

PRILI

Introduction

The worlds general ledger

Social Network

Consume media freely and fairly
Infinite NFT technology
Invest in Creators
Enter the metaverse
Form self-governed communities

DeFi Tools

Wallet
Liquidity Pools
Insurance Pools
Credit Pools
Indexes

Trust Within the Network

Privi Token

Data Privacy & Governance

YOU DECIDE WHAT YOU WANT TO SEE, WHAT YOU WANT TO MAKE, AND WHAT YOU WANT TO PARTICIPATE IN 

PRILUJi

A NEW SOCIAL
METAVERSE





INTRODUCTION

We believe the world is ready for a new take on social media and finance.

Behemoth corporations make billions off of their users, selling personal data and leaving creators with the scraps.

It's clear that the current social media ecosystem is unsustainable and in need of an overhaul.

Mainstream adoption of cryptocurrencies, the growth of NFTs, and the explosion of decentralized finance and crypto-innovation represent a groundswell of technological developments fueling new possibilities for social, finance, and the web as we know it...

Enter Privi – an end-to-end network that seamlessly unites decentralized social and finance, allowing them to seamlessly operate together at scale.

Utilize the best of blockchain technology to help creators connect directly with fans, earn income for content consumed, mint social tokens, and in the process, transform our online interactions for the better.

Out with the old, in with the new.

Privi aims to set creators free and usher in a new era for the worldwide web.



THE WORLDS GENERAL LEDGER

THE PRIVI BLOCKCHAIN



Privi is user-owned and trustless, with **no intermediary** between you, your assets, and your experience.

The smart contracts and accompanied logic of the Privi blockchain are built on the HyperLedger Fabric blockchain (built and maintained by IBM).

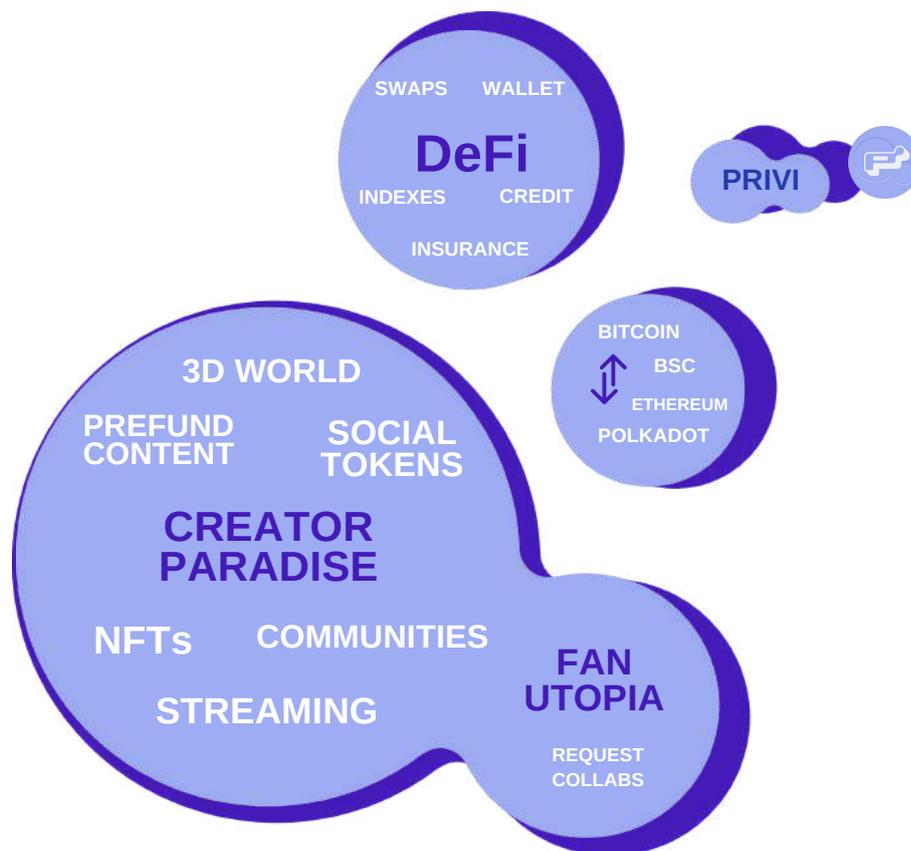
Privi keeps **transaction fees low (0.25-4%)**, maintains **transaction speeds up to 2000/sec**, while providing you with top-rate security and private keys to forever access your assets on the blockchain ledger.

