is aiming to become a success case showing that Web 3.0 is a viable option to replace traditional online applications.

3. ZIK Token

What is the ZIK Token?

ZIK is the native currency of the Ziktalk economy. Whenever value is exchanged, ZIK will be transferred from one user to another.

Token Details

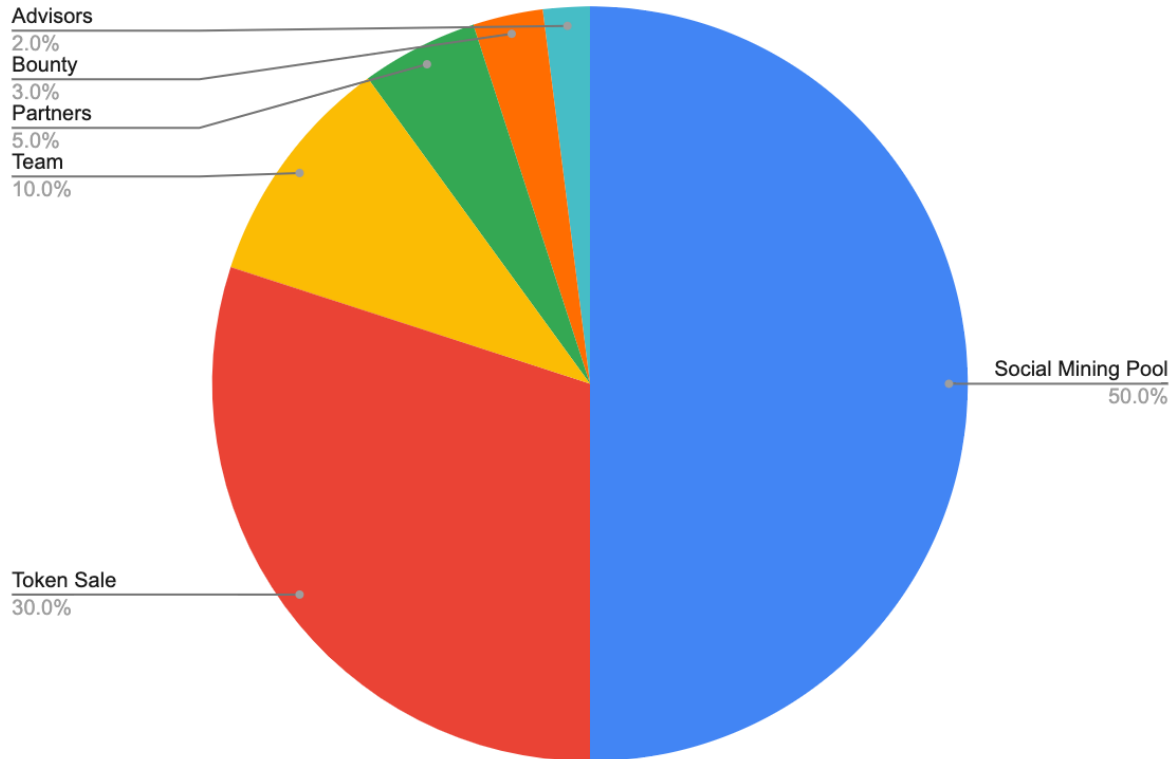
- **Token:** Ziktalk
- **Ticker (symbol):** ZIK
- **Total Supply:** 10,000,000,000 ZIK
- **Blockchain:** Luniverse, ERC-20
- **Economic Model:** Deflationary PoW
- **Decimals:** 18
- **Contract Address :**
(Luniverse) [0x35def49e4C26AadD2A0734f38F07dc6C7993f764](#)
(ERC20) [0x88303fed02b31db9c7a9eafb711da9ef4a03e5d3](#)

Token Distribution

	Number of Tokens	Percent
Total Supply	10,000,000,000	100%
Social Mining Pool	5,000,000,000	50%
<i>Activity Pool</i>	<i>3,000,000,000</i>	<i>30%</i>
<i>Sign-up Pool</i>	<i>1,500,000,000</i>	<i>15%</i>
<i>Referral Pool</i>	<i>500,000,000</i>	<i>5%</i>
Token Sale	3,000,000,000	30%
Team	1,000,000,000	10%
Partners	500,000,000	5%
Bounty	300,000,000	3%
Advisors	200,000,000	2%

Token Distribution Details

Token Distribution (Total 10,000,000,000)



Social Mining Pool (50%)

User rewards for social mining

- Activity Pool (30%)
- Sign-up Pool (15%)
- Referral Pool (5%)

Token Sale (30%)

Token Sale Stage	Sale Amount	Sale Period
Token Sale 1	1,000,000,000	July 2019 to June 2020
Token Sale 2	1,000,000,000	July 2020 to June 2021
Token Sale 3	1,000,000,000	July 2021 to June 2022

Token sale will be conducted in the method of choosing by the Team (i.e. direct listing); funds raised from the token sale will be used for development, marketing, and ecosystem growth.