Privi is **interoperable** with BTC, ETH, BSC, and DOT chains, and implements a '**Proof of Stake**' consensus algorithm, which limits the impact on the planet.



YOU DECIDE HOW YOU WANT TO ENGAGE

APPLICATIONS & FEATURES



It has been 10 years since we discovered blockchain. Yet just because we have discovered the technology, does not mean we know how to control it, until now.

Privi has reimagined the digital transaction. Seamlessly empowering collaboration, investing, earning, and consuming in an end-to-end web platform.

Packed with features and applications, Privi empowers you to **design your own network**, exchange for only what you want on a powerful general ledger, and **trade for goods and services unlike ever before with the Privi token.**

All of these applications and features will be live upon launch.



REINVENTING THE SOCIAL NETWORK

Social networks today are broken. They feed off of the millions of micro-communities and creators using their platforms, *yet are unable to take the wants or needs of these people into account.*

Privi changes that. It is a social network designed for easily forming or joining self-governable and **customizable communities**. It can be used for any group, type, or purpose.

The network is equipped with features we have become accustomed to on everyday legacy social networks, but with Privi, the monetization of content is given back to those who deserve it.

Instead of sacrificing value to the platform, creators and communities get to directly control and benefit from their own work.

How? Privi meshes social networking with a user-owned stock market, allowing anyone to create and trade tokens that represent media, individuals, brands, and communities.



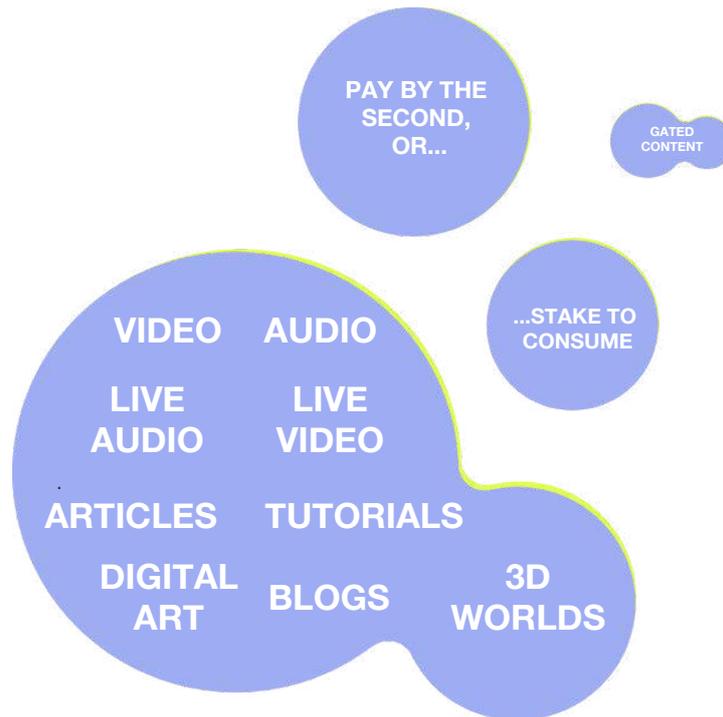
PRIVI





CONSUME CONTENT FREELY & FAIRLY

...WEB2 EFFORTLESSLY MEETS WEB3



Privi has a 'Web2' interface where non-crypto and crypto users first arrive. They see content from their favorite creators, who have the ability to make content free or customize **gated and paid content in an entirely new way.**

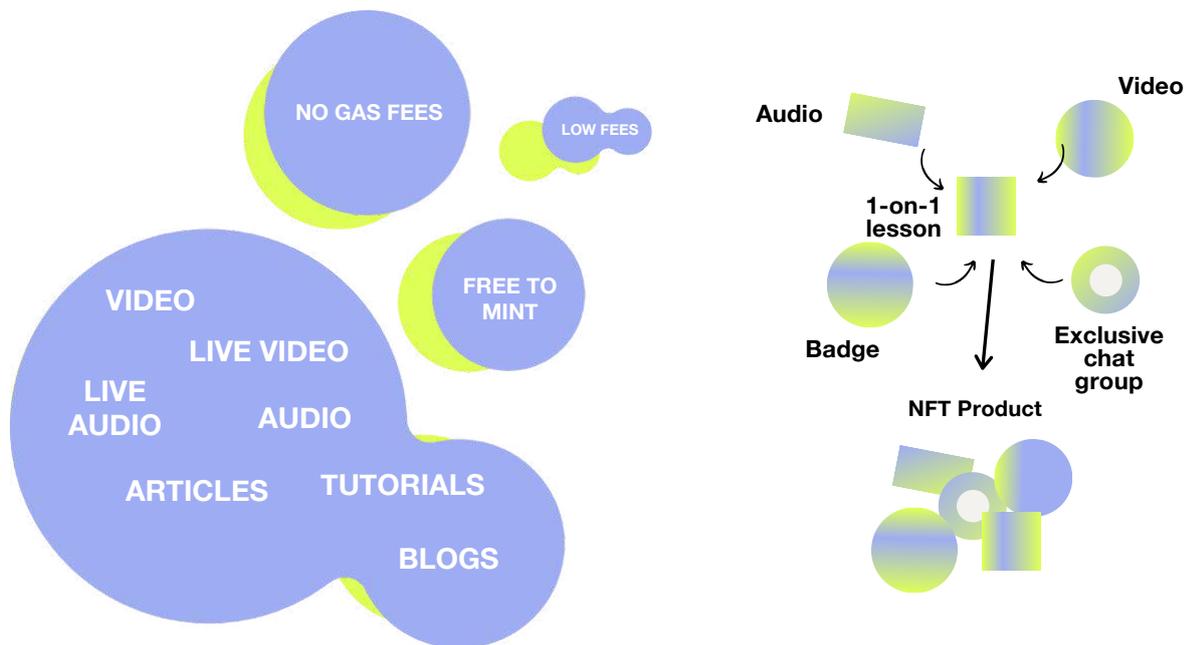
For payment, Privi is the first blockchain-based product to conduct second by second payments while content is being consumed. We are calling it 'asset streaming.'

The **non-crypto user simply has to sign up for Privi Wallet** to start paying and consuming, however, Privi gives users the opportunity to not directly pay for content at all. Consumers have the option to stake Privi Coins to a Privi Community, who in return provide them with x hours of content consumption. In this model, **creators get paid, consumers consume for free.**



INFINITE NFT USE CASES

... WHILE PREFUNDING CONTENT THROUGH FANS



Creators have the ability to freely mint and customize NFTs in the Privi network. Since Privi is compatible with the ETH blockchain, NFTs can be swapped in and out of the Privi ecosystem, however, doing so you expose yourself to high gas fees. Where inside Privi, **all transactions of NFTs enjoy low fees (<4%).**

Creators can also fractionalize NFTs, for example, sell part of a song or other media. This means that **the creator and fans can earn** from whenever the media is streamed or consumed, and earn interest from NFT holders. While at the same time, fans pay the creator interest for holding the NFT yet earn whenever the media is streamed.

Let's say The Weeknd wanted to sell 30% of his song to his fans, he can customize the price, supply, crypto accepted as payment, interest, and royalties to be paid when the song is consumed. This helps The Weeknd identifies multiple new revenue streams while creating a deeper relationship with his fans, simultaneously giving his fans the **opportunity to speculate and invest in their favorite artists.**



ENTER THE METAVERSE

SHOW OFF YOUR ASSETS AND MEET PEOPLE

Every Profile and Community (see next page) has the ability to show off their NFTs and assets in a 3d/virtual world. Yes, you heard that right, this is a 3D Social Network. Welcome to the Social Metaverse.

While at first this will be done simply through a desktop, the potential for the metaverse and Privi is immense.

Available upon soft launch, however, there will be a wide range of functionalities in the metaverse, for example, creators and communities will have the ability to:

- Every user can **show off assets** that they own, and share their metaverse with other users
- You can **listen to music and watch videos** in the metaverse
- Creators and communities can **hold events** in the metaverse by **sharing coordinates**
- People can meet each other in the metaverse
- **Crypto can be streamed by the second** to the owners of NFTs, for example, if you go listen to a 'live audio' session in the metaverse
- And so much more....

ENTER THE SOCIAL

METAVVERSE





FORM SELF-GOVERNABLE COMMUNITIES

Anyone can create or join a Privi community. These communities form micro-DAOs (decentralized autonomous organizations) and each community can be customizable to the needs of that community.

Communities are **driven by two types of personas:** creators and curators (or true fans). Creators use Privi communities

to **develop a deeper relationship** with their active followers, and fully monetize the value they create on a daily basis.

Curators are the ideal fans – groups of individuals who take an active part in mobilizing their shared interests to invest in the content they believe in, bringing more meaning to the time they spend online.