Team (10%)

Release Schedule	Release Amount
January 2021	100,000,000
January 2022	100,000,000
January 2023	100,000,000
January 2024	100,000,000
January 2025	100,000,000
January 2026	100,000,000
January 2027	100,000,000
January 2028	100,000,000
January 2029	100,000,000
January 2030	100,000,000

Partners (5%)

- Tokens for ecosystem growth

Bounty (3%)

- Tokens for bounty and airdrop campaigns

Advisors (2%)

- Tokens for Ziktalk's advisors

4. Social Mining Pool & Halving

To spend ZIK, users will have to acquire ZIK tokens one way or another. Ziktalk introduces a new way of earning ZIK tokens through a concept called *social mining*. Social mining refers to the practice of earning ZIK through social activities on Ziktalk. Below is a list of how ZIK can be mined.

- **Sign-up Mining**

Creating a Ziktalk account will yield ZIK rewards (one-time event)

- **Referral Mining**

Referring a friend who signs up with Ziktalk will yield ZIK rewards

- **Activity Mining**

Completing in-app activities on Ziktalk will yield ZIK rewards. Also, engaging with other users on the app (likes, follows) will yield ZIK tokens. There is no separate token pool for community mining - rather, it will be the transfer of ZIK from user to user.

With half of ZIK's token supply allocated to the social mining pool (more token distribution details in "Token Distribution" section), users will have the opportunity to earn ZIK tokens by simply using the Ziktalk application. Different halving mechanisms has created a direct correlation the growth of users and DAU and the amount of ZIKs users can earn

4.1 Social Mining Halving

Halving refers to an event where the number of mining rewards are cut in half. Bitcoin follows a halving schedule based on block number, which means people can to some degree predict when the halving will occur. Ziktalk, like Bitcoin, will have a halving event when certain milestones are met. Ziktalk has chosen a dual halving mechanism based on time and user acquisition.

Halving by User Acquisition : Sign-up Pool, Referral Pool are halved when user doubles

Halving by Time : Activity Pool is halved every 3 years

Out of 10,000,000,000 total, 5,000,000,000 ZIK tokens are allocated to the social mining pool.

4.2 Halving Mechanism by Each Pool

- **Activity Pool**

3,000,000,000 tokens will be allocated to the *Activity Pool*, a reward pool for activities that contribute to the growth of the platform.

Daily Block : the activity pool releases a fixed amount of ZIKs every year which is then divided into daily distribution limits. Similar to the block generation in PoW model, Ziktalk generates blocks on a daily basis that to be mined by users. Since the daily block is fixed, each user will be able to mine more on days with low DAU and vice versa.

$$\text{Yearly Release} = \text{Daily Block} * 365 \text{ days}$$

Halving Schedule : the pool is halved every four years as seen below.

Activity Pool			
Halving occurs every four years			
Year	Yearly (ZIK)	Approx. Daily Block (ZIK)	Subtotal (ZIK)
1	365,000,000	1,000,000	365,000,000
2	365,000,000	1,000,000	730,000,000
3	365,000,000	1,000,000	1,095,000,000
4	365,000,000	1,000,000	1,460,000,000
5	182,500,000	500,000	1,277,500,000
6	182,500,000	500,000	1,460,000,000
7	182,500,000	500,000	1,642,500,000
8	182,500,000	500,000	1,825,000,000
9	91,250,000	250,000	1,916,250,000
10	91,250,000	250,000	2,007,500,000
11	91,250,000	250,000	2,098,750,000
12	91,250,000	250,000	2,190,000,000
13	45,625,000	125,000	2,235,625,000
14	45,625,000	125,000	2,281,250,000
15	45,625,000	125,000	2,326,875,000

	45,625,000	125,000	2,372,500,000
16~	Halved until depletion under the same schedule		~3,000,000,000
Total		3,000,000,000	

- Sign-up Pool

1,500,000,000 tokens are allocated to the *Sign-up Pool*, which is the pool for rewarding people for creating an account with Ziktalk. The Sign-up Pool tokens will be distributed to a total of 5.1 billion people, with each person receiving a fixed number of tokens based on the halving schedule.

The first 5,000,000 users will each receive 50 tokens upon sign-up. When user count doubles, the rewards are halved, hence the term “halving.” Under this system, early adopters are rewarded for joining Ziktalk early on.

The following is the Sign-up Pool halving schedule:

Sign-up Pool		
Halving occurs when user count doubles (starting at 1,000,000 sign ups)		
Users	Tokens Reward per Sign-up	Total Distributed
5,000,000	50	250,000,000
10,000,000	25	125,000,000
20,000,000	12.5	125,000,000
40,000,000	6.25	125,000,000
80,000,000	3.125	125,000,000
160,000,000	1.5625	125,000,000
320,000,000	0.78125	125,000,000
640,000,000	0.390625	125,000,000
1,280,000,000	0.1953125	125,000,000
2,560,000,000	0.09765625	125,000,000
5,120,000,000	0.048828125	125,000,000
Total		1,500,000,000

- Referral Pool

500,000,000 tokens will be allocated to the *Referral Pool*, and once all 500,000,000 are distributed to users who refer their friends, the referral program will come to an end, though there may be plans in the future to reinstate a new referral program. Halving for the Referral Pool will happen when user count doubles, with the first halving happening at 2,000,000 users. Up until 2,000,000 users, anyone who refers their friend will receive 25 tokens per friend who signs up. When 4,000,000 total users sign up for Ziktalk, the referral rewards will be reduced to 12.5 tokens. After 64,000,000 referred, referral will be flat until the pool is depleted.