Think like a Patreon, or even OnlyFans account, but with massive customizability, social integration, and it's built on your own community currency.



COMMUNITY CUSTOMIZATION

Privi communities allow users to **customize** which features and tools are available in a community. Communities can even pay for unique **No-Code, drag/drop features** to be built by a developer community. These will belong to the community and can be utilized and even **licensed to other communities for profit.**



FINANCIAL RAILS PROPEL THE NETWORK

POWERFUL DEFI TOOLS

Much like Apple believed in integrating hardware and software in the personal computing revolution, Privi believes that integrating social and finance in an end-to-end platform provides an immense opportunity to penetrate the mass market.

Everyone receives a **Wallet** that gives them the capability to send many types of tokens to other users in the network, make **Atomic swaps** with other popular chains (BTC, ETH, BSC, DOT..) and store and manage your tokens in a simple and beautiful way.

Privi has **Liquidity Pools** that give you the ability to exchange and swap for other crypto tokens. Have an NFT and want to swap for BTC? Have USDT and want to swap for PRIVI? Liquidity providers are not hindered by depositing crypto pairs, which creates pools **without Impermanent loss or slippage**, which as logic goes could give the Privi network a high volume of liquidity.

You and/or your community can apply for credit from **Credit Pools**, which are under collateralized methods of obtaining crypto loans based on a Trust and Endorsement Scores of a profile. Credit pools are decentralized and can include both known and unknown lenders who engage with inventive **risk distribution algorithms** between borrowers, lenders, merchants, and providers.

You have the ability to create and invest in **Indexes**. These funds are transparent funds that can accept a wide array of cryptos, can be **connected to Privi Communities**, and have customizable levels of transparency and asset graphs.

If you wish to keep your investments and assets safe, you can have them insured by decentralized **Insurance Pools**. Insurance pools include both known and unknown underwriters, and are equipped with a digital claims court and a native **Privi Insurance Coin** (pINS) giving the decentralized insurance network a native governance token.



TRUST WITHIN THE NETWORK

WORTHINESS METRICS

50%

TRUST SCORE

50%

ENDORSEMENT SCORE

Trust and endorsement scores are internal "**quantified self**" algorithmic approaches that make up the **digital identity** of each user in the system.

Think of it as a 21st-century decentralized credit score. Trust scores quantify your transactions in the system, while Endorsement scores give your network the ability to endorse you as a **financially trustworthy individual**.

The weight of an endorsement is dependent on that endorser's own trust score. Together, they compile a user's worthiness and lends confidence to transactions and exchanges.

Trust and endorsement scores for each profile begin at 50% and are **updated in real-time**. Accompanied logics and algorithmic changes to the metrics can be voted upon by staking Privi (PRIVI) tokens.

Furthermore, every profile, Pod (social and financial 'spaces' that generate NFTs within the network), and Community can **verify their profile by staking Privi (PRIVI) Tokens**. And every profile is accompanied by a Level. This level is dependent on the amount you sell or consume within the network, and **the higher the level, the lower your transaction fees are**.



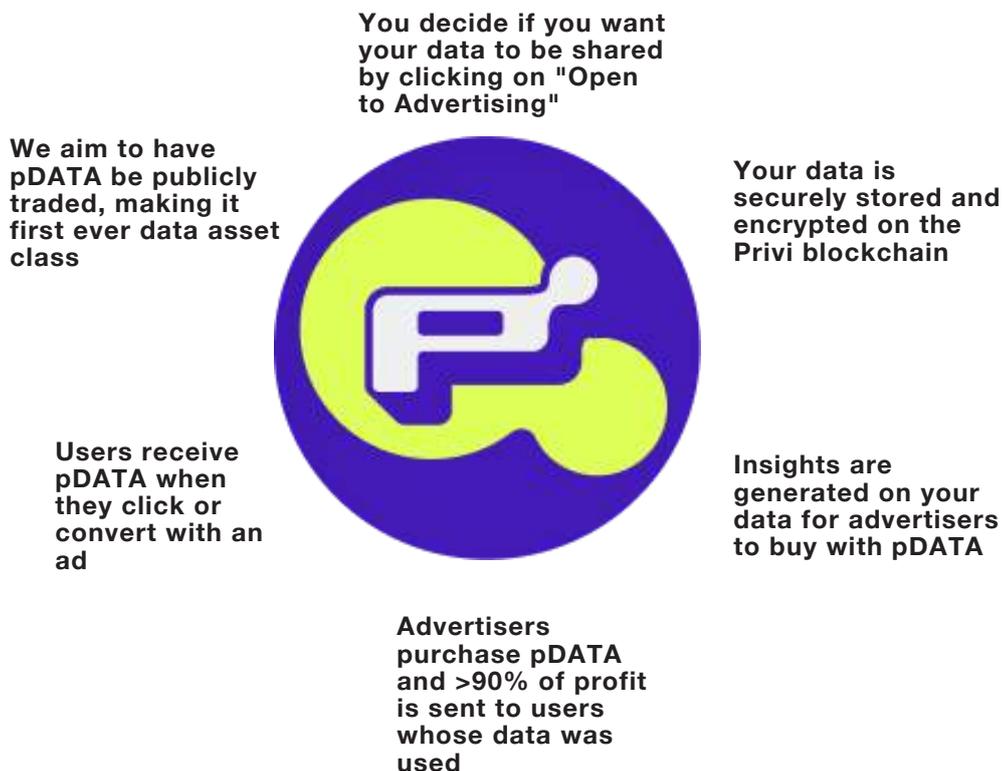
A DECENTRALIZED ADVERTISING SYSTEM THAT BENEFITS EVERYONE

The Privi Data Coin (pDATA) is a unique **data asset class** that advertisers buy and sell and transfer to users for impressions and conversions. Creators and brands view this as a 'funneling' mechanism to attract more eyeballs, clicks, and conversions, while those advertised to receive pDATA directly to their wallets (to say, swap for BTC or PRIVI with liquidity pools...).

pDATA is a native token and it comes with governance rights of the data system in Privi.

Transactions between advertisers and users are permissionless and automatic, Privi only takes a minuscule transaction fee.

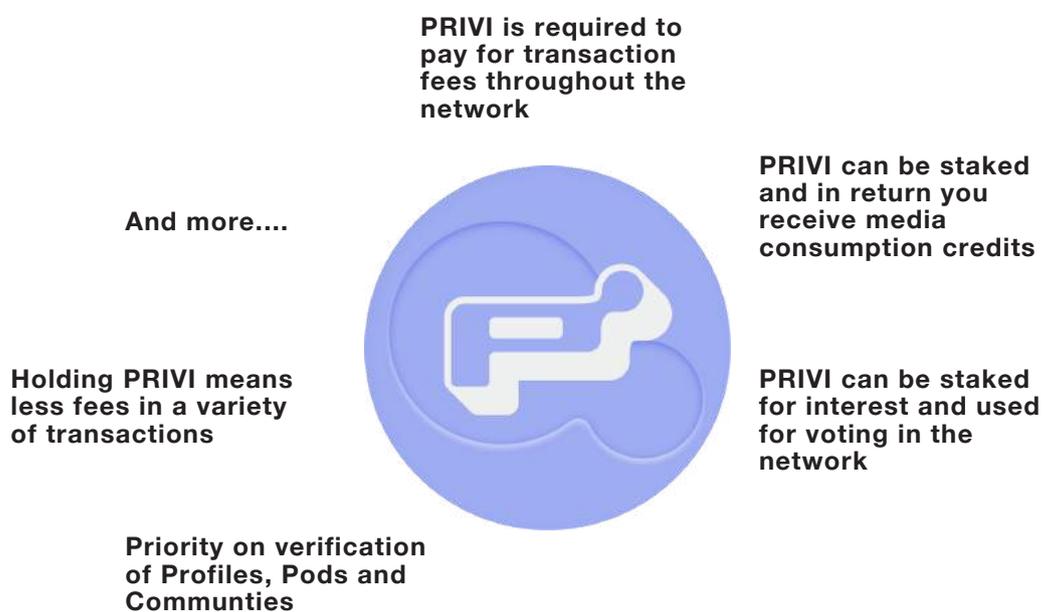
We aim to make pDATA a publicly-traded asset on decentralized exchanges.





TOKEN ECONOMICS

Privi is a powerful utility token that is a native token of the Privi network. Privi will be available to buy on popular DEXs a few weeks before the product launch in Q2 2021.



TOKEN PRESALE DETAILS, RELEASE SCHEDULE AND ALLOCATIONS TO BE MADE AVAILABLE CLOSER TO TGE

Thank you.

Privi will be conducting a Public Token Sale in 2021.

**Stay tuned for more
announcements.**

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