The following is the Referral Pool halving schedule:

Referral Pool			
Halving occurs when user count doubles (starting at 1,000,000 users)			
Total Users	Referred Users	Tokens per Referral	Total Distributed
20,000,000	2,000,000	25	50,000,000
40,000,000	4,000,000	12.5	25,000,000
80,000,000	8,000,000	6.25	25,000,000
160,000,000	16,000,000	3.125	25,000,000
320,000,000	32,000,000	1.5625	25,000,000
640,000,000	64,000,000	0.78125	25,000,000
640,000,000~	64,000,000~	0.390625	325,000,000
Total			500,000,000

**The above table assumes that 10% of new users are from referrals. Depending on the actual percentage, the Referral Pool may be depleted more quickly or slowly than the table indicates*

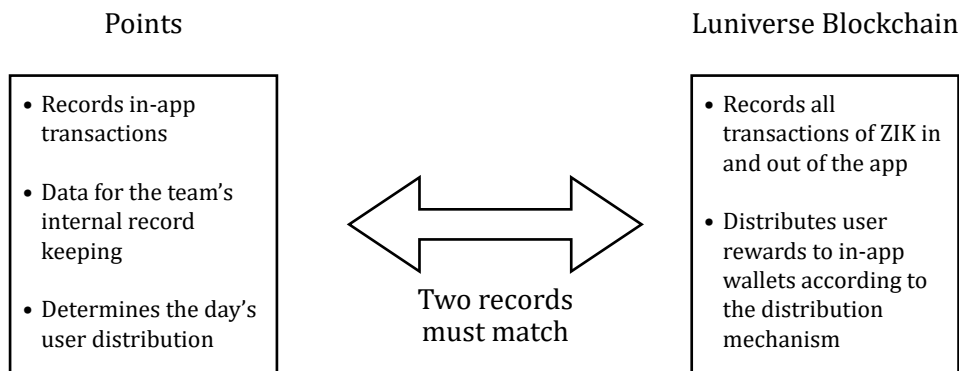
6. Ziktalk Blockchain & Ledger

Blockchain

In order to improve user experience and expandability, Ziktalk exists both on Luniverse blockchain and the Ethereum blockchain. Luniverse offers fast transaction speed at zero cost which allows Ziktalk to settle in-app transactions amongst users almost instantly. For this reason, Luniverse blockchain is used to record transactions amongst the users. In order to improve user experience and interoperability Ziktalk also uses the Ethereum network for trades on centralized exchanges.

Ledger

Ziktalk's transactions are recorded in three separate ways. *Points* are records of in-app transactions for team's internal review. Since Luniverse blockchain currently records all Ziktalk transactions, the amount of *points* must match the amount recorded by the Luniverse blockchain in areas such as the previous and current user rewards distributed as well as making sure that rewards are distributed properly.



Relationship between Luniverse and ERC-20 ZIK

It is important to note that *points* are only records and the ZIK token only exists on the Luniverse and Ethereum blockchain networks. All user rewards are distributed on the Luniverse network and users have the option to keep the Luniverse tokens or swap to Ethereum network to trade on centralized exchanges. Luniverse-based ZIK tokens can be swapped to ERC-20 based ZIK tokens at a 10-to-1 ratio.

7. Roadmap

YR' 2015 ~ 2021

- Reach 500,000 users
- Exchange listings
- Pivot from language-exchange platform to short video platform

YR' 2022

- Implement referral system
- Implement daily block-based reward system
- Implement user levels for user reward payouts
- Develop Ziktalk in-app messenger - Support Luniverse <-> ERC20 Bridge
- Reach 1,000,000 users - Exchange listings

YR' 2023 - First Half

- Secure premium contents
- NFT marketplace testing
- Reach 5,000,000 users
- Exchange listings

YR' 2023 - Second Half

- NFT marketplace
- Reach 10,000,000 users
- Exchange listings

References

[1] We Are Social, “Digital 2020: 3.8 billion people use social media,” [https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media#:~:text=Worldwide%2C%20there%20are%203.80%20billion,percent\)%20over%20the%20past%20year,2020](https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media#:~:text=Worldwide%2C%20there%20are%203.80%20billion,percent)%20over%20the%20past%20year,2020), 2020.

Important Notice

ZIK digital tokens (hereinafter referred to as "ZIK") are not intended to constitute securities, units in a business trust, or units in a collective investment scheme, each as defined under the Securities and Futures Act of Estonia , or its equivalent or any other regulated products in any jurisdiction.

